

ISSN : 2395-5929

**Emperor International Journal of  
Finance and Management  
Research[EIJFMR]**

Volume-X	Regular Issue-8	August -2024
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SJIF 2020:6.333 | SJIF 2021: 6.135 | SJIF 2022: 6.003

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Published by

**Emperor Research Foundation | Mayas Publication**

Organized by

**PG & Research Department of Commerce**

BWDA Arts and Science College  
(Affiliated to the Annamalai University)  
PG and Research Department of Commerce  
Kolliyangunam, Villupuram District - 604304  
Tamil Nadu, India.



# One Day 4<sup>th</sup> International Conference in Challenges and Issues of Micro Finance

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First Published 2024

ISSN No: 2395-5929

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**Published by**

Emperor Research Foundation | Mayas Publication  
No.76-B, 2nd Floor, Nellukara Street, Kanchipuram, Tamil Nadu, 631502  
Cell: 9944387367 E-Mail: mayaspublication@gmail.com  
Printed at Mayas Publication India Tamil Nadu

**Edition:** Edition 1







**Dr. C. JOSLIN THAMBI,**  
**M.A., M.Phil., D. Hons.,**  
Founder, BWDA Arts and Science College,  
Kolliyangunam, Villupuram District,  
Tamil Nadu-604304.

---

## **FOUNDER'S MESSAGE**

Learning is a continuous process occurring in our day-to-day life. One of the biggest lessons I have learned from my life experiences is the power of thoughts and confidence to achieve positive & productive output. My team and I have worked very hard to achieve this position, where we are right now. satisfaction for Scholars and students is our motto, right from publishing, to its users, from urban to remote areas. We always ensure full participation of our employees and professors in achieving our goals.

Open management policies, transparent business arrangements are the areas that carry special significance. The awareness guides us in this highly competitive and volatile world. We have mushroomed in every nook and corner for the satisfaction for our staffs. We have done wonders in the past & we are confident of our future. We aim to increase our volumes across every part of the value chain and quadruple our value in the market. The company has witnessed strong growth."The future beckons with a promise of bigger challenges." The present is giving us the strength to thrust ahead.



Signature



**Ms. ALPHINA JOS,**  
**B. Tech., M.B.A.,**  
Deputy Managing Director,  
BWDA Finance Limited,  
Villupuram District, Tamil Nadu.

---

## **VICE PRESIDENT'S MESSAGE**

My hearts fill pride and pleasure as I perceive the progress being made by the PG and Research Department of Commerce. We are keen to make this institution a center of academic excellence and cultural force in the true sense of the team.

It would be a place for learning and intellectual advancement, the fountain head of new future generations, deep respect and love for our cultural heritage and the natural environment. Besides academic excellence, the institution is committed to inculcating in all its student, strong ethical values of integrity, politeness, kindness and respect for elders.

I firmly believe that education should foster confidence, discipline, clarity in thought and decision-making ability to set and achieve goals, and above all social responsibility as a Life-long process.

*Alphina Jos*  
Signature





**Mrs. PRABALA J. ROSS,**  
**M.A., M.Ed., PGDTE.,**  
Secretary,  
**BWDA Arts and Science College,**  
Kolliyangunam, Villupuram District,  
Tamil Nadu-604304

---

### SECRETARY'S MESSAGE

I strongly believe in innovative methods of education, which can foster leadership and accountability in this challenging era of 21st century.

Our sole aim is to encourage the personal, social, physical, ethical and academic well being of all our students, besides academic excellence. Our goal is to develop scholarly students with great self discipline, intense perseverance and zeal to excel to meet challenges of the modern society.

We take pride in providing a caring atmosphere to all students and appreciate the co-operation and support extended by the faculties, present community and all members of BWDA to sustain the high standards set by the management.

The Publication highlights the achievements and accomplishments of students in every sphere and it is also a testimony to the hard work exhibited by students and faculty to make the year memorable.

I congratulate the Editorial Team for their efforts in compiling and creating such a wonderful work which truly covers the entire Spectrum of our College.

*Prabala J. Ross*  
Signature





**Dr. A. TAMILARASU,**  
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## **CONGRATULATION MESSAGE**

In light of the 4th international conference on challenges and issues of microfinance, which is being organized by the commerce department of BWDA Arts and Science College, it gives me great pleasure to write this message of congratulations. The world runs on finance in general and microfinance in particular, especially in developing nations like India, where the private and public sectors use microfinance to create employment opportunities, allow for free flow of capital, and contribute significantly to GDP growth.

Even though microfinance is helping the country

develop in many ways, there are currently a number of obstacles and problems preventing it from developing further. At this point, the management and department of commerce of the BWDA Arts and Science College have scheduled this seminar. Hopefully, through this conference, professors, researchers, research scholars, industry leaders, and students will bring sound knowledge to address these obstacles and problems with microfinance. I would like to express my sincere gratitude and congrats to the BWDA Arts and Science College Department of Commerce, Management, and the conference organizing team for this outstanding success.

I hope all the best for their upcoming pursuits.

A handwritten signature in blue ink, appearing to read "Dr. [illegible]", is shown on a light-colored background.

Signature





**Dr. R. ANANDARAMAN,**

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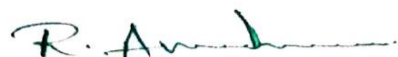
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## CONFERENCE MESSAGE

It gives me immense pleasure to know that 4<sup>th</sup> International Conference is going to be organized by the PG & Research Department of Commerce, BWDA Arts and Science College Kolliyangunam, Villupuram District, The topic is **“Challenges and Issues of Micro Finance”** on 04.09.2024. It plays an important role in fostering socio-economic growth and development in our society. Microfinance provides financial assistance and leading services to the women sector. Women face numerous and multifaceted challenges and issues in their daily lives. They struggle economically, socially, and politically in all aspects of their lives. “In India, there are a numerous microfinance institutions, including formal, semi-formal, and informal ones that provide effective financial services to women’s Self-Help Groups (SHGs)”. The SHG-led credit movement across the country has become the pivot around people-centered

poverty alleviation programs are being successfully implemented. The National Bank for Agricultural and Rural Development launched the Self-Help Group (SHG) Bank Linage Program in 1992, which has blossomed into the world's largest microfinance project. Despite a large number of microfinance institutions helping women community their poverty remains unaddressed. Therefore, the conference topic need of the hour is timely and relevant. The conference topic is mainly focused on providing an open platform for sharing and discussing new ideas among students, scholars, researchers, academicians, microfinance clients, and other stakeholders etc.

I extend my heartfelt wishes for the success of this one day international conference and congratulate the Management, Principal, Vice principal, Head of the Department of Commerce, and all the faculty members of the department. I would like to express my deep sense of appreciation to the Organising secretary **Dr. V. GANESHKUMAR**, Head and Associate Professor of Commerce, who has worked diligently to publish the conference proceedings as a journal book on the same day itself.



(Dr. R. ANANDARAMAN)



**Dr. S. SUDHA CHRISTI JOY,**  
**M.Sc.,B.Tech., M.Phil., Ph.D.,**  
Principal,  
BWDA Arts and Science College,  
Kolliyangunam, Villupuram District, Tamil  
Nadu-604304

---

## **PRINCIPAL'S MESSAGE**

The mission statement of the college signifying the existence and its road map to the achievement of its vision, reads as: "To achieve and sustain excellence in teaching and research, enrich local, national and international communities through our research, improve skills of alumni, and to publish academic and educational resources".

To achieve and promote excellence in publications and applied research, the college has taken the initiative to launch a new journal exclusively to publish students' research papers and articles. It will be an add-on to the enriched catalogue of college publications and academic literature. The Journal has provided an opportunity to the students of our college to focus on research.

Since the students were not opened to the research methodologies at the undergraduate level, they were mentored by experienced faculty of our college.

Simultaneously, their articles were also reviewed by the referees and tested for plagiarism before publication. After reporting all the suggestions recommended by the referees, the articles were revised and then finally published. I would like to congratulate the students whose papers are published in this issue of the journal and simultaneously encourage all the students to contribute their research papers and articles for the successive issues of the Journal.

Best wishes for their future endeavors.

A handwritten signature in green ink, appearing to be 'S. S. S.', with a long horizontal stroke extending to the right.

Signature



**Dr. V. SEGAR,**

**M.A., M.Phil., Ph.D., NET.,**

**Vice Principal ,**

**Head and Department of Tamil,**

**BWDA Arts and Science College,**

**Kolliyangunam, Villupuram District,**

**TamilNadu- 604304.**

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## **VICE - PRINCIPAL MESSAGE**

I am happy that the PG and Research Department of Commerce has done an outstanding job and some of our students, under the guidance of our faculty members, have also actively participated in this research endeavor. This clearly indicates a unique teamwork of our faculty members and students.

I strongly believe that this research culture will continue and there will be many more contributions from all the Departments of the College in the years to come.

I would like to thank the contributors and the reviewers and congratulate the editorial board for the successful publication of the journal.

Signature





**Dr. V. GANESHKUMAR,**  
**M.Com., M.Phil., Ph.D.,**  
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## **ORGANISING SECRETARY MESSAGE**

Economic growth of any Nation or a region today, has to be seen from a global perspective. It is no longer insular. The tremors of economic depression or any downslide in one geographical region are felt worldwide. Economic factors are also influenced by politics, cultural diversity, and the ideological structure that a nation has vowed to follow. There is thus no one prescription for a nation to continue to move on a growth trajectory. There are several imponderables, and policy makers have to continuously propose, monitor and evaluate the impact of the policy decision to keep the economy on a right track.

The process of making an Economic policy and the measures to boost growth are dynamic in nature and every nation must provide suitable forum for a healthy debate involving economists, administrators, social scientists, academicians and leaders of the corporate world.

This set of people can provide valuable inputs to the policy makers and the executors at the top level.

With this backdrop, it becomes relevant that economists, policy makers and researchers come together and deliberate on the issue with a view to find acceptable model for a sustained economic growth.

I am glad to know that an 4<sup>th</sup> International conference on *“Challenges and Issues of Micro Finance”* is being organized by PG and Research Department of Commerce. I hope by the end of this conference, certain concrete strategies will be formulated that will provide directions to manage sustained and inclusive growth.

BWDA Group has been in the forefront of education and has a strong history that spans industry, education and social services. The group has been taking significant initiatives to promote quality education and provide inclusive growth to all the stakeholders.

On behalf of the BWDA Group, I welcome all the delegates and scholars to this conference.

A handwritten signature in green ink, consisting of a series of loops and a long horizontal stroke.

Signature



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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**Potential Psychological Perspectives on Microfinance Institutions in Tamil Nadu**

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**Abstract**

Microfinance institutions (MFIs) in Tamil Nadu play a vital role in promoting financial inclusion and economic empowerment among marginalized communities. However, the psychological factors influencing clients' financial behavior and decision-making processes remain understudied. This research aims to explore the psychological perspectives on MFIs in Tamil Nadu, examining the cognitive, social, and emotional factors that shape clients' interactions with microfinance services. By applying theories from psychology, including cognitive biases, social identity, self-efficacy, and financial stress, this study seeks to provide a comprehensive understanding of the psychological dynamics at play. The findings will inform the development of tailored financial products, services, and interventions that address the unique needs and challenges of MFI clients in Tamil Nadu, ultimately enhancing their financial well-being and empowerment.

**Keywords:** Micro finance institutions, psychological factor, social identify, psychological dynamics.



## **I. INTRODUCTION**

Microfinance institutions (MFIs) have revolutionized the financial landscape of Tamil Nadu, providing access to credit, savings, and other financial services to marginalized communities. While MFIs have shown promise in promoting financial inclusion and economic empowerment, the psychological factors that influence clients' financial behavior and decision-making processes remain a relatively unexplored terrain. Understanding these psychological perspectives is crucial, as they can significantly impact the effectiveness of microfinance initiatives and the financial well-being of clients.

Tamil Nadu, with its diverse socio-economic landscape, presents a unique context to explore the psychological dynamics of microfinance. The state's MFIs serve a wide range of clients, from rural farmers to urban entrepreneurs, each with distinct psychological profiles and financial needs. By examining the psychological perspectives on MFIs in Tamil Nadu, this study aims to uncover the underlying factors that drive clients' financial decisions, including cognitive biases, social influences, emotional motivations, and cultural norms.

This research seeks to contribute to the growing body of literature on microfinance and psychology, providing insights that can inform the development of more effective and client-centered microfinance initiatives in Tamil Nadu. By exploring the psychological perspectives on MFIs, we can better understand how to promote financial literacy, enhance financial inclusion, and ultimately empower marginalized communities in the state.

### **Potential Psychological Perspectives**

#### **1. Cognitive Biases**

Microfinance clients may exhibit cognitive biases, such as optimism bias or anchoring bias, when making financial decisions. Understanding these biases can help microfinance institutions design better loan products and financial literacy programs.

#### **2. Social Identity Theory**

Microfinance groups often leverage social capital and group cohesion to ensure loan repayment. Social identity theory can help explain how group membership and social norms influence clients' financial behavior.

#### **3. Self-Efficacy**

Microfinance clients' self-efficacy beliefs (confidence in their ability to manage finances) can impact their financial behavior and loan repayment. Microfinance institutions can design programs to enhance self-efficacy.

#### **4. Financial Stress and Well-being**

Microfinance clients may experience financial stress, which can impact their mental health and well-being. Microfinance institutions can offer financial counselling and stress management programs.

## **5. Nudges and Behavioural Interventions**

Microfinance institutions can use behavioural nudges (e.g., reminders, incentives) to encourage clients to save, repay loans, or adopt healthy financial habits.

## **6. Cultural and Social Norms:**

Microfinance institutions must consider cultural and social norms in Tamil Nadu when designing financial products and services. For example, products that respect local customs and traditions may be more effective.

## **7. Psychological Empowerment**

Microfinance can empower clients, especially women, by increasing their control over financial decisions and resources. Microfinance institutions can measure and enhance psychological empowerment among clients.

## **8. Financial Literacy**

Microfinance clients may lack financial literacy, leading to poor financial decisions. Microfinance institutions can offer financial education programs to enhance clients' financial knowledge and skills.

## **Statement of the Problems**

Here are some potential problems or challenges related to Psychological Perspectives on Microfinance Institutions in Tamil Nadu:

1. Limited financial literacy: Clients may lack understanding of financial concepts, leading to poor financial decisions.
2. Cognitive biases: Clients may exhibit biases like optimism or anchoring, influencing their financial choices.
3. Social pressure: Group loan structures can create social pressure, leading to stress or repayment Regular Issues.
4. Emotional decision-making: Clients may make financial decisions based on emotions rather than rational considerations.
5. Cultural and social norms: Local customs and norms may impact financial behavior and decision-making.
6. Financial stress and anxiety: Clients may experience stress, impacting mental health and financial well-being.
7. Lack of self-efficacy: Clients may doubt their ability to manage finances, hindering financial empowerment.
8. Inadequate financial counselling: MFIs may not provide sufficient guidance, exacerbating psychological Regular Issues.
9. Repayment stress: Clients may struggle with repayment, leading to anxiety and decreased financial well-being.
10. Scarcity mindset: Clients may focus on short-term survival rather than long-term financial planning.

11. Limited access to financial services: Rural or marginalized areas may have limited access to MFIs or financial services.
12. High interest rates: High interest rates can exacerbate financial stress and repayment Regular Issues. These challenges highlight the need for MFIs to consider psychological perspectives when designing financial products and services, ensuring they meet the unique needs and challenges of clients in Tamil Nadu.

### **Objectives of the study**

- ❖ To examine the Potential Psychological perspectives of microfinance in Tamilnadu
- ❖ To explore the strategies to be implemented to overcome Regular Issues and challenges.

### **Review of Literature**

**Prathap B N, et.al, (2018)** has explained that the financial inclusion of the economically weaker sections of the society is regarded as most challenging. Microfinance refers to providing of small loans to the poor for self employment and sustenance. Microfinance includes a wide range of services like credit, savings, payment and remittance services, transfer services, and other financial services. However, its growth is slowed down by various regulatory and operational hurdles they are obstructing the smooth functioning of Microfinance Institutions (MFIs). The main drawback faced by MFIs in financing the rural poor people was the low profitability and high transaction cost while trying to maximize the reaching to the needy in terms of small credit at regular intervals.

**Arpita Amarnani et. al, (2020)** has analysed that the microfinance sector has covered a long journey from micro savings to micro credit and then to micro enterprises and now micro insurance, micro remittance, micro pension, and micro livelihood. This gradual and evolutionary growth process has given a boost to the rural poor in India to reach reasonable economic, social, and cultural empowerment, leading to better life of participating households. The development of the microfinance sector in India can be divided into three phases. The first phase started in the pre-independence days. The role prescribed for the financial sector to achieve developmental goals has its origins during that period.

**Ramatu Ussif et al., (2020)** has outlined some challenges facing microfinance as microfinance institutions not complying with regulatory principles, poor management skills, and credit defaults from customers, high operational cost, poor credit monitoring, and lack of Government support. Some challenges facing regulations are examined such as cost of regulations, inadequate knowledge, inadequate staff, political influence, poor information dissemination, and

uncertainties. However, despite the challenges, microfinance chalked the following prospects: unserved market, entrepreneurs' interest, increasing government interest, and economic growth. We recommend that there should be proper monitoring and risk management, autonomous regulations, government support, and adequate training/education of employees/staff to face the challenges and make microfinance institutions and financial regulations more effective.

Microfinance according to **Ledger wood, (2021)** is an alternative economic development tool aimed at individuals in the low-income sector, through affordable and flexible financial services with the goal of poverty reduction. Financial regulation is a type of supervision, monitoring, or regulation which leads financial institutions to some kind of laws, rules, requirements, guidelines, and restrictions that aim to maintain the soundness, stability, and integrity of the financial system at large.

### **Research Methodology**

The present study is basically an exploratory research. As such, in order to collect concerned primary data, survey and observation methods are too used.

In order to assess the perception of the microfinance institutions (lenders) and their members (borrowers), a separate questionnaire shall be prepared for each type of institution. This is a descriptive type of research. A Cluster sampling method has been chosen in this research. There are 217 MFI's in India out of Tamil Nadu 51. In this research I covered 100% of samples due to minimum of MFI's in Tamil Nadu.

### **Analysis and Interpretations**

#### **Table1 Cognitive Biases of the target group and Inadequate Donor Funding**

**Ho:** There is no significant relationship between the majority Cognitive Biases of the target group that your institution serves and Inadequate Donor Funding

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.316	2	1.316	1.352	.245
Within Groups	582.002	48	.973		
Total	583.318	50			

**Source:** Primary data

The above table reveals that the p-value is more than 0.05; the null hypothesis is accepted at 5 per cent level of significance. It is concluded that there is no significant difference between the majority Cognitive Biases of the target group that your institution serves and inadequate donor funding. ( $F = 1.352$ ;  $p > 0.05$ ).

**Table 2 Self-Efficacy of the target group and insufficient support from governments**

Ho: There is no significant relationship between the average Self-Efficacy of the target group members and insufficient support from governments.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.624	2	1.624	1.758	.285
Within Groups	552.335	48	.924		
Total	553.958	50			

**Source:** Primary data

The above table reveals that the p-value is more than 0.05; the null hypothesis is accepted at 5 per cent level of significance. It is concluded that there is no significant difference between average Self-Efficacy of the target group members and insufficient support from governments. . (F= 1.758;  $p > 0.05$ ).

**Table 3 Financial Stress and Well-being and Improper Regulations**

Ho: There is no significant relationship between the minimum Financial Stress and Well-being of the target group members and improper regulations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.975	2	1.888	1.710	.501
Within Groups	551.650	48	.924		
Total	554.625	50			

**Source:** Primary data

The above table reveals that the p-value is more than 0.05; the null hypothesis is accepted at 5 per cent level of significance. It is concluded that there is no significant difference between minimum Financial Stress and Well-being of the target group members and improper regulations. (F= 1.710;  $p > 0.05$ ).

**Table 4 Behavioural Interventions and Limited Management Capacity**

Ho: There is no significant relationship between the Behavioural Interventions of the target group members and Limited management capacity of micro finance institutions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.809	2	9.809	6.618	.028
Within Groups	148.813	48	1.691		
Total	156.622	50			

**Source:** Primary data

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 5 per cent level of significance. It is concluded that there is a significant difference between the Behavioural Interventions of the target group members and Limited management capacity of micro finance institutions. ( $F= 6.618$ ;  $p<0.05$ ).

**Table 5 Psychological Empowerment and Lack of adequate loan or equity capital**

Ho: There is no significant relationship between Psychological Empowerment of the members and Lack of adequate loan or equity capital to increase loan-able funds.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.971	2	1.993	3.549	.033
Within Groups	484.094	48	.814		
Total	492.065	50			

**Source:** Primary data

The above table reveals that the p-value is less than 0.05; the null hypothesis is rejected at 5 per cent level of significance. It is concluded that there is a significant difference between Psychological Empowerment and Lack of adequate loan or equity capital to increase loan-able funds. ( $F= 3.549$ ;  $p<0.05$ ).

### Suggestions

Conduct surveys and focus groups: Gather data on clients' financial behaviours, attitudes, and stress levels to identify psychological challenges. Develop financial literacy programs: Offer workshops, training, or counselling to enhance clients' financial knowledge and skills. Design client-centred products: Tailor financial services to address clients' unique psychological needs and challenges. Train MFI staff: Educate staff on psychological perspectives to improve communication, empathy, and support for clients. Implement stress management initiatives: Offer resources or programs to help clients manage financial stress and anxiety. Foster social support networks: Encourage group loan structures or community support to promote social connections and collective empowerment. Address cognitive biases: Develop strategies to mitigate biases, such as framing effects or anchoring, in financial decision-making. Culturally sensitive services: Adapt financial services to respect local customs, norms, and values. Technology-based solutions: Leverage digital platforms to provide financial education, counselling, or support. Collaborate with mental health professionals: Partner with experts to provide comprehensive support for clients' financial and mental well-being.

Monitor and evaluate: Regularly assess the effectiveness of psychological interventions and adjust strategies accordingly. Policy recommendations: Inform policy decisions with insights from psychological perspectives to promote a

supportive regulatory environment. By addressing these challenges, MFIs in Tamil Nadu can better serve their clients' psychological needs, promoting financial inclusion, empowerment, and well-being.

## **II. CONCLUSION**

This study has explored the psychological perspectives on microfinance institutions in Tamil Nadu, uncovering the complex interplay between financial behavior, social norms, and emotional factors. By examining the cognitive, social, and emotional dynamics at play, we have identified key challenges and opportunities for MFIs to better serve their clients. The findings highlight the need for MFIs to move beyond solely economic considerations and address the psychological and social aspects of financial decision-making. By doing so, MFIs can:

- ❖ Enhance financial literacy and empowerment
- ❖ Reduce financial stress and anxiety
- ❖ Improve loan repayment rates and client retention
- ❖ Foster a supportive and inclusive financial environment

To achieve these outcomes, MFIs must adopt a more holistic approach, incorporating psychological insights into product design, staff training, and client support. By prioritizing clients' psychological well-being and financial empowerment, MFIs can contribute to a more equitable and sustainable financial ecosystem in Tamil Nadu. Ultimately, this research demonstrates the value of integrating psychological perspectives into microfinance initiatives, paving the way for more effective, client-centred, and socially responsible financial services.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August-2024

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**A Study on Agency Wise Savings and Bank Loan Disbursed to Self Help Groups Under the SHG-Bank Linkage in India**

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**Abstract**

In a developing country like India, there is a need to support low-income families as well as to uplift them and to provide those people with a better standard, through supporting them financially in a more efficient way. And, there came the concept of "microfinance," which is a form of financial service, that provides small loans and other financial services to poor and low-income households in a consistent and legitimate way. It is an economic tool designed to promote financial inclusion, which enables poor and low-income households to come out of poverty, increase their income levels, and to improve their overall living standards.

**Keywords:** Financial service, Legitimate way, financial inclusion, living standards

**I. INTRODUCTION**

Finance is a crucial feature of establishing a new business venture. The Government assists small and fledgling businesses, by adopting several financial inclusion programs. Micro Finance provides financial services to all segments of society such as microloans, savings accounts, and other financial products, ranging from micro-enterprises and small businesses. It is an effective tool for financial inclusion, which involves providing micro finance and related services in a sustainable way to enable the poor and the marginalized to accomplish social equity and empowerment. Finance is the life blood of any kind of business and without a finance, no one will be able to start and run a business.

## **Microfinance in India**

Microfinance in its four decade long journey has been a channel to enhanced lives on account of better incomes for nearly a hundred million rural households. The sector has developed with regulatory prescriptions and strategy interventions guiding for the purpose of growth and development of the sector. The microfinance sector in India is varied, with a variety of firms providing low-income people with financial services like Lending, Insurance and Pension. Five broad categories can be used to classify the various microfinance industry participants are Small Finance Banks, NBFC MFIs, Banks and Non-profit MFIs. All of these, with the exception of non-profit MFIs, are under the regulation of RBI. The majority of non-profit MFIs are registered as Trusts or Societies or Non-Profit Organizations.

## **Objectives of the Study**

1. To study the modules of micro finance in India.
2. To evaluate the agency-wise savings, loan disbursed and outstanding loans to SHGs by the banking agencies. viz., Commercial Banks, Regional Rural Banks and Co-operative Banks.

## **Methodology of the study:**

The data collected for the study is based on secondary data. The various sources used to collect secondary data include Research Papers, Journals, Status of Microfinance in India reports published by NABARD and various other websites.

## **Different Models of Micro Finance:**

### **1. The Grameen Model:**

Grameen bank is a micro finance tool that offers loans to economically challenged individuals without the requirement of collateral damage. The launch of the Grameen Bank paved the way for easier credit allowance to the poor thus leveraging development opportunities for these people Microfinance began as a radical experiment. The launch of the Grameen Bank was drawn from Bangladesh's tragic famine in 1974, a dark time where Bangladesh faced a high mortality rate along with many victims losing jobs. Mohammed Yunus, observed that banks denied giving loans to these victims if they did not have any collateral damage. The unique feature of Grameen Bank is that no collateral is required to get the credit from the bank. Grameen Bank has always made it a priority to empower women and involve them in economic activities. As a result, Grameen Bank can proudly say that 98% of its borrowers are women. More than two-thirds of these women have moved on to better lives through poverty alleviation. The loans are usually given for income-generating activities, such as agriculture, livestock, or handicrafts.

## **2. The Village Banking Model:**

This model was developed by John Hatch and his organization FINCA International. It involves creating village banks, which are self-managed groups of 10 to 50 borrowers who pool their savings and lend to each other. Traditional loans were too large and too expensive, and without collateral, the farmers couldn't borrow. So he came up with an idea; if the farmers formed groups to share a loan and guarantee repayment, they could access the funds they needed to invest in their farming operations. FINCA (Foundation of International Community Assistance) was founded on the village banking model of microcredit, under which neighbours in a poor community form a borrowing group. Each group member is required to save 20 per cent of the money they borrow and agrees to repay any other member's default from these savings; there is no other collateral for the loans. The groups are self-selecting so default is rare and the savings form the beginnings of an asset base for the borrowers

## **3. The Self-Help Group Model:**

This model was initiated by the National Bank for agriculture and Rural development (NABARD) in India. It involves forming self-help groups (SHGs), which are informal associations of 10 to 20 people who save regularly and lend to each other. In India, Self Help Groups or SHGs represent a unique approach to financial intermediation. The approach combines access to low-cost financial services with a process of self management and development for the women who join as members of an SHG. The SHGs are linked to formal financial institutions, such as banks or cooperatives, which provide them with additional funds, guidance, and monitoring. The loans are usually given for various needs, such as health, education, or housing. The repayment rate is moderate, as the borrowers are responsible to their group members and the formal institutions.

## **Structure of Microfinance**

The structure of MFI has been created to address the difficulties that the habitual financial services sector encountered in fulfilling the low-income segment's credit obligation at a logical and sustainable charge.

- a) A Joint Liability Group (JLG) is an informal association of 4-10 people who work as a team to apply for bank loans moreover individually or jointly under common guarantee.
- b) A SHG is a group of registered or unregistered micro entrepreneurs with similar socio economic genesis that get together willingly to save modest amounts of money monthly, mutually agreeing to make a payment to a common fund, and meeting their urgent situation requirements through mutual assistance. To ensure proper credit use and timely repayment, the group members typically rely on their combined knowledge and take in force

### **Objectives of Self Help Groups**

One of the most important reasons need for SHGs is that they help to alleviate poverty by providing financial services. The trend of Self Help Groups is significantly increasing in the village areas as these communities' networks are increasingly recognized as an essential element of credit linkage in rural areas. SHGs promote the culture of self-employment, which has many positive externalities like better education, better health facilities, proper family planning, etc.

SHGs have played a fundamental role in poverty alleviation and financial inclusion by given that access to affordable financial services, reduce confidence on high-cost informal loans. Self Help Groups (SHGs) are small groups of poor people. The members of an SHGs face similar problems. They help each other, to solve their problems. SHGs support small savings among their members. The savings are kept with the bank. This is the common fund in the name of the SHGs. The SHGs gives small loans to its members from its common fund. The ideal size of an SHGs is 10 to 20 members. In a bigger group, members cannot actively participate. Also, legally it is required that an informal group should not be more than 20 people. From one family, only one person can become a member of an SHGs. The group usually consists of either only men or only women. Both men and women mixed groups are commonly not preferred. Women's groups are generally found to perform better. The group should meet regularly. Ideally, the meetings should be weekly or at least monthly.

**Table 1 Agency wise Savings of SHGs with Banks (Amount Rs. In Lakh)**

Name of the Agency	2020-21		2021-22		2022-23	
	No. of SHGs	Savings Amount	No. of SHGs	Savings Amount	No. of SHGs	Savings Amount
Commercial Banks	6128387 (54.6)	2259633.00 (60.29)	6887508 (57.91)	3072648.25 (65.04)	7753137 (57.85)	3468997.61 (58.90)
Regional Rural Banks	3596731 (32.05)	951168.45 (25.38)	3583219 (30.13)	1379124.61 (29.19)	4047836 (30.02)	1820277.34 (30.91)
Cooperative Banks	1498282 (13.35)	536959.92 (14.33)	1422326 (11.96)	272275.24 (5.77)	1602110 (11.95)	599992.61 (10.19)
Total	11223400	3747761.37	11893053	4724048.10	13403083	5889267.56

**Source:** [www.nabard.org](http://www.nabard.org)

**Note: Values inside parenthesis are percentages**

Facilitating the SHGs to access all potential sources of funds and to guide them, to utilize their funds efficiently to improve, diversify and sustain their livelihoods is the critical role that the Mission units in general. Savings bank account gives recognition to the SHGs as a customer of the banking system and provides potential access to different financial services. Table 1 shows the Agency wise Savings of SHGs with Banks from 2021 to 2023. In financial year 2022-23, 58.90 per cent out of total savings are commercial banks followed by RRBs 30.91 per cent and Cooperative banks are 10.19 per cent. Overall, savings amount of commercial banks are compared to 2021 to 2023, in 2021, are Rs. 22,59,633.00 lakh to increased by Rs. 3468997.61 lakh in 2023. The RRBs are Rs. 9.51,168.45 lakh in 2021 increased to twice Rs. 18,20,277 in 2023. Cooperative banks are Rs. 5,36,959.92 lakh in 2021 increased to Rs. 5,99,992.61 lakh in 2023.

**Table 2 Agency wise Bank Loans disbursed to SHGs (Amount Rs. In Lakh)**

Name of the Agency	2020-21		2021-22		2022-23	
	No. of SHGs	Loans disbursed	No. of SHGs	Loans disbursed	No. of SHGs	Loans disbursed
Commercial Banks	1457333 (50.47)	2795251.00 (48.14)	2079254 (61.19)	6122577.33 (61.39)	2471417 (57.53)	9308819.17 (64.11)
Regional Rural Banks	1184775 (41.03)	2449430.11 (42.18)	1105178 (32.52)	3259124.41 (32.68)	1570469 (36.56)	4429041.17 (30.50)
Cooperative Banks	245286 (8.50)	562386.70 (9.68)	213835 (6.29)	591220.76 (5.93)	253635 (5.91)	782162.99 (5.39)
Total	2887394	5807067.81	3398267	9972922.50	4295521	14520023.33

Source: [www.nabard.org](http://www.nabard.org)

**Note: Values inside parenthesis are percentages**

An attempt has been made to analyse the amount of loans disbursed by various banking agencies beside SHGs during the study period 2021 to 2023. For this purpose, the banks have been categorized in three agencies are Commercial Banks, RRBs and Co-operative Banks. The Agency-wise position of bank loans disbursed to SHGs by these three agencies have been presented in Table-2. Agency wise loans disbursed in commercial banks are Rs. 27,95,251.00 lakh in 2021 increased to more than three times are Rs. 93,08,819.17 in 2023. The RRBs are Rs. 24,49,430.11 lakh in 2021 to Rs. 44,29,041.17 lakh in 2023. The cooperative banks are Rs. 5,62,386.70 lakh in 2021 increased to Rs. 7,82,162.99 lakh in 2023. As such it can be presented that the Commercial Banks have been playing a predominant role as far as bank loan disbursed to SHGs are concerned.

**Table 3 Agency wise Bank Loans outstanding against SHGs  
(Amount Rs. In Lakh)**

Name of the Agency	2022-23		2021-22		2022-23	
	No. of SHGs	Loan Outstanding	No. of SHGs	Loan Outstanding	No. of SHGs	Loan Outstanding
Commercial Banks	3218302 (55.68)	5978569.70 (57.88)	4181656 (62.04)	10265756.79 (67.96)	4202133 (60.40)	12924408.81 (68.72)
Regional Rural Banks	2032734 (35.17)	3592322.25 (34.78)	2029015 (30.11)	3948865.67 (26.14)	2193119 (31.52)	4821593.92 (25.64)
Cooperative Banks	529208 (9.15)	758078.88 (7.34)	529286 (7.85)	890507.15 (5.90)	561799 (8.08)	1061877.04 (5.64)
Total	5780244	10328970.83	6739957	15105129.61	6957051	18807879.77

**Source:** [www.nabard.org](http://www.nabard.org)

**Note:** Values inside parenthesis are percentages

It is proposed to analyze the amount of loans outstanding with banks in agency wise loans outstanding with banks under three agencies, viz., Commercial banks, Regional Rural banks, and Co-operative Banks during the study period 2021 to 2023 are shown in Table 3. The agency-wise distribution of the loans outstanding during the period 2021 is concerned, the Commercial Banks loan outstanding amounted to 59,78,569.70 lakh SHGs (57.88 per cent) to Rs. 1,29,24,408.81 in 2023. The RRBs having loans outstanding of Rs. 35,92,322.25 lakh in 2023 increased to Rs. 48,21,593.92 lakh in 2023. The cooperative banks are Rs. 7,58,078.88 lakh in 2021 increased to Rs. 10,61,877.04 lakh in 2023. The overall performance of agency wise bank loan outstanding against SHGs that the Commercial Banks aggregately have the majority share of loan outstanding against SHGs followed by Regional Rural Banks and Co-operative Banks during the study period.

## II. CONCLUSION

During the past Four decades, there has been a favorable trend in number of SHG savings accounts with banks. Savings bank account gives recognition to the SHGs as a customer of the banking system and provides potential access to different financial services. Indian Government's recent financial budget for the fiscal year 2023-24 had different implications for various sectors like microfinance and SHGs. Microfinance has been a important contributor to India's economic growth and development, particularly in rural areas, and it helps to reduce poverty by assisting and providing financial support to small businesses and low-income households. Government alone cannot do everything to undertake these challenges as they are widely complex in a huge country like India.

Giving opportunities to create or improve livelihood to country's huge rural population is one of the reliable ways that can help reduce poverty and redundancy which are the two major obstacles for a country predictable to be the world's third largest economy in the near future. In the present situation, Government has introduced a number of schemes, to eradicate poverty, employment creation and spending enormous amounts of money on subsidies and for other amenities. Microfinance remains one of the key tools to help India's cause to movement as a major economic power.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August-2024

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**Technology Integration and Future Directions for Microfinance in India**

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**Abstract**

Technology has the potential to revolutionize the microfinance sector in India by improving service delivery, expanding outreach, and enhancing operational efficiency. This paper explores the role of technological innovations in microfinance, focusing on how digital platforms, mobile banking, and other technological advancements are transforming the sector. We examine the current state of technology integration in microfinance institutions (MFIs), highlighting successful case studies and the benefits of adopting modern technologies. Additionally, the paper addresses the challenges faced by MFIs and their clients in implementing and utilizing these technologies, including Regular Issues related to digital literacy and infrastructure. Looking forward, we discuss emerging technologies such as block chain and artificial intelligence, and their potential to further enhance microfinance services. The paper concludes with strategic recommendations for leveraging technology to optimize the impact of microfinance in India, emphasizing the need for supportive policies and continued innovation.

**Keywords:** Microfinance, Technology Integration, Digital Platforms, Mobile Banking, Financial Technology (Fin tech).



## **I. INTRODUCTION**

The integration of technology into microfinance represents a transformative development in India's financial landscape. As microfinance institutions (MFIs) strive to extend financial services to underserved populations, technology has emerged as a crucial enabler, addressing traditional challenges and opening new avenues for growth. This paper explores the current state of technology integration in Indian microfinance, its impact, and future directions.

### **Current State of Technology Integration**

#### **1. Digital Platforms and Mobile Banking**

- **Overview:** Mobile banking and digital platforms have revolutionized the way microfinance services are delivered. They allow for real-time transactions, remote access, and streamlined operations.
- **Impact:** Increased outreach to rural and remote areas, reduced operational costs, and enhanced convenience for clients. Case studies illustrate successful implementations, such as digital loan disbursements and mobile savings accounts.

#### **2. Fin tech Innovations**

- **Overview:** Fin tech solutions, including digital wallets, peer-to-peer lending platforms, and block chain technology, are reshaping the microfinance sector.
- **Impact:** Enhanced financial inclusion, improved transaction transparency, and greater efficiency in managing and disbursing funds.

### **Challenges and Barriers**

#### **1. Digital Literacy**

- **Regular Issue:** Limited digital literacy among clients and staff can hinder the effective use of technology.
- **Impact:** Reduced adoption rates and potential for exclusion of less tech-savvy individuals.

#### **2. Infrastructure Limitations**

- **Regular Issue:** Inadequate digital infrastructure in remote areas can pose challenges.
- **Impact:** Restricted access to technology-driven services and uneven benefits across different regions.

### 3. Cyber security Concerns

- **Regular Issue:** Increasing reliance on digital platforms raises concerns about data security and privacy.
- **Impact:** Potential risks to client information and financial assets if not adequately addressed.

## Future Directions

### 1. Artificial Intelligence (AI)

- **Overview:** AI has the potential to enhance decision-making processes, automate customer service, and personalize financial products.
- **Potential:** Improved risk assessment, fraud detection, and customer engagement through AI-driven insights.

### 2. Block chain Technology

- **Overview:** Block chain can enhance transparency, reduce transaction costs, and improve trust in financial transactions.
- **Potential:** More secure and efficient record-keeping and reduced opportunities for fraud and corruption.

### 3. Advanced Data Analytics

- **Overview:** Leveraging big data and advanced analytics can help MFIs better understand client needs and optimize operations.
- **Potential:** Data-driven decision-making, targeted financial products, and enhanced risk management.

## Strategic Recommendations

### 1. Enhancing Digital Literacy

- **Action:** Implement training programs and educational initiatives to improve digital skills among clients and staff.
- **Goal:** Increase adoption rates and ensure effective use of technology.

### 2. Improving Infrastructure

- **Action:** Invest in infrastructure development and partnerships to expand digital access in underserved areas.
- **Goal:** Ensure equitable access to technology-driven microfinance services.

### 3. Strengthening Cyber security

- **Action:** Develop robust cyber security measures and protocols to protect client data and financial transactions.
- **Goal:** Build trust and ensure the safety of digital microfinance operations

## **II. CONCLUSION**

The integration of technology into microfinance offers significant opportunities for enhancing financial inclusion and operational efficiency in India. By addressing current challenges and leveraging emerging technologies, the microfinance sector can achieve greater impact and sustainability. Strategic investments in digital literacy, infrastructure, and cyber security will be essential in shaping the future of microfinance and driving inclusive economic growth.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**Financial Assistance to SHGS Under National Rural Livelihoods Mission in India**

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**Abstract**

A Self help group (SHG) is small and formally registered group consisting 10- 15 members who work together as a team. They save small amounts and are disbursed loans without collateral security. Self help group member sharing mutual help and maintain a collective book keeping record with the entire group. They suffer economically and socially facing numerous of obstacles in their day-to-day lives. Microfinance plays an important role in promoting self development, improving skills knowledge and facilitating fund transfers within the groups. Indian microfinance sector is fully pledged the financial assistance to SHG member developing the micro economic activities throughout India. This paper highlights the financial assistance to SHGs under National Rural Livelihoods Mission in India.

**Keywords:** Women, Scheme, Self Help Group, Microfinance, Government

## **I. INTRODUCTION**

NRLM scheme is one of the innovative successfully mobilised over 70 million rural women more than 6.5 million self help group. This scheme is operating 34 states million of women are directly benefited under NRLM scheme in India. Microfinance is the leading financial services savings, credit, thrift and other services to self help group member. Microfinance is small loan provided to who is economically financially weak of women joined the SHG. Microfinance is disbursed financial services through formal, informal and semi-formal institutions to self help group women. There are three important dimensions promote the self help group women like economic, political and social are mainly focused itself. Microfinance is target reduce poverty, self employment, challenges and face the number of impact in personal and family. Self help group member is mutual help financial and other necessary information sharing among the group member. SHG member there are two sources of capital member contribution of the pool savings and support the formal financial assistance from government. There are several benefits of microfinance: supporting immediate fund mobilisation, rotation credit facilities from banker to member, better rate of interest loan repayment, microfinance create the new job opportunities for future, Opportunities increasing additional skills and knowledge improve in everyday life. Indian microfinance sector is rapidly number of new scheme implemented under the capital budget by central government. Microfinance is strengthen the per capital income and change the gross domestic rate improving the economic inflation.

### **Review of Literature**

**Aaron Kumah** and **Willians Kwasi Boachie** (2016) the paper attempts to provide a critical appraisal of the debate on the effective of microfinance as a universal poverty reduction tool. It argues that while microfinance has developed some innovative management and business strategies, its impact on poverty reduction remains in doubt. The study carried out in Ashanti region of Ghana. Using a sample size of 380 clients from various institutions within the research area and a survey with descriptive analysis the result reveals among others that the clients enjoy opportunities for savings which enable them to increase their income levels by the way of savings to acquire basic necessities tools equipment and materials and are able to create employment and improve their standard living.

**Utasav Anand** (2016) India has been historic progress and growth in the past decade while the growth story has been impressive there is cause for concern on other dimension. Low income Indian household economy often to borrow from friends, family or money lenders, and unrestrained access to public goods and services is an essential condition of an open and efficient society.

**Paramasivan C and Anandaraman R** (2012) Micro finance is the basic concepts helping to self employment people, low income groups, poor entrepreneurs in rural areas. It provides thrift, credit, savings and other financial services and products of small amount to poor in rural, semi urban or urban areas. Micro finance is the target raising their income, improve standard living, increasing economic growth, and reduce poverty. Micro finance is another aspect given empowers to poor women especially for handicapped women, divorce women, widow women.

**Anandaraman R and Ganeshkumar V** (2019) Empowerment of SHGs women is refers to increasing the socio- economic emancipation which promotes standard life of economic growth in our country. Empowerment is multi dimensional process of survival development of tribal women sector have faced lot of problems both house and outside home. Tribal women SHGs is entrusted the quality of their basis requirements of life culture, education, and economic dependency, political, social aspect of fluctuation in their life. Government of India has implemented several programme and policy not fulfill the tribal women empowerment is traditional set-up the discrimination. Tribal women are not participated the local political election body because the tribal caste women are partiality not full pledged in parliament and local bodies. NABARD is leading financial assistance of women promotes several cores of capital budget contribute number of financial services promotes women in backward areas.

**Paramasivan C and Anandaraman R** (2014) micro finance is the model of empowerment of the local people. Micro finance means providing very small loan to poor families rural, urban and semi-urban areas. It is the major provision of financial services such as like savings, insurance, marketing, credit, thrift, production, investment, fund transfer and disadvantaged segment of society. Micro finance is one of the major tools for women empowerment and also it provides develop the society. This paper mainly focused on micro fiancé and its impact on empowerment of Dalit women in Cuddalore district.

### **Objectives of the study**

1. To analyze the profile and social category of SHGs women in India.
2. To measure the banking linkage of SHGs with and without bank accounts.
3. To understand the financial assistance provided to SHGs under NRLM scheme in India.

**Methodology of the study**

The study is based solely on secondary data from journals, magazines, related website and various textbook etc. The researcher collected the secondary data from 2012 to 2019 analyze the financial assistance for self help groups under the NRLM scheme in India.

**Table -1 Profile of SHGs**

S. No	State	District Count		Block Count		SHGs Count	
		Total District	Percentage	Total Block	Percentage	Total SHG	SHGs Members
1	Andhra Pradesh	26	3.48	660	9.23	853122	2
2	Assam	35	4.69	219	3.06	335843	63
3	Bihar	38	5.10	534	7.47	1054925	38
4	Chhattisgarh	33	4.42	146	2.04	257805	1063
5	Gujarat	33	4.42	248	3.47	269985	606
6	Jharkhand	24	3.22	263	3.68	271132	740
7	Karnataka	31	4.16	233	3.26	256442	920
8	Kerala	14	1.88	152	2.12	253878	238
9	Madhya Pradesh	52	6.98	313	4.38	436203	564
10	Maharashtra	34	4.56	351	4.91	597697	701
11	Odisha	30	4.02	314	4.39	529325	1506
12	Rajasthan	33	4.42	353	4.94	260018	133
13	Tamil Nadu	37	4.97	388	5.43	318305	1858
14	Telangana	32	4.29	542	7.58	439567	1613
15	Uttar Pradesh	75	10.07	827	11.57	715140	25557
16	West Bengal	23	3.08	345	4.82	1068679	3940
17	Haryana	22	2.95	143	2.00	57376	46
18	Himachal Pradesh	12	1.61	92	1.28	41959	349
19	Jammu and Kashmir	20	2.68	285	3.98	80371	41
20	Punjab	23	3.08	153	2.14	39667	20
21	Uttarakhand	13	1.74	95	1.32	54201	121
22	Arunachal Pradesh	25	3.35	114	1.59	8201	194
23	Manipur	16	2.14	70	0.97	7777	8

24	Meghalaya	12	1.61	46	0.64	44067	27
25	Mizoram	11	1.47	26	0.36	9358	15
26	Nagaland	11	1.47	74	1.03	13935	67
27	Sikkim	6	0.80	33	0.46	5576	4
28	Tripura	8	1.07	58	0.81	46017	225
29	Andaman and Nicobar	3	0.40	9	0.12	1180	3
30	Goa	2	0.26	12	0.16	3640	0
31	Ladakh	2	0.26	31	0.43	497	26
32	Lakshadweep	1	0.13	10	0.13	328	10
33	Puducherry	2	0.26	3	0.04	4304	0
34	The Dadra and Nagar Haveli and Daman and Diu	3	0.40	3	0.04	914	0
<b>Grant Total</b>		<b>742</b>	<b>100</b>	<b>7145</b>	<b>100</b>	<b>8337434</b>	<b>17698</b>

Source: NRLM Report- 2024

**Table -2 SHGs Group Social Category Wise**

S. No	State	SHGs Social Category				
		SC	ST	Minority	Others	PWD
1	Andhra Pradesh	172788	50688	0	629646	259
2	Assam	29381	59490	100585	146387	94
3	Bihar	243084	16832	114966	680043	477
4	Chhattisgarh	24102	105370	923	127410	11624
5	Gujarat	24051	80402	6485	159047	3839
6	Jharkhand	37353	88524	15283	129972	1717
7	Karnataka	43950	18264	9639	184589	9844
8	Kerala	19339	4891	40055	189593	4437
9	Madhya Pradesh	70231	153797	4475	207700	5937
10	Maharashtra	67710	81374	14833	433780	13829
11	Odisha	83417	124104	7346	314458	8828
12	Rajasthan	62205	77586	7524	112703	5164
13	Tamil Nadu	90798	5479	10475	211553	38896
14	Telangana	89604	57323	8763	283877	2442
15	Uttar Pradesh	230638	5184	36918	442400	29769
16	West Bengal	336498	67088	278775	386318	7120
17	Haryana	26515	0	4015	26846	185

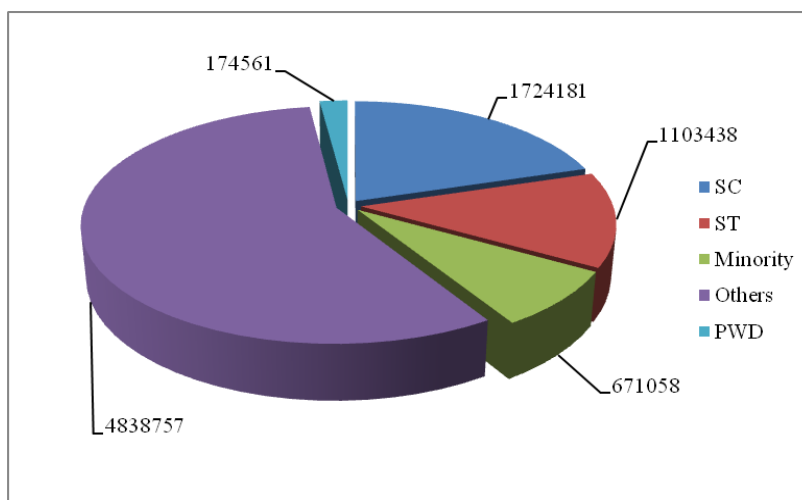


18	Himachal Pradesh	12159	1994	243	27563	247
19	Jammu and Kashmir	9223	6173	167	64808	279
20	Punjab	27375	1	1072	11219	759
21	Uttarakhand	13091	2502	2103	36505	1766
22	Arunachal Pradesh	23	7791	69	318	64
23	Manipur	153	2340	664	4620	9
24	Meghalaya	323	41641	1630	473	577
25	Mizoram	4	9351	0	3	108
26	Nagaland	9	13892	0	34	199
27	Sikkim	176	1832	349	3219	31
28	Tripura	8787	17266	3223	16741	294
29	Andaman and Nicobar	0	30	158	992	1
30	Goa	69	661	226	2684	3
31	Ladakh	0	484	1	12	1
32	Lakshadweep	0	328	0	0	4
33	Puducherry	1099	16	92	3097	67
34	The Dadra and Nagar Haveli and Daman and Diu	26	740	1	147	4
	<b>Grant Total</b>	<b>1724181</b>	<b>1103438</b>	<b>671058</b>	<b>4838757</b>	<b>174561</b>

**Source:** NRLM Report- 2024

Table -2 SHGs group social category wise during the year -2023 -2024. Scheduled caste of SHGs is the first place of functioning 336498 in West Bengal, second place of SC self help group operating 243084 in Bihar, third place of 230638 SHGs group successfully running in Uttar Pradesh, and Andaman and Nicobar, Ladakh, and Lakshadweep are not operating the SHGs. It is highlighted 153797 scheduled tribal in Madhya Pradesh and Haryana is no SHGs. Minority community of 278775 SHGs in West Bengal. Andhra Pradesh, Mizoram, Nagaland and Lakshadweep are not running SHGs in 2023 -2024. It is continuously others community of 442400 SHGs in Uttar Pradesh. Lakshadweep is not functioning of SHGs. It is highest of person with disability of **38896** SHGs in Tamil Nadu.

**Chart – 1 Community wise SHGs**



**Table -3 SHGs with and without bank Account**

S. No	State	Bank Account		Total SHGs
		No bank Account	Bank Account	
1	Andhra Pradesh	0	853122	853122
2	Assam	255	335525	335843
3	<b>Bihar</b>	136578	881804	1054925
4	Chhattisgarh	8912	247280	257805
5	Gujarat	619	269276	269985
6	Jharkhand	458	270567	271132
7	Karnataka	1833	254390	256442
8	Kerala	135	253696	253878
9	Madhya Pradesh	35721	399215	436203
10	Maharashtra	3618	593356	597697
11	Odisha	4733	524214	529325
12	Rajasthan	15147	244453	260018
13	Tamil Nadu	130	318163	318305
14	Telangana	12	439554	439567
15	Uttar Pradesh	36813	675937	715140
16	West Bengal	20536	1044345	1068679
17	Haryana	505	56726	57376
18	Himachal Pradesh	84	41836	41959

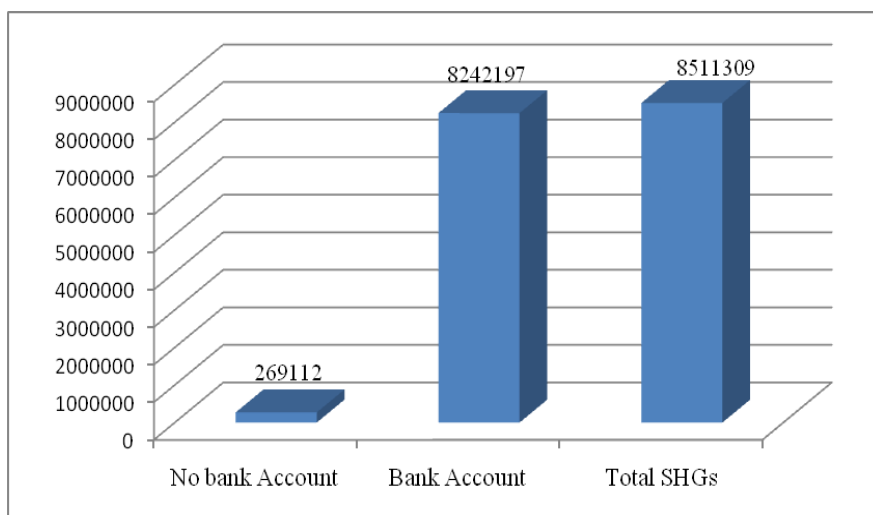
19	Jammu and Kashmir	27	80340	80371
20	Punjab	106	39552	39667
21	Uttarakhand	141	54047	54201
22	Arunachal Pradesh	419	6321	8201
23	Manipur	282	7343	7777
24	Meghalaya	1363	42562	44067
25	Mizoram	4	9347	9358
26	Nagaland	94	13796	13935
27	Sikkim	57	5492	5576
28	Tripura	501	45452	46017
29	Andaman and Nicobar	5	1175	1180
30	Goa	0	3640	3640
31	Ladakh	1	496	497
32	Lakshadweep	20	324	328
33	Puducherry	0	4304	4304
34	The Dadra and Nagar Haveli and Daman and Diu	3	911	914
	<b>Grant Total</b>	<b>269112</b>	<b>8242197</b>	<b>8511309</b>

**Source:** NRLM Report- 2024

Table -3 SHGs with and without bank account. There are 34 states self help group members opened bank account and not opening account in various banks. It is **136578** self help group member without bank account in Bihar. It is continuously **36813** SHGs members no bank account in Uttar Pradesh followed by **35721** SHGs members without bank account in Madhya Pradesh followed by **20536** SHGs members no bank account in West Bengal followed by Goa and Puducherry without bank account all SHGs members. It is inactive less than 10 SHGs members account in Andaman and Nicobar, Goa, Ladakh, Puducherry, The Dadra and Nagar Haveli and Daman and Diu.

It is exhibit that the self help group members actively bank account there are 1044345 SHGs members with bank account in West Bengal. It is second place of 881804 SHGs members with bank account in Bihar. It is actively third place of 853122 SHGs members with account in various banks. It is lowest level 324 SHGs members with bank account in Lakshadweep, it least level 496 SHGs members with bank account in Ladakh and 324 SHGs members with account in Lakshadweep.

**Chart – 2 SHGs with and without bank Account**



**Table -4 SHGs under NRLM**

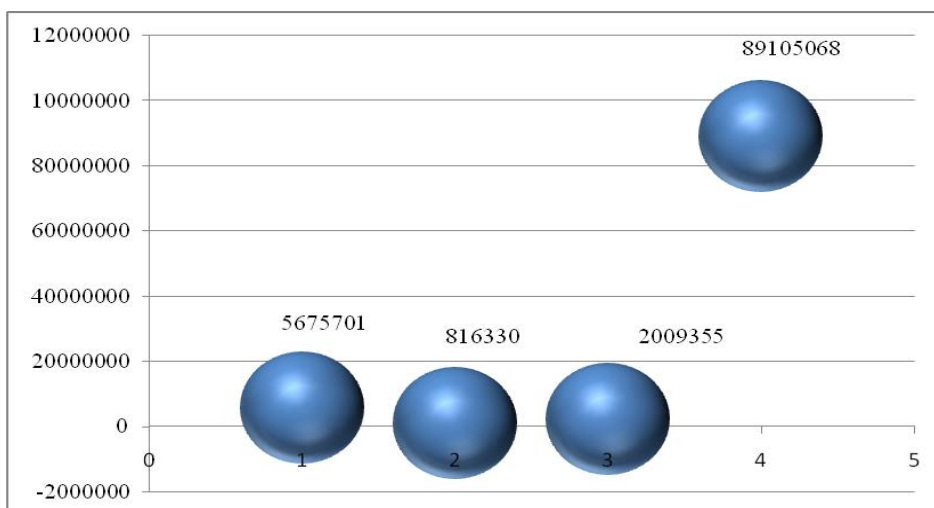
S. No	State	SHG Type				Total Member
		New	Revived	Pre NRLM	Total	Total Member
1	Andhra Pradesh	231614	1731	620220	853565	8646141
2	Assam	157841	157380	38861	354082	3835365
3	Bihar	1032246	1755	26853	1060584	12176966
4	Chhattisgarh	205369	54457	4626	264452	2698316
5	Gujarat	124170	81552	74099	279821	2733598
6	Jharkhand	244602	12014	20622	277238	2973598
7	Karnataka	89524	16623	158953	265100	2915592
8	Kerala	109981	3271	140666	253918	3308114
9	Madhya Pradesh	388614	59489	10904	459007	5348196
10	Maharashtra	474282	103415	27586	605283	5863407
11	Odisha	241964	161839	135580	539383	5423386
12	Rajasthan	252022	181	6429	258632	2790274
13	Tamil Nadu	172621	20527	125692	318840	3476510
14	Telangana	118818	4085	292619	415522	4089299
15	Uttar Pradesh	660707	78283	12646	751636	7841517
16	West Bengal	762296	3035	293718	1088885	11078206
17	Haryana	56258	5620	150	59443	589481

18	Himachal Pradesh	36846	71	691	43157	344477
19	Jammu and Kashmir	84995	759	41	85107	664580
20	Punjab	47359	6399	118	48236	465663
21	Uttarakhand	55766	85	843	63008	459415
22	Arunachal Pradesh	9210	106	164	9459	72917
23	Manipur	10354	1827	37	10497	104975
24	Meghalaya	42826	1855	517	45170	410600
25	Mizoram	7169	374	83	9107	64932
26	Nagaland	10539	3276	3509	14422	111459
27	Sikkim	2226	893	273	5775	50607
28	Tripura	36051	113	12203	49147	426357
29	Andaman and Nicobar	1114	2197	16	1243	12177
30	Goa	1521	5	16	3734	47366
31	Ladakh	1471	0	0	1476	10671
32	Lakshadweep	353	242	2	355	4103
33	Puducherry	3572	0	857	4671	52904
34	The Dadra and Nagar Haveli and Daman and Diu	1400	2557	31	1431	14364
	<b>Grant Total</b>	<b>5675701</b>	<b>816330</b>	<b>2009355</b>	<b>8501386</b>	<b>89105068</b>

**Source:** NRLM Report- 2024

Table - 4 SHGs under NRLM scheme during the year 2024. There are 34 states operating the SHGs members in India. It is increased trend of 1032246 new SHGs members under NRLM scheme in Bihar. It is continuously increasing trend of 660707 new SHGs members under NRLM scheme in Uttar Pradesh. It has been continuously increased trend of 388614 new SHGs members under NRLM scheme in Madhya Pradesh. It is decreased trend of 1400 new SHGs members under NRLM scheme in The Dadra and Nagar Haveli and Daman and Diu. It is has been continuously decreased trend of 353 new SHGs members under NRLM scheme in Lakshadweep. It is inferred that SHGs under reviewed with pre NRLM there are 161839 reviewed SHGs members in Odisha followed by 620220 pre NRLM SHGs members in Andhra Pradesh followed by 293718 under the pre NRLM SHGs members in Telangana. It is decreased trend of 0 NRLM SHGs members in Ladakh, 2 under NRLM SHGs members in Lakshadweep, 16 Andaman and Nicobar and Goa under pre NRLM SHGs members in India.

**Chart - 4 SHGs under NRLM**



### **Suggestions**

Lakshadweep, Goa and Puducherry are not active of self help group. They have no awareness functioning of SHGs in the entire district. The central and state government must be come forward conduct awareness program block and district wise. Self help group member are not fulfilling the financial obligations scheme under NRLM.

Self help group banking linkage was established in 1992. The SHG member is no open bank account in some state like Andhra Pradesh, Goa, Ladakh, The Dadra and Nagar Haveli and Daman and Diu. NABARD is the apex bank control and mentoring of financial assistance to SHG. RBI must be creating new guidelines the banking linkage program is compulsory open the bank account to all eligible member.

Andaman and Nicobar, Ladakh Lakshadweep, Mizoram and Nagaland are lacking formation of SC self help group member. The above state is not joining the self help group and benefits the government financial scheme. The state government will be analysis the community wise SHG functioning growth of women community.

Self help group member does not know the financial scheme of national rural livelihoods mission. This scheme is more benefit financial services of bulk loan, savings and theft without any collateral security. Ministry of rural development must be creating the skill and knowledge, maintains the booking account, reduce poverty and improve the leadership style among the member.

## **II. CONCLUSION**

The financial scheme of National Rural Livelihoods Mission contribute the 65 percent of beneficiaries belong to young women. The micro finance intuitions are disbursing the lending amount at maximum Rs.300000 with 7 per cent rate of interest. Self help group member is economically benefit and change the standard life and improve the micro entrepreneurs. National Rural Livelihoods Mission is target reduce the poverty alleviation and developing the additional skill mange the personnel and family. This scheme is eligible SHG is active for the past six months according to their financial records opening their savings account in formal financial institutions. In this regards concluded that self help group member is not actively updating the bank account they are not benefited under NRLM scheme of SHG member.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August-2024

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**Investor Perception and Behaviour towards Sustainable Financial Products**

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**Abstract**

This study investigates the perceptions and actions of investors with respect to sustainable financial products, emphasizing the critical variables that influence investment decisions. The study employs factor analysis, t-tests, and regression analysis to understand the impact of environmental awareness, perceived financial performance, and social responsibility on investor choices. The findings suggest that the most significant variable is environmental awareness, as investors who are more cognizant of environmental Regular Issues exhibit a greater preference for sustainable products. The T-test results indicate a substantial disparity in perception between the high and low awareness groups, and regression analysis confirms that the likelihood of investing in sustainable products is substantially influenced by both perceived financial performance and social responsibility. These results emphasize the intricate motivations that underlie investor behaviour and offer valuable insights for financial institutions and policymakers who are striving to encourage sustainable investment practices.

**Keywords:** Sustainable financial products, environmental awareness, investor, perception and behaviour.



## **I. INTRODUCTION**

The emergence of sustainable investment has brought about a notable transformation in the worldwide financial landscape, signifying an increasing consciousness among investors about environmental, social, and governance (ESG) concerns. A rising number of investors are searching for ways to align their financial goals with their values as crises involving corporate governance, social injustice, and climate change continue to get the majority of attention. As a result, there is a growing market for sustainable financial solutions, which seek to improve society while producing competitive long-term financial returns. Financial institutions, regulators, and academics need to understand how investors see these products and behave in order to effectively regulate this dynamic market. Environmental, social, and governance (ESG) factors have exerted an increasing influence on investor behaviour in recent years. This change is indicative of the increasing acknowledgment that these non-financial factors can have substantial effects on a company's long-term performance and risk profile. Investors are currently incorporating ESG criteria into their investment decisions in addition to conventional financial metrics, which has resulted in modifications to their portfolio allocation strategies and interactions with companies.

The perception of sustainable financial products by investors is multifaceted and complex influenced by a variety of factors such as personal values, financial literacy, risk tolerance, and exposure to information. Although some investors perceive sustainable investments as a means of effecting positive change without forsaking returns, others are skeptical about the financial performance of ESG-focused products. This dichotomy in perception has generated a plethora of research opportunities that investigate how a variety of demographic groups, cultural contexts, and market conditions influence investor attitudes toward sustainable finance. Additionally, the potential for greenwashing and the absence of standardization in ESG reporting have introduced additional layers of complexity to the decision-making processes of investors, emphasizing the necessity of improved transparency and education in this area.

Sustainable financial products frequently present both opportunities and challenges for the financial sector, as investor behaviour frequently deviates from conventional investment patterns. Investors in sustainable products may demonstrate extended holding periods and greater resilience during market downturns, which could potentially contribute to market stability. However, the incorporation of ESG factors into investment decisions also introduces new dynamics, such as the influence of abrupt ESG-related controversies on investor behaviour. Developing effective marketing strategies, devising enticing products, and establishing supportive policy frameworks necessitates an understanding of these behavioural nuances.

The sustainable finance market's future trajectory and impact will be significantly influenced by ongoing research into investor perception and behaviour as it continues to mature and expand.

### **Statement of the Problem**

Despite the increasing availability of sustainable financial products and the increasing prominence of sustainable finance, there is a significant disparity in the understanding of investor perception and behaviour towards these offerings. The factors that influence investor decision-making in this context are relatively unexplored, despite the apparent potential benefits of sustainable investments. The objective of this research is to address this deficit by examining the intricate interplay of investor characteristics, attitudes, and perceptions that influence the adoption of sustainable financial products.

### **Objectives of the Study**

1. To examine the factors influencing investor perception towards sustainable financial products.
2. To assess whether investors with higher environmental awareness have a more positive perception of sustainable financial products compared to those with lower environmental awareness.
3. To analyse the impact of perceived financial performance and social responsibility on the likelihood of investors choosing sustainable financial products.

### **Results and Discussions**

**Table 1- Factor Analysis**

<b>Factor</b>	<b>Explained Variance</b>
Environmental Awareness	35%
Perceived Financial Performance	25%
Social Responsibility	20%
Risk Aversion	10%
Peer Influence	10%

*(Source: Primary Data)*

The factor analysis of investor perception and behaviour towards sustainable financial products indicates that three primary factors—environmental awareness, perceived financial performance, and social responsibility—have the greatest impact on investor decisions.

The most significant factor was environmental awareness, which suggests that investors who are more informed and concerned about environmental Regular Issues are more likely to choose sustainable financial products. Perceived financial performance is also a critical factor, as investors are more inclined to invest in sustainable products if they perceive they offer competitive returns. Investor behaviour is further influenced by social responsibility, which reflects ethical and moral considerations, emphasizing the significance of values in financial decision-making. Overall, these components demonstrate the intricate motivations that underlie investor sentiments regarding sustainable financial products.

**Table 2 t test results**

Groups	Mean Score	t statistic	P- value
High Awareness	4.2	3.8	0.0002
Low Awareness	3.1		

*(Source: Primary data)*

The analysis uses a t-test to compare the perception scores of sustainable financial products between two groups: those with high and low environmental awareness. The mean perception score for the high awareness group is 4.2, while the low awareness group has a mean score of 3.1. The computed t-statistic is 3.8, with a p-value of 0.0002. Since the p-value is much lower than the standard significance level of 0.05, the result is statistically significant. This suggests that investors with higher environmental awareness perceive sustainable financial products more positively than those with lower awareness. Thus, there is a significant difference in perception based on awareness is supported by the data.

**Table 3 Regression analysis**

Variable	Regression coefficient	Standard error	P value
Perceived Financial Performance	0.35	0.08	0.0001
Social responsibility	0.28	0.09	0.001

*(Source: Primary Data)*

The regression analysis reveals that both perceived financial performance and social responsibility significantly influence the likelihood of investing in sustainable financial products. The coefficient for perceived financial performance ( $\beta = 0.35$ ) indicates that a higher perception of financial returns is associated with a greater likelihood of investment. The p-value of 0.0001 confirms this relationship is statistically significant. Similarly, the coefficient for social responsibility ( $\beta = 0.28$ ) shows that investors who place a higher value on social responsibility are also more likely to invest, with a statistically significant p-value of 0.001. This indicates that both financial returns and social responsibility are important factors influencing investment decisions in sustainable financial products, supporting the hypothesis that these factors contribute to the likelihood of investment.

## **II. CONCLUSION**

The results of the regression analysis, t-test, and factor analysis provide a thorough grasp of how investors see and behave with regard to sustainable financial products. The factor analysis reveals that the main factors impacting investor choices are perceived financial success, social responsibility, and environmental awareness, with the latter being the most important. This demonstrates that investors that care more about the environment are more inclined to support environmentally friendly goods. A statistically significant difference in perception between the high and low awareness groups is shown by the t-test findings, suggesting that a more positive impression of sustainable financial products is correlated with increased environmental awareness. Regression research also demonstrates that perceived social responsibility and financial success have a major influence on investment probability. These items are more likely to be purchased by investors that value social responsibility and see larger financial benefits. When taken as a whole, our findings highlight the complex incentives and important variables that influence investor perception of sustainable finance, offering insightful information to financial institutions and legislators who want to advance sustainable investing practices.

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## **A study on the challenges faced by beneficiaries through Direct Benefit Transfer in Tirunelveli District**

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### **Abstract**

Direct Benefit Transfer is a well-known program that reaches all kinds of people in India. It is a significant initiative and one of the largest e-governance programs implemented by the Government of India. It involves the digitization of information, streamlining of processes, and direct transfer of benefits to all families through financial inclusion. This program covers every individual, family, and resident of the states. However, there are difficulties in reaching the benefits to the intended recipients, including personal, technological, and financial challenges. To ensure successful implementation of the program, consistent and visible mechanisms are needed to sanction benefits through a single office and a common platform. This paper attempts to analyze the problems faced by the beneficiaries in availing of direct benefit transfers.

**Keywords:** Financial Inclusion, Direct Benefit Transfer, personal problems, technology problems, financial problems, Digitalized program.

## **I. INTRODUCTION**

Direct Benefit Transfer (DBT) is an innovative approach that involves transferring incentives and subsidies directly to the beneficiaries' accounts. It was launched on January 1, 2013, with the main purpose of eliminating middlemen, intermediaries, and rent for fair price shops by directly transferring subsidies and welfare scheme benefits. The DBT scheme allows for time-bound transfers, avoiding delays in transferring money, which has been a major Regular Issue for beneficiaries. This will reduce structural expenditure and simplify the distribution of benefits, as everyone can purchase goods at market price, fostering healthy competition in the market. Additionally, it will eliminate the problem of middlemen diverting subsidized grains to the market and encourage people to have bank accounts. Furthermore, it will help in reducing storage and spoilage of food grains. The circulation of money through DBT can lead to a significant increase in the GDP and help transform India into a cashless economy. However, challenges remain in rural and tribal areas where banking facilities and road connectivity are lacking. Many banks appoint Business Correspondents to enroll beneficiaries in these areas, but there are complaints that they are not providing passbooks to the beneficiaries, especially the illiterate ones, making them unaware of the scheme. Another Regular Issue is that direct cash may not be used for its intended purpose and could be used in unhealthy ways. Micro ATMs set up to deliver cash benefits at the doorstep are not present in many areas, forcing beneficiaries to travel long distances to withdraw money. Lastly, as most beneficiary families are headed by men, this can disadvantage women, as there is no guarantee that they will receive their share of the cash.

### **Review of literature**

**Das and Bhattacharjee (2016)** DBT is designed to ensure transparency and eliminate pilferage from the distribution of funds sponsored by the Central Government. It plays a crucial role in providing essential food to 60 percent of the country's households. Despite challenges such as subsidy transfer, information gaps, and financial inclusion, DBT remains an important tool for addressing these Regular Issues.

**Korde (2015)** It has been observed that the implementation of Direct Benefit Transfer (DBT) faces challenges including low Aadhaar-enabled account penetration, limited access to banking services, and lack of awareness about the scheme, especially among rural populations. Many rural residents are unaware of the scheme, and those who are aware often depend on others to access banking services due to safety concerns around transacting through others. Additionally, there are concerns about the misuse of finances by male members when subsidies are transferred to female members' accounts. These Regular Issues require attention from the government to ensure better implementation and positive outcomes.

**Paramasivan C and Ganeshkumar V (2013)** The banking sector has witnessed rapid technological advancements, and there is a growing recognition that the underserved population is viable for banking services. It is imperative for the government of India to enhance the implementation of various measures through microfinance institutions, business facilitators, and business correspondents to ensure effective access to banking services for the underserved population. Leveraging the extensive network of post offices could be instrumental in achieving long-term goals of extending agency banking services, particularly in rural India.

**Paramasivan C and Arunkumar G(2018)** It was found that the introduction of financial inclusion in India initially faced difficulties in identifying the genuine beneficiaries and their status. However, this Regular Issue has been addressed through the use of information and communication technology. Direct Benefit Transfer is an innovative method that eliminates intermediaries and ensures that benefits, schemes, incentives, and assistance are directly deposited into the beneficiaries' bank accounts. To ensure the effectiveness of Direct Benefit Transfer, it is essential to link bank accounts and Aadhaar cards digitally. This method has played a significant role in promoting financial inclusion in India..

**Sakthivel N Mayilsamy R Akash R(2016)**, It is increasingly clear that addressing financial exclusion will require a comprehensive approach from banks. This should involve creating awareness about financial products, providing education and advice on money management, debt counseling, savings, and affordable credit. Banks need to develop specific strategies to extend the reach of their services, including linking with microfinance institutions and local communities. They should also promote the use of no-frills accounts and utilize technology to provide access to banking products in remote areas. Moreover, ATMs and cash dispensing machines should be modified to be more user-friendly for people who are illiterate, less educated, or do not know English.

### **Statement of problem**

Financial inclusion is crucial for the overall growth of a country. In the absence of financial inclusion, direct benefit transfers struggle to reach those in need. People at the grassroots level encounter difficulties in obtaining cards, opening zero-balance accounts, and establishing linkages with agencies. If these Regular Issues are not addressed effectively, it will not benefit the disadvantaged. Thus, direct benefit transfer programs also face various challenges including personal, technical, and financial Regular Issues. It is important to consider how these challenges impact beneficiaries based on their educational levels.



### **Objective of the Study**

- To examine the educational status of recipients and the challenges they encounter when accessing Direct Benefit Transfer (DBT) in Tirunelveli District.

### **Hypothesis**

**Null Hypothesis:** There is no significant association between age group and personal problems faced by beneficiaries in availing direct benefit transfer

**Alternative Hypothesis:** There is a significant association between age group and personal problems faced by beneficiaries in availing direct benefit transfer

### **Research Methodology**

The present study is descriptive and utilizes primary data collected through interview schedules. Respondents were selected using stratified random sampling techniques.

### **Study Area**

The study area is the Tirunelveli district of Tamil Nadu, which is considered the 'universe' for data collection and analysis.

### **Sample size**

The sample size for the study comprises 425 respondents from Tirunelveli district. Interview schedules were used to collect the data.

### **Statistical tools for analysis**

The researcher used percentage analysis and the Chi-square test for analysis and interpretation of the data.

**Table1 Distribution of respondents based on the level of opinion of problems faced by beneficiaries in availing direct benefit transfer**

<b>Problems</b>	<b>Level</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Personal Problems</b>	Low	118	27.8
	Moderate	189	44.4
	High	118	27.8
	<b>Total</b>	<b>425</b>	<b>100.0</b>
<b>Technological Problems</b>	Low	131	30.8
	Moderate	153	36.0
	High	141	33.2
	<b>Total</b>	<b>425</b>	<b>100.0</b>
<b>Financial Problems</b>	Low	98	23.1
	Moderate	157	36.9
	High	170	40.0
	<b>Total</b>	<b>425</b>	<b>100.0</b>

*Source: Survey data*

The table presents the distribution of respondents based on the problems faced by beneficiaries in availing direct benefit transfer in Tirunelveli District. In terms of personal problems, 27.8 percent of the respondents (118) faced the lowest level of Regular Issues, while 44.4 percent (189) faced moderate level problems, and 27.8 percent (118) experienced high levels of personal problems.

Regarding technological problems, 30.8 percent of the respondents (131) faced low-level Regular Issues, 36.0 percent (153) faced moderate problems, and 33.2 percent were at a high level of technological problems.

In relation to financial problems, 23.1 percent of the respondents (98) experienced low-level Regular Issues, 36.9 percent (157) faced moderate problems, and 40.0 percent (170) encountered high levels of financial problems.

**Table 2 Distribution of opinion on personal problems faced by beneficiaries in availing direct benefit transfer across gender**

Gender		Personal Problems			Total
		Low	Moderate	High	
Male	Count	60	87	59	206
	% within Gender	29.1%	42.2%	28.6%	100.0%
Female	Count	58	102	59	219
	% within Gender	26.5%	46.6%	26.9%	100.0%
Total	Count	118	189	118	425
	% within Gender	27.8%	44.4%	27.8%	100.0%

**Source: Survey data**

The table shows the distribution of opinions on personal problems faced by beneficiaries in availing direct benefit transfer across genders in Tirunelveli District. Among male respondents, out of 206, 29.1 percent (60) reported low levels of opinion on personal problems, 42.2 percent (87) reported moderate levels, and 28.6 percent (59) reported high levels.

For female respondents, out of 219, 26.5 percent (58) reported low levels, 46.6 percent (102) reported moderate levels, and 29.6 percent (59) reported high levels.

Overall, out of 425 respondents, 27.8 percent (118) reported low levels, 44.4 percent (189) reported moderate levels, and 27.8 percent (118) reported high levels of opinion on personal problems. Therefore, it can be concluded that both male and female respondents moderately influence the personal problems faced by beneficiaries in availing direct benefit transfer.

**Chi-square test between age group and personal problems faced by beneficiaries in availing direct benefit transfer**

**Null Hypothesis:** There is no significant association between age group and personal problems faced by beneficiaries in availing direct benefit transfer

**Alternative Hypothesis:** There is a significant association between age group and personal problems faced by beneficiaries in availing direct benefit transfer\

**Table 3 Age Group versus personal problems faced by beneficiaries in availing direct benefit transfer**

Age		Personal Problems			Total	Result
		Low	Moderate	High		
21 – 30	Count	17	44	34	95	Reject H <sub>0</sub>
	% within Age	17.9%	46.3%	35.8%	100.0%	
31 – 40	Count	19	58	29	106	
	% within Age	17.9%	54.7%	27.4%	100.0%	
41 – 50	Count	42	34	27	103	
	% within Age	40.8%	33.0%	26.2%	100.0%	
51 years & above	Count	40	53	28	121	
	% within Age	33.1%	43.8%	23.1%	100.0%	
Total	Count	118	189	118	425	
	% within Age	27.8%	44.4%	27.8%	100.0%	
Chi- Square Test			Value	Df	P- Value	
Pearson Chi-Square			23.393**	6	.001	

\*\* Significant at 1 %

Chi-square test was applied to test the association between age group and factors personal problems faced by beneficiaries in availing direct benefit transfer in Tirunelveli District. The test reveals that chi-square value is 23.393\*\*. p- Value is .001 at 1 percent level of significant. Since the p- value is less than 0.01 ( $X^2$  23.393\*\*,  $p < 0.01$ ) the null hypothesis rejected. Hence, there is a significant association between age group and personal problems faced by beneficiaries in availing direct benefit transfer. It is clear that age group is one of the major parameters to measure the personal problems faced by beneficiaries in availing direct benefit transfer.

### **Findings**

1. The survey conducted in the Tirunelveli District revealed that 44.4 percent of the respondents faced moderate personal problems, 36.0 percent faced moderate technological problems, and 40.0 percent encountered high-level financial Regular Issues when availing direct benefit transfer.
2. By cross-referencing the problems faced by beneficiaries with their gender, it was observed that 44.4 percent of both male and female respondents experienced moderate personal problems.
3. In the case of technological problems, 50.0 percent of male respondents and 43.8 percent of female respondents had a moderate opinion, while 43.2 percent of male respondents and 38.8 percent of female respondents held a high opinion on financial problems.
4. The chi-square test results indicate a statistically significant association between age group and personal problems ( $X^2 = 23.393$ ,  $p < 0.01$ ), technological problems ( $X^2 = 63.461$ ,  $p < 0.01$ ), and financial problems ( $X^2 = 53.040$ ,  $p < 0.01$ ). These findings suggest a positive relationship between the age group of the respondents and the mentioned problems.

## **II. CONCLUSION**

The direct benefit transfer system plays a pivotal role in facilitating digital financial inclusion in India by directly transferring financial assistance to eligible beneficiaries. However, it has been observed that beneficiaries in the study area encounter difficulties in accessing these benefits due to a lack of adequate educational qualifications. The ability to comprehend the terms and conditions associated with the direct benefit transfer system necessitates a minimum level of literacy. Moreover, proficiency in basic technology operations, including using devices such as computers, mobile phones, and net banking, is essential for successful participation in the technology-enabled payment system.

Conclusively, it is imperative to emphasise the importance of basic education in enabling the effective implementation of the direct benefit transfer system.

Nevertheless, it is worth noting that while educational qualifications may have some influence, they do not significantly impact the performance and operation of the direct benefit transfer system within the study area.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August-2024

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**A Study on Rural Development Programmes of DRDAs With Special Reference to Boudh District of Odisha**

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**Abstract**

Rural development is a comprehensive term aims at finding ways to eradicate poverty, improving the quality of rural lives and overall economic development of people in rural areas. Generally, the overall development of rural areas depends upon the quality of education, modernization, entrepreneurship development, physical infrastructure and social infrastructure in rural areas. At district level DRDAs has the special privileged to oversees the implementation of different antipoverty programs. The present study is an attempt to analyses through two schemes of DRDAs namely BPGY & PMAY-G etc. The study has been conducted to gain knowledge and to make analysis of implementation of various programs and their achievement in rural areas of Boudh districts by taking data of three blocks namely Boudh, Kantamal and Harabhanga.

To make comparative analysis trend percentage, table and graphs are used with a data of five years through secondary sources of information provided by DRDAs. The research findings revealed that DRDAs has gained its attention for the successful implementation of some programmes in the rural areas.

It should create an awareness among people about what the government has planned and is providing funds for the all eviation of poverty.

**Keyword:** Rural Development, DRDA, BPGY, PMAY-G,Poverty.

## **I. INTRODUCTION**

Rural development focuses on action for well being of rural poor and developmental areas outside the mainstream of urban economic system. The concept of rural development has emerged through social- political struggle and a debatable topic. Once it becomes an established part of the current discussions that surround agricultural, rural village and country side, it can be expected to trigger new controversies. A recent study made by some of the researchers in this significant area of rural development that while some researchers or thinkers see it as a process that will end with final expropriation of farmers. However, changes in technology of global production network and increased urbanization, modernization have given a new shape to the character of rural areas. Increasingly tourism, niche manufacturers and recreation have replaced resource extraction and agriculture as dominant economic drivers. The essence of rural communities to this developmental approach from a wider perspective has created more focus on a broad range of development goals rather than creating incentive for agricultural or resources-based businesses. Overall development of rural regions generally depends upon education, modernization, entrepreneurship development, physical infrastructure and social infrastructure in rural areas. Rural development is also characterized by its priorities from locally produced economic development strategies. As compare to urban regions, which have many resemblance, rural areas are highly distinctive from one another. That is the reason for accepting globally a large variety of rural development approaches. According to the Census of 2011 about one third of rural India survives their lives with a sum of Rs. 5000/- to make end for their whole household. We know that rural development focuses upon upliftment and development of different section of rural economies which are the key measures for eradication of poverty and aims at developing their productivity effectively. Moreover, since 1991 public investment declined coupled due to lack of adequate infrastructure, credit, transport and employment etc.

Henceforth, during 2007-2011 only 3. 2% of agricultural output increased. All these factors have been denting the process of development in rural areas. There is a need for special attention of government towards the rural development and should properly implement all schemes in rural areas. **District Rural Development Agency:** At district level DRDAs has the special privileged to oversees the implementation of different antipoverty programs. After 1999, DRDAs has been introduced for executing and monitoring various programs in the rural areas.



In order to meet various administrative costs and expenditures a special provision has been made under DRDAs schemes.

## **Review of Literature**

It was emphasized that the objective of this paper is to understand the gendered perspective of agricultural decision-making in one of the eastern states of India(D. Sahoo et al., 2024). The data for each bank showed that, when compared to other DCCBs in western Odisha, Balangir DCCB's compound growth rate of total loans was the highest at 0.870% and significant at the one percent level of significance(Swain et al., 2023). The present article discusses the major constraints and implementation of the development programmes of education among the Hill Kharia, native of Mayurbhanj district of Odisha are living in the dense forest of the Similipal tiger reserve area(M. Sahoo, 2023).It was examined that the Constitutional status clear the path of the Panchayati Raj system to improve the infrastructure and implementation of developmental programmes for the needy rural and tribal areas(Kumar & Singh, 2022).The study aims to find out the effectiveness of a renewable energy project at village level by studying the experiences of the Ho tribal community residing in Barapita village of Odisha, India. Barapita village is the first 100 per cent solar powered village of Odisha(C. Mishra, 2021).The analysis revealed that the coastal districts of the state have high level of agricultural development and districts of northern and southern Odisha shows less and least developed in terms of agricultural development is concerned(Bhoi & Majhi, 2021).It is only through mass awareness, empathetic, soft corner attitude of both central and state governments, involvement of NGOs, civil society organisations and change in power structure of the Koshal region regional balance in the state can be ensured(Ratha, 2020).It was analysed that the using simple graphical representation of key indicator also finding a composite index for overall comparison of the status using Sudarshan Iyengar method and beta distribution for objective categorization of districts (B. B. Panda & Majhi, 2019).

It was attempted to shift its focus outside the coastal districts and also encourage large industries in the power, metals and mineral sectors(Mitra, 2019).It was found that the study indicate that families experiencing poverty during child's first two years showed low cognitive, language and social skills between 2 to 3 years of age and these gaps appeared to stabilize between the age of 3 and 5 years(Burchinal et al., 2018). It was conducted to the socio- economic impact of NREGA on workers in southern Kerala states. The study was made with the objective to evaluate the socio- economic impact of NREGA on rural women workers in Kerala states(A et al., 2018).

### **Statement of Problem**

DRDAs is a supporting and a facilitating organization at district level for eradicating poverty in rural areas. DRDAs should be more professional and are expected to coordinate with such PRI, line department, banks and other financial institution with a view to gathering supports and financial assistance from them. It will also need to maintain a separate entity but will function under the chairmanship of chairman of Zilla Parishads. It should maintain all that implementation property and keep records of periodic account structure of various programs and also need to visit the fields of various schemes. Hence, the present study is an attempt to analyses through two schemes of DRDAs namely Biju Pucca Ghar Yojana (BPGY), Pradhan Mantri Awaas Yojana Gramin (PMAY-G) etc.

### **Relevance of the study**

The project is being presented mainly to highlight the achievement of DRDAs in Boudh districts with regard to rural development and to considering the various needs of rural poor in Boudh district how far the DRDAs gone and achieved.

The study of functions and efficacy of DRDAs and its various schemes launched in Boudh district has not received special attention either from government and from various academicians. As a result, few people were aware and known about the various schemes and operations of DRDAs in Boudh district. The present study is conducted to gain knowledge and to make analysis of implementation of various programs and their achievement in rural areas of Boudh districts by taking data of three blocks namely Boudh, Kantamal and Harabhanga. In order to assess the working of DRDAs in Boudh district a comparative study of various schemes operating in that areas has been made and findings at the lapses therein and suggest reason for overcoming those gaps.

### **Objectives of the study**

1. To analyze the policies, programs and working of DRDAs in Boudh district of Odisha.
2. To evaluate the role and functions of DRDAs in terms of its implementation of various rural developmental schemes.

## Research Methodology

The study has been undertaken to analysis the role of DRDAs in poverty alleviation in the Boudh district of Odisha. Various tools and techniques are used in this paper such as bar graphs, table, charts, trend percentage are used to compare the past data with current so as to get a particular inference from it to analysis. In order to gain in depth understanding of the management and operations of various schemes of DRDAs at grass root level the focus of the study is only restricted to the period of 5 years i.e. 2018-19 to 2022-23 through secondary sources of information provided by DRDA.

### 1. Data Analysis and Interpretation

The various working or programs carried out, funds allocation and utilized by three blocks of Boudh districts under the different schemes with a data of five years are provided. In order to make a comparative analysis, trend analysis is used which is one of the process of trying to look at the current trends in order to predict future ones. Trend analysis is an aspect of technical analysis that tries to estimate future movement of stock based on past data analysis. Below tables and figures of various schemes of DRDA are taken which shows trend analysis of various programme for comparison.

**Table 7.1 Biju Pucca Ghar Yojana Rural Housing Provided Through BPGY (In No.)**

Year	2018-19			2019-20			2020-21			2021-22		2022-23			
Block	Target	Complete	%	Targeted	Complete	%	Targeted	Complete	%	Targeted	Complete	%	Targeted	Complete	%
Boudh	183	175	96	390	364	93	332	232	70	50	38	76	133	100	75
Harabanga	163	150	92	390	348	89	281	228	81	50	32	64	133	109	82
Kantamal	192	172	90	424	389	92	333	243	73	50	53	70	134	118	88
Total	538	497	92	1204	1101	91	946	703	74	150	105	70	400	327	82

Source: Records of DRDA, Boudh

The above table shows the physical data of BPGY of Boudh district. In the above table it shows target and completion data of three blocks namely; Boudh, Harabhanga and Kantamal. In 2018-19, 2019-20 and 2021-22 it shows that the percentage of completion of works or houses provided under this scheme is higher in Boudh block as compared to others. But in the year 2020-21 the percentage of work is more in Harabhanga block. In 2022-23 it shows that higher percentage of works are given in Kantamal block. The above data interpretation of various blocks indicates that under BPGY schemes more houses provided in Boudh block as compared to others.

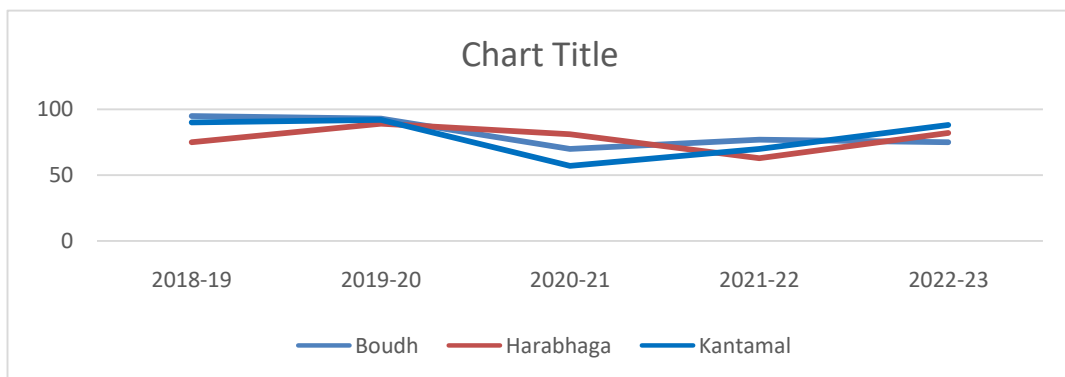
**Table 7.2 Total Expenditure Made Under BPGY(In Lakhs)**

Year	2018-19			2019-20			2020-21			2021-22			2022-23		
Block	Funds allocated	Exp. made	%	Funds allocated	Exp. Made	%	Funds allocated	Exp. made	%	Funds allocated	Exp. made	%	Funds allocated	Exp. made	%
<b>Boudh</b>	220	210	95	468	437	93	398	278	70	60	46	77	160	120	75
<b>Hara bhan ga</b>	199	180	75	468	418	89	338	274	81	60	38	63	160	131	82
<b>Kant amal</b>	230	206	90	509	467	92	509	292	57	60	42	70	161	142	88
<b>Total</b>	649	596	86	1445	1322	91	1245	845	68	180	126	70	481	393	82

**Source:** Records of DRDA, Boudh

The above table shows the total funds allocated and expenditure made in various blocks of Boudh district under BPGY scheme. In the financial year 2018-19, 2019-20 and 2021-22 more expenditure is generated in Boudh block as compared to Harabhanga and Kantamal. Whereas in 2022-23 it have seen that expenditure made in Kantamal block is higher as compared to others. The above interpretation shows that expenditure made for construction of houses under BPGY scheme is more in Boudh block in comparison to others two block.

**Figure 7.1 Percentage of Expenditure Made Under BPGY Scheme**



**Source:** Records of DRDA, Boudh

The above graph shows the % of expenditure made in three blocks namely; Boudh, Harabhanga and Kantamal. It shows that above 80 % expenditures are made in Boudh block in the year 2018-19 and 2019-20. But it have seen that the scheme would not perform better in three years i.e,2020-21,2021-22 and in 2022-23.

**Table 7.3 Rural Housing Provided Under PMAY-G(In No.)**

Years	2018-19			2019-20			2020-21			2021-22			2022-23		
Block	Targeted	Completed	%	Targeted	Completed	%	Targeted	Completed	%	Targeted	Completed	%	Targeted	Completed	%
Boudh	470	422	90	618	585	95	338	264	78	199	113	57	214	63	30
Harabhanga	452	401	89	582	541	93	271	207	77	166	964	58	178	57	32
Kantamal	494	462	94	675	629	93	318	260	82	207	131	63	223	65	29
Total	1416	1285	91	1875	1755	94	928	732	79	574	341	59	616	186	30

**Source:** Records of DRDA, Boudh

The above table shows various houses provided under PMAY-G schemes. The table reveals that in the year 2018-19, 2019-20 percentage of houses are provided more in Boudh district but in 2020-21 and 2021-22 % of houses provided higher in Kantamal block. In the financial year 2022-23 it shows Harabhanga block achieve

higher % of work completion. From the above interpretation, it depicts that houses provided under PMAY-G scheme is satisfiable in both Boudh and Kantamal block whereas it has worst performance in Harabhanga block.

**Table 7.4 Total Expenditure Made Under PMAY-G SCHEME (In Lakhs)**

Year	2018-19			2019-20			2020-21			2021-22			2022-23		
Block	Funds allocated	Exp.made	%	Funds allocated	Expenses made	%	Funds allocated	Exp.made	%	Funds allocated	Exp.made	%	Funds allocated	Exp.made	%
<b>Boudh</b>	329	296	90	433	390	90	4057	3178	78	2398	1358	57	2587	763	29
<b>Harabhangha</b>	316	280	89	407	380	93	3260	2496	77	1998	1157	58	2142	686	32
<b>Kantamal</b>	346	324	94	473	300	63	3818	3120	82	2494	1582	63	2682	782	29
<b>Total</b>	991	900	91	1313	1070	81	11135	8794	79	6890	4097	59	7411	2231	30

**Source:** Records of DRDA, Boudh

The above table shows the % of expenditures incurred in various years for the construction of houses under PMAY-G scheme. In financial year 2018-19, 2020-21 and 2021-22 higher expenditure is made in Kantamal block as compared to other blocks. The above interpretation gives the expenditure made under PMAY-G scheme is satisfactory in Kantamal only for 3 years whereas its performance seems poor in both Boudh and Harabhanga blocks.

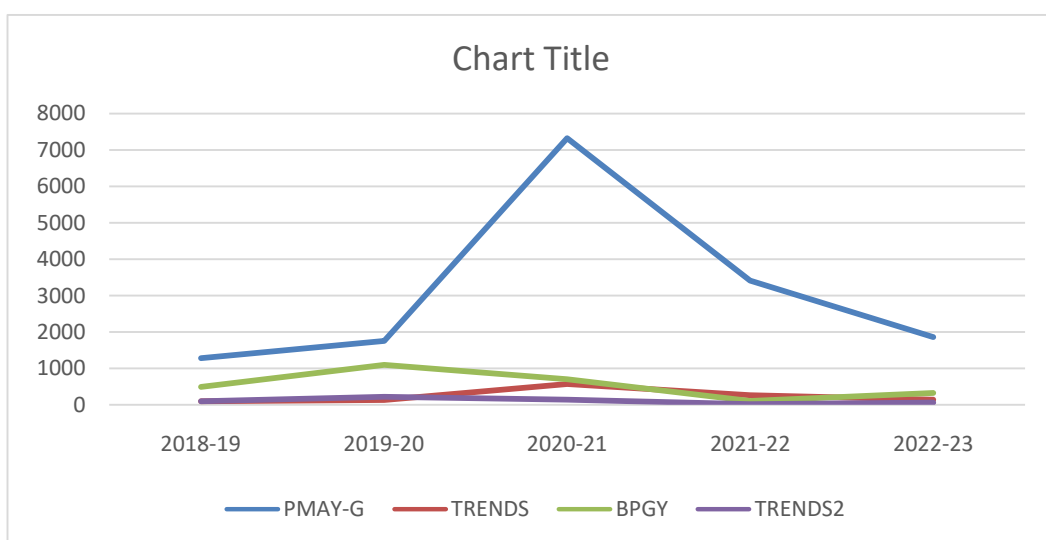
**Table 7.5 Trend Analysis of Works Completed as Compared to target through BPGY AND PMAY-G(Base year 2018-19=100)**

YEAR	PMAY-G	TREND %	BPGY	TREND%
2018-19	1285	100	497	100
2019-20	1755	136	1101	222
2020-21	7322	570	703	141
2021-22	3413	266	105	21
2022-23	1860	145	327	66

**Source:** Records of DRDA, Boudh

The above table shows the trend % of works completion of both PMAY-G and BPGY schemes as compared to target. In the above table, 2018-19 is taken as base year where trend % are calculated in relation to base year. As per base year data trend percentage have been calculated for both schemes i.e, PMAY-G and BPGY.

**Figure 7.2 Trend Analysis of BPGY AND PMAY-G FOR LAST 5 YEARS**



**Source:** Records of DRDA, Boudh

The above graphs reveal the trend comparison of both BPGY and PMAY-G. Base year is taken as 2018-19. In the year 2018-19, trend % of both BPGY and PMAY-G same but in 2019-20 % of works of BPGY is more and in subsequent three years it decreases faster as compared to PMAY-G. In the year 2020-21 works completed under PMAY-G is more as compared to three years.

### **Implication of Policy**

DRDAs is a professional body to be in overall charge of planning, coordinating and monitoring the effective implementation of rural development programs. DRDAs should also coordinate their efforts with different agencies particularly with Panchayati Raj institution (PRI) in districts. In order to bring the functioning of different programme up to a satisfaction level the government should be aware of effectiveness of various programme and should have some machinery regarding the proper utilization of funds under this scheme. Political interference is one of the major causes in the execution of different programme which should be avoided by the government. Steps should be taken by DRDAs to make the programme known to as many people as possible. No part of rural areas should remain ignorant and unaware of different schemes of DRDAs.

### **Findings of the study**

DRDAs is a principal organ to oversees the implementation of various schemes operating in districts. The major findings of the study have been made only to two schemes under DRDAs in Boudh district of Odisha. It is observed that there is misappropriation of funds, lack of training in employment scheme and staff shortage in DRDAs of Boudh district. Under rural housing schemes, the study has been made on two schemes namely BPGY and PMAY-G (previously named as IAY). PMAY-G is totally centrally sponsored scheme and BPGY is a state government scheme. Under BPGY scheme, it is observed that more expenditures are incurred in Boudh block for the construction of houses as compared to other blocks. It is further observed that the expenditure made under PMAY-G scheme gives higher satisfaction in Kantamal block as compared to both Boudh and Harabhanga blocks. After the comparison of trend percentage of both PMAY-G and BPGY schemes in Boudh districts, it is found that the trend percentage of PMAY-G scheme is higher as compared to the trend percentage of BPGY.

## **II. CONCLUSION**

In order to eliminate poverty government has taken several measures for the development of rural areas like; building of infrastructure, construction of houses, transportation and communication facilities etc. it also implements various schemes to provides employment to rural people for the faster growth of the economy. At district level DRDAs has been set up to oversees the effective implementation of different anti-poverty programmes. After the bifurcation of Boudh district (also known as Boudh garh) from Kandhamal, it formed as an independent district of Odisha having one sub division, 3 tahasil, 3 blocks, 1186 villages and 69 gram panchayat functioning in the district.



The main objective DRDAs Boudh is to eradicating poverty in the district through various implemented schemes in rural areas. All the schemes of central and state government are implemented under DRDAs.

Various schemes like GGY, MGNREGA, SBM-G and BPGY are currently running and functioning under the DRDAs of Boudh district for the development of rural areas. The District Rural Development Agency of Boudh also awarded as one of the best districts for the successful implementation of GEO-MGNREGA scheme in all over the country. Thus, it encourages all the employees of DRDAs to work effectively towards the successful implementation of different programmes in the district. On the whole, we conclude that after spending so much money and taken such a lot of trouble, the government should make a little endeavour towards the proper implementation and functioning of its scheme. Otherwise the entire concept will become worthless. The government should help the DRDAs and should walk in hand towards the common goal of 100% elimination of poverty from India.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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**Customer Satisfaction and Awareness of Public Distribution System at Vellore**

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**Abstract**

The public distribution system to measure the extent of awareness and the level of satisfaction on services rendered by the customer. According to the study, the researches of customers are aware about the public distribution system in Vellore. This study also analyses the awareness of public distribution system and customer satisfaction and overall the result that four variable were found to have awareness and usage of public distribution system, Null hypothesis [ $H_0$ ] is accepted therefore there is no significant relationship between age state of awareness and usage of public distribution system. It will automatically improve the service and development of useful to know the consumer awareness of public distribution system. It also helped to measure the level of satisfaction on service rendered by public distribution system at Vellore.

## **I. INTRODUCTION**

Since 1964, the Government of Tamil Nadu has been using PDS. The State launched the Village Shop Program with the goal of providing essential goods to the rural populace through a single store in each village. In this way the plan was changed over into PDS determined to give fundamental products to the public both in provincial and metropolitan regions at concession rate. Starting from the presentation of TPDS from 1.6.1997 the widespread PDS is in activity in Tamil Nadu with the Antyodaya Anna Yojana and the extended Antyodaya Anna Yojana plans. Under the widespread PDS there is no segregation of families on APL and BPL lines in view of pay. The state governments are in charge of the EPS's operational responsibilities, which include state allocation, identifying families living below the poverty line, issuing ration cards, and overseeing its operation. Under PDS, commodities such as wheat, rice, sugar, and kerosene are distributed to States and UTs. Through PDS outlets, some States and UTs also distribute additional items for mass consumption like pulses, edible oil, iodized salt, spices, and so on.

Tamil Nadu Government is executing All inclusive Public Conveyance Framework (UPDS) and no prohibition is made in view of the pay rules. Since 01.06.2011, the Hon'ble Chief Minister has made the universal public distribution system "poor friendly" by providing free rice orders to all eligible cardholders under the public distribution system.

Tamil Nadu Common Supplies Company obtains rice and other fundamental products expected for public appropriation framework from Food Organization of India and through tenders. Appropriation of products through fair cost shops is being completed by Tamil Nadu Common Supplies Company and the Agreeable social orders.

Public distribution system served rustic client advertising of buying merchandise for preparing material of food things supply according to family shrewd card. Common stock assistance is transformer of promoting exercises network electronic savvy card framework for buying family merchandise. Public dissemination framework is financial based supply and conveyance of in reverse individuals completely relies upon government appropriation. The mainstreaming of poverty, social empowerment, and consistent supply of consumer goods provided by a public distribution system are all benefits of this system. Rural development is primarily responsible for the public distribution system, which helps low-income families purchase household goods at fair prices. Electronic smart cards are a necessary component of goods and services for accurately measuring the quantity of delivered goods and services. They also help prepare electronic statements for bills. The public distribution system is a comprehensive analysis of people impacted by economic barriers that helps alleviate poverty and provides free supplies of household goods.

Shopper fulfillment is an individual's sensation of joy or dissatisfaction coming about because of contrasting an item's apparent execution or result corresponding to their assumption. As this definition makes clear, satisfaction is a capability on saw performance and assumptions. Assuming the exhibition misses the mark concerning assumptions, the purchaser is fulfilled or pleased. In the event that the exhibition surpasses the assumption, the shopper is exceptionally fulfilled or pleased, high fulfillment or joy makes a profound bond with the brand, in addition to an objective presentation.

### **Scope of the Study**

This study aims to investigate and analyze consumer satisfaction and awareness of public distribution system [PDS] in Vellore. Focusing on the accessibility quality and efficient of the PDS. The research will examine consumer perceptions and experiences. By employing surveys interview and data analysis the study seek to identify key factors influencing satisfaction and service.

This research measures the awareness among customer about services and level of customer satisfaction. The study will enable the public distribution system to serve the customers better. The study will also help customers know the various service available at the PDS and how to make use of services. The study will also help scholars to work on topics pertaining to PDS awareness and satisfaction.

### **Statement of Problem**

India is today one of most vibrant global economies on the public distribution system and consumer satisfaction. Public distribution system is marketing activities supply and distribution of good and services. Public distribution system is a poverty alleviation programmer and contribution toward the social welfare of the people. Some eligible individuals may face challenges in proving their identity. The study made a inquiry to understand the ability of the respondents to PDS. The perception of the satisfaction households relating to the problem of in accurate weight of commodities are supplied.

This study was done to examine the services rendered by public distribution system and the level of satisfaction among its customer more specifically, the study sought to answer the following question arising out of services by the PDS. Who are the customers of the PDS? What is the satisfaction of the customers? What services was frequently used by the customers? On doing so, the study measured the satisfaction of customers by the PDS.

### **Objectives of the Study**

- a. To analyze the awareness and usage of public distribution system.
- b. To assess the level of customer satisfaction.
- c. To study the service quality and efficiency.
- d. To know the impact on household.

### **Limitation of the Study**

1. The sample of 150 respondents represent a cross section of the total population.
2. The study focused on understanding PDS with reference to the customer.
3. The samples for their research such small quantity of respondent cannot represent the characteristics PDS as in Vellore.
4. The data was collected only during the study period of one month only. Therefore the sample drawn are from that period of study only.

### **Review of Literature**

Lindh, Arvid <sup>1</sup> (2015) this article examines people perceptions of the suitability of market criteria for distributing services that are typically linked to welfare state responsibilities and social citizenship rights. The paper particularly focuses on how the market could be able to help with social services delivery. Using multilevel modeling and data from the 2009 International social survey program, attitudes across 17 member nations of the organization for Economic Co-operation and Development are compared in order to investigate the relationship between welfare policy institutions, socioeconomic class, and attitudes. The majority of countries have relatively low levels of popular support for the market distribution of services, indicating that the people's view is unlikely to be driving force behind the current processes of welfare marketization.

Nair, R <sup>2</sup> (2022) Public Circulation Framework is an Administration supported chain of shops endowed with crafted by dispersing essential food and non-food wares to the penniless segments of the general public at extremely modest costs. The public dissemination framework contributes fundamentally to the arrangements of food security. It helps to control open market prices for commodities that are distributed through the system and makes it possible to provide food grains to the poor at a price that is subsidized. It started out as a way to get food grains at reasonable prices during times of need. The term "food security" and the public distribution system have become synonymous over time, and the latter is also an essential component of the country's government policy for managing the food economy.

With the implementation of the electronic public distribution system project and the model pilot scheme of computerized ration shops, Kerala has made significant progress toward reforming the public distribution system.

The study aims to provide an overview of the public distribution system's effectiveness as well as consumer satisfaction with the system when it is available at a reasonable price. This concentrate likewise looks at the Regular Issues experienced by the clients who are utilizing PDS consistently for their food needs alongside the investigation of the new change that gives bits of knowledge on the adequacy of the public conveyance framework and the difficulties it needs to confront.

Rajkumar, Paulrajan<sup>3</sup>The public dispersion framework (PDS) is state run production network for food grains in India. India's PDS is the world's largest distribution machine of its kind. Many examinations have been completed across the world to comprehend the food grains store network in the confidential area. The purpose of this research is to gain a better understanding of the socially responsible food grains supply chain managed by the government. The method of conducting surveys that makes use of factor analysis to identify the influencing factors. Consequently, the analytical hierarchy process technique recognizes the service quality dimensions' priority and rank. This paper suggests ways to raise the authorities' perceived level of customer satisfaction by raising their service quality dimensions.

<sup>1</sup>Lindb, Arrid. "Public opinion against markets? Attitudes towards market distribution of social services—A comparison of 17 countries." *Social Policy & Administration* 49.7 (2015): 887-910.

<sup>2</sup> Nair, R. "Public Distribution System: Are the Customers Satisfied???" *Rejani, Public Distribution System: Are the Customers Satisfied* (2022).

<sup>3</sup> Rajkumar, Paulrajan. "Service quality measurement of the public distribution system in the food grains supply chain." *International Journal of Business Performance and Supply Chain Modelling* 5.2 (2013): 131-147.

George, Neetu Abey, and Fiona H. McKay<sup>4</sup>(2019) The Public Dissemination Framework (PDS) of India assumes a pivotal part in lessening food weakness by going about as a wellbeing net by conveying fundamentals at a financed rate. Even though the PDS is a key part of the government's food and nutrition policy, India still has a lot of hungry and undernourished people. This audit tries to investigate the working and productivity of the PDS in accomplishing food and healthful security in India. 23 articles that met the inclusion criteria were found in a systematic and comprehensive search using the key terms "food insecurity" or "food security," "Public Distribution System," "PDS," "TPDS," and "India." This survey causes to notice the absence of distributed writing in areas of PDS and food security in India.

The review's findings emphasize PDS's role in combating hunger and malnutrition while highlighting its limited role in reducing childhood mortality and food insecurity as a result of operational inefficiencies. The PDS can possibly go

about as an answer for food weakness in India in the event that the functional failures and natural impressions are tended to by satisfactory strategy changes.

Pal, Brij <sup>5</sup>(2011) The provision of food security is significantly aided by the Public Distribution System (PDS). In India, PDS makes it easier for the poor to get food grains at a discount. Open-market prices for the system-distributed commodities can also be manipulated in this way. The government places a high value on the goal of measuring PDS results in order to guarantee that the equal distribution system fulfills its intended function. The current paper basically breaks down the authoritative construction and their escape clauses in the working of organizations like Food Enterprise of India and Focal Warehousing Partnership participated in the acquirement, transportation, stockpiling and dispersion. And suggests corrective measures to make the PDS transparent, effective, and efficient—without which India cannot realize its vision of food for all.

Madhusoodana, S., and Devi Parvathy <sup>6</sup> (2023) The Public Distribution System (PDS) was established with the intention of providing people with access to food grains and other essential goods at reduced prices—or for free—through a nationwide network of stores. Kerala has the distinction of being the first state to implement universal PDS, ensuring social justice and equity. In the wake of globalization, a significant policy shift occurred when the Targeted Public Distribution System (TPDS) was implemented in 1997 to take the place of the universal food distribution system. While BPL families received food grains at a reduced cost through the TPDS, a number of equally deserving APL families were excluded from the program. Even though the PDS provided food grains to every needy family in the state, the distribution system was still leaking. The offtake system's monitoring mechanism was insufficient.

<sup>4</sup>George, Neetu Abey, and Fiona H. McKay. "The public distribution system and food security in India." *International journal of environmental research and public health* 16.17 (2019): 3221.

<sup>5</sup>Pal, Brij. "Organization and working of public distribution system in India: A critical analysis." *International Journal of Buiness Economics and Management Research* (2011).

<sup>6</sup>Madhusoodana, S., and Devi Parvathy. "Public Distribution System (PDS) and Food Security in Rural Kerala: A Study of Manjeswar Taluk, Kasaragod District." *Journal of Polity and Society* 15.1 (2023).

## **Research Methodology**

The study is related on primary data and secondary data collected through customer information to analysis the customer satisfaction and awareness of public distribution system. The research analyzed on simple random sampling techniques with the help applied statistical tool like simple percentage, ANOVA and factor analysis



## **Analysis and Interpretation of Data**

This chapter is an attempt to study the customer satisfaction and awareness of public distribution system, Vellore from the primary data collected from its customers. The chapter is analyzed under three heading as follows:

1. Profile of respondents taken for the study.
2. Awareness of service rendered by public distribution system and
3. Customers impact on household and satisfaction.

These three aspects are analysed on the basis of the primary data collected from the customers in detail.

The profile of the customers are analysed in detail in the following pages analysed in detail in the following pages. The profile covers respondents age, gender, marital status, educational qualification and employment status of the respondent taken for the study for better understanding the customers profile is explained in the graphical representation. The figures represented in charts gives a clear picture of the profile.

## **Demographic Profile of Respondents**

Age of the respondents

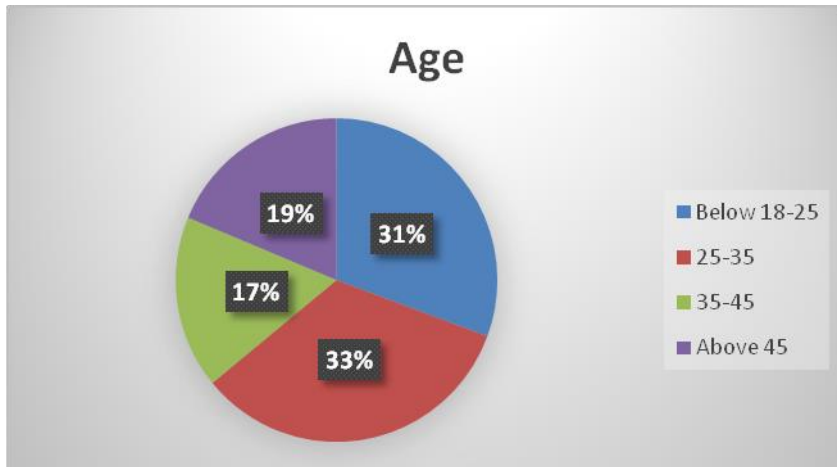
The respondents taken for the study are grouped according to the demographic variables such as age, gender, marital status, and the like. Age is one of the important determinants of personal factors influencing behaviors of individuals. The classification of respondents taken for the study was classified according to their age is presented in table4.1

**Classification of respondents Age wise**

<b>S. No.</b>	<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
1	Below 18-25	46	30.7
2	25-35	50	33.3
3	35-45	26	17.3
4	Above 45	28	18.7
	<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary data Inference**

It is inferred from Table 4.1 that 46 respondents which constitute 30.7 percent belong to age group below 18-25 years. Respondents belonging to age between 25 to 35 year constitute 33.3 percent of the respondents. It is followed by respondents between the age group of 35 to 45 year which constitute 17.3 percent. Respondents belonging to age group above 45 years constitute 18.7 percent. The classification of respondents age wise is depicted in figure4.1



### **Gender**

Gender is a personal factor influencing individual behaviors. The opinion of respondents is influenced by the gender. Hence it was essential to know the percentage of male and female respondents which brings and influence on the behaviour and attitude of respondent on services rendered by PDS. The respondents taken for the study was classified according to the gender and is presented in table4.2

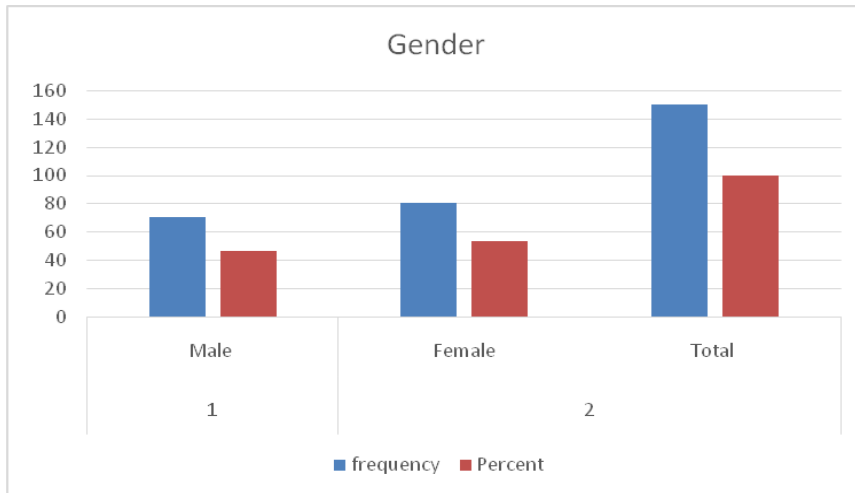
**Classification of Respondents Gender wise**

S. No.	Gender	frequency	Percent
1	Male	70	46.7
2	Female	80	53.3
	Total	150	100

**Source: Primary data**

### **Inference**

It is inferred from Table 4.2 that majority of the respondents taken for the study are Female which constitute 53.3 percent of the respondents, and 46.7 percent of the respondents were Male.



### Marital Status

Marital status of respondents is personal factor that influence the behaviour of individuals. While expressing the opinion of the individuals on services rendered by PDS it is essential to know the marital status of the respondents. Therefore the respondents taken for the study were classified according to the marital status. The result is depicted in

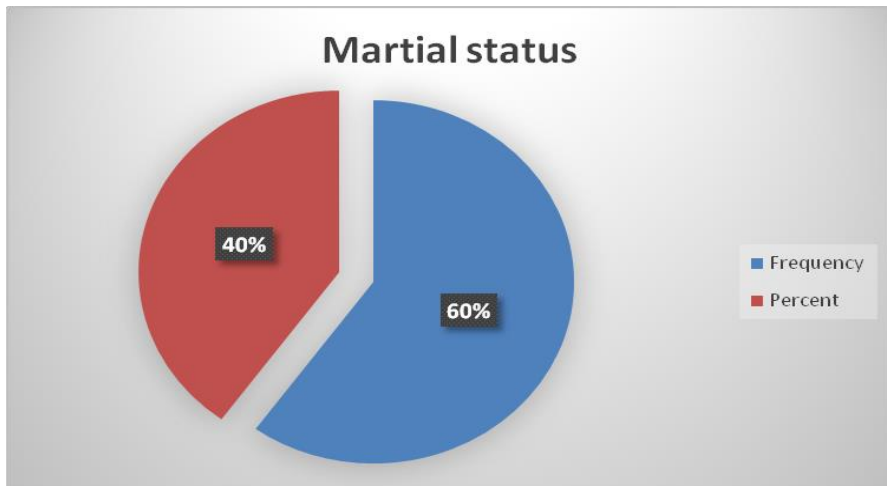
**Table 4.3 Classification of respondents according to martial status**

S. No.	Martial status	Frequency	Percent
1	Married	82	54.7
2	Unmarried	68	45.3
	Total	150	100

Source: primary data

### Inference

It is found the study that among the sample taken for the study 54.7 percent of the respondents were married and 37.3 percent of the respondents were unmarried. The data is depicted in figure.



### Education

Educational qualification of the respondents shows the academic knowledge of customers which will help in research to evaluate the experience and perception of the respondents. The knowledge between the literate and illiterate definitely bring about a change in decisions. Hence it was essential to know the educational level of respondents taken for the study. The classification of respondents according to educational qualification is given in Table 4.4

**Educational qualification of respondents**

S. No.	Educational qualification	Frequency	Percent
1	Primary	14	9.3
2	Secondary	34	22.7
3	Bachelor's degree	50	33.7
4	Master's degree	34	22.7
5	Doctorate	12	8
6	Other	6	4
	Total	150	100

**Source: Primary data**

### Inference

From the sample it was found that 33.7 percent of the respondents are bachelor's degree. It is followed by respondents who have qualified in higher secondary which constitute 22.7 percent. Respondents who were master's degree

constitute 22.7 percent and who have completed primary was have found to be 9.3 percent. Only 4 percent of the respondents are found to have other education.

### **Occupation Status**

According to educational qualification, individuals are placed in job. The employment of the person depicts the social status of the individual. It also influences their behaviour and relationship in society. The employment of respondents are classified according to the place of work and is give in Table 4.5

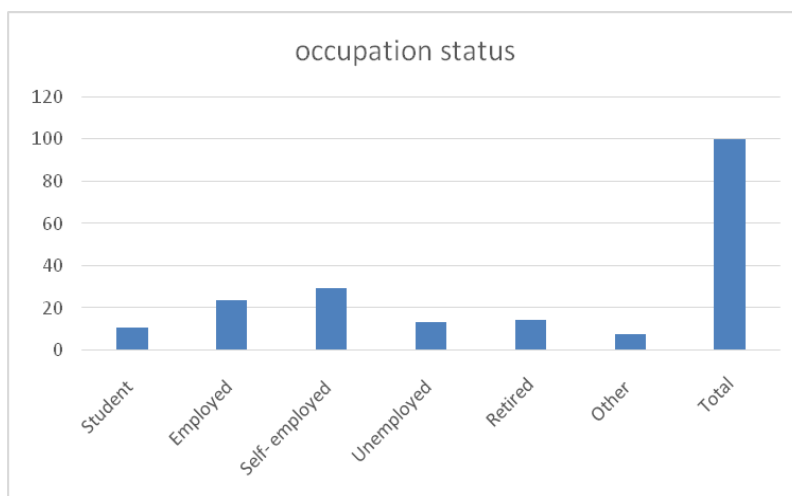
**Occupation Status of the respondents**

<b>S. No.</b>	<b>Occupation status</b>	<b>Frequency</b>	<b>Percent</b>
1	Student	16	10.7
2	Employed	36	24
3	Self- employed	44	29.3
4	Unemployed	20	13.3
5	Retired	22	14.7
6	Other	12	8
	Total	150	100

**Source: Primary data**

### **Inference**

From the sample 13.3 percent of customer were unemployed, 14.7 percent respondents were retired, 10 percent were student, 24 percent respondent were employed and 8 percent other which constitute unemployed people. The highest of 29.3 percent were self-employment respondents. The data is presented as in figure 4.5



### Are you aware of the public distribution system

The distribution of food grains at reasonable prices led to the development of the Public Distribution System (PDS), a method for managing scarcity. Throughout the long term, PDS has turned into a significant piece of Government's arrangement for the board of food economy in the country. The aware of the PDS respondents taken for the study was presented in Table 4.6

#### Aware of the public distribution system

S. No.	Are you aware of the PDS	Frequency	percent
1	Yes	114	76
2	No	36	24
	Total	150	100

Source: Primary data

### Inference

It was found the study that 36 respondents were in No, their extent was 24 percent. The high of 114 respondents were Yes for the aware of the public distribution system.

### Awareness and usage of public distribution system

The customer awareness and usage of public distribution will lead to increase in customer preference. This part of the research study bring out the awareness among respondents on public distribution system.

H<sub>0</sub>: There is awareness among respondents on various usage of public distribution system.

**ANOVA for awareness and usage of PDS**

Awareness of PDS		Sum of Square	df	Mean Square	F	Sig.	Result $H_0$
You first heart about PDS	Between groups	10.530	3	3.510	1.192	0.315	Accepted
	Within groups	429.844	146	2.944			
	Total	440.373	149				
Services use by PDS	Between groups	26.354	3	8.785	5.857	0.001	Accepted
	Within groups	218.980	146	1.500			
	Total	245.333	149				
Frequently purchase from PDS	Between groups	98.592	3	32.864	29.454	0.00	Accepted
	Within groups	162.901	146	1.116			
	Total	261.493	149				
The quality of goods provided through PDS	Between groups	26.100	3	8.700	11.247	0.00	Accepted
	Within groups	112.940	146	0.774			
	Total	139.040	149				

**Source: computed data**

**Inference**

It is inferred from Table 4.7 that the p value for all variable taken for analysis is found to be greater than the alpha value of  $P > 0.05$ . Therefore, the hypothesis is accepted and it can be stated that respondents are aware of public distribution system.

**Customer satisfaction**

Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals”.

Organization need to retain existing customers while targeting non-customer. Measuring customers satisfaction provides an indication of how successful the organization is providing products and / or services to the marketplace.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregated level. It can be ,and often is measured along various dimensions.

The level of satisfaction on PDS services among the respondents taken for the study is analysed for ANOVA.

Customer satisfaction		Sum of Square	df	Mean Square	F	Sig.	Result H <sub>0</sub>
Overall, satisfied are you with the PDS Services	Between groups	27.256	3	9.085	8.755	.000	Accepted
	Within groups	151.517	146	1.038			
	Total	178.773	149				
Satisfied are you with the pricing of PDS commodities	Between groups	12.136	3	4.045	2.672	.050	Accepted
	Within groups	221.037	146	1.514			
	Total	233.173	149				
The complaint resolution mechanism of PDS	Between groups	14.898	3	4.966	3.736	.013	Accepted
	Within groups	194.062	146	1.329			
	Total	208.960	149				

**Source: computed data**

### **Inference**

It is inferred from Table 4.8 that the p value for all variable taken for analysis is found to be greater than the alpha value of  $P > 0.05$ . Therefore, the hypothesis is accepted and it can be stated that respondents are customer satisfaction of PDS.

### **Factor analysis**

The following two tests provide a minimum standard which should be passed before a factor analysis (or a principal components analysis) is conducted.

A. Kaiser-Meyer-Olkin measure of sampling adequacy- This measure varies between 0 and 1 and values closer to 1 are better. Kaiser [1974] recommends accepting values greater than 0.5 as acceptable.

B. Bartlett's test of sphericity- This tests the null hypothesis that the correlation matrix is a matrix in which all of the diagonal elements are 1 and all off diagonal elements are 0.

Show Kaiser-Meyer-Olkin [KMO] measure of sampling adequacy and Bartlett's test of sphericity.



**KMO and Bartlett's Test result**

Kaiser-Meyer-Olkin measure of sampling Adequacy.		0.653
Bartlett's Test of Sphericity	Approx. chi-square	87.376
	df	6
	Sig.	0.000

**Inference**

It is inferred from table 4.9 that the KMO measure was found to be 0.653. Normally a value higher than 0.5 and 0.6 are mediocre and values between 0.6 and 0.8 are good. [Hutcheson and Sofronion, 1999]. Thus the measure for the study was assumed to be a sound proof of sampling adequacy.

Bartlett's test revealed a chi-square value to be 87.376 and a p-value to be 0.000. Since  $p < 0.001$  the relation between the variables is found to be highly significant. Therefore it is concluded that factor analysis is appropriate.

**Communalities ( $h^2$ )**

Communalities symbolized as  $h^2$  shows how much of each variable is PDS for by the underline factor taken together. A high value of communality means that not much of the variable is left over after whatever the factors represent is taken into consideration.

Table 4.10 shows the communalities calculated for this study.

The communalities before and after extraction are inferred from table 4.10. Principal components analysis works on the assumption that all variance is common. Therefore, extraction of the communalities are all 1.

The output also shows the component matrix before rotation. The communalities in the column label extraction reflect the common variance in the data structure. Thus it is seen that percentage of the variance associated with the items is common, or shared, variance. The average of the communalities are found by adding them up and dividing them by the number of communalities [ $1.971/4=0.49275$ ].

### Communalities

	Initial	Extraction
The behavior of staff at PDS Shop	1.000	0.435
Are the PDS Shops in your area adequately staffed	1.000	0.546
The cleanliness and hygiene of PDS shop	1.000	0.347
The transparency in the weighing and measuring of PDS	1.000	0.643

### Extraction Method: Principal component Analysis

#### Factor extraction

Table 4.11 shows the eigenvalues associated with each factor before extraction, after extraction and after rotation before extraction, SPSS has identified 4 linear components with the data set. The eigenvalues associated with each factor represent the variance explained by that particular linear component. The eigenvalues in terms of percentage variance is also explained. p1 explain 49.290 percentage of total variance. Subsequent factors explain only small amount of variance.

SPSS has then extracted all factors with eugenic values greater than one resulting in one factors. The eigenvalues associated with these factors are again displaced together with the percentage of variance in the column one labelled extraction sums of squared loadings. The values in this part of the table are ignored and hence the table is PDS after the one factors. In the final part of the table one labelled rotation sums of squared loadings, the eigenvalues after rotations are displayed. Rotation has the effect of optimizing the factor structure and one consequence for these data is that the relative importance of the two factors in equalized. Before rotation p1 PDS for considerable more variance that the remaining [49.290].

### Total variance Explained

Component	Initial Eigenvalues			Extraction sums of squared loading		
	Total	%of variance	Cumulative %	Total	%ofvariance	Cumulative %
1	1.972	49.290	49.290	1.972	49.290	49.290
2	.842	21.042	70.332			
3	.734	18.345	88.677			
4	.453	11.323	100.000			

### Extraction method: Principal component Analysis.

### **Component matrix**

The component matrix contains the loading of each variable on to each factor. This is presented in Table 4.12 The researcher using the SPSS requested that all loading less than 0.5 be suppressed in the output. Hence there are black spaces for many of the loading.

Table 4.2 shows the one factors extracted using SPSS. The factor loading in each derived factor reflects association among themselves.

### **Component matrix**

	<b>Component</b>
	<b>1</b>
The behavior of staff at PDS Shop	0.660
Are the PDS Shops in your area adequately staffed	0.739
The cleanliness and hygiene of PDS shop	0.589
The transparency in the weighing and measuring of PDS	0.802

Extraction Method: Principal component Analysis a.

1 component extracted

Source : computed data

Rotated component matrix

Only one component was extracted the solution cannot be rotated.

### **Findings of the study**

Respondents belonging to the age group of 25-35 years were found to be the highest percentage taken for the study.

Female respondents were found to be 53.3 percent which records as the highest percentage taken for the study.

Among the respondents taken for the study 54.7 percent were found to be married.

In the study 33.7 percent of the respondents were found to be the highest recorded percentage

Among the respondents taken for the study 29.3 percent were found to be self- employees.

Among the aware of PDS are taken for the study 76 percent respondents for taken for the awareness and 24 percent respondents were not aware of the PDS.

The result of factor analysis revealed that among the 4 variable taken for the study 1 variable listed below were eliminated.

The first factor which constituted 49 percent of the variance represent the behavior of staff at PDS shops.

ANOVA Analysis revalue that 4 variable were found to have awareness and usage of public distribution system. Null hypothesis [ $H_0$ ] is accepted therefore there is no significant relationship between age status of awareness and usage of public distribution system.

### **Suggestions for Further Research**

Based on the present study, it is felt that two major fields of research emerge for consideration for further research. The researcher suggests the following.

Respondents were found to be aware of various service by public distribution system. The PDS should take step to increase the performance. The quality of the PDS can be increase.

Finally, satisfaction of consumer on service rendered by public distribution system was found to be highly satisfactory. The analysis was made with only one personal factor, that is age of the respondents.

The study has brought out scope for further research in other service public distribution system.

## **II. CONCLUSION**

For an economic development of a country, public distribution system an important role. The presenter a of globalization and liberalization has made the public distribution system very competitive by providing various products and services to the customer. As the level of awareness increases, it leads to increase in customer preference. The present study compares and analyzes the customer awareness towards public distribution system services.

This study has enabled to have a descriptive study on customer satisfaction on service rendered by public distribution system. Therefore it be concluded that customer satisfaction is essential part of public distribution system.

According to the study, the researcher concludes that the most of customers are aware about all the PDS in Vellore. The further have to take necessary steps to educate the customers regarding the new technology and other services by the public distribution system. Public conveyance framework is savvy way deals of item which client getting more advantage at the season of buying sent message through cell phone. Public distribution system is administration advertising pro foundly best all nearby individuals are accessible family cooking items. As a result, service marketing is an important function and level of the hypothesis socioeconomic factor. It will automatically improve the service and development of is useful to know the consumer awareness of public distribution system. It also helped to measure the level of satisfaction on service rendered by public distribution system at Vellore.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August 2024

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## **Understanding the Importance of Mental Health: Key Insights and Implications**

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### **Abstract**

A person's mental health affects their physical health, relationships, productivity, and overall happiness. Devoting space to prevalent mental health Regular Issues, the effects of stigma, and the value of early intervention, this essay delves into the relevance of mental health. It stresses the significance of self-care routines, social support, and expert assistance in preserving mental health. The essay goes on to talk about how businesses, organizations, and governments should all do their part to improve mental health and make sure everyone can get the help they need. We can create a society that supports and prioritizes mental well-being by learning about and dealing with the complexity of mental health.

**Keywords:** Self-care routines, Social support, Expert assistance, mental health, Physical health, Relationships, Productivity

## **I. INTRODUCTION**

The significance of mental health has gained more attention in international debates in recent years. Previously a taboo subject, mental health is now understood to be a vital part of total wellbeing, impacting all facets of an individual's life, including social interactions, productivity, and physical health. According to the World Health Organisation (WHO), mental health is a state of wellbeing in which a person is aware of their own potential, able to manage everyday stressors, able to work well, and able to give back to their community. But even with increased awareness, millions of individuals worldwide continue to struggle with mental health difficulties. The effects of mental health go far beyond an individual; they also affect families, communities, and economies. In the world, mental health Regular Issues, such as anxiety, depression, and stress-related illnesses, are among the main causes of morbidity and disability. These illnesses not only lower the quality of life for those who have them, but they also have a major financial impact because of missed work and higher medical expenses. This essay examines the complex relationship between mental health and society, analysing the wider ramifications and relying on significant findings from current research. Knowing how important mental health is to our life can help us push for laws and procedures that promote mental health, lessen stigma, and give those in need of it efficient care and intervention. Our goal in conducting this investigation is to draw attention to the pressing need for a more comprehensive approach to healthcare that properly incorporates mental health into the larger discussion about wellbeing and public health.

### **Significance of Mental Health in Overall Well Being**

A vital component of being human, mental health is intricately linked to all facets of our lives. It affects our thoughts, feelings, and behaviours as well as our capacity to manage stress, interact with people, and make decisions. In contrast to physical health, which is frequently easier to identify and more apparent, mental health refers to a wide range of social, psychological, and emotional well-being that is frequently more stigmatised and poorly understood. The importance of mental health to overall wellbeing cannot be overstated. It plays a major role in determining how people feel and deal with life's obstacles, from handling day-to-day stressors to adjusting to big life transitions. People who are in good mental health are better equipped to reach their full potential, manage everyday stressors, work efficiently, and make significant contributions to their communities. On the other hand, a person's capacity to function can be seriously impacted by poor mental health, which can make it difficult to keep up relationships, hold down a job, or simply carry out simple everyday duties.

There is a strong correlation between physical and mental well-being. Studies have consistently demonstrated that mental health Regular Issues like anxiety and depression can raise one's chance of developing long-term physical illnesses including diabetes, hypertension, and heart disease. On the other hand, persistent medical conditions can cause or worsen psychological problems, resulting in a vicious cycle that impairs general health. Because the mind and body are intertwined, efforts to preserve physical health may be hampered by mental neglect. Mental health affects people personally, but it also has important social and economic ramifications. One of the main causes of disability in the world, mental health Regular Issues place a significant strain on economies and healthcare systems. They have an impact on output, raise workplace absenteeism, and raise healthcare expenses. Moreover, the societal stigma attached to mental health problems can result in exclusion, prejudice, and a lack of opportunity, making the difficulties experienced by those impacted even worse. In order to promote a society that appreciates and supports well-being in all of its manifestations, it is imperative that people recognise the significance of mental health. Acknowledging the pivotal role that mental health plays in total well-being, people and communities can endeavour to mitigate stigma, expand care accessibility, and foster a more comprehensive approach to health that integrates the mind and body.

### **Scope of the Study**

This article's goal is to give readers a thorough grasp of the significance of mental health and how important it is to overall wellbeing. Although it is sometimes disregarded or misinterpreted, mental health is an essential element of a happy, healthy existence. By examining the many facets of mental health, the variables that affect it, and the broad effects that mental health problems have on both individuals and society as a whole, this article seeks to close that gap. The prevalence and effects of mental health illnesses will be examined in this article, along with their substantial social, economic, and health-related repercussions. It will also look at the different aspects of mental health, such as environmental, psychological, and biological impacts. The essay will also examine the persisting stigma associated with mental health, going over its causes, consequences, and current initiatives to combat it. This article's scope encompasses several situations where mental health is critical, such as the workplace, educational institutions, and particular groups like youth, adults, and the elderly. The article aims to emphasise the universal relevance of mental health and the necessity of inclusive, supportive policies and practices by examining mental health from these various angles.

The ultimate goal of this essay is to educate and motivate readers—whether they be general public, policymakers, medical experts, or individuals—to give mental



health first priority in both their individual and larger communal endeavours. Readers may more effectively advocate for mental well-being, lessen stigma, and promote the creation of more effective mental health programs and policies by comprehending the fundamental ideas and implications of mental health.

### **The Role of Mental Health in Overall Well Being**

The foundation of total wellbeing is mental health, which affects all facets of our existence, including relationships, thoughts, and feelings. While mental health is a more nuanced and complex facet of well-being than physical health, which is frequently readily observable and treatable, it is nonetheless equally important. It influences our worldview and behaviour, stress management, decision-making, and interpersonal interactions. Emotional and psychological resilience, which enables people to handle everyday stressors, adjust to change, and bounce back from failures, is largely dependent on mental health. Strong mental health makes a person more capable of overcoming social, professional, and personal obstacles. They are able to properly control their emotions, keep an optimistic attitude, and face challenges without losing their composure. Additionally important to cognitive function and decision-making is mental wellness. Our ability to digest information, solve Regular Issues, and make judgements is influenced by our mental state. Cognitive abilities can be hampered by mental health Regular Issues, which can result in Regular Issues with focus, memory, and critical thinking. This may have an effect on daily decision-making, work productivity, and academic achievement. Our social interactions and capacity to participate in our communities are strongly impacted by the state of our mental health. People with healthy mental functioning are better able to establish and sustain meaningful connections, communicate clearly, and make positive contributions to their social circles. On the other side, poor mental health can worsen feelings of loneliness and depression by causing withdrawal, isolation, and trouble sustaining interpersonal relationships. There is a close relationship between physical and mental wellness. Several studies have demonstrated that mental health Regular Issues like anxiety and depression might raise the chance of developing long-term physical illnesses like diabetes, heart disease, and immune system problems. On the other hand, there exists a reciprocal relationship whereby the deterioration of one element of health can contribute to the decline of the other. Chronic physical health concerns have the potential to either cause or exacerbate mental health Regular Issues. This interaction underlines how important it is to take a holistic approach to health that takes into both mental and physical factors account. More broadly, productivity and economic stability are significantly impacted by mental health. Mental health problems are a major global contributor to disability, increasing the expenses of healthcare, decreasing work performance, and increasing absenteeism. In

addition to helping individuals, addressing mental health also has financial benefits since it increases productivity, lowers healthcare costs, and develops a more resilient and healthy workforce. In the end, a major factor influencing general happiness and quality of life is mental health. Individuals who are in good mental health are more likely to feel that their life have meaning, fulfilment, and satisfaction. They are more capable of appreciating good things in life, keeping a balanced viewpoint on obstacles, and confidently pursuing their ambitions. In conclusion, mental health plays a crucial role in total wellbeing.

Emotional fortitude, mental agility, interpersonal connections, bodily well-being, and financial steadiness all depend on it. Individuals can live happier, more satisfying lives and communities can create a stronger, more supportive social fabric that is beneficial to everybody by placing a higher priority on mental health.

### **Connection Between Mental and Physical Health**

There is a strong and complex relationship between mental and physical health, and each has a big impact on the other. Physical and mental well-being are strongly correlated, resulting in a dynamic interplay that influences overall wellbeing. Physical health Regular Issues may arise as a result of mental health Regular Issues. Chronic stress, worry, and depression, for instance, have been linked to a higher chance of acquiring heart disease, high blood pressure, diabetes, and compromised immunological function. Inflammation, disturbed sleep patterns, and unhealthy habits such as substance misuse, poor food, and inactivity can all be the body's reaction to mental stress and have a detrimental effect on physical health. On the other hand, physical health Regular Issues can also significantly affect mental health. Anxiety, despair, and a lower quality of life can result from long-term illnesses including cancer, diabetes, or chronic pain disorders. Physical restrictions imposed by these illnesses might worsen mental health problems by increasing social isolation, loss of independence, and a weakened sense of purpose. The relationship between mental health and physical recovery after disease is another example of how the two are intertwined. People who are in good mental health are frequently better able to follow treatment regimens, manage chronic illnesses, and recuperate from illness or surgery more rapidly. It has been demonstrated that optimistic and resilient mental states strengthen the immune system, lessen pain perception, and improve general physical results. Moreover, mental health Regular Issues might make it more difficult to manage physical health. For instance, someone suffering from depression could find it difficult to maintain a healthy lifestyle or to heed medical advice, which could have a negative impact on their health.

This can lead to a downward spiral in both areas as declining physical and mental health are exacerbated by one another, creating a vicious cycle. A person's relationships, career, education, and general quality of life are all greatly impacted by their mental health. People who have good mental health are typically more equipped to deal with life's obstacles on a daily basis, keeping a positive attitude and finding balance in their lives. On the other hand, poor mental health can have a substantial impact on a number of areas of life.

Healthy communication, empathy, and connection with others are all facilitated by mental wellness in relationships. Strong mental health makes a person more capable of forming and maintaining meaningful connections, handling conflict in a productive way, and providing support to friends and family. However, poor mental health can make it difficult to keep relationships going, which can result in miscommunication, tension, and loneliness. A person's capacity to participate fully in social activities might be hampered by mental health. Regular Issues including depression and anxiety, which can result in social support reduction and withdrawal. At work, career advancement, job satisfaction, and productivity are all significantly impacted by mental health. Workers who are in good mental health are more likely to be motivated, engaged, and able to handle stress at work. Additionally, they are more adept at making decisions, solving problems, and working with others. On the other hand, mental health problems might result in lower output, higher absenteeism, and a higher risk of burnout. For example, those who are depressed or anxious could find it difficult to focus and stay motivated, which could affect their productivity and level of job satisfaction. In the context of school, learning and academic achievement are highly impacted by mental health. Strong mental health seems to make students more motivated, focused, and able to handle the pressure of academics. Additionally, they are more likely to take part in extracurricular activities and participate fully in class. However, poor mental health can make it more difficult to succeed academically by impairing focus, memory, and general cognitive function. For instance, a student experiencing severe depression or anxiety may find it difficult to finish assignments, attend classes consistently, or do well on tests. These difficulties may have an impact on the student's academic performance and future chances. In general, there is a significant impact of mental health on day-to-day living. It has an impact on how people behave with one another, function at work, and achieve their academic goals. Prioritising mental health improves quality of life greatly because it fosters good relationships, productive employment, and excellent educational outcomes. On the other hand, problems in these domains might result from poor mental health, which can affect general wellbeing and life satisfaction. Proactively addressing mental health Regular Issues and getting help when required can enhance quality of life and guarantee a more balanced, purposeful everyday life.

## **Prevalence and Impact of Mental Health Disorders**

Millions of individuals worldwide suffer from mental health illnesses, which impact people of all demographic backgrounds. About 1 in 4 persons will, at some point in their lives, encounter a mental health Regular Issue, according to the World Health Organisation (WHO). This high frequency highlights how common mental health Regular Issues are. Anxiety and depression rank among the most prevalent mental health problems worldwide, accounting for a significant portion of the burden of illness. According to WHO estimates, over 284 million people worldwide suffer from anxiety disorders, and over 264 million people suffer from depression. Furthermore, the COVID-19 pandemic has made mental health problems worse everywhere, which has resulted in higher incidences of anxiety, depression, and other stress-related illnesses. One of the most common mental health conditions is depression, which is characterised by enduring melancholy, hopelessness, and disinterest in or enjoyment from routine tasks. Significant deficits in day-to-day functioning and quality of life may result from it. Millions of people worldwide suffer from depression; estimates place its prevalence at around 5% of adult global population. Panic disorder, social anxiety disorder, and generalised anxiety disorder are just a few of the ailments that fall under the category of anxiety disorders. Excessive worry, fear, and apprehension that interfere with day-to-day tasks are characteristics of these diseases. Additionally common, anxiety disorders impact an estimated 7% of the world's population. Stress-Related Conditions can cause significant emotional and psychological distress. Post-traumatic stress disorder (PTSD) and acute stress disorder are two examples of conditions that result from exposure to stressful experiences. These disorders are common in people who have gone through a lot of stress or trauma, and they can have a long-term impact on mental health. The Social and Economic Costs of Untreated Mental Health Conditions. When mental health illnesses go untreated, there are significant societal and economic repercussions. Untreated mental health conditions can result in significant financial losses from decreased production, higher absenteeism, and increased medical expenses. According to the Global Burden of Disease Study, 32% of years lived with disability (YLDs) globally are estimated to be caused by mental health disorders, underscoring their substantial influence on people's capacity to contribute positively to society. Mental health conditions might cause lower productivity and higher absenteeism rates at work. Untreated mental health disorders can impair an employee's ability to focus, make decisions, and interact with others. This can negatively impact their performance at work, increase employee turnover, and incur additional costs for their employers. Untreated mental health conditions can lead to social exclusion, stigma, and a lower standard of living.

People could find it challenging to keep up connections, pursue possibilities for education and employment, and participate in community activities. This may

intensify mental health problems and feed a vicious cycle of isolation. The wider societal effects include the strain on families and carers, rising social welfare expenses, and a rise in the need for healthcare services. Early intervention, efficient treatment, and support for mental health concerns can lessen these effects and enhance the wellbeing of the individual as well as the community.

### **Factors Influencing Mental Health**

A person's entire mental well-being is determined by a complex interaction of biological, psychological, and environmental elements that all have an impact on mental health. Recognizing risk factors, creating preventative strategies, and offering efficient therapies can all be aided by an understanding of these variables. The development of mental health is significantly influenced by biological variables. Certain mental health conditions can be inherited by an individual. For instance, an increased chance of acquiring similar problems can result from a family history of depression or bipolar disorder. Furthermore, neurobiology and brain chemistry play a critical role; abnormalities in neurotransmitters like norepinephrine, serotonin, and dopamine are frequently connected to mental health. Regular Issues like anxiety and depression. Mental health and brain function are also impacted by genetic mutations and hormonal changes. Mental health is greatly influenced by psychological variables, such as personality traits and traumatic experiences. Abuse, neglect, or exposure to violence are examples of traumatic experiences that can have a lasting impact on mental health and increase the risk of developing illnesses like depression or post-traumatic stress disorder (PTSD). High levels of neuroticism or perfectionism are examples of personality qualities that might have an impact on mental health. People who exhibit maladaptive personality traits or specific personality disorders may be more susceptible to mental health problems. There are many different types of environmental factors that can have an impact on mental health. One important Regular Issue to consider is socioeconomic class. People from lower socioeconomic origins frequently experience more stressors, such as unstable finances, limited access to healthcare, and substandard living circumstances, which can have a detrimental effect on mental health. Relationships within the family are also very important; stable, nurturing homes tend to foster better mental health, whereas abusive or dysfunctional homes can exacerbate mental health problems. Workplace variables like job stress, work-life balance, and connections with coworkers can all have an impact on mental health. Poor working conditions and high levels of stress at work can cause mental health Regular Issues including anxiety and burnout. Influences from culture are still another crucial factor.

People's perceptions and management of their mental health can be influenced by cultural norms, values, and stigma associated with mental health. Certain cultures may stigmatise mental health conditions, making people reluctant to

ask for assistance or have candid conversations about them.

Social media and technology's roles Social media and technology have two effects on mental health. On the one hand, they offer venues for societal interaction, assistance, and availability of mental health resources. Digital mental health tools and online groups can provide invaluable information and support. However, excessive use of social media and technology can exacerbate mental health problems. Social media sites, for example, can encourage cyber bullying, comparison shopping, and exposure to unattainable standards, all of which can lower one's self-esteem and exacerbate depressive and anxious symptoms. Constant exposure to digital screens and the demands of internet connectivity can worsen mental health by causing problems including digital addiction, sleep disruptions, and a decrease in in-person social interactions.

### **Mental Health in Different Contexts**

#### **Mental health in children and adolescents**

Given that emotional and psychological development occurs most rapidly during these formative years, the mental health of children and adolescents is an important topic of concern. Early mental health problems can negatively impact social interactions, academic achievement, and general quality of life for a long time. Anxiety disorders, depression, attention-deficit/hyperactivity disorder (ADHD), and eating disorders are prevalent mental health conditions in this age range.

Certain stresses that affect children and teenagers' mental health include familial problems, social dynamics, and pressure to perform well in school. In order to address mental health concerns and promote healthy development, early intervention is crucial. In order to recognise the warning indications of mental health Regular Issues and to provide the right kind of assistance and treatment, schools, parents, and healthcare professionals are essential. In schools, counselling services and mental health education can support the management and prevention of mental health problems.

#### **Mental health in the workplace**

The importance of mental health in the workplace for general productivity, job happiness, and employee well-being is becoming more widely acknowledged. Stress, burnout, and mental health conditions like depression and anxiety at work can have an impact on worker performance, raise absenteeism, and raise attrition rates. Prioritising mental health at work fosters a supportive environment that can improve worker engagement and output. Offering mental health resources and support services, creating a good work environment, introducing flexible work schedules, and educating managers on how to identify and handle mental health concerns are some

tactics for boosting mental health in the workplace. Having an honest conversation about mental health can also help lessen stigma and motivate staff members to get treatment when they need it.

### **Mental health in older adults**

Mental health in older persons is a critical area of focus, as ageing can cause a variety of mental health Regular Issues, including depression, anxiety, and cognitive decline. Common stresses that might have an influence on mental health in older adults include loss of independence, grief, chronic health Regular Issues, and social isolation. Supporting mental health in older individuals entails addressing these Regular Issues through social support, access to mental health services, and interventions that improve quality of life. Community services, such as senior centres and social activities, can assist alleviate loneliness and promote social interaction. Furthermore, healthcare personnel must be diligent in identifying indicators of mental health problems and providing appropriate treatment and support.

### **Cultural variations in understanding and addressing mental health**

Cultural differences influence how mental health is understood and addressed. Different cultures hold different ideas and attitudes towards mental health, which can influence how people view and seek help for mental health problems. In certain cultures, mental health concerns are stigmatised or considered as a sign of personal weakness, discouraging people from getting care. Cultural ideas on the aetiology of mental health Regular Issues, such as spiritual or moral explanations, might influence treatment strategies and forms of support sought. Cultural competence in mental health care is critical to providing effective and respectful care. Understanding mental health requires healthcare providers to be aware of and sensitive to cultural differences, as well as be able to modify their techniques accordingly. When designing treatment plans and communicating with patients, it is important to incorporate cultural traditions, values, and beliefs. Promoting mental health awareness and access to culturally appropriate services can assist to close care gaps and support a diverse community. Understanding and accepting cultural differences in mental health can result in more inclusive and effective mental health services and support networks.

### **Mental Health and Public Policy**

#### **The Importance of Government and Healthcare Systems in Promoting Mental Health**

Governments and healthcare systems play critical roles in promoting mental health by formulating and executing policies, providing financing, and assuring access to services. Effective public policy can improve mental health services by: Funding



and Resource Allocation. It is up to governments to allocate resources and funds for mental health treatment. Adequate funding enables the development of mental health infrastructure, such as hospitals, clinics, and community-based programs. Investment in mental health research and workforce development is also critical to improve service and treatment alternatives.

**Regulation and oversight:** Governments regulate mental health services to ensure their quality and safety. This includes developing standards for mental health care, licensing specialists, and supervising the implementation of mental health programs. Regulation promotes high standards of care and protects persons from subpar or unethical activities.

**Policy Development:** Governments create policies that influence mental health care delivery, such as mental health promotion, prevention, and treatment. Policies may address Regular Issues such as mental health parity (equal coverage for mental and physical health), the integration of mental health services into primary care, and assistance for persons with severe mental health conditions.

**Crisis Intervention:** Government programs frequently incorporate crisis intervention services, such as hotlines, emergency response teams, and crisis stabilisation units. These services offer urgent assistance to people experiencing acute mental health crises, thereby preventing emergency department overcrowding and incarceration.

### **An Overview of Mental Health Policies and Programs Worldwide**

**World Health Organisation (WHO) Initiatives:** The WHO develops international guidelines and strategies for improving mental health care. The WHO Mental Health Action Plan 2013-2020 and the Comprehensive Mental Health Action Plan 2013-2020 both set targets for mental health promotion, prevention, and treatment, emphasising the importance of universal health coverage and community-based services.

**National Policies and Programs:** Many countries have created national mental health policies and programs to address mental health concerns. For example, the National Health Service (NHS) in the United Kingdom has put in place policies to improve mental health care integration and access to services.

In the United States, the Mental Health Parity and Addiction Equity Act requires that mental health and substance use disorder benefits be offered on the same basis as physical health benefits.

**Community-Based Approaches:** Several countries prioritise community-based mental health care to increase access and minimise stigma. Programs in Australia and Canada focus on integrating mental health services into community settings, improving access and support for persons in their communities.



### **The need for improved access to mental health services.**

Despite advancements in mental health legislation, access to mental health care remains a major Regular Issue. Many people experience hurdles to receiving care, such as:

**Geographic disparities:** People in rural or disadvantaged areas frequently lack access to mental health services due to a scarcity of physicians and facilities. Expanding telehealth and mobile services can assist to reduce regional inequities.

**Financial Barriers:** For many people, the expense of mental health care can be too expensive, especially if they do not have insurance or have inadequate coverage. Improving access to mental health services requires ensuring that they are insured and affordable to everyone.

**Workforce Shortages:** A lack of mental health specialists, such as psychiatrists, psychologists, and counsellors, might impede access to care. Investing in educating and growing the mental health workforce can assist to alleviate this problem.

**Stigma and Awareness:** Stigma and a lack of understanding of mental health might discourage people from getting treatment. Public education and anti-stigma initiatives are essential for encouraging people to seek mental health treatment.

### **Advocating for Mental Health Rights and Inclusion on Public Health Agendas**

Advocacy is critical for advancing mental health rights and ensuring mental health is prioritised in public health agendas. Key advocacy initiatives include:

- **Promoting Mental Health As A Public Health Priority:** Advocates strive to ensure that mental health is recognised as an important component of public health. This involves advocating for more financing, incorporating mental health into larger health efforts, and tackling mental health disparities.
- Individuals with mental health disorders have the right to non-discriminatory treatment, privacy, and access to proper care, which advocacy groups seek to defend. Legal frameworks and human rights protections are critical to guaranteeing equitable treatment.
- **Policy Advocacy:** Mental health advocates work with legislators to shape mental health laws and policies. This involves campaigning for mental health parity, increased access to services, and funding for mental health research and innovation.
- **Fostering Community Support:** Increasing community support for mental health programs helps to establish a friendly atmosphere for people living with mental illnesses. Community-based initiatives, support groups, and awareness campaigns can help to reduce stigma and promote mental health.

## **Strategies for Maintaining Good Mental Health**

Maintaining good mental health entails a combination of self-care routines, fostering social connections, and seeking professional support when needed. Regular self-care is one of the most effective ways for maintaining mental health. This includes physical activity, as exercise has been shown to alleviate stress, anxiety, and sadness by producing endorphins, the body's natural mood enhancers. A well-balanced diet rich in nutrients such as fruits, vegetables, whole grains, lean proteins, and healthy fats is particularly important because it promotes brain function and mood stability. Quality sleep is another important part of self-care, since it aids with emotional management and cognitive function. Establishing a consistent sleep schedule, providing a relaxing setting, and practicing excellent sleep hygiene can all have a positive impact on mental health. Incorporating mindfulness activities, such as meditation, deep breathing exercises, and yoga, can also help manage stress and improve emotional well-being by encouraging calm and focus. Social support is essential for maintaining good mental health. Building and sustaining strong social relationships with friends, family, and colleagues can help to alleviate feelings of isolation. Participating in community events, volunteering, or joining groups based on your interests can all help you feel more connected and purposeful. Participating in support groups can also be extremely beneficial since they provide a safe environment in which to share experiences, learn insights, and receive encouragement from others who understand what you're going through. Sometimes self-care and social support are insufficient, and professional assistance is required. Seeking therapy or counselling can give a safe space to explore thoughts and feelings while developing appropriate coping techniques. In some situations, medication may be required to treat mental health Regular Issues such as depression, anxiety, or bipolar disorder. Medications can help regulate mood and alleviate symptoms, thereby increasing overall quality of life. Before taking or quitting any medicine, you should consult with a healthcare provider. If you or someone you know is facing a mental health crisis, seek immediate assistance from hotlines, emergency services, or crisis intervention teams. Taking proactive efforts to care for your mental health can considerably improve your quality of life and strengthen your resistance to problems.

It is critical to remember that getting help when necessary is a sign of strength, and that mental health deserves equal attention and care as physical health.

Society and policy play an important role in determining mental health outcomes and ensuring that people have the resources they need to stay well. Governments and institutions bear substantial responsibilities for developing and implementing mental health policies that ensure widespread access to care and resources. These policies are critical for tackling systemic mental health Regular Issues and ensuring that everyone has the ability to seek help when necessary. One of

the most important areas where government policy may influence outcomes is access to mental health care. This includes making mental health services inexpensive, available, and accessible to all members of the population. Policies that promote mental health can take many forms, including funding for mental health initiatives, requiring insurance coverage for mental health services, and creating mental health clinics in underprivileged areas. Furthermore, public health initiatives are crucial for increasing awareness of mental health concerns, eliminating stigma, and encouraging individuals to seek assistance. These campaigns can inform the public on the importance of mental health, the warning signals of mental health problems, and the tools available to help. Another key part of mental health policy is the implementation of mental health days, which allow people to take time off work or school to focus on their mental health. Recognizing the importance of mental health in everyday life can help prevent burnout and mitigate the harmful effects of stress and anxiety. Policies that normalize the need for mental health days can help foster a culture in which mental health is valued and prioritized alongside physical health. Workplace interventions are also important for supporting mental health. Employers have a huge impact on their employees' mental well-being, and embracing mental health initiatives can result in a healthier, more productive workforce. Employee assistance programs (EAPs) are one option for employers to promote mental health. Employee assistance programs (EAPs) provide confidential counselling and support services to employees struggling with personal or work-related concerns. These programs can help employees manage stress, deal with mental health Regular Issues, and improve their general well-being. In addition to EAPs, mental health training for managers is a critical workplace activity.

Training managers to recognize the indicators of mental health difficulties and respond accordingly can help to foster a supportive work environment in which workers feel comfortable addressing their mental health concerns. Managers who have received mental health training can also assist minimize workplace stigma, encourage employees to seek treatment when necessary, and foster an open and supportive culture. By enacting these laws and programs, society can foster an atmosphere that promotes mental health and ensures that individuals have the resources and support they require to thrive.

The role of society and policy in mental health is critical, and continual efforts are required to alleviate the difficulties and hurdles that people confront while seeking mental health care.

Through coordinated efforts, we may move toward a society in which mental health is recognized as an important component of total well-being and everyone has the opportunity to live a mentally healthy life.

## II. CONCLUSION

Mental health is an important aspect of overall health and development in society. All parts of our lives, including our physical well-being, our relationships, our productivity, and our enjoyment of life in general, are greatly affected by our mental health. In order to create a more understanding and accepting society, it is important to acknowledge the prevalence of mental health concerns, the stigma that surrounds them, and the importance of early intervention. Consistent self-care, supportive social networks, and getting professional assistance when needed are effective ways to keep mental health in excellent shape. Society as a whole, however, must back up individual endeavors. Policies and programs that support mental health, increase access to treatment, and lessen stigma should be prioritized by governments, organizations, and businesses. It is critical that mental health remains a top priority in policy and in people's daily lives going forward. We can build a society where everyone can succeed by being more empathetic, resilient, and psychologically healthy.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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## **Empowerment of Women Entrepreneurs**

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### **ABSTRACT**

Women entrepreneurs is an important role of economic development, generation of employment opportunities, relief struggle of her life, strongly decision making regarding family and society. Women entrepreneurs is lead development, leadership quality and freedom, flexibility house and business firm. Women empowerment is changing the manpower, ability of business management for economically welfare of her family. Women empowerment is equal chance of participation member in local body election and improves the attitude in effective manner. Women entrepreneurs have invested seed of capital low but operating of working capital at high level. This paper is highlighted empowerment of women entrepreneurs in global.

**Keywords:** Women, Empowerment, Entrepreneurs, Financial, Government.

## **I. INTRODUCTION**

Women entrepreneur is promote the economic and social empowerment which increasing per capita income and national income in our country. Women entrepreneurs has been significantly growth of business proprietor and self employment of women with now start the new entrepreneurs. Women entrepreneurs is not easy task develop with extent business unit in national and international level. Women entrepreneurs is lot of difficulty in the development of rural entrepreneurs such as finance, marketing, transport, limited mobility, technology, warehousing, insurance and taxation. There are special women entrepreneurship programmes for motivate and encourage into entire business unit. Women entrepreneurship is product process enabling women to start small scale business may be recommended. NGOs is encourage women entrepreneurs promote the various programs. Women entrepreneurs are access to capital, infrastructure and market. A woman is difficulty development of management capabilities and indentifying various investment opportunities. Apart from entrepreneurs, all state government offers various schemes to promote the entrepreneurship. All state and central government promotes industrial estates to attract people to start their own enterprise. Women entrepreneurs have no awareness regarding about production, marketing, and finance etc. Empowerment is backbone of entrepreneurs, self help group, there are participate political and social activities.

### **Problems of women entrepreneurs**

1. Improper training
2. Selection of site
3. Lack of financial assistance
4. Lack of marketing network
5. Lack of transport
6. Problems of raw material
7. Poor infrastructure
8. Insurance
9. High taxation of GST
10. Lack of motivation

### **Objectives of the study**

The present study is following objectives

- To measure the women entrepreneurs activity in global level
- To understand women entrepreneurs is related to business oriented services, consumer oriented services extractive sector and transforming sector.
- To found out the government policy and scheme uplifted in women entrepreneurs.

### **Methodology of the study**

The present study is purely based on secondary data collected journals; magazine, related website, various textbook, global entrepreneurship monitor 2022-2023 report. Collected data analysis and interpretation of result in women empowerment of entrepreneurs.

### **Scope and period of the study**

The study focuses women empowerment of entrepreneurs and functions of business activity in global level. The period of the study from 2016 to 2022.

### **Review of Literature**

**Stanzin Mantok (2016)** has explained that study contributes to the existing field of literature by studying how women entrepreneurship helps women to develop sense of empowerment. The result of the present study has certain implications which require urgent attention of government, academicians, concerned policy makers and society at large. This finding will go a long way in helping government agencies to formulate suitable policies for encouraging and promoting entrepreneurship skills among women in India. Women coming from business family in Gujarat receive easy social acknowledgement but first generation women entrepreneurs encounter many hurdles to start-up and run their independent business. Therefore, social acceptance needs to be accorded to young women entrepreneurs for their encouragement. Financial institutions and friends are hesitant to extend financial support to aspiring women entrepreneur. Government agencies and financial institutions need to change their perception about the ability of aspiring women entrepreneur. Time has come to give equal consideration irrespective of any gender discrimination while providing loans by financial institutions.

**Srinivasa Murthy. M. D and Vijay (2017)** have explained that entrepreneurship is a life moving force behind any economy. Economy and entrepreneurship are two sides of the same coin. Entrepreneurial activities encourage the process of economic well-being of the country. It is regarded as most critical factor in economic prosperity and plays a very important and catalytic role in activating the factors of production leading to the overall economic development. It is the key which links the socio-cultural milieu with the rate of economic development. The economic prosperity of any country or region is a direct result of a purposeful human activity i.e entrepreneurship. Entrepreneurship is said to be a result of both individual and environmental factors. It is believed that inborn talents for business, innovative spirit, intelligence, creativity, risk taking abilities and a desire to achieve form the some of the acquired or inborn qualities individuals.



In other hand social outlook, family traditions, government policies, financial resources and infrastructure are the external environmental related factors influencing entrepreneurship.

**Raja Banik and C. Arundhathi Bai (2018)** have pointed that women are regarded as better half of the society. In traditional Indian societies, they were confined to four walls. In modern society, they come out of four walls to participate in all types of activities including entrepreneurship. Now a days' women entrepreneurship has become an important tool for women empowerment. Empowerment leads to self-fulfillment and women become aware of where they are going, what their position is in the society, their status; existence and rights. The role of women as business owners is gradually increasing, and in India empowering women through entrepreneurship has become an integral part of our development efforts. Women entrepreneurs also enhance living standard of their family which in turn help in development of the country. A sample of 20 women entrepreneurs are selected for the purpose on the basis of observation and interview. The present study "Women Empowerment through Entrepreneurship: with Special reference to Vendors in Agartala" attempts to sketch the role of un-organized women entrepreneurs in transforming the standard of life of women

**Osama H. M. Hassan et.al (2022)** has analyzed that study takes a novel attempt to examine the impact of women's empowerment in the Kingdom of Saudi Arabia, which has been prioritized recently by the country's leadership as a part of the Saudi Vision 2030, on women's intention towards entrepreneurship. A pre-examined survey was directed to the Saudi women working in KSA's food and beverage businesses. The structural equation modeling results showed a significant positive impact of psychosocial, economic, and political empowerment on Saudi women's intention to engage in entrepreneurship activities. However, the results confirmed a significant negative influence of social empowerment on entrepreneurship intentions. This is because Saudi women did not perceive the proper social empowerment by their community, which negatively influenced their entrepreneurship intention. Hence, interventions by decision-makers are crucial to adopt a media campaign regarding gender equality and the vital contribution of women in the labor market and entrepreneurship. Other implications were discussed for scholars and decision-makers.

**Seema singh and Antra Singh (2020)** have explained that being a traditional particularly society, women have been a secondary status which is reflected in the social and political spheres. However equality and empowerment has always remained a priority area and has been taken utmost care by stake holders. This paper critically investigates the Indian status among other countries and tries to find out preparedness to achieve sustainable development goal-5 of the United Nations. The paper develops argument on the basis of secondary sources as review of exiting

literature published in journals, books, reports of the NGOs, government and international organizations and websites. This paper critically examines women empowerment in India various models and dimensions.

**Table-1 Activity of Women Entrepreneurship(Per cent)**

S. No	Country	Total early stage Entrepreneurial Activity by Women	Percentage of Non Graduates	Established Business Ownership by Women
1	Australia	6.1	6.3	6.1
2	Brazil	17.2	20.7	6.8
3	Canada	14.8	11.6	5.4
4	Chile	25.2	25.9	5.8
5	China	5.0	4.7	2.9
6	Colombia	26.1	24.6	4.0
7	Croatia	9.5	10.4	2.5
8	Cyprus	4.9	5.1	3.9
9	Egypt	3.7	5.1	1.1
10	France	7.3	6.7	2.2
11	Germany	7.1	7.2	2.6
12	Greece	3.4	4.4	10.2
13	Guatemala	28.2	28.2	9.7
14	Hungary	7.9	8.8	4.6
<b>15</b>	<b>India</b>	<b>11.4</b>	<b>11.5</b>	<b>7.6</b>
16	Indonesia	9.2	8.0	5.9
17	Iran	13.6	14.9	3.9
18	Israel	7.0	0.0	3.6
19	Japan	3.6	6.0	4.1
20	Latvia	10.6	11.5	8.4
21	Lithuania	9.0	11.3	5.7
22	Luxembourg	5.4	3.8	3.5
23	Mexico	12.1	12.0	1.0
24	Morocco	3.1	3.3	1.5
25	Netherlands	9.6	11.1	5.3
26	Norway	4.5	5.4	3.5
27	Oman	11.8	8.1	2.6
28	Panama	24.6	25.1	3.7
29	Poland	1.6	1.4	9.6
30	Puerto Rico	17.9	12.5	3.4

31	Qatar	11.0	11.5	2.1
32	Republic of Korea	8.5	10.8	15.3
33	Romania	6.5	2.4	7.1
34	Saudi Arabia	16.1	20.1	10.1
35	Serbia	6.4	8.4	1.8
36	Slovak republic	9.5	8.8	4.0
37	Slovenia	5.6	6.1	6.2
38	South Africa	7.9	6.6	<b>1.7</b>
39	Spain	5.9	4.1	6.5
40	Sweden	7.1	7.8	3.4
41	Switzerland	6.3	7.0	8.0
42	Taiwan	4.3	4.8	5.0
43	Togo	25.4	23.3	18.9
44	Tunisia	14.7	18.0	5.0
45	United Arab Emirates	19.7	18.2	3.1
46	United kingdom	10.7	10.3	4.3
47	United states	18.1	18.3	7.9
48	Uruguay	23.87	25.9	4.5
49	Venezuela	15.02	14.7	2.7

**Source:** Global Entrepreneurship Monitor 2022-2023 Report.

Table -1 activity of women entrepreneurship during the year 2022-2023. It is highlighted 28.2 per cent of the early stages of women entrepreneurs' activity in Guatemala, 26.2 per cent of the early stages of women entrepreneurs' activity in Colombia with 24.6 per cent of non graduated. 25.22 per cent of the early stages of women entrepreneurs' activity in Chile with 5.8 per cent business ownership by women in 2022-2023. It is analyzed there are 49 country activity of women entrepreneurs 25.4 per cent of the women entrepreneurs' activity based with non graduates 23.3 percent in Togo. 23.87 per cent of the women entrepreneurs' activity based with non graduates 25.9 percent in Uruguay. 16.1 per cent of the women entrepreneurs' activity based with non graduates 20.1 percent in Saudi Arabia. 18.9 per cent of the ownership of women entrepreneurs in Togo followed by 15.3 per cent of the ownership of women entrepreneurs in Republic of Korea followed by 10.1 per cent of the ownership of women entrepreneurs in Saudi Arabia. It is lowest of 1.0 per cent of the ownership of women entrepreneurs in Mexico and continued 1.7 per cent of the ownership of women entrepreneurs in South Africa.

It noted that 0.0 per cent of the non graduates in Israel during the year 2022-2023 followed by 1.4 per cent of the women non graduates in Poland.

**Table-2 Activity of Women Entrepreneurship (Per cent)**

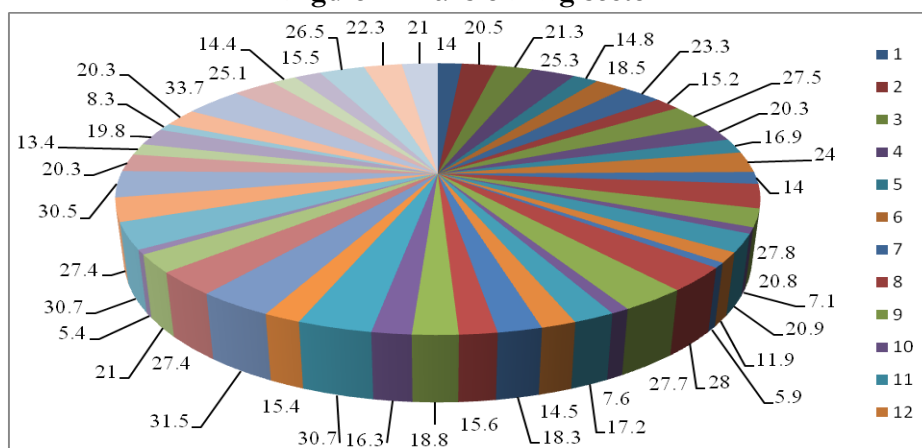
S. No	Country	Business oriented services	Consumer oriented services	Extractive sector	Transforming sector
1	Australia	34.7	46.2	5.1	14.0
2	Brazil	19.8	57.4	2.3	20.5
3	Canada	33.8	43.0	1.9	21.3
4	Chile	16.9	53.5	4.4	25.3
5	China	8.5	75.2	1.5	14.8
6	Colombia	8.2	72.8	0.6	18.5
7	Croatia	32.7	32.8	11.2	23.3
8	Cyprus	27.1	54.8	2.9	15.2
9	Egypt	7.4	47.8	17.4	27.5
10	France	33.9	42.3	3.5	20.3
11	Germany	29.9	51.6	1.6	16.9
12	Greece	17.4	49.6	9.0	24.0
13	Guatemala	5.4	77.9	2.8	14.0
14	Hungary	26.6	39.1	6.6	27.8
<b>15</b>	<b>India</b>	<b>4.8</b>	<b>66.8</b>	<b>7.6</b>	<b>20.8</b>
16	Indonesia	2.3	87.9	2.7	7.1
17	Iran	17.5	56.3	5.3	20.9
18	Israel	42.7	44.7	0.6	11.9
19	Japan	41.7	51.6	0.8	5.9
20	Latvia	28.5	36.6	6.9	28.0
21	Lithuania	20.0	42.2	10.1	27.7
22	Luxembourg	40.3	49.2	2.9	7.6
23	Mexico	5.3	74.9	2.7	17.2
24	Morocco	11.8	71.7	2.1	14.5
25	Netherlands	30.8	49.8	1.1	18.3
26	Norway	38.7	31.2	14.5	15.6
27	Oman	14.4	64.0	2.8	18.8
28	Panama	11.5	66.7	5.5	16.3
29	Poland	19.5	44.3	5.5	30.7
30	Puerto Rico	22.4	60.0	2.3	15.4
31	Qatar	27.5	40.6	0.3	31.5

32	Republic of Korea	15.4	55.1	2.1	27.4
33	Romania	21.2	51.5	6.3	21.0
34	Saudi Arabia	4.2	89.2	1.2	5.4
35	Serbia	13.6	48.5	7.3	30.7
36	Slovak republic	22.6	47.7	2.3	27.4
37	Slovenia	35.7	31.3	2.5	30.5
38	South Africa	7.9	67.3	4.5	20.3
39	Spain	38.5	45.6	2.5	13.4
40	Sweden	33.1	41.0	6.1	19.8
41	Switzerland	38.4	52.4	0.9	8.3
42	Taiwan	13.6	66.2	0.0	20.3
43	Togo	3.3	49.4	13.7	33.7
44	Tunisia	6.9	52.5	15.5	25.1
45	United Arab Emirates	19.5	64.3	1.8	14.4
46	United kingdom	34.0	50.5	0.0	15.5
47	United states	22.3	47.4	3.8	26.5
48	Uruguay	16.1	56.7	4.9	22.3
49	Venezuela	4.9	70.7	3.4	21.0

**Source:** Global Entrepreneurship Monitor 2022-2023 Report

Table -2 Activity of women entrepreneurship 42.7 per cent of the women business services followed by 44.7 per cent of the women consumer oriented services and 11.9 per cent of the women entrepreneurs transforming sector in Israel. It is 41.7 per cent of the women business services followed by 51.6 per cent of the women consumer oriented services and 5.9 per cent of the women entrepreneurs transforming sector in Japan. It is 0.0 per cent of the women are extractive sector in United Kingdom followed by 0.3 percent of the women in Qatar during the year 2022-2023. It is 31.3 per cent of the women entrepreneurs are consumer oriented service in Slovenia.

**Figure -1 Transforming sector**



### **Suggestions**

Women entrepreneurs are lacking of marketing technology not improve the quality of business entity. Women entrepreneur is improper support of guidance not update the innovate products distribution in market. Government should be come forward business technology with implementing proper guidance to women entrepreneurs.

Women education are lacking of literacy due to effected the business principles not follow women entrepreneurs. They suffered poor infrastructure because of which access is difficultly and costly. Some rural entrepreneurs do not have water, power, storage of rain water and warehousing etc. Panchayat level federation must be arrange the basic requirement of business equipment and other facilities provide to their.

Women entrepreneurs are not good planning, organization, cost control, supervising evaluate the internal and external premises. Women entrepreneurs do not know the choice of alternative course of action. In case of insufficient of finance how will manage and alternative sources of capital usage of their own business.

Women an entrepreneur is marketing information and communication slow down the analysis regular marketing demand and supply level. Women entrepreneurs are doing business 80 percent in rural area. At present in rural marketing, the emphasis is more on urban products produced in urban areas and marked in rural areas. Government should be prepare and implementation of women entrepreneurs financial budget allocation for development of economic empowerment.

New entrepreneurs have no seed of capital start and operation of business entity. Banking sector must be promoting micro small and medium enterprises and IDBI offers financial assistance in the form of seed capital. The seed capital scheme is

more benefited the new entrepreneurs will be start and run the business. Women entrepreneurs are impact of selection of location economically backward areas. Women entrepreneurs' selection of location is made on business in rural area. They have faced marketing network, insufficient of banking and financial institutions and basic infrastructure of business requirement. The central and state government must be providing the quality of business equipment.

## **II. CONCLUSION**

Women empowerment is effective measurement to promote the socio-economic welfare of the society. Women empowerment is equal opportunities for men working place and home. Women empowerment is sustainable growth of entrepreneurs develop the external environment how will face problems in society. Women entrepreneurs are strengthen their income generation of standard living not only individual benefit and also family members. Women empowerment is positive aspect change the lifestyle and improve economically backward family members. Women entrepreneurs are not easily operate the success of competitive business world, they faced number of difficulty to achieve business target.

Women entrepreneurs are lacking financial assistance, improper training, poor quality marketing network, insurance and highly collected of GST. Women empowerment is full support participation of social and political sharing quality improvement network. Women empowerment is independent way of operating for gaining more additional economic empowerment in our society.

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## **A Study on Factors Influencing Investment Decisions**

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### **Abstract**

Investment decisions are pivotal in the financial realm, determining not only individual wealth but also influencing broader economic stability. Investors, ranging from novices to seasoned professionals, must navigate a complex web of factors that impact their investment choices. This article delves into the primary factors influencing investment decisions, offering insights into how these elements shape the investment landscape.

**Keywords:** Money, Savings, Fund Management, Investment avenues

### **Financial Goals and Risk Tolerance**

A primary factor influencing investment decisions is an individual's financial goals and risk tolerance. Investors with specific objectives—such as saving for retirement, purchasing a home, or funding education—will tailor their investments to meet these goals. Risk tolerance, or the willingness to endure fluctuations in investment value, also plays a crucial role. Risk tolerance is often influenced by age, financial stability, and investment experience. Younger investors might be more inclined towards high-risk, high-reward investments, while those closer to retirement generally prefer safer, more stable options.

### **Economic Indicators**

Economic indicators provide a snapshot of the overall economic environment, influencing investment decisions significantly. Key indicators include:

**Interest Rates:** Central banks' monetary policies and interest rate changes impact borrowing costs and investment returns. Lower interest rates typically encourage borrowing and investing, while higher rates might lead to more conservative investment strategies.

**Inflation Rates:** Inflation affects the purchasing power of money. High inflation might erode investment returns, leading investors to seek assets that outpace inflation, such as stocks or real estate.

**Gross Domestic Product (GDP):** GDP growth signals the health of an economy. Strong economic performance often boosts investor confidence, while economic downturns might prompt a shift towards safer investments.

### **Market Trends and Performance**

Market trends and historical performance of investment assets also guide decision-making. Investors analyse market trends to identify opportunities and avoid potential losses. Trends in stock markets, real estate, or other asset classes provide insights into future performance. Historical data, while not always predictive, helps investors understand potential returns and risks associated with different investments.

### **Personal Financial Situation**

An individual's current financial situation is a critical determinant of investment decisions. Factors such as income, savings, debt levels, and existing investment portfolios all influence how and where investors allocate their resources. A stable financial situation allows for more aggressive investments, whereas financial constraints might lead to more conservative choices.

### **Investment Knowledge and Experience**

Knowledge and experience in investing play a substantial role in decision-making. Experienced investors might be more adept at navigating complex investment options and understanding nuanced financial instruments. In contrast, novice investors may rely more on simpler, well-understood investment vehicles or seek professional advice.

### **Psychological and Behavioural Factors**

Psychological and behavioural factors significantly affect investment decisions. Common biases include: **Overconfidence Bias:** Overestimating one's knowledge or control over investment outcomes can lead to risky decisions. **Herd Behavior:** Following the crowd can lead to investment bubbles or panic selling, as individuals might imitate others' actions rather than conducting independent analyses.

**Loss Aversion:** The tendency to prefer avoiding losses over acquiring gains can lead investors to hold onto losing investments or avoid taking necessary risks.

### **External Influences**

External influences, such as political events, regulatory changes, and geopolitical developments, can affect investment decisions. Political instability, changes in government policies, or international conflicts can create uncertainty, impacting market conditions and investor confidence.

## **II. CONCLUSION**

Investment decisions are shaped by a myriad of factors, from personal financial goals and risk tolerance to broader economic indicators and market trends. Understanding these factors enables investors to make informed choices that align with their objectives and risk appetite. By analysing their personal situation, staying informed about economic conditions, and recognizing psychological influences, investors can navigate the complexities of investment decision-making more effectively. As the investment landscape continues to evolve, staying adaptable and informed remains crucial for achieving long-term financial success.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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**A Study on Buying Behaviour towards Green Products in Chennai City**

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**Abstract**

Climate change is a genuine Regular Issue that everyone on the planet is discussing. People all throughout the world are paying a high price for environmental degradation. That is why being ecologically responsible has become an urgent necessity. And it is highly applicable to the manufacturing sectors all throughout the world, as well as the customers who use such items. Governments are also doing their share to safeguard the environment by prohibiting the use of plastics, establishing stringent limits on carbon emissions, promoting recycling, and other ways. The purchase and use of environmentally hazardous items is one of the most significant contributors to environmental deterioration. The current study focuses on consumers in Tirunelveli district. A total of 109 respondents were selected for the study. The primary data was collected through questionnaire and the data was analyzed using statistical tools like weighted average and structural equation modelling. The major finding of the study is that the consumer's environmental values has a positive influence on their perception

towards green products. Similarly consumer's environmental value has a positive influence on their green product purchase behaviour.

**Keywords:**Green Product, Purchase Behaviour, Packaging and Branding

## **I. INTRODUCTION**

Green consumerism has taken a big stand among the modern consumers in the present world. It is a process where the consumers demand products which has not harmed the environment in any way right from production to distribution. In simple words, green consumerism establishes a strong hold on production, promotion, usage of goods and services in a complete environment friendly manner. There are various factors like economic, social and cultural values has set the stage alive for green consumerism. Green consumerism has reached a social attitude movement level in this modern society. The consumers of today also aimed at knowing the working style of the firms / companies they buy their products from. Green consumerism has made a stability between purchasing behavior of consumers as well as profit motives of the organizations.

### **Review of Literature**

**Shabbir, M.S<sup>1</sup> (2020)** stated that the purpose of this study was to analyse the main green marketing approaches and their impact on consumer behaviour towards the environment in the United Arab Emirates (UAE). We reviewed the current consumption patterns of green products using a questionnaire approach. For this study, 359 consumers that used any type of green product were selected in various shopping malls in the UAE. For the assessment of questionnaire responses measurement models, such as confirmatory factor analysis (CFA), and structural equation modelling (SEM) approaches were applied. The findings of the study suggest interesting inferences regarding eco-labelling (EL), green packaging and branding (GPB), green products, premium, and pricing (GPPP), and the environmental concerns and beliefs (ECB) of consumers that affect their perceptions of the environment. Factor analysis provided a goodness of fit for the selected items. It was found that key factors of green marketing, such as EL and GPPP, have a significant positive influence on consumer beliefs towards the environment (CBTE). In addition, environmental concerns and beliefs (ECB) also have a significant and positive influence on CBTE in the UAE. The practical significance of this study is that it will help the progress of the integration of green marketing and consumer behavior theories about the environment. The managerial implications of this study include the provision of significant findings for both domestic and international firms for the promotion of green products through focusing on consumer behavior towards the environment. This study provides important guidelines to boost positive attitudes in society towards green marketing and helps companies develop effective strategies to promote their green products.

**Chuah, et al<sup>2</sup> (2020)** highlighted that the high-fit corporate social responsibility programs have yield equivocal findings; some studies have shown a positive impact on desirable customer outcomes and others have shown a negative impact. To reconcile these two divergent views, this study proposes that the relationship between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is serially mediated by self-cause and/or brand integration. Furthermore, such serial mediation mechanisms moderated by environmental concern and green trust. The results of an empirical study carried out in the airline industry confirm that the link between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is serially mediated by self-cause and/or brand integration and moderated by environmental concern and green trust. Sustainable customer engagement behavior, in turn, drives customers' extra-role, citizenship behavior that goes beyond their in-role, loyalty behavior. This study contributes to the microcorporate social responsibility stream of cleaner production by demonstrating that the relationship between perceived corporate social responsibility-brand fit and sustainable customer engagement behavior is not straightforward and by providing a theoretical framework to better explain the psychological mechanisms and boundary conditions affecting this relationship.

### **Statement of the Problem**

Ecological deterioration is no more a problem confined with any particular area or region. During the last two centenaries there has been a lot of carbon and plastic foot prints left behind by our ancestors and that has risen the overall global temperature around the globe which has resulted in many land slides around the world. Even dormant ice in the Arctic and Antarctic areas has begun to melt, leading in global sea level rise. The vital factor for environmental degradation is procuring and consuming environmental hazardous items. In this back drop the present research aims to find out the buying behavior of consumers towards green products and what consumers have perceived of green trust.

### **Objective of the Study**

To analyze the relationship among consumer's environmental values, perception, green trust and their buying behavior towards green products.

### **Research Methodology**

In this study the researcher has used the Descriptive research design in single cross-sectional research. The sample area has been fixed as Chennai city as it is showing trends of growth in green consumerism. A total of 109 respondents has been chosen by the researcher through snow ball sampling method.

The researcher used both primary and secondary data for the research. Questionnaire has been distributed among 219 targeted sample respondents, only 151 respondents responded properly, From that 151, only 109 complete responses were used by the researcher.

### Hypothesis of the Study:

**H<sub>1</sub>** = Consumer's environmental values has a positive influence on their perception towards green products.

**H<sub>2</sub>** = Consumer's environmental values has a positive influence on their green product purchase behavior.

### Analysis and Findings

**Table No.1 Consumer's Perception Towards Green Trust**

Sl. No.	Green Trust	Weighted Average Score	Result
1	The reputation of the green product can be trusted	4.11	Agree
2	The claims made by the manufacturer of the green products are trustworthy	2.98	Neither Agree nor Disagree
3	The environmental concern of the product meets the expectation of the consumers	2.43	Disagree
4	I believe in the green products that are pro-environment	4.19	Agree

**Source:** *Computed Data*

In the above weighted average analysis, the perception of the consumers towards green trust has been analysed. In case of the factors that the consumers believe in the green products that are pro-environment (weighted average = 4.19), and the reputation of the green products can be trusted (weighted average = 4.11), the consumers agreed. With regard to the factor that the claims made by the manufacturer of the green products are trustworthy (weighted average = 2.98), the consumers neither agreed, nor disagreed. In case of the factor that the environmental concern of the product meets the expectation of the consumers (weighted average = 2.43), the consumers disagreed.

**Table No 2 Consumers' Green Product Purchase Behaviour**

Sl. No.	Purchase Behaviour	Weighted Average Score	Result
1	When I purchase a product, I thoroughly check the label for green identifications	4.07	Agree
2	I choose an environmental friendly product over other products	3.23	Neither Agree nor Disagree
3	I purchase green products even if they are expensive	3.11	Neither Agree nor Disagree
4	I encourage others to purchase green products	4.12	Agree

**Source:** *Computed Data*

In the above weighted average analysis, the purchase behaviour of the consumers towards the green products has been analysed. In case of the factors that the consumers encourage others to purchase green products (weighted average = 4.12), and when the consumers purchase a product, they thoroughly check the label for green identifications (weighted average = 4.07), the consumers agreed. With regard to the factors that the consumers choose an environmental friendly product over other products (weighted average = 3.23), and the consumers purchase green products even if they are expensive (weighted average = 3.11), the consumers neither agreed nor disagreed.

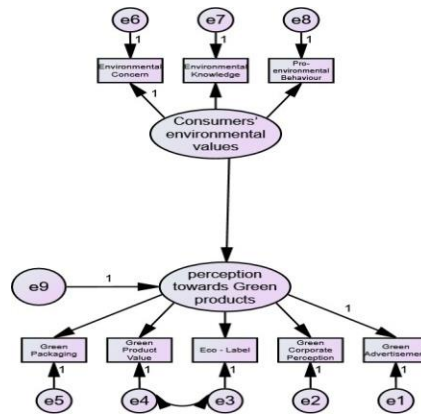
#### **Path between Consumer's Environmental Values And Their Perception Towards Green Products:**

In order to analyse the impact of consumers' environmental values on their perception towards green products, the following path analysis has been conducted.

**H<sub>1</sub>** = Consumer's environmental values has a positive influence on their perception towards green products.



## Structural Model Between Consumers' Environmental Values and their perception towards Green Products

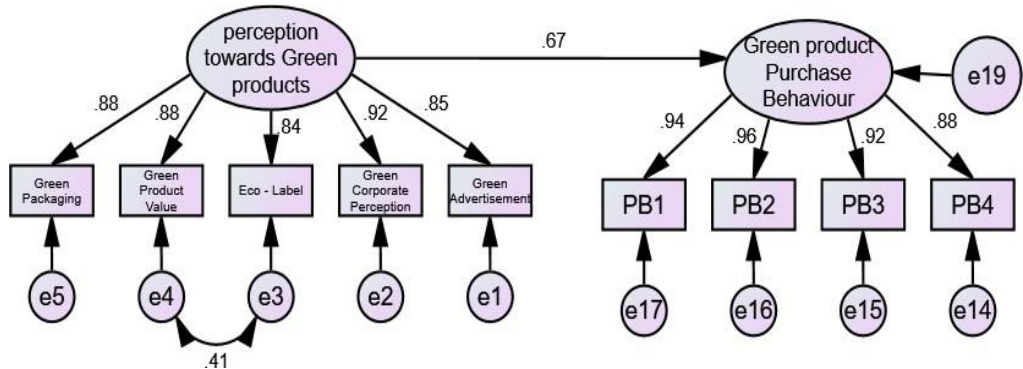


The above analysis shows the relationship between the dependent variable and the independent variable. Since the  $p$  value is 0.000 which is less than the threshold value of 0.05, it can be concluded that there is a positive relationship between consumers' environmental values and their perception towards green products. Whenever there is a one unit increase in the consumers' environmental values, there is a 0.376 unit increase in the consumers' perception towards green products.

### Path Between Consumers' Perception Towards Green Products And Their Green Product Purchase behaviour:

Similarly, to analyse the impact of consumers' perception towards green products on their green product purchase behaviour, the following path analysis has been conducted.

**H<sub>2</sub>** = Consumer's environmental values has a positive influence on their green product purchase behavior.



**Fig. 2 Structural Model Between Consumers' Perception towards Green Products and their Green Product Purchase Behaviour**

The above analysis indicates the relationship between the dependent variable and the independent variable. Since the p value is 0.000 which is less than the threshold value of 0.05, it can be concluded that there is a positive relationship between the perception of the consumers towards green products and their green product purchase behaviour. Whenever there is a one unit increase in the consumers' perception towards green products, there is a 0.820 unit increase in the consumers' green product purchase behaviour.

### Suggestions

Most people across the world lack sufficient understanding of the planet's declining environment, which is why people continue to do things that are destructive to the earth. When purchasing things, buyers should carefully check the labels to ensure that the product is environmentally friendly. The ultimate goal of manufacturing corporations is to earn a profit, but it is the consumer's job to guarantee that they are living a sustainable life that does not hurt the planet or the environment.

Advertisements are the most effective way of getting information to customers. As a result, corporations must make more green marketing regarding green products in order to inform customers about which items are green and which are not. Consumers are eager to buy green items after seeing commercials, which is why green advertisements are vital.

According to the findings of the current study, young consumers have lower environmental values than elderly customers. As a result, the government must guarantee that kids and youth get enough environmental education in order to become ecologically responsible individuals. Environmental awareness may be included into the curriculum, and it should be a required subject to instill environmental ideals in all pupils.

## **II. CONCLUSION**

The destruction of the environment and the planet may be directly connected to global consumer consumption patterns. That is why it is vital to change the manufacturing and consumption patterns all around the world. Only when manufacturers and consumers work together to safeguard the world around them can the environmental damage be prevented and reversed. That is why the current study investigated how customers' particular environmental values impact their green purchasing behaviour. The current study included several more recommendations to boost customers' environmental awareness and individual values.

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## **“Role of Self-Help Group’s in Empowering women with a Special reference to Kanai Village of Villupuram District”**

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### **I. INTRODUCTION**

The concept of self-help groups serves to underline the principle for the people, by the people and of the people”. A Self-help group (SHG) is a village based financial intermediary committee usually composed of 10-20 local women or men. These groups can be either registered or unregistered. Self help group approach is a new paradigm into the field of rural development which main objective are to increase the well-being of the people, provide access to resource and credit, increase self-confidence, self-esteem and increase their creditability in all aspects of lives. Women face a wide range of biases in society, unequal opportunities in education , employment and assets ownership. Women’s income is vital to the well-being of children, women has a greater positive impact on child survival and nutrition than does additional income in the hands of me. Poverty is the root cause of all evils for the development of women. Majority of the third world women are involved in the informal sectors of economic activities.

## **Concepts of Microfinance Self Help Groups:**

### **Microfinance Institution**

and financial outcomes of women SHGs and studied how women SHGs transform their social status and well-being into an advanced level.

### **Results and Discussion**

The present consists of two parts -First part deals with the description of demographic profile of the household's sample. In the second part an attempt to identify the determinants of employment, earning and income at the individual and households' levels among social, economic and demographic factor has been made.

**Table -1 Distribution of age groups respondents**

S.No.	Distribution of age group	Number of respondents	Total
1	25 – 35	14(23.33)	14(23.33)
2	35 – 45	22(36.67)	22(36.67)
3	45-55	18(30.00)	18(30.00)
4	Above 55	6(10.00)	6(10.00)
Total		60(1000.00)	60(1000.00)

Sources: Computed (Figures in parentheses denote percentages)

Table -1 show that 22 respondents belong to the age between 35 and 45, which comprises 36.67 per cent of the study area. Women of the age group of 25 – 35 accounts only 14 and the percentage being 23.33 and age group of 45 – 55 accounts 18 and the percentage being 30. The remaining six members belong to the age of above 55. It reveals that all the different age group of the respondents is participated in the SHGs.

Table -2 indicates that out of 60 respondents, 14 women are working in the nursery work. It means that majority of these families have attained subsistence level of living since additional amount of loan, which can be availed through SHG, could be better utilized for farm activities. Out of this, the coolies forming 18.33 per cent are much benefited through SHG. Majority of the members (41.67%) engaged in crafts work, which are basket maker. They are also benefited through the loan provided through the SHGs.

**Table-2 Classification of Occupation of the Respondents**

S.No.	Occupation	Number of respondents	Total
1	Nursery work	14(23.33)	14(23.33)
2	<b>Crafts work</b>	25(41.67)	25(41.67)
3	Agriculture Wages	11(18.33)	11(18.33)
4	House Wife	10(16.67)	10(16.67)
Total		60(100.00)	60(100.00)

Sources: Computed (Figures in parentheses denote percentages)

**Table- 3 Classification of Respondents for Loan**

S.No.	Loan	Number of Respondents	Total
1	Business	13 (21.67)	13 (21.67)
2	Agriculture	7 (11.67)	7 (11.67)
3	Education	9 (15.00)	9 (15.00)
4	Health Care	3(5.00)	3(5.00)
5	To built Toilet	3(5.00)	3(5.00)
6	House loan	10(16.66)	10(16.66)
7	Marriage function	6 (10.00)	6 (10.00)
8	Miscellaneous	9 (15.00)	9 (15.00)
Total		60(100.00)	60(100.00)

Sources: Computed (Figures in parentheses denote percentages)

The following the table- 3 explains the purpose for which the loan amounts are spent. Indicates that only 13 member has availed the loan for starting a petty shop and the percentage is 21.67 and 10 members (16.66%) have availed the loan for converting their tile-roof houses to concrete. Another remarkable achievement with regard for sanitation and health awareness, many of the members namely three (5%) have used the loan amount for converting the ordinary type of lavatory to the flush-out toilets.

It is seen that 9 members have spent the loan amount for the education of their children. Another 6 members use their loan amount for expenditure on marriage function, which are unproductive. It is also noted that seven members forming 11.67 per cent who are having small farms have spent the loan amount in farm activities. The loan amount is used for productive purposes.

## **Suggestions and Conclusion**

### **Suggestions**

This study analysed the working and The Impact of Self-Help Groups in Women Empowerment with Special Reference to Koliyanur Block of Villupuram District. The various operational indicators and ultimately an effect of has-been to analysis the impact on the members in terms of their social economic empowerment of members has been also analyzed. This study was mainly based on primary data.

Table-2 Present the data on the age -wise distribution of the households in Koliyanur village. In this study respondents SHG'S members age groups of 35 – 40 years and (50.00) percentage respondents 30-35 years age group further, of the (30.00) percentage respondents

age groups of 40 – 45 years and (14.00) percentage age groups of 50 above years of (6.00) percentage respondents only. It could be seen clearly 5 SHG'S members 50. The major findings of the study are presented in three subdivision viz, profile of the study area SHGs Koliyanur is a large village located in Villupuram Taluka of Villupuram district, Tamil Nadu with total 1697 families residing. The Koliyanur village has population of 7258 of which 3579 are males while 3679 are females as per Population Census 2011.

Proper orientation has given to the entire member on not only the functioning with the group but also to create awareness to members in enhancing the knowledge and skills required for women of empowerment. SHGs faced the problem of inadequate loan amount. Loan amount is one of the basic components to start an activity and also women can be financially sound when loan amount is given sufficiently. Loan amount should be increased to the extent that they can take up an income generating activity. There is need to allocate large amount for employment generation.

## **II. CONCLUSION**

The economic study of Women Self Help Groups respondents in Koliyanur village of Villupuram District quite satisfactory. The core SHG philosophy is in women empowerment through increasing employee, self-sufficiency and inculcating a habit of saving among the rural women. Empowerment in micro-credit will inevitably involve a significant change in attitude, change in work practices and challenging vested interests. For women's empowerment to be addressed, women need to be enabled to define their priorities and demand their rights. Micro finance can be an effective strategic instrument for poverty alleviation only if it used for income generating microenterprise development.

Self Help groups as per the research are successful in rural areas, especially among women. These programs have uplifted the rural woman economically and socially in the society. Women are an integral part of the economic development of the country; therefore the government should give equal importance to the women contributors and their well-being in the society. The study reveals that most of the SHG beneficiary families are shifted income from lower level to better level and better level to satisfactory

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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**Similarity on Emotional Intelligence and work Performance among it Employees with reference to Chennai City**

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**Abstract**

The present study made an attempt to know the relationship between emotional intelligence dimensions and work performance dimensions among IT employees with reference to Chennai city - Tamil Nadu. For that the researcher selected 450 samples on the basis of stratified random sampling technique. The hypothesis that there is a positive correlation between the two selected variables dimensions. Correlation was worked out. Standard Psychological tools were used to measure. Result shows that there is a positive correlation between the two selected variables dimensions.

**Keywords:** Emotional intelligence, Work Performance

## **I. INTRODUCTION**

An employee work outcomes. There is increasing recognition that task performance does not, in itself, capture the full range of the individual work role. Although the formal contract between employee and organization may designate the mandatory tasks to be undertaken (i.e., task performances that are formal requirements and expectations an employee is asked to meet at work), there are, however, non-formal tasks and expectations which an employee is frequently required to meet. These non-formal tasks refer to extra-role behaviors that go beyond formal role requirements such as organizational citizenship behaviors are important components of work performance and contribute to organizational functioning. This argument is embedded in Organ's Classic Definition of (OCD) as "behaviors of a discretionary nature that are not part of the employee's formal role requirements, but nevertheless promote the effective functioning of the organization". Hence, it is important to examine both employee extra-role behaviors and task performance as part of his or her overall work outcomes. We examine standardized task performance and two elements of OCE-altruism and compliance. Altruism refers to voluntary behaviors, directly and intentionally aimed at helping individuals within the organization (e.g., helping others with heavy work- loads, orienting newcomers, etc.). General compliance (or conscientiousness) is represented by impersonal behaviors, directed at the organization in general (e.g., being punctual, not spending time in idle conversation, not taking undeserved breaks). It usually reflects a person's internalization and acceptance of the organization's rules, regulations, and procedures, resulting in conscientious obedience, even in the absence of compliance monitoring.

### **Emotional Intelligence and Work Performance**

Organizations are social systems wherein members interact with one another as well as with external constituents (e.g., customers, suppliers). These interactions involve and invoke, by nature, emotions which underlie human behavior. Thus, to facilitate effective interactions, it is vital that individuals develop their ability to understand and manage both their own emotions and those of others. A recent study reports that emotional intelligence is positively associated with quality of social interactions. Effective interactions are the cornerstone of performance; put it as follows: "If you're a scientist, you probably need an IQ of 120 or so simply to get a doctorate and a job. But then it is more important to be able to persist in the face of difficulty and to get along well with colleagues and subordinates; then it is to have an extra 10 or 15 points of JQ. The same is true in many other occupations.

Empirical research conducted in organizational settings, albeit limited, provides some evidence to support the positive effect of emotional intelligence and work

performance: A strong relationship between superior performing employees and emotional intelligence. By contrast found that for career tracks where emotional intelligence may not be central or necessary, emotional intelligence in fact declined as managers were higher up on the corporate ladder.

However, found evidence for a positive correlation between sub-ordinates commitment to the organization and their supervisors' emotional intelligence. Thus, emotional intelligence appears to positively contribute to work performance when the maintenance of positive personal commitment is important to success. A recent meta-analysis found that "emotional intelligence measures have an operational validity of 24, 10 and 24 for predicting performance in employment, academic, and life setting' respectively.

### **Objectives**

To examine the relationship between Emotional Intelligence (EI) and work performance of employees.

### **Hypotheses**

- There is no significant relationship between the various dimensions of emotional intelligence and work performance.
- There is no significant relationship between the various dimensions of emotional intelligence and work performance dimensions.

### **Research Tools**

The following pre-tested standardized questionnaires have been used in this study to measure the emotional intelligence and work performance. Work performance (Johann. M and Schepers –2008)

**Table: 1 Correlations for Emotional Intelligence Dimensions and Work Performance**

Variable	Self-aware	Empathy	Self motivation	Emotional stability	Managing relation	Integrity	Self-development	Value orientation	Commitment	Altruistic behaviour	Creative ideas	Task orientation	Interpersonal relationship
Work Performance	0.330*	0.499*	0.587*	0.532*	0.295*	0.513*	0.402*	0.046*	0.493*	0.251*	0.902*	0.623*	0.510*

\* Correlation is significant at the 0.01 level.

Ho: There is no significant relationship between the various dimensions of emotional intelligence and work performance.

It is inferred from the above table 1 that the work performance is positively and significantly related to all the sub dimensions of emotional intelligence except value orientation. But this is also positively correlated and it has weak correlation. Also the dimensions creative ideas, self-motivation, integrity, emotional stability and self-awareness all have high correlation with work performance and are also positively correlated. Therefore it is concluded that the null hypothesis is rejected and the alternate hypothesis is accepted. Hence, it is inferred that there is a significant relationship between the various dimensions of emotional intelligence and work performance.

**Table: 2 Correlations between Emotional Intelligence Dimensions and Work Performance Dimensions**

Variable	Em pat hy	Self- awar e	Self mot ivati on	Em otio nal stab ility	Ma nagi ng relat ion	Inte grit y	Self - dev elop men t	Val ue orie ntat ion	Co m mit me nt	Altr uisti c beh avio ur	Cre ativ e idea ls	Tas k orie ntat ion	Inte rper son al relat ion ship
Empath y	1.00 0	0.17 7	0.39 7*	0.23 8*	0.39 5*	0.30 0*	0.08 5*	0.08 5	0.4 02*	0.12 9	0.48 7*	0.41 1*	0.16 2
Self- aware	0.17 7	1.00 0	0.34 4*	0.28 0*	0.41 5*	0.44 2*	0.08 9	0.07 6	0.4 44*	0.42 0*	0.20 7*	0.38 7*	0.21 0*
Self motivati on	0.39 7*	0.34 4*	1.00 0	0.26 4*	0.47 5*	0.47 0*	0.28 7*	0.00 1	0.3 87*	0.24 6*	0.51 1*	0.52 3*	0.28 0*
Managi ng relation	0.23 8*	0.28 0*	0.26 4*	1.00 0	0.27 8*	0.36 5*	0.56 4*	0.06 5	0.3 71*	0.20 2*	0.49 3*	0.41 9*	0.22 8*
Emotio nal stability	0.32 7*	0.41 5*	0.47 5*	0.27 8*	1.00 0	0.51 2*	0.57 4*	0.35 7*	0.2 41*	0.14 7	0.52 4*	0.35 8*	0.47 8*
Integrity	0.39 5*	0.44 2*	0.47 0*	0.36 5*	0.51 2*	1.00 0	0.31 4*	0.12 2	0.4 17*	0.20 5*	0.40 3*	0.51 8*	0.25 7*
Self- develop ment	0.30 0*	0.08 9	0.28 7*	0.56 4*	0.57 4*	0.31 4*	1.00 0	0.09 3	0.3 69*	0.09 8	0.44 3*	0.26 4*	0.11 0
Value orientati on	0.08 5	0.07 6	0.00 1	0.06 5	0.35 7*	0.12 2	0.09 3	1.00 0	0.1 65	0.13 0	0.07 8	- 0.04 2	0.05 5
Commit ment	0.40 2*	0.44 4*	0.38 7*	0.37 1*	0.24 1*	0.41 7*	0.36 9*	0.16 5	1.0 00	0.41 9*	0.45 1*	0.48 7*	0.10 9

Altruistic behavior	0.129	0.420*	0.246*	0.202*	0.147	0.205*	0.098	0.130	0.419*	1.000	0.217*	0.223*	0.124
Creative ideas	0.487*	0.207*	0.511*	0.493*	0.524*	0.403*	0.443*	0.078	0.451*	0.217*	1.000	0.588*	0.240*
Task orientation	0.411*	0.387*	0.523*	0.419*	0.358*	0.518*	0.264*	-0.042	0.487*	0.223*	0.588*	1.000	0.278*
Interpersonal relationship	0.162*	0.210*	0.280*	0.228*	0.478*	0.257*	0.110	0.055	0.109	0.124	0.240*	0.278*	1.000

Source: \* Correlation is significant at the 0.01 level.

Ho: There is no significant relationship between the various dimensions of emotional intelligence and work performance dimensions.

The above table 2 shows the correlation between the various dimensions of emotional intelligence and work performance dimensions. It is revealed from the obtained result that the work performance dimension creativity ideas is positively and significantly correlated with all the sub dimensions of emotional intelligence except value orientation . Also in the dimension task orientation, the value orientation is weakly correlated. Further interpersonal relationship is positively and significantly correlated with the dimensions such as self-awareness, self-motivation, managing relation, integrity and self-development. Therefore it is inferred that the null hypothesis is rejected. So it is concluded that the work performance dimensions and emotional intelligence dimensions are closely related to each other.

## Findings

The following findings were arrived from the research survey. They were.

- It is inferred that there is a significant relationship between the various dimensions of emotional intelligence and work performance.
- Work performance dimensions and emotional intelligence dimensions are closely related to each other.

## **Recommendations**

The emotional intelligence of the employees is highly significant to do their work effectively. Because they have to control their emotions. Since the emotion is the shadow of intelligence. Therefore the organization try to provide training programmes related to emotional management, stress management, time management and interpersonal skill training to all the employees. So they are able to cope up and their work performance is improved.

## **II. CONCLUSION**

The study attempts to find out the relationship between emotional intelligence and work performance. In the present research, the study concluded that there is a positive relationship between employee's emotional intelligence and work performance. Also the dimensions of EI and work performance dimensions are positively correlated with each other.

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## **Changing Human Resource Scenario**

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### **I. INTRODUCTION**

Today no employee will spend his/her entire career with a sample organization. It is because employees are willing to shoulder and explore higher roles and opportunities outside, if they are not available within the current company in which they are working at present. For example, the employees who are looking for better prospects or feeling stagnant in their present job or employees who do not foresee any growth prospects in the near future will try to switch over from firm to firm. Even though many employees who would like to switch over from the current job or quit the present job are in a dilemma and are finding it difficult to take the decisions i.e. when the quit the organization? Before resigning the present job, what should he do? What skills he should possess to join a new firm? An employee who has a plan to quit his job should have answers to the above questions in his/her mind. In this article the author has given answers to the above questions. An attempt has been made in this article to analyse the factors that provoke an employee to quit his/her job.

### **How the job seekers should be?**

Now-a-days in this globalized era survival of fittest in the mantra. Organizations also lay more emphasis on the quality of talent hired. Hence, the job seekers must ensure that they are adequately skilled and abreast with the recent developments and technological trends in his/her respective domains. The job seekers must also be ready to accept rejections. Due to less opportunities and more availability of candidates, people

lose out on jobs they are looking at due to increased competition. So, people might not get the right job or there could be a delay in the process or they could face rejections.

But with the right approach and a balanced mind set, an individual can sail through these trying situations. Moreover, the job seekers should possess technical knowledge coupled with mental skills. Then only organizations will give preferences to them.

### **Over Qualification**

People who would like to get right job should have the right qualification and adequate skills. It is to be noted here that the candidates who are having over qualification for a position that does not require a higher level of experience or qualification are not generally preferred by the firms on many grounds.

### **Why over qualified people are not preferred?**

Overqualified candidates are not preferred by the organizations due to several reasons. They have been given in the following paragraphs.

1. Overqualified persons are not hired for a position that does not require extensive experience and qualification because it would only serve as a short-term benefit and will be a hindrance in a growth of a deserving professional.
2. Such an arrangement can work on a temporary basis. But in the long-term it may not work. Not only that from an employee's perspective, it would act as a demotivating factor.
3. In cases where the person is over qualified the employee will always harbour a negative attitude as he/she will constantly feel that he/she is a misfit in a job that does not require an aptitude/ experience that the employee is willing to deliver. This will eventually lead to resentment and the firm ends up having a disengaged employee who is stuck in a less meaningful job.

### **Factors that provoke the employees to quit**

The circumstances which provoke the employees to make the decision to quit his/her firm are:

- a) They do not enjoy the technology / domain anywhere.
- b) They perceive the manager as rude or incompetent.
- c) They develop a sense of stagnation.
- d) They feel wronged in terms of their compensation and positioning.
- e) They do not get a comfortable feeling with the growth of their business / company and
- f) The employee senses a deep disconnect/ conflict between their personal values and organization's

### **Time to Quit**

A span of three to five years is considered as a good stint with an organization. And if there is consistency of growth and the employee can foresee more opportunities to explore, then it is not wise to move out. But as soon as the employee feels that he/she has reached stagnancy then he/she should have thought about moving out. But before leaving a firm an employee must do a thorough self assessment to gauge whether he/she is capable of shouldering larger responsibilities outside. If one feels that the responsibility that is entrusted is much below one's competency level, then it is time to move on or seek higher responsibilities within the organization. It is imperative that the employee must plan for a smooth transition so that both the old and new organization are unaffected by the change. The transition will be more effective and hassle – free when the employee sets an expectation of his/ her joining date of the new organization and works with the existing organization to complete the knowledge transfer.

### **Duties of an employee while resigning his/ her present job**

Regardless of the reason for quitting, the exit must be done in a graceful manner. Without burning any bridges. The decision to quit must be shared with his/her boss first, preferably through a face-to-face interaction, even before informing his/her colleagues.

Secondly, the existing employee must serve adequate notice period as per the rules and regulations of the company and work out a mutually amicable transition plan with his/her reporting manager.

The reporting manager has also some responsibilities. For example, while working out the transition plan, the reporting manager along with the exiting employee has to make sure that the transition plan is adhered to meticulously; in case of any delay or failure in following the plan, things will turn out to be more difficult for the successor and also for the organization.

## **II. CONCLUSION**

Since sourcing from abroad has become much more viable and comparatively cost effective organizations have come forward to rehire the ex-employees. Ending one's tenure in an endeavour and to begin another does not mean that an employee must snap ties with the previous employer forever. Today maintaining a healthy relationship with the previous employer is a win-win situation, so the organization is ready to welcome the employees back in case of employees decide to change their mind. Hence, it is concluded that the employees who quit an organization should always keep in touch with their previous employer.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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## **Role of Microfinance Institutions in Rural Development**

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### **Abstract**

In addition to subsidies, individuals living in poverty require access to credit. Lack of formal employment renders them non-'bankable', pushing them towards borrowing from local moneylenders who charge exorbitant interest rates. Numerous innovative institutional mechanisms have been established globally to facilitate credit access for the poor, even in the absence of formal collateral. This paper delves into the conceptual framework of a microfinance institution in India, drawing from the successes and failures of various microfinance institutions worldwide to create a model microfinance institutional mechanism for India.

## **Micro-Finance and Poverty Alleviation**

Most impoverished individuals find ways to gather resources to enhance their businesses and homes gradually. Access to financial services could empower them to capitalize on their entrepreneurial spirit, expediting the process of increasing their incomes, assets, and financial stability. Unfortunately, traditional financial institutions rarely extend their services to cater to the needs of low-income families and households led by women. These individuals are frequently denied credit for any purpose, rendering discussions about interest rates and other financial terms irrelevant. The primary Regular Issue lies not in the unaffordable loan terms, but rather in the lack of credit accessibility itself.

The difficulty in accessing credit for low-income individuals is due to the practical challenges that arise from the mismatch between the financial institutions' operating procedures and the economic characteristics and financial needs of these households. For instance, commercial lenders typically require borrowers to have a steady income to repay both the principal and interest as per the agreed terms. However, the income of many self-employed individuals is not stable, regardless of its amount. While there is a high demand for small loans among the poor, lenders prefer dealing with a smaller number of large loans to minimize administrative costs. Furthermore, they often require collateral with a clear title, which many low-income households lack. Additionally, bankers view low-income households as high-risk borrowers, leading to excessive information monitoring costs.

## **Objectives of the Study**

- To explore the landscape of agricultural finance in India, focusing specifically on the contributions of NABARD;
- To assess the advancements made in the distribution of RuPay cards in relation to Kisan Credit Card (KCC) initiatives; -
- To examine the effects of banking sector reforms on agriculture, culminating in the formulation of recommendations derived from the research outcomes.

## **Methodology of the Study**

This study primarily relies on a comprehensive literature review and secondary data analysis. A range of journals, research articles, annual reports, and newspaper publications have been reviewed to inform this research.

## **Literature Review**

To be successful, financial intermediaries that provide services and generate domestic resources must have the capacity to meet high performance standards. They must achieve excellent repayments and provide access to clients. And they must build toward operating and financial self sufficiency and expanding client reach. In order to do so, microfinance institutions need to find ways to cut down on their administrative costs and also to broaden their resource base. Cost reductions can be achieved through simplified and decentralized loan application, approval and collection processes, for instance, through group loans which give borrowers responsibilities for much of the loan application process, allow the loan officers to handle many more clients and hence reduce costs (Otero et al. 1994)

Microfinance institutions can broaden their resource base by mobilizing savings, accessing capital markets, loan funds and effective institutional development support. A logical way to tap capital market is securitization through a corporation that purchases loans made by micro enterprise institutions with the funds raised through the bonds issuance on the capital market. There is at least one pilot attempt to securitize microfinance portfolio along these lines in Ecuador. As an alternative, BancoSol of Bolivia Regular Issued a certificate of deposit which are traded in Bolivian stock exchange. In 1994, it also Regular Issued certificates of deposit in the U.S. (Churchill 1996). The Foundation for Cooperation and Development of Paraguay Regular Issued bonds to raise capital for micro enterprise lending (Grameen Trust 1995).

Savings facilities make large scale lending operations possible. On the other hand, studies also show that the poor operating in the informal sector do save, although not in financial assets, and hence value access to client-friendly savings service at least as much access to credit. Savings mobilization also makes financial institutions accountable to local shareholders. Therefore, adequate savings facilities both serve the demand for financial services by the customers and fulfil an important requirement of financial sustainability to the lenders. Microfinance institutions can either provide savings services directly through deposit taking or make arrangements with other financial institutions to provide savings facilities to tap small savings in a flexible manner (Barry 1995). Convenience of location, positive real rate of return, liquidity, and security of savings are essential ingredients of successful savings mobilization (Christen et al. 1994).

Hence, official financial organizations might collaborate with non-official financial entities in a partnership where the former offer capital as shares and the latter offer savings and loan services to the city's underprivileged. Another type of collaboration could see official financial organizations refinance the loans Regular Issued by non-official financial entities. In these scenarios, non-official financial entities can access extra resources and also have a motivation to manage their finances more carefully.

Microfinance organizations have the capability to serve as middlemen between individuals seeking loans and the established financial system, making it easier to provide loans backed by government guarantees (Phelps 1995). Non-profit organizations (NGOs) that function similarly to for-profit businesses can offer financial institutions ways to support small business owners at low costs and risks. This can be accomplished by creating credit lines that link financial institutions, NGOs, and borrowers. In this approach, a single large loan is given to NGOs, which then divide it into many small loans at market rates, and then collect back the principal amount (Women's World Banking 1994). Although many studies are being carried out in this field, there is an urgent need for research that is tailored to specific contexts to identify the best approach. From this viewpoint, we will examine the different possible methods for connecting the formal and informal sectors in India. In doing so, we will identify several key strategic, institutional, and connectivity challenges associated with microfinance.

### **Strategic Regular Issues**

- Is there a prevailing paradigm for micro-finance?
- Are there clearly visible pattern across the country?
- Is there a clearly defined foundation building blocks such as organizing principles, gender preferences and operational imperatives?
- What are methodological Regular Issues?

### **Institutional Regular Issues**

- Is there a need for a new institution?
- Should it operate all India or in a state?
- Where should it be located?
- Who can lead an institution of this sort?
- What will its contextual interconnections be?
- Who will be its beneficiaries?



### **Connectivity Regular Issues**

- How should the Corporate Financial Sector be involved?
- What is the role of donor agencies?
- How should communities be involved?
- Are there political Regular Issues that should be explicitly considered?
- Are there government policy Regular Issues?

### **The Formal Sector Institutions**

Historically, mainstream banking organizations in India have focused solely on catering to the commercial sector, offering financial assistance to those with middle to high incomes. Likewise, housing finance institutions (HFIs) have typically not developed loan products aimed at the Very Low Income Group (VLIG) due to the perceived risks associated with lending to this demographic. The main risks perceived by mainstream banking organizations include

#### **Financial Institutions**

- Credit Risk;
- High transaction and service cost;
- Absence of land tenure for financing housing;
- Irregular flow of income due to seasonality;

In the realm of formal financial institutions, one can identify several key entities, including Commercial Banks, Housing Finance Institutions (HFIs), NABARD, Rural Development Banks (RDBs), Land Development Banks, and Cooperative Banks (CBs). Regarding cooperative structures, the primary cooperative financial institutions functioning in urban areas are Urban Cooperative Banks (UCBs) and Urban Credit Cooperative Societies (UCCS). India is home to approximately 1,400 UCBs, which collectively operate over 3,400 branches and serve around 14 million members. In the fiscal year 1990-91, their total outstanding loans were reported to exceed Rs 80 billion, with deposits amounting to Rs 101 billion. Additionally, there are roughly 32,000 credit cooperative societies with more than 15 million members, whose total outstanding loans in 1990-91 reached Rs 20 billion, alongside deposits of Rs 12 billion. Some UCCS also engage in external borrowing from District Central Cooperative Banks (DCCBs) at interest rates ranging from 18% to 19%. The loans provided by UCBs and UCCS are primarily short-term and unsecured, with a few exceptions that are backed by personal guarantees. The most significant form of security in these transactions is often the influence of group or peer pressure.

### **Credit Mechanisms Adopted By HDFC (India) for Funding the Low Income Group Beneficiaries**

HDFC has been making continuous and sustained efforts to reach the lower income groups of society, especially the economically weaker sections, thus enabling them to realise their dreams of possessing a house of their own. HDFCs' response to the need for better housing and living environment for the poor, both, in the urban and rural sectors materialized in its collaboration with Kreditanstalt fur Wiederaufbau (KfW), a German Development bank. KfW sanctioned DM 55 million to HDFC for low cost housing projects in India. HDFCs' approach to low-income lending has been extremely professional and developmental in nature. Negating the concept of dependence, HDFCs' low cost housing schemes are marked by the emphasis on peoples participation and usage of self-help approach wherein the beneficiaries contribute both in terms of cash and labour for construction of their houses. HDFC also ensures that the newly constructed houses are within the affordability of the beneficiaries, and thus promotes the usage of innovative low cost technologies and locally available materials for construction of the houses.

The construction work is regularly monitored by the co-ordinating agencies and HDFC. The loans from HDFC are disbursed depending upon the stages of construction. To date, HDFC has experienced 100% recovery for the loans disbursed to various projects.

## **II. CONCLUSION**

A primary conclusion of this study is that microfinance can play a significant role in addressing the Regular Issues of inadequate housing and urban services, serving as a vital component of poverty alleviation initiatives. The challenge is to determine the appropriate level of flexibility in credit instruments that can accommodate the diverse borrowing needs of low-income individuals while avoiding excessively high monitoring costs for lenders. Ultimately, the goal is to improve the creditworthiness of impoverished individuals, making them more appealing to financial institutions and enabling them to access long-term credit from the formal sector. Microfinance institutions can greatly assist in this endeavor by fostering financial discipline and providing education to borrowers regarding repayment obligations.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August 2024**

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**A Study on Consumer Perception towards the Green Marketing  
Special Reference to Chennai City**

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**Abstract**

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The present paper reviews the green marketing literature in various aspects, which include customer awareness, relationship between the customer awareness and usage of green products, effect of green products and benefits of the green products. The main purpose of this study is to investigate the factors which enhancing the green products attractiveness to consumers in Chennai city. A well-structured and close-ended questionnaire was used to collect the data from 188 respondents. The data was analyzed using percentage analysis, chi-square test and Friedman test.

The results of the study show a bright future for green products in the present day situations and the factors which enhancing the green products attractiveness in consumers in Chennai city.

**Keywords:** Consumers, Green Marketing, Green Products and Awareness

## **I. INTRODUCTION**

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The concept of Green marketing is in intersection with “Environmental and Ecological Marketing”. But somehow, Green marketing is somewhat different in its own way. It's not only about environmentally safe products, it's more about a holistic mode of marketing where production, marketing, consumption and disposal of products happens in less damaging manners so that doesn't cause much harm to the environment. Also it creates awareness through its promotions and advertising to sensitize consumers towards the needs of switching to green products and services. Initially consumers lack interest towards these products due to higher price but later due to its indispensable and profitable nature, cost-wise in long run too people started generating trust towards these products and slowly the concept of “Green marketing and Green Products” are rising in present day market. Since 1990's researcher across world have actually started thinking about the concept and started analyzing the same blending with consumer's perception and behavior. Majority of these researches happened in developed countries but these studies are still in pre- mature stage in nation like India. The sincere effort made by the researcher to find out the consumer perception about the green marketing in Chennai city.

### **Literature Review**

A lot of literature is available regarding green marketing, green products and consumer awareness regarding green products and perception of green products individually. There are a few studies of combined attempts regarding consumer awareness and perception regarding green products:

**Rex and Baumann (2007)** found that green marketing could learn lot of things from conventional marketing in discovering other means than labeling to promote green products like addressing a wider range of consumers, working with the positioning strategies of price, place and promotion and actively engaging in market creation.

**Ottman (2008)** wrote in Marketing Daily that “the power of green lies in marketers’ hand”. It was not engineers, lawyers or legislators that had the most power to clean up the environment. The creative folks who have the power to design and promote cleaner products and technologies and help consumers evolve to more sustainable lifestyles.

**Chang and Fong (2010)** made a survey of the consumers who had experienced purchasing green or environmental products in Taiwan and found that green product quality and green corporate image could bring green customer satisfaction and green customer loyalty.

**Ali et al. (2011)** evaluated the green purchase attitude and green purchase intention of Pakistan consumers and found that there are many customers who have positive and high intention to purchase green products but due to high prices and poorer qualities as compared to non-green products then do not buy them.

**Maheshwari and Malhotra (2011)** found that consumers are not overly committed to their environment and look to lay too much responsibility on industry and government.

**Rao et al. (2011)** suggests that if business offer environmental friendly products to consumers with affordable prices and high quality as compared to traditional products, along these consumers have positive intentions to purchase green products, green product purchase will be high.

**Sanjeev Kumar., et.al (2012)** identified their study the consumer was environmentally concerned and ready to pay high yet they were not aware as to what constitutes environmentally friendly products. Hence, marketers need to consider efforts that are required to convert the environment concern into environmental consumption behavior.

**Krishna kumaraveluri (2012)** in his study on “Green Marketing: Indian Consumer Awareness and Marketing Influence on Buying Decision”. His main objective was consumer beliefs and attitude on green products. Consumer awareness on the availability of environmently friendly products and the influence of marketing efforts put by the marketers with reference to consumer non-durable. His study fid that respondents reacted positively about buying brands which are less damaging to environment.

**Mohammad Azam (2014)** in his study on Green Marketing: “Eco-Friendly Approach”. In this article he discusses the some of the key Regular Issue of green marketing and challenges for going green and the steps taken by the organization. He found that now the corporate people as well as consumers have become more concern with the Regular Issue of green marketing at various levels. The corporate have accepted the green production as they have seen the interest of customer was positive with these green products.

### **Objectives of the Study**

The present work on green marketing has been carried out with the following objectives:

1. To study the awareness about the green marketing among the consumers in Chennai city; and
2. To evaluate the factors which enhancing green products attractiveness to consumers in Chennai city.

### **Research Methodology**

The present study's core intention is to find out the customer perception towards the green marketing in Chennai city. The sample selection was done according to the sole discretion of the researcher focusing on the customers who know the importance of green marketing at present to safeguard the earth from the dangers. The customers of high-end product or service are considered to have adequate educational background. The sample selection also ensured that the customers spare time and show their willingness to fill up the questionnaire provided to them. The data for the study was collected with the help of a questionnaire from the various parts of Chennai city. The data collection took about six months' time from January 2016 to June 2016. The Secondary data was collected from various published materials like journals, magazines, dailies, books, websites, expert views and so on. To fulfill the above objectives, 200 questionnaires distributed and collected from the consumers in Chennai city. Out of which 12 samples rejected due to inadequate information provided by the consumers. Finally, 188 samples finalized for the study. The data collected from the respondents was tested with suitable statistical techniques. Demographic background of respondents and customer awareness about green marketing system were analyzed by taking percentage analysis, chi-square test and Friedman test were used.

### **Data Analysis and Discussion**

**Table 1 Profile of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	<b>115</b>	<b>61.2</b>
Female	<b>73</b>	<b>38.8</b>
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Age</b>		
Up to 25 years	<b>39</b>	<b>20.7</b>
26-35 years	<b>80</b>	<b>42.6</b>
36-45 years	<b>50</b>	<b>26.6</b>
Above 45 years	<b>19</b>	<b>10.1</b>
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Educational qualification</b>		

Up to HSC	39	20.7
UG	93	49.5
PG	35	18.6
Professional	21	11.2
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Monthly Income</b>		
Up to Rs.25,000	58	39.9
Rs. 25,001- 35,000	47	25.0
Rs. 35,001- 45,000	53	28.2
Above Rs.45,000	30	16.0
<b>Total</b>	<b>188</b>	<b>100.0</b>
<b>Occupation</b>		
Government	65	34.6
Private	92	48.9
Business	31	16.5
<b>Total</b>	<b>188</b>	<b>100.0</b>

**Source:** Primary data

Table 1 represents that demographic profile of respondents. It is noted from the study, majority 61.2% of respondents was male and 38.8% of respondents were female. In connection with age wise distribution of respondents, majority 42.6% of respondents are in the age group of 26-35 years, followed by 26.6% of respondents are in the age group of 36-45 years, 20.7% of respondents are in the age group of up to 25 years and 10.1% of respondents are in the age group of above 45 years. In terms of educational qualification, majority 49.5% of respondents were UG qualified, followed by 20.7% of respondents were up to HSC qualified, 18.6% of respondents were PG qualified and only 11.2% of respondents were professionally qualified. In terms of monthly income of the respondents, majority 30.9% of respondents monthly income was up to Rs.25,000, followed by 28.2% of respondents monthly income was Rs.35,001-45,000, 25% of respondents monthly income was Rs.25,001-35,000 and 16% of respondents monthly income was above Rs.45,000. Regarding occupation wise distribution of respondents, majority 48.9% of respondents were private employees, followed by 34.6% of respondents were government employees and 16.5% of respondents were business peoples.



**Table 2 Awareness about the Green Marketing**

	Source of Information	Frequency	Percent
Source of Information	Telecast Media	53	28.2
	Dailies/Magazines	88	46.8
	Companies/Activists	29	15.4
	Other sources	18	9.6
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Level of Awareness about the green products	Complete Awareness	68	36.2
	Partial Awareness	73	38.8
	Little Awareness	11	5.9
	Very Little Awareness	36	19.1
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Usage of Green product	More frequently	64	34.0
	Less frequently	80	42.6
	Occasionally	11	5.9
	On Necessity	33	17.6
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Benefits of Green product	Full satisfaction	95	50.5
	Moderate satisfaction	63	33.5
	Little satisfaction	13	6.9
	No satisfaction	17	9.0
	<b>Total</b>	<b>188</b>	<b>100.0</b>
Effects of Green products	Protection-oriented	86	45.7
	High Quality	80	42.6
	High cost	13	6.9
	Waste of Money	9	4.8
	<b>Total</b>	<b>188</b>	<b>100.0</b>

**Source:** Primary data

Table 2 shows that consumer's awareness about the Green marketing. In connection with the source of information, majority 46.8% of respondents were aware about the green marketing through dailies/magazines, followed by 28.2% of respondents were aware about the green marketing through telecast media, 15.4% of respondents were aware about the green marketing through companies/Activists and 9.6% of respondents were aware about the green marketing through the other sources. In terms of level of awareness about the green products, majority 38.8% of respondents were partially aware about the green products, followed by 36.2% of respondents were completely aware about the green products, 19.1% of respondents were very little awareness about the green products and 5.9% of respondents were little aware about the green products.

Regarding usage of green products, majority 42.6% of respondents were usage of green products less frequently, followed by 34% of respondents were usage of green products more frequently, 17.6% of respondents were usage of green products on necessity and 5.9% of respondents were usage of green products occasionally. In terms of benefits of green products, majority 50.5% of respondents were fully satisfied at the time using green products, followed by 33.5% of respondents were moderate satisfied at the time using green products, 9% of respondents were not satisfied at the time using green products and 6.9% of respondents were little satisfied at the time using green products. Regarding effects of green products, majority 45.7% of respondents were utilized the green products for protection-oriented, followed by 42.6% of respondents were utilized the green products because of high quality, 6.9% of respondents were utilized the green products because of high cost and 4.8% of respondents were utilized the green products for waste of money.

### Null Hypothesis 1

There is no association between level of awareness and usage of Green products among the respondents in Chennai city.

**Table: 3 Chi-Square Test for whether there is any association between level of awareness and usage of Green Products among the respondents in Chennai City**

	Usage of Green product					Chi-square value	P value
	More frequentl y	Less frequentl y	Occasionall y	On Necessit y	Total		
Complete Awareness	47 69.1% 73.4%	5 7.4% 6.3%	0 0.0% 0.0%	16 23.5% 48.5%	68 100.0% 36.2%	358.86 4	0.000* *
Partial Awareness	0 0.0% 0.0%	73 100.0% 91.3%	0 0.0% 0.0%	0 0.0% 0.0%	73 100.0% 38.8%		
Little Awareness	0 0.0% 0.0%	0 0.0% 0.0%	11 100.0% 100.0%	0 0.0% 0.0%	11 100.0% 5.9%		
Very Little Awareness	17 47.2% 26.6%	2 5.6% 2.5%	0 0.0% 0.0%	17 47.2% 51.5%	36 100.0% 19.1%		

Total	64 34.0% 100.0%	80 42.6% 100.0%	11 5.9% 100.0%	33 17.6% 100.0%	188 100.0 % 100.0 %		
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**Source:** Primary data

**Note:** \*\*represents 1% level of significant.

Table 3 reveals that Chi-square test for whether there is any association between level of awareness and usage of Green products among the respondents in Chennai city. The chi-square value is 358.864 and corresponding p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is strong association between level of awareness and usage of Green products among the respondents in Chennai city.

### Null Hypothesis 2

There is no association between benefits of Green products and usage of Green products among the respondents in Chennai city.

**Table: 4 Chi-Square Test for whether there is any association between benefits of Green Products and Usage of Green Products among the respondents in Chennai City**

	Usage of Green product						
	More frequently	Less frequently	Occasionally	On Necessity	Total	Chi-square value	P value
Full satisfaction	35 36.8% 54.7%	44 46.3% 55.0%	0 0.0% 0.0%	16 16.8% 48.5%	95 100.0% 50.5%	36.309	0.000**
Moderate satisfaction	19 30.2% 29.7%	21 33.3% 26.3%	11 17.5% 100.0%	12 19.0% 36.4%	63 100.0% 33.5%		
Little satisfaction	7 53.8% 10.9%	2 15.4% 2.5%	0 0.0% 0.0%	4 30.8% 12.1%	13 100.0% 6.9%		

No satisfaction	3 17.6% 4.7%	13 76.5% 16.3%	0 0.0% 0.0%	1 5.9% 3.0%	17 100.0% 9.0%		
<b>Total</b>	<b>64</b> <b>34.0%</b> <b>100.0%</b>	<b>80</b> <b>42.6%</b> <b>100.0%</b>	<b>11</b> <b>5.9%</b> <b>100.0%</b>	<b>33</b> <b>17.6%</b> <b>100.0%</b>	<b>188</b> <b>100.0%</b> <b>100.0%</b>		

**Source:** Primary data

It is noted from the above table, the chi-square value is 36.309 and corresponding p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is well-built association between benefits of Green products and usage of Green products among the respondents in Chennai city

### Null Hypothesis 3

There is no significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city.

**Table: 5 Friedman Test For Whether There Is Any Significant Difference Between The Mean Ranks With Respect To Factors Enhancing Green Products Attractiveness To Consumers In Chennai City**

Strategies	Mean Rank	Chi-square value	P value
Affordable price and value from the product	4.75	86.503	0.000**
Product in Multiple Variety	3.83		
Promotional Offers with product	3.91		
Availability in Proximate Areas	4.54		
Satisfaction in Green Element	5.20		
Attractive package and Advertisement	4.34		
Eco-friendly product	4.36		
Eco-Labeling on product	5.07		

**Source:** Primary data

The above table represents that Friedman Test for whether there is any significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city. Among the strategies, “Satisfaction of Green Elements” (5.20) is most significant factor for attractiveness to consumers,

followed by “Eco-Labeling on product” (5.07) another important factor for attractiveness to consumers. The least important factor is “Product in Multiple Variety” (3.83) for attractiveness to consumers. It is noted from the above, the chi-square value is 86.503 and p value is 0.000, which is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is significant difference between the mean ranks with respect to factors enhancing green products attractiveness to consumers in Chennai city.

## **II. CONCLUSION**

It is observed from the study; the Green marketing is a tool for protecting the environment for the future generation. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing is a tool for protecting the environment for the future generation. The study also found that the factors also enhancing the green products attractiveness to the consumers in Chennai city

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## **Marketing of FMCG through Self Help Groups Women in Chinnasalem**

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### **Abstract**

Self Help Groups (SHGs) are an effective way to ensure the poor have access to credit and a way to develop the habit of saving money. The goal of the Self Help Group is to develop leadership and empower the poor. A Self Help Group is a group voluntarily formed by the rural poor, in whom the members of the group can easily save as much as they want, to contribute to a consolidated fund and to provide credit to the group members for productivity or emergency needs. The goal of the Self Help Group is to develop leadership and empower the poor.

A Self Help Group is a group voluntarily formed by the rural poor, in whom the members of the group can easily save as much as they want, to contribute to a consolidated fund and to provide credit to the group members for productivity or emergency needs.

In this paper we shall be discussed the role of Self Help Group in women empowerment and government effort for women empowerment.

**Keywords:** Self Help Groups, Women, Empowerment, Development, Productivity.

## **I. INTRODUCTION**

Self Help Groups are comprised of people who share the same problem, life situation, or crisis. Members provide emotional support to one another, learn new ways to cope, discover strategies for improving their condition, and help others while helping themselves. The Self Help Group is the brain child of Prof. Mohammed Yunus, founder of Grameen Bank of Bangladesh, in the year 1975. The Self Help Groups scheme was introduced in Tamilnadu in 1989. SHG is a small group formed by the women members (normally 12 to 20 members) residing in a particular locality, possessing the core skill capability of producing a product individually or in groups and have started business ventures on their own with the support of Governmental Agencies. The main purposes for starting these Self Help groups are, Sensitize people in marketing area for the need of SHG, its relevance in their empowerment process, unity among members, enhance the confidence, capabilities of members, develop collective decision making and encourage habit of saving etc., Self Help Groups are increasingly being recognized as viable, efficient methods of supplementing and extending the present health and mental health care system to the point of being characterized as an “emerging social movement” (Spiegel, Bloom & Yalom, 1981). However, the government should concentrate on regulating the formation process of SHG’s to ensure better financial viability within the group in our country. Usually the poor people in time of their emergency run to and knock at the door of the landlords and money lenders to fulfill their credit needs and this usually comes at a very high interest. During the planning era several efforts were made by the Government of India to increase the role of women and to improve the status of women. Self-Help Groups (SHGs) are increasingly becoming a very important method of organizing women to take action and transform their situations. The strength of Self Help Groups are based upon the fact that the people who are facing problems are likely to be the most committed to solve them. Government is implementing this SHG scheme through its agencies like Tamil Nadu Women’s Development Corporation, Block Development Office, Industries Department and other departments in all the states of India and monitoring them efficiently in spite of many constraints.



## **Review of Literature**

“SHGs and socioeconomic empowerment of women in rural India,” by R.L. Vinodhini and P. Vijayanthi (2020), focuses on the social and financial status of women belonging to various SHGs in India. According to their findings, women primarily used microfinance through SHG to send their children to school and to obtain basic necessities. The study concludes that SHGs' success is due primarily to their connections with the poor and their innovative ideas. It enables poor people to participate in economic development and has increased rural women's self-confidence and sense of independence, thereby improving their livelihood.

"Impact of SHG in Economic Empowerment of Rural Women A Study," S.V. Privakumari and Karthik Seetharaman (2020) stated that a country with gender equality can achieve economic development and harmonious growth. Women's problems should be treated as a barrier to a country's development, not just for the sake of social welfare. SHGs have proven to be an effective tool for NABARD's rural development intervention. According to their findings, SHG activities have a positive impact on SHG members' economic well-being.

The purpose of Nada Amer Abdulhafedh Al- Kubati and DoriPadmini Selvaratnam's (2021) study "Empowering women through the Self-Help Group Bank Linkage Programmeds as a tool for sustainable development: lessons from India" is to investigate India's experience with the SHG-Bank Linkage Programmed in empowering women as a core development strategy, as well as the role of the above model in achieving sustainable development goals. They conclude that encouraging women to join SHGs in India is an important part of achieving sustainable development goals and improving long-term livelihood.

In their study "Empowering Women SHG through Microfinance during Covid-19: A case study of Women SHG," Richa Sharma, Saurabh Mishra, and ShashikantRai (2021) discovered that SHGs were a mitigating effect to combat during and after Covid-19. During the worst of the Covid-19 situation, SHGs played a critical role in providing facilities for livelihood support and income generation. Half of India's SHGs were involved in spreading community awareness about infection prevention activities during the covid-19 pandemic.

In her study "Microfinance through SHG as a catalyst for poverty reduction and women empowerment," Vasantha (2019) claims that microfinance through SHG has given women real economic power and reduced the gap between gender inequalities. SHGs have brought microfinance to those who were previously unnerved by banks. These members have the opportunity to participate in a variety of training and welfare activities that help to alleviate poverty and empower women.

The study "Impact of women SHG on income, employment, investment, and saving in the south Konkan region" by M.G. Larage, J.M. Talathi, A.C. Deorukhakar, and V.G. Naik (2019) found that after joining the SHGs, per member income increased by 13.87 percent, employment increased by 83.18 percent, and asset investment increased by 22.22 percent. There was a 27.84 percent increase in per member savings after joining and participating in SHG activities. This demonstrates that women's SHGs in the southern Konkan region are effective.

In research paper "study on role of SHG in financial inclusion of excluded section of the society with special reference to Udupi district," Mallika A Shetty (2019) stated that 75 percent of rural households are still excluded from banking services, so SHG play an important role in involving the most exclusive population in financial inclusion. He came to the conclusion that SHGs help to solve the problem of insufficient finance and include the socially excluded.

"Micro-enterprises run by poor people cannot be broadly successful simply because they have increased opportunities to borrow money," according to Robert Pollin (2018). In order for a large number of micro businesses to be successful, they must have access to good roads and affordable transportation. As to reach customers, they require marketing assistance.

Rai and Sjostrom (2018) cite some other flaws in the group lending method in their paper. Microfinance services are provided in India through a variety of delivery models, ranging from the very popular SHG model to Grameen methodology and non-profit corporate models, because there is no single approach or model that fits all circumstances. SHGs – Bank Linkage Programmed (SBLP) and Micro Finance Institutions (MFI) are the two main models of micro finance delivery in India at the moment.

## **Research Methodology**

The study is based on both primary and secondary data. With the use of primary data collected over a six-month period, this study was put together the main information gathered with the use of a interview schedule. 75 respondents in total were chosen using a basic simple random sample procedure from 15 SHGs in Chinnasalem Taluk. 1/3 of the SHGs' total membership made up the sample size.

## **Objectives of the Study**

1. To assess the social empowerment of women through SHG membership in Chinnasalem.
2. To evaluate the economic impact of SHG membership on the livelihoods of women in Chinnasalem.

3. To identify the factors influencing empowerment and livelihood enhancement within SHGs in Chinnasalem.

### Sampling

A Research is based on simple random sampling method the researcher selects Chinnasalem Taluk. Both of the urban and rural area collected the sample respondent. Hence sample size is 75.

**Table 1- Demographic Profile of SHG Members**

Profiles	Variables	Respondent	Percentage
<b>Age</b>	21 Years	16	32%
	21-30 Years	17	34%
	31-40Years	15	30%
	41-50 Years	14	28%
	Above 50 Years	13	26%
	<b>Total</b>	<b>75</b>	<b>150</b>
<b>Marital Status</b>	Married	30	60%
	Unmarried	35	70%
	Others	10	20%
	<b>Total</b>	<b>75</b>	<b>150</b>
<b>Education</b>	Illiterate	12	24%
	8 <sup>th</sup> – 10 <sup>th</sup> class	18	36%
	10 <sup>th</sup> – 12 <sup>th</sup> class	13	26%
	Graduation	15	30%
	Post-Graduation	17	34%
<b>Type of SHG family</b>	Nuclear	40	80%
	Joint	35	70%
	<b>Total</b>	<b>75</b>	<b>150</b>
<b>Employment Status</b>	Employed	22	44.33%
	Unemployed	53	70.67%
	<b>Total</b>	<b>75</b>	<b>150</b>
<b>Occupation Status</b>	Housewife	23	46%
	Agriculture	19	38%
	Service	18	36%
	Self Employed	21	42%
	Labor	17	34%
<b>Total</b>		<b>75</b>	<b>150</b>

Sources: Primary Data -2024

Table – 1 Profile of the SHGs members 32% of the respondent are belongs to the age group of 21 years, percent are between the ages of 21 – 30 years, 30 percent are between the ages of 31- 40, 28 percent are between the ages of 31 – 40, and the remaining 26 percent are above 50 age of the respondent. Marital status of the profile 60 percent are married of the respondent, 70 percent are unmarried of the respondent, and the remaining 20 percent are others of the respondent. Education of the profile is 24 percent are Ilirate of the respondent, 36 percent are between the 8<sup>th</sup> – 10<sup>th</sup> standard of the respondent, 26 percent are 10<sup>th</sup> – 12<sup>th</sup> standard of the respondent, 30 percent are graduates of the respondent, and the remaining 30 percent are post graduates of the respondent. Types of SHGs family of the profile 80 percent are nuclear of the respondent, and the remaining 70 percent are joint family of the respondent. Employment of the profile 44.33 percent are employed of the respondent and 70.67 percent are unemployed of the respondent, and occupation status of the profile 46 percent are housewife of the respondent, 38 percent are agriculture of the respondent, 36 percent are service of the respondent, 42 percent are self employed of the respondent, and the remaining 34 percent are labor of the respondent.

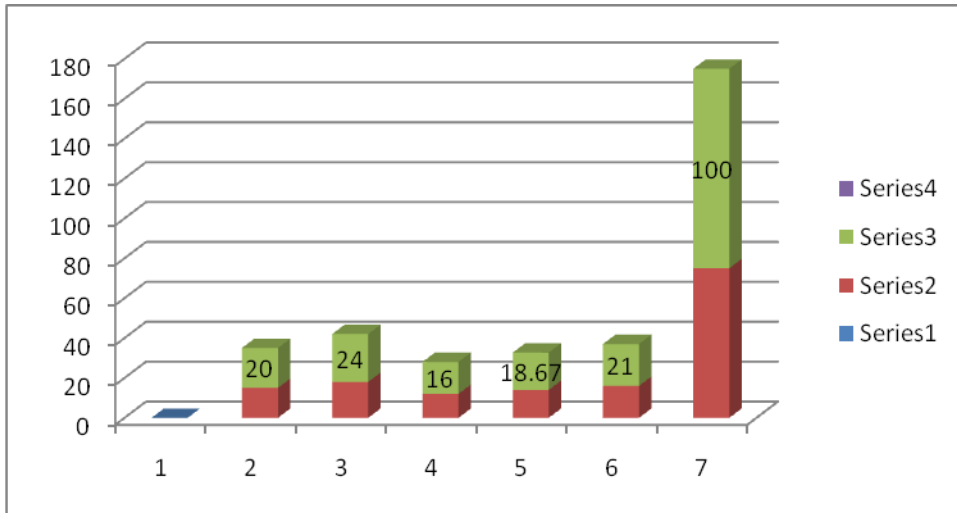
Table -2 Satisfaction levels of SHGs Women

Variable	HS	S	NO	DS	HDS	Total
Economic Empowerment	15	18	12	14	16	75
	20	24	16	18.67	21	100
Regular Savings	13	15	14	17	16	75
	17	20	18.67	22.67	21	100
Social Empowerment	17	16	15	14	13	75
	22.67	24	20	18.67	17	100
Political Empowerment	12	11	14.67	16	17	75
	16		21	22.67	25	100
Marketing Network	12	14	18	16	15	75
	16	18.67	24	21	20	100
Huge Competition	15	16	12	14	18.67	75
	20	21	16		24	100
Lock of Technologies	16	18	14	12	15	75
	21	24	18.67	16	20	100
Regular Supply of Product	16	17	13	11	18	75
	21	22.67	17	14.67	24	100

Sources: Primary Data -2024

Table – 2 Satisfaction level SHGs Women in economic empowerment 20 percent are highly satisfaction of the respondent, 24 percent are satisfaction of the respondent, 16 percent are no opinion of the respondent, 18.67 percent are dissatisfaction of the respondent, and 21 percent are highly dissatisfaction of the respondent. Regular savings of SHGs women 17 percent are highly satisfaction of the respondent, 20 percent are satisfaction of the respondent, 18.67 percent are no opinion of the respondent, 22.67 percent are dissatisfaction of the respondent, and the remaining 21 percent are highly dissatisfaction. Social empowerment of SHGs women 22.67 percent are highly satisfaction of the respondent, 24 percent are satisfaction of the respondent, 20 percent are no opinion of the respondent, 18.67 percent are dissatisfaction of the respondent, and the remaining 17 percent are highly dissatisfaction of the respondent. Political empowerment of SHGs women 16 percent are highly satisfaction of the respondent, 14.67 percent are satisfaction of the respondent, 21 percent are no opinion of the respondent, 22.67 percent are dissatisfaction of the respondent, and remaining 25 percent are highly dissatisfaction. Marketing network of SHGs women 16 percent are highly satisfaction of the respondent, 18.67 percent are satisfaction of the respondent, 24 percent are no opinion of the respondent, 21 percent are dissatisfaction of the respondent, 20 percent are highly dissatisfaction of the respondent. Huge competition of SGHs women 20 percent are highly satisfaction of the respondent, 21 percent are satisfaction of the respondent, 16 percent are no opinion of the respondent, 18.67 percent are dissatisfaction of the respondent, and the remaining 24 percent are highly dissatisfaction of the respondent. Lock of technologies of SGHs women 21 percent are highly satisfaction of respondent, 24 percent are satisfaction of the respondent, 18.67 percent are no opinion of the respondent, 16 percent are dissatisfaction of the respondent, and the remaining 20 percent are highly dissatisfaction of the respondent. Regular Supply of Products of SHGs women 21 percent are highly satisfaction of the respondent, 22.67 percent are satisfaction of the respondent, 17 percent are no opinion of the respondent, 14.67 percent are dissatisfaction of the respondent, and the remaining 24 percent are highly dissatisfaction of the respondent.

**Chart-1 Economic Empowerment**



### Post-Covid ERA Dynamics

Due to amplified importance being given to innovation, technology, and self-sustenance, especially in a post-covid era, economically weaker sections have faced an acute loss of jobs and income. In this context, the SHGs can help women with income-generating economic opportunities.

### Societal Seclusion

In a society with deep-rooted patriarchy, even if women want to attain employment, the dominant tradition of female domestic responsibility coupled with social stigma limits their economic advancement and access to opportunities in comparison with their male equivalents.

This social barrier is being overcome by SHGs simply due to its all-inclusive and women-centric participation.

### Notable Isolation

Even though women have the potential to contribute to household finances, they often do not have the agency to participate in decisions related to avenues of income generation, thus many a time pushing their families to the brink of poverty.

Since SHGs provide a medium for women to become entrepreneurs, it creates credible ground for more decision-making opportunities.

## **Status of Women**

While India is at the cusp of a rapid transformation in terms of evolving employment opportunities, urbanization and innovation, female participation in the economy remain crucial to where India stands globally.

Even though working women account for approximately 432 million, about 343 million are not in paid formal job roles or work. An estimated 324 million of them are not in the labour force, and another 19 million are part of the labour force but not employed.

SHGs have significant potential in creating jobs for women as seen in various successful examples. This rightly places women on par with the male.

## **Self Help Group Goal**

- To develop leadership capacity among poor people.
- To contribute to school education.
- Improve nutrition.

Controlling birth rate. Many self-help groups borrow from banks, like NABARD's Self Help Groups Bank Linkage program, which has served to extend the services to the poorer population. NABARD estimates that there are 2.2 million self-help groups in India, representing 33 million members. Self-help group's bank linkage program has also been started in some states, such as Andhra Pradesh, Tamil Nadu, Kerala, and Karnataka.

## **Self Help Groups Contribute to the Socio-Economic Development of Rural India**

- Helps in promoting social entrepreneurship.
- Development of entrepreneurial, managerial qualities such as leadership and decision making ability etc. in people.
- Production of value added goods by economic activities.
- Promotion of innovation and creative industries.
- Help in eradication of poverty through employment, self-employment and entrepreneurship.
- strengthening the local economy by producing goods / services according to local demands with proper utilization of various resources (human, financial, natural, and other).
- Important contribution to nutrition and development of women and children by easy availability of various foods produced by women self-help groups like pickle, papad, badi, oatmeal, flour, incense sticks, marmalade etc.
- Helps prevent migration from rural to urban areas.
- Promoting voluntary savings and financial inclusion.
- Promotion of labor-based new employment generating sectors.

- Help in reducing regional economic and social inequality. Women's self-help groups in various states of India like Chhattisgarh, Odisha, Madhya Pradesh, Jharkhand, Bihar, Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, West Bengal, and Telangana etc. are doing remarkable work in various fields.

### **Benefit from Self Help Group**

- If seen in the last few years, women are taking part in it, due to which positive changes are seen in their status in the society.
- Members of self-help groups create a fund from their regular savings and use that fund for their collective purpose in an emergency.
- Self-help groups also start rural-based micro or small industries with the help of their funds, which creates new employment opportunities.
- Leadership is given to only one of these groups who perform all the management work.
- These groups are funded by banks, which facilitates financial transactions.
- the formation of self-help groups reduces financial dependence on other institutions.

## **II. CONCLUSION**

Self Help Groups (SHGs) are an effective way to ensure the poor have access to credit and a way to develop the habit of saving money. Women empowerment is developed by help of this system. Women Self – Help Groups through socio – economic increasingly, rural women through confidence of the SHGs. To Many rural women are savings, education, self profession, and business are involved in self help group of the rural areas. Through the self help groups of the women livelihood, education, social service, and economic status are improving. SHGs for through self employed are got the job by the economic level is increasingly. These are handle making, soap, agarpathi, ghee, flour mill, oil, and snacks item are also making. Self help groups women are got the confidence, economic level, efficient, and social knowledge.



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## **An Analysis of ICICI Bank's Financial Performance In India**

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### **Abstract**

Although ICICI Bank has shown development and resilience in a number of financial areas, the significant increase in non-performing assets (NPAs) presents a serious threat. To ensure continued profitability and stability, the bank has to concentrate on enhancing credit risk management, increasing operational effectiveness, and keeping a balanced deposit portfolio.

With an emphasis on important indicators like operating costs, current account and savings account (CAS) balances, gross non-performing assets (GNPA), non-performing asset (NPA) ratio, and net interest margin (NIM), this study offers a thorough examination of ICICI Bank Limited's financial performance over a ten-year period. The study intends to assess the performance and financial status of the bank using secondary data from annual reports. This analysis sheds important light on the financial dynamics of ICICI Bank and makes suggestions for resolving present Regular Issues while maximizing growth.

## **Overview of the Banking Finance**

The financial services banks offers, such as managing and investing their deposits, referred to as banking finance. It covers a wide range of topics, including wealth management, corporate and retail banking, and investment banking. Allocating capital, controlling risks, supplying liquidity, and enabling financial transactions are the main duties of banking finance. Banks are essential to the economy because they encourage savings and provide loans to borrowers, which is promotes economic expansion. Interest rates, loan products, credit risk management, financial regulations, and the function of banks in monetary policy are all included in finance. Banking ratios were used to examine the study's financial performance.

## **Key Notes**

Interest rates, lending products, credit risk management, financial laws, and the role of banks in monetary policy are important facets of banking finance. Banking ratios were employed in this study to assess the financial performance and offer information on the effectiveness, profitability, and general financial health of the bank."

## **Problem Description**

The foundation of any corporate organization is finance, and the banking industry plays a significant role in the Indian financial system. ICICI Bank is one of the country's largest private sector banks. Which criteria for HDFC banks play a significant part in the Indian economy led the researcher to select ICICI Bank at this time, given the bank's current state of financial development. The primary functions of the banking sector at ICICI Bank include accepting deposits and making loans. During the study, the bank worked on these activities, allowing researchers to assess the annual report of the bank using a variety of matrixes, including financial ratios, activity ratios, and more. ICICI Bank, as one of India's largest private sector banks, has shown significant growth and resilience in the financial sector. The bank's performance can be accessed through various financial indicators, which highlight its operational efficiency, profitability, and market position.

## **Scope of the Study**

This goal looks into ICICI Bank's equity, liabilities, assets, and capital structure in order to evaluate the bank's overall financial health. Understanding the bank's ability to carry on, meet its obligations, and promote growth in the competitive Indian banking industry is the aim of the study. The objective is to assess the financial performance of ICICI Bank by looking at important performance indicators including profitability, efficiency, and return on investment.

The ability of the bank's resource management strategies to generate revenue and provide long-term financial stability will be evaluated by the study.

### **Objective of the Study**

1. A study on financial position of ICICI bank in India.
2. To examine financial performance of ICICI bank in India.

### **Research Methodology of the Study**

The study's sample was chosen from among 21 private banks in India, with ICICI Bank being the most popular bank in the nation. It should be emphasized that all of the data used in the analysis came from ICICI Bank's annual reports, which included performance indicators, key financial metrics, and other pertinent data. The study is solely dependent on secondary data.

### **Analysis and Interpretation**

**Table 1.1 Cash in Income Ratio of ICICI Bank Limited in India**

S.L.	Year	Total Operation Expenses	Total Operating Income	Ratio
1.	2013-2014	5,512.79	19,712.76	28
2.	2014-2015	6,087.01	24,493.94	25
3.	2015-2016	8,972.36	26,987.70	33
4.	2016-2017	8,263.70	26,933.28	30
5.	2017-2018	9,009.25	25,522.36	35
6.	2018-2019	10,503.91	21,858.56	48
7.	2019-2020	12,394.63	25,810.38	48
8.	2020-2021	12,397.26	35,520.15	34
9.	2021-2022	15,889.47	54,348.56	29
10.	2022-2023	19,488.52	75,567.84	25

Source: Computed From Secondary Data of ICICI bank Annual Reports.

Over the course of the analysis, ICICI Bank has shown general rise in both operational expenses and income, with varied degrees of efficiency as shown by the expense-to-income ratio. The bank's ability to lower this ratio while greatly raising revenue in recent years points to sound financial planning and strategic management. the Operating Expenses: From ₹5,512.79 crore in 2013–2014 to ₹19,488.52 crore in 2022–2023, ICICI Bank's total operating expenses have increased steadily. A number of variables, including inflation, the development of services, technology investment, and perhaps more operational activity, are probably to blame for this growth. Significant

growth has also been seen in the overall operating income, which increased from ₹19,712.76 crore in 2013–2014 to ₹75,567.84 crore in 2022–2023. This suggests that the bank's income-generating operations have successfully expanded, perhaps through diversification. An important measure of how well the bank is controlling its expenditures in relation to the revenue it brings in is the expense-to-income ratio. Lower ratios are indicative of more efficiency and better cost control. The ratio dropped from 28 per cent to 25 per cent between 2013–2014 and 2014–2015, indicating more efficiency in controlling expenses in relation to income during this time. Between 2015 and 2016 and 2017 and 2018, the ratio varied between 30 per cent and 35 per cent. The ratio's increase during these years can be a sign of declining efficiency brought on by growing expenses that outpaced income growth. From 2019–2020 to 2018–2019: These two years saw a surge in the ratio to 48 per cent, the highest levels during the time period. This indicates that, in comparison to income, operating expenses increased dramatically, which could be attributed to strategic investments, difficult economic conditions, or other external reasons.

**Table 1.2 Current Account Savings Account (CAS) of ICICI Bank Limited in India**

S.L	Year	Total Current Account & Total Savings Account	Total Deposits	Ratio
1.	2013-2014	21,821.83	33,913.7	64
2.	2014-2015	25,652.91	361562.7	7.0
3.	2015-2016	27106.09	411425.7	6.0
4.	2016-2017	31702.41	490039.1	6.00
5.	2017-2018	33102.38	560975.2	6.00
6.	2018-2019	37858.01	652919.7	5.00
7.	2019-2020	35283.19	770969	4.50
8.	2020-2021	46031.19	992522.2	5.00
9.	2021-2022	60120.82	1064572	5.00
10.	2022-2023	68526.17	1180840.7	5.00

Source: Computed From Secondary Data of ICICI bank Annual Reports.

Over the past ten years, ICICI Bank has demonstrated a significant increase in both its total deposits and CAS balances. Nonetheless, a deliberate expansion of the bank's deposit base is indicated by the decreasing ratio of CAS to Total Deposits. This change may reflect an emphasis on increasing interest income, managing risks more skillfully, and diversifying funding sources. The relationship between ICICI Bank's Total Deposits and Total Current Account & Savings Account (CAS) from 2013–2014 to 2022–2023 is shown in Table 1.2. The percentage of CAS to Total Deposits is reflected in the ratio, which highlights the importance of these accounts to the bank's overall deposit

base. This is a thorough analysis of the tendencies. Over the course of the ten years, the Total CAS balances have climbed steadily, rising from ₹21,821.83 crore in 2013–2014 to ₹68,526.17 crore in 2022–2023. This expansion indicates that ICICI Bank, maybe as a result of its product line, interest rates, or customer support, has been effective in drawing more clients to its current and savings accounts. ICICI Bank's total deposits increased significantly from ₹33,913.7 crore in 2013–2014 to ₹11,80,840.7 crore in 2022–2023. The bank's ability to lend money and maintain its financial stability depends heavily on its robust and expanding deposit base, which is indicated by this notable increase. Over time, the proportion of CAS to total deposits has dropped, from 64 per cent in 2013–2014 to 5 per cent in 2022–2023. 2013–2014: The high ratio of 64 per cent suggests that current and savings accounts, which are normally less expensive funds for the bank, accounted for a sizable amount of the bank's deposits. From 2014–2015 to 2022–2023: The subsequent years saw a steep fall in the ratio to approximately 5-7 per cent, indicating that although CAS balances increased, Total Deposits expanded at a significantly quicker pace. This may indicate that the bank has been effective in drawing in more term deposits or other kinds of accounts, therefore broadening the base of deposits it has.

**Table 1.3 Gross non performing asset (GNPA) of ICICI Bank Limited India**

S.L	Year	Total Gross Non Performing Assets	Total Gross Advances	Ratio
1.	2013-2014	10505.84	338702.7	3.00
2.	2014-2015	15094.64	387522.1	3.00
3.	2015-2016	26221.25	435263.9	6.00
4.	2016-2017	42159.39	464232.1	9.00
5.	2017-2018	53240.18	512395.3	10.0
6.	2018-2019	45676.04	586646.6	7.00
7.	2019-2020	40829.09	645290	6.00
8.	2020-2021	40841.42	733729.1	5.00
9.	2021-2022	33294.92	859020.4	3.00
10.	2022-2023	299860.7	1019638	29.0

Source: Computed From Secondary Data of ICICI bank Annual Reports.

Data on ICICI Bank Limited's Gross Non-Performing Assets (GNPA) for the years 2013–2014 through 2022–2023 are shown in Table 1.3. This data includes the total GNPA, total gross advances, and the GNPA ratio. This is an analysis of the information. 2014–2015 through 2017–2018: From ₹10,505.84 crore to ₹53,240.18 crore, the GNPA grew. The GNPA ratio peaked at 10 per cent in 2017–2018, indicating a period of

increasing asset quality concerns. This increase is indicative of this period. From 2020–2021 to 2018–2019. From ₹45,676.04 crore to ₹40,841.42 crore, the GNPA levels declined marginally, suggesting some improvement in asset quality. Over this time, the GNPA ratio also improved. From 2022–2023 to 2021–2022. The gross national product increased dramatically to ₹2,99,860.7 crore, while the GNPA ratio shot up to 29 per cent.

This significant rise indicates a serious decline in asset quality. The total gross advances increased from ₹3,38,702.7 crore to ₹10,19,638 crore between 2013–2014 and 2022–2023. This increase suggests that the bank's lending portfolio is growing, which, if improperly handled, could lead to a rise in GNPA. From 2013–2014 to 2014–2015: The bank's total advances were less than the nonperforming assets (GNPA) ratio, which stayed steady at 3 per cent. From 2015–2016 to 2017–2018: There was a notable increase in the ratio, which peaked at 10 per cent in 2017–2018. This time frame reflects declining asset quality and increased credit risk. Over the years, ICICI Bank has seen variations in both its ratio and GNPA levels. Although there have been times when things have improved, the recent sharp rise in GNPA and the ratio to 29 per cent raise serious questions about the quality of the assets. A detailed examination of the bank's credit policies, risk management procedures, and the macroeconomic factors affecting asset performance would probably be necessary to resolve this problem.

**Table 1.4 Non Performing Assets ratio of ICICI Bank India Limited**

S.L	Year	Total Non Performing	Total Advances	Ratio
1.	2013-2014	10505.84	338702.7	3.00
2.	2014-2015	15094.69	387522.1	3.00
3.	2015-2016	26221.25	435263.9	6.00
4.	2016-2017	42159.39	464232.1	9.00
5.	2017-2018	53240.18	512395.3	10.0
6.	2018-2019	45676.04	586646.6	7.00
7.	2019-2020	40827.09	645290	6.00
8.	2020-2021	40841.42	733720.1	5.00
9.	2021-2022	33294.92	859020.4	3.00
10.	2022-2023	299860.7	1019638	29.0

Source: Computed From Secondary Data of ICICI bank Annual Reports.

The Non-Performing loans (NPA) ratio for ICICI Bank Limited is shown in Table 1.4. This ratio shows the percentage of non-performing loans to total advances for the years 2013–2014 through 2022–2023. This is a thorough analysis of the information. From 2014–2015 to 2013–2014: With the NPA ratio remaining steady at 3%, the proportion of non-performing assets to total advances was deemed sustainable. This implies that during these years, the bank's asset quality was maintained at a high level. 2015–2016 to 2017–2018: From 6% in 2015–2016 to 10% in 2017–2018, the percentage grew dramatically. This increase is indicative of a time when asset quality was declining and credit risk was elevated. The ratio's growth points to difficulties in the bank's credit portfolio management. From 2018–2019 to 2020–2021: There was a minor improvement in the NPA ratio, which dropped from 7 per cent in 2018–2019 to 5 per cent in 2020–2021. This suggests that ICICI Bank has made some headway in terms of better asset quality management and non-performing asset management. 2022–2023 versus 2021–2022: In 2022–2023, the NPA ratio increased significantly to 29 per cent. This notable rise indicates that the asset quality has seriously declined, with a sizable percentage of advances turning non-performing. Growing NPA Ratio: One of the main causes for concern is the sharp increase in the NPA ratio in 2022–2023. With a ratio of 29 per cent, the bank's profitability and financial stability may be seriously jeopardized as almost one-third of its advances are deemed non-performing. Over time, there have been notable variations in the NPA ratio. Even while there have been improvements in some timeframes (such as 2018–2020), the general trend has been unsettling, particularly in light of the most recent significant increase. Effect on Monetary Well-Being: Bank profitability and capital sufficiency are sometimes impacted by a high non-performing assets (NPA) ratio. The bank's financial stability may be impacted by increased provisions for bad debts and prospective write-offs, which could lower net income. The recent increase in non-performing assets (NPAs) indicates that ICICI Bank's credit risk management procedures require a thorough examination. It is critical to locate and resolve the underlying causes of declining asset quality, such as industry flaws or problems unique to a borrower. The NPA ratio of ICICI Bank, which has increased significantly in recent years, indicates serious difficulties in asset quality management. Although there have been times when things have improved, the high ratio that it is currently at highlights the need for improved risk management techniques as well as a deliberate examination of the bank's lending policies.



**Table 1.5 Net interest margin of ICICI Bank Limited In India**

S.L	Year	Net Interest Income	Total Assets	Ratio
1.	2013-2014	31,427.93	594641.60	5.00
2.	2014-2015	35,631.08	646129.30	5.50
3.	2015-2016	38,943.15	720695.10	5.00
4.	2016-2017	39,603.39	771791.50	5.00
5.	2017-2018	40,866.21	879189.20	4.00
6.	2018-2019	47,942.62	964459.20	5.00
7.	2019-2020	57,551.11	1098365.00	5.00
8.	2020-2021	57,551.11	1230433.00	4.00
9.	2021-2022	63,833.56	1411298.00	4.50
10.	2022-2023	83,942.97	1584207.00	5.00

Source: Computed From Secondary Data of ICICI bank Annual Reports.

The Net Interest Margin (NIM) of ICICI Bank Limited, which represents the difference between interests earned and interest disbursed in relation to the bank's total assets, is displayed in Table 1.5. An essential measure of a bank's profitability and effectiveness in handling its interest-bearing assets and liabilities is its net interest margin (NIM). 2013–2014 vs. 2014–2015: A rise in the NIM from 5.00 per cent to 5.50 per cent was seen. This rise implies that, in relation to its assets, ICICI Bank was able to raise the profitability of its interest-bearing operations. From 2015–2016 to 2017–2018, the NIM was constant at 5.00 per cent, demonstrating consistent interest income performance in relation to total assets. Throughout this time, the bank kept a steady margin despite an increase in total assets. From 2018–2019 to 2019–2020: In 2018–2019, the NIM rose to 5.00 per cent, and it remained there in 2019–2020. This time frame shows that interest revenue was effectively managed in relation to the increase in assets. Despite increases in total assets and net interest income, the NIM fell to 4.00 per cent. This decline raises the possibility of difficulties in sustaining margin profitability in the face of expansion. 2022–2023: The NIM increased to 5.00 per cent in 2022–2023 after improving to 4.50 per cent in 2021–2022. ICICI Bank has effectively increased its interest income in relation to its total assets, as seen by the increase in the margin during these years. Stability and Improvement: There have been times when the NIM has been stable with very minor variations. The effective management of interest income and expenses in relation to total assets is evident in the recent improvement in the NIM, which reached 5.00 per cent in

2022–2023. Impact of Asset Growth: With the exception of a decline in 2020–2021, the bank has mostly been able to sustain or enhance its NIM as total assets have grown dramatically over time. This implies that interest-bearing activities can be scaled effectively. A greater net interest margin (NIM) signifies that the bank is efficiently turning its assets that bear interest into revenue. The recent increase in NIM (2021–2023) indicates improved profitability from interest-related operations.

## **II. CONCLUSION**

Every bank that lends money to the general public is required to lower its nonperforming assets, or NPAs. However, some people do not correctly gather some extended. In order for ICICI Bank's nonperforming assets to remain unabated, their NPAs fluctuated a lot throughout the study, despite occasional indications of a declining trend. The financial performance of ICICI Bank Limited has been dynamic from 2013–2014 to 2022–2023. A thorough understanding of the bank's financial situation and operational effectiveness can be obtained by examining key findings from the data on operating expenses, CAS balances, GNPA, NPA ratio, and net interest margin (NIM).

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## **Factors Influencing Consumer Attitude Green Products with Special reference to Chennai City**

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### **Abstract**

The aim of the study that consumer attitude towards green products relates to its health aspects. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. The research findings of this study implies that should environmental consciousness , product quality, no preservatives, health conscious and price of green products will make consumers will be more likely to have purchase behavior of green products. Consumers in Chennai are highly concerned about the environment should be the first target segment for green product marketers. When consumers get health conscious and awareness about green products is positive they display higher concern for environment and probably make more steps to reduce the impact of environment.

**Keywords:** Environmental consciousness, Health conscious, Product taste, Chemical free, Green Purchase behaviour.

## **I. INTRODUCTION**

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/ or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. In order to position green product offerings, companies must first segment the market according to levels of pro-environmental purchase behavior and then target the "greener" consumer segments. The main motive of this research is to know about the factors influencing consumer attitude towards green products in Chennai City.

### **Scope of this Study**

This study was conducted in the context of factors influencing consumer attitude towards green products. Demographic variables (age, gender, educational level and income level) and non- demographic variables (health conscious, taste, price, and environmental concern) investigated to see whether these variables will have a relationship with the green product's consumption level.

### **Statement of the Problem**

Past studies on perceived seriousness of environmental problems mainly focused on finding out subjects' perception of the most serious problems, how serious they thought the problems were, and how subjects from different cultures perceived the Regular Issue differently. From this study the researcher is going to analyses the factors affecting consumer attitude towards green products in Chennai City.

### **Objective of the Study**

- To study about demographic conditions of consumers
- To assess and evaluate factors influencing the consumer attitude towards green products

### **Sample Design**

Primary data will be collected using the simple random sampling method and a self- developed questionnaire distributed to the respondent. This sampling method is chosen for its easiness and cost efficiency to collect responses

### **Sources of Data**

The present study is based on both primary and secondary data. The primary data will be collected from green product consumer attitude. The secondary data were collected from various Journals, Books, Dailies, Previous Thesis works, Libraries and also from various Websites.

**Sample Size**

The data were collected using questionnaire method from 125 respondents. But some questionnaire has inadequate information. The sample size took for this study is 100.

**Place of the Study**

The study was confined in Chennai City of Tamil Nadu.

**Table: 1 Demographics of the respondents**

Particulars Gender	Gender	No. of Respondents	Percentage
	Male	17	34.0
	Female	33	66.0
	Total	50	100.0
Age of the Respondents	Age	No. of Respondents	Percentage
	18-25	16	32.0
	25-35	6	12.0
	35-45	22	44.0
	Above45	6	12.0
	Total	50	100.0
Marital Status of the Respondents	Marital Status	No. of Respondents	Percentage
	Married	8	16.0
	Unmarried	42	84.0
	Total	50	100.0
Education Level of the Respondents	Education	No. of Respondents	Percentage
	Higher Secondary	12	24.0
	Under Graduate	21	42.0
	Post Graduate	17	34.0
	Total	50	100.0
Monthly Income of the Respondents	Monthly Income	No. of Respondents	Percentage
	BelowRs.50000	14	28.0

Source: Primary Data

The above table shows that female’s consumers have more preference for buying green products as compared to male respondents. More number of educated respondents prefers to buy green products.

Age group of 35-45 prefers to buy green food as compared to other age groups. Also people of earning income group from 100000 to 200000 prefer to buy green products.

**Table:2 Univariate analysis between factors influencing consumer Attitude**

		Value Label	N
Environmental Consciousness	1.00	Strongly Agree	23
		Agree	27
No Preservatives	2.00	Strongly Agree	41
	1.00	Agree	9
	2.00	Strongly Agree	43
	1.00	Agree	4
Product Taste	2.00	Neutral	3
	3.00	Strongly Agree	38
	1.00	Agree	11
	2.00	Neutral	1
Chemical Free	3.00	Strongly Agree	28
	1.00	Agree	14
	2.00	Neutral	3
	3.00	Strongly Disagree	5
Price Sensitivity	5.00		
Health Consciousness	1.00	Strongly agree	25
	3.00	Neutral	8
	4.00	Disagree	3
	5.00	Strongly disagree	14

Source: Primary Data

The above table shows that univariate analysis between factors influencing consumer preferences

**Table: 3 One way anov a test between age and factors**

	Sum of	Mean			
	Squares	Df	Square	F	Sig.
Environmental Between	5.596	3	1.865	12.858	.000
Consciousness Groups					
Within	6.383	44	.145		
Groups					
Total	11.979	47			
No Preservatives	1.293	3	.431	3.150	.034
Between					
Groups					
Within	6.019	44	.137		
Groups					
Total	7.313	47			
Product Taste Between	.589	3	.196	.715	.548
Groups					
Within	12.078	44	.274		
Groups					
Total	12.667	47			
Chemical Free Between	2.265	3	.755	3.605	.021
Groups					
Within	9.214	44	.209		
Groups					
Total	11.479	47			
Price Sensitivity Between	92.334	3	30.778	22.897	.000
Groups					
Within	59.145	44	1.344		
Groups					
Total	151.479	47			
Health Consciousness	21.899	3	7.300	14.330	.000
Between					
Group					
Within	22.413	44	.509		
Groups					
Total	44.313	47			

Source :Primary Data

**Table: 4 T-Test**

	Health Consciousness		Mean	Std. Deviation	Std. Error Mean
GENDER	Strongly Agree	28	1.6786	.47559	.08988
	Strongly Disagree	5	1.8000	.44721	.20000

Source: Primary Data

**TABLE:5 FACTORS INFLUENCING CONSUMER ATTITUDE GREEN PRODUCTS**

Particulars	Score 6	Score 5	Score 4	Score 3	Score 2	Score 1	Total Score	Rank
Health Consciousness	42(252)	23(115)	29(116)	2(6)	0(0)	4(4)	493	I
Environmental Consciousness	26(156)	24(120)	27(108)	21(63)	0(0)	2(2)	449	II
No Preservatives	11(66)	21(105)	30(120)	16(48)	12(24)	10(10)	373	III
Chemical Free	19(114)	16(80)	17(68)	18(54)	10(20)	20(20)	356	IV
Product Taste	0(0)	8(40)	12(48)	26(78)	31(62)	23(23)	251	V
Price Sensitivity	0(0)	6(30)	4(16)	19(57)	45(90)	26(26)	219	VI

Source: Primary Data

## II. CONCLUSION

Green marketing is familiar in recent days; Change in the habits of consumers is the major reason for consumption of green products. Consumers are willing to buy green products because it produced without using any chemical preservatives. This Study reveals that consumer attitude towards green products relates to its health aspects. The present study shows that consumers are having more conscious about health so they are willing to purchase the green products. It was also identified that many of the female consumers are having more interest to buy green products. And customers were lack of awareness about green products. Therefore this study suggests that more awareness is needed about green products. Researcher also suggests that marketer have to promote the availability of the green products in order to increase the size of the products.



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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August 2024

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**Micro Finance Institutions in India – an Outlook**

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**Abstract**

The microfinance sector in India is varied, with a variety of firms providing low-income people with financial services like lending, insurance, and pensions. Five broad categories can be used to classify the various microfinance industry participants: Small Finance Banks, NBFC MFIs, Banks, and Non-profit MFIs. All of these, with the exception of non-profit MFIs, are under RBI regulation. The majority of non-profit MFIs are registered as trusts or societies, and they are regulated by the corresponding acts while majorly the non-profit organizations (NGOs) that have been operating in the industry as financial intermediaries are registered as trusts or societies. In a developing country like India, there is a need to support low-income families as well as uplift and provide them with a better standard through supporting them financially in a more efficient way, and there came the concept of "microfinance," which is a form of financial service that provides small loans and other financial services to poor and low-income households in a consistent and legitimate way. It is an economic tool designed to promote financial inclusion, which enables poor and low-income households to come out of poverty, increase their income levels, and improve their overall living standards. It can facilitate the achievement of national policies that target poverty reduction, women's empowerment, assistance to vulnerable groups, and an improvement in the standard of living.

**Keywords:** Small Finance Bank, Low Income, NGO, Poverty, Non profit, NBFC.

## **I. INTRODUCTION**

Microfinance institutions (MFIs) are financial entities that make small loans to persons who do not have access to traditional banking services. The term "small loans" is defined differently in different nations. Microloans are defined as loans of less than one lakh rupees in India which has recently been extended to three lakhs. Poverty continues to affect billions of people worldwide. Microfinance is just one of several tools available to help people get out of poverty. Microfinance specifically caters to the poor's need for financial services. Microfinance institutions have been able to handle the Regular Issues of lending to the poor while producing products such as microcredit, micro-savings, insurance, and more, that can help customers pull themselves and their families out of poverty through innovative financial solutions like group lending. Microfinance institutions try to reach the underserved and involve them as fully as possible in financial systems around the world with the help of network organizations, microfinance investment vehicles, funders, and technical support providers.

Microfinance in its three decade long journey has been a conduit to improved lives on account of better incomes for nearly a hundred million rural households. The sector has grown with regulatory prescriptions and policy interventions guiding the sector's growth journey. FY 2022-23 witnessed growth and stabilization in the microfinance sector, the first full year after the COVID-19 pandemic, much as in the case of the other sectors of the economy. As on 31 March 2023, 16.19 crore rural households were covered under the SHG-BLP. A total of 134.03 lakh SHGs were savings linked to the banking sector with savings of Rs. 58,892.67 crore, registering growth of 13% and 25% over the previous year. Of these, 112.92 lakh were all women SHGs with savings of Rs. 52,455.48 crore accounting for 84% and 89% of total SHGs and savings, respectively. Though 69.57 lakh SHG had credit outstanding of Rs. 188078.80 crore with banks as on 31 March 2023, the credit gap increased to 48.09% during FY 2023-24 as compared to 43.33% during FY 2022-23.

### **Microfinance institutions in India**

Microfinance was created as an alternative to providing loans to poor people to foster financial inclusion and equality. Bank loans to poor people have many constraints, including a lack of security and a high operational cost. In the guise of the "Grameen Bank," Nobel Laureate Muhammad Yunus brought the concept of microfinance to Bangladesh. NABARD utilized this concept and pioneered Micro Finance in India. The two principal cooperative financial institutions operating in urban areas are the Urban Co-operative Banks (UCB) and the Urban Credit Co-operative Societies (UCCS). In India, there are over 1400 UCBs with over 3400 branches and 14 million members. In 1990-91, their total lending outstanding was over Rs 80 billion, with deposits totaling Rs 101 billion. Similarly, there are over 32000 credit cooperative societies with over 15 million

members, with a total outstanding loan of Rs 20 billion and deposits of Rs 12 billion in 1990-91.

**List of top 10 Microfinance Institutions in India:**

1. State Bank of India
2. Equitas Small Finance Bank Ltd.
3. Mahindra and Mahindra Financial Services
4. Ujjivan Financial Services
5. Bharat Financial Inclusion Ltd.
6. Spandana Sphoorty Financial Ltd.
7. Bandhan Financial Services
8. Share Microfin Ltd.
9. Shri Kshetra Dharmasthala Rural Development Project
10. Asmitha Microfinance Ltd.

**List of Micro finance NBFCs registered with Reserve Bank of India**

S. No.	State	Name of the NBFC(MFI)
1	Gujarat	Chandan Dhara Finance Ltd.
2-	Karnataka	Ujivan Financial Services Ltd.
3.		BSS Microfinance Private Ltd
4.		Janalakshmi Financial Services Ltd.
5.	Orissa	M/s. Adhikar Micro Finance Pvt. Ltd.
6.	Andhra Pradesh	Asmitha Microfin Limited
7.		Future Financial Services Ltd.
8.		Maanaveeya Holdings & Investments Pvt. Ltd.
9.		Share Microfin Ltd.
10.		SKS Microfinance Private Ltd,
11.		Spandana Sphoorty Finance Ltd.
12.		Nano Financial Services India Pvt. Ltd.
13.		Microsupport Financial Services Ltd.
14.		CRESA financial Services Pvt. Ltd.
15.		Keertana Financial Ltd.
16.		SWAWS Microcredit Cor. India Pvt. Ltd.
17.		G.P. Mass Finance Ltd.
18.		Sai Adarsha Finance & Investments India Pvt. Ltd.
19.		The Beliwether Microfinance Fund Pvt. Ltd.
20.		Bharatiya Samrudhi Finance Ltd.

21.		Jacynth Finvest Pvt. Ltd.
22.		Saadhana Innovative Financial Products And Services Ltd.
23.		Dovefin Microfinance Pvt. Ltd.
24.	Uttar Pradesh	Nimisha Finance India Pvt. Ltd.
25.		Sonata Finance Pvt. Ltd.
26.	West Bengal	Grameen Financial Services Pvt. Ltd.
27.		Bandhan Financial Services Pvt. Ltd.
28.		Village Financial Services Pvt. Ltd.
29^		Disari Savings & Credit Corp'n Ltd.
30.	New Delhi	Saija Finance Pvt. Ltd.
31.		Star Global Resources Pvt. Ltd.
32.		Vikram Finlease Pvt. Ltd.
33.		Mimoza Enterprises Finance Ltd.
34.	Bhartiya Samruddhi Finance Ltd.	
35.		Comet Leasing & Finance Ltd.
36.	Rajasthan	Sahayata Microfinance Pvt. Ltd.

### Microfinance Institutions in India

Microfinance Group	Description
Self Help Group (SHG)	<p>A Self-Help Group is a collection of people who share similar socioeconomic backgrounds.</p> <p>These small business owners band together for a limited time to form a shared fund for their mutual business needs. These organizations are classified as non-profits. The debt collection is handled by the group.</p> <p>This type of group lending does not require any kind of collateral. In addition, interest rates are often cheap.</p> <p>Several banks have formed partnerships with SHGs in order to increase financial inclusion in the country's rural areas.</p>
Joint Liability Group (JLG)	<p>This is usually an informal group of 4-10 people who seek loans on the basis of a mutual guarantee.</p> <p>The loans are typically used for agriculture or related operations.</p> <p>This group of borrowers includes farmers, rural workers, and tenants.</p> <p>Each member of a JLG is equally liable for the timely repayment of the loan.</p> <p>This institution does not require any financial administration.</p>
Grameen Model Bank	<p>Nobel Laureate Prof. Muhammad Yunus developed the Grameen Model in Bangladesh in the 1970s.</p> <p>It prompted India to establish Regional Rural Banks (RRBs).</p>

	The major goal of this approach is to grow the rural economy from beginning to end.
Rural Cooperatives	At the time of India's independence, rural cooperatives were formed. Through this fund, Poor people's resources were pooled, and financial services were offered.

## Review of literature

1. **'Microfinance and poverty Reduction' by Shahidur Khandker (2005)** This study examines the impact of microfinance on poverty reduction in Bangladesh.
2. **'The role of Microfinance in Financial Inclusion' by Asli Demirguc –Kunt. Leora Klapper, and Douglas Randall (2014)** This study explores the role of microfinance in expanding financial inclusion.
3. **Microfinance and Financial inclusion in Africa' by Adjai, E.K. (2016)** This study examines the state of microfinance and inclusion in Africa.

## Objectives of Microfinance

1. Transform into a financial institution that supports the development of sustainable communities.
2. Assist in the supply of resources that benefit the poorest members of society. In this aspect, women are given special attention because they have successfully established income-generating businesses.
3. Examine the choices available to aid in the faster eradication of poverty.
4. Encourage poor people to start their businesses.
5. Empowering rural people by teaching them basic skills so that they can start their enterprises and earn money.

## Methodology

This paper mainly focused on secondary data, collected with the help of Books, Magazines, Research Journals, Internet web page, and various other un publications etc. The study also covered Micro finance institutions in India Secondary data. Have used analytical and discussion framed based on suitable recommendation under this article.

Legal Form	Client Outreach	No. of MFIs
Tier 1	>2.5 Lakhs	37
Tier II	0.5 Lakhs	30
Tier III	< 0.5 Lakhs	150
Without	No.of MFIs having	7
Any Tier	Microfinance operations but did not submit data	
Total		224

**Source :** Directory of Microfinance Institutions (MFIs) in India.

**Table-1** shows that though many might be quick to assume that the NBFC are more likely to use 93 across Legal Form the highest usage of MFI .The tier 1 is 2.5 Lakhs highest client outreach . MFIs highly no used in 150 Tier III.

**Table – 2 No of MFIs across States /UTS - 2020 -2022**

S.NO	Name of the States / UTs	Total No. of MFIs as on March 2020	No.of MFIs dropped /closed operations	No. of New MFCs added	Total No. of MFIs as on March 2022
1	Andhra Pradesh	1	0	0	1
2	Assam	8	1	0	7
3	Bihar	7	0	0	7



4	Chhattisgarh	1	0	0	1
5	Delhi	10	2	3	11
6	Gujarat	11	0	0	10
7	Haryana	4	0	1	5
8	Jharkhand	3	0	0	3
9	Karnataka	15	0	1	15
10	Kerala	9	0	3	12
11	Madhya Pradesh	10	2	2	10
12	Maharashtra	32	5	1	28
13	Manipur	7	1	0	6
14	Odisha	11	41	1	8
15	Punjab	1	0	0	1
16	Rajasthan	6	0	0	6
17	Tamil Nadu	36	3	9	42
18	Telangana	7	4	1	4
19	Uttar Pradesh	20	5	3	18
20	Uttarakhand	1	0	1	2
21	West Bengal	34	10	2	26
	<b>Total</b>	<b>234</b>	<b>37</b>	<b>27</b>	<b>224</b>

**Source :** Directory of Microfinance Institutions (MFIs) in India.

### **Findings:**

1. Impact of COVID-19: It has impacted the MFI industry, with collections initially losing money and leads.
2. The quality of SHGs (Self-Help Groups) has been questioned due to the rapid expansion of the SHG-Bank Linkage Program.
3. Geographic Constraints – Around 60% of MFIs think that geographic factors make it difficult to engage with clients in remote places, posing a problem for the organization's growth and expansion.
4. Scalability Regular Issues – Smaller microfinance systems sometimes struggle to maintain profitability and performance in these markets due to strong growth rates seen by Financial Institutions as a result of getting service delivery correctly.
5. Diverse business models – Supporting many features and loan activities is complex and expensive.
6. High Transaction Costs – Microfinance institutions have a significant transaction cost burden.

7. Safety and KYC Regular Issues: Customers served by Microfinance institutions frequently need more official identification or the ability to provide actual security, making it extremely difficult for institutions to offer banking services.
8. Budget constraints - Most MFIs are unable to make big upfront investments.
9. Funding: Banks often feature various products and an assured deposit structure.
10. Over borrowing: The largest danger confronting the microfinance industry today is borrowers' proclivity to over borrow.
11. Unfavourable policies: While microfinance institutions have been lucrative in India, they have faced laws and populist politics that have been detrimental.
12. Missing of Targets: MFIs frequently overlook the urban poor in favour of concentrating their efforts on the rural poor.
13. Loan Default: Risk management remains ineffective.
14. Lenders charge high-interest rates: MFIs charge a high rate of interest on loans ranging from 12 to 30 per cent of the principal amount.

### **Suggestions**

1. People can use microfinance as a source of capital. It also empowers women, potentially leading to greater family economic stability.
2. In addition, the International Finance Corporation (IFC) projected that over 130 million people benefited directly from microfinance activities as of 2014.
3. However, only about 20% of the world's poor, or three billion individuals, may benefit from these microfinance enterprises.
4. In addition, the IFC assisted in establishing or improving credit reporting bureaus in 30 developing countries.
5. According to World Bank data, more than 500 million people have benefited from microfinance-related organizations.
6. As on 31 March 2022, the programme now covers US\$ 140 million families, and US\$ 11.9 million SHG groups having cumulative savings of US\$ 472.4 billion. The credit linkage is also impressive so far that US\$ 3.4 million SHGs have been credit linked during FY 2021–22 (as against US\$ 2.9 million groups in 2020-21) and loans worth US\$ 997.2 billion disbursed. The credit outstanding as on 31 March 2022 is US\$ 1510.5 billion for US\$ 6.74 million SHGs (an average of US\$ 0.24 million per SHG). Though the average ticket size is not big, the impact can be life-changing as is reflected in the various success stories in this publication.

7. State-wise credit linkage of the status of SHGs as of December 31st, 2022, is depicted through the figure shown below, wherein: Overall, out of US\$ 11.8 million SHGs savings, 57% SHGs have loans outstanding with banks. Nine states have credit linkage % higher than the all-India average. Andhra Pradesh is leading with 90% of its SHGs having loans outstanding, followed by Bihar (89%) and Karnataka (87%). Southern and Eastern states dominate the list along with Tripura.

## **II. CONCLUSION**

A microfinance institution is focused on providing low-income individuals and groups with banking services. These organizations get funding from established financial institutions and aid the underprivileged. As a result, microfinance institutions are becoming one of the best tools for reducing poverty in India. Thus, we can conclude by stating some ways to forward with MFIs such as focusing on developing a sustainable and scalable microfinance model with a clear mandate for both economic and social good. Also, The RBI should encourage all institutions to track their social impact and analyze it to further enhance microfinance lending institutions. Microfinance institutions (MFIs) have urged the Centre to consider prioritising vaccinations for their employees and self-help group workers. Micro Finance Institutions (MFIs) currently operate in 29 States, 4 Union Territories and 563 districts in India. The reported 168 MFIs with a branch network of 10,233 and 89,785 employees have reached out to more than 3 crore clients with an outstanding loan portfolio of Rs. 46,842 crore.

### **Scope for Further Research**

1. Exploring the impact of digitalization on microfinance institutions and financial inclusion in India.
2. Investigating the effectiveness of microfinance products in managing risk for low – income households

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## **A Study on Emotional Intelligence of Employees**

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### **Abstract**

In the workplace, emotional intelligence (EI) plays an essential role because it affects many aspects of worker performance, job satisfaction, and organizational success. The aim of this study is to thoroughly examine employee emotional intelligence levels and how they affect the working environment. Using mixed-methods techniques, the study combines qualitative interviews with quantitative surveys. We shall choose a representative sample of workers from different departments and areas to assure a wide range of perspectives. Standardized EI examines, will be used to gather quantitative data, with a focus on important domains like social skills, self-awareness, self-regulation, and empathy. The quantitative measures of EI levels provided by these to examine, will enable statistical analysis to find trends and relationships. A small number of respondents will be surveyed in-depth to collect qualitative data. The topics covered in these interviews will include individual experiences, opinions on emotional intelligence (EI) in the workplace, and how EI improves communication, handling of conflict, and general job performance. This study's conclusions are intended to provide important new perspectives on the state of emotional intelligence in businesses.

It aims to pinpoint areas of strength and weakness, provide suggestions for improving employees' emotional intelligence (EI), and highlight how important EI is to establishing a productive workplace.

**Keywords:** Emotional intelligence of employee, employee wellbeing and performance, work environment.

## **I. INTRODUCTION**

Human resources are the most important source of organization, and one of their most important characteristics is their emotions, which play a significant role in their lives. Emotions are a source of inborn wisdom that provides us with potential information on a daily basis. Emotional intelligence refers to the ability to recognize and understand one's own and others' emotions. Emotional intelligence (EI) is the ability to recognize, comprehend, experience, and express human emotions in a healthy and productive manner.

Emotional intelligence entails the ability to perceive, evaluate, and express emotion, as well as the ability to access and/or generate emotional knowledge and the ability to regulate emotion in order to promote emotional and intellectual development.

People are living beings with thoughts and emotions. They established the organisations in order to help people. Organizations exist to accomplish their goals. Human Assets are an organization's most important workforce. Everyone is "THE PEOPLE": individual employees, superior-subordinate relationships, internal teams, and officials. An emotionally intelligent manager in an organisations creates a smart working environment that attracts enthusiastic employees who are eager to do work and participate because they want to.

Official hierarchy plays a significant role in organizational behavior; all employees, from the top to the bottom, are linked. Top-level management should always ensure that employees see their employers striving for a better future for both their customers and themselves. Self- assessments, surveys, and other data gathering tools are used to stay in touch with the organization and the people with whom they work.

The dispersed decision-making characteristic of this system allows people directly involved in the job to make their own decisions. Casual connections, Adaptable specialist, valuable feedback of thoughts among individuals, and few composed rules and directions to maintain a strategic distance from negative passionate struggle and responses towards others are a few of the characteristics. This organizational behaviour practise leads to greater emotional stability and a more generalist orientation. No working environment exists independently. It may be a portion of an awfully expansive chain framework.

It impacts the demeanors of individuals, influences working conditions, and gives competition for assets and control. Effectively managing these situations requires a highly stable mind, constant and close vigilance, adaptability to changes, and to manage problematic situations through good decision making. Those organizations which have passionate insights as a portion of their preparing program can oversee their outside environment more successfully than those that are materialistic. It makes a difference individuals develop in self-control and duty and makes an environment in which attracts enthusiastic employees who are eager to do work and participate because they want to.

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### **Statement of the Problem**

Emotional intelligence (EI) is increasingly recognized as a critical factor influencing employee performance, job satisfaction, leadership effectiveness, and overall workplace harmony. Understanding this relationship between the EI and employee performance can help in identifying potential areas for employee development and organizational improvement. Identifying successful training programs and interventions can support organizations in enhancing their workforce's EI.

### **Objectives of the Study**

- ☐ To study on emotional intelligence of employees in the organization.
- ☐ To study that the emotional intelligence is affected by demographic variables of employees .
- ☐ To find on the level of employees self-regulation and self-awareness
- ☐ To find out how emotions affect their nature of work.
- ☐ To study that the employees how they are being socialize with their colleagues.

### **Need for the study**

- ☐ It aids in identifying the factors that contribute to degrading employee performance.
- ☐ It also necessitates an understanding of others' strengths, values, motivations, and emotions, as well as the ability to emotionally connect with others, build rapport, and get things done.
- ☐ It is also necessary to investigate the relationships between the organisation and its employees.
- ☐ whether the employees can deal with stress and maintain emotional control.

### **Scope of the Study**

- ☐ The study helps how the employees improve their emotional quotient. This, in turn, helps them to reduce stress and increase company productivity. It also contributes to increased employee jobsatisfaction.
- ☐ This research will aid in understanding the relationship between organisational citizenship behaviour and emotional intelligence. It also allows us to determine whether or not the employees are stressed in their workplace. It is beneficial to be aware of employees' proclivity to assist their co-workers.

### **Limitations of the Study**

Emotional intelligence is often measured using self-report questionnaires, such as the Emotional Quotient Inventory or the Mayer- Salovey -Caruso Emotional Intelligence Test (MSCEIT). These methods rely on participants' self assessment, which can introduce significant bias.

- ☐ Employee emotional intelligence can be influenced by a variety of external factors such as workplace environment, organizational culture, and interpersonal relationships.
- ☐ Passionate insights includes a extend of competencies, counting self-awareness, self-regulation, inspiration, sympathy, and social abilities.
- ☐ The study's findings might not be generalizable to all employee populations, especially if the sample is not representative. Factors such as industry, job role,



geographic location, and cultural background can influence EI, and a study conducted within a specific context may not apply broadly.

## **Review of Literature**

**Sania Khan (2019)** explains that understanding the determinants of student learning outcomes and their academic performance is never easy. Most of the studies examined the impact of emotional intelligence (EI) and intelligence quotient (IQ) on academic performance discreetly, and their combined influence was not studied. The study identifies various dimensions of EI and IQ and investigates their impact on university business students' academic performance comparatively among private and public university students. The data relevant to this study were collected from 416 students of various Business Colleges of Saudi central province universities, using an online survey questionnaire.

**Tiffany Oliver (2020)** described that rather than focusing exclusively on executive leadership, this study analyzes the significance of emotional intelligence across the entire employee spectrum of organizations. The data from a significant number of studies support the premise that high levels of emotional intelligence are just as critical at the subordinate level of organizations as was originally believed to be for the upper echelon of organizations. No longer should emotional intelligence be considered a tool exclusively for the managers' toolkit, but rather, it is a tool of resilience, adaptability, and success for all employees throughout the entire organization.

**Farah Jihan, Ilham Mubaraq Ritonga, Arasy Ayu Setiamy (2022)** examined this study aimed to determine the effect of emotional intelligence on workplace spirituality. To find out the effect of emotional intelligence and workplace spirituality on organizational citizenship behavior partially. To determine the effect of emotional intelligence on organizational citizenship behavior through workplace spirituality on Guardian Employees in Medan City. The total population in this study amounted to 150 people as a sample using a saturated sampling technique. The analysis technique used is path analysis.

**HuiYang (2022)** describes the results that showed that Emotional intelligence had a significant effect on the workplace spiritually for Guardian Employees. Emotional intelligence has no significant effect on organizational citizenship behavior in Guardian Employees. Workplace spirituality has a significant effect on organizational citizenship behavior in Guardian Employees. There is no significant effect of emotional intelligence on organizational citizenship behavior through workplace spirituality on Guardian Employees.

**Demir Lima, Jyxhel Spahi, Venet Shala (2022)** defined Emotional Intelligence (hereinafter EI) as the ability of an individual to recognize another person's emotions and specific behaviour, namely the behaviour of that individual with himself and

in relationships with other members. Through this research, our primary goal is to analyse this behaviour of individuals in the workplace, emphasize emotional intelligence in companies in Kosovo, and explain whether good management of this behaviour by the company affects the organizational success and improves employee performance. In the study, both quantitative and qualitative research methods were used.

The participants were composed of 120 HR 28 professionals and senior company executives, including Senior Managers, Line Manager, Senior Officer, administrative staff and other relevant positions. The data were collected using a questionnaire developed by the researchers and analyzed via chi square test of independence.

## **Research Methodology**

### **Meaning**

Research Methodology “efficient and imaginative work endeavored to amplify the stock of knowledge“. It includes the collection, organization, and analysis of data to extend understanding of a point or Regular Issue. A inquire about project may be an extension on past work within the field. To test the legitimacy of rebellious, methods, or tests, investigate may reproduce components of earlier ventures or the project as a entire.

### **Definition**

According to **Francis Rummel**, "Research is a careful inquiry or examination to discover new information or relationships to expand and to verify existing knowledge".

### **Research Design**

Research design is a blueprint or a planned procedure for conducting research program. The inquire about plan of this think about is Clear in nature. A study about the emotional intelligence of employees by Descriptive survey.

### **Type of Research Design**

The different types of research design are,

- ✓ Exploratory Research design
- ✓ Descriptive Research design
- ✓ Experimental Research design

### **Descriptive Research**

The study follows descriptive research method. Graphic considers point at depicting precisely the characteristics of a specific bunch or circumstance. Clear investigate is concerned with depicting the characteristics of a specific person or a gather; here the analyst endeavor to show the existing truths by collecting information.

- ✓ **Sample size:** 108 EMPLOYEES
- ✓ **Sampling technique:** Probability
- ✓ **Method:** Simple random sampling method
- ✓ **Data collection:** Primary and Secondary Data
- ✓ **Research instrument:** Questionnaire

### **Primary Data**

Survey method have been utilized as a instrument for a information collection in this investigate..

### **Secondary Data**

Secondary data means data that are already available. They refer to the data which has been collected by google form method. The secondary data for the study was collected from book, company websites, magazines and other sources.

### **Sample Size**

The sample size taken for the study is [108] from the total population.

### **Period of Study**

The study period is from March 2024 - May 2024

### **Research Tool For Analysis**

Analytical tools are used to obtain findings and arranging information in a logical sequence from the data collected. After tabulation of the data, researcher uses the following techniques:

1. Percentage analysis
2. Correlation analysis

### **Correlation Analysis**

Correlation analysis measures the degree to which two variables are linearly related to each other. On the off chance that the amounts (X, Y) change in such a way that alter in one variable compares to alter within the other variable, at that point the factors X and Y are connected.

Formula:  $r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$

Where  $r(x, y)$  = Co-efficient of correlation between x and y

### The question taken for correlation analysis question number 13-16

The question taken for coefficient of correlation analysis is between emotional cues and am a good listener between never reveal company's sensitive information out of the workplace.

<b>X</b>	16	57	29	4	2
<b>Y</b>	28	36	37	5	2

### Tabulation

<b>X</b>	<b>Y</b>	<b>X<sup>2</sup></b>	<b>Y<sup>2</sup></b>	<b>XY</b>
16	28	256	784	448
57	36	3249	1296	2052
29	37	841	1369	1073
4	5	16	25	20
2	2	4	4	4
<b>Σx=108</b>	<b>Σy=108</b>	<b>Σx<sup>2</sup>=3766</b>	<b>Σy<sup>2</sup>=3478</b>	<b>Σxy=3597</b>

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n(\sum x^2) - (\sum x)^2][n(\sum y^2) - (\sum y)^2]}}$$

$$r = \frac{5(3597) - (108)(108)}{\sqrt{[5(3766) - (108)^2][5(3478) - (108)^2]}}$$

$$r = \frac{17985 - 11664}{\sqrt{[17985 - 11664][17985 - 11664]}}$$

$$r = \frac{17985 - 11664}{\sqrt{[17985 - 11664][17985 - 11664]}}$$

$$r = \frac{17985 - 11664}{\sqrt{[17985 - 11664][17985 - 11664]}}$$

- Majority of the respondents are neutral that they will never reveal company's sensitive information out of the workplace.
- Majority of the respondents are manage their emotions from the company noise .
- Majority of the respondents always comfortable with their workplace arrangement.
- Majority of the respondents sometimes comfortable with their workplace cleanliness.
- Majority of the respondents often that overtime does not affect their emotional well-being.
- Majority of the respondents often that overtime does not affect their emotional well-being.

### Suggestions

- ✓ Self-awareness, self-regulation, empathy can be improvised as an

$$r =$$

$$r = \sqrt{[7166][5726]}$$

$$6321 \text{—————} 6405.6573$$

individual.

✓ As enthusiastic insights is comparing to organizational conduct there can be a few steps taken by the administration to form

$$r = 0.9867$$

## **Result**

There is a high positive correlation between emotional cues and am a good listener between never reveal company's sensitive information out of the workplace.

## **Findings**

- Majority of the respondents agree that they like to talk to new people who have different ideas without getting upset.
  - Majority of the respondents agree that they willingly help others who have work related problems. workers work in a stress free environment
  - ✓ An anonymous survey can be taken within the employees on monthly basis to know their interest in workplace
  - ✓ Opinions on not only the rules and regulations to be adapted can be discussed among all, Regular Issues relating to discomfort due to stress or difficulty in balancing the emotions can also be discussed without judging on their behaviour.
- ✓ The feelings vary from diverse age categories of individuals. When two different age group people are meant to be in a team there will be opposite opinions. So, there can be a social environment within the organization where the opinions are welcomed.

## **II. CONCLUSIONS**

The study deals with the analysis of emotional intelligence of employees in relation to organizational citizenship behaviour. This is done by collecting information from the employees. The data is collected through primary sources. The essential information is collected by utilizing surveys from the representatives. Through this consider diverse sets of respondents were collected. The study reveals that there is a relationship between the organizational citizenship behaviour and factors influencing emotional intelligence. The emotional intelligence can be maintained by indulging the employees in stress relieving activities and taking care of individuals.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**“A Study on Customer Satisfaction and Online Shopping Products in Coimbatore City”**

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**I. INTRODUCTION**

The present study use of digital marketing and improving service quality is the main focus for various organizations in facing business dynamics in the current digital era (Wu et al., 2024). The phenomenon of digital information system technology development in Indonesia creates a new paradigm in consumer business relationships (Vakulenko et al., 2022). This study investigates customer satisfaction towards online shopping products in Coimbatore City, aiming to provide insights into the dynamics of the local online retail market. Through demographic analysis and examination of purchasing habits, the study explores factors influencing satisfaction levels among consumers. Findings reveal the dominance of smart phones for shopping and the popularity of platforms like Amazon and Flipkart. Demographic profiles highlight diverse consumer backgrounds, shaping preferences and behaviours. Key factors impacting satisfaction include product variety, pricing, delivery speed, payment options, website

usability, and customer service. While certain aspects receive positive feedback, areas for improvement such as delivery speed and customer service are identified.

### **Statement of the Problem**

Even though with the increasing popularity of online shopping in Coimbatore City, there is a need to thoroughly investigate the dynamics of customer satisfaction, demographic profiles, and purchase habits. As the online retail market changes, recognising the local context's specific challenges and possibilities becomes more essential for both customers and e-commerce platforms. The purpose of this study is to look into the factors that influence customer satisfaction with online shopping products in Coimbatore City, as well as to explore consumer demographics and analyses their preferences and experiences in order to provide useful insights for improving the online shopping experience in this specific geographical area of Coimbatore city.

### **Objectives of the Study**

- 1.To classification of the study area demographic profile of the respondents in Coimbatore city.
2. To examine the frequent online purchase product and customer satisfaction on it.
3. To identify study the customer satisfaction of online shopping products.

### **Research Methodology**

#### **Research Design**

The present study will employ a quantitative research design to analyses customer satisfaction towards online shopping products in Coimbatore City.

#### **Participants or Sample**

The participants will be online shoppers residing in Coimbatore City. A convenience sampling method will be used to recruit participants for the study area.

#### **Sample Size**

The sample size for this study comprised 125 respondents form Coimbatore city. This sample size was determined to be adequate for achieving a representative understanding of consumer satisfaction towards online shopping products in the local context. The present study selection of this sample size was based on the principle of statistical significance and practical feasibility, ensuring that the study could yield meaningful insights without being overly burdensome in terms of data collection and analysis.



## **Data Collection Methods**

The Primary data will be collected through a structured questionnaire administered to online shoppers in Coimbatore City. The questionnaire will include items related to demographic information, online shopping habits, preferred online shopping platforms, factors influencing purchase decisions, and satisfaction with various aspects of the online shopping experience

## **Review of Literature**

**Susan Rose, Nell Hair and Moira Clark (2011)** identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 23% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

**Rosenberg & Czepiel (2017)** Customer satisfaction is vital for modern day business for two main reasons. First, customers are scarce resource it is far easier to obtain from an old customer than from a new one. Second, customer loyalty and satisfaction has a positive effect on the profitability revenues of the company.

**Chander Deep Purthi (2017)** the findings and results reflect the perceptions, preferences and factors influencing satisfaction of online shoppers in India. The results indicate that the respondents are becoming more internet savvy every day. As they become more confident they are ready to buy high value products online as well. Businesses venturing into or expanding into the online market need to reduce the customer perceived risks by making shopping portals easier to navigate, providing secure payment options as per norms, ensuring speed and quality of delivery to gain and maintain customer trust, better presentation and categorization to make up for the missing touch and feel experience etc.

The World Economic Forum's Global Risks Report (2019) there have been instances of data breaches that potentially compromised the records of over a billion people. However, the source of such data breach is unclear. In a response to the Rajya Sabha, the government has stated that UIDAI has never reported an instance of data breach from aadhaar servers/database (Central Identities Data Repository).

The audit report by the Comptroller and Auditor General of India (CAG) (2022) has also flagged the Regular Issue, stating that it was "unable to derive required assurance that the entities involved in the authentication ecosystem are maintaining their information systems in complete compliance with UIDAI standards."

In the absence of recent data, it is difficult to ascertain the current exposure of aadhaar to the risks of data protection and privacy.

The State of Aadhaar report (2019) found that 1.5 per cent PDS users experienced a biometric authentication failure and did not receive rations in their last attempt. This translated into 1.07 crore people facing the risk of exclusion from PDS. There is no authentic data in the public domain that can ascertain if the magnitude of these risks has increased or weakened over time. From data presented in the past, exclusion is a concern.

## **Data Analysis and Results**

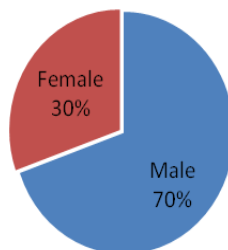
**Table -1 Classification of Gender Number of responses**

<b>S.No.</b>	<b>Particulars</b>	<b>Number of responses</b>
1	Male	87 (69.60)
2	Female	38 (30.40)
Total		125 (100)

Sources: Computed (Figures in parentheses denote percentages)

Shows that the table-1 classification of gender demographics, the survey on customer satisfaction with online shopping in Coimbatore discovered that 69.6% of respondents identified as male (87 individuals) and 30.4% as female (38 individuals). This gender distribution establishes a baseline understanding of the respondent, mix for further inquiry.

**Pie chart Classification of Gender Number of responses**



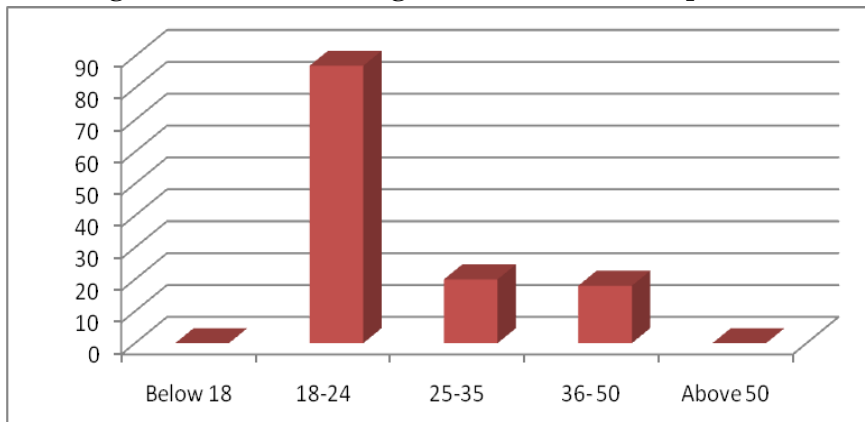
**Table -2 Distribution of Age -Wise Number of responses**

S.No.	Age-Wise	Number of responses
1	Below 18	0 (00.00)
2	18-24	87( 69.60)
3	25-35	20 (16.00)
4	36- 50	18(14.40)
5	Above 50	0(00.00)
Total		125 (100)

Sources: Computed (Figures in parentheses denote percentages)

Shows that the table-2 age –wise in demographics, the survey on customer satisfaction with online shopping in Coimbatore discovered that the majority of respondents were aged 18 to 24, accounting for 69.6% of total Responses. In addition 16% of respondents are between the ages of 25 to 35, with 14.4% between the ages of 36 to 50. Notably, no one under the age of 18 or over 50 has commented.

**Bar Diagram Distribution of Age -Wise Number of responses**

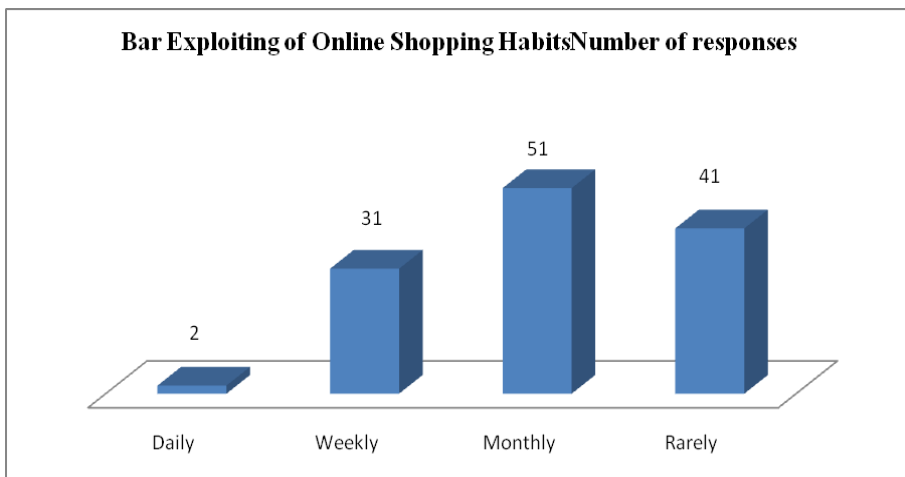


**Table -3 Exploiting of Online Shopping Habits Number of responses**

S.No.	Particulars	Number of responses
1	Daily	2 (1.60)
2	Weekly	31(24.80)
3	Monthly	51 (40.80)
4	Rarely	41(32.80)
Total		125(100)

Sources: Computed (Figures in parentheses denote percentages)

Shows that the table-3 the comments regarding online buying habits in Coimbatore, 24.8% of respondents engage in online shopping on a weekly basis, while 40.8% do so monthly. 32.8% of people rarely purchase online, and only 1.6% do so on a daily basis. This breakdown provides insights into participants' online shopping behaviours, allowing for a better understanding of the patterns that may influence customer satisfaction in the context of the study.



**Table-4 Identify of Choice Apps for Online Shopping Number of responses**

S.No.	Particulars	Number of responses	Percentage
1	Amazon	90	31
2	Flipchart	97	33.34
3	Meesho	61	20.96
4	Snap deal	41	14.1
5	Others	2	0.6
Total		291	100

Sources: Computed (Figures in parentheses denote percentages)

Table -4 analyzing the data on the top-choice applications for online shopping in Coimbatore reveals that respondents had a wide range of interests. Amazon is the top pick for 31 %closely followed by Flipchart at 33.34 %. Meesho is preferred by 20.96 % of participants, whereas Snap deal by 14.1%. A small percentage, 0.6%, uses other online shopping apps. This breakdown provides significant insights on the popularity of certain platforms, which helps to understand market dynamics and potential variables influencing customer satisfaction with online shopping apps.

### **Findings, Suggestions and Conclusion**

1. The most common online shopping frequency was monthly (40.8%), followed by weekly (24.8%). Smartphone were the preferred device for online shopping (84.8%), with Amazon (72%) and Flipchart (77.6%) being the top-choice apps.
2. The top considerations for selecting an online shopping platform were convenience and price (33.6%) and product variety (32.8%). - Discounts or promotions (56.8%) and the need for the product (22.4%) were the most influential factors in exploring new online product categories.
3. Satisfaction with the return and refund policy was mixed, with 33.6% expressing satisfaction (15.2% very satisfied, 18.4% satisfied), and 46.4% remaining neutral. Satisfaction with features in online shopping apps was generally positive, with 67.2% expressing satisfaction (9.6% very satisfied, 58.4% satisfied).

### **Suggestions**

1. Regular Issues raised by customers regarding customer care services to improve overall satisfaction. - Provide timely and helpful responses to customer inquiries and complaints.
2. Streamline delivery processes to reduce delivery times and minimize delays. Invest in efficient logistics and shipping methods to ensure timely delivery of products.
3. Continue offering a variety of payment options to cater to different customer preferences. Ensure that payment processes are secure and user-friendly to enhance the overall shopping experience.
4. Implement robust security measures to protect customer data and ensure secure online transactions. Regularly update security protocols to stay ahead of emerging threats and reassure customers of the safety of their information.
5. Review and revise return and refund policies based on customer feedback to make them more customer-friendly. Clearly communicate return and refund procedures to customers to avoid confusion and dissatisfaction.
6. Implement exclusive discounts and loyalty programs to reward repeat customers and incentivize future purchases. Personalize offers and discounts based on customer preferences and purchase history to enhance customer engagement and loyalty.

## **II. CONCLUSION**

The study on customer satisfaction towards online shopping in Coimbatore City reveals crucial insights into the local online retail market. The dominance of smart phones for shopping and the popularity of platforms like Amazon and Flipchart underscore the significance of digital commerce in the region. Demographic analysis highlights diverse consumer profiles, influencing preferences and behaviors. Key factors impacting satisfaction include product variety, pricing, delivery speed, payment options, website usability, and customer service. While certain aspects receive positive feedback, others like delivery speed and customer service require attention. Suggestions for improvement include enhancing delivery speed, optimizing payment options, and improving customer service.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

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**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**Factors Influencing the Purchase of Luxury Goods by Millennials in Chennai City**

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**Abstract**

This paper mainly studies the factors influencing the purchase of luxury goods by Millennials in Chennai. The first part mainly studies the background of luxury goods and related problem statement and determines the research objectives. The second part is to analyze the previous analysis and research done by scholars, determine independent variables and dependent variables, and explain them. The third part is to determine the research methods, quantitative analysis methods and collected data. The fourth part mainly analyzes the data and supports the assumptions based on the data.

**Keywords:** Social Class, Group Influence, Motivation, Perception, Luxury products



## **I. INTRODUCTION**

This paper mainly studies the factors influencing the purchase of luxury goods by Millennials in Chennai. Previously, luxury goods were used for scarce goods, and only a few people could use them. But demand has changed as the economy has boomed and markets for luxury and branded goods have flooded in. Both international and local Customers at Chennai Millennials. The appearance of purchasing luxury goods among Millennials is related to the psychological factors that hit the demand. Discover the characteristics of specific luxuries associated with satisfying needs.

### **Motivation of Study**

The research was conducted with the motivation to determine the consumer's enthusiasm factors to buy luxury products. For a variety of reasons, this topic was selected by the researcher. The major reason was the lack of research present on the motivational factors of consumer buying behavior with respect to luxury products. Previous researches are based on high social class that had the ability to acquire luxury products because of financial status. Earlier, even companies selling luxury products targeted this niche segment.

### **Problem Statement**

This research is designed to analyse the factors of motivation that could result in consumer purchase behavior for luxury products in Chennai. For this research study, the problem statement is provided below: "To analyse the motivating factors for Millennials to purchase luxury products in Chennai".

The specific problems about performing are to elaborate the motivational factors for the Customers of the Millennials in relation to making the purchase of luxury products in Chennai as past research studies did not research on this particular topic. The motivational factors included the internal elements as well as the external elements. The internal elements comprise of the recognition of need and the evaluation of alternatives related, which satisfies the need and the external elements include the marketing and the promotional activities performed by organizations to stimulate the customer to make the purchase.

### **Research Objectives**

The detailed research objectives:

- To examine the relationship between Social Class and Millennials to purchase luxury products in Chennai.
- To examine the relationship between Group Influence and Millennials to purchase luxury products in Chennai.

- To examine the relationship between Motivation and Millennials to purchase luxury products in Chennai.
- To examine the relationship between Perception and Millennials to purchase luxury products in Chennai.

### **Literature Review**

According to Kotler and Armstrong (2014), a stage in the decision-making process known as the purchase decision occurs when a person actually purchases the product. The buy choice cycle requires a match between the necessities and the items offered and ought to likewise have passed the intercession stage from others both decidedly and adversely (Kotler and Keller, 2016). Every Buyer has an alternate buying choice impacted by their judgment to the significance of a quality (Kotler and Armstrong, 2007). Customers can likewise utilize various rules in assessing an item to find which item that suits best to their requirements (Blackwell et al., 2006). Buy choice can likewise be characterized as when an individual has paid an item or has promised to buy an item at a particular cost for a specific period (Quester et al., 2011). Thaker and Sakaran (2016) put it this way: "Before deciding to make a purchase, a series of events that arise from understanding the purpose of the purchase and measuring related factors occur. According to Jamil (2015), a person's financial ability includes things like income, loans, interest rates, and payments. Credit is a responsibility between purchasers, designers and banks (Saw and Tan, 2014) and the bank will repay to the engineer in view of the structure fruition progress. (Jan et al., 2016). Portion period and the capacity to pay portion addressed by month to month pay are the monetary variables affecting the lodging buy choice (Li and Chiang, 2014). In the examination of Adair et al. (1996) and Daly et al. (2003) ordered loan costs, contract credit limit, regularly scheduled payment and advance reimbursement period as the monetary elements influencing the lodging buy choice. Low-loan fees in type of delicate credits are the monetary element which unequivocally impacts youthful buyers' buying power (Rahadi et al., 2015). Anastasia and Suwiro (2015) found that monetary properties affect the lodging buy choice. Reed and Plants (2006) additionally conveyed a few monetary qualities, for example, financing costs of the credit, month to month pay of the family, lodging costs and the capacity to get the office of supporting. Study led by Kueh and Chiew (2005) additionally referenced that cost is the main thought figure for lodging purchasers Kuching, Malaysia.

**Mariadas et al. citing from Zrobek et al. (2015)** characterized area as a put where demands of solace and openness of comfort are satisfied to fulfill their inclination. The most crucial factor in determining the value of a residential property is its location. To put it another way, location is one of the most important things to think about when making a decision to buy a house (Mariadas et al. as Cited from Aliyu et al., 2013). Area can be analyzed by estimating the availability of the property to the downtown area, business focus, school, and mall. In the future, property in a favorable location will yield a higher profit return and a higher value (San, 2016).

**Daly et al. (2003)** we likewise affirmed that area had turned into a significant inclination in lodging buy choice in Australia, the UK and Ireland. Furthermore, the phase of life cycles like the degree of pay, age, and the situation with conjugal could impact area inclination. (2016 (Jayantha and Lau).

**Rahadi et al. (2013)** expressed that property designers would acquire a decent standing and brand on the off chance that they can address client Regular Issues, carry on with work expertly, on-time item conveyance, keep item quality, and give great client service through phenomenal after-deals administration. Every designer positively has various attributes regarding experience, notoriety, item conveyance and the nature of the eventual outcome (Thaker and Sakaran, 2016). Gajera and Malek (2018) said that a positive designer notoriety is significant in upper hand. Mendrofa et al. (2017), a reputable property developer will help prospective buyers gain confidence in the residential building they will occupy.

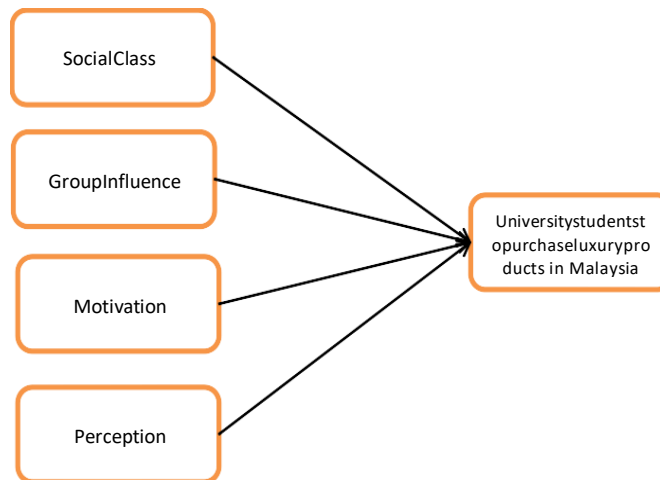
**Toll and Lee (2004)**, citing from Lawson et al. (1996) characterized family as a gathering comprising of no less than two individuals who have blood connection, limited by marriage or reception into one family. Kotler and Keller (2012) expressed that the outside factor like family can assist with foreseeing conduct and arranging methodology of possible customers. Family jobs and impacts comprise of the qualities of the family, the situational, and the person. (Toll and Lee's, 2004). Connection between relatives is highly contrasted with little gatherings like companionship and associates; as a result, family members play a crucial role in making decisions (Levy and Lee, 2004). Rositer (1978) referenced that the impact of family in navigation can be recognized into two things. Initial, an immediate impact in view of the immediate requirements of the leader and second, a circuitous impact while somebody considering the other relative's necessities in settling on a choice.

## Research Methodology

### Research Paradigm

The present research aims to explore the factors that influence Millennials to purchase luxury products in Chennai. The purpose of this research is to identify the key trends in buying behavior of Millennials in Chennai. There are certain variables proposed in this research study. The research purpose is to incorporate every variable in accordance with the objectives. Research paradigm involves comprehensive understanding of the variables associated with the research (Popkewitz, 2012). In the view of Elo and Kyngas (2008), there are two kinds of research approaches namely deductive and inductive. Deductive research is based on hypothesis generation, whereas inductive research comprise of personal mirror image of the researcher. In the present research, researcher adapts deductive research due to hypothesis generation.

### Research Framework



**Figure:1**

In relation with figure 1, research framework is displayed. The structure of framework is established on the basis of four independent variables namely social class, group influence, motivation and perception. However, the only dependent variable is Millennials to purchase luxury products in Chennai.

### Hypothesis

The hypotheses involved in this research study are provided below:

**H11:** There is a significant relationship between Social Class and Millennials to purchase luxury products in Chennai.

**H1o:** There is no significant relationship between Social Class and Millennialsto purchase luxury products in Chennai.

**H21:** There is a significant relationship between Group Influence and Millennialsto purchase luxury products in Chennai.

**H2o:** There is no significant relationship between Group Influence and Millennialsto purchase luxury products in Chennai

**H31:** There is a significant relationship between Motivation and Millennials to purchase luxury products in Chennai.

**H3o:** There is no significant relationship between Motivation and Millennialsto purchase luxury products in Chennai

**H41:** There is a significant relationship between Perception and Millennials to purchase luxury products in Chennai.

**H4o:** There is no significant relationship between Perception and Millennials to purchase luxury products in Chennai.

### **Research Method**

According to Popkewitz (2012), quantitative research method refers to the numeric and statistical computation of the extracted data. The rationale of implementing quantitative research method in the present research refers to the compliance with hypothesis. On the other hand, qualitative research method focuses primarily on secondary data and interviews, however, quantitative research method caters to the broad needs of this current research study.

**Table: 1 Demographic Characteristics Analysis**

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	106	53.0	53.0	53.0
	female	94	47.0	47.0	100.0
	Total	200	100.0	100.0	

As the table above, 53.0% of the respondents are male while 47.0% of them are female. It can be said that majority of the respondents are male.

**Table : 2 Frequency analysis of Age**

		<b>Age</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-18	106	53.0	53.0	53.0
	18-21	86	43.0	43.0	96.0
	21-25	5	2.5	2.5	98.5
	26+	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

As the table above, 53.0% of the respondents are in between the age of 17-18 while very less of them are in the age of 26+.

**Table: 3 Frequency analysis of Employment Status**

		<b>Employment_status</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	97	48.5	48.5	48.5
	Unemployed	103	51.5	51.5	100.0
	Total	200	100.0	100.0	

According to the table above, majority of the respondents are employed somewhere while rest of them are unemployed.

**Table: 4 Frequency analysis of Education Qualification**

		<b>Education_qualification</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	99	49.5	49.5	49.5
	Postgraduate	101	50.5	50.5	100.0
	Total	200	100.0	100.0	

According to the table above, majority of the respondents are postgraduate while 49.5% of them are undergraduate

**Table 5: Frequency analysis of Dependency level on Guardians**

<b>Dependency_level_on_Guardians</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high	99	49.5	49.5	49.5
	moderate	100	50.0	50.0	99.5
	low	1	.5	.5	100.0
	Total	200	100.0	100.0	

In accordance of the table above, 100% of the respondents have moderate dependency level on Guardians while 99% of them have high dependency level on Guardians.

**Table:6**

<b>Frequency_rate_of_shopping</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	daily	106	53.0	53.0	53.0
	weekly	90	45.0	45.0	98.0
	monthly	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

In accordance of the pie chart above, it can be determined that majority of the respondents used to shop daily while 45.0% of them used to shop weekly and 4% of them used to shop monthly

**Table 7: Descriptive analysis on university students to purchase luxury products in Chennai**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Luxury products available in Malaysia are up to the standards	200	2	5	4.42	.651
Luxury products available in Malaysia match the preference levels of University students	200	2	5	4.24	.701
Luxury products are frequently consumed in university life	200	2	5	4.32	.760
The purchasing behavior of luxury products is influenced by university colleagues	200	2	5	4.02	.874
Social media plays a vital role in indulging university students towards luxury products	200	2	5	4.15	.901
Luxury products serves as a necessity for university students	200	2	5	3.52	1.499
Valid N (listwise)	200				

A data which consist of summarize statistics and illustrates the whole sample is called descriptive statistics (Oja, 2012). As per the descriptive statistics above, it is to explain that the collected data set can be measured to check the central tendency and variability of the data. The SPSS output has been generated that represents the responses of the respondents which are towards agreed to all Likert- scale questions. This data set also demonstrates that it is consistent and valid because the mean value is greater than 3.0. This also illustrates that data is distributed normally. This clearly tells that there is a strong relationship between examined variables. It is determined that most of the respondents prefer luxury products that are up to the standard in Chennai while very less of them said that luxury products serve as a necessity for them.



**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Purchasing behavior of luxury products vary in social classes of students	200	2	5	4.57	.696
Social influence is precedent element of luxury products purchases such as Louis Vuitton, Burberry, Prada.	200	2	5	4.09	.749
The consumption of luxury products is associated with upper social class	200	2	5	4.05	.740
Students economic position is directly related to purchase of luxury products	200	2	5	4.40	.898
Social class of university students in Malaysia are related to higher purchasing power	200	2	5	4.17	.921
Social interaction of students relates to indulgence in luxury product purchases	200	2	5	3.55	1.509
Valid N (listwise)	200				

**Table 8: Descriptive analysis on Social Class**

The above descriptive statistics demonstrates about the social class of the Millennials which shows that many of the Millennials responses are towards strongly agree. This has been confirmed by the values of mean which are near and above to 3.0. This also demonstrates that the data set is consistent and valid. According to the past researches, the mean values illustrate the growth of the data set which demonstrate that the findings of the results have the accurate mean. 80% of the respondents are agreed that their preferences are closely related to purchasing behavior of luxury products which varies in their social class while very few of them answered that the social interaction relates to indulgence in luxury product purchases.

**Table 9: Descriptive analysis on Group Influence**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Reference group of university students play a vital role in purchasing behavior of students	200	2	5	4.48	.611
Personality of students in university group influence the mind set of colleagues	200	2	5	4.52	.701
The adaption procedures of luxury products of students is higher in university life	200	2	5	4.51	.776
University students in Malaysia face positive group influence throughout their tenure of education	200	2	5	4.15	.811
Group influence is closely related to luxury product offering	200	2	5	4.00	.921
Group influence is precedent element of the cultural norms of students	200	2	5	3.41	1.426
Valid N (listwise)	200				

The above descriptive statistics table show that responses are towards agreed scale because of the mean value which shows perfection in the data set. It can be said that the above descriptive statistics is consistent and valid. This demonstrates that majority of the Millennials said that their personality in university group influence the mind set of colleagues while few of them were agreed on the statement that group influence is precedent element of the cultural norms. In accordance of the past researches, the enhancement of the data set is much better than the past researches.

**Table 10: Descriptive analysis on Motivation**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
University students in Malaysia are highly motivated towards luxury products	200	2	5	4.35	.639
The motivational levels are luxury products in Malaysia are met by the market offering	200	2	5	4.00	.729
University students are motivated through advertisement activities of luxury products	200	2	5	4.15	.830
University students who own luxury products feel motivated to study and attend classes.	200	2	5	4.10	.830
University students in Malaysia feel motivated towards luxury products to fulfill their higher level needs of Maslow's hierarchy	200	2	5	4.40	.910
University students in Malaysia are motivated towards spending their money on luxury products	200	2	5	3.45	1.321
Valid N (listwise)	200				

The table above shows that responses are towards agree scale as all values of mean are nearest and above to 3.0. This show that most of the respondents are agreed on the statement that they are highly motivated towards luxury products while very few of them are motivated towards spending their money on luxury products. It has been determined that the data set is consistent and valid. In accordance of the past researches, it has been examined that mean values represent perfection in the data set.

**Table 11: Descriptive analysis on Perception**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Perception of university student of Malaysia towards luxury product is on the higher side	200	2	5	4.49	.658
Luxury products match the perception levels of university students in Malaysia	200	2	5	4.56	.737
Cognitive of university student of Malaysia are met by luxury product offerings	200	2	5	4.00	.727
Sales promotions regarding luxury products have direct influence on perception levels of university students in Malaysia	200	2	5	4.47	1
Perception levels of university students of Malaysia are on the higher side	200	2	5	4.15	.911
luxury products have direct influence on psychology of university students in Malaysia	200	2	5	3.50	1.309
Valid N (listwise)	200				

According to the descriptive statistics, it has been determined that most of the respondent's responses are towards agreed scale. It is said that the data set is consistent and valid. This show that majority of the respondents are agreed to the statement that sales promotions concerning luxury products have direct influence on perception levels of Millennials in Chennai while very few of them said that luxury products have direct influence on psychology of Millennials in Chennai.

**Table 12: Regression Test Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 <sup>a</sup>	1.000	1.000	.00000

a. Predictors: (Constant), IV4, IV1, IV2, IV3

This kind of testing reveals the regression and bugs into existing non-functional and functional areas of the system after alterations configuration, patches or enhancement changes that have been made to them (Panda, Riedewald and Fink, 2010).

The above model summary table shows that the **R** square value is greater than and above 0.6so the relationship among variables is highly significant. To tabulate all variables in one and only Regression test, all four independent variables and dependent variable are examined in three tables that are model summary, ANOVA and coefficients generated via SPSS. Regression Test is run to strengthen the choice to accept or reject hypothesis in Pearson Correlation test. The hypothesis testing is only through the Pearson correlation analysis.

In this current study, the value of **R** is demonstrated as 1.0 which shows that data is good fitted. In the above table, the value of **R** square determines and indicates the power of the connections between 0.2 and 0.4; that is 20% and 40% then the association among variable is said to be modifiable. Pearson correlation value with this **R** square with Regression means demonstrates that Pearson mean value is higher than 0.7 and is significantly contributed to R Square value of 1.0. As per the table above, it can be said that Pearson value of social class is greater than 0.7 which is significantly contributed to R square value of 1.0. The second independent variable group influence Pearson correlation value is higher and greater than 0.7 which is significantly contributed to R square value of 1.0. On the other hand, Pearson value of motivation which is the third independent variable shows that it is significantly contributed to **R** square value of 1.0. The last independent variable which is perception shows that it is highly significant and contributed to the R square value of 1.0. According to the past researches, the result findings illustrated that all the recognized variables have significantly contributed to **R** square value.

Table 13: ANOVA

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	348.092	4	72.023	8.193	.000 <sup>a</sup>
	Residual	.000	195	.000		
	Total	348.092	199			

a. Predictors: (Constant), IV4, IV1, IV2, IV3

b. Dependent Variable: DV

According to the ANOVA table above, it is evaluated that the differences between group means has been analyzed and linked through the identified compilation of statistical models It has been defined as to give the significant value below 0.05 which show that the relationship between dependent and independent variable is strong and significant. The ANOVA table above demonstrates the values of **R**,**R** square, degree of

freedom, **F** value and significance value. As per the outcomes of the findings, the ANOVA table demonstrates that alternate hypothesis can be accepted as the value of significance is below 0.05. As per the past researches, the variables which have been tested have enough reliability that can be precise appropriately. ANOVA table cannot be used in hypothesis testing therefore; hypothesis testing can be done only from Pearson correlation analysis.

## **II. CONCLUSION**

The current study produces positive impacts towards luxury products industry in a way, that it enables the marketers of such industry to manage their practices according to the findings of the research so that they can experience high sales and productivity. Likewise, the negative impacts towards luxury products industry produced through outcomes are observed in a manner that luxurious brand consumption can affect the interest and motivation of students towards the Millennials and education because this can make them used to of shopping and staying update about the brands and luxurious products.

The overall findings of the research depicts that each of the hypotheses is accepted during the analysis, the Pearson correlation and Regression R square value for every variable is 0.6 or above that reflects a positive and strong relationship between independent variables and dependent variables. Similarly, the significant value for each of the variable was below 0.05 that shows the significant relationship between each independent and dependent variable. All of the hypotheses are accepted except the alternatives that help in evaluating the success of the research. The current study produces positive impacts towards luxury products industry in a way, that it enables the marketers of such industry to manage their practices according to the findings of the research so that they can experience high sales and productivity.

Likewise, the negative impacts towards luxury products industry produced through outcomes are observed in a manner that luxurious brand consumption can affect the interest and motivation of students towards the studies and education because this can make them used to of shopping and staying update about the brands and luxurious products.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**A Study on Agricultural Finance in India a Special Reference with NABARD**

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**Abstract**

Agriculture plays a pivotal role in the Indian economy, which has recently positioned itself as one of the fastest-growing economies globally. The agricultural sector significantly influences the development of various industries, including textiles, sugar, and tea, with the success of these agro-based industries being contingent upon the availability of agricultural inputs. Furthermore, the banking and financial sectors have made substantial contributions to the current economic growth of India, highlighting the importance of financial services in this context. The advancement of agricultural credit in India has been largely reliant on government intervention throughout the years, and reforms within the banking sector have had a notable impact on agriculture. This paper provides an overview of agricultural finance in India, with a particular focus on the role of NABARD.



## **I. INTRODUCTION**

Until 1935, professional moneylenders served as the sole providers of credit to the agricultural sector, imposing exorbitant interest rates and engaging in exploitative practices during the loan disbursement and recovery processes. Consequently, farmers found themselves in a precarious situation, burdened by overwhelming debts, with many unable to escape the cycle of indebtedness. This led to widespread dissatisfaction among the farming community, culminating in instances of unrest and riots. In response to these challenges, a multitude of formal institutional entities, including cooperatives, Regional Rural Banks (RRBs), Scheduled Commercial Banks (SCBs), Non-Banking Financial Institutions (NBFI), and Self-Help Groups (SHGs), have emerged to address both the short- and long-term financial requirements of farmers.

Various initiatives have been implemented to enhance the institutional framework of the rural credit system, primarily aimed at facilitating farmers' access to institutional credit. Significant milestones in this endeavour include the acceptance of the Rural Credit Survey Committee Report in 1954, the nationalization of major commercial banks in 1969 and 1980, the establishment of RRBs in 1975, the creation of the National Bank for Agriculture and Rural Development (NABARD) in 1982, and the financial sector reforms initiated in 1991. Additional measures such as the Special Agricultural Credit Plan (1994-95), the introduction of Kisan Credit Cards (KCCs) in 1998-99, the Doubling Agricultural Credit Plan in 2004, and the Agricultural Debt Waiver and Debt Relief Scheme in 2008 have collectively contributed to a more favourable flow of agricultural credit. Nevertheless, the Regular Issue of insufficient credit for agriculture remains a contentious topic within India.

The ongoing presence of money lenders in the rural credit market remains a significant Regular Issue of concern. However, discussions surrounding agricultural credit are frequently influenced by emotional perspectives, often lacking empirical support for the claims made. In light of this context, the current study aims to (i) assess the dynamics of agricultural credit flow, particularly focusing on the inequities present in the distribution of institutional agricultural credit, and (ii) identify the factors that contribute to the increased utilization of institutional credit at the household level.

### **Objectives of the Study**

- To investigate agricultural finance in India, with particular emphasis on the role of NABARD;
- To analyze the progress achieved thus far in the issuance of RuPay cards in conjunction with Kisan Credit Card (KCC) schemes;
- And to evaluate the impact of banking sector reforms on agriculture, ultimately providing recommendations based on the research findings.

## **Methodology of the study**

The study has been conducted mainly on the basis of literature survey and secondary information. Various journals, research papers, Annual reports, and News papers articles have been surveyed in making this study.

## **Literature Review**

India has systematically pursued a supply leading approach to increase agricultural credit. The objectives have been to replace moneylenders, relieve farmers of indebtedness and to achieve higher levels of agricultural credit, investment and agricultural output. Among earlier studies, Binswanger and Khandker (1992) found that the output and employment effect of expanded rural finance has been much smaller than in the nonfarm sector. The effect on crop output is not large, despite the fact that credit to agriculture has strongly increased fertilizer use and private investment in machines and livestock. High impact on inputs and modest impact on output clearly mean that the additional capital investment has been more important in substituting for agricultural labour than in increasing crop output.

Between bank nationalization in 1969 and the onset of financial liberalization in 1990 bank branches were opened in over 30,000 rural locations which had no prior presence of commercial banks (called un-banked locations). Alongside, the share of bank credit and savings which was accounted for by rural branches raised from 1.5 and 3 percent respectively to 15 percent each (Burgess and Pande, 2005). This branch expansion was an integral part of India's social banking experiment which sought to improve the access of the rural poor to cheap formal credit. The estimates suggested that a one percent increase in the number of rural banked locations reduced rural poverty by roughly 0.4 percent and increased total output by 0.30 percent. The output effects are solely accounted for by increases in non-agricultural output – a finding which suggests that increased financial intermediation in rural India aided output and employment diversification out of agriculture.

In a detailed paper, Mohan (2006) examined the overall growth of agriculture and the role of institutional credit. Agreeing that the overall supply of credit to agriculture as a percentage of total disbursement of credit is going down, he argued that this should not be a cause for worry as the share of formal credit as a part of the agricultural GDP is growing. This establishes that while credit is increasing, it has not equally made an impact on value of output figures which points out the limitations of credit.

In another study, Golait (2007) attempted to analyse the Regular Issues in agricultural credit in India. The analysis revealed that the credit delivery to the agriculture sector continues to be inadequate. It appeared that the banking system is still hesitant on various grounds to purvey credit to small and marginal farmers. It was suggested that concerted efforts were required to augment the flow of credit to agriculture, alongside

exploring new innovations in product design and methods of delivery, through better use of technology and related processes.

Facilitating credit through processors, input dealers, NGOs, etc., that were vertically integrated with the farmers, including through contract farming, for providing them critical inputs or processing their produce, could increase the credit flow to agriculture significantly.

### **National Bank for Agriculture and Rural Development (NABARD)**

In India, all premier banking and financial organisations, at all levels, offer a great deal of financial help to farmers. However, this trend of boosting the rural economy and agriculture through financial credit was started by the National Bank for Agriculture and Rural Development (NABARD) back in the early 1980s. When it comes, to credit in the field of agriculture. All other banks throughout the country fall under the purview of the NABARD. This financial institution is working in conjunction with the Government of India to boost agriculture sector. It is credited with several innovative schemes that have immensely aided the farmers throughout the country. The most notable scheme launched by the NABARD is the Kisan Credit Card (KCC).

### **Kisan Credit Card Scheme**

The Kisan Credit Card is a scheme launched by the Indian banks back in 1998, as a way to fulfil the financial necessities of the agricultural sector. This is done by giving monetary support to farmers, which in turn comes with various features and benefits. The quantum of the loan depends on several factors like cost of cultivation, farm maintenance cost, etcetera.

This has been particularly beneficial for those farmers who are not aware of the banking practices. Moreover, it is meant to protect farmers from harsh and informal creditors, which may land them in a massive debt.

The farmers can use the KCC card to withdraw funds for the purpose of crop production and domestic requirements.

Applying for the KCC is a simple, hassle-free process that requires minimal documentation. It also offers crop insurance coverage, along with subsidies on interest payments. Speaking of interest, farmers applying for loans under the KCC scheme can borrow funds at 7 percent per annum, for amounts up to Rs. 3 lakh.

The Kisan Credit Card is linked to the farmer's savings account and all the transactions are done under a single account. Additionally, any credit balance in the KCC account earns interest. All farmers can apply for a KCC and if you are looking to apply for one, then visit your nearest bank for more information.

**Table 1.1: Ground level credit targets for agriculture by agency, FY2024**  
(₹ lakh crore) Agency Crop loan Term loan Total

Agency Crop loan Term loan Total						
Agency	Crop Loan		Term Loan		Total	
	Actual	%	Actual	%	Actual	%
Commercial banks	7.3	0.61	7.1	0.40	14.4	0.72
Rural cooperative banks	2.4	0.20	0.2	0.01	2.6	0.13
Regional rural banks	2.5	0.21	0.5	0.03	3	0.15
Total	12		1 7.9		20	

Note: Figures may not add up to the total due to rounding.

**Table 1.2 Ground level credit targets for the allied sector, FY2024 (₹ crore)**  
Activity Working capital Term loan Total

Ground level credit targets for the allied sector, FY2024 (₹ crore)						
Activity	Working capital	%	Term loan	%	Total	%
Dairy	39,000	0.28	66,000	0.43	1,05,000	0.36
Poultry	20,000	0.14	8,000	0.05	28,000	0.10
Animal husbandry—sheep, goat, pigs, and others	63,000	0.45	72,000	0.47	1,35,000	0.46
Fisheries	18,000	0.13	7,000	0.05	25,000	0.09
Total	1,40,000		1,53,000		2,93,000	

## II. CONCLUSION

The NABARD (National Bank for Agriculture and Rural Development) 2022-23 term loan scheme focused on supporting agriculture and rural development projects in India. The scheme aimed to provide long-term financial support for projects that enhance agricultural productivity, rural infrastructure, and economic development. The key conclusions of the term loan scheme for that period generally include:

- **\*\*Increased Funding\*\*:** There was a notable increase in the allocation of funds to various sectors within agriculture and rural development to bolster productivity and infrastructure.

- **\*\*Focus on Sustainable Practices\*\***: The scheme emphasized the adoption of sustainable and climate-resilient practices in agriculture to address environmental concerns and improve long-term productivity.
- **\*\*Support for Small and Marginal Farmers\*\***: There was a concerted effort to provide financial assistance to small and marginal farmers, helping them access credit for modernizing their farming practices.
- **\*\*Development of Rural Infrastructure\*\***: Funding was directed towards enhancing rural infrastructure, including irrigation facilities, rural roads, and market linkages, to support overall economic development.
- **\*\*Strengthening Financial Institutions\*\***: The scheme aimed to strengthen rural financial institutions to improve credit delivery and financial inclusion in rural areas.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**A Study on Dealers Satisfaction towards Amman Steels at Trichy City**

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**Abstract**

Marketing is a communication process which is the purpose for individuals or groups – Customers are directly or indirectly able to purchase the products and services that may satisfy their existing or newly-identified needs or wants. The objective of this paper was to find the Dealer's Satisfaction Level with Steel industries. To examine the factors influencing the dealers, to deal with Steel. The study was with various areas that needs for improvement in steel industry from dealers point of view. The close impact of sales promotion on sales was also considered in the study. The study was conducted through the data analysis and interpretation which suggested that most of the dealers have 10-15 years of experience in dealership of steel product among them there are dealers who are dealing with steel above 10 years. Most of the dealers are very much satisfied with the quality of steel and rated the brand very high. The major promotional factor which influenced the dealers to choose steel papers product is Discounts. The company should have a reasonable credit period for the dealers so that both company and dealers are benefited.

## **I. INTRODUCTION**

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." For business to consumer marketing, it is "the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return". For business to business marketing it is creating value, solutions, and relationships either short term or long term with a company or brand.

It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing management is a business discipline which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Rapidly emerging forces of globalization have led firms to market beyond the borders of their home countries, making international marketing highly significant and an integral part of a firm's marketing strategy. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. In part, this is because the role of a marketing manager can vary significantly based on a business's size, corporate culture, and industry context. For example, in a large consumer products company, the marketing manager may act as the overall general manager of his or her assigned product.

Satisfaction in level of persons felt state resulting from companys products perceives performance in relational to the person's expectations. Satisfaction is a function of the difference between the perceived performance and expectations. Company seeks to win in today's market. The must track their dealers expectations; perceive company performance and dealers satisfaction. While assessing the satisfaction level a company must not conclude that it can get full picture of dealer satisfaction and dissatisfaction by simply running complaints and suggestions.

### **Dealer**

Dealers are people or firms who buy and sell securities for their own account, whether through a broker or otherwise. A dealer acts as a principal in trading for its own account, as opposed to a broker who acts as an agent who executes orders on behalf of its clients.



### **Factors Affecting Dealers' Satisfaction**

A Dealer is influenced by many forces, may be social, psychological, financial, locational, environmental etc. These forces lead to dealer satisfaction or dissatisfaction over a period of time. It is therefore necessary to identify the factors in each of these segments and draw a relationship among the factors underlying the dealer's satisfaction.

Today sales man has looked upon as a necessity. He helps the products and manufactured by familiarizing their goods, distributing and certain new demand. He is key figure in the business world of manufacturing and distribution. Today it is realized that it is sales man who is responsible for making it possible for us to have more articles for our use. By educating the customers to make the right purchases, the sales man has increased the demand and has made mass production possible with the consequent advantages.

### **Dealer Satisfaction**

Satisfaction in level of persons felt state resulting from comparing a product perceived performance in relation to the person's expectations. Satisfaction is a function of the difference between perceived performance and expectations. Companies seeking to win today's market must track their customer's expectation perceived company's performance and customer satisfaction.

Therefore, companies instead of using of complaints level as measure of customer satisfaction obtaining a direct measure of customer satisfaction by conducting periodic surveys would provide more appropriate measures. So the respondents can be asked to list out problems they have as well. The offer and to list out the improvements they could suggest. The company performance with each element. So the reseller has taken up a comprehensive study on the dealer satisfaction of SHRI AMMAN TRY STEEL dealers.

### **Need of the Study**

We need to decide the dealer satisfaction for SHRI AMMAN TRY STEELS LTD in Trichy Dist. And the product and price it must be affordable for all kinds of consumer. There are many factors which determine the brand to be used namely the quality of products price and packing and offers to be provided by the firms. To study the dealers satisfaction levels and relationship towards steels regarding promotional activities, Supply, quality and quantity of cement and to know demand level of steels in the market by the customers. To understand what are the dealer's requirement and improvement required by them in the product and services. Through this researcher needed to dealer satisfaction about the SHRI AMMAN TRY STEELS LTD-Trichy.

### **Statement of the Problem**

The present study was intended to identify the dealer satisfaction level of SHRI AMMAN STEEL AND ALLIED INDUSTRIES (P) LTD., among the dealer. Dealer satisfaction was studied by looking into the effectiveness of the marketing mix elements and other competitive trends. The dealer's satisfaction study looked into the terms and responsibilities of the channel members, their level of motivation, incentives, commission and common problems faced by the dealer in handling. The main motto of the company is "customer satisfaction" which can be achieved by satisfying the dealers and the very reason compelled me to undertake this project.

### **Objectives of the Study**

#### **Primary objective:**

To study the dealer's satisfaction level with reference to SHRI AMMAN STEEL AND ALLIED INDUSTRIES (P) LTD.,

#### **Secondary objectives:**

- To understand the expectation and requirement of dealers
- To study the relationship between the company and dealers
- To analyse the problems faced by dealers.
- To study the dealers' satisfaction & preference of Amman steel product.
- To study the factors influencing the dealers while purchasing products of steel the specific brand.
- To identify the dealers expectations from Amman steel.
- To study the dealers relationship needs and wants fulfil by the firm.

### **Scope of the Study**

The study is intended to assess the level of dealer satisfaction. There are different factors that exert a considerable influence on the amount of dealer satisfaction. The study includes within its scope all these factors along with effects of dealer satisfaction. The study includes within its scope all these factors along with the effects of dealer satisfaction the various factors are responsibilities of the channel members, their level of motivation incentives, commission, common problems, and nature of market situational variable. Because of time constraint and non-availability of data, it is difficult to cover all aspects of the study. Hence the scope of the study is limited to find out market impact of SHRI AMMAN STEEL AND ALLIED INDUSTRIES (P) LTD.,

### **Significant of the Study**

- This research is useful in establishing priorities among the dealer's behavior and psychological variables likes to the SHRI AMMAN TRY STEELS.
- The quantitative research in helpful in generally defining problem areas fully and formulating hypothesis for further investigation.
- Its helps in obtaining sufficient back ground information where absolutely known about the product.
- Its help in increasing the dealer's satisfaction and behavior of the dealers about the SHRI AMMAN TRY STEELS LTD.

### **Research Methodology**

Research in common is defined as systematic and scientific search for pertinent information on specific investigation. Research methodology of any study discovers answer to questions through the application of scientific procedures. The research methodology followed for conducting this study includes the specifications of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

### **Research Design**

The research design used for this study is of descriptive in nature. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group to prove the outcome.

### **Sample Size**

The selection of sample size was arrived at, after taking into consideration the scope of study as well as the time constraints. The total sample size for the research was fixed at 108.

### **Sampling Technique**

The sampling technique used in the research was convenient sampling. Convenient sampling is a form of non-probability sampling in which samples are collected depending upon the convenience of the researcher.

### **Limitations of the Study**

- Sampling size of dealers is confined to 108.
- Only few statistical tools were used for analysis.
- There were chances of biased answers from the respondents.
- The research is limited to dealers of Trichy town only.

## **Review of Literature**

**Raji Srinivasan et al (2012)** Dealer satisfaction and relationship continually open stores and close stores to improve their performance. Yet, there are few insights on the effects of store openings and closings on Dealer satisfaction and relationship performance. The authors examine the effect of changes in opening and closing stores on dealers' performance. They hypothesize that a chain dealer's market share, advertising intensity, age, and size moderate the effects of opening and closing stores on firm value. They test and find support for the contingent effects of opening and closing stores on firm value using a panel of 1,447 dealer-years of 132 publicly listed US Dealer satisfaction and relationship from 1998 to 2009.

By relating Dealer satisfaction and relationship to store openings and closings to their performance, using a contingent framework, the findings extend the marketing opportunities, which has led her to not examine the effects of changes in distribution strategy on shareholder value.

**Renato E. de Matta et al (2013)** We consider two independently managed parties, a Dealer and a supplier, that are considering either a wholesale or a consignment contract to produce and market a single good. Both parties have an interest in reaching an agreement, but their first choice of contract type is generally not the same.

We define the strength of Dealer and supplier preferences for their respective choices of contract type as the ratio of their expected profits for their first choice of contract type over that for the alternative contract type. We study how uncontrollable factors as well as controllable factors affect the strength of Dealer and supplier contract preferences.

## **Suggestion**

- The distribution channel must be revised and have to take steps to avail the goods at all places
- The packing of the products must be attractive
- The company may give more advertisements in several media to attract customers
- The front office and reception service must ensure the dealer's satisfaction
- The company may give credit facilities to its customers to retain them based on their ability
- A special care should be taken to replace damaged products to reduce dissatisfaction among the dealers.
- Dealer meeting should be organized on a regular basis to have interactions about the policies of the organization and to reflect their suggestions.

- Annual target incentives should be introduced, so that the Dealers will be motivated.
- It can introduce new promotional activity to the dealers.
- It may increase the dealer's margin in order to boost sales every year.

## **II. CONCLUSION**

Dealers are in very prominent role in distribution channel. They reach the products to the ultimate consumers. So the firm must satisfy the dealers. It must provide good margin to its dealers and it wants to retain the dealers. The firm must ensure the products avail at all the places. It must give mass advertisement to create STEEL image among dealers and dealers image among consumers. A special care should be taken to replace damaged products to reduce dissatisfaction among the dealers promptly.

**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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## **Challenges and Opportunities of Microfinance in India**

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### **Abstract**

India's Self-Help Group (SHG) movement has emerged as the world's largest and most successful network of women owned community-based microfinance institution. Self Help Group Bank Linkage programme (SHG-BLP) is a landmark model initiated by the National Bank for Agriculture and Rural Development (NABARD) in 1992 to deliver affordable door-step banking services and has largely achieved the stated goals of financial inclusion; it is a homegrown self-help movement with an objective of creating sustainable livelihood opportunities for the rural poor. Started as a bank outreach programme, SHG-BLP transcended itself into a holistic programme for building financial, social, economic, and of late, technological capital in rural India.

**Key words:** Microfinance, Women, Bank, Social, Economic, Poverty

## **I. INTRODUCTION**

Microfinance is increasingly being considered as one of the most effective tools of reducing poverty. Microfinance has a significant role in bridging the gap between the formal financial institutions and the rural poor. The Micro Finance Institutions (MFIs) accesses financial resources from the banks and other mainstream financial institutions and provide financial and support services to the poor. More than half of the rural households are still out of the ambit of institutional credit in spite of a host of efforts. Microfinance has a crucial role to play in development of Indian economy through enhancing credit access for these households. The SHG programme today covers more than 10 million groups of which more than 5 million groups have access to credit from mainstream banks. With savings of more than R233 billion these groups have managed to borrow R870 billion. Even assuming a third of these loans are directed towards meeting emergencies and other consumption requirements a large amount of livelihood generating activities seem to be undertaken under the SHG programme. The government runs NRLM and NULM account for 62% of all the groups. Both these are livelihood programmes and the extent of credit support under these indicates that the SHG interventions are one of the most significant that drives livelihoods incomes on the ground.

### **Review of Literature**

**Aaron Kumah** and **Willians Kwasi Boachie** (2016) the paper attempts to provide a critical appraisal of the debate on the effective of microfinance as a universal poverty reduction tool. It argues that while microfinance has developed some innovative management and business strategies, its impact on poverty reduction remains in doubt. The study carried out in Ashanti region of Ghana. Using a sample size of 380 clients from various institutions within the research area and a survey with descriptive analysis the result reveals among others that the clients enjoy opportunities for savings which enable them to increase their income levels by the way of savings to acquire basic necessities tools equipment and materials and are able to create employment and improve their standard living.

**Utasav Anand** (2016) India has been historic progress and growth in the past decade while the growth story has been impressive there is cause for concern on other dimension. Low income Indian household economy often to borrow from friends, family or money lenders, and unrestrained access to public goods and services is an essential condition of an open and efficient society.

**Paramasivan C** and **Anandaraman R** (2012) Micro finance is the basic concepts helping to self employment people, low income groups, poor entrepreneurs in rural areas. It provides thrift, credit, savings and other financial services and products of small amount to poor in rural, semi urban or urban areas. Micro finance is the target raising their income, improve standard living, increasing economic growth, and reduce poverty. Micro finance is another aspect given empowers to poor women especially for handicapped women, divorce women, widow women.

**Anandaraman R** and **Ganeshkumar V** (2019) Empowerment of SHGs women is refers to increasing the socio- economic emancipation which promotes standard life of economic growth in our country. Empowerment is multi dimensional process of survival development of tribal women sector have faced lot of problems both house and outside home. Tribal women SHGs is entrusted the quality of their basis requirements of life culture, education, and economic dependency, political, social aspect of fluctuation in their life. Government of India has implemented several programme and policy not fulfill the tribal women empowerment is traditional set-up the discrimination. Tribal women are not participated the local political election body because the tribal caste women are partiality not full pledged in parliament and local bodies. NABARD is leading financial assistance of women promotes several cores of capital budget contribute number of financial services promotes women in backward areas.

**Paramasivan C** and **Anandaraman R** (2014) micro finance is the model of empowerment of the local people. Micro finance means providing very small loan to poor families rural, urban and semi-urban areas. It is the major provision of financial services such as like savings, insurance, marketing, credit, thrift, production, investment, fund transfer and disadvantaged segment of society. Micro finance is one of the major tolls for women empowerment and also it provides develop the society. This paper mainly focused on micro fiancé and its impact on empowerment of Dalit women in Cuddalore district.

### **Challenges of Microfinance**

Over –indebtedness is high transaction cost  
High interest rates in comparison to mainstream  
Widespread dependable on Indian banking system  
Lack of financial literacy  
Lack of enough awareness o financial services in the economy b  
In the strict rules and regulation of government  
Microfinance is a limed product diversification  
In the microfinance dependency in joint liability group



Barriers for conventional banking  
Inadequate investment in agricultural rural development  
Low of level of technical understanding banking and finance  
No innovation of mix of product by microfinance institutions  
Modern days more technology change  
Choice of appropriate model  
It is sustainability of microfinance institutions

### **Opportunities in Microfinance**

Microfinance as development tool for women  
It is friendly women oriented finance

Microfinance sector as opportunities of commercial banks

Automation of microfinance system

It is global non-profit committed to understanding the economic realities of low income and marginalized people

The microfinance sector of our country grow by an outstanding 17% on yearly basis to an amount of INR 2.48 lakh crore as march 2021 end.

### **Recommendations**

There should be financial transparency gathering and reporting accurate information, the sequence extends to verifying the information them to analyzing comparing judging the performance described by that information.

Microfinance institutions can develop its commercial service on permanent basis only it operates on appropriate infrastructure such as information system training facilities.

There should be systems procedure and financial technology for reducing transaction cost.

For development of microfinance, it is importance to have diversified product and services.

International pioneered microfinance for these living in extreme poverty and to this day opportunity develop innovative financial services.

Training and support that help entrepreneurs and small business owners grow their business, provide for their families and send their children to school.

We connect families to the tools and training they need to build bright features for their families.

Digital solutions allow opportunities to reach even the most remote communities with financial resources, training and support.

Small and medium – signed enterprises (SMEs) are major engines of economic growth and broad based job creation in developing countries.

Helping to rebuild post- conflict communities and review women livelihoods.

Communities are disrupted by armed conflict and by persistent regional economic disparities.

## **II. CONCLUSION**

The successful journey of SHG-BLP spanning more than two and a half decades has been possible with the support of all stakeholders, including bankers, NGOs, Farmers club, PACs, SHG Federations etc. To take the movement forward both in increasing its width and depth, conduct of Conferences, meets and seminars prove pivotal for conveying issues, experiences and ground reality to policy makers, implementers, facilitators etc. SHGs and MFIs to supplement their resources. Total loans issued by banks to SHGs and the refinance extended by NABARD for microfinance initiatives in the country through sanction of grant assistance for formation, nurturing and credit linking of SHGs with the banks, capacity building of various stakeholders through training, exposure visits, seminars, workshops etc, sanction for promoting sustainable and holistic livelihood opportunities, commissioning of studies etc.

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## **Political Empowerment of SHGS Women In India**

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### **Abstract**

Political empowerment is one of major segments of women empowerment which promote SHGs women change the socio- economic emancipation in individual and society. Self help group is formation of 15 to 20 members sharing exchange of idea through grama Sabha their social activities among members in their own village. Our Indian Political constitution women to participate gathering the political information in rare occasion there is no improvement their economic, social, education and political empowerment. Self help group is major criteria help to promote the political discrimination and traditional set up. Indian Political legislation men compare women representatives to assembly sharing the parliament, Lok Sabha, Rajya Sabha is very difficult.

Keywords: Political, empowerment, SHG, Grama Sabha, Panchayat

### **I. INTRODUCTION**

Empowerment refers to increasing the liberty of women which provide socio-economic strengthen expansion of women freely exercise their right both within outside of home. Empowerment contributes self- confidence learning access for improving to make own decision making as well as family and relevant the village activities. Political empowerment is a continuous process of realizing the goals of equality, human liberation and freedom. Women empowerment implies equality of opportunity and equality between the genders, ethnic groups, social classes and age groups, collective participation in different spheres of life, etc.

It is a major land mark in the field of women empowerment brought about by 73<sup>rd</sup> and 74<sup>th</sup> amendments in the first stage of the reservation to women in the panchayat and municipalities as mandatory. The Raja Saba was announced 33 percent reservation seats are allotted to women representatives but not in practice. Panchayat raj scheme implementation create democratic decentralization in India as they ensure planning, organizing and motivation to develop politics in unawareness areas. In any, society women are the most vulnerable section and SHGs women can be claimed as one of the most vulnerable among this section. Indian constitution has given special rights and provisions for the uplift of the women in India and till date it is mostly on the paper and very little in practice. Basically political empowerment is the continuous process in which women are individual and groups of women are active knowledge and goal oriented who take initiatives to overcoming gender inequalities.

### **Review of Literature**

**Aaron Kumah** and **Willians Kwasi Boachie** (2016) the paper attempts to provide a critical appraisal of the debate on the effective of microfinance as a universal poverty reduction tool. It argues that while microfinance has developed some innovative management and business strategies, its impact on poverty reduction remains in doubt. The study carried out in Ashanti region of Ghana. Using a sample size of 380 clients from various institutions within the research area and a survey with descriptive analysis the result reveals among others that the clients enjoy opportunities for savings which enable them to increase their income levels by the way of savings to acquire basic necessities tools equipment and materials and are able to create employment and improve their standard living.

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**Naga Raju R and Gedela Bhavana** (2022) women empowerment is a new concept in india as compared to history in the rest of the world. The vedic Yuga was marked by a considerable freedom and absence of bondages upon women. The mugal period followed the suit and women continued to be helped and depended on men in independent India women have important political and administrative positions. When India became a sovereign republic, the first Lok Sabha had only 22 women though there was no dearth of suitable candidates at that time. The 17th Lok Sabha will have the highest number of women representatives ever. They have account for 14.49% of the entire strength of the lower house, which was at 11.9% with a total 65 women MPs in the previous Lok Sabha. The Rajya Sabha brought the number of women MPs to 25 of 245, just over 10% of the house.

### **Objectives of the Study**

- To analyze the status of political empowerment of SHGs women in India
- To measure role of GRAM SABHA through self help women in social activities.
- To promote the NGOs guidance of self helps group women in political empowerment

**Methodology**

The present study based on secondary collected from NABARD report 2022-2023, journals, magazines, various textbooks, related websites etc. Collected data to analysis SHG banking linkage programme, financial assistance provided of SHGS women and savings of SHG with commercial banks.

**Table-1 SHG Banking Linkage Programme on 2022- 2023**

S.No.	Particulars	Achievement	
		Physical (No. In lakh)	Financial (Rs. In crore)
1	Total number of SHGs saving linked with banks	134.03	58892.68
i	Out of total - exclusive women SHGs	112.92	52455.48
ii	Out of total SHGs under NRLM/SGSY	82.1	37424.80
iii	Out of total SHGs under NULM/SJSRY	7.39	3547.12
2	<b>Total number of SHGs credit linked during 2022-2023</b>	42.96	145200.23
i	Out of total - exclusive women SHGs	41.42	139315.69
ii	Out of total SHGs under NRLM/SGSY	34.87	116479.07
iii	Out of total SHGs under NULM/SJSRY	1.98	8627.25
3	<b>Total number of SHGs having loans outstanding</b>	69.57	188078.80

i	Out of total - exclusive women SHGs	65.15	179468.42
ii	Out of total SHGs under NRLM/SGSY	55.45	150506.71
iii	Out of total SHGs under NULM/SJSRY	3.42	11077.18
4	Average loan amount outstanding/ SHG as on March 2022		2.70
5	Average loan amount disbursed/ SHG as on March 2022		3.38
6	Estimated number of families covered upto 31 March 2022	1618.97	
7	No. of bank and financial institution submitted MIS (in number)	419	
8	<b>Data on joint liability Groups</b>		
i	Joint liability group promoted as on March 2022-23	187.92	32597.63
ii	Loan disbursed to joint liability group SHG as on March 2023	70.00	133372.85
Iii	Cumulative joint liability group promoted as on March 2022-23	257.92	459310.48
iv	Cumulative loan disbursed to JLGs as on 31 March 2022-23		

9	<b>Support from NABARD</b>		
i	Capacity building for partner institutions		
	Under SHG-BLP and JLGs		
	Number of Programmes conducted during 2022-23	1.99	
	Number of participants covered during 2022-23	47.33	
	Cumulative number of participants trained upto March 2022		
	Under WSHG Scheme (in LWE affected and backward districts)		
	Number of Programmes conducted during 2022-23	1457	
	Number of participants covered during 2022-23	0.60	

**Source: NABARD Report-2022-23**

Table 3.1 shows the highlights of the SHGs banking linkage programme, 2022-2023. There are 134.03 lakh of SHGs savings with banks which mobilized Rs. 58892.68crore of which Rs. 52455.48crore was exclusively from women SHGs and Rs. 3547.12 crores from SGSY. There are 42.96 lakhs of SHGs credit links which mobilized Rs. 145200.23crore of which Rs. 139315.69crore was exclusively from women SHGs, and Rs. 8627.25crore from SGSY scheme. There is the average loan outstanding of SHGs to the tune of Rs. 188078.80 crore of which loan disbursed to SHGs is Rs. 179468.42 crore. There are 187.92 lakh joint liability groups promoted which mobilised Rs. 70.00 crore and



loan disbursed to JLGs is 17.34 crore are support from NABARD yielded Rs. 17336.95crores out of which the number of programmes conducted was Rs. 1.99 crore and Rs. 47.33crores was participants covered during 2022-2023 achievements.

**Table -2 Financial Assistance of SHGs Women**

No	Particulars	Achievement	
		Physical (No. In lakh)	Financial (Rs. In crore)
9( ii)	<b>Refinance Support</b>		
	Refinance to banks during 2022-23		6776.56
	Cumulative refinance released upto 31 2022-23		107795.77
( iii)	<b>Revolving Fund Assistance and Capital Support to MFIs</b>		
	RFA outstanding as on 2022-23		361
	Capital support outstanding as on 2022-23		5.63
	Refinance disbursed to NBFC-MFIs during 2022-23		1130.00
(iv)	<b>Grant to SHPIs for promotion of SHGs under -BLP</b>		
	Grant assistance sanctioned during 2022-23		0.10
	Cumulative sanctioned upto 31 2022-23		428.38

v	Cumulative grant sanctioned to anchor NGOs for SHGs		204.38
vi	Cumulative grant assistance sanctioned to JLPs		319.83

**Source: NABARD Report-2022-23**

Table.2 Financial assistance of SHGs women refinance support with bank was to the tune of Rs. 6776.56 crore of which capital support outstanding was Rs. 107795.77 crore. Revolving Fund Assistance and Capital Support to MFIs outstanding Rs. 361cores along with Refinance disbursed to NBFC-MFIs during 2022-2023. Grant assistance to SHPIs promotion of SHGs was 5.63 crore and the cumulative sanction was Rs. 1130.00 crore along with Cumulative grant sanctioned to anchor NGOs for SHGs of Rs. 204.98 crore and Cumulative grant assistance sanctioned to JLPs Rs. 319.83 crore.

**Table-3 Savings of SHGs with Commercial Banks**

Sl. No.	State	Commercial Banks	
		No. of SHGs	Savings Amount
1	Chandigarh	197280	5093.21
2	Haryana	54369	10778.29
3	Himachal Pradesh	35869	5094.33
4	Jammu Kashmir	2621	384.17
5	New Delhi	4702	1236.14
6	Punjab	30828	3357.13
7	Rajasthan	257370	44787.91
8	Assam	259575	49891.64

9	Arunachal Pradesh	4419	887.47
10	Manipur	9983	807.07
11	Meghalaya	6217	1501.59
12	Mizoram	684	160.58
13	Nagaland	2480	492.27
14	Sikkim	5008	2669.65
15	Tripura	17030	5234.59
16	A & N Island	1158	440.12
17	Bihar	554557	252085.99
18	Jharkhand	275618	70729.33
19	Orissa	599953	260885.13
20	West Bengal	794416	373015.56
21	Chhatisgarh	197280	50930.21
22	Madhya Pradesh	345525	91097.31
23	Uttar Pradesh	410971	150360.14
24	Uttarkhand	35869	8582.46
25	Goa	9788	3274.77
26	Gujarat	277330	45746.84
27	Andhra Pradesh	792014	1301279.72
28	Karnataka	362550	92840.66
29	Kerala	348989	89951.33

30	Lakshadweep	310	68.19
31	Puduchery	9376	2106.85
32	Tamil Nadu	764305	175143.20
33	Telangana	303536	220169
	<b>Total</b>	<b>6971980</b>	<b>3321082.85</b>

**Sources: NABARD Report-2022-23**

Table.3 Savings of SHGs with commercial banks highest of first five state namely Orissa was opened saving account 599953 SHGs with amount to Rs. 260885.13 lakh followed by Bihar was opened saving account 554557 SHGs with amount to Rs. 252085.99 lakh followed by West Bengal was opened saving account 605154 SHGs with amount to Rs. 373015.56 lakh followed by Tamil Nadu was opened saving account 764305 SHGs with amount to Rs. 175143.20 lakh and lowest of Lakshadweep was 310 opened saving account of amount to Rs. 68.19 followed by Mizoram was opened saving account of 684 SHGs members opened saving amount to Rs. 160.58 followed by A & N Island was opened saving account of 440.12 SHGs members opened saving amount to Rs. 25.76 lakh followed by Nagaland was percent opened saving account of 2480 SHGs members opened saving amount to Rs. 492.27.

### **Suggestions**

1. Government and panchayat raj activities women participation not improve men compare women. Each and every SHGs group block- wise or ward wise should be selected one representative among group. They must be participated in local panchayat election sharing their government/social activities. Hence then automatically will improve the political empowerment among the self help group member in Villupuram.
2. Gram Sabha is one village council in which all adult members have to participate. The SHGs take part in the grama Sabha meeting in full strength of their economic, social and political activities. SHGs touch with the village panchayat and take up implementation of women and social welfare plans on their Regular Issues. SHGs women is compulsory should be participate in Gram Sabah through panchayat raj activities.
3. From this analysis understood that the NGOs is one of the partnerships of self help group. They should conduct political awareness programme among the group. The state and central government should be provide special right for dalit

women in the study areas and will be automatically improve the political empowerment.

4. Panchayat raj activities are backbone of village development of social innovative program me implemented through self help group women. These organizations provide the employment guarantee scheme will be extent day/month getting more monetary benefit through below poverty line people.
5. Gram sabha has been envisaged as the foundation of the Panchayat Raj system. A Gram Sabha consists of members that include every adult woman sharing society relevant activities of the village. Gram Sabha promote planting and maintaining of trees on the sides of public streets and sinking of wells and excavation of ponds and tanks.
6. Political empowerment is most powerful sector developing their individuals learning increase the self- confidence and changes the social activities in their own village. Women representatives should be involved in local panchayat election help to uneconomically social welfare of the handicapped and mentally retarded.
7. Tamil Nadu Women Development Corporation of India is social intermediaries promote the women society to encourage and motivation of several scheme provide under women development of various activities. State Government may be guide the political awareness through self help group women in village panchayats level.

## **II. CONCLUSION**

SHGs women are most backward class in our society there is no change in political empowerment among the self help group members in villupuram district. There are several programme are available namely like gram sabha, SHGs, panchayat raj activities promote the political empowerment. Political Empowerment of SHG women is still challenging with many obstacles likely disinterest in politics, inferior status, illiteracy, family responsibility and economic dependency. SHG is certain level help to promote their political empowerment through effective mechanism change their women society. Governments of India declared the special seats for reservation to women candidates in parliament and local panchayat election but not in practices.

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Emperor International Journal of Finance and Management Research

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue-8

August 2024

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## Microfinance – A Boon to Rural Development

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### Abstract

India is a country with the population of 145 crore in the middle of the year 2024. Out of the total population, nearly 70% are living in the rural region from where they cultivate and supply the food grains to the entire nation which includes the urban and semi urban region. Nearly 50% of the national economy depends on the rural region but the living status of the rural people is not upto the level of satisfaction as they fight for food security and job security. At this juncture the microfinance plays a vital role in stabilizing the life of the rural people by offering loan, life skill programme, training & development programme and strengthen the economy of the nation through rural region. The government of India along with the State governments executes the financial supports like loan / micro finance to the poor people, daily wage workers, agriculture based labours, artisans, coolies, street side sellers, etc. so that they may start to live as a self- employed and even may start a small size of own business. This microfinance leads the rural people towards the development and support the nation to become the superpower country in the world. The people from the rural region learn to manage the poverty and try to live a self- satisfactory life with the help of the microfinance.

**Keywords:** Microfinance – Rural Economic Status – Challenges Faced – Rural Development

**– SHG Role – Microfinance Institutions Role**

## I. INTRODUCTION

The Microfinance is a type of banking service provided to low-income individuals or groups who otherwise wouldn't have access to financial services. Micro-finance is the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to the poor, daily wage workers, agriculture based labours, artisans, coolies, street side sellers and low income households.

### Meaning

**Microfinance** mainly refers to micro-credit. A **micro-credit** is a small loan which is mainly granted to people with a low income. There is no shortage of initiatives in developing countries, but there is a lack of funding for starting a business. Microfinance institutions offer financial and non-financial services and products for this startup clientele. Microfinance thereby alleviates poverty and offers the poorest segments of the population the possibility of economic independence by promoting entrepreneurship.

The financial services provided by microfinance institutions in emerging economies and in developing countries not only increase the rate of bank penetration but also contribute to a significant improvement in living conditions as well as to the achievement of the UN's sustainable development goals.

### Definition

Micro-finance is defined as “Financial services such as savings, insurance, fund, credit etc., provided to poor and low income clients so as to help them raise their income, thereby improving their standard of living”.

According to the National Micro-finance Taskforce constituted in 1999 – “The poor stay poor, not because they are lazy but because they have no access to capital”.

### The History of Microfinance

Microfinance, as we know it today, was popularized by **Dr. Muhammad Yunus** (Present Prime Minister of Bangladesh since August 7, 2024), the winner of the Nobel Peace Prize in 2006. Dr. Muhammad Yunus is known as the "banker to the poor" was the founder of the first microcredit institution, the Grameen Bank, in 1976 in Bangladesh. Historically, other banking organizations already existed before the Grameen Bank.



In Europe, for example, Raiffeisen, the first savings and credit cooperative, was created in Switzerland in 1849. The Caisse du Credit Mutuel is a French Mutual Group that centralizes the deposits for the local bank, was created in Strasbourg in 1882, strongly inspired by the Swiss model. Informal savings and credit systems existed in addition to banking institutions.

## **Types of Microfinance**

Microfinance takes various forms to cater to the diverse financial needs of individuals and communities. The different types of microfinance address the specific challenges and foster financial inclusion.

### **1. Agricultural Microfinance**

Agricultural microfinance is tailored to the unique needs of farmers and those involved in agriculture-related activities. It provides financial products and services to support agricultural production, such as loans for purchasing seeds, fertilizers, or equipment. This type of microfinance recognizes agriculture's pivotal role in many economies and aims to enhance the livelihoods of those dependent on it.

### **2. Micro-savings**

Micro-savings focus on encouraging individuals, particularly those with low incomes, to save small amounts regularly. This type of microfinance recognizes the importance of cultivating a savings culture among marginalized communities. By providing a secure place for savings, micro savings contribute to financial stability and create a foundation for future investments or emergencies.

### **3. Microcredit**

Microcredit is the most well-known type of microfinance. It involves providing small loans to individuals, often entrepreneurs or small business owners, who need access to traditional banking services. These loans are typically used to start or expand small businesses, generating income for borrowers and their communities. Microcredit is a catalyst for entrepreneurship, empowering individuals to break free from the cycle of poverty.

### **4. Micro-insurance**

Micro-insurance addresses the vulnerability of low-income individuals by providing them with affordable insurance coverage. This microfinance protects clients against unexpected events such as illness, crop failure, or natural disasters. Micro-insurance is critical in shielding vulnerable communities from financial shocks, ensuring that setbacks do not undo the progress achieved through microfinance initiatives. By providing a safety net, micro-insurance helps maintain stability and resilience among low-income households.

## **Advantages of Microfinance**

The benefits of microfinance are discussed below.

### **1. Women Empowerment**

Microfinance has been particularly impactful in empowering women. Through small loans, women can engage in income-generating activities, gaining financial independence and contributing to their families' well-being.

### **2. Alleviation of Poverty**

Microfinance plays a pivotal role in poverty reduction by providing financial tools to those excluded from the formal banking sector. This empowers individuals to generate income, improve their standard of living, and break the cycle of poverty.

### **3. Financial Inclusion**

Microfinance promotes financial inclusion by bringing marginalized communities into the formal financial system. This provides access to credit and encourages savings and insurance, fostering economic resilience.

### **4. Promoting Entrepreneurship**

By offering small loans, microfinance stimulates entrepreneurship at the grassroots level. Entrepreneurs can start or expand businesses, creating a ripple effect that benefits the entire community.

### **5. Continuous Development**

The ripple effects of microfinance extend to continuous development, and AI is also being used in the banking sector. As communities become economically self-sufficient, they are better equipped to address social and environmental challenges, contributing to overall development.

## **Objectives of the Study**

- To know the concept of Microfinance
- To identify the rural economic status
- To examine the role of SHG in Rural Development
- To study the role of Microfinance Institution in Rural Development

## **Research Methodology**

This is a conceptual study based on the secondary data sources. The secondary data were used to describe the concept and review of literature. The data were collected from websites, reports, journals, news papers and research articles.

### **Review of Literature**

**B.H. Damji (2010)** mentioned the role of NABARD as the leading promoter of SHG and its SHG-Bank Linkage project, which boost to the pace of capital formation, and various awareness creation and capacity building programmes of SHG members in association with NGOs, officers of Commercial banks, Co-operative banks and RRBs. The benefits received by SHGs through these efforts and participation of women in such group help in creating self independence and self sufficiency.

**Sumitra Bithi Kachari et. Al. (2011)** conducted a case study in Titabor Sub-division of Jorhat District of Assam and revealed that SHGs promote awareness among the members and generation of income and occupation through better disbursement of micro credit provide sufficient opportunity to combat poverty.

The study also highlighted a comparative statistics about change of occupation, level of earning and access to micro credit that after joining SHGs the members have benefited than before joining SHG.

**Heena Qadir & Tabasum Hassan (2013)** revealed that historically the women of Jammu and Kashmir area have been worst victims of violence, other social evils and it has been further intensified due to political trauma. Organizing women and to form SHGs help in their empowerment in social, political and economic aspects. Micro credit to such women SHGs have enabled to assist their family and community at large by inculcating the experience gained on savings, budgeting and how to face social and legal Regular Issues.

### **Rural Economic Status**

As of 2023, India's rural economy is large and growing, contributing about half of the country's GDP and employing 68% of the workforce. The rural economy is important for India's overall growth, and the government has emphasized rural development in recent years. Here are some facts about India's rural economy:

**Population:** 65% of India's population lives in rural areas, and 47% of the population depends on agriculture for their livelihood. However, non-agricultural activities generate about two-thirds of rural income.

**Growth:** The rural economy has grown about 10% per year over the last five years. The agriculture sector has grown at a rate of 4.6% per year over the last six years.

**Per capita consumption:** In 2024, rural India's per capita consumption expenditure is expected to continue recovering from the pandemic, though sales are still lower than pre- pandemic levels. The share of food in rural India's per capita consumption expenditure has fallen, indicating that people are spending more on other essentials.

**Inequality:** A recent survey shows that inequality between rural and urban consumer expenditure is increasing among economically weaker sections, but decreasing between high consumption groups.

### **Challenges Faced By Rural People**

While microfinance has garnered significant attention and praise for its potential to alleviate poverty and empower marginalized communities, it is not without its disadvantages or cons:

#### **1. Over Interest Rates**

Microfinance institutions often levy comparatively elevated loan interest rates, primarily to offset administrative expenses. Unfortunately, these rates can impose a substantial financial burden on borrowers, particularly those grappling with poverty, potentially exacerbating their economic challenges.

#### **2. High range of indebtedness**

In certain instances, borrowers may find themselves ensnared in a cycle of debt as they take out successive loans to repay previous ones. This over-indebtedness can be extremely difficult to break free from and perpetuate financial instability.

#### **3. Limited Impact**

The effectiveness of microfinance in driving significant poverty reduction or spurring economic development can be variable. Success depends on many factors, including the local economic conditions and the ability of borrowers to utilize loans effectively.

#### **4. Diversification Lacking**

Microfinance predominantly focuses on small-scale income-generating activities. However, it may not adequately address broader socioeconomic Regular Issues like healthcare, education, or infrastructure development, leaving critical areas unattended.

#### **5. Pressure on Repayment**

The strong emphasis on timely loan repayment can significantly stress borrowers, potentially negatively affecting their mental well-being and overall quality of life.

### **Rural Development**

Rural development usually refers to the method of enhancing the quality of life and financial well-being of individuals, specifically living in populated and remote areas. Traditionally, rural development was centered on the misuse of land-intensive natural resources such as forestry and agriculture. However today, the increasing urbanization and the change in global production networks have transformed the nature of rural areas.

Rural development still remains the core of the overall development of the country. More than two-third of the country's people are dependent on agriculture for their livelihood, and one- third of rural India is still below the poverty line. Therefore, it is important for the government to be productive and provide enough facilities to upgrade

their standard of living. Rural development is a term that concentrates on the actions taken for the development of rural areas to improve the economy. There are a few areas that demand more focused attention and new initiatives for rural development;

- Education
- Public health and Sanitation
- Women empowerment
- Infrastructure development like electricity and irrigation
- Facilities for agriculture extension and research
- Availability of credit
- Employment opportunities, etc.,

### **Role of SHG in Rural Development**

SHGs engage in a variety of activities to foster development, including microcredit lending, skill development training, agricultural initiatives, healthcare awareness campaigns, and community infrastructure projects. These activities address local needs and contribute to sustainable development.

Self-Help Groups have emerged as dynamic catalysts for rural development in India, embodying the principles of collective action and empowerment. These grassroots organizations, primarily comprising women, play a pivotal role in addressing the multifaceted challenges faced by rural communities. From fostering economic resilience to promoting social cohesion, SHGs have become integral to the development landscape of rural India.

**Financial Inclusion Catalyst:** Self-Help Groups have been instrumental in promoting financial inclusion in rural areas, providing a platform for collective financial endeavors.

**Empowerment of Rural Women:** Participation in SHGs has financially empowered rural women within their families and communities.

**Dual Capital Strength:** Self-Help Groups possess both social and financial capital, playing a pivotal role in expediting India's economic growth.

**Social Capital for Social Regular Issues:** The social capital of Self-Help Groups serves as an asset in addressing societal Regular Issues such as gender-based discrimination, dowry system, and casteism.

**Community Advocacy:** Successful instances highlight SHG women coming together to address community Regular Issues, such as the closure of liquor shops in their villages

**Delivery Mechanism for Services:** Self-Help Groups act as effective delivery mechanisms for various services, including entrepreneurial training, livelihood promotion activities, and community development programs.

**Positive Financial Habits:** Studies indicate that women in Self-Help Groups are more likely to save regularly, access formal loans, and score higher on empowerment indices.

**Intermediaries for Financial Services:** Self-Help Groups function as intermediaries, providing a link between financial institutions and local communities, thus facilitating the delivery of essential financial services.

**Holistic Contribution:** Beyond economic aspects, SHGs contribute holistically to rural development, actively participating in the transformation of communities in India.

### **Microfinance Institutions And Its Functions**

The microfinance sector in India has been instrumental since its inception in promoting and empowering the rural and economically backward people of India. However, micro financing companies in India are still facing challenges of their own as they look to the future. To sustain this positive impact, it needs to strike a balance between growth and borrower protection. The industry has started serving more people by incorporating technological advancements such as digital platforms for loans, and financial technology innovations.

Best Microfinance Company in India through giving microfinance loans paves the way to give innovators and owners of small businesses access to financing. Independent and small businesses generally don't have access to the conventional financial resources that big institutions offer. This makes it more challenging for them to get the financing, insurance, and investments they need to grow their business. Micro-loans, micro-savings, and micro-insurance are just a few examples of the wide range of financial products that microfinance institutions (MFIs) provide. More than only those who already use or want to utilize small loans are impacted by the establishment and growth of the microfinance market. Within India, there are two main avenues for microloans: the NABARD Bank Linkage Program and Microfinance Institutions or Organizations (MFIs). Microfinance has emerged as a vital instrument for fostering financial inclusion in India, granting credit and financial services access to the economically vulnerable segments of society. Throughout the years, microfinance institutions (MFIs) have been instrumental in empowering individuals, especially women, and fostering entrepreneurship in rural and semi-urban regions. India's microfinance sector has experienced remarkable growth, with numerous prominent companies making a substantial impact.

**The below are the latest top listed Microfinance Companies (Web sources as on April 2024) that are rendering various services in Rural India;**

### **1. Equitas Small Finance Bank**

Equitas, headquartered in Chennai, South India, is a dynamic financial institution with a clear mission: to empower small entrepreneurs and drive economic growth in India. Specializing in providing loans to small-scale businesses, it has transformed the lives of three million microfinance customers across 17 Indian states. Since being founded in 2007, the company has rapidly risen to prominence and is now a prominent player in India's microcredit sector. Beyond microfinance, Equitas extends its support to different sectors. It facilitates affordable housing loans, helping families realize the dream of owning a home. Additionally, it offers financing solutions for commercial vehicles, contributing to the growth of small businesses and logistics in the region.

### **2. Bandhan Bank**

Inaugurated in 2015, Bandhan Bank ranks among India's most extensive microfinance institutions. Initially established as a microfinance company in 2001, it later obtained a banking license from the Reserve Bank of India (RBI). Bandhan Bank provides a diverse array of financial products and services, including microloans, savings accounts, and insurance products. The bank's primary focus is on catering to the unbanked and underbanked populations, maintaining a robust presence in rural and semi-urban areas.

### **3. Bharat Financial Inclusion Limited (BFIL)**

Previously known as SKS Microfinance, Bharat Financial Inclusion Limited operates as a Non Banking Financial Company (NBFC) that delivers microcredit services to low-income households. Established in 1998, BFIL boasts an extensive network of branches throughout India, offering microloans for income-generating activities, emergency loans, and home improvement loans. The company has significantly contributed to promoting financial inclusion and empowering female entrepreneurs in rural regions.

### **4. Arohan Financial Services Limited**

As a part of the Aavishkaar-Intellectap Group, Arohan Financial Services Limited is an NBFC-MFI that provides microfinance services to economically disadvantaged individuals and micro-entrepreneurs. Founded in 2006, Arohan operates across numerous Indian states, offering microloans for various purposes such as business expansion, education, and healthcare. Additionally, the company provides micro-insurance and pension products in collaboration with leading insurance providers.

### **5. Ujjivan Small Finance Bank**

A subsidiary of Ujjivan Financial Services Limited, Ujjivan Small Finance Bank was established in 2017 after acquiring a banking license from the RBI. The bank delivers a comprehensive suite of financial products and services, including microloans, savings accounts, fixed deposits, and insurance products. Ujjivan concentrates on serving the unbanked and under banked population, emphasizing financial literacy and customer-centric services.

### **6. Janalakshmi Financial Services**

Now operating as Jana Small Finance Bank, Janalakshmi Financial Services is an NBFC-MFI that offers microfinance services to low-income households and micro-entrepreneurs. Incepted in 2000, the company maintains an extensive network of branches across India, providing microloans for a variety of purposes such as business expansion, education, and healthcare. Besides microcredit, Janalakshmi also offers savings accounts, fixed deposits, and insurance products.

### **7. Spandana Sphoorty Financial Limited**

Spandana Sphoorty Financial Limited is an NBFC-MFI that delivers microfinance services to economically disadvantaged individuals and micro-entrepreneurs. Established in 1998, the company operates in several Indian states, offering microloans for diverse purposes, including business expansion, education, and healthcare. Spandana Sphoorty has significantly contributed to promoting financial inclusion and empowering female entrepreneurs in rural areas.

### **8. Satin Credit Care Network Limited (SCNL)**

Satin Credit Care Network Limited functions as an NBFC-MFI that supplies microfinance services to low-income households and micro-entrepreneurs. Founded in 1990, SCNL has an extensive network of branches throughout India, providing microloans for income generating activities, emergency loans, and home improvement loans. The company also offers micro-insurance and pension products in partnership with leading insurance providers.

### **9. Credit Access Grameen**

One of the largest MFIs in India, it operates in 367 districts across 16 states and union territories, with a total of 1894 operational branches. In general, this MFI has used innovation, including digital technology and data analytics, to expand its coverage and provide tailor-made financial solutions to their clients. It seems to be one of the most socially responsible MFIs in India, as it provides a variety of loans, including income-generation loans, family welfare loans, emergency loans, and many other products and services.



## **10. BSS Microfinance Limited**

BSS Microfinance Limited has been operating as a trust since 1999. The company transitioned to microfinance in April 2008 and has since been at the forefront, extending loans to the economically challenged strata, especially women. Presently, BSS Microfinance is operational in four states: Maharashtra, Karnataka, Tamil Nadu, and Madhya Pradesh. The company's mission is to enhance the management of finances by providing microfinance services to women, impacting their quality of life through better earnings.

## **II. CONCLUSION**

The social and economic development of the Rural India is based the minimum assurance of the financial stability. The Microfinance Institutions in India offers this assurance by providing the financial support to the needy via Government and Non-government Organizations and the fund flows especially in the rural regions through the Self Help Groups. By using this financial supports like loan / micro finance, the poor people, daily wage workers, agriculture labours, artisans, coolies, street side sellers start to live as a self-employed and even they start a small and medium size business and they become entrepreneurs. This microfinance leads the rural people towards the development and support the nation to become the superpower country in the world. The people from the rural region learn to uplift their life from the poverty and try to live a self-satisfactory life with the help of the microfinance. So, the microfinance is a boon to the rural development in Indian.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**An Analysis of Micro Financial Institution Challenges and Regular Issues**

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**Abstract**

Post nationalization in India, commercial banks have been participating actively in implementation of poverty alleviation programmes of the Government like the Integrated Rural Development Programme (IRDP), Small Farmers Development Agency (SFDA) for the marginal farmers and agricultural laborers and the Drought Prone Area Programme (DPAP). Experimenting with subsidized credit for the poor through these programmes has resulted in one unpleasant and tangible outcome – increased Non-Performing Assets. Group based micro finance was introduced in the country in the early 1970s, but has not picked up momentum until recent times. Banks, over time have begun adopting models that have been tried and tested by Non Government Organizations (NGOs) and Micro Finance Institutions (MFI). These institutions had the clear vision to disprove the intuition of the formal bankers that banking with the poor was a risky affair. Hence, the objective of this research is to study the growth of microfinance sector in Karnataka. They have proved beyond doubt that banking with the poor is most certainly a profitable business. They have also popularized the concept of group lending through the formation and grooming of Self Help Groups (SHGs).

## **I. INTRODUCTION**

The important finding of last three decades in the finance field is “poor can save, can borrow and and certainly repay loans”. This is world of microfinance.

A good definition of microfinance as provided by Robinson is, ‘Microfinance refers to small-scale financial services for both credits and deposits —that are provided to people who farm or fish or herd; operate small or micro enterprises where goods are produced, recycled, repaired, or traded; provide services; work for wages or commissions; gain income from renting out small amounts of land, vehicles, draft animals, or machinery and tools; and to other individuals and local groups in developing countries, in both rural and urban areas’.

In the Indian context terms like "small and marginal farmers", “rural artisans” And "economically weaker sections" have been used to broadly define micro-finance customers. The recent Task Force on Micro Finance has defined it as "provision of thrift, credit and other financial services and products of very small amounts to the poor in rural, semi urban or urban areas, for enabling them to raise their income levels and improve living standards".

Microfinance services are provided by formal institutions such as rural banks and Cooperatives; semi formal institutions such as non-government organizations; and Informal sources such as moneylenders and shopkeepers. Institutional microfinance is defined to include microfinance services provided by both formal and semiformal

institutions. Microfinance institutions are defined as institutions whose major business is the provision of microfinance services. At present, a large part of micro finance activity is confined to credit only. Women constitute a vast majority of users of micro-credit and savings services.

### **Self- Help Group**

Self-help group (SHG) is an association of people belonging to similar socioeconomic characteristics, residing in the locality. The SHG concept is most appropriate and can succeed in our country only if and when a holistic approach is imbibed in the Promotion of SHGs as self-sustaining local organizations. However bank linkages for SHGs are at present driven more by annual targets than as a system. A SHG has an average size of about 15 people from a homogenous class. They come together for addressing their common problems. They are encouraged to make voluntary thrift on a regular basis. They use this pooled resources to make small interest bearing loans to their members. The process helps them imbibe the essentials of financial intermediation including prioritization of needs, setting terms and conditions, and accounts keeping.

## **Microfinance Institutions in India**

A range of institutions in public sector as well as private sector offers microfinance services in India. They can be broadly categorized into two categories namely,

Formal institutions

Informal institutions.

The former category comprises Apex Development Financial Institutions, Commercial Banks, Regional Rural Banks, and Cooperative Banks that provide micro finance services in addition to their general banking activities and are referred to as micro finance service providers.

On the other hand, the informal institutions that undertake micro finance services as their main activity are generally referred to as micro Finance Institutions (MFIs). While both private and public ownership are found in the case of formal financial institutions offering microfinance services, the MFIs are mainly in the private sector.

The micro finance service providers include apex institutions like National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), and, Rashtriya Mahila Kosh (RMK).

The micro finance initiative in private sector can be traced to the initiative undertaken by researchers for providing banking services to the poor women employed in the unorganized sector in Ahmedabad City of Gujarat State.

NABARD during the early eighties conducted a series of research studies in association with MYRADA (a leading NGO from South India) and also independently which showed that despite having a wide network of rural bank branches that implemented specific poverty alleviation programmes and self-employment opportunities through bank credit for almost two decades, a very large number of the poorest of the poor continued to remain outside the fold of the formal banking system. NABARD, however, also took a conscious decision to experiment with other successful strategies such as replicating Grameen, wholesaling funds through NGO-MFIs.

The dominant model of microfinance – the group lending model pioneered by the Grameen Bank in Bangladesh – socializes the costs of lending to poor women by providing them access to credit on the basis of “social collateral” obtained through membership in borrower groups. Here social capital helps correct for imperfect information about borrowers lacking in formal credit and employment histories and substitutes for collateral by ensuring against default through social sanction and peer enforcement.

## **NABARD**

The NABARD led Pilot Project commenced with the support of the Central Bank of the country, i.e., Reserve Bank of India, from 1992 onwards aimed at promoting and financing 500 SHGs across the entire country, the SHG- bank linkage strategy has come a long way. However, NGOs and MFIs acted as a catalyst for change and helped in bringing about such paradigm shift. They were very successful in combining social and economic agenda with synergistic effect. They also recognized sustainability as the core factor in development

The statistics in this field are mind-boggling. During the period April 2013 to March 2023 - 3611,731 new SHGs were financed by banks to a tune of Rs 180.55 billion (US \$ 412 million) by way of loans. Cumulatively, banks have lent Rs 89.04 billion (US \$ 967 million) to 3,079,091 SHGs. NABARD has extended a refinance of Rs 7.06 billion (US \$ 156 million) to banks during 2013-23 bring the cumulative refinance amount to Rs 21.24 billion (US \$ 472 million).

These successes have been achieved only due to strict monitoring and functioning of the NGOs and MFIs. For example, the Non Governmental Organizations (NGOs) and Microfinance institutions promoting SHGs must abide by the international best practices for microfinance, which suggests that good financial analysis is the basis for successful and sustainable microfinance operations leading to the success of the SHG concept. With this understanding of the world of MF, this research was carried out in accordance with the famous phrase "If you want to evaluate the forest, look at the trees." Thus it is important to evaluate an institution's performance with regard to different areas of its operation i.e. product, service, delivery, etc. Microfinance as a developmental and economic tool has caught the imagination of banks and other financial institutions, and NGOs in India.

NGOs newly involved in microfinance tend to point to high repayment rates as an indicator of their success. If there is one universal micro- credit doctrine, it is that repayment rates of close to 100 percent are within reach if the microfinance institutions conduct their operations along "best practice" lines. "Best practice" explanations for good repayment rates include high frequency collection schedules, tight controls, a good management information system, loan officer incentives, good follow up, and a quick jump on delinquency. On the borrowers' side, the effects of peer pressure in group based schemes, and the attractiveness of products with relatively low transaction costs also explain good repayment rates.

### Progress of SHG Bank Linkage Programme

Overall, there is an increase of 13% in the number of SHGs savings linked and 25% in the savings amount during 2022-23 as compared to 2021-22. Both the number and amount of SHG savings with banks show apposite trend over the last three years. A similar increasing trend can be observed in the number and amount of SHGs with loans outstanding with banks over the last two years. Loans disbursed to SHGs have consecutively increased over the last two years in both physical and financial terms recovering from a dip in the FY 2021 due to the pandemic.

### Progress of SHG Bank Linkage Programme

The overall progress under the programme from 2020-2021 to 2022-23 in terms of SHG savings linkage with the banking sector is presented in Table 1.

**Table 1. Progress Under SHG-Bank Linkage Programme (2020-21 To 2022-23)**

Particulars		2020-21		2021-22		2022-23	
		No. of SHGs	Amount	No. of SHGs	Amount	No. of SHGs	Amount
SHG Savings With Banks as on 31st March	Total SHG	112.23 (9.57%)	37477.61 (43.31%)	118.93 (5.97%)	47240.48 (26.05%)	134.03 (12.7%)	58892.68 (24.67%)
	All women SHGs	97.25 (10.11%)	32686.08 (40.16%)	104.05 (6.99%)	42104.77 (28.81%)	112.92 (8.52%)	52455.48 (24.58%)
	% of Women	86.65	87.21	87.43	89.13	84.25	89.07
	Of which	64.78 (11.9%)	19353.7 (35.22%)	71.84 (10.89%)	27576.94 (42.49%)	82.01 (61.19%)	37424.80 (63.55%)
	% of To Total	57.72	51.64	60.40	58.38	61.19	63.55
	Of which	5.29 (12.79%)	1954.09 (28.26%)	5.81 (9.87%)	2600.19 (33.06%)	7.39 (27.11%)	3547.12 (36.42%)
	% of Groups to	4.71	5.21	4.89	5.50	5.51	6.02
Loans Disbursed To SHGs during the year	Total No. of extended loans	28.87 (-8.23%)	58070.68 (-25.22%)	33.98 (17.71%)	99729.22 (71.74%)	42.96 (26.42%)	145200.23 (45.59%)
	All women SHGs	25.9 (-)	54423.13 (-25.75%)	31.5 (21.63%)	93817.21 (72.38%)	41.42 (31.49%)	139315.69 (48.50%)
	% of Women	89.71	93.72	92.70	94.07	96.42	95.95
	Of which	15.84 (-)	29643.04 (-43.19%)	22.91 (44.64%)	63100.77 (112.87%)	34.87 (52.20%)	116479.07 (84.59%)
	% of	54.87	51.05	67.42	63.27	81.18	80.22

	To Total						
	Of which	1.13 (-)	2112.04 (-37.99%)	1.84 (62.45%)	5816.1 (175.38%)	1.98 (8.03%)	8627.25 (48.33%)
	% of Groups to	3.91	3.63	5.40	5.83	4.62	5.94
Loans Out-	Total No. of	57.8 (1.81%)	103289.71 (-4.43%)	67.4 (16.61%)	151051.30 (46.24%)	69.57 (3.22%)	188078.80 (24.51%)
Standing against SHGs on 31st March	No. of all Women SHGs	53.11 (3.89%)	96596.6 (-4.00%)	62.65 (17.96%)	142288.61 (47.30%)	65.15 (3.99%)	179468.42 (26.13%)
	% of Women	91.89	93.52	92.95	94.20	93.65	95.42
	Of which	33.78 (-8.43%)	57336.62 (-15.33%)	44.54 (31.87%)	94231.52 (64.35%)	55.45 (24.48%)	150506.71 (59.72%)
	% of To Total	58.44	55.51	66.09	62.38	79.70	80.02
	Of which	2.23 (-)	4056.45 (-25.8%)	3.27 (46.52%)	7608.57 (87.57%)	3.42 (4.59%)	11077.18 (45.59%)
	% of Groups to	3.86	3.93	4.85	5.04	4.91	5.89
(Figures in parenthesis indicate the increase/decrease over previous year)							

Sources: NABARD, (2022-2023).

### Progress of Savings Linkage of SHGs with Banks (2020-21 To 2022-23)

During 2022-23, banks reported an addition of 15 lakh savings linked SHGs at all-India level, registering a growth of 13% over the previous year. The region-wise comparative analysis reveals that in terms of savings linked SHGs, growth was witnessed across all regions during 2022-23 with the exception of the Southern region which saw a minor dip due to programme saturation. (Table 2). The region-wise- growth in savings linked SHGs during 2022- 23 ranged from 35% in Central region to 14 % in Western region.



**Table 2 : Region-wise progress of Savings Linked SHGs with Banks  
(2020-21 to 2022-23) (Rs/lakh)**

Sr. No.	Regions	2020-21		2021-22		2022-23	
		No. of SHGs	Savings-Amount	No. of SHGs	Savings-Amount	No. of SHGs	Savings-Amount
A	Northern Region	6,09,808	1,74,345	6,80,143	1,99,582	7,87,807	1,22,485
B	North Eastern Region	6,33,714	83,126	6,80,845	1,06,441	7,93,320	1,27,153
C	Eastern Region	31,22,424	7,74,912	32,43,980	13,58,595	39,30,551	17,42,499
D	Central Region	13,45,575	2,11,870	13,55,564	3,25,696	18,32,040	4,58,675
E	Western Region	15,50,176	3,74,023	16,88,451	3,27,691	19,27,560	5,41,611
F	Southern Region	39,61,703	21,29,485	42,44,070	24,06,043	41,31,805	28,96,845
	Total	1,12,23,400	37,47,761	1,18,93,053	47,24,048	1,34,03,083	58,89,268

Sources: NABARD, (2022-2023).

In terms of percentage share of savings linked SHGs during 2022-23, the Southern region registered the highest share at 31 % followed by the Eastern region (29%) and Western region (14%). The State- wise bifurcation of the number of SHGs savings-linked with banks is detailed in Statement IIA. Among the States, Maharashtra has the maximum SHGs at 15.15 lakh, followed by West Bengal (14.44 lakh), Bihar (11.10 lakh) and Andhra Pradesh (10.81 lakh). During the year 2022-23, highest number of SHGs were added in West Bengal State (3.61 lakh), followed by Chhattisgarh (2.26 lakh), Maharashtra (1.81 lakh). Negative growth was observed in Telangana, Tamil Nadu and Punjab.

In line with the increasing trend observed in savings linkage during the year, cumulative savings of SHGs with banks also registered an increase of 25% from Rs. 47,240.48 crore in 2021-22 to Rs. 58,892.68 crore in 2022-23. SHG savings during 2022-23 witnessed growth across all regions except the Northern region (-39%). The highest growth was in the Western region at 65%. Among the States, highest growth was observed in Arunachal Pradesh, Chhattisgarh and Meghalaya, whereas Karnataka, Kerala, Manipur, Punjab, Uttarakhand, Tripura and Tamil Nadu registered negative growth.

The average savings grew by 10.62% from Rs. 39,721 in 2021-22 to Rs. 43,940 in 2022-2. Region- wise data reveals that the average savings have increased for all the region except the Northern region. Significant increase of 45% was observed in Western region (from Rs. 19,408 to Rs. 28,098).

The Southern region (Rs. 70,111) continued to have the highest average savings per SHG while the Northern region registered the lowest (Rs. 15,548). Among States/UTs, Andhra Pradesh has the highest average savings amount of Rs.1,72,124 followed by Rs.85,000 per SHG in Telangana. Excluding Andhra Pradesh and Telangana states, the average savings per SHG at all India level declined to Rs. 30,000 from Rs 43,940, i.e. a reduction of 32%. This indicates the dominance of these two states on the overall savings position. The State wise savings outstanding position is given in Statement IIA.

### Credit Disbursement By Banks

Credit amounting to Rs. 1,45,200 crore was disbursed by banks to 43 lakh SHGs during 2022-23 as against Rs. 99,729 crore to 34 lakh SHGs during 2021-22, registering a growth of 46% and 26% in quantum of credit disbursed and number of SHGs credit linked during the year, respectively. The comparative analysis of bank loans disbursed to SHGs for the last three financial years (2020-21 to 2022-23) is given in Table 3.

**Table 3: Region – wise Status of Bank Loan Disbursed to SHGs during 2020-21 to 2022-23**

Region	2020-21			2021-22			2022-23		
	No. of SHGs	Total Loans Disbursed	Average Loan Dis-bursed	No. of SHGs	Total Loans Dis-bursed	Average Loan Dis-bursed	No. of SHGs	Total Loans Disbursed	Average Loan Dis-bursed
Northern	67,658	94,045	1,39,001	79,532	1,17,102	1,47,239	1,02,931	2,06,437	2,00,559
North Eastern	68,116	1,03,651	1,52,168	94,871	1,84,636	1,94,618	1,23,602	3,13,764	2,53,850
Eastern	11,24,578	14,87,551	1,32,276	13,01,505	25,68,978	1,97,385	16,34,604	33,38,333	2,04,229
Central	1,28,617	1,05,428	81,971	1,84,322	2,16,983	1,17,720	2,78,359	4,63,673	1,66,574
Western	1,61,159	2,30,331	1,42,921	2,39,086	3,81,363	1,59,509	2,73,253	6,75,144	2,47,077
Southern	13,37,266	37,86,063	2,83,120	14,98,951	65,03,860	4,33,894	18,82,772	95,22,672	5,05,779
<b>Total</b>	<b>28,87,394</b>	<b>58,07,068</b>	<b>2,01,118</b>	<b>33,98,267</b>	<b>99,72,923</b>	<b>2,93,471</b>	<b>42,95,521</b>	<b>1,45,20,023</b>	<b>3,38,027</b>

Sources: NABARD, (2022-2023).

Growth in credit disbursement to SHGs in 2022-23 witnessed an increase across all regions over 2021- 22, with the highest growth being in the Central region (114%). Disbursement in absolute terms was highest in the Southern region with Rs. 95,226.72 crore to 19 lakh SHGs and lowest in the Northern region at Rs. 20,64.37 crore to 1 lakh SHGs. Among the States, Karnataka had the maximum number of SHGs credit linked during the year at 7.44 lakh, followed by West Bengal (6.76 lakh), Bihar (6.40 lakh) and Andhra Pradesh (5.27 lakh).

A comparative analysis of region-wise percentage share in credit linkage of SHGs during the last three years (2020-2021 to 2022-23) reveals that Northern, NER, Central and Western regions have increased the irshare as compared to Southern and Eastern regions. In the case of the Northern & Eastern regions, the irrespective shares have remained almost constant. During the year, however, the Southern region had the highest percentage of SHGs credit linked at 44% followed closely by the Eastern region at 38%.The proportion of credit linked SHGs in the Northern, North Eastern, Central and Western regions remained below 7%.

Among the States, highest growth was observed in Arunachal Pradesh, Uttar Pradesh and Bihar, whereas Haryana, Jharkhand, Punjab, Telangana, Sikkim and Odisha recorded negative growth.

The average per SHG loan disbursed across states/ regions shows a growth of 15% at the pan-India level from Rs. 2.93 lakh/ SHG in 2021-22 to Rs. 3.38 lakh/ SHG in 2022-23 (Table 3). Further, the average loan size per SHG has increased across all regions. Region-wise comparison for the FY 2022-23 reveals that the average loan size is highest in the Southern region (Rs. 5.06 lakh), followed by North Eastern region(Rs. 2.54 lakh) and Western region(Rs. 2.47 lakh), respectively. Among the States, Andhra Pradesh had the highest average loan disbursement per SHG at Rs. 7.64 lakh, followed by Telangana (Rs. 6.07 lakh), Kerala (Rs. 5.55 lakh), Goa (Rs. 5.35 lakh) and Tamil Nadu (Rs. 5.25 lakh). Excluding the Southern states, the average loan disbursement per SHG at all-India level works out to Rs.2.07 lakh i.e. a reduction of 38% in existing average of Rs.3.38lakh. It can be inferred that sustained state patronage helped in creating conducive environment for nurturing SHGs, which ultimately wins the confidence of bankers in the Southern region reflecting in higher quantum of loans disbursed. Other states may study and adopt the models operating in these states.

### **Credit Outstanding**

As on 31 March 2023, a total of 69.57 lakh credit linked SHGs had loans outstanding of Rs. 1,88,078.80 crore (Table 4) with loan outstanding per SHG amounting to Rs. 2.70 lakh at the all-India level. Region-wise, the Southern region had the highest loan outstanding as on 31 March 2023, both cumulatively and on per SHG position.

State - wise, credit linkage status of SHGs as on 31March 2023 is depicted in

Overall, out of 134. 03 lakh SHGs savings linked, 52% SHGs have loans outstanding with banks, leaving a credit gap of 48%. Six states have credit linkage percentage higher than the all-India average with Telangana leading with 97% of its SHGs having loans outstanding followed by Andhra Pradesh (89%) and Bihar (76%). Southern and Eastern states dominate the list.

**Table 4: Region wise SHGs having Loans Outstanding (As on 31 March 2023)**

Sr. No.	Regions	SHGs linked (No.)	Loans outstanding with SHGs	
			Amount	Per SHG
1	Northern Region	1,70,971	2,09,750	1.23
2	North Eastern Region	2,68,593	3,90,420	1.45
3	Eastern Region	23,83,255	39,97,045	1.68
4	Central Region	4,95,999	5,12,131	1.03
5	Western Region	4,29,237	6,87,851	1.60
6	Southern Region	32,08,996	1,30,10,683	4.05
	<b>Total</b>	<b>69,57,051</b>	<b>1,88,07,880</b>	<b>2.70</b>

Sources: NABARD, (2022-2023).

The average size of loan outstanding per SHG as on 31 March 2023 was highest for New Delhi (Rs.10.77lakh), followed by Andhra Pradesh (Rs.6.08lakh) and Telangana (Rs.4.43lakh).

The Southern region had the lowest credit gap of 22% against the all-India status of 48.1% such that if the credit linkage of the Southern region were excluded, the credit gap at all-India levels hoots up to 60% from 48.1%.

\*Karnataka is not appearing in as majority of SHGs are sponsored under SKDRDP model.

### Agency Wise Distribution of SHG Bank Linkage Programme

Commercial Banks, RRBs and Cooperative Banks play a pivotal role in strengthening the SHG - BLP through provision of savings and credit services. The agency –wise status of SHG – BLP is given in Table 5. As on 31 March 2023, Commercial Banks through their vast network of banking operations have done exceedingly well, with over 77 lakh SHGs having savings accounts with them.

**Table 5 Agency-wise status of SHG-BLP in 2022-23 (Accounting/Rs lakh)**

Category of Agency	Total Savings of SHGs with Banks as on 31March2023		Loans disbursed to SHGs by Banks during 2022-23		Total Outstanding Bank Loans against SHGs as on 31.03.2023		NPAs as on 31.03.2023	
	No. of SHGs	Savings Amount	No. of SHGs	Loans disbursed	No. of SHGs	Loan Outstanding	Amount of Gross NPA	NPA (%)
Commercial Banks	7753137	3468997.61	2471417	9308819.17	4202133	12924408.8	340220.81	2.63
% Share	57.85	58.90	57.53	64.11	60.40	68.72	64.81	
Regional Rural Banks	4047836	1820277.34	1570469	4429041.17	2193119	4821593.92	119371.64	2.48
% Share	30.20	30.91	36.56	30.50	31.52	25.64	22.74	
Cooperative Banks	1602110	599992.61	253635	782162.99	561799	1061877.04	65341.36	6.15
% Share	11.95	10.19	5.90	5.39	8.08	5.65	12.45	
Total	13403083	5889267.56	4295521	14520023.33	6957051	18807879.8	524933.81	2.79

Sources: NABARD, (2022-2023).

Thus, in terms of number of SHGs saving linked with banks, Commercial Banks lead with 58% share, followed by RRBs at 30% (40lakhSHGs) and Cooperative Banks at 12% (16 lakh SHGs). Among the Banks,

State Bank of India has highest number of savings linked SHGs of 12.49 lakh i.e. 19.4% of total saving linked SHGs of Public Sector Commercial Banks.

Bank - wise details of savings outstanding as on 31 March 2023 are given in Statement IA. Commercial Banks, a gain dominate the share in disbursements and loans outstanding in respect of SHGs. Bank wise details of loans disbursed to SHG and loans outstanding are given in Statements I-B and I-C, respectively.

Further, as given in Table 6, average savings of SHGs with banks have increased across all agencies. The average savings have gone up from Rs.39,721 in 2021-22 to Rs. 43,940 in 2022-23 and average loans disbursed to SHGs have increased by 15% from the previous year with an increase observed in case of Commercial Banks and RCBs where as in the case of RRBs the reverse decline of 4%. Union Bank of India has 21.2% share of the total savings of Public Sector Commercial Banks and has highest average savings of Rs.83,000 per SHG. Among the Private Sector Commercial Banks, ICICI Bank has highest number of savings linked SHGs i.e.5.29 lakh, followed by HDFC Bank (3.10lakh) and DCB Bank (2.45 lakh). Among the RRBs, Assam Gramin Vikas Bank has highest number of savings linked SHG accounts at 3.15 lakh.

**Table 6: Agency – wise Average Savings, Loan Disbursement and Loan Outstanding per SHG**

Category of Agency	Average Savings of SHGs with Banks			Average Loans disbursed to SHGs by Banks			Average Outstanding Bank Loans against SHGs		
	2022-23	2021-22	Change(%)	2022-23	2021-22	Change(%)	2022-23	2021-22	Change(%)
Commercial Banks	44,743	44,612	0.29	3,76,659	2,94,460	27.92	3,07,568	2,45,495	25.28
Regional Rural Banks	44,969	38,488	16.84	2,82,020	2,94,890	-4.37	2,19,851	1,94,620	12.96
Cooperative Banks	37,450	19,143	95.63	3,08,381	2,76,485	11.54	1,89,014	1,68,247	12.34
<b>Total</b>	<b>43,940</b>	<b>39,721</b>	<b>10.62</b>	<b>3,38,027</b>	<b>2,93,477</b>	<b>15.18</b>	<b>2,70,343</b>	<b>2,24,113</b>	<b>20.63</b>

Sources: NABARD, (2022-2023).

Bank of India registered the highest average loan disbursed per SHG at Rs.5.26 lakh, followed by Rs. 4.80 lakh by Indian Bank. The average loans outstanding per SHG have increased for all agencies, with the highest percentage increase in respect of Commercial Banks. Bank wise loans outstanding in respect of SHGs is given in Statement I-C.

## II. CONCLUSION

The financial scheme of National Rural Livelihoods Mission contribute the 65 percent of beneficiaries belong to young women. The micro finance intuitions are disbursing the lending amount at maximum Rs.300000 with 7 per cent rate of interest. Self help group member is economically benefit and change the standard life and improve the micro entrepreneurs. National Rural Livelihoods Mission is target reduce the poverty alleviation and developing the additional skill mange the personnel and family. This scheme is eligible SHG is active for the past six months according to their financial records opening their savings account in formal financial institutions. In this regards concluded that self help group member is not actively updating the bank account they are not benefited under NRLM scheme of SHG member.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue-8**

**August 2024**

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**For Getting Microfinance: Problems of Micro, Small and Medium Entrepreneurs**

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**Abstract**

India is a land of agriculture. Because of the increase in population, it should develop in other sectors as well. Microfinance supports essential and necessary financial services for small farmers and small-scale entrepreneurs. In order to avoid employability and poverty rates, we have to focus on these MSME's. If these ventures get developed, our nation too will be developed. Due to the abundance of job opportunities, it is essential that we strive to harness them. If we want to reduce unemployment rates, we must focus on MSMEs. In terms of population, India surpasses China, ranking first globally. Unemployment is a significant challenge for our country. In India, unemployment rates are higher, especially below 35 years of age. Many recent graduates

are unable to find job opportunities matching their education level and often end up underemployed.

Globally, about 90% of employment opportunities are generated through small, medium, and large enterprises. We should focus on them. Both the central and state governments should also facilitate financial assistance for such development. Corruption and a lack of integrity in the country contribute significantly to major crimes. As a consequence, a nation's self-reliance is crucial for the growth of other sectors. Microfinance institutions are very helpful. Its program has played a significant role in India's developed economy.

**Keywords:** MSME, Problems – Entrepreneurs – Financial Support.

## **I. INTRODUCTION**

India is basically an agricultural country. The importance of agriculture in the Indian economy is evidenced. In a country like India, where more or less 70% of its population lives in rural areas and 60% depend on agriculture, (As per the World Bank report.) Though India is a land of agriculture, it should develop in the field of industries too, and then only it will become a self-reliant nation. To lead our nation in the path of growth, apart from the agriculture sector, we have to give significance and importance to other fields of textile, service, production, and others. Microfinance supports essential and necessary financial services for smallholder farmers and small entrepreneurs, including the many benefits like credit loans, savings, insurance, and money transfer services. In this regard, microfinance is very helpful to them.

### **An overview of micro finance**

The concept of microfinance was created by Professor Muhammad Yunus, founder of Grameen Bank in Bangladesh and Noble Prize winner in 2006. As of 2017, India was the leader in microfinance, with 47 million borrowers and \$15 billion in outstanding loans. Vietnam was second, Bangladesh's position was third, followed by Peru and Mexico. The Asia-Pacific region has a leading share of the market, with India, Bangladesh, and Vietnam as the top three borrowers. Europe is also a leading market, with Germany, the United Kingdom, and France contributing substantially to industry growth. Other countries involved in the microfinance sectors were Cambodia, Afghanistan, the Democratic Republic of the Congo, Indonesia, Ecuador, Latin America, and the Caribbean. Microfinance institutions currently operate in 29 states, 4 union territories, and 563 districts in India. The Reserve Bank of India is the regulatory body for microfinance institutions operating in the country.

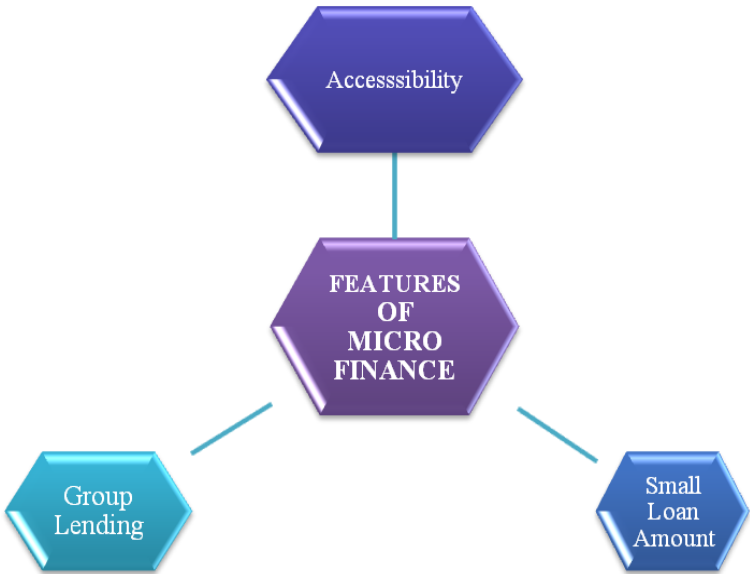
Many small-scale industries are functioning dependent upon microfinance. However, they affect us in many ways.



**Micro Finance – An Overview**



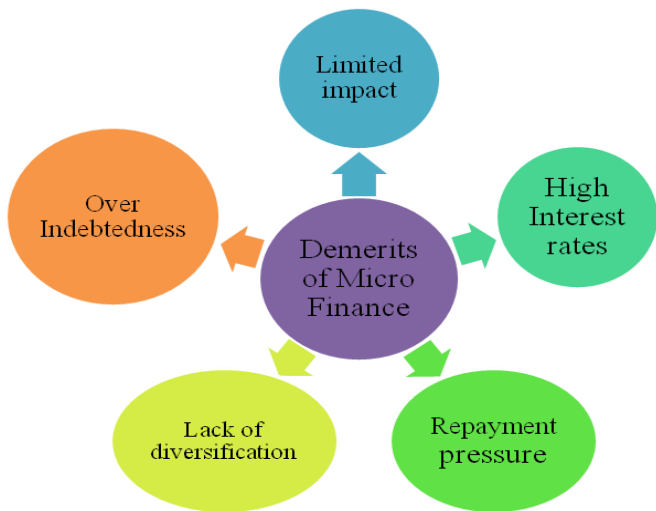
**Features of Micro Finance**



**Advantages of Micro Finance**



**Demerits of Micro Finance**



## **Micro Finance and Banks – An Overview**

### **Problems in small-scale industries**

The small-scale industries are facing many problems and difficulties in connection with procurement of raw materials, effective techniques of manufacturing, marketing facilities, finance, etc.,

1. **Raw Materials:** Most of the small-scale industries depend on large-scale industries for the raw materials. For example, the handloom industry is wholly dependent on the supply of yarn from cotton mills. They are fully dependent on large-scale industries.
2. **Techniques of Production:** Almost all units in the small-scale sector carry on production without dated and obsolete implements, and the method of production is also antiquated. There is no research and development in these industries. Modernised equipment is not utilised.
3. **Lack in Marketing:** The biggest problem of small-scale industries is marketing the finished products. Their area of marketing is very narrow. Because of the implementation of LPG (liberalisation, privatisation, and globalisation) in India, large-scale enterprises are expanding their market at the global level. However, unfortunately, they are lacking in the marketing techniques.
4. **Finance:** Finance is the backbone of all the industries. For the purpose of purchasing raw materials, labour charges, and other overheads, this finance is needed. Small-scale industries are very poor for financial management. Many of the owners of small-scale industries depend on the money lender for finance. They pay a huge amount along with the cash.

### **A comparison between the microfinance organizations and Bank**

Particulars	Micro Finance	Bank
Minimum Loan	Rs 1000	Rs. 5000
Surety	There is no need	Need
Minimum Salary	There is no need	Rs. 25000
Interest Rate	24%	16%
Payment of Loan	Weekly	Monthly

### **Why do we focus microfinance on small-scale industries?**

**Contribution to national income:** The small enterprises of India were contributing a large share of national income. Unfortunately, for the past two decades, large-scale industries have been dominating in India. However, a greater number of workers are working in small-scale industries. Especially in Tamil Nadu state, apart from Chennai, other cities like Coimbatore, Erode, Tiruppur, Karur, Namakkal, Salem, Trichirappalli, Sivakasi, Cuddalore, Vellore, Kancheepuram, Dindigul, Kumbakonam,

Hosur, Tuticorin, Tirunelveli, Thiruvannamalai, Pudukkottai, Karaikudi, Avadi, Tambaram, etc., have many small enterprises as well, and many workers are working there.

**Employment Potential:-** Now, millions of people are unemployed and underemployed. These small-scale industries will help them by providing employment. Because of unemployment, many youths are converted into terrorism-related assignments.

Their minds are brainwashed. We give them a chance for their bright future. Small-scale industries will be helpful to the youth's employment.

**Small amount of capital:** A small amount of investment is needed. There is no want of big investment. They can manage day-to-day expenses related to entrepreneurship.

**Getting skills and managerial talent:** In comparison with large-scale industries, a medium level of skills and managerial talent is enough. Their salary and other benefits are moderate. There is no need to pay a major amount for their remuneration and other gains.

**Indigenous machines:** Small-scale industries require mostly indigenous machines and equipment, and they need not depend too much on costly machines. In large-scale sectors, heavy engineering machines, technical skills, and other raw materials are needed according to their requirements.

### **Microfinance is helpful for low income group of people:-**

Microfinance is the provision of thrift, credit, and other financial services and products of about a very small amount to the poor in rural, semi-urban, and urban areas for the purpose of raising their income levels and improving their living standards. As stated by the Reserve Bank of India.

It plays a crucial role in expanding access to financial services for low-income people. Microfinance companies in India have played a critical role in expanding access to financial services for low-income households, especially women. Microfinance includes multiple services such as loans, savings, insurance, transfer services, microcredit loans, etc. These microfinance companies are started for the purpose of helping low-income earners through their start-ups and self-employed people.

### **Concepts of microfinance institutions**

1. To eradicate poverty by providing and contributing diverse financial services, not just loans, as required by the poor.
2. Its focus is to construct and fabricate a financial system for the economically weaker sections.

3. Building permanent local financial institutions that focus on creating and generating more domestic deposits, recycling them as loans, and also providing various other financial services.
4. The government's duty is to enable and sanction financial services, not provide them.

### **Top five states of Microfinance in India:-**

The top five states of microfinance in India are Tamil Nadu, Bihar, West Bengal, Kerala, and Uttar Pradesh. Tamil Nadu State is leading in microfinance loans. Many people benefit from this microfinance. Many lakhs of women are engaged in the manufacturing industry in Tamil Nadu state in India. 42 percent of women working in manufacturing sectors are from Tamil Nadu state. About six lakh women are employed from Tamil Nadu state, and 39512 manufacturing sectors are located in the Tamil Nadu state. For these functions to be effective, we give our support and encouragement to them.

The banking companies should provide financial assistance to these enterprises for the purpose of livelihood of labour.

Leading microfinance companies in India

1. Spandana Sphoorty Financial Limited
2. Bandana Bank
3. BSS Micro Finance Limited
4. Arohan Financial Services Limited
5. Cashpor Micro Credit
6. Equitas Small Finance Bank
7. Asit Vad Micro Finance Limited
8. Credit Access Grameem
9. Ujjivan Small Finance Bank
10. Bharat Financial Inclusion Limited State Bank of India
11. Asmithaa Micro Finance Limited.

### **MSME support for creating employment and reducing poverty rates**

In order to avoid the employability and poverty rates, we have to focus on these small, medium-sized industrial ventures. If these ventures get developed, our nation too will be developed. In countries with small, medium, and large-scale enterprises, due to the abundance of job opportunities, it is essential that we strive to harness them. If we want to reduce unemployment rates similar to those in India, small, medium, and large enterprises must undergo improvement measures. Only by turning a blind eye can we perpetuate these Regular Issues. In terms of population, India surpasses China, ranking first globally.

Unemployment is a significant challenge for our country. In India, unemployment rates are higher among those aged below 30, with 30% of the population falling into this category. Being unemployed alone significantly hinders a nation's progress. Many recent graduates are unable to find job opportunities matching their education level and often end up underemployed. Globally, about 90% of employment opportunities are generated through small, medium, and large enterprises. Approximately 70% of workers are employed in this sector. In India, there are approximately 6.30 crore small and medium enterprises operating.

These enterprises contribute to 40% of global exports. The needs of loans for MSME are 70 lakh crores. Unfortunately, banking and other financial institutions provide loans amounting to Rs. 10 lakh crores only. This amount is not enough.

India was once very famous for the cottage industries. Even under the rule of the East India Co., there is ample proof to show the excellence of the products of the higher cottage and village industries. Small-scale industries can be divided into two types, namely cottage industries and small-scale enterprises. Apart from agriculture, many small entrepreneurs are engaged in small-scale industries like handloom weaving, basket making, bidi making, sericulture, pottery, blacksmithing, carpentry, tannery cart making, gold and silver thread, wood and ivory carvings, brass and bell metal industry, toy making, calico printing, dyeing, brick making, pottery, hosier plants, small engineering factories, bobbin making, tape making, rice flour mills, khadasari, brass, copper alumnus wares, cutlery, furniture, iron foundries, fruit caning, soap making, etc.

## **II. CONCLUSION**

The 5 C's of credit (character, capacity, capital, collateral, and condition) serve as important evaluation criteria for microfinance. The role of these microfinances is essential to improving poor livelihoods and middle-class people. Specify, these are the treasures to them. India's rank is fifth in terms of gross domestic products. The top five countries in the world are the United States of America, China, Germany, Japan, and India. The Government of India as well as the Government of Tamil Nadu should also facilitate financial assistance for such development. Banks must increase the availability of loans to minimise barriers to this objective. Corruption and a lack of integrity in the country contribute significantly to major crimes. Microfinance can play a key role in providing financial services to the poor and low-income individuals. Hence, a nation's self-reliance is crucial for the development of other sectors.

**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue-8

August 2024

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## **Consumer Perception towards Soft drinks at Chengalpattu District**

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### **I. INTRODUCTION**

In this modern world everything has been changed, and majority of people are changed their food habits. People consuming soft drinks because of many reasons such as soft drinks are less expensive product which can be used by all category people and also at the time of travelling many people are interested to take soft drinks instead of eating food. This study is based on consumers perception on consuming soft drinks. Soft drink products have been well accepted by consumers and gradually overtaking hot drinks as the biggest beverage sector in the world. This study involves consumer's opinion in purchasing, consuming and utilising those soft drink. And also, what all are the demerits on consuming those soft drinks has been discussed in this paper.

### **Consumer perception**

Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building [customer loyalty](#) and retention as well as brand reputation and awareness. "Regardless of their actual experience, customer perception is all about how the customer feels about your brand and their interactions with you," told by Sam Chandler, senior manager of customer success at Zendesk.

Customer Perception is the impression customers form about a brand based on their interactions and experiences. Advertising, reviews, product quality, and customer service shape it. This perception influences their decisions to engage with a brand. A

positive perception can lead to loyalty, referrals, and increased sales, making it a vital aspect for businesses to manage.

By understanding and enhancing customer perception, businesses can build a stronger, more positive brand image, crucial for long-term success and competitive advantage in the marketplace.

### **Statement of the Problem**

The soft drink is consumed by all category people without any restriction. But the soft drink company has mention that soft drink is not recommended for phenylketonurics, children, pregnant or lactating women. But many people are not aware about this information. Regular consumption of soft drink result in increased risk of dental cavities, type 2 diabetes, weight gain, obesity in both children and adults, High blood pressure, high cholesterol, and extra fat are all associated with sugar consumption, which raises the risk of heart disease. A higher risk of pancreatic cancer is associated with sugary soft drinks like soda and other sweetened drinks. So, the people should avoid drinking soft drink regularly.

### **Objective of the Study**

1. To examine about the awareness regarding drinking of soft drinks.
2. To evaluation of the influence of the consumer buying behavior towards soft drinks.

### **Need of the Study**

The main aim of this study is to analyse the perception of people of different age groups, gender, education qualification, marital status, occupation, family size, and monthly income of people on consumption patterns of soft drinks and consumer awareness regarding the hazards of soft drinks. This study has aim to show about the consumer satisfaction and dis satisfaction with their current brand of soft drinks and to identify whether they are aware about the maximum level of alcohol level and PH value in soft drinks. The ultimate need of this study is to found out the consumer knowledge about soft drinks at the time of purchasing. And to identify the place where the consumer prefers for buying the soft drink. The need of this study includes consumers buying behaviour towards soft drink.

### **Research Methodology**

The data has been collected through google form from respondent with the help of structured questionnaire. The secondary data are those data which have already been collected. It means data that was already available. Secondary data was collected from sources like journals, internet and previous studies. The data collected



from 150 respondents from various places of Chengalpattu District on the basis of simple random sampling method. The researcher used well-structured questionnaire for collecting the data.

### **Limitation of the Study**

This study is done with the help of survey method. Which would result in inflexibility and lack of depth. Many of the questionnaires filled by the respondent had irrelevant and incorrect answers because of lack of knowledge about this title. The limitation of this study also includes that in this study I can't able to bring the all problem arises due to soft drinks, I can only point out some problems such side effects, health Regular Issue etc. because of less duration time. In this study I have only concentrate on young generation people of Chengalpattu district, it does not cover the old generation people and it is mostly about the consumer opinion regarding the brand, quality and quantity of the soft drink and it does not consider about the reason why they are consuming such soft drink.

### **Finding and suggestion**

- The response from the age group of below 20 is majority so it indicates that teenagers have respond to this survey question in lot and the age group of 30 – 40 and above 40 is least so it indicates that the early middle age person and middle age person have respond to this survey in low. From this it indicates that more young people have responded.
- The response from the female respondent is 75 and the male respondent is 25 the survey is conducted for 100 people so it indicates that the more female has responded than male.
- The college students have responded more than school's student and the survey is conducted between the all professions. More UG and PG students has responded a lot it shows that soft drink is more familiar with the college students.
- The response from unmarried people is more than compared to the married people. This shows that majority of the unmarried people has completed this survey questions because the target audiences is young people.
- The majority of students have responded in this survey question because the survey is conducted in the college so UG and PG students have done this. It shows that students are most likely to soft drink.
- The nuclear family members has responded a lot than compared to joint family. Because the nuclear family members are having less family commitment than the joint family members so they are more familiar with soft drinks.

- The monthly income of the respondent, the majority of the response is from the people from the monthly income of less than 50,000. We can found that low income people are spending on soft drink because it is available at affordable price.
- the number of respondent how many of them will consume soft drink and how many of them will not consume it. It clearly shows that majority of the respondent are consuming soft drink and the least number of respondent are not consuming soft drink. From this it indicate that soft drink is consume by more people.
- the number of respondent how many of them are recommending people to consume soft drink and how many of them will not. From the table 4.6 indicate that majority of the people will not recommend to others, only the least of the people will recommend to others. From this it indicate that majority of people are not recommending about soft drink to others.
- The majority of people will read the manufacturing and expiry date and only few people are not read the manufacturing and expiry date. It shows that the people are aware about read the manufacturing or expiry date at the time of purchase of soft drink.
- The majority of the people are buy soft drink at the departmental stores because all the product of every brand will be easily available and only least of the people has choosen the petty shop. It shows that many people are prefer to buy the soft drink where all the brand are available.
- if there is any alternative availabe which would be their best choice. Majarity of the people choose the fresh fruit juice and tender coconut and only few people are choosen the soft drink. This indicate that the people are ready to drink the nattuall juice but because of high cost and rare availability they are prefering soft drink.
- The information from table 4.19 shows that majority of the people are aware that soft drink is not good for health but they are consuming it by knowing its cause and effects. And only least of the people are not consuming it.
- The regular consumption soft drink will result from many diseases so according to this study majarity of the people has agreed that it will leads to heart diseases. So it also show that people are very much aware about the consumption of soft drink will result in health Regular Issue.
- We can found that majority of the people are aware about the percentage of alcoholic level in soft drink. They have mention that alchololic level in soft drink is between 5%

- The consumers awareness towards the PH value. According to this study it clearly shows that the value is between 2.5% to 3.5%. And the awareness toward this is less from the consumer side.
- The consumer satisfaction level towards soft drinks. From the figure 5.3 we can find that soft drink is not satisfied to the consumer to the extent. They have only neutral satisfaction level toward it.
- The rank order of the soft drink, from that figure we can found that tata gulco+, vibro, sprite, bovon to etc. are favarite brand for the chengalpattu people. And coke, miranda, etc. are taken with low ratted by the respondent.

### **Suggestion**

- ✓ The consumer are aware about the soft drink to the extent and they are more likely to know about the cause and effect of consuming soft drink. The consumer are clever in purchase decision. The soft drinks are consumed because of cheap cost and easy availability.
- ✓ In the results, we propose the following: Soft drink consumption is greater among younger, high educated, low-income, singles who are mostly students, nuclear family according to the demographics of the respondents. The soft drink company is influence the consumer on taste, flavour, brand, colour and package.
- ✓ The soft drink is becoming more familiar with everyone but the effect and cause arise because of soft drink is not familiar with everyone. The soft drink company has mention the restriction for children, phenylketonurics, pregnant or lactating women not to drink the soft drink, but most of the people are not aware about it. So the suggestion is before making the purchase of soft drink the people should know about the some knowledge about the soft drink, must read the ingredients and all the information available in package and to be aware of themselves about the side effects that causes because of soft drink. The best alternative for soft drink is fresh fruit juice and tender coconut. The people can choose these alternatives instead of soft drinks.

## **II. CONCLUSION**

In this modern world the familiarity of soft drink is reach the most. The soft drink company has increased a lot in the 2023 and the consumption of soft drink by people has also increased. It indicates that the wealth of soft drink company is becoming increased a lot. By the increase of soft drink company leads to lot of drawbacks also it reduce the people from consuming of fresh fruit juice, tender coconut, etc. and also it affect the health of the people such as type 2diabetes, weight gain, tooth decay etc. It may affect the day to day life of the people so to be get escape from this dangerous people has to change their daily habbits such as to avoid drinking soft drink daily, avoid

recommending to others, children, pregnant and lactating women should always avoid it. So at the conclusion I would like to say that there is best quality, quantity drink is available in our home they are fruit juice, vegetable juice, dry fruit juice, tender coconut etc. so this would be the better choice to lead the good life.

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## **Performance of Micro Small Medium Enterprises in Indian Economy**

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### **Abstract**

Micro small medium enterprises are one of the trading activities supplies of multi variety commercial goods in modern marketing. MSME entrepreneur's creativity of micro enterprises commenced on sole and partnership firm under registration of MSME act. Entrepreneurs have not sufficient knowledge however manage financial and marketing network throughout country. Micro small medium enterprises provide golden opportunities of employment and income generation activities to individuals and society. Micro entrepreneurs have minimum investment established manufacturing of new traditional product supply and distribution at reasonable price in marketing. Entrepreneurs marketing network sharing communication is lacking of information and business technology because their extent the international business. This paper is highlighted on performance of micro small medium enterprise in Indian economy.

**Keywords:** Manufacturing, Entrepreneurs, Service, Employment, Economy.

## **I. INTRODUCTION**

MSME is small scale firm which permissive more number of employment creation innovative method services marketing activities. Entrepreneurs are considering major development of per capital income earning individual growth gradually inclusive of national income in Indian economy. Entrepreneur has continuously manufacturing handmade goods disposal of leading served various methods follows fulfill the customer's requirements in society. MSME is forehead of earning income generation oriented economic activities for promote socio-economic development of their own country. MSME is not predetermined capital budgeted allocation of separate ministry extent the inclusive growth in rural based enterprises. Micro enterprise are progressive of production and marketing on own handmade goods and service in society. Small medium enterprise is lean income generation of economic activity against violation of GDP rate in Indian economy. MSME is mainly considering employment opportunities for inclusive growth of per capita income and national income increasing every day. Entrepreneurs has financial resource of working capital management is insufficient because small scale enterprises not ability to repay loan from financial institutions. Banking sector framed new policy scheme contribute micro loan help and support the rural entrepreneurs in India. Reserve Bank of India is leading financial institutions provide economic oriented allied activities develop the production and sales forecasting in competitive world. RBI regulations follow change the economic activities relevant necessary support financial empowerment to all small scale enterprises. MSME is developing economic inflation rate of per capita income highly vibrant in Indian economy. Entrepreneurs has not sufficient skill of business premises their manage business activity are successful manner. MSME entrepreneurs does not know however inclusive growth of qualitative enterprises because fulfill the basic need of financial and economic empowerment.

Small and medium enterprise is stabilize infrastructure facilities testing and research centers their analysis the quality based supply of goods and services in traditional marketing. MSME enterprises sell the product proper warehousing facilities maintain inventory management is lacking are not availability of showroom facilities.

### **Statement of the Problems**

Micro small and medium enterprises are formal business enterprises whether registered or unregistered organizations. MSME is a supply chain management organization cycle established of firm, resources of capital, collection of raw material, working progress of finished goods supply and distribution of services management. Micro enterprises do not exceed 25 lakhs only limited sources of fund production and marketing activities are slow down not reach unlimited area. MSME is depending on capital resources of formal financial institution not help and support their utilizing long term process of financial requirements.

Small medium enterprise is lacking of marketing skill development, financial assistance, technology assistance up grading of product and fundamental training method manage success of their business. MSME is product design management manufacture of tools precision and storage of showroom equipment through supply and distribution of goods and services. Medium enterprises faced recent trend of traditional techniques centre system lacking is collection of information receiving and sending all activities. The ministry of MSME come forward whatever the problem find out solve the proper solution given favorable decision making promote their enterprises.

### **Objectives of the Study**

The research articles carry out following objectives as follows

1. To found out MSME contribution for inclusive growth of Indian economy
2. To performance of micro small and medium enterprises through ownership on social group of people.
3. To analyze the estimated number of MSMEs operating the service sector in rural/urban areas.
4. To understand the impact of MSMEs contribution economic growth in country.
5. To give valuable suggestions improve the MSME sector in Indian economy.

### **Review of Literature**

**Surendar Gade (2014)** explained that India's Micro, Small and Medium Enterprises (MSMEs) sector has appeared as a vibrant and dynamic sector for the economy. It has been recognized as a catalyst in promoting the growth and development. MSMEs are playing a pivotal role in creating a huge amount of employment at meager cost of capital in comparison to large industries,



helping in establishment of industries in economically backward regions and truncating regional inequalities, promising justifiable dispersion of national income and wealth. The MSME's has steadily enumerated surpassing progress in comparison to the entire industrial sector. This paper attempted to examine the contribution of MSMEs Sector in the nation's growth and also the areas which are required to strengthen the MSMEs sector to its continuous contribution to the development of India. It is found from the study that MSMEs can be boon and a hope for Indian economy in near future.

**Chandraiah M. and Vani. R (2014)** concluded that the Micro, Small and Medium Enterprises (MSMEs) sector is a vital constituent of India's industrial sector. MSME including khadi and village/rural enterprises. It contribute significantly to India's Gross Domestic Product and export earnings besides meeting the social objectives including that of providing employment opportunities to millions of people across the country. With the introduction of reform measures in India since 1991, the Govt. has withdrawn many protective policies for the Micro, Small and Medium Enterprise (MSMEs) and introduced promotional policies to increase competitiveness of the sector. The Micro, Small and Medium Enterprises in India are acting as power and spirit of economic growth in the 21st century. This paper analyze the definition of MSMEs, the role and performance of MSMEs in Indian economy, Government policies towards MSMEs and problems of MSMEs

**Ashu Katya and Betsy Xaviour (2015)**pointed that MSME (Micro, Small and Medium Enterprises) are the heart of Indian Industry. Their contribution especially to a developing country like India is very valuable. They not only contribute in generating employment but also encourage low skilled level workers to start as entrepreneur level in rural areas. As data given by economic times in June 2013, they employ close to 40% of India's workforce. Their main boost is given to Indian manufacturing industry which is around 45% and export oriented units which are close to 40%. The MSME sector in India is highly heterogeneous in terms of the size of the enterprises, variety of products and services, and levels of technology. It helps in industrialization of rural and backward areas, reducing regional imbalances and assuring more equitable distribution of national income and wealth. MSME complement large industries as ancillary units and contribute enormously to the socioeconomic development of the country.

**Abhijeet Biswas (2015)**analyzed that MSMEs in India tend to give more weight age to present as compared to future. They form short term strategies to meet the liquidity needs. Generally, they don't invest in technological front and their attitude is driving them out in the global market. MSMEs have shortage of funds and limited access to relevant information. They try to reduce cost by

minimizing the capital expenditure. This has made the Indian MSME Sector a bit dormant when it comes to the use of latest technology and knowledge of the global markets. On a global level, they are losing the competition and becoming uncompetitive. The Small and Medium enterprises play a vital role in the Indian economic structure due to its significant contribution in terms of output, exports and employment. But still most of MSMEs in India lacks in their technological infrastructure and are technically backward.

### **Research Methodology**

The research articles found out on secondary data collected from MSME report 2017-2018. The researcher found out micro small and medium enterprises in Indian economy relevant information referred that journal, magazines, related text books and various website etc. The result of the study framed based on findings and improve the suggestions by ownership of MSMEs enterprises and activity in rural and urban areas.

### **Limitations of the Study**

The present study is undertaken the performance of micro small medium enterprises in Indian economy. The researcher is referred only the secondary data and not collected the primary information from MSMEs respondents. The result of the study based on contribution of MSME in Indian economy, operation of manufacturing, trading, other services and electricity relevant for this study through gender wise activity based in rural/urban areas. Hence the data is MSMEs report 2017-2018.

### **Analysis and Discussions**

**Table -1 Contribution of MSME in Economy**

<b>MSME</b>	<b>Year</b>	<b>MSME</b>	<b>Growth</b>	<b>GVA</b>	<b>Share</b>
<b>Contribution of MSME in Economy</b>	2011-2012	2583263	-	8106946	31.86
	2012- 2013	2977623	15.27	9202692	32.36
	2013-2014	3343009	12.27	10363153	32.26
	2014- 2015	36528196	9.43	11481794	31.86
	2015-2016	3936788	7.62	12458642	31.60
	<b>Total</b>	<b>49368879</b>	<b>44.59</b>	<b>51613227</b>	<b>128.34</b>
<b>Estimated number of MSMEs</b>	<b>Activity</b>	<b>Rural</b>	<b>Urban</b>	<b>Total</b>	<b>Share</b>
	Manufacturing	114.14	82.50	196.65	31
	Trade	108.71	121.64	230.35	36
	Other services	102.00	104.85	206.85	33
	Electricity	0.03	0.01	0.03	0
	<b>Total</b>	<b>324.88</b>	<b>309.00</b>	<b>633.88</b>	<b>100</b>

Enterprises category wise	Sector	Micro	Small	Medium	Share
	Rural	324.09	0.78	0.01	51
	Urban	306.43	2.53	0.04	49
Total	Total	630.52	3.31	0.05	100

**Sources:** MSME Report-2017-2018

Table -1 Contribution of MSME in economy there are 49368879 enterprises operating share value of 128.34 in from 2011-2012 -2015-2016. MSMEs number of activity running rural Rs 324.88 and urban Rs.309.00 based with manufacturing, trading electricity and other services with total number of share of 100 percent. Therefore enterprises category wise managing micro enterprises are highest record is Rs.630.52 with share of 100 percent.

**Table -2 MSME Gender Wise**

Enterprises in Rural/Urban	Male	Female	Total
Rural	77.76	22.24	100
Urban	81.58	18.24	100
<b>Total</b>	<b>79.63</b>	<b>20.37</b>	<b>100</b>
Enterprises in Male/ Female Micro			
Small	79.56	20.44	100
Medium	94.74	5.26	100
<b>Total</b>	<b>97.33</b>	<b>2.67</b>	<b>100</b>

**Sources:** MSME Report-2017-2018

Table -2 MSME gender wise enterprises 77.76 percent is male, 22.24 percent is female in rural followed by 81.58percent is male, 18.24percentis female in urban areas. There is 79.56 percent micro enterprises are owned by male, 20.44 percent by female proprietorship. Small scale enterprises are managed 94.74 percent by male ownership and followed by 5.26 percent are female. Medium enterprises are successfully running both male and female 100 percent.

**Table -3 Enterprises Ownership by Social Group**

Percentage of Ownership by Social Group						
Sector	SC	ST	OBC	Others	Not Known	Total
Rural	15.37	6.70	51.59	25.62	0.72	100
Urban	9.45	1.43	47.80	40.46	0.86	100
<b>Total</b>	<b>12.45</b>	<b>4.10</b>	<b>49.72</b>	<b>32.95</b>	<b>0.79</b>	<b>100</b>
Percentage of Ownership By Sector						
	SC	ST	OBC	Others	Not Known	Total

Micro	12.48	4.11	49.83	32.79	0.79	100
Small	5.50	1.65	29.64	62.82	0.39	100
Medium	0.00	1.09	23.85	70.80	4.27	100
<b>Total</b>	<b>12.45</b>	<b>4.10</b>	<b>49.72</b>	<b>32.95</b>	<b>0.79</b>	<b>100</b>

**Sources:** MSME Report-2017-2018

Table -3 Enterprises ownership by social group there are 12.45 percent of SC ownership, 4.10 percent of ST, 49.72 percent of OBC and others community are managed MSME by ownership. Therefore highest record of 70.80 percent other community ownership is medium enterprises and lowest is 0.39 percent.

**Table -4 State Wise Distribution of Enterprises**

State	Estimated Number of MSMEs	
	Number in lakh	Share
Uttar Pradesh	89.99	14
West Bengal	88.67	14
Tamil Nadu	49.48	8
Maharashtra	47.78	8
Karnataka	38.34	6
Bihar	34.36	5
Andhra Pradesh	33.87	5
Gujarat	33.16	5
Rajasthan	26.87	4
Madhya Pradesh	26.74	4
<b>Total</b>	<b>469.36</b>	<b>74</b>
Other state	164.52	26
<b>Grant total</b>	<b>633.88</b>	<b>100</b>

**Sources:** MSME Report-2017-2018

Table -4 states wise distributions of enterprises Uttar Pradesh is 89.99 percent contributed enterprises with share of Rs.14. West Bengal is 88.67 percent shared enterprises of 14 percent and lowest of Madhya Pradesh is 26.74 percent disbursed micro small medium enterprises with share of Rs.4. Hence the table concluded that 11 states have record of 633.88 percent with 100 percent of share distribution of MSMEs enterprises in 2017-2018.

### **Suggestions**

1. Micro enterprises have sufficient facilities are not available extent business management in global economy. Micro entrepreneur's traditional technology network has not sharing regarding marketing information and improves quality of sales promotion. The ministry of MSMEs should be recommended change the valuable marketing linkage and promote technology.
2. The ministry of MSMEs and government of India should be conduct various training about production management and marketing oriented is benefited more number of entrepreneurs. Training is induction of work stimulate the employees learning initial process both onsite and offsite training. MSMEs offer the training period must be give accommodation and also fund.
3. Research and development is leading function of production management development the testing quality of goods supply in marketing. Small medium enterprises should be conduct research of every product sample testing whatever risk factor certainly remove from single and multi-product.
4. Financial assistance is major tool for promoting business development of Indian economy without finance cannot their manage function of activities. Micro entrepreneurs minimum quotation of capital investment does not exceed maximum value of money is running the enterprises. Banking institutions should be arranging financial assistance of small scale entrepreneurs getting minimum formalities to give credit facilities.
5. MSMEs follow entrepreneurship skill development should be conduct in every state their learning new scheme of financial assistance marketing activities production technology up gradation and resources of working capital management etc. This programme is valuable enhancing for more benefit of illiteracy entrepreneurs sharing and discusses new traditional business.
6. Small medium enterprises must be provisional special single point registration of business unit can be eligible for government special financial subsidy. Government of India and other agency is guiding compulsory registration including manufacturing/ production unit and marketing networks. Small scale enterprise must be plan and organize create the common services of marketing activities supply and delivery of finished goods in modern marketing.

## **II.CONCLUSION**

MSME is formal business enterprises for emerging trend highly vibrant of employment opportunities in Indian economy. Small medium enterprises is wider range of product produced across various country in develop economy growth rate between two countries. Micro small medium enterprises have low budgeted cost of expenditure spent for established enterprises. Entrepreneurs are fundamental resources of working capital management have not sufficient progressive of marketing service in global level. MSME is enhancing promote various sector namely such as Khadi village industries, coir industries production of hand made goods through contribute training and financial support to existing enterprises in world level. The central and state government facilities the new policies planning commission set up micro level entrepreneurs. The ministry of MSME is creativity of techno economic managerial consultancy services, modernization to small medium enterprises.

### **Scope for Further Research**

The researcher framed article is performance of micro small medium enterprises in Indian economy. This study is relevant scope for further research following areas financial assistance of MSMEs through banking sector in India, small scale entrepreneurs and its impact on technology in business enterprises, problems and prospectus of MSMEs sector in Tamil Nadu and marketing strategy of small scale product selling in traditional marketing.

In this regards therefore concluded that MSMEs budget preparation of financial assistance through state and central government.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**SEWA – Self Employment for Women’s Association – History, Evolution and Progress**

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**Abstract**

Women’ s empowerment and development are vital force in all the developed and developing countries. When focus on development, the finance assistance and independence is the most relevant thing. Government takes various steps to bring improvement in standard of living for the women. Many financial assistances, schemes are driven throughout the year by the Government. One of the most important schemes is SEWA, launched on 1970s. After the inception many sub schemes, were introduced and millions of women’s are benefited. The article clearly depicts the history, evolution and progress on the same.

**Key words:** Women – SEWA- schemes – Government – self-employed.

**I. INTRODUCTION**

India population in recent census is 141.72 crores. In which the female population constitutes 65.19 crores, which leads to 47.8% of the total population. 36.7% women are in rural areas, need financial assistance. Government undergoes various schemes and plans for the development of financial position of the women. Self-help groups, STEP, SEWA, Postal schemes are in line. Microfinance consists of financial services targeting individuals and small businesses who lack access to conventional [banking](#) and related services.



Microfinance includes [microcredit](#), the provision of small loans to poor clients; [savings](#) and [checking accounts](#); [microinsurance](#); and [payment systems](#), among other services.

This article clearly depicts about the history, evolution and development of micro finance in SEWA.

### **Objectives**

1. To know the impact of micro finance in SEWA
2. To analyse the SEWA and its functions

### **Research Methodology**

Source of Data: The study is based on secondary data collected through various books, business magazines, journals, newspapers, internet web sites and research studies.

### **History of SEWA**

SEWA originated in 1972 as the Association's Women's Wing of Textile Labour Association (TLA), which was established by Gandhi in 1918. SEWA is located in [Ahmedabad, India](#), the city where [Gandhi's ashram](#) still exists and once served to facilitate much of the Mahatma's work. Gandhi's ethos of collective mobilization led to the founding of TLA, which is a labour union generally concerned with textile labourers in the formal sector. Around the era of SEWA's establishment, Ahmedabad youths were enthusiastic to interact with the poor because of Gandhi's legacy in the city. Driving SEWA's every decision are satya (truth), ahimsa ([non-violence](#)), sarvadharm (integrating all faiths, all people) and khadi (propagation of local employment and self-reliance), which all helped Gandhi organize poor people in the [Indian independence movement](#).

In 1972, SEWA materialized first as a collective of women that worked outside the textile mills and other formalized sources of income—individuals not targeted by TLA. An early survey of SEWA members found that 97% lived in slums, 93% were [illiterate](#), the average member had four children, and one in three were the primary bread-winner. Its first large project was the SEWA Cooperative Bank, established in 1974 to provide loans to low-income members.

### **About ELA BHATT**

- She was a noted Gandhian, leading women's empowerment activist.
- For her work, Elaben received numerous accolades and was conferred several national and international awards including Padma Bhushan, Magsaysay Award and the Indira Gandhi Sadbhavana Award.

- She was a Member of Parliament and of the Planning Commission of the Government of India.
- She used all these opportunities to bring about a structural improvement in the condition of Indian women.
- She joined the Textile Labour Association in 1955, a union that emerged after a textile strike led by Mahatma Gandhi in 1918.
- Ela Bhatt's work at the women's wing of the union and continuous interaction with women migrants in the textile sector led her to conceptualize the self-help group.

▪

### **Evolution of SEWA**

Incredibly enough, 94% of Indian working women were self-employed in 2009, yet it took until 1972 for any sort of informal labour union to form.<sup>[3]</sup> The former US Secretary of State Hillary Clinton saw Elaben Bhatt as one of her role models. Hillary visited SEWA first in 1995. In one of her speeches, she described Elaben as soft-spoken and a visionary leader.<sup>[4]</sup>

- As early as in 1974, SEWA Bank was established to provide small loans to poor women.
- It is an initiative that was recognised by the International Labour Organisation as a microfinance movement.
- With an annual membership fee of just Rs 10, SEWA allows anyone who is self-employed to become a member.
- Its network is spread across 18 Indian states, in other countries of South Asia, in South Africa, and Latin America.
- It has helped rehabilitate women in personal, and even political or social crises, by empowering them through skilling and training.
- It simultaneously provided employment to women and promoted cooperative production, consumption and marketing of textiles which constituted the core of India's industrialisation.
- It also decisively influenced the course of trade unionism and labor movement in India.

### **Developments and achievements of SEWA**

The notable developments and recognitions of SEWA were

- Unorganised Workers Social Security Act (2008), the National Rural Livelihoods Mission (2011), and the Street Vendors Act (2014), are seen as successes of SEWA's struggle.
- The PM Street Vendors Atmanirbhar Nidhi (PM-SVANidhi) scheme is seen as being inspired by SEWA's microfinance model.

- During the pandemic, SEWA launched Anubandh, an e-commerce platform to connect sellers with buyers, to keep kitchen fires burning through the lockdowns.
- The efforts of SEWA to change the lives of over 2.1 million members and many more around the world have long been recognised as a model for the world. – website of SEWA.

## **II.CONCLUSION**

The micro finance has wrapped the world in various schemes and self-developed groups. The ministry of finance is also motivating and developing the new schemes for the women and entrepreneurs. The development and sustainability of the nation depends upon the growth of various sectors.

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**Emperor International Journal of Finance and Management Research**

ISSN: 2395-5929

Mayas Publication ©

www.mayas.info

Volume- X

Regular Issue- 8

August-2024

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**Factors Determining the Usage of Microfinance in Rural Areas of Coimbatore**

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**Abstract**

This study investigates the factors affecting the usage of microfinance services in rural Coimbatore, aiming to understand the key determinants that influence accessibility and effectiveness. By examining various demographic profiles and analyzing the factors impacting microfinance, the research sheds light on the broader context of microfinance in the Indian economic landscape. The study identifies three primary determinants: Financial and Institutional Factors, Social and Demographic Influences, and External and Technological Conditions. It highlights how financial aspects such as interest rates and loan terms, social variables like community support and cultural factors, and external elements such as awareness and technology play crucial roles in shaping microfinance usage. The findings underscore the need for targeted improvements in financial products, community engagement, and technological advancements to enhance the impact and accessibility of microfinance services. This research provides valuable insights for policymakers, financial institutions, and stakeholders seeking to optimize microfinance strategies and foster economic development.

**Keywords:** Microfinance, Financial and Institutional Factors, Social and Demographic Influences, External and Technological Conditions.

## **I.INTRODUCTION**

Microfinance in India has significantly influenced the financial landscape, fostering inclusion and empowerment among economically weaker sections. Its roots extend to the early 20th century with the cooperative movement's attempts to provide financial services to rural populations. However, a structured approach to microfinance emerged only in the 1970s and 1980s. The Integrated Rural Development Program (IRDP), launched in 1979, was one of the earliest initiatives aimed at providing subsidized credit to the rural poor for productive purposes. Despite good intentions, IRDP faced challenges such as low recovery rates and fund misallocation, highlighting the need for more sustainable approaches (Dasgupta, 2019). The real advancement in microfinance occurred with the development of the Self-Help Group (SHG)-Bank Linkage Program in the early 1990s. Pioneered by the National Bank for Agriculture and Rural Development (NABARD), this program aimed to link informal groups of rural poor with formal banking institutions. Self-Help Groups, consisting mainly of women, would pool their savings and provide collateral-free loans to members. The success of these groups in managing funds led to formal banks partnering with them, thus enhancing their access to credit. This model was lauded for its ability to empower rural women economically and socially, and it rapidly expanded across various states in India, setting a precedent for future microfinance initiatives (Sharma, 2018).

The 2000s witnessed a surge in the growth of Microfinance Institutions (MFIs). These institutions, including Non-Banking Financial Companies (NBFCs) and NGOs, began to scale up operations to meet the burgeoning demand for financial services in rural and semi-urban areas. MFIs introduced innovative products tailored to the needs of low-income clients, such as micro-loans, micro-savings, and micro-insurance. This expansion was facilitated by a supportive policy environment, technological advancements, and increased investment from both domestic and international players. The microfinance sector in India soon became one of the largest in the world, with millions of clients benefiting from its services (Gupta, 2020). Despite its growth, the microfinance sector has faced numerous challenges. The Andhra Pradesh microfinance crisis in 2010 was a significant turning point. Reports of aggressive lending practices, high-interest rates, and coercive recovery methods led to a public outcry and government intervention. The crisis exposed the vulnerabilities within the sector and underscored the need for robust regulatory frameworks. In response, the Reserve Bank of India (RBI) introduced a series of measures to regulate MFIs, including caps on interest rates, transparency requirements, and borrower protection mechanisms.

These regulations were instrumental in stabilizing the sector and restoring trust among stakeholders (Bose, 2011).

In recent years, technology has played a pivotal role in the evolution of microfinance in India. The advent of digital platforms and mobile banking has enabled MFIs to extend their reach to previously inaccessible areas, reduce operational costs, and enhance customer service. Digital financial services have also increased transparency and accountability, allowing for better monitoring and risk management. Initiatives like the Pradhan Mantri Jan Dhan Yojana (PMJDY), which aims to provide universal access to banking facilities, have complemented the efforts of microfinance institutions in promoting financial inclusion (Verma, 2022). The growth of microfinance in India is not just limited to providing credit. MFIs have diversified their offerings to include financial literacy programs, enterprise development services, and social services such as health and education. These initiatives have not only helped clients manage their finances better but also improved their overall quality of life. The sector has also been instrumental in promoting entrepreneurship among women and marginalized communities, contributing to economic empowerment and social development (Singh, 2021).

Looking ahead, the microfinance sector in India faces both opportunities and challenges. The ongoing digital revolution presents an opportunity to further enhance the accessibility and efficiency of microfinance services. However, Regular Issues such as over-indebtedness, regulatory compliance, and the sustainability of business models remain pressing concerns. As the sector continues to evolve, it will need to adapt to changing market dynamics and client needs while maintaining a focus on its core mission of poverty alleviation and financial inclusion (Roy, 2023). The history, evolution, and growth of microfinance in India reflect the sector's resilience and adaptability. From its early days of cooperative movements to the modern digital era, microfinance has continuously evolved to meet the needs of the underserved. While challenges remain, the sector's achievements in fostering financial inclusion and empowering the poor are undeniable. As India progresses towards a more inclusive financial system, the role of microfinance will undoubtedly remain central to its development agenda.

### **Objective of the study**

The purpose of the present study is to identify a solution for the following objective in the current context.

1. To identify the factors that determines the usage of micro finance among rural population of Coimbatore

## **Reviews of literature**

**Verma, S. (2023)** aimed to analyze the impact of microfinance on rural household income and women's empowerment in Uttar Pradesh and Bihar. Using a mixed-methods approach, the study combined quantitative data from household surveys and qualitative data from focus group discussions, surveying 500 rural households across both states. The findings indicated a significant positive impact on the income levels of households engaged with microfinance, alongside an improvement in women's decision-making power and their involvement in economic activities. Verma suggested enhancing awareness programs on microfinance benefits and implementing more flexible repayment schedules to accommodate seasonal income variations of rural households. The study concluded that microfinance is a potent tool for improving economic stability and empowering rural women in India.

**Sharma, A. (2022)** focused on the effectiveness of microfinance institutions in addressing the credit needs of small entrepreneurs in Mumbai's urban slums. Employing a case study approach, the research scrutinized four major microfinance institutions and gathered data through interviews with 150 micro-entrepreneurs and institutional representatives. The study revealed that these institutions are crucial in providing accessible credit, leading to business expansion and increased income, though Regular Issues such as high interest rates and limited loan sizes persist. Sharma recommended that microfinance institutions should lower interest rates and consider offering larger loans to facilitate business growth. The study concluded that microfinance institutions are essential for supporting urban micro-entrepreneurs, though improvements are necessary for maximizing their effectiveness.

**Gupta, R. (2021)** investigated the role of microfinance in enhancing financial inclusion among marginalized communities in West Bengal. Utilizing a longitudinal survey design, the study collected data from 200 microfinance beneficiaries over three years, focusing on changes in financial inclusion indicators such as banking service access and financial literacy. The findings demonstrated a gradual improvement in financial inclusion among participants, with notable increases in banking service usage and financial literacy, especially among women. Gupta proposed integrating financial education components into microfinance programs to ensure sustainable financial inclusion. The research concluded that microfinance is a critical instrument for advancing financial inclusion, particularly for women and marginalized groups.

**Singh, K. (2020)** assessed the sustainability of microfinance institutions in India amid regulatory changes and economic challenges. The research used a mixed-methods approach, combining financial analysis of 50 microfinance

institutions with insights from expert interviews, evaluating the institutions' financial performance over five years. The study found that although most microfinance institutions remained financially stable, they faced challenges regarding regulatory compliance and competition from formal banking entities.

Singh recommended diversification of services and strategic partnerships with banks to strengthen the resilience of microfinance institutions. The study concluded that microfinance institutions are generally sustainable but need to adapt to evolving regulatory environments and competitive pressures.

**Rao, P. (2019)** explored the impact of microfinance on the educational outcomes of children in rural households in Tamil Nadu. Conducting a quasi-experimental study, the research compared educational outcomes between children from microfinance participant households and non-participant households, involving 300 households and standardized educational tests. The findings showed that children from microfinance participant households had better educational outcomes, with higher test scores and improved school attendance. The financial support provided by microfinance reduced child labor and increased school enrollment. Rao suggested expanding microfinance services to include scholarships and educational loans to further support children's education. The study concluded that microfinance positively influences educational outcomes, contributing to long-term human capital development.

## **Research Methodology**

This study employs an investigative and qualitative research approach, utilizing primary data as the main source of information. The collection of primary data will be conducted through the utilisation of a questionnaire technique, targeting the sample respondents from rural areas of Coimbatore district accessing microfinance.

The study has gathered secondary data from a variety of sources including books, websites, journals, newspapers, magazines, the internet, company reports, and business journals. A sample size of 100 rural individuals had been chosen employing a simple random sampling technique.

## **Analysis and Discussion**

**Table 1: Demographic Profile of the Respondents**

Classification	No of Respondents	Percentage
<b>Gender</b>		
Male	72	72
Female	28	28
<b>Age (Years)</b>		



16 - 25	11	11
26 – 35	29	29
36 - 45	37	37
Above 45	21	21
<b>Marital Status</b>		
Married	79	79
Unmarried	21	21
<b>Educational qualification</b>		
No formal education	14	14
HSC	38	38
UG	27	27
PG	10	10
Diploma and others	11	11
<b>Occupation</b>		
Farmer	25	25
Professional	07	07
Self employed	23	23
Public employee	05	05
Private employee	33	33
Others	07	07
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

- **Gender Distribution:** Out of the total respondents, 72% are male, while 28% are female. This indicates a higher representation of males in the sample compared to females.
- **Age Distribution:** The age distribution shows that 37% of respondents fall within the 36-45 year age group, making it the largest category. The 26-35 age group follows with 29%, while those aged 16-25 and above 45 are less represented at 11% and 21%, respectively.
- **Marital Status:** A significant majority of respondents, 79%, are married, compared to 21% who are unmarried. This suggests that married individuals are more prevalent in the sample.
- **Educational Qualification:** The educational qualifications reveal that 38% of respondents have completed their Higher Secondary Certificate (HSC), and 27% hold an undergraduate degree (UG). Only 14% have no formal education, and a smaller proportion hold postgraduate degrees (10%) or diplomas and other qualifications (11%).

- **Occupation:** In terms of occupation, 33% of respondents are private employees, followed by 25% who are farmers. Self-employed individuals constitute 23%, and a smaller number are professionals (7%), public employees (5%), or belong to other categories (7%).

The sample predominantly consists of male respondents, with a significant representation in the 36-45 age group. Most respondents are married and have completed HSC, with a varied mix of occupations. The data provides a broad overview of the demographic and professional backgrounds of the respondents, highlighting a predominance of middle-aged, married males with diverse educational qualifications and occupational roles.

**Factors determining the usage of microfinance**

<b>Table 2: KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.366
Bartlett's Test of Sphericity	Approx. Chi-Square	1258.332
	df	62
	Sig.	.001**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy shows that the KMO value is .366 which validated the sample adequacy and fit of variables to factor analysis. The approximate of Chi-square is 1258.332, which is significant at the 1 percent level of significance. Hence Factor analysis can be applied to these variables

<b>Table 3: Communalities</b>		
	Initial	Extraction
Access to Financial Services	1	0.639
Income Levels	1	0.573
Credit History	1	0.633
Educational Background	1	0.606
Interest Rates	1	0.795
Loan Size and Terms	1	0.609
Regulatory Environment	1	0.589
Institutional Support	1	0.612
Awareness and Outreach	1	0.594
Social and Cultural Factors	1	0.633

Gender Dynamics	1	0.594
Economic Conditions	1	0.736
Technology Adoption	1	0.604
Community Networks	1	0.615
Impact Measurement	1	0.635

Table 3 provides insights into the communalities of various variables after factor extraction, indicating how much of each variable's variance is accounted for by the extracted factors. The initial communalities are set at 1.0 for all variables, representing their full variance before extraction. The extraction communalities reveal that variables such as *Interest Rates* (0.795) and *Economic Conditions* (0.736) have high communalities, meaning a significant portion of their variance is well-explained by the factors. Variables like *Credit History* (0.633) and *Impact Measurement* (0.635) also show considerable communalities, suggesting they are fairly well-represented by the extracted factors. However, variables with lower communalities, such as *Income Levels* (0.573) and *Awareness and Outreach* (0.594), indicate that these variables contribute less to the overall factor solution, implying they may not be as strongly related to the factors or may require additional factors to fully capture their variance.

**Table 4: Factor Loading**

Variables	Loading	Eigen Value	Cronbach Alpha	Total Variance	Factor name
Access to Financial Services	0.752	0.624	0.780	21.521	Financial and Institutional Factors
Income Levels	0.745				
Credit History	0.623				
Interest Rates	0.871				
Loan Size and Terms	0.814				
Regulatory Environment	0.762				
Institutional Support	0.685	0.728	0.851	18.346	Social and Demographic Influences
Educational Background	0.537				
Social and Cultural Factors	0.671				

Gender Dynamics	0.622				
Community Networks	0.786				
Awareness and Outreach	0.753	0.630	0.724	8.844	External and Technological Conditions
Economic Conditions	0.632				
Technology Adoption	0.711				
Impact Measurement	0.734				

**Financial and Institutional Factors:** Variables under this factor include *Access to Financial Services* (0.752), *Income Levels* (0.745), *Credit History* (0.623), *Interest Rates* (0.871), *Loan Size and Terms* (0.814), *Regulatory Environment* (0.762), and *Institutional Support* (0.685). The high loadings of variables like *Interest Rates* (0.871) and *Loan Size and Terms* (0.814) indicate a strong association with this factor, which accounts for 21.521% of the total variance. The Cronbach's alpha for this factor is 0.780, reflecting good internal consistency. This factor emphasizes the importance of financial and institutional aspects, suggesting that these variables significantly influence microfinance usage.

**Social and Demographic Influences:** This factor includes *Educational Background* (0.537), *Social and Cultural Factors* (0.671), *Gender Dynamics* (0.622), and *Community Networks* (0.786). The factor explains 18.346% of the total variance and has a high Cronbach's alpha of 0.851, indicating strong reliability. Variables like *Community Networks* (0.786) and *Social and Cultural Factors* (0.671) have significant loadings, pointing to the role of social and demographic variables in determining microfinance usage. The factor highlights how social structures and demographic factors impact financial behavior and access.

**External and Technological Conditions:** Variables associated with this factor are *Awareness and Outreach* (0.753), *Economic Conditions* (0.632), *Technology Adoption* (0.711), and *Impact Measurement* (0.734). This factor explains 8.844% of the total variance with a Cronbach's alpha of 0.724, suggesting acceptable internal consistency. The high loadings of *Awareness and Outreach* (0.753) and *Technology Adoption* (0.711) emphasize the influence of external and technological factors on microfinance usage. It reflects how awareness programs, economic conditions, and technological advancements affect access to and effectiveness of microfinance services.

The table reveals three distinct factors influencing microfinance usage, each contributing differently to the overall variance. *Financial and Institutional Factors* have the highest total variance explained, emphasizing the critical role of financial and regulatory aspects. *Social and Demographic Influences* is also significant, highlighting the impact of social and demographic variables on microfinance usage.

Finally, *External and Technological Conditions* underscores the relevance of awareness, economic factors, and technology in shaping microfinance accessibility and effectiveness. The high Cronbach's alpha values across factors indicate reliable measurement, ensuring that the variables within each factor consistently represent the underlying constructs.

### **Recommendations**

- **Enhance Financial Literacy Programs:** Given the significant impact of financial and institutional factors, especially variables such as Interest Rates (0.871) and Loan Size and Terms (0.814), it is crucial to improve financial literacy programs. These programs should target both current and potential microfinance users to enhance their understanding of financial products, terms, and conditions. This will help in making informed decisions and improving the effective utilization of microfinance services.
- **Develop Targeted Outreach Strategies:** The findings highlight the importance of Awareness and Outreach (0.753) and its role in external and technological conditions. Developing targeted outreach strategies that focus on underrepresented groups, particularly women and younger populations, can increase awareness of microfinance options. Tailoring communication and outreach efforts to address specific community needs and leveraging technology for broader reach could enhance engagement and utilization.
- **Strengthen Support for Social and Demographic Factors:** The high loadings of Community Networks (0.786) and Social and Cultural Factors (0.671) underscore the influence of social and demographic variables on microfinance usage. Institutions should work closely with community leaders and networks to build trust and tailor financial products to local cultural and social contexts. This approach will improve the acceptance and effectiveness of microfinance programs within diverse social settings.
- **Improve Technological Infrastructure:** The factor analysis indicates the significance of Technology Adoption (0.711) in external and technological conditions. Investment in technological infrastructure, such as mobile banking and online platforms, can facilitate easier access to microfinance services. Ensuring that these technologies are user-friendly and accessible to all demographic groups, including those in rural areas, will enhance overall service delivery.

- **Address Economic Conditions and Support Mechanisms:** Economic Conditions (0.632) and Impact Measurement (0.734) are crucial variables that affect microfinance usage. It is essential to provide economic support mechanisms and regularly measure the impact of microfinance services to ensure they are meeting users' needs. Policy makers should work on creating favorable economic conditions and provide continuous evaluation to adapt and improve microfinance programs effectively.

## II.CONCLUSION

The study highlights that Financial and Institutional Factors, Social and Demographic Influences, and External and Technological Conditions are pivotal in determining the usage of microfinance services. Financial and Institutional Factors, including interest rates and loan size, are crucial as they directly impact the affordability and attractiveness of microfinance products. To improve accessibility and effectiveness, it is recommended that microfinance institutions offer competitive rates and flexible terms tailored to diverse user needs. Additionally, enhancing financial literacy programs can equip users with the knowledge to navigate financial products effectively. Social and Demographic Influences reveal the importance of integrating cultural and community aspects into microfinance programs. Tailoring products to fit local cultural norms and leveraging community networks can significantly boost acceptance and engagement. On the external front, improving awareness through targeted outreach and investing in user-friendly technology are essential. These measures can facilitate better access to microfinance services and ensure that they reach underserved populations, thereby increasing their overall impact.

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## **Understanding the Impact of Microfinance on Indian Economic Development**

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### **Abstract**

This paper examines about the Microfinance has emerged as a useful asset in the battle against poverty, and its part in cultivating financial improvement has been a subject of huge interest. The review considers the difficulties and impediments that microfinance initiatives face and proposes expected roads for future examination and strategy proposals. It examines Regular Issues connected with sustainability, over-obligation, and the requirement for capable loaning and customer security. Micro Finance in India is financial institutions that make small loans to persons who do not have access to traditional banking services. The term “small loans” is defined differently in different nations. In India, it is defined as loans of less than one lakh rupees.

**Keywords:** over-obligation, value chains, small loans.



## **I. INTRODUCTION**

Microfinance is a very important sector of Indian economy because it contributes. Microfinance is a vital financial service for small businesses and entrepreneurs lacking access to traditional banking. It includes "relationship-based banking" for individuals and "group-based models" where multiple entrepreneurs seek loans. Microfinance institutions charge interest on loans, typically at lower rates than traditional banks. Critics argue that microfinance profits from the financial vulnerability of low-income people. Microfinance is, therefore, potentially a key component of the strategy for inclusive economic growth. The reliance on the 'trickle-down' of growth benefits to the lower income groups may not be adequate without strengthening the capabilities of the lower income groups to benefit from new opportunities of income growth. Mechanisms like microfinance can accelerate the progress of the population that is at the bottom of the income spectrum in a sustained manner and to build the resilience of this population in the face of external shocks.

### **Review of Literature**

Samineni, S., & Ramesh, K. (2020)., This has broad impacts, as it adds to the general financial advancement of networks and societies. Microfinance empowers women to aggregate resources and create financial stability over the long run. Through reserve funds and credit offices, women can put resources into useful resources like animals, gear, or land. By building resources, they upgrade their monetary security, make an establishment for future development, and gain a pathway out of destitution. Monetary strengthening through microfinance frequently prompts more extensive social and political empowerment. As women gain monetary freedom, they likewise experience a change in cultural mentalities and discernments.

Cull, R., & Morduch, J. (2017)., These projects empower people to go with informed monetary choices, further develop their business insight, and become stronger to financial shocks. Besides, by encouraging a culture of reserve funds, MFIs assist people with building resources and safeguard themselves from unforeseen costs, diminishing their weakness to neediness.

Bhole B. & Ogden S (2010)., in their paper titled „Group lending & individual lending with strategic default“ had compared the presence of strategic default between group lending & individual lending. Secondary data was considered for the purpose of the study.

### **Statement of Problem**

Small holdings agriculture that is that the focus of this paper is vital for raising agriculture growth, food security and livelihoods in Asian country. it should be noted that Indian agriculture is that the home of little and marginal farmers (82%). Therefore, the longer term of property agriculture growth and food security in Asian country depends on the performance of little and marginal farmers. It covers trends in agricultural growth, cultivation patterns, participation of little holding agriculture, productivity performance of little holders, linking little holders with markets, role of little holders in enhancing food security and employment generation, differential policies and institutional support for tiny holders and, challenges and future choices for tiny holding agriculture together with data wants.

### **Objective of the Study**

- To understand the importance of microfinance in the economic development of the country.
- The impact of microfinance on economic development indicators, such as income, entrepreneurship and women's empowerment, has been highlighted.

### **Research Methodology**

Source of Data: The study is based on secondary data collected through various books, business magazines, journals, newspapers, internet web sites and research studies.

### **Implications of Microfinance in India**

Women are the main beneficiaries of microfinance, which coincides with the ambitious goal of fostering gender equality and empowering women as outlined in the Sustainable Development Goal. Loan applicants may be more focused on recruiting female applicants because three potential reasons can be given for this heightened attention on attracting female loan applicants. Women, on average, have lower payback rates since they tend to be more frugal when it comes to borrowing money. Empirical study indicates that women are more reliable and creditworthy than their male counterparts. They may also concentrate on women, since this provides a unique opportunity to confront gender inequity in underdeveloped nations. Women have a greater concern for their families' well-being, which enhances the of a micro finance program's loan funds, leading to a multiplier effect. The advantage of using micro finance to empower women is that it also positively impacts psychological well-being, socio-economic position, and

many other aspects. Microfinance organizations frequently expend their administrations past financial assets. They offer financial advice, instruction and support benefits that add to social development. These drives can incorporate medical services programs, training support, and naturally practical tasks, further upgrading the effect of microfinance on networks. Microfinance organizations offer monetary types of assistance as well as advance social improvement in the networks they serve.

### **Evolution of Microfinance in India: From experimentation to expansion**

Microfinance focuses on extending the access of formal financial services to individuals and communities with low incomes to elevate their living standards and provide financial stability. The growth trajectory of microfinance in India has been remarkable and transformative. In recent decades, it has emerged as a potent instrument for diminishing poverty, supporting marginalized segments, advancing women's empowerment, and nurturing upliftment of the rural ecosystem. Microfinance holds profound importance as a potent tool for socio-economic transformation, particularly in low-income and underserved communities. By providing financial services such as credit, savings, insurance, and payment systems to individuals who are traditionally excluded from formal financial institutions, microfinance empowers individuals to break free from the cycle of poverty. This empowerment takes various forms, from fostering entrepreneurship and livelihood generation to promoting women's economic autonomy and enabling access to critical services like education and healthcare. Moreover, microfinance often operates through community-based models like Self-Help Groups (SHGs), fostering social cohesion and community development.

## **II. CONCLUSION**

Microfinance is used to help the financially disadvantaged, providing them with a source of income and employment, contributing to their overall well-being, and helping those in need. Micro finance has been found to raise the standard of living, increase income, and create jobs for those who use these services, such as microcredit. Micro finance usage has also been proven to help smooth consumption patterns and increase residents' overall quality of life in various developing countries. People who earn low salaries may use a rise in their income to acquire assets and improve their living situation, level of consumption, and general health by putting money into their investment portfolios.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**A Study on the Consumer Satisfaction on the Services given by Sri Motors Dealing with Second Hand Two Wheelers.**

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**I. INTRODUCTION**

Customer satisfaction plays an important role within your business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customer in competitive business environments. This topic is based on consumer satisfaction on the services given by a particular organization i.e Sri Motors, with the availability of second hand two-wheeler vehicles. Sri motors is located in jaferkhanpet, Chennai. It is an organisation with both buying and selling two wheelers. Their motive is If a customer is provided with a decent quality second-hand two wheeler with proper paperwork and fulfils all the customer's requirements, he/she ends up becoming satisfied customer, but the customer ends up being bothered, when the dealer fails to do the job. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction in formation, including surveys and ratings,

can help a company determine how to best improve or changes its products services.

### **Industry Profile**

- Second-hand goods have been popular in their use since this time of bartering, and in the context of digitalization, they are gaining popularity among consumers around the world.
- The second – hand goods retail market is considered to be a segment of the general commodity market which operates on the bases of every product bringing value to its owner regardless if it's first or second-hand.

### **Review of Literature**

**A. Inayaththulla (2018)** in his article "A Study on Customer Satisfaction" stated that Automobile sector is one of the evergreen part in everyone life. India is one of the biggest manufacturer and producer of two wheelers in the world. It stands next only to Japan and China in terms of the number of two -wheelers produced and domestic sales respectively. Customer satisfaction is the degree of satisfaction provided the goods or services of a company as measured by the number of repeat customer. The main objectives are to find out the customer satisfaction and loyalty towards Yamaha bikes. The universe of the population includes the respondents who are the customer of Yamaha bike. After Yamaha bikes, from the research it is concluded that the demographic variable such as age group, gender and occupation are having less impact on the factors of customers satisfaction

**Malviya (2017)** in his article "A study on brand preference to HONDA two wheelers among Youths "stated that Brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept the substitutes if that brand is not available. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumer prefer one brand over the another. Brand loyalty refers to the extent of the faith fullness of consumer to a particular brand, expressed through their repeated purchases, irrespective of the marketing pressure generated by the competing brands. Pricing, promotional deals and product availability have tremendous impact on the position of brand in the consumer's preference set.

**Meenakshi (2018)** in his article "Customer Satisfaction towards Motorcycles: A Conceptual Study" stated that satisfaction is a people's feeling of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] in relation to his or her expectations. If the performance lags the people's expectation, the customer is unhappy. If the performance goes with the expectations, the customer is happy. If the performance exceeds his or her expectation, the customer is delighted.

The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is valued on a scale from one to five. Efforts have been made to get insight into the factors responsible for attracting customers to buy motorcycles as well as factors resulting in consumer satisfaction and dissatisfaction as well.

### **Research Methodology**

Customer satisfaction is defined as "the number of customers, or percentage of total customers. Whose reported experience with a firm, its services exceeds specified satisfaction goals." This study mainly focuses on second hand two wheeler sold by Sri Motors. From the 122 respondents are collected and it will be simple percentage to know the various satisfaction in the features of two wheelers and service.

- In order to increase the recommendations of potential clients, customer input and satisfaction play a significant role.
- To be aware of the customers preference which helps us to think beyond the organization.

### **Objectives of the Study**

- To know the working process of the company.
- Future prospective of the company.
- To know customer satisfaction level regarding product and service.
- To understand the competitor strategy.

### **Research Design**

Descriptive research is study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. Sampling area Chennai, Sample Size: 122.

### Structure of Questionnaire

Questionnaire was divided into two sections. First part to know the general and basic information about the customer, and the second part is to enquire about their satisfaction on services given by Sri Motors.

### Sampling Technique

**Sampling method:** Convenience sampling

**Convenience Sample** is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. A collection method used for study.

### Sources of Data

- Primary data: Collected directly from the respondent with the help of a questionnaire
- Secondary data: The secondary information gathered through Internet, magazine, Journals, Text Book and Company Website.

### Period of Study

The duration of study is from January 2023 to March 2023 which is three months of study.

### Data Analysis and Interpretation

#### Gender

Particulars	No of Respondents
Female	29
Male	93

#### Sources: Primary Data

#### Interpretation

From the above table it is interpreted that the 76.2% of the respondents are male and 23.8% of the respondents are female.

#### Inference

Majority (76.2%) of the respondents purchasing second hand two wheelers are male.



### **Age**

<b>Particulars</b>	<b>No of Respondents</b>
18-24 yrs	32
45+	29
35-44yrs	31
25-34 yrs	30

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that the number of respondents between 18–24 age are 26.2% between 25 to 34 the age of respondents are 24.6%. between 34 to 44 age of respondents are 25.4% and 45 above age of respondents are 23.8%.

### **Inference**

Majority (26.2%) of the customers are between the ages 18-24 year old.

### **How many kms driven would you prefer**

<b>How many kms driven would you prefer?</b>	<b>How many kms driven would you prefer?</b>
More than 5000	42
More than 1000	31
Less than 1000	18
More than 10000	31

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that customers preference on kilometers driven is 25.4% more than 10,000 kms, 14.8% less than 1000, 25.4% more than 1000, 34.4% more than 5000.

### **Inference**

Majority (34.4%) of the respondents prefer kilometers driven more than 5000.

**Would you prefer if there were any dents and damages**

Would you prefer if there were any dents and damages?	Would you prefer if there were any dents and damages?
Maybe	39
No	62
Yes	21

**Sources: Primary Data**

**Interpretation**

From The above table it is interpreted that 62% of no, 39% maybe and 21% yes.

**Inference**

Majority (62%) of the respondents says no if they'd prefer dents and damages.

**Did your purchase include insurance?**

Did your purchase include insurance?	Did you purchase include insurance?
Yes	75
No	26
In process	21

**Sources: Primary Data**

**Interpretation**

From the above table it is interpreted that 75% say yes, 26% no and 21% in process.

**Inference**

Majority (75%) of the respondents says yes with the inclusion of insurance with their purchase.

**How was the engine condition and brake system at the time of purchase?**

**Interpretation**

From the above data it is interpreted that 6.6% customers are second level satisfied with engine condition and brake system, 15.6% customers are third level satisfied, 43.4% customers are fourth level satisfied and 34.4% customers are fully satisfied.

### **Inference**

#### **How old is your purchase**

How old is your purchase?	How old is your purchase?
More than 2 years	52
More than 5 Years	38
Less than a year	18
More than 10 years	14

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 52% of the respondents has done more than 2 years, 38% more than 5 years, 18% less than a year and 14% more than 10 years.

### **Inference**

Majority(52%)of the respondents have purchased more than 2years.

#### **Mileage given after purchase**

Mileage given after purchase	Mileage given after purchase
25-35 kmpl	47
15-25kmpl	16
35+kmpl	45
10-15 kmpl	14

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 47% is 25-35 kmpl, 16% are 15-25, 45% of them have 35+ kmpl and 14% with 10-15 kmpl.

### **Inference:**

Majority (47%) of the respondents have 25-35 kmpl.

#### **Fuel tank capacity**

Fuel tank capacity	Fuel tank capacity
12 L	33
10 L	36
14 L	36
Electrical Battery	17

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 13.9% run on electrical battery, 29.5% of the vehicles have a capacity of 10L and 14L, and 27% of the vehicles have the capacity of 12L.

### **Inference:**

Majority (29.5%) of the vehicles have the fuel tank capacity of 10L and 14L.

### **Preferrable brand**

<b>Preferable brand</b>	<b>Preferable brand</b>
Royal Enfield	29
KTM	23
Hero Honda	50
Honda	3
Activa	2
TVS	12
Suzuki	1
Kawasaki	1
Bajaj	1

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 29% royal enfield ,23% of KTM, 50% Hero Honda, 3% of Honda, 2% of Active, 12% of TVS, 1% of Suzuki, 1% of Kawasaki, 1% of Bajaj

### **Inference**

Majority (50%) of the respondents has Hero Honda

### **Performance satisfaction**

<b>Performance satisfaction of your purchase</b>	<b>Performance satisfaction of your purchase</b>
5	40
4	60
3	17
2	5

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 49.2% of the respondents are satisfied with 4 out of 5, 32.8% are satisfied with 5 out of 5, 13.9 % are Satisfied with 3 out of 5, 4.1% are satisfied with 2 out of 5.

### **Inference**

Majority (49.2%) of the respondents are satisfied 4 on a scale of 5.

### **Are you satisfied with the wide range of availability**

Are you satisfied with the wide range of availability	Are you satisfied with the wide range of availability
Yes	83
Maybe	27
No	12

**Sources: Primary Data**

### **Interpretation**

From the above table it is interpreted that 83% say they

### **Inference:**

Majority (83%) of the respondents are satisfied with the wide range of availability.

The respondents have satisfied with rating of 5, with their overall purchase satisfaction

### **Findings**

1. Majority (76.2%) of the respondents purchasing second hand two wheelers are male.
2. Majority (26.2%) of the customers are between the ages 18-24 years old.
3. Majority (34.4%) of the respondents prefer kilometers driven more than 5000.
4. Majority (62%) of the respondents says no if they'd prefer dents and damages.
5. Majority (75%) of the respondents says yes with the include of insurance with their purchase.
6. Majority (43.4%) of the customers are happily satisfied with their engine condition and brake system.
7. Majority (52%) of the respondents have purchased more than 2 years.
8. Majority (47%) of the respondents have a mileage of 25-35 kmpl.

9. Majority (29.5%) of the vehicles have the fuel tank capacity of 10 Land14L.
10. Majority (50%) of the respondents has Hero Honda
11. Majority (49.2%) of the respondents are satisfied 4 on a scale of 5.

## **II. CONCLUSION**

Chennai is a developing main city. During this unexpected pandemic no civilians were able to travel from one place to another without local public transport. Working people who migrated from one city to another for their jobs were not able to move back to their natives without public transport. Thus, second hand two wheelers were the best option to go back to their hometown, I personally witnessed a lot of customers purchasing second hand two wheelers to ride back home. I would say that secondhand two wheelers businesses were one among the very few businesses which survived during this pandemic. This study particularly tells us how Sri Motors serves their customers and their satisfaction. From the above findings we can conclude that they have been doing a great job at their work. We could increase more electric battery vehicles and increase mileage options. And increase a more wide variety of vehicles. Increasing their dealership options with buying and selling and knowing the first owner themselves would increase their strategy.

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## **The Influence of Microfinance on Rural Sector in Indian Economy**

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### **Abstract**

Microfinance is not merely a financial system but a vital tool for combating poverty and fostering social change, particularly by empowering women to achieve self-reliance. In India, 168 key microfinance institutions function throughout 29 states, 4 union territories, and 563 districts, providing small loans intended to assist individuals in overcoming poverty. This paper explores the conceptual framework of these institutions and examines their role in advancing rural development. By enhancing financial literacy through the analysis of various microfinance schemes, the research underscores the urgent need for effective lending methods to support economically disadvantaged sectors. The broader socioeconomic impacts of microfinance, including its effects on business growth, women's empowerment, and community development, require further investigation to assess whether these programs are delivering on their promise of promoting equitable economic development. The study concludes that microfinance programs are essential for addressing the needs of the poor, enhancing their living standards, and contributing to overall economic growth.

Community-based organizations (CBOs) differ from solidarity groups in that they anticipate the eventual graduation of their borrowers from the lending institutions. Consequently, the main role of CBOs is to build the internal financial management capacity of the group, aiming to establish a mini-bank that is independent of the lending institution and entirely owned and managed by the impoverished members.

**Keywords:** Microfinance, schemes, rural development, Self-Help Groups, credit. Financial Literacy

## **I. INTRODUCTION**

Microfinance, also known as microcredit, offers small business owners and entrepreneur's access to capital that they often cannot obtain from traditional financial institutions. Many of these small or individual businesses lack access to loans, insurance, and investments from major banks, making it challenging to grow their enterprises. Microfinance assists financially marginalized individuals by providing the necessary capital to start and sustain their businesses, working towards their financial independence. These loans are crucial because they are granted without requiring collateral. Microfinance plays a vital role by delivering resources and capital access to those who are underserved by traditional banking services, such as individuals who cannot obtain checking accounts, lines of credit, or bank loans. Without microfinance, these individuals might have to turn to high-interest loans, payday advances, or borrowing from family and friends. Microfinance enables them to invest in their businesses and, consequently, in themselves. The success of microfinance programs is closely linked to client satisfaction and financial literacy. Understanding how these factors influence the outcomes of microfinance initiatives is essential for enhancing their effectiveness and ensuring they meet the needs of their target populations.

### **Statement of the problem**

Microfinance institutions (MFIs) often encounter significant challenges related to loan repayment, operational sustainability, and scalability. Understanding these challenges is crucial for improving the design and implementation of microfinance programs. The broader socioeconomic impacts of microfinance, including its effects on business growth, women's empowerment, and community development, require further investigation to assess whether these programs are delivering on their promise of promoting equitable economic development. While many microfinance programs claim to alleviate poverty, there is inconsistent evidence on their actual effectiveness in improving the financial stability and overall quality of life for low-income individuals and families.



## **Review of Literature**

Robinson (2001) offers a thorough review of these organizations, highlighting their significant characteristic of high female participation and their potential to foster women's empowerment. However, an alternative perspective suggests that empowerment is not an automatic outcome of microfinance institutions. This viewpoint is discussed in detail in the International Journal of Micro Finance, Volume 1, Number 1, January - June 2011

The informal financial sector is more accessible to women due to its greater flexibility compared to the formal sector. Unlike formal institutions, it: (i) accepts a broader range of collateral and, in some cases, allows the borrower's reputation to substitute for traditional financial or physical collateral, as noted by Van Bastelaer (2000) and Dercon& De Weerd (2006).

Woodruff (2001) indicates that the literature highlights several benefits associated with the establishment of microenterprises, including job and income creation. MEs are recognized for serving as a safety net for the poorest and for promoting gender equity and empowerment. However, it is primarily rely on financing sources like accumulated savings, loans from relatives or friends, and informal financial markets, which can negatively affect their growth and reputation.

## **Objective of the Study**

- To assess the Socioeconomic Benefits of Microfinance
- To explore the Relationship between Microfinance and Economic Development.

## **Research Methodology**

This is a conceptual study based on the secondary data source. The secondary data is used to describe the concept and review of literature. The data were collected from reports, journals and articles.

## **Theoretical Frameworks**

**Microfinance Theory:** Discussion of the theories underpinning microfinance, such as the Financial Systems Approach and the Social Capital Theory.

**Economic Theories:** Examination of how microfinance fits into broader economic theories related to poverty alleviation and development.

## **Lending Methodologies of Micro Finance**

Microfinance lending relies heavily on trust. While lending methodology is crucial for evaluating default risk, socio-economic factors such as market accessibility, the potential for value-adding activities, and gender also play significant roles.



## **Socioeconomic Benefits of Microfinance**

- **Poverty Alleviation:** Microfinance helps reduce poverty by providing financial services to those who lack access to traditional banking, enabling them to start or expand small businesses and improve their economic conditions.
- **Employment Generation:** By facilitating small business development, microfinance creates job opportunities for individuals in low-income communities, contributing to local economic growth and reducing unemployment.
- **Women's Empowerment:** Microfinance often targets women, giving them access to financial resources, which enhances their economic independence, decision-making power, and social status within their communities.
- **Improved Living Standards:** Access to microfinance allows individuals to invest in their businesses, which can lead to increased income and improved living standards, including better housing, education, and healthcare.
- **Economic Growth:** By supporting small and micro enterprises, microfinance contributes to broader economic development, fostering entrepreneurship and stimulating local economies.
- **Financial Inclusion:** Microfinance promotes financial inclusion by bringing underserved populations into the formal financial system, providing them with savings accounts, loans, and insurance that were previously inaccessible.

## **Microfinance and Economic Development**

### **1. Define Key Concepts**

- **Microfinance:** Understand what constitutes microfinance, including the various financial services it provides, such as microloans, savings, insurance, and financial education.
- **Economic Development:** Define economic development in the context of your study, focusing on indicators such as GDP growth, income levels, employment rates, and improvements in living standards.

### **2. Review Existing Literature**

- **Historical Context:** Examine historical data and previous studies on microfinance and its impact on economic development.
- **Case Studies:** Review case studies of microfinance programs in different regions to understand their impact on local economic development.
- **Theoretical Frameworks:** Explore theories that link microfinance to economic development, such as the Financial Systems Approach, Poverty Reduction Theory, or the Human Capital Theory.

### **3. Identify Key Indicators**

- **Economic Impact Indicators:** Identify and measure key economic indicators that might be influenced by microfinance, such as:
  - **Business Growth:** Increase in the number and scale of small businesses.
  - **Employment Generation:** Number of jobs created as a result of microfinance.
  - **Income Levels:** Changes in household income and economic status of beneficiaries.
  - **Savings and Investment:** Growth in savings rates and investment levels among microfinance clients.

### **4. Collect and Analyze Data**

- **Quantitative Data:** Gather quantitative data on economic indicators from microfinance program reports, government databases, and other reliable sources. Use statistical methods to analyze the impact of microfinance on these indicators.
- **Qualitative Data:** Conduct interviews, focus groups, and case studies with microfinance beneficiaries, program administrators, and local businesses to gain insights into the real-world effects of microfinance on economic development.

## **5. Examine Direct and Indirect Effects**

- **Direct Effects:** Assess how microfinance directly contributes to economic development through financial services that enable business creation and growth.
- **Indirect Effects:** Explore how microfinance might indirectly contribute to economic development, such as through improved access to education, healthcare, and other social services.

## **6. Evaluate Success Factors and Challenges**

- **Success Factors:** Identify the factors that contribute to the successful impact of microfinance on economic development, such as effective program design, strong local institutions, and supportive policies.
- **Challenges:** Analyze the challenges faced by microfinance programs, including issues like high default rates, inadequate financial literacy, and limited access to markets.

## **II. CONCLUSION**

The economic development of any country is severely influenced by the availability of financial services. Micro finance is the form of a broad range of financial services such as deposits, loans, payment services, money transfers, insurance, savings, micro-credit etc. to the poor and low income individuals. A well-developed financial system promotes investment opportunities in an economy. Therefore it is necessary that govt. of India have to focus on extending financial services to both rural and urban to ensure sustainable and inclusive growth. The functioning of Microfinance institutions in India is playing an important role in rural areas since last two decades. The central government and RBI should take necessary measurements to sustain the growth of the microfinance sector in India.

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## **A study on Risk Factors for Attempting Suicide among youth in Villupuram District, Tamil Nadu**

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### **I. INTRODUCTION**

Suicide is the model of psychiatric emergencies and is also the commonest cause of death among psychiatric patients and common persons. Suicide is a type of deliberated self harm (DSH) and is defined “as a human act of self intentioned and self inflicted cessation (death). It ends with a fatal outcome”. An attempted suicide is an unsuccessful suicidal act with a non fatal outcome. It is believed that 2-10% of all persons who attempt suicide, eventually complete suicide in the next 10 years. Each suicide is a personal tragedy that prematurely takes the life of an individual and has a continuing ripple effect, dramatically affecting the lives of families, friends and communities. Every year, more than 1, 00,000 people commit suicide in our country. There are various causes of suicides like professional/career problems, sense of isolation, abuse, violence, family problems, mental disorders, addiction to alcohol, financial loss, chronic pain etc. In India Youth are defined as those aged 15 to 29 in the national youth policy (2014). This age-group constitutes 27.5% of India's population. The 2011 Census counted 563 million young people from 10 to 35, according to the 12th Five-Year Plan Vol. II (2013).

**Meaning of Suicide:** Deliberate termination of life. The essential ingredients of a suicide are: (i) It should be an un-natural death, (ii) The desire to die should originate within him/her, (iii) There should be a reason for ending the life.

**Rate of Suicides:** A total of 1,70,924 suicides were reported in the country during 2022 showing an increase of 4.2% in comparison to 2021 and the rate of suicides has increased by 3.3% during 2022 over 2021

**Number of Suicides, Growth of Population and Rate of Suicide during 2018 to 2022:**

Sl.No	Year	Total Number of Suicides	Mid-Year Projected Population (in lakh)	Rate of Suicides (Col.3/Col.4)
(1)	(2)	(3)	(4)	(5)
1	2018	1,34,516	13,233.8	10.2
2	2019	1,39,123	13,376.1	10.4
3	2020	1,53,052	13,533.9	11.3
4	2021	1,64,033	13,671.8	12.0
5	2022	1,70,924	13,797.5	12.4

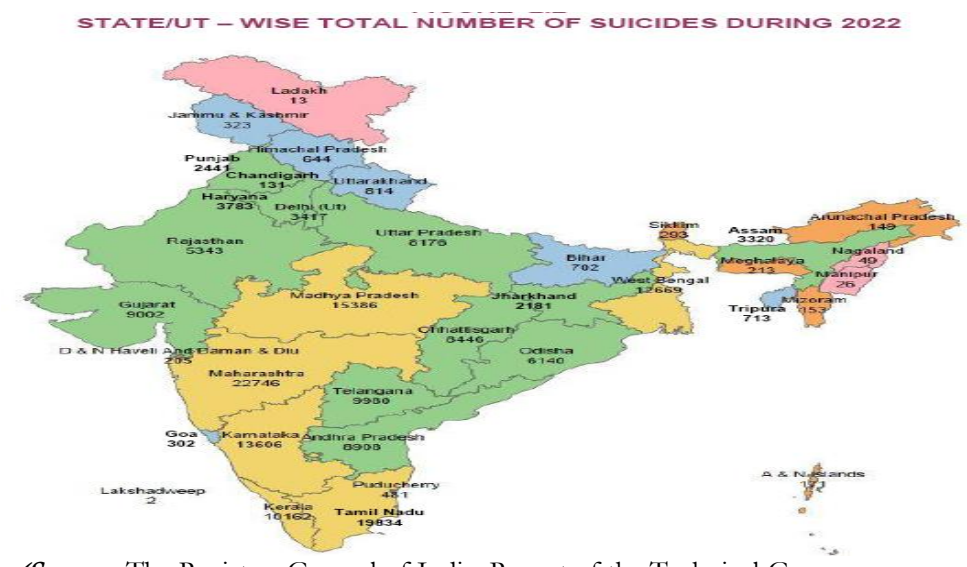
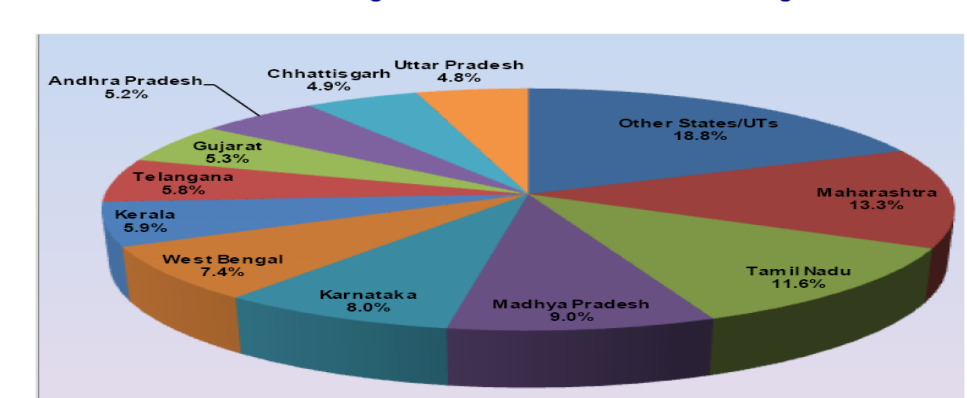
**(Source:** the Registrar General of India, Report of the Technical Group on Population Projection, National Commission on Population, Minister of health and Family Welfare)

**Number and Percentage Share of Suicides in States/UTs:**

Majority of suicides were reported in Maharashtra (22,746) followed by 19,834 suicides in Tamil Nadu, 15,386 suicides in Madhya Pradesh, 13,606 suicides in Karnataka and 12,669 suicides in West Bengal accounting for 13.3%, 11.6%, 9.0%, 8.0% and 7.4% of total suicides respectively. These 5 States together accounted for 49.3% of the total suicides reported in the country. The remaining 50.7% suicides were reported in the remaining 23 States and 8 UTs. Uttar Pradesh, the most populous State (17.0% share of country population) has reported comparatively lower percentage share of suicidal deaths, accounting for only 4.8% of the total suicides reported in the country.

Rate of suicides i.e. the number of suicides per one lakh population, has been widely accepted as a standard yardstick for comparison. All India rate of suicides was 12.4 during the year 2022. Sikkim reported the highest rate of suicide (43.1) followed by A & N Islands (42.8), Puducherry (29.7), Kerala (28.5) and Chhattisgarh (28.2)

**State/UT wise Percentage Share of Suicides in States/UTs during 2022**

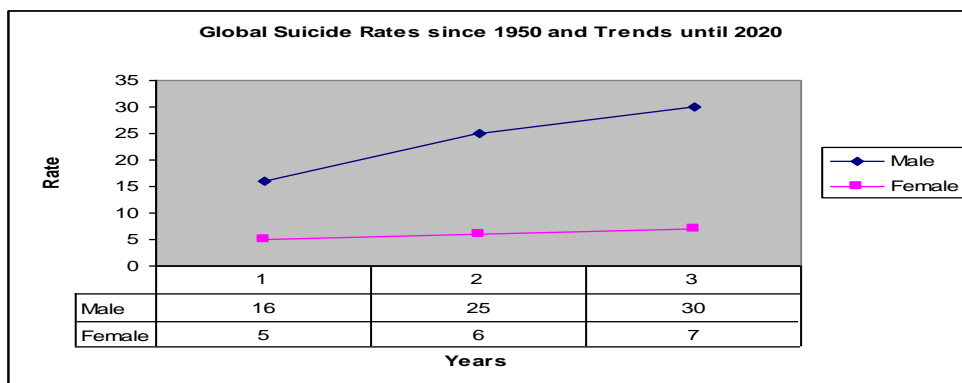


**(Source:** The Registrar General of India, Report of the Technical Group on Population Projection, National Commission on Population, Minister of health and Family Welfare)

## A Goba perspective in the epidemiology of suicide in 2020:

According to WHO estimate for the year 2020 and based on current trends, approximately 1.53 million people will die from suicide and 10 – 20 times more people will attempt suicide world wide. This response on average one death every 20 seconds and one attempt every 1 – 2 seconds.





**Note:** 1 stands for the year 1950, 2 stand for the year 1995 and 900,000 Deaths reported

3 stand for the year 2020 and 1.53 Million deaths estimated.

Global figures and statistics are very suitable for giving a broad view of a problem, raising awareness about it and providing a means of comparison with other problem. However, they hide important regional and local characteristics and cannot replace a sound local system of monitoring suicide trends, including socio demographic, psychiatric and psychological variables. (*Source:* Office for National Statistics, General Register Office for Scotland, Northern Ireland Statistics and Research Agency Published on 27 January 2019 at 9:30 am).

### Recent studies in Suicide:

(Rajiv Radhakrishnan 2012) The significant risk factors for fatal suicide includes presence of previous suicidal attempt, interpersonal conflicts and marital disharmony, alcoholism, presence of a mental illness, sudden economic bankruptcy, domestic violence, and unemployment. Individuals completing suicides did not have a positive outlook toward life, problem-solving approaches, and coping skills. (*Source:* Indian Journal of Psychiatry. Suicide: A Indian Perspective. October/December 54(4). Pp 304-319)

(Johan Bilsen 2018) In recent decades, several population-based psychological autopsy studies of suicides have been conducted, involving interviews with key informants and examination of records, as well as follow-up studies of people who have attempted suicide, revealing important information about the risk factors for youth suicide. Everyone agrees that numerous factors can contribute to suicide, and that ultimately each suicide is caused by a highly unique, dynamic and complex interplay of genetic, biological, psychological and social factors. Nevertheless, it is possible to identify different types of factors that are clearly associated with an increased risk of youth suicide, so this is highly relevant with regard to prevention. (*Source:* Frontiers in Psychiatry. Suicide and Youth: Risk Factors. October 2018).

**Causes of Suicides in India:** 'Family Problems' and 'Illness' were the major causes of suicides which accounted for 32.4% and 17.1% of total suicides respectively during 2019. 'Drug Abuse/ Addiction' (5.6%), 'Marriage Related Issues' (5.5%), 'Love Affairs' (4.5%), 'Bankruptcy or Indebtedness' (4.2%), 'Failure in Examination' and 'Unemployment' (2.0% each), 'Professional/Career Problem' (1.2%) and 'Property Dispute' (1.1%) were other causes of suicides.

**Suicide Victims by Sex and Age Group in India:** The overall male : female ratio of suicide victims for the year 2019 was 70.2 : 29.8, which is more as compared to year 2018 (68.5 : 31.5). The proportion of female victims were more in 'Marriage Related Issues' (specifically in 'Dowry Related Issues'), and 'Impotency/Infertility'. The age group (18 - below 30 years) and persons of 30 years - below 45 years of age were the most vulnerable groups resorting to suicides. These age groups accounted for 35.1% and 31.8% suicides respectively. 'Family Problems' (2,468), 'Failure in Examination' (1,577), 'Love Affairs' (1,297) and 'Illness' (923) were the main causes of suicides among children (below 18 years of age). (*Source:* Accidental death and Suicide in India 2019. National Crime Records Bureau (Ministry of Home Affairs) Government of India)

**Legal Aspect of Suicide:** In England, the Suicide Act 1961 abrogated the law laying down that attempt to commit suicide is an offence. Although suicide is no longer an offence in itself, any person who aids, abets, counsels or procures the suicide of another or an attempt by another to commit suicide, is guilty of an offence and liable on conviction on indictment to imprisonment for a term which may extend to 14 years.

In India, not only abetment of suicide is an offence (vide section 306, IPC), but also attempt to commit suicide is an offence (vide section 309, IPC). Section 309, IPC reads as under: Attempt to commit suicide. "Whoever attempts to commit suicide and does any act towards the commission of such offence, shall be punished with simple imprisonment for a term which may extend to one year or with fine, or with both."

Thus, in India, attempt to commit suicide is constituted an offence punishable under section 309, IPC. Although completed act was not a crime, surprisingly, attempt to commit the act was made an offence. (*Sources:* Government of India, law commission of India, report no. 210 October 2008)

**Conceptual Frame Work:** Durkheim proposed this definition of suicide: "the term suicide is applied to all cases of death resulting directly or indirectly from a positive or negative act of the victim himself, which he knows will produce this result" (1982, excerpt from Suicide). He proposed four types of suicide, based on the degrees of imbalance of two social forces: social integration and moral regulation.

i. Social Integration	ii. Moral Integration
Low – Egoistic suicide	Low – Anomic suicide
High – Altruistic suicide	High – Fatalist suicide

#### **Four Types of Suicide:**

**1. Egoistic Suicide:** This is the type of suicide that occurs where the degree of social integration is low, and there is a sense of meaninglessness among individuals. In traditional societies, with mechanical solidarity, this is not likely to be the cause of suicide. There the strong collective consciousness gives people a broad sense of meaning to their lives.

**2. Altruistic Suicide:** This is the type of suicide that occurs when integration is too great, the collective consciousness too strong, and the "individual is forced into committing suicide." Integration may not be the direct cause of suicide here, but the social currents that go along with this very high degree of integration can lead to this.

**3. Anomic Suicide:** This is a type of suicide related to too low a degree of regulation, or external constraint on people. As with the anomic division of labours this can occur when the normal form of the division of labours is disrupted, and "the collectivity is temporarily incapable of exercising its authority over individuals." This can occur either during periods associated with economic depression (stock market crash of the 1930s) or over rapid economic expansion.

**4. Fatalistic Suicide:** When regulation is too strong, Durkheim considers the possibility that "persons with futures pitilessly blocked and passions violently choked by oppressive discipline" may see no way out. The individual sees no possible manner in which their lives can be improved, and when in a state of melancholy, may be subject to social currents of fatalistic suicide. (*Sources:* Thompson, Kenneth. 1982. Emile Durkheim. London: Tavistock Publications Emile Durkheim 1858 – 1917).

#### **Research Methodology:**

**Statement of the Problem:** Suicide is amongst the top ten causes of death for all age groups in most countries of the world. It is the second most important cause of death in the younger age group (15-19 yrs.), second only to vehicular accidents. Attempted suicides are ten times the successful suicide figures, and 1-2% attempted suicides become successful suicides every year.

An estimated one million people die from suicide every year, 1 death every 40 seconds accounting for 1.5 per cent of all deaths, a study appearing in the recent issue of reputed journal The Lancet has revealed. (*Sources:* Every 40 seconds one suicide, says Lancet study, Teena Thacker Posted, Wednesday, Apr 22, 2019, New Delhi).

**Importance of the Study:** There is no period in history without recording suicide. The ideal of suicide is common among individual. There are few, if any individual to whom the idea of suicide has never occurred. A family of five including a 37-year-old man, his wife, 30 and their three children were found hanging inside their house on Monday in Valavanur in Villupuram district, police said, adding the probable cause of death by suicide was financial stress. The children were two girls aged 8 and 6 and a boy aged 3. (*Source:* Hindustan Times, Villupuram Updated on December 15, 2020 10:32 AM IST)

**Field of the Study:** The researcher selects Viluppuram District for his study, because Villupuram district is one of the biggest district in Tamil Nadu and economically poor and agriculture based district. Every day one youth attempting suicide because of love failure and addicted to drug and social media.

**Objectives of the Study:**

- To study the demographic profile of the youth
- To study common cause and consequence for attempting suicide.
- To find risk factor and life stress event influence for youth suicide.
- To examine social support system of youth in community.

**Operational Definition:** Suicide: “According to DSM suicide is a type of deliberate self harm and is define as a human act of self- intentioned and self inflicted cessation (death). It is end with a fatal outcome”.

**Definition of the ‘Youth’** Youth is a more fluid category than a fixed age-group. ‘Youth’ is often indicated as a person between the age where he/she leaves compulsory education, and the age at which he/she finds his/ her first employment. Often, Youth age-group is defined differently by different countries/ agencies and by same agency in different contexts. *United Nations* defines ‘youth’ as persons between 15 and 24 years of age.

*According to National Youth Policy-2003*, ‘youth’ was defined a person of age between 13-35 years, but in the current National Policy on Youth 2014, the youth age-group is defined as 15-29 years with a view to have a more focused approach, as far as various policy interventions are concerned.

**Research design for the Study:** The researcher adopted descriptive research design for his study. The researcher adopting descriptive design for the study because attempting suicide is an offence. Descriptive research design explains cause and consequence of suicide among youth.

**Hypothesis for the Study:** Hypothesis is a conjectural statement of the relationship between neither two nor more variable”. The researcher will be testing select demographic variable and Risk Factors variable like stress, depression, drug addiction and abuse, psychiatric morbidity.

**Universe for the Study:** Universe for this studies all youth respondents attempting suicide in Villupuram district, the person age Between 15 to 29 both male and female.

**Sampling Technique:** The researcher will be using simple random for his studies, it's comes under probability sampling method.

**Sample size for the Study:** Based on patient register in Government hospital for the period of two year (2020 to 2022) in Villupuram hospital taken as sample for the study.

**Sources of Data:** Primary data are collect from the respondents using quantitative and qualitative methods. Secondary data are collected from journals, books, magazine, newspaper, websites, published research and studies.

**Tools for Data Collection:** The researcher used self prepared interview schedule and standardized scale to measure life stress and social support system of youth in community.

**Statistical Analysis:** The entire data entered and analyzed with help of SPSS 20 version package. Several types of statistical analysis will use for analyzing the data. For demographic profile of the youth, descriptive statistics has been used such as frequency and percentage. To explain the relationship between variables, T – test, Analysis of Variance (ANOVA), Chi square and Correlation is use for the study.

#### **Data Analysis and Interpretation:**

**Table 01: Profile of the Respondents**

<b>S. No</b>	<b>Respondents Profile</b>	<b>Number (N= 150)</b>	<b>Percentage %</b>
1.	<b>Sex</b>		
	1. Male	105	70
	2. Female	45	30
2.	<b>Age</b>		
	1. Below 20	75	50
	2. 20 – 25	40	27
	3. Above 25	35	23
3.	<b>Marital Status</b>		
	1. Married	54	36
	2. Unmarried	90	60
	3. Separated / Widow	06	04
4.	<b>Educational Status</b>		
	1. Illiterate	14	09
	2. Primary School	60	40
	3. Higher Secondary/ Diploma	31	21
	4. Graduates	45	30
5.	<b>Occupational Status</b>		
	1. Daily Wager / Coolie	27	18
	2. Government Employee	09	06
	3. Private Employee	63	42

6.	4. Business	09	06
	5. House Wife	17	11
	6. Students	25	17
6.	<b>Income</b>		
	1. Below 3000	82	55
	2. 3001 – 5000	45	30
7.	3. Above 5001	23	15
	<b>Types of Family</b>		
	1. Joint Family	27	18
8.	2. Nuclear Family	123	82
	<b>House Types</b>		
	1. Hut	55	37
9.	2. Tile Roof	52	35
	3. Concrete Roof	43	28
	<b>Family Size</b>		
	1. Below 3	46	30
	2. 4 Members	85	57
	3. Above 5	15	13

**Table No2: Common Cause of Suicide in the Community**

S. No	Common causes	Frequency	Percentage
1.	Failure in Exam	20	13
2.	Quarrels with Laws	14	09
3.	Quarrels with Spouse	22	15
4.	Poverty	25	17
5.	Debt / Loan	13	09
6.	Unemployment	13	09
7.	Love Failure	43	28
	<b>Total</b>	150	100

**Table 03: Common Methods of Suicide in the Community**

S.No	Common Methods	Frequency	Percentage
1.	Fire	36	24
2.	Poison	57	38
3.	Hanging	40	27
4.	Jumping	08	05
5.	Touching electric wire	09	06
	<b>Total</b>	150	100

**Table 04: Life stress events expressed b the Respondents**

S.No	Overall Life Stress events	Frequency	Percentage
1.	Moderate Risk	30	20
2.	High Risk	120	80
	<b>Total</b>	150	100

### Test 01

#### **Age group and Life Stress Events – Chi Square**

Age Group	Life Stress Event			Chi Square value	P value
	Moderate	High	Row Total		
Below 20	20 (32.4) [68.6]	55 (67.6) [43.5]	75	7.191	0.027*
20 – 25	07 (17.5) [20.0]	33 (82.5) [28.7]	40		
Above 25	03 (11.1) [11.4]	32 (88.9) [27.8]	35		
Column Total	30	120	<b>N = 150</b>		

**Inferences:** Since P value is less than 0.05, the hypothesis is accepted at 5% level of significance. Hence there is significance association between age group and Life stress events.

**Table 05: Social Support System of the Respondents in Community**

S.No	Social Support System	Disagree		Neutral		Agree		Total	
		No	%	No	%	No	%	No	%
1.	Significant Others	40	27	20	13	90	60	150	100
2.	Friends Supports	35	23	10	07	105	70	150	100
3.	Family Supports	16	10	14	10	120	80	150	100

### **Test 02**

#### **Marital Status and Social Support System - ANOVA**

Social Support System	Marital Status						F value	P value
	Married		Unmarried		Separated / Widow			
	Mean	SD	Mean	SD	Mean	SD		
Significant Other	44.15	25.67	42.94	26.64	35.12	32.53	0.321	0.025*
Friends Support	68.21	24.43	78.92	22.03	38.69	31.66	10.362	0.001*
Family Support	84.02	19.26	85.11	18.31	70.83	27.14	1.569	0.011*

**Inferences:** Since P value is less than 0.05, the hypothesis is accepted at 5% level of significance. Hence there is significance difference between marital status and others support,, friends' support and family support.

### **Suggestion**

- The key factor should identified by social workers, school teachers, health nurses, physician and voluntaries. Sustainable prevent method should be implement in the community.
- The economic condition of the respondents should improve at lower levels; they must improve their standard of living, So Suitable measures could be taken by the Government and non Governmental Organization for the community people.



- Prevention programmes will have to be eclectic as no single theory or framework can explain or provide effective interventions for all potential suicides. The challenge would then be to identify priority interventions.
- Schemes to meet the basic needs, which are basic human rights (for example, employment guarantee, health care, education, housing, water, sanitation) would be essential.
- School social workers are the link between home, school and community. As member of the educational team, school social worker can promote and support students' academic and social success by providing specialized services.

## **II. CONCLUSION**

In India, suicide prevention is more of a social and public health objective than a traditional exercise in the mental health sector. The time is ripe for mental health professionals to adopt proactive and leadership roles in suicide prevention and save the lives of thousands of young Indians. 10<sup>th</sup> September - World Suicide Prevention Day: The World Suicide Prevention Day was formally announced on 10<sup>th</sup> September, 2003. Each year the International Association for Suicide Prevention (IASP) in collaboration with WHO uses this day to call attention to suicide as a leading cause of premature and preventable death.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**Influence of Training on Skill Improvement among Faculties**

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**Abstract**

The article tries to find out the influence of training on skill improvement among faculties. Sample size was 100 in all obtained through convenience sampling technique in Chennai. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.88 and 0.94. The analysis found that there is influence of leadership skills and technical skills on faculties' performance. It is also identified that there is influence of faculties' performance on college performance. The analysis highlighted that there is no influence of time management skills on faculties' performance. Time determinants the encroachment of work and family life. Hence, trainings related to the time management can be imported. So that the both the work and family life may be retained.

**Keywords:** Leadership Skills, Time Management Skills, Technical Skills, Faculties' Performance and College Performance.

## **I. INTRODUCTION**

Human resource development, education and training contribute altogether to promote the interests of people, firms, economy and society. By making people employable and educated citizens, human resource development and training add to the financial improvement and accomplish full business and advance social incorporation. They likewise help people to access conventional work and steady employments, and escape destitution and underestimation. Training within an organization does not and ought not to happen inside a vacuum. Organizational decision makers should try to adjust training efforts to the strategy of the organization and with the other human resource management (HRM) practices. Inability to do as such may limit transfer of training and, in this way the potential that training has to develop individual and organizational performance. Sonnenfeld and Periperl (1988) hypothesized that organizations adopt HRM frameworks that exchange off selection and training organizations seeking after specific strategies for example, prospecting new business openings, emphasizing recruitment and selection over training.

Whatever is taught in the training sessions, man, machines, matters, mind and money are to be integrated, focused and scientifically associated in the training processes. Awareness has to be generated in the minds of the employees regarding the vocation and the formal education. Skill developments should be oriented towards artifacts, related crafts business management and entrepreneurship skills.

Trainers who were mere bookworms do not suit to this present scenario. At this moment almost all the trainers remain out dated. They should be made acquainted with the new inventions and innovations in the automobile industry. Differentiation of occupation in India which is one among the developing economies require employees with more vocational skills which they had been betrayed during their time of educating themselves; it becomes inevitable for the managers of the industries to treat them with programs of skill development and processes of job enrichment.

Nowadays there is an antagonistic feeling between those with educational knowledge and the vocational knowledge. Educated refuse to carry out physical works and the vocation men refuse further education. This wide gap is to be narrowed down to a possible level through skill development and training programs. Proper articulation is not with the education system and the market needs and demand of man power. However the organization select the employees, no employee can fit the actual demand of the organization. To bake the workers, properly designed training and skill development alone can save the organization from getting out dated in the market.

## **Review of Literature**

**Nidhi Pandey (2012)** in his study entitled “awareness of life skills for job property amongst management students” The objective of the study was to spot the necessary factors moving employability of Master in Business students. The sampling technique used was sampling technique. The information was collected and therefore the study used was primary data. The findings discovered that the plan to verify the amount of awareness of life skills among skilled students, that square measure deemed necessary by associate degree leader from a worker. The study was finished that the life skills dealing to coach and to cope up the loss and stress and at a similar time develop essential thinking square measure needed among the youths.

**Divya Shukla (2012)** in her study entitled “employability talent among professionals chagrin of our executives in Indian labor market: a study on engineering graduates of Bhopal” the target of the study was, to spot the amount of employability talent among students. Its variations supported the respondents’ sociology details and to facilitate suggestive live during this regard. Tools like used t-test. The study finished that, the redesigning of the university programme with a lot of position and live trade comes can facilitate the pre job coaching which is able to sure enough enhance the employability among graduates.

**Varwandkar Ajit (2013)** in his study entitled “factors impacting employability skills of engineers” The objectives of the study was, to spot the factors impacting the employability of engineering graduates within the state of Chhattisgarh. Tools like used multivariate analysis. The study suggests that of the variables domain information, empathy, communication skills; social control ability have important impact on the employability of engineering graduates. But the variable quantity ‘Motivation’ has not been discovered to possess created any important impact on the employability of engineering graduates.

**Poornima religious belief (2013)** in her study entitled “globalization and developing employability skills: challenges and their solutions with regard to NPSD; government’s action set up and role of womb-to-tomb learning and extension departments” the target of the study was, to review the background of ability development in India, to review the National Policy on ability Development and Government’s Action set up on ability Development, to review the challenges before the govt. in ending the APSD. To analyze the role of LLE departments in determination the challenges in implementing the Policy of South Dakota and to counsel measures to enhance employability skills of the task seekers/employed persons. The study ended that, the pressing want of Partnership between the govt. and University departments of Life Long Learning and Extension to realize the goal of National Policy of ability Development.

**Joseph I. Uduji (2013)** undertook a study on "Job Enrichment: A curative to the matter of the Diamond State intended promoting Executives within the industry in African nation." A sample of a hundred and eighty promoting executives was firm. The result shows a calculated t-value of thirteen.980 that is larger than the important t-value of two.92 and a p-value of zero.005 < 0.05, indicating that larger responsibility, authority, management and selection within the job connected tasks do give stimulation for a demotivated promoting government within the industry in African nation. The study suggested that the managers ought to talk over with the demotivated promoting government so as to spot wherever the matter lies, and tailor the remedy to the cause, as an example by composition help facilitate for the demotivated United Nations agency is over worked. The demotivated promoting executives within the banks United Nations agency have unbroken valuable suggestions quiet for years ought to be helped to open up.

**Oladele, Subair and Sebina (2010)** studied "Knowledge and utilization of job enrichment techniques among district agricultural officers in African nation." employing a sampling technique, this study examined the data and utilization of job enrichment techniques among District Agricultural Officers (DAOs) in African nation. The result shows that the data of job enrichment techniques was moderate among district officers. The employment of job enrichment techniques was expedited by the organization structure for extension delivery in African nation. Necessary predictors of job enrichment utilization area unit data sources on job enrichment (t = a pair of.79), instructional level (t = a pair of.07), age (t = - a pair of.86) and years of expertise (t = a pair of.89). The paper recommends that coaching ought to be provided to DAOs on job enrichment and different job connected ideas so as to enhance performance among extension agents.

**Shilpa, et al. (2011)** undertook "A Study on Impact of Job Enrichment Practices towards worker Satisfaction at HDFC normal life assurance." straightforward sampling technique was adopted and therefore the sample size was a hundred and twenty respondents. They found that majority of the staff area unit aware and glad with the duty enrichment practices at HDFC normal life assurance. From then on top of study they conclude that job enrichment facilitates in increasing motivation and reducing turnover however doesn't help a lot of to scale back absence.

**Sanda, et al. (2015)** studied the "Effect of Job Enrichment on worker Satisfaction in elite non-public Universities in South-West African country." 618 stuffed questionnaires were come however 547 were found useable. The finding reveals that there's a big positive relationship between job enrichment and worker satisfaction in elite non-public universities in Southwest African country. The

regression results conjointly show that four hundred and forty yards of the variation in worker satisfaction may be explained by the changes within the follow of job enrichment. From the findings it's clear that workers area unit intended by various things, management mustn't generalize the motivation strategies; rather people ought to be intended consequently, as what's going to encourage a specific worker might not encourage another. Conjointly what's going to satisfy a specific worker might not satisfy the opposite. So management ought to observe and understand what satisfies every worker. The management of elite non-public universities in South-West African country will increase the degree of worker satisfaction of their non-academic personnel by ensuring that operating conditions adjust to standardized geographical point styles. Unpleasant operating conditions end in worker discontentment.

**Davoudi (2014)** studied "The Impact of Reward Management and Job Enrichment on Job Satisfaction among staff within the Ogun State Polytechnics." sample of 173 employees were elite random sampling technique. The responses were analyzed using the applied mathematics Package for SPSS version 15. The Pearson Product Moment correlation and descriptive statistics were used. The findings indicated that there's a major positive relationship between job enrichment and job satisfaction, however a negatively vital relationship between reward management and job satisfaction. An additional study on the connection between reward management and job satisfaction was counseled.

**Steven, et al. (2011)** undertook a study on "Applying the work characteristics model to the school education expertise." in a very survey of 293 students, vital relationships emerged between the 5 core dimensions (i.e., talent selection, task identity, task significance, autonomy, and feedback) and varied emotive (e.g., satisfaction) and behavioral (e.g., absenteeism) outcomes. Dissatisfaction disposition was found to be considerably and negatively associated with course grade and measures of satisfaction. They conclude with suggestions for enriching the schoolroom expertise.

## **Research Methodology**

### **Research Design**

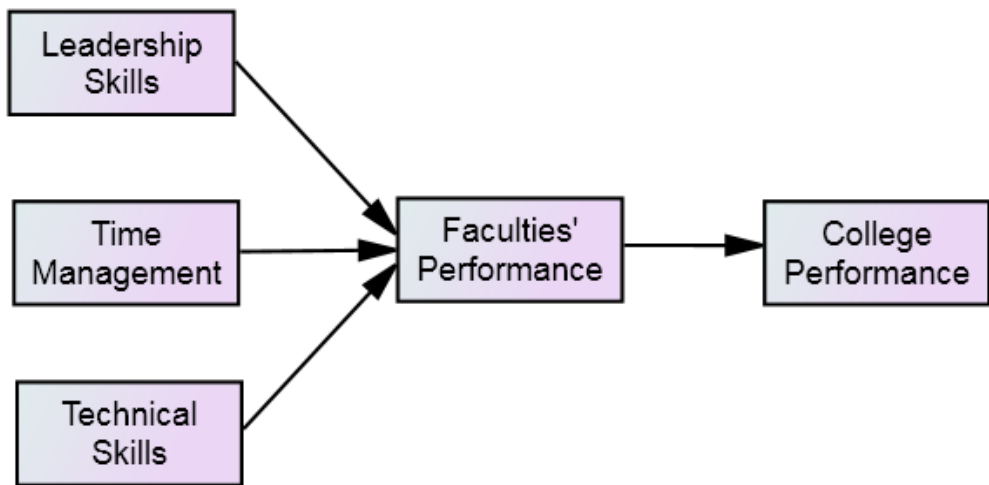
To obtain better answer to the research question, a proper research design is to be framed (Cooper & Schindler 2001; Davis & Cosenza 1988). Descriptive research design has been adopted for the present study. Descriptive study is a fact-finding investigation with adequate interpretation. It focuses on particular aspects or dimensions of the problem studied. It is designed to get the descriptive information and provided information and formulation of more sophisticated studies.

### Research Gap

Leadership skills, technical skills, time management, college performance and college performance, which are studied individually alone but combined research is not found in previous studies. This study is unique in introducing the dependent variable college performance, mediator variable faculties' performance and independent variables leadership skills, technical skills and time management. The title is "influence of skill development training initiatives on competency enhancement among faculties."

### Framework of the Study

This framework of the study is unique in introducing the dependent variable College performance, mediator variable faculties' performance and independent variables leadership skills, technical skills and time management.



**Figure 1: Conceptual framework**

### Objective of the Study

- To study the influence of leadership skills, technical skills and time management on faculties' performance in Chennai.
- To know the influence of faculties' performance on college performance in Chennai.

### Hypothesis of the Study

- There is no influence of leadership skills, technical skills and time management on faculties' performance in Chennai.
- There is no influence of faculties' performance on college performance in Chennai.

### Sampling Technique

Convenience sampling technique was adopted for the study. Srivastava (2008) there is only a less effort need to collect the data. Actually no pre plan of executing is there.

### Data Collection

The sample size of the study is 100 in all. The study was conducted in Chennai, Tamil Nadu. Questionnaire with 5 point scale is used.

### Reliability

For all the items in the questionnaire design the alpha was 0.88 to 94. This indicates high reliability of the items in the questionnaire. With these results the consistency, dependability and adoptability are confirmed.

### Statistical Tool Used

Path analysis was adopted in this study. It is used to know the correlation and regression of independent variables with respect to faculties' performance. Likewise the independent variables are leadership skills, technical skills and time management. The variable faculties' performance is considered as mediator variable. College performance is considered as an outcome variable.

### Analysis and Interpretation

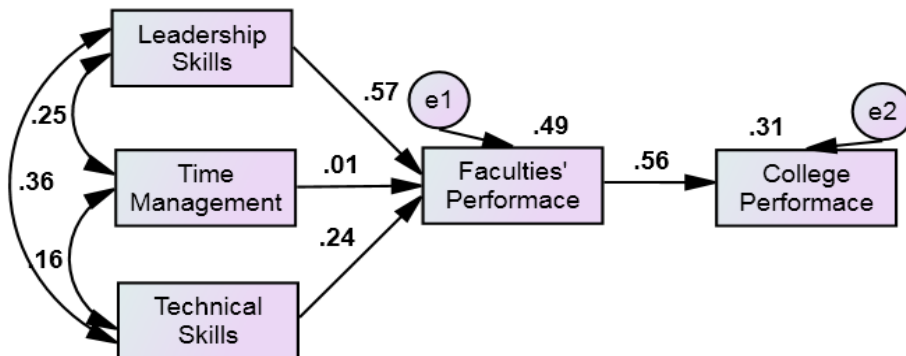


Figure 2: Path analysis of influence of skill development training initiatives on competency enhancement among faculties



**Table 1: Model Fit Indication**

Indicators	Observed Value	Recommended Value (Premapriya, et al. 2016)
Chi-Square	3.002	---
P	0.084	Greater than 0.050
GFI	0.983	Greater than 0.090
AGFI	0.903	Greater than 0.090
CFI	0.974	Greater than 0.090
NFI	0.969	Greater than 0.090
RMS	0.045	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: primary data

The results shown in above table outline of the model fit, which contains the RMSEA score was 0.001 and RMS was 0.045 were well nearby the recommended limit of less than eight percent suggested by Velaudham and Baskar (2016). All the goodness of fit indicators falls into best level of fit as suggested by Velaudham and Baskar (2016). The chi-square value was 3.002 and probability value was 0.084 as against the recommended level and suggested by Saminathan, et al. (2019). In this model, the research has obtained GFI, AGFI, NFI and Compared Fit Index were greater than 90 percent as against the recommended level and suggested by Velaudham and Baskar (2015).

**Table 2: Regression Weights Rural Women Empowerment**

DV		IV	Estimate	S.E.	C.R.	Beta	P
Faculties' Performance	<---	Leadership Skills	0.399	0.047	8.530	0.569	0.001
Faculties' Performance	<---	Technical Skills	0.327	0.089	3.682	0.241	0.001
Faculties' Performance	<---	Time Management	0.010	0.055	0.179	0.011	0.858
College Performance	<---	Faculties' Performance	0.987	0.125	7.918	0.558	0.001

Source: primary data

**H<sub>0</sub>:** Leadership skills do not influence by faculties' performance.

Through the path analysis, regression weight as the value of CR is 8.530. The Beta value is 0.569 which indicates that 56.9% of influence is through leadership skills towards faculties' performance.

The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence it can be concluded that the leadership skills positively influences faculties' performance in self financing colleges in Chennai.

**H<sub>0</sub>:** Technical skills do not influence by faculties' performance.

Through the path analysis, regression weight as the value of CR is 3.682. The Beta value is 0.241 which indicates that 24.1% of influence is through technical skills towards faculties' performance. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence it can be concluded that the technical skills positively influences faculties' performance in self financing colleges in Chennai.

**H<sub>0</sub>:** Time management do not influence by faculties' performance.

Through the path analysis, regression weight as the value of CR is 0.179. The Beta value is 0.011 which indicates that 1.1% of influence is through time management towards faculties' performance. The p value is 0.858; here the p value is greater than 5% and the hypothesis is accepted; hence it can be concluded that the time management does not influences faculties' performance in self financing colleges in Chennai.

**H<sub>0</sub>:** Job performance do not influence by College performance.

Through the path analysis, regression weight as the value of CR is 7.918. The Beta value is 0.558 which indicates that 55.8% of influence is through job performance towards College performance. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence it can be concluded that the job performance positively influences College performance in self financing colleges in Chennai.

## **Findings**

- The analysis found that there is influence of leadership skills and technical skills on faculties' performance in Chennai.
- It is also identified that there is influence of faculties' performance on college performance in Chennai.
- The analysis highlighted that there is no influence of time management skills on faculties' performance in Chennai.

## **Recommendations**

- It is found that leadership skills and technical skills and influences on faculties' performance. But, time management skills does not influences on faculties' performance. Time determinants the encroachment of work and family life. Hence, trainings related to the time management can be imported. So that the both the work and family life may be retained.

- A time management skill is indirectly related to the organization in fixing an individual to a job. Proper abilities both in physical and psychological aspects are to be lifted up.

## **II. CONCLUSION**

The article tries to find out the influence of training on skill improvement among faculties. Sample size was 100 in all obtained through convenience sampling technique in Chennai. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.88 and 0.94. The analysis found that there is influence of leadership skills and technical skills on faculties' performance. It is also identified that there is influence of faculties' performance on college performance. The analysis highlighted that there is no influence of time management skills on faculties' performance. Time determinants the encroachment of work and family life. Hence, trainings related to the time management can be imported. So that the both the work and family life may be retained.

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**Emperor International Journal of Finance and Management Research**

**ISSN: 2395-5929**

**Mayas Publication ©**

**www.mayas.info**

**Volume- X**

**Regular Issue- 8**

**August-2024**

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**Influence of Occupational Stress on Quality of Work Life and Job Satisfaction among the Bank Employees**

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**Abstract**

The research tries to identify influence of occupational stress on quality of work life and job satisfaction among the bank employees in Cuddalore district. Sample size was 100 in all obtained through convenience sampling technique. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.84 and 0.93. Path analysis was used for data analysis. The analysis found that there is influence of dimensions of occupational stress such as role overload, role ambiguity and role conflict on occupational stress among bank employees. It is also found that there is influence of quality of work

life on job satisfaction among bank employees. Hence, it is concluded that the identification of the factors that are central to a person controlling his/her stress and suggesting strategies to promote the stress reduction process. Employers can help employees change their perceptions of stress, provide them with strategies to help them cope and improving their confidence in their ability to do so.

**Keywords:** role overload, role ambiguity and role conflict, bank employees, quality of work life and job satisfaction.

## **I. INTRODUCTION**

The modern world which is said to be in a race for success, achievements is invariably a world of stress. From the day of birth till his last breath of man, an individual is exposed to various stressful situations. In this fast changing world today, no individual is free or profession is free from stress. Stress comes in many forms and affects people of all ages and all walks of life.

The total life space of human beings can be classified into three: family life, working life and social life. These three divisions of human life are interrelated and interconnected. Failures of any one or two affect the quality of the other / others badly. So, the total quality of life of the people depends on the quality of family life, work life and social life. In order to improve the total quality of life of the people, a balance between family life, work life and social life is essential. Management of a business is responsible to co-ordinate human and material resources for achieving organizational objectives. It is very easy to handle material resources. But without efficient use of human resources, management can never accomplish objectives of the undertaking. As a means the experience gained through work life helps workers to acquire excellence, high amount of civic competence and better skills which are necessary for the total development of man power.

The banking sector has undergone a structural change over the past two decades, which has put new stress and authenticities in front of the bank employees. The private bank employees have perhaps felt the maximum work pressures and have to deliver timely services in order to meet the organizational goals and ensure customer satisfaction. Increased use of technologies and equipments, online bank transactions, increased banking habits of the customers; growth of economic conditions and so on is the cause to create more stress and decreased quality of work life of the employees. Employees in the bank face plenty of problems in relation with provision of diversity of products and services. Banking hours is now increased in order to cope up the increased expectation of services of customers. The responsibility of the bank employees is somewhat more, rather than other corporate workers. The bank employees are dealing money

related products and services and pertaining to more stress and less quality of work life in the bank. Hence this study makes an attempt on the factors influencing the quality of work life of the private bank employees in the light of current realities. The management attempts to attain a career fit between the needs of the employees and the need of the organization, so that the employees develop their career and at the same time the effectiveness of the organization raises and as a whole the quality of work life is achieved.

## **Review of Literature**

Kannan and Suma (2015) in order to manage stress the organization has to encourage employee development and embark on training interventions for employees. Training specifically related to policies and policy implementation is a key priority. Stress in banking sector is mostly due to excess of work pressure and work life imbalance the organization should support and encourage taking up roles that help them to balance work and family.

Elanchezhian, et al. (2013) revealed that teachers coping strategies was differed and influenced by the demographic variables as well. Implementation of information technology (IT) in the teaching field reduces the stress level compare to era before implementing information technology.

Vishal Samartha and Mushtary Begum (2014) the stress is unavoidable in any occupation and banking is no exception. This study found that factors such as performance pressure; inadequate planning at workplace, change to adaptability; family demands and lack of efficient manpower caused more stress among the bank employees.

Enekwe, Chinedu Innocent and Agu, Charles Ikechukwu (2014)<sup>7</sup> they have conducted study based on the statistical calculation, male and female bankers not to differ significantly on their stress management technique. It can be concluded that stress management is not gender sensitive or gender- centric. This means that the problem of stress is both genders sensitive. Furthermore, section of a banker has a significant influence on stress management technique among bank employees in Nigeria banking industry.

Elanchezhian, et al. (2013) revealed that the level of stress among the teacher community is high and they have been faced some biological and psychological changes in their life.

Hasebur Rahman and Kamruzzaman, (2013) the commercial bank as one the occupational group functions under of high stress. The variables such as long working hour, workload, family sympathy, management pressure, mental depression, and job insecurity perceived stress stressors of commercial bank. Employees wellbeing psychologically and mentally depress if stress prolong over



the period of time. Effective job design, healthy working environment, remuneration should be offered to employees to motivate in competitive jobs of commercial bank.

Tatheer Yawar Ali and Atif Hassan (2013) the bankers are facing high stress in their job and the reasons for this is stress include long working hours, improper reward system, lack of job autonomy, organizational culture, role conflict etc and the main reason is lack of management support to employees. They can notice a number of symptoms indicating high level stress. If these symptoms are not noticed in early stage, they can cause serious health problems among employees such as depression, heart problems, diabetes etc.

Lokanadha Reddy, et al. (2014) assessed the quality of work life encompasses things that affect their well-being such as salary and benefits. It was an attempt on QWL in the organized public and private sector banks. It recognized the various factors involved in the quality of work life of employees in the banking sector and suggested that the higher authorities of banking industry shall initiate necessary steps for effective implementation of the insights of the policy of Quality of work life.

Susila, (2013) has pointed out that Quality of work life comprises of several factors which are influencing the quality of work life in different dimensions. Quality of work life of cement industry is concerned about the safety, healthy work environment, adequate and fair compensation and social relevance are undedicated by the internal stakeholders (Employees). Hence to bring-up the expected level of involvement of the employees they must be provided enough amount of training and they must be given on par treatment while compared with the rest of the level of employees of their organization.

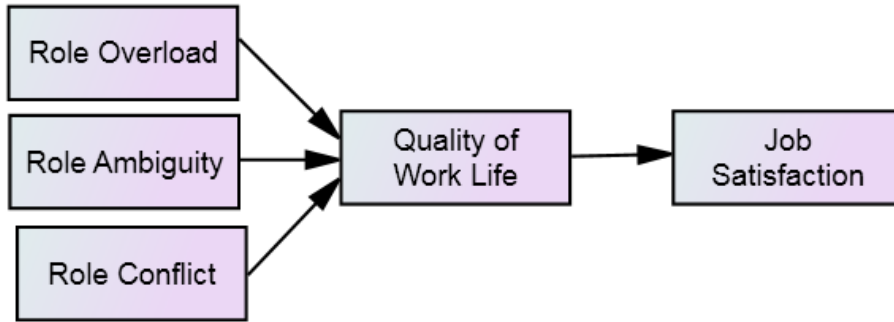
## **Research Methodology**

### **Research Design**

To obtain better answer to the research question, a proper research design is to be framed (Cooper & Schindler 2001; Davis & Cosenza 1988). Descriptive research design has been adopted for the present study. Descriptive study is a fact-finding investigation with adequate interpretation. It focuses on particular aspects or dimensions of the problem studied. It is designed to get the descriptive information and provided information and formulation of more sophisticated studies.

### **Framework of the Study**

This framework of the study is unique in introducing the outcome variable was job satisfaction, mediator variable was quality of work life and independent variable was occupational stress. Occupational stress was classified into three factors namely role overload, role ambiguity and role conflict.



**Figure 1: Conceptual Framework**

### **Objective of the Study**

- To identify the influence of dimensions of occupational stress such as role overload, role ambiguity and role conflict on occupational stress among bank employees in Cuddalore district.
- To discover the influence of quality of work life on job satisfaction among bank employees in Cuddalore district.

### **Hypotheses of the Study**

- There is no influence of dimensions of occupational stress such as role overload, role ambiguity and role conflict on occupational stress among bank employees in Cuddalore district.
- There is no influence of quality of work life on job satisfaction among bank employees in Cuddalore district.

### **Sampling Technique**

Convenience sampling technique was adopted for the study. Srivastava (2008) there is only a less effort need to collect the data. Actually no pre plan of executing is there.

### Tool for Data Collection and analysis

S.No.	Variable	Author
1	Occupational Stress	Self Design
2	Quality of Work Life	Self Design
3	Job Satisfaction	Self Design

The sample size of the study is 100 in all. The study was conducted in Cuddalore district, Tamil Nadu. Questionnaire with 5 point scale is used. For all the items in the questionnaire design the alpha was 0.84 to 93. This indicates high reliability of the items in the questionnaire. With these results the consistency, dependability and adoptability are confirmed. Path analysis was adopted in this study. It is used to know the correlation and regression of independent variables with respect to quality of work life. Likewise the outcome variable was job satisfaction, mediator variable was quality of work life and independent variable was occupational stress. Occupational stress was classified into three factors namely role overload, role ambiguity and role conflict.

### Analysis and Interpretation

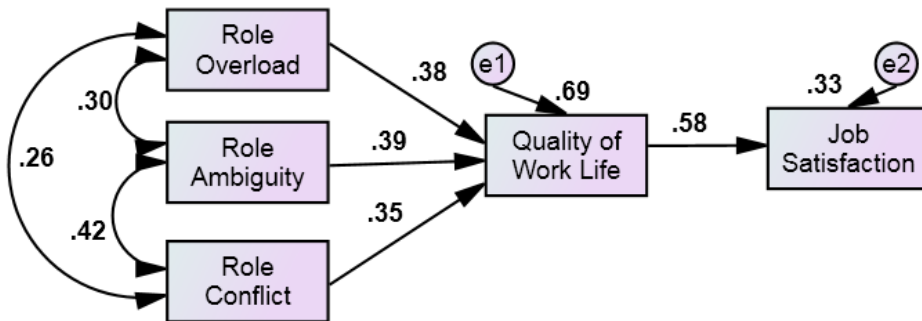


Figure 2: path analysis of influence of occupational stress on quality of work life and job satisfaction among the bank employees

**Table 1: Model Fit Indication**

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	0.106	---
p	0.654	Greater than 0.050
GFI	0.999	Greater than 0.90
AGFI	0.983	Greater than 0.90
CFI	0.999	Greater than 0.90
NFI	0.999	Greater than 0.90
RMR	0.012	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: Primary data

The table found that the chi-square score was 0.106. The p value was bigger than five percent level. The calculated CFI and NFI values were bigger than 0.90 and also recommended by Kantiah Alias Deepak and Velaudham (2019); Velaudham and Baskar (2015). The GFI and AGFI values were bigger than 0.90 and also recommended by Saminathan, et al. (2019). It was found that RMR and RMSEA values were less than 0.08. The above model fit displays indicate that it was absolutely fit recommended by Velaudham and Baskar (2016).

**Table 2: Regression Weights**

DV		IV	Estimate	S.E.	C.R.	P	Label
Quality of Work Life	<---	Role Overload	0.601	0.034	17.572	0.383	0.001
Quality of Work Life	<---	Role Ambiguity	0.723	0.043	16.940	0.392	0.001
Quality of Work Life	<---	Role Conflict	0.564	0.037	15.093	0.345	0.001
Job Satisfaction	<---	Quality of Work Life	0.313	0.016	19.099	0.577	0.001

Source: Primary data

**H<sub>0</sub>:** Role overload do not influence by occupational stress.

**H<sub>A</sub>:** Role overloads influence by occupational stress.

Through the path analysis, regression weight as the value of CR is 17.572. The Beta value is 0.383 which indicates that 38.3 percent of influence is through role overload towards occupational stress. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the role overload positively influences occupational stress among bank employees in Cuddalore district.

**H<sub>0</sub>:** Role ambiguity do not influence by occupational stress.

**H<sub>A</sub>:** Role ambiguity influence by occupational stress.

Through the path analysis, regression weight as the value of CR is 16.940. The Beta value is 0.392 which indicates that 39.2 percent of influence is through role ambiguity towards occupational stress. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the role ambiguity positively influences occupational stress among bank employees in Cuddalore district.

**H<sub>0</sub>:** Role conflict do not influence by occupational stress.

**H<sub>A</sub>:** Role conflict influence by occupational stress.

Through the path analysis, regression weight as the value of CR is 15.093. The Beta value is 0.345 which indicates that 34.5 percent of influence is through role conflict towards occupational stress. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the role conflict positively influences occupational stress among bank employees in Cuddalore district.

**H<sub>0</sub>:** Quality of work life do not influence by job satisfaction.

**H<sub>A</sub>:** Quality of work life influence by job satisfaction.

Through the path analysis, regression weight as the value of CR is 19.099. The Beta value is 0.577 which indicates that 57.7 percent of influence is through quality of work life towards job satisfaction. The p value is 0.01; here the p value is less than 1% and the hypothesis is rejected; hence, it can be concluded that the quality of work life positively influences job satisfaction among bank employees in Cuddalore district.

## **Findings**

- The analysis found that there is influence of dimensions of occupational stress such as role overload, role ambiguity and role conflict on occupational stress among bank employees in Cuddalore district.
- It is also found that there is influence of quality of work life on job satisfaction among bank employees in Cuddalore district.

## **Recommendations**

- Organize a Stress Management Program that focuses on different leave categories of Employees at all hierarchical level.
- Take adequate steps to redesign jobs, which are taxing to employees' abilities and Capacities.
- Introduce more job oriented training programs, which improve employee's skill and their confidence to work effectively.
- Undertake stress audit at all levels in the organization to identify stress area improving conditions of job and alleviating job stress.

## **II. CONCLUSION**

The research tries to identify influence of occupational stress on quality of work life and job satisfaction among the bank employees in Cuddalore district. Sample size was 100 in all obtained through convenience sampling technique. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.84 and 0.93. Path analysis was used for data analysis. The analysis found that there is influence of dimensions of occupational stress such as role overload, role ambiguity and role conflict on occupational stress among bank employees. It is also found that there is influence of quality of work life on job satisfaction among bank employees. Hence, it is concluded that the identification of the factors that are central to a person controlling his/her stress and suggesting strategies to promote the stress reduction process. Employers can help employees change their perceptions of stress, provide them with strategies to help them cope and improving their confidence in their ability to do so.

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## **A Study of Relationship Between Uniform Dress Code and Work Place Interactions among Hospital Staff in Mission Hospitals**

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### **Abstract**

Hospitals are specialized health care places. Patients are admitted with a diverse set of medical conditions, but have the road to recovery as the common goal. Specialized medical care is provided to patients depending on their medical conditions and pre-existing co-morbidities. Proper medical management aids in the recovery of these patients. But there are host of other things which contribute to the overall positive experience in the process of recovery.

Hospitals are complex scientific environment. There are lot of activities within the hospital, carried out by lot of different personals and professionals, but all their activities are patient centric, thus oriented towards patients care. Though medical management is the main stay of the treatment process, the environment surrounding the process of medical management aids in the effective delivery of medical management.

There are lots of interactions happening in the hospitals and at various levels. Most of the interactions involve the patients. Patients interact with doctors and all other health care professionals involved in their care. Nurses, Technicians, Pharmacists, Dietitians, hospitality staff and housekeeping staff are the staff with direct interactions with the patient.

Drivers, Maintenance staff, Accounts staff and security staff also have interactions with the patient, though not always and not at the same level. Staff also

interact with the relatives and visitors of these patients. Without the involvement of patient, there are lots of interactions among staff at various levels for better coordination of their activities.

### **Personal Appearance**

What pleases the eye, please the mind.

Uniform dress code is an effort in that direction. Different level of staff has different uniform. Staff with uniform, interacting with the patients and their relatives, gives an impression of a professional environment.

One must recognize and understand the impact of your appearance as it communicates first to you and then to others. What you wear and the way you look affects, The way you think, the way you feel, the way you act or behave and the way others react or respond to you. You can't afford to create negative impression or to build barriers between you and others because of unattractive, inappropriate, distracting, or offensive appearance. Your appearance is one situation factor that you can generally control.

If you are working in public, your patients will have more confidence in you just because you look like someone who belongs in that work environment. Your feelings and the reactions of others help you do a better job. The way you look at work is critical to your success on the job.

We do our strongest and most honest communication without saying a word. Our looks and behaviour together can send a powerful message whether we had intended them to do so or not.

### **Uniform Dress Code**

#### **Hair**

- Neatly groomed.
- Plaited or Bun or Boy cut.
- Black clips – No stones, No glitter.
- Black hair band.
- No Flowers.
- No other Ornaments.
- No funky hair styles
- No ponytails for men

#### **Face**

- Bhindi allowed on forehead.
- Small – red or black, No stones.
- Round sticker or paint.
- No flashy lipsticks.
- No excessive facial powder.
- No excessive mascara/kajal.

- No nose rings.
- Mustache/Beard should be neatly trimmed, less than 1 inch.

#### **EARRINGS**

- Small
- Simple, Symmetrical, round.
- No drops.
- Lower margin of the ear lobe should be visible.
- Plain single stone allowed.
- No chain/supports.
- No rings.

#### **PIERCEINGS/TATTOO**

- Only ear piercing is allowed.
- Other piercing and tattoos can be in covered areas.

#### **ANKLETS**

- Simple, Single chain.
- There should be no jingle sound while Walking

#### **Other Jewellery**

- One simple neck chain is allowed.
- Mangalsutra allowed.
- Should be worn inside.
- Pendant should not be exposed.
- Avoid multiple chains.
- Medical staff should avoid bangles, braces, wrist chains, wristbands etc.
- Wedding ring is allowed.

#### **Wrist Watch**

- Simple and formal
- No alarm sounds should be audible.

#### **Uniform**

- All uniform should be neat and ironed.
- Stain free.
- Wear and tear should not be visible.
- High neck and long sleeve blouses/ tops for ladies in sarees/ chudidhars
- Lab coats should be buttoned.
- Shirts should be tucked in.

**Shoes**

- Should be clean and polished.
- Should be worn with socks.
- Should not show wear and tear.

**ID cards**

- Should be displayed at all times.
- Letters should be legible.
- Should not show wear & tear.

**Perfumes**

- Avoid strong perfumes.
- Avoid strong body odour due to Sweating or any spills.

**Phones**

- Can be carried
- But should be in silent/Vibratory mode.
- To be used only for official purpose during Duty hours.
- Single tone/ mono tone ringtones are allowed for emergencies.

**Statement of the Problem**

- Hospital is a complex environment.
- There is a wide diversity in the staff who are employees of the hospital.
- Their roles and duties vary with their educational qualification and designation.
- All the staff are trained to be professionals, to carry out their responsibilities with utmost care and discipline.
- The hospital on a whole has patient care as its primary objective and all the staff are oriented towards the achievement of the goal.
- Practicing medicine is as much an art as it is a science.
- Communication plays a vital role in patient care but is often overlooked.
- Nonverbal communication is as important as the verbal communication in trying to explain and make the patient complaint to the treatment plans.
- The results of the present study would serve as a guiding post in planning the way for the development of uniform dress code as a contributing factor towards the compliance of treatment plans of the patient.

## **Objectives of the Study**

The main objectives of the study are as follows.

1. To study the overview of uniform dress code in hospital.
2. To analyze the characteristics of the uniform dress code in hospitals.
3. To study the relationship between the uniform dress code and various perception towards it.
4. To study the suitable suggestions based on the finding of the study.

## **Methodology**

Nazareth is a town panchayat in Thoothukudi district in Tamil Nadu. St. Luke's Hospital, Nazareth is a 100 bedded mission hospital in Nazareth, established in the year 1870. It is a multispeciality hospital.

For the purpose of primary data collection, 36 questions/ criteria were selected. Random sampling technique was adopted to select people for the study in various group.

On the basis of the information gathered, a well-designed interview schedule was drafted and used in the field survey to collect primary data. The selected respondents were contacted in person and the objectives of the study was clearly explained to them and their cooperation was ensured.

Nursing staff includes staff nurses and nursing assistants.

Paramedical staff includes Pharmacy staff, Lab technicians, MRO, Dieticians, Optometrists, and Physiotherapist.

Non-Medical staff includes Maintenance staff, Watchman, Security staff, Gardeners, Drivers Housekeeping staff.

Doctors include junior doctors, senior doctors and visiting consultants.

## **Tools of Analysis**

Non comparative, Itemized rating, Likert scaling technique.

Nursing Staff

50 Nursing staff were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

**Table-1**

	<b>Nursing Staff</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	There is improvement in personal comfort.	0	0	0	30	20
2	Communication between other staff improved.	0	0	10	30	10
3	Communication with other departments improved.	0	5	5	30	10
4	Communications with doctors improved.	0	0	0	20	30
5	There is a sense of professionalism.	0	0	0	30	20

6	Patient compliance has improved.	0	0	5	20	25
7	Patient relatives and by stander interactions have improved.	0	0	5	20	25
8	There is an emotional attachment with the hospital.	0	0	30	15	5
9	The self-image is enhanced	0	0	5	40	5
	<b>TOTAL</b>	0	5	60	23 5	150

**Table-2**

**The Consolidated Results of 50 Staff With 9 Questions and 450 Responses**

<b>SCALE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>TOTAL</b>
N	0	5	60	235	150	450
SCORE	0	10	180	940	750	1880

Level of Involvement = Score/N = 1880/450 = 4.17

Para Medical Staff

20 Para medical staff were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

**Table-3**

	<b>PARA MEDICAL STAFF</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Patient's compliance has increased.	0	0	2	16	2
2	There are pleasant interactions with patients.	0	0	2	16	2
3	There is a sense of belonging to this institution.	0	0	12	4	4
4	There is a feeling of professionalism.	0	0	6	12	2
5	There is better coordination with other departments.	0	0	12	6	2
6	Patients approach for queries easily.	0	0	2	16	2
7	There is a feeling of family within work place.	0	0	6	12	2
8	Communication with out-sourcing departments have improved.	0	0	2	16	2
9	There is a likeness towards medical profession.	0	0	4	12	4
	<b>TOTAL</b>	0	0	48	110	22

**Table-4**

**The Consolidated Results of 20 Staff With 9 Questions and 180 Responses**

SCALE	1	2	3	4	5	TOTAL
N	0	0	48	110	22	180
SCORE	0	0	144	440	110	694

Level Of Involvement = Score/N = 694/180 = 3.85

Non-Medical Staff

20 Non medical staff were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

**Table-5**

	NON-MEDICAL STAFF	1	2	3	4	5
1	There is a separate recognition as a hospital staff.	0	0	2	16	2
2	Facing and not shying away from challenge.	0	2	2	12	4
3	There is respect and due importance given for the work done.	0	0	4	8	8
4	Coordination between various departments have improved.	0	0	12	6	2
5	Communication is facilitated.	0	0	8	8	4
6	Active sharing of information and thoughts.	0	2	6	8	4
7	Inter personal support among employees is enhanced.	0	2	6	8	4
8	Easily approached by patients and relatives.	0	0	4	14	2
9	Sharing of concerns is encouraged.	0	2	8	8	2
	TOTAL	0	8	52	88	32

**Table-6**

**The Consolidated Results Of 20 Staff With 9 Questions And 180 Responses.**

SCALE	1	2	3	4	5	TOTAL
N	0	8	52	88	32	180
SCORE	0	16	156	352	160	654

Level Of Involvement = Score/N = 684/180 = 3.80

Doctors

10 Doctors were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

**Table-7**

	<b>DOCTORS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	This hospital has well defined job roles.	0	0	0	1	9
2	There is good coordination process.	0	0	0	2	8
3	There is a knowledge sharing culture.	0	0	0	2	8
4	There is accountability at all levels.	0	0	1	2	7
5	There is a sense of trust in subordinates.	0	0	2	5	3
6	Patient compliance to medical treatment is enhanced.	0	0	0	6	4
7	There is decrease in conflicts.	0	0	2	6	2
8	Feeling of hospital's problems as their own.	0	0	5	4	1
9	There is team work and team spirit.	0	0	0	1	9
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>29</b>	<b>57</b>

**Table-8**

**The Consolidated Results Of 10 Doctors With 9 Questions And 90 Responses.**

<b>GRADE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>TOTAL</b>
N	0	0	10	29	51	90
SCORE	0	0	30	116	225	401

Level of Involvement =  $\text{Score}/\text{N} = 401/90 = 4.45$

Implication of Results

100 People Were Interviewed and Were Asked 36 Different Questions According to Their Designation and Involvement with The Hospital.

The Level of Involvement of Various Groups are as Follows.

**Table-9**

<b>S.No</b>	<b>Group</b>	<b>N</b>	<b>Level of Involvement</b>
1	Nursing Staff	50	4.17
2	Para Medical Staff	20	3.85
3	Non-Medical Staff	20	3.80
4	Doctors	10	4.45



All the Above Values are Concentrating Around the Score of 4 in the Likert Scale.  
(Mean = 4.06)

## **II.CONCLUSION**

Thus, it may be concluded from findings that staff satisfaction, interactions and communication in the hospital increased tremendously in St. Luke's Hospital, Nazareth by the uniform dress code.

The staff and patients noticed the positive effects.

### **Suggestions**

In order to overcome the problems faced by the hospitals and to enhance the smooth functioning of the hospitals, the following things are suggested:

- All staff to be trained in the power of physical appearance.
- The uniform dress code may be emphasized and implemented and supervisors/managers to ensure its compliance.
- All staff are advised tips on personal appearance regularly.
- Management may comply and insist on dress code for all its employees.
- Hospitals may promote uniform dress code for all the hospital staff.

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