

## ECOTOURISM IN INDIA

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### Introduction

With tourism gaining immense popularity the world over, there has been focus in recent years on rural tourism and eco-tourism. It is generally agreed that of properly planned, developed and managed, eco-tourism can improve the living standards of the local population while supporting the conservation of the natural ecosystem. While tourism as such has emerged as a dynamic industry in India, the challenge is to take advantage of the situation by ensuring best use of the nature's assets. One may ask "what is rural tourism?" The government has taken a broad view. "Any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefitting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience, can be termed as rural tourism", a Tourism Ministry policy paper pointed out. Rural tourism is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism and ecotourism. As against conventional tourism, rural tourism has certain typical characteristics: It is experience oriented; the locations are less populated, it is based on the preservation of culture, heritage and traditions.

Not everyone applies such a broad definition. Ecotourism – which concerns with the preservation of the environment – has become fashionable these days. And some in government and the tourism industry would like to focus on ecotourism rather than rural tourism, which could have a down-market, rough-it-out connotation. Ecotourism and rural tourism are not exactly the same but can be together for greater benefits.

One may mention here that way back at the Earth Summit two decades back, chapter 13 of Agenda 21 of the global blueprint for sustainable development was devoted to maintaining fragile ecosystems and sustainable mountain development with special emphasis on mountains and hilly terrains. This was significant from the viewpoint of eco-tourism as most tourists flock to hill areas in India.

Several research programs and projects have been carried out with mountains and rural areas as the focus for further tourism development. The national tourism policy introduced in 2002, identified rural tourism as a focus area to generate employment and promote sustainable livelihoods through development of art, craft, culture, heritage, handloom, etc. According to the 2002 policy, special thrust was to be imparted to rural tourism and tourism in small settlements, where sizable assets of our culture and natural wealth exist.

The tourism policy placed a lot of emphasis on ecotourism, specially the mountainous areas of the North East and the Himalayan region as also the islands of the Andaman & Nicobar and Lakshadweep to tap the natural resources of these areas and develop the as part of an overall strategy to improve the economic conditions of the people of these regions. However, the interest of tourists for these places has greatly been on the rise though not much development of infrastructure in some of the areas has taken place, especially in the

far-flung remote areas.

Rural tourism is understood differently in different parts of the world. Ecotourism and rural tourism are the same only in a sense. They are cousins really. Rural tourism may not necessarily be the protector and enhancer of conservation. It is much more community-oriented while ecotourism is much more holistic and has a role in environmental protection and development.

The point about community involvement was also made by Mott MacDonald, a global management engineering and development consultancy that the Ministry of Tourism asked to evaluate the rural tourism scheme. Its report, submitted in June 2007 after five years of operation, observed: “In order to make the scheme more meaningful, it is very important that the sustenance issues be discussed with the community before the start of the project”. Fear of the unknown once was common, but it has disappeared in the projects undertaken. “Xenophobia has been removed from the minds of the local people”, the report noted.

At one point of time, the fear of foreigners was just one of the basic issues that hindered the flow of tourists to the sites chosen by the government and the UNDP. From the start, the sites had the advantages of historical importance, craft, culture, cuisine and natural beauty. But hindrances included a lack of basic infrastructures including sanitation, drinking water and wayside amenities; a lack of accommodation and food facilities; and a lack of awareness about site importance and the need for local guides.

Thus at this juncture, when there is a raging debate all over the world on the need for sustainable development and creation of an eco-friendly and livable society, It would be imperative to give all round encouragement to ecotourism and rural tourism in such a way that it could be availed by the national and the international travelers and, in turn, help the process of rural development of the country.

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## ISSUES IN THE GROWTH OF SERVICE SECTOR IN INDIA

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### Introduction :

The post independence period of economy of India was a litmus test for the economic planners. Having come out of the shadow of colonial rule, the nation had a huge challenge of undoing the exploitation of colonial era. The founding fathers had to use economic upliftment as a tool for nation building. The economy then was backward in nature.

Industry was characterized by ill equipped technology and unscientific management. Agriculture was still feudal in nature and characterized by low productivity. Transport and communication systems were not properly developed, educational and health facilities insufficient and the complete absence of social security measures.

Poverty was visible and unemployment widespread, resulting in a low standard of living. To guide the Indian economy towards a path of growth and development, the economic planners decided to adopt a course of mixed economy, assigning a vital role to public sector enterprises and economic planning. Private enterprise participation was negligible. A system of License Raj developed, by which entrepreneurs had to seek permission from government to set up manufacturing units. The government effectively controlled everything. During this period the banks were nationalized between late 1960's and early 1970's.

The introduction of reforms in 1991 resulted in sweeping changes in the Indian Economy. The reforms process consisted of three processes, liberalization, privatization and globalization (LPG model). Under liberalization markets were deregulated, under privatization private participation was encouraged and many a public sector undertaking (PSU) were privatized and under globalization restrictions on foreign investments were removed. The Indian economy moved away from its isolation, to be integrated with the global economy and to competitively utilize its advantages to make rapid strides in terms of growth.

In India today 60% of the population is dependent directly and indirectly on agriculture and agriculture contributes 17% of GDP.

The Industrial sector has witnessed massive restructuring by the way of mergers and acquisitions, process reengineering, foreign joint ventures, technological up gradation. Certain sectors like cement, steel, aluminium, pharmaceuticals, and automobiles have been witnessing

unprecedented growth.

The service sector has been one of the major beneficiaries of the economic boom. The outsourcing industry comprising of IT and ITE'S became the new poster boy of the Indian economy. The huge pool of engineering talent was absorbed by the IT industry, while graduates could carve out a career in the ITE'S industry. The purchasing power of the booming middle class was enhanced, who went on a consumption spree, which in turn allowed the retail sector to flourish. The booming economy also created a wave of real estate boom across the country.

### **Indian Service Sector**

In alignment with the global trends, Indian service sector has witnessed a major boom and is one of the major contributors to both employment and national income in recent times. The activities under the purview of the service sector are quite diverse. Trading, transportation and communication, financial, real estate and business services, community, social and personal services come within the gambit of the service industry.

One of the key service industry in India would be health and education. They are vital for the country's economic stability. A robust healthcare system helps to create a strong and diligent human capital, who in turn can contribute productively to the nation's growth.

### **Post Liberalization**

The Indian economy has moved from agriculture based economy to a knowledge based economy. Today the IT industry and ITE'S industry are the dominant industry in the service sector. Media and entertainment have also seen tremendous growth in the past few years.

### **Information Technology Industry**

The Information Technology industry has achieved phenomenal growth after liberalization. The industry has performed exceedingly well amidst tough global competition. Being knowledge based industry; India has been able to leverage the global markets, because of the huge pool of engineering talent available and the proficiency in English language among the middle class.

### **ITES sector**

The ITES sector has also leveraged the global changes positively to emerge as one of the prominent industries. Some of the services covered by the ITES industry would be:

- Customer interaction services -Non voice and Voice.
- Back office, revenue accounting, data entry, data conversion, HR services.
- Medical Transcription.
- Content development and animation.



- Remote education, market research and GIS

### **Retailing**

Prior to liberalization, India had one of the most underdeveloped retail sectors in the world. After liberalization the scenario changed dramatically. Organized retailing with prominence on self service and chain stores has changed the dynamics of retailing. In most of the tier I and tier II cities supermarket chains mushroomed, catering to the needs of vibrant middle class. This indirectly contributed to the growth of the packaged food industry and other consumer goods.

### **Financial Services-Banking And Insurance**

Prior to liberalization these two sectors were controlled and regulated by the government. Nationalized banks and insurance companies had a firm grip over the market. After liberalization the banking and insurance domain opened up for private participation.

### **Banking Sector**

The three major changes in the banking sector after liberalization are:

- Step to increase the cash outflow through reduction in the statutory liquidity and cash reserve ratio.
- Nationalized banks including SBI were allowed to sell stakes to private sector and private investors were allowed to enter the banking domain. Foreign banks were given greater access to the domestic market, both as subsidiaries and branches, provided the foreign banks maintained a minimum assigned capital and would be governed by the same rules and regulations governing domestic banks.
- Banks were given greater freedom to leverage the capital markets and determine their asset portfolios. The banks were allowed to provide advances against equity provided as collateral and provide bank guarantees to the broking community.

### **Insurance Sector**

The Insurance Regulatory and Development Authority Act 1999 (IRDA Act) allowed the participation of private insurance companies in the insurance sector. The primary role of IRDA was to safeguard the interest of insurance policy holders, to regulate, promote and ensure orderly growth of the insurance industry. The insurance sector could invest in the capital markets and other than traditional insurance products, various market link insurance products were available to the end customer to choose from.

### **Some of the prominent insurance companies are:**

- Bajaj Allianz Insurance Corporation
- Birla Sun Insurance Co Ltd

- HDFC Standard Insurance Co Ltd
- ICICI Prudential Insurance Co Ltd
- Max New York Insurance Co Ltd
- Tata AIG Insurance Co Ltd

### Future Trends

- Globally outsourcing industry would continue to grow.
- Following the success of US and UK, more countries in the European Union would outsource their business.
- Technological power shift from the West to the East as India and China emerge as major players.
- Political backlash over outsourcing would come down as companies reap the benefit of outsourcing.

### Summary

To summarise, post liberalization the Indian economy is one of the fastest growing economies in the world. It can also be said that the Indian economy has coped well to the pressures of the global recession, far better than most other nations. The future looks positive for India and one can expect the nation to progress strongly in the path of development.

Service sector is the lifeline for the social economic growth of a country. It is today the largest and fastest growing sector globally contributing more to the global output and employing more people than any other sector.

The real reason for the growth of the service sector is due to the increase in urbanization, privatization and more demand for intermediate and final consumer services. Availability of quality services is vital for the well being of the economy.

In advanced economies the growth in the primary and secondary sectors are directly dependent on the growth of services like banking, insurance, trade, commerce, entertainment.

## CURRENT TREND OF SERVICE SECTOR IN INDIA

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### Abstract:

*India economy is one of the fastest growing economy in the world. It is point of attraction to many business organizations for investment. Business players think that it is perfect investment avenue and hence already started to invest in various avenues. Service sector in India is one of the growing sector. Many entrepreneurs, business organizations have identified importance of services in business organizations. Services are important to satisfy business stakeholders which includes customers, shareholders, suppliers, investors and direct and indirect employees. With the increasing size and scope of business organizations, nature and scope of services are also increasing. There is increase in the work load on service area and hence it requires proper management. Because of this need of service management is increasing. Service management system can be seen in many business areas. Tourism, banking, shipping, IT, consultancy, production business are some of the businesses where importance of service can be identified. Many of them are also using innovative techniques for attracting customers.*

**Keywords:** Service Sector, Trend.

### Introduction:

Service sector is one of the tempting business avenues where business organizations are investing themselves for better returns. It is one of the growing sectors. Customers use to give preference to such kind of business organizations who are providing good services to their present and prospective customers. Service is the essential factor in any business organization. Without proper quality of services it is difficult to any business organization to sustain in the market. Hence business prosperity depends on the quality of service delivered by the organization to their customers and other stakeholders. When it comes to the large number of service delivery, it demands proper execution of service system. Service management is required to handle large number of service requests in the organization. Customers are giving preferences to those organizations whose service quality is good. Now a days business organizations are not only introducing good quality of services to their customers but also providing unique quality of services to their customers. It is also called as innovations in service management.

**Objectives:**

1. To understand the meaning of service.
2. To understand current trend of service sector through investment inflow of business organizations.
3. To study economical position of service sector in India.

**Methodology:**

This paper is based on secondary information. Data is collected from various sources like weblinks, reports and books.

**Conceptual Outline:**

Service is the intangible thing which comes with the product or without product with ultimate aim to satisfy end user.

**Economical Outline<sup>1</sup>:**

The services sector is the key driver of India's economic growth. The sector contributed around 66.1 per cent of its Gross Value Added growth in 2015-16, thereby becoming an important net foreign exchange earner and the most attractive sector for FDI (Foreign Direct Investment) inflows.

According to a report by leading research firm Market Research Store, the Indian telecommunication services market is expected to grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020.

The Indian digital classifieds industry is expected to grow three-fold to reach US\$ 1.2 billion by 2020, driven by growth in horizontal classifieds like online services, real estate and automobiles.

Out of overall services sector, the sub-sector comprising financial services, real estate and professional services contributed US\$ 305.8 billion or 20.5 per cent to the GDP. The sub-sector of community, social and personal services contributed US\$ 188.2 billion or 12.6 per cent to the GDP.

**Investments<sup>1</sup>**

The Indian services sector has attracted the highest amount of FDI equity inflows in the period April 2000-March 2016, amounting to about US\$ 50.79 billion which is about 17.6 per cent of the total foreign inflows, according to the Department of Industrial Policy and Promotion (DIPP).

Some of the developments and major investments by companies in the services sector in the recent past are as follows:

- Gadgetwood, an on-demand repair services & refurbishment company, has raised US\$ 6 million from private equity fund Carpediem Capital, which will be used for expanding its presence to other geographies, starting with the metros and moving to set up a presence



across 10 cities by 2017, and broaden the scope of its repairs capabilities to include, laptops, wearable tech and LEDTVs.

- Online food ordering and delivery service firm Swiggy, owned by Bundl Technologies Private Limited, has raised US\$ 15 million in a fresh funding round led by Bessemer Venture Partners along with existing investors SAIF Partners, Norwest Venture Partners, Accel Partners, and Apoletto Asia.
- Factset, a US-based financial data and analytics firm, plans set up its largest global office at Divyasree Orion Special Economic Zone (SEZ) in Gachibowli, Hyderabad.
- LogixHealth Private Limited, a wholly-owned subsidiary of LogixHealthInc, USA, plans to invest around US\$ 15 million and hire 1,000 people for its upcoming facility in Coimbatore.
- Meru Cab Company Pvt Ltd, the Mumbai-based radio cab service, has raised Rs 150 crore (US\$ 22.37 million) from Brand Capital, the investment arm of Bennett Coleman and Co, which will be used to fund advertising and provide user incentives including discounts and loyalty schemes.
- SSG Capital Management Group, a Hong Kong based Private Equity (PE) investor, has acquired a 40 per cent stake in the logistics company Future Supply Chain Solutions (FSC), for Rs 580 crore (US\$ 86.5 million) from existing shareholders including Future Retail (FRL) and Fung Group, promoted by billionaire Victor Fung.
- Vistra Group Ltd, a Hong Kong-based professional services provider, has acquired IL&FS Trust Company Ltd, India's largest independent corporate trust services provider, which will enable Vistra to expand the platform to provide a broader suite of corporate and fiduciary services and thereby gain a foothold in the Indian corporate services market.
- Pink Blue Supply Solutions Pvt. Ltd, a clinical supplies provider, has raised Rs 1.5 crore (US\$ 0.22 million) in a seed round of funding from TermSheet.io, a transaction-focused service provider for start-ups and investors, which will be used to ramp up technology, improve customer experience and operational capabilities, put in place smart supply chain management across hospitals and clinics, and hire larger teams.
- IcertisInc, a contract management software maker for enterprises based out of Pune and Mumbai in India, has raised US\$ 15 million in series B round of funding from Ignition Partners and Eight Roads Ventures, which will be used to invest in marketing and expand its global operations.
- OfBusiness, an online marketplace for business-to-business (B2B) commerce, has raised US\$ 5 million in series A funding round led by Matrix Partners India, which will be used to expand the team and build a technology platform for small and medium enterprises (SMEs).
- Credit Analysis and Research (CARE Ratings) has signed Memorandum of Understanding

(MoU) with Japan Credit Rating Agency, Ltd (JCR) to collaborate with each other as strategic business partners.

- Shuttl, an Indian bus aggregator platform headquartered in Gurgaon, has raised US\$ 20 million in Series A funding from Lightspeed, Sequoia India and Times Internet Ltd.
- Indian logistics platform Rivigo has raised US\$ 30 million in debt and equity in Series B financing round, led by SAIF Partners. The firm aims to use the raised funds to achieve its target of scaling 10 times in the next 12 months.
- Taxi service aggregator Ola plans to double operations to 200 cities in current fiscal year. The company, which is looking at small towns for growth, also plans to invest in driver ecosystem, such as training centers and technology upgrade, besides adding 1,500 to 2,000 women drivers as part of its pink cab service by women for women.

#### Conclusion:

India is fastest growing industry. Many foreign business players are attracting towards Indian economy. Business organizations are recognizing importance of service management in the business unit. Indian business units are facing direct competition from their foreign business rival. Foreign business players are introducing new techniques of services for their stakeholders. This makes Indian business units to bring changes in the industry also.

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## SERVICE SECTOR IN INDIA

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### Abstract :

*The services is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment, Indian's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real, estate, business services, community, social and personal services, and services associated with construction. The services sector is the key driver of India's economic growth. The sector contributed around 66.1 per cent of its Gross Value Added growth in 2015-16, there by becoming an important net foreign exchange earner and the most attractive sector for FDI (Foreign Direct investment) inflows! This research paper discuss the importance of service sector, types of service sector, contribution if service sector in development.*

**Key Words** - Service sector, Indian Economy, Economic development

### Objectives of Research Paper:

- To through light on Service sector meaning.
- To study Importance of service sector
- To study Types of services
- To study contribution of service sector in development
- To understand major reasons for the growth of service sector in India

### INTRODUCTION:

Service sector in India Indian Economy is in a great transition. It was an agrarian economy then it moved over to rely on manufacturing strength & now it has been the turn of the services sector to dominate its contribution to the GDP. Service industry is an industry that part of the economy which creates services rather than tangible objects. Economist divided all economic activity into two broad categories goods & services. Goods providing industries are agriculture, Mining, Manufacturing and construction each of them creates same kind of tangible object. Service industries include everything else banking, communications wholesale & retail trade. All professional services such as engineering and medicine, non- profit economic activity all consumer



services such as all government services including defense & administration of justices. Services industry or sector involves distribution, transport and sale of goods from producer to consumer. The service sector also includes the supply of a service like entertainment and other services. Principal characteristic of a service industry is people to people interaction

Indian economy is classified in three sectors — Agriculture and allied, Industry and Services. Agriculture sector includes Agriculture (Agriculture proper & Livestock), Forestry & Logging, Fishing and related activities. Industry includes Manufacturing (Registered & Unregistered), Electricity, Gas, Water supply, and Construction. Services sector includes Trade, repair, hotels and restaurants, Transport, storage, communication & services related to broadcasting, Financial, real estate & Community, social Services. Services sector is the largest sector of India.

### **Importance of service Sector :**

Many productive systems, such as hospitals, beauty salons, consulting companies, banks and airlines do not produce a tangible product that can be stored for later consumption. Instead, the output of such systems is a service – for example, health care, good looks, advice, loans, and transportation – that is consumed in the process of its production. From our day-to-day experience, we know that the cost and quality of services provided even within the same industry can vary a great deal. We have preferences and are willing to pay for different components of service, such as speed, quality, degree of variety, and so on. Better management of the system that provides the service, consistent with customer preferences and requirements, will lead to greater profitability for the firm. We must therefore understand the nature of the various types of service systems and the associated management tasks that are required to improve a service firm's competitiveness.

In addition to the continuing growth of the service sector, the role of services in the manufacturing sector has been increasing. With increasing automation and the use of computers in the design of a product and its manufacturing process, technical and professional staffs will have a greater role in the actual production of the product than will unskilled workers. Thus, in the factory of the future the productive process may be guided by design engineers, computer operators, and production planners.

Finally, service is part of the product. When we buy a consumer durable, such as an automobile, a washing machine, or a solar heating system, a guarantee to service the product accompanies the product itself. Often our decision to buy a product is influenced by the services provided with the product. In the future, with greater customization and product variety, the service component of the product will increase. It is anticipated that, by the turn of the century a customer will be able to walk into an automobile dealership, order a car based on his or her preferences for colour, style, optional equipment, and the like and arrange all necessary financing using a computer



terminal. The order will be relayed to the factory, where a car meeting the customer's specific requirements will be manufactured and readied for delivery in a short time. It is clear that corporate profitability demands that the design and implementation of the service component of a product be strategically evaluated. The integration of product and service is vital for a firm's success, as it influences how a customer perceives the product. Operations managers must therefore direct attention to both the product and the services that accompanies the product.

The inputs to a service productive system are the consumers themselves. The productive process that transforms the inputs into outputs consists of labour, technology, information and the like. The output of such a system is the altered state of the consumer, for example, a cured patient, a transported traveler, or an informed client. The operations manager can control the design and mix of the productive process to meet customer requirements.

The key distinction between service and manufacturing systems is that services are intangible outputs that are consumed in the process of their production. The technology and process for supplying the service can differ significantly from one industry in the service sector to another.

#### **Types of services :**

**Professional Services** - Any type of services that may be rendered by a member of a profession within the purview of his profession including the services that by their nature can be performed only by persons or firms with specialized skills and knowledge. Although a product may or may not result from the transaction, the primary reason for the purchase is the service provided.

**Personal Services** - Personal Services includes, but not limited to, accounting, architecture, medical or dental services, legal services, and engineering and surveying services

**Health Services** - Services that are performed by health care professionals, or by others under their direction, for the purpose of promoting, maintaining, or restoring health. Health services include Public health services, mental healthcare services, Essential public health services, Behavioral health services, Home health services, School health services, Preventive health services

**Ecosystem Services** - The conditions and processes through which natural ecosystems, and the species that make them up, sustain and fulfill human life. Examples include provision of clean water, maintenance of liveable climates (carbon sequestration), pollination of crops and native vegetation, and fulfilment of people's cultural, spiritual, intellectual needs.

**Ancillary Services** - Interconnected operations services for operating reserve, voltage control, regulation and frequency response, scheduling and system control and dispatch and other power supply necessary to effect a reliable transfer of electrical energy at specified contract terms between a buyer and a seller.

**Directory Service** - A directory service organizes computerized content and runs on a directory

server computer. It is not to be confused with the directory itself, which is the database that holds the information about objects that are to be managed by the directory service. The directory service is the interface to the directory and provides access to the data that is contained in that directory.

**Senior or Elder Service** - Senior or elder service is targeted to those who are beyond their employment and family raising years. A senior may be defined from as early as age 50, depending on the policy and program definition, which in turn is significantly influenced by a society's culture and life expectancy. Participants may receive some type of support to enable them to serve.

**Youth Service** - Youth service is targeted to young people. Most often this is teens or young adults, ages 16 to 24, but can also include younger children. Youth service programs are often structured as intensive and extended experiences, say full-time for six months or a year, and participants often receive some type of support to enable them to serve.

**Corporate Service** - Corporate service refers to service supported by an employer, typically in the private for-profit sector. The form of support can range from sponsorship and financial resources for the service to just allowing an employee the time off to serve.

**Judicial Community Service** - Judicial community service refers to service performed as a form of restitution for a crime. Judicial community service is used as a form of alternative sentencing, to avoid incarceration.

**Community Service** - Community service is a very general term that refers to service that is local and typically organized by a non-profit organization. Faith-based service is organized by religious organizations, to provide opportunities for service as an expression of faith. For GSI, this does not include missionary and other evangelical activities, but rather service that contributes to social and economic development, environmental protection, and other non-religious goals.

**Transnational Service** - Transnational service has a slightly different meaning; it refers to a service project that is organized and carried out by two or more nations working in cooperation. Transnational service may be led by either governmental or non-governmental organizations.

**International Service** - International service refers to a service project or experience that takes place in a country that is not the home country of the server. International service may be led by either governmental or non-governmental organizations.

**National Service** - National service is a policy or program initiated by government for citizens and residents to serve the nation. The government may run the program, but more often non-governmental organizations receive public funding to implement and administer the service program. Higher education is a form of service that is sponsored by post-secondary colleges or universities, in partnership with local organizations, to provide a supportive and active environment for civic engagement and community development. Faculty, staff, and students are encouraged to participate. Programs vary in purpose and design. Some are purely voluntary; in other cases, faculty

and staff job performance is evaluated based on level of participation. Students may or may not receive academic credit for participation.

**Service Learning** - Service learning is a pedagogical method wherein students learn through active engagement and participation in service. Service learning may be sponsored by any organization, but occurs most often in primary or secondary schools, trade and professional schools, colleges and universities, and continuing education programs. Service learning is a planned and structured service experience, with time for systematic reflection.

### **The contribution of services to development**

The service sector is an important component of any country's economy. It makes a direct and significant contribution to GDP and job creation, and provides crucial inputs for the rest of the economy, thus having a significant effect on the overall investment climate, which is an essential determinant of growth and development. Some service sectors such as the health, education, water and sanitation sectors, are also directly relevant to achieving social development objectives. The service sector accounts for a significant proportion of GDP in most countries, including low income countries, where it frequently generates over 50% of GDP. The process of development usually coincides with a growing role of services in the economy (alongside a reduced role for agriculture). Thus services constitute an increasing percentage of GDP in nearly all developing countries

### **Major reasons for the growth of service sector in India:**

In recent times the service sector is increasing at a very fast pace. After the liberalization in the year 1991, the contribution of service sector is continuously increasing in the growth of our economy. However, agriculture is still dominating the Indian economy. Service sector are growing not only in volume but also in sophistication and complexity. The growth of service industry is the result of combination of several reasons, they are,

- **Increasing affluence(wealth)**

Here with the increasing affluence, there has been an increase in the demand for those services, which the customers used to perform by themselves. For example, service provided by the gardener, servants, car driver etc.

- **More leisure(free time) time**

This factor has lead to an increase in those services which are related to entertainment, because of increase in leisure time in today's people life. For example tourism industry has grown because of more leisure time available to the people.

- **Greater life expectancy(hope)**

With increase in the average life of the people, there has been an increase in the service which is related to field of health care, for example medical services, pathology laboratory,

nursing homes. Health care services etc.

- **Greater complexity of the product**

With the growing complexity of the product, there has been an increase in the services which are indirectly supporting the maintenance of these complex products. For example Air-conditioner, car, computer, and other complex products require service every yearly of every half yearly.

- **Higher percentage of working women**

With the passage of the time, there has been an increase in the working women. This has indirectly led to increase in the growth in the services such as, domestic servants, baby sittings, etc.

- **Increasing complexity of life**

This has led to an increase in the services of marriage bureau, legal service, income –tax consultants, placement services, etc.

- **Increasing number of new products**

There are certain products which, if invented will lead to growth in the service sector. computer being the invention of the 21<sup>st</sup> century has led to software industry which is totally a sieve industry.

Thus, above mentioned factors are responsible to the increase in the growth of the service sector.

## CONCLUSION:

An economy cannot be totally reliant on services alone. However a service-economy is a sign of economic growth and development of the country and it shows the strength of the economy. The services sector is not only the dominant sector in India's Gross Domestic Product (GDP), but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction .its shows the potential gains from service sector

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## A STUDY OF PROBLEMS AND PROSPECTS FOR EMPLOYMENT IN TRAVEL AND TOURISM INDUSTRY IN NASHIK DISTRICT

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### Abstract:

*Service sector in India is in a swift gear. Service sector has lot of dimensions and tourism is one of the noticeable facets. Tourism industry is a gift in the form of employment and business opportunities in the world. In the preceding few decades, the tourism sector has pouring effect in developing as well as developed countries by providing massive economic and employment opportunities. It has emerged as a highly exciting and energetic sector of the Indian economy over the last two decades. Tourism industry plays a crucial role in providing huge employment opportunities at relatively lower capital budget than other industries. In India tourism sector has wide opportunities for the growth and development as well as it contributes maximum share in nations GDP. The sector has played energetic role in reinforcement of basic infrastructure and as outcome it backed giant opportunity for social as well as economic development of the country and society too. World tourism is measured as a noteworthy aspect in the economy of many nations and India is not an exception to this. As a whole, tourism has improved the quality of lifestyle of the local people and helped to promote local arts and crafts. Tourism is a major growth engine for economic development in providing employment and eradication of poverty. It is the sector which provides the employment opportunities through its facets like guides, hotels and hospitality, tour operators. This paper deals with the study about employment opportunities in hotels and travel agencies and its analysis in Nashik district. Nashik is one of the major tourism city not only in Maharashtra but in India and in the world too. It provides the lots of tourism sites from religious to modern tourism trends. However, there is a need to established training institute and it should be execute at the government level. It is also fact that government cannot bear all the expenses but with the help of private public partnership model can resolve the problems and convert it into prospects for employment in tourism industry in Nashik district.*

**Key words :** Tourism, Employment, Hotels and Hospitality, Tour Operators.

**Introduction:**

In the era of globalization the word 'Tourism' is legendary for service sector. Tourism works awareness cohort, entrepreneurship education, skill up gradation, knowledge dissemination, attitudinal modification and developing linkages with National and International organizations to make entrepreneurship the most important component of State Economy. Tourism helps the human being to enjoy the life in qualitative manner. It preserves and conserves the natural heritage of nation and invites the foreign and domestic tourists. The growth in the foreign and domestic tourist arrivals encourages the local to provide services to them. Therefore, it helps directly and indirectly to generate employment and revenue to the nation and it earns the foreign exchange earning too. As per the Second Tourism Satellite Account of India (TSA), the contribution of tourism to total GDP during 2012-13 was 6.9% (3.7 per cent direct and 3.1 per cent indirect) and to total employment 12.4% (5.3 per cent direct and 7.0 per cent indirect). In 2013 travel and tourism directly supported 2,23,20,000 jobs (4.9% of total employment) and total contribution to employment including indirectly supported by the industry, was 7.7% of total employment (3,54,38,500 jobs).<sup>1</sup> Tourism is an important provider to enhance the fiscal backing of numerous countries. It has many facets from employment generation to wealth creation. Recognizing tourism as an asset in the form of employment generation and business opportunities, it has secured a status of largest industry in the world because of its self-explanatory declaration as multi-dimension activity. The thrust area on economic prospects has predominated the sustainability of the local environment and social and cultural facet. Tourism is a people-oriented industry and prospect to generate employment in particular area and it is one of the fascinations to governments. Tourism creates direct employment in the sector of accommodation, transport, travel agencies and tour operators while indirect employment creates in the sector like custom, airport resorts, laundries, food products and so on. The economic advantage can be computed on the basis of domestic as well as foreign tourist arrivals in India and their expenditure at the tourist site, accommodation, food and beverages and transport etc. Indian economy, which is the world's 12th largest and Asia's 3rd largest behind Japan and China as a total GDP of about \$570 billion. Services industry and agriculture account for 51.20%, 56.59%, and 22.60% of GDP in the Indian Economy. Nearly 2/3rd of population depends on agriculture for their livelihood. About 25% of population still lives below poverty line, but a large and growing middle class of 320-340 million has disposable incomes to purchase customer goods.<sup>2</sup> Majorly there are two main problems in the tourism industry regarding employment generations are: untrained staff and availability of staff. In earlier days Nashik was renowned for *mantrabhumi* then it convert into *tantrabhumi* and now it become as *paryatanbhumi* (Tourism Centre). Tourism industry of Nashik district provides employment opportunities from skilled to unskilled, trained to untrained and literate to illiterate.

**Objectives:**

The major objectives of the present study are:

- 1) To understand the concept of Tourism.
- 2) To understand the role of tourism in employment generation.
- 3) To identify the problems and prospects for employment generation in travel and tourism industry in Nashik district.

**Methodology:**

The data for this research study were collected from businesspersons those who are engaged in travel and tourism industry. Hotel owners and Tour operators were identified as a key factor in development of Nashik district and in local communities. This research is based on primary data collection through questionnaires and observation made at hotels and travel agencies. The secondary data such as policies of government on tourism and its aspects, books, newspapers, use of internet, research papers, etc. Using the random sampling approach, the questionnaires were distributed to the hotels owners/ managers and tour operators in Nashik district. During the survey period, only a total of 10 hotels and 10 tour operators were select and data were collected from them through questionnaires. The objective of this study is to explore and identified the employment opportunities and economic empowerment of society in Nashik district.

**Review of Literature:**

1. **Government of India, Ministry of Tourism (2005)** points out the tourism has formulated and adopted policy for tourism development in consultation with the representative of the travel industry travel writers and central govt. agencies with the objective of bringing planned tourism growth with local participation providing tourism facilities of international standards in selected areas. Facilities for youth budget tourist generate employment especially in the interior areas of the state; promote its arts and crafts including handicraft and handlooms and folk arts, providing recreational facilities near major business, industrial and urban center's etc. along with infrastructure development in its existing destinations.<sup>3</sup>
2. **Raut Aditi (2012)** discusses that Nashik (Maharashtra) is the capital of wine industry in India. Inflow from wine industry is more to the particular district. Tourists enjoy tourism in wine industry which is more value for money, gain more knowledge of wines and develop a taste for wine. Today Indian customers are illiterate about wine tourism. Testing of wine will increase the sale and it will be a boosting power to industry. Collaboration between local farmer and wine industry will generate an employment and business opportunities to the locals. Wine is beneficial for increasing the number of visitors and extending the length of stay and amount spent by



travelers. She also discusses that wine tourism in Maharashtra, especially the Nashik district, is still at a budding stage and needs a proper tourism development plan, but there is a need of proper wine tourism road map which will support the implementation of policies. It is a fact that wine tourism cannot play successfully without partnership within the local community. There should be support of hotels, medical agencies, and environmental group.<sup>4</sup>

3. **Sathe Suvarna (2012)** states that agro-tourism is recently developed as an emerging concept in Maharashtra state is a form of SIT (Special Interest Tourism). He also states that special interest tourism is a wide concept having niche tourism part for instance adventure tourism, eco-tourism etc. He explores that, interest component is always a key determinant in agro tourism because tourist seeking self-experience on the field. He explains that agro tourism provides employment to local unskilled people in rural areas and it is observed that growth in connected to Agri businesses in the district. She concludes that agro tourism can be sustainable form of tourism and develops the rural backgrounds which can preserve and inculcate the culture and traditions of rural areas to the urban people, and agro tourism will help in growth and development of the state.<sup>5</sup>

### **Tourism:**

Popularly perception of people towards tourism means leisure travelling or travelling for religious purpose. But what is tourism? This looks an easy question, but it is actually very difficult to answer because of its multidimensional elements and ancillary services related to tourism. There are almost as many definitions and variations of definitions of travel, tourism, new trends, tourism management, tour operator, tourist/ visitor and destination.

### **Tourism prospects in Maharashtra:**

Maharashtra flourishes in plentiful tourist destinations from pilgrimage sites to new trends like agro tourism, beaches, forts, caves, festivals, forests and hill stations, medical facilities and healthcare facilities too at reasonable rate. Maharashtra has its natural heritage of *Sahyadri* mountain ranges which attracts the tourists from all over the country and the world too. Maharashtra offers the variety of sites which is a mixture of all kinds of tourism product from hill stations to adventure sites, pilgrimage sites to historical sites, agro-tourism sites to winery tourism and so on. The Government of Maharashtra announced its tourism policy through Department of Tourism and



Cultural Affairs on 1st November 2006 for the period of ten years. In this policy government emphasizes the need of tourism development and its prospects in the state; this may change the scenario of Maharashtra. Maharashtra is in west zone of India and western zone is most visited by foreign and domestic tourists. Maharashtra attracts a huge number of tourists to its popular tourist venues which are regularly visited by locals as well as out of state and outside nation's tourists.

#### **Employment opportunities in tourism industry:**

Tourism is a people-oriented industry and has a prospect to generate employment in particular area and it is one of the fascinations to governments. Tourism creates direct employment in the sector of accommodation, transport, travel agencies and tour operators while indirect employment creates in the sector like custom, airport resorts, laundries, food products and so on. Invisible export or imports are more valuable than visible. It includes Transport services, banking services, insurance services, tourist trade services etc. The economic advantage can be computed on the basis of domestic as well as foreign tourist arrivals in India and their expenditure at the tourist site, accommodation, food and beverages and transport etc. In 2013 travel and tourism directly supported 2,23,20,000 jobs (4.9% of total employment) and total contribution to employment including indirectly supported by the industry, was 7.7% of total employment (3,54,38,500 jobs).<sup>6</sup>

#### **Employment in hotels:**

Hotel owners provide huge employment from skilled to unskilled and literate to illiterate. Average numbers of working staff in hotels are grouped as management, front office, service, kitchen, housekeeping, security, marketing and publicity, public relation, guide, laundry and health club with differentiation as trained and untrained. In case of Nashik district 97.52% staff employed in hotels is trained while only 2.48% staff is untrained. Averagely 63% staff working in the department of service followed by kitchen with 47%.

#### **Employment in travel agencies:**

In Nashik district averagely 53.49% staff is in trained category while 46.51% is untrained. Dhule district (81%) has the highest trained staff followed by Nashik (70.59%). In Jalgaon district (43.21%) the staff working at tour operators' offices is in trained category followed by Ahmednagar district (40.63%), while in Nandurbar district 32% staff in tour operators' offices is trained. (Table No. 1)

Table No. 1			
Staff Working in Hotels & Tour Operators			
Department	Trained/ Untrained	Employment	
		Hotels	Tour Operators
Management	Trained	18	15
	Untrained	0	0
	Total	18	15
Front office	Trained	19	20
	Untrained	0	0
	Total	19	20
Service	Trained	99	11
	Untrained	0	0
	Total	99	11
Kitchen	Trained	64	4
	Untrained	0	0
	Total	64	4
Housekeeping	Trained	28	7
	Untrained	5	0
	Total	33	7
Security	Trained	21	2
	Untrained	0	0
	Total	21	2
Marketing & publicity	Trained	7	5
	Untrained	0	0
	Total	7	5
Public relation	Trained	2	7
	Untrained	0	0
	Total	2	7
Guide	Trained	4	18
	Untrained	0	0
	Total	4	18
Laundry	Trained	11	16
	Untrained	0	0
	Total	11	16
Health club	Trained	8	8
	Untrained	0	1
	Total	8	9
Other	Trained	7	17
	Untrained	0	2
	Total	7	19
Total Trained staff (%)		98	94
Total Untrained (%)		2	6

**Problems faced by hotel owners in tourism industry in Nashik District:**

The problems are the real inspiration of growth through solution, but more intensity of problems becomes obstacles in growth and development. However, for analysis purpose the problems faced by hotels in Nashik district are grouped as competent staff, climate condition, power supply, government permission, local interference, availability of loan, government subsidy, water availability and organic fruits and vegetables. Hotel owners in Nashik district face major problem of competent staff (90.61%) followed by scarcity of water about 78% and organic fruits and vegetables (75.62%). The problem of power supply averagely faced by 74.97% hotels, while other problems intensity is less. The problem of climate condition faces by 19.26% hotel owners. The problem of government permission faced by about 10% and local interference is very low compared to other problems.

**Problems faced by Tour operators in tourism industry in Nashik District:**

In Nashik district the majority (95.42%) of the tour operators face the problem of guide followed by competent staff (93.77%) and government permission (91.65%). However, 82.67% tour operators face the major problem of vehicles and 76.21% tour operators face the problem of variation in climate condition. About 25% tour operators face the problem of availability of loan and 23.77% tour operators face the problem of local interference and 28.55% tour operator’s face other than the above mentioned problems. (Table No.2)

Table No. 2 Major Problems Faced by Hotel Owners and Tour Operators in Nashik District (Values in Percentage)

Problems	Competent staff	Climate condition	Power supply	Government permission	Local interferences	Availability of loan	Government subsidy	Water availability	Organic fruits & vegetables	Other
Hotels	88.89	22.22	72.22	0.00	5.56	5.56	5.56	33.33	77.78	5.56
Tour Operators	94.12	94.12	88.24	82.35	35.29	35.29	82.35	64.71		

**Problems of tourism industry in India:**

Problem is a mother of invention and solution. In order to overcome the problems in the development of travel and tourism industry in India, it is a need to have wide-ranging planning, which increase the benefits and decreases the weakness of local residents who are the real sufferers due to tourism action by the tourists. Apart from this the following are some major problems which affects the growth of tourism in India. Transport network, Affordable accommodation, Communication and information network, Terrorism, Communal riots, Contagious diseases, Interpreters in case of foreign tourists, Income of people and economic factors, Political situations, Technical factors, Sales and promotional problems, Reliance on natural resources and Absence of Marketing.



**Prospects of travel business and employment in tourism industry in Nashik District:**

Expansion of any business is a challenging task. However, travel business wants to expand it through extending current business at regional level or at international level. The view of tour operators about expansion of business for analysis purpose are grouped as extend the current business, start new unit or agency, arrange trip at national areas, arrange festivals at international level, effective promotion, amalgamation with international tour operators and others. Nashik is one of the fastest growing district in Maharashtra and tourism is one of the reason for its development. Nashik provides lots of tourism sites for tourist. However, development of tourism encourage the employment generation at the hotels and tour operators in Nashik district.

**Conclusions:**

By analyzing the present situation, Public Private Partnership (PPPs) is a new and emerging intellectual concept in tourism to enhance the private participation with public organization (state owned industry), to initiate necessary reforms in public sector that would help to achieve equitable tourism development. The findings of the study clearly show that there are lots entrepreneurial opportunities in tourism industry in Nashik district which improves income level, jobs opportunities and standard of living of the local community too. The entrepreneurial opportunities are in the form of tour operators, guides, hotel owners, handicraft, and small vendors and so on. Overall development of tourism business depends on the tourists, local residents, hotels, tour operators and the government, but while framing the policies only business sectors (tour operators and hotels) and the government get involved in the activity while local residents are ignored and they live with the results of the tourism plan and decisions taken by the government. Today tourism industry developed through its facets of new trends which have tremendous prospects all over the world and Nashik is not an exception to this. Nashik also provides various facets of tourism and entrepreneurial opportunities in the trends of tourism like wine tourism, agro-tourism, sports tourism, wild life tourism, pilgrimage tourism and so on. 94.12% tour operators faced the problem of competent staff. To overcome this problem there is a need to establish the training Centre in this field. However, tour operators want to expand their business and arrange the trip at national area. Growth and development of tourism in Nashik district generate employment prospects to local residents. Tourism in Nashik district invite for investment in hotel business. There is a need of enhancement for the promotion of tourism business in Nashik district and adequate infrastructural facilities must be improved.



**Recommendations:**

Following are some of key suggestions for the all-inclusive improvement of tourism industry in Nashik district.

1. There is need to establish training Centre for students.
2. Government can organize workshops on entrepreneurship development.
3. Establish Public Private Partnership (PPPs)

To sum up it is critical to note that none of the abovementioned suggestions and recommendations is adequate without the help of local residents, local authority, tour operators and the government.

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## PROBLEMS IN ORAL COMMUNICATION AT THE TIME OF INTERVIEWS IN IT SECTOR

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### Abstract :

*In India SEZ is established and there is boom in IT sector in the various areas in India. Majority of students are doing BBA, BCA MCA, BE (Computer Engineering), ME (Computer Engineering. Most of these students have a rural background. They studied in local schools at their primary as well as high school level. Their language is also local language. For daily routine they preferred the local language. Only for the Higher Education they use the English language. But all regular activities they use local language. Up to the HSC exam they use local language for their passing. Then they prefer English language for the study. But at this time they are not interested to improve their language. They are interested in getting good marks in academic. These students are interested to good job immediately after completing their Graduation or Post Graduation. Most of the PG courses have a project report for the last semester. For this semester they have to approach to the industrial sector for collection of data. Meanwhile they have to face campus interviews. Here they have to use corporate language. Most of the industries are preferred English language for communication. But because of use of local language our students get fail in the interviews. After all they are very clever but they loses the various opportunities in getting good job as well as promotions in their career. This research papers is focuses on the various points related with the oral communication skills at the time of an interview faced by the students. As well as because of oral communication problem industries are not getting proper candidates' for the particular post.*

**Key Words** – Communication, Language, Barriers

### Introduction

The interview is a formal meeting in which a person or persons questions, consult or evaluate another person or persons. Reporters and writer have meetings with eminent persons to ask questions, to gather material for a media story and broadcast it. It is an oral face-to-face communication. We generally face the interview after completing the basic qualification. At that time use local languages for speaking. But at the time of an interview we have to use another

language for speaking. Generally we use English language. In interview generally one person ask questions to another person he may be candidate applied for an interview. Here we observe the experts are taking an interview. He has fluent in speaking but majority time candidates fails to speak fluently with the experts. There are chances to get rejection from the experts. Most of the industries are facing such problems. They reject the candidates at the time of an interview. Sometimes they have to rearrange the schedule of an interview. It is quite difficult to select the candidates. This research paper is related with the communication problems at the time of an interview and it gives the solutions for improves the language skills.

### Definition

1. a **meeting** in which someone **asks** you **question** to **see** if you are **suitable** for a **job** or **course**: (Cambridge Dictionary, <http://dictionary.cambridge.org/>)
2. A meeting of people face to face, especially for consultation. <https://en.oxforddictionaries.com/definition/interview>

a formal consultation usually to evaluate qualifications (as of a prospective student or employee) <https://www.merriam-webster.com/dictionary/interview>

### Types of Interviews

Various IT companies are taking an interviews with the help of various types of interviews. They select the candidates by testing them with the help of various tests conducted with the help of interview. These interviews are going on with the help of communication. The types of interviews are as follows:

#### Screening Interviews

These interviews are generally done with the help of phone calls and used when there are number of applicants are there. Screening interviews are usually done by phone, tend to be very short, and the questions will focus on basic qualifications.

#### Phone Interviews

These types of interviews are taken only with the help of an interview. Major reason is that geographical obstacles. Means long distant between employer and candidates. Here are a few do's and don'ts of phone interviews in all situations:

- ♣ Be well prepared.
- ♣ Never conduct a phone interview in your car or in a public area – you need to focus all your attention on the interview.
- ♣ Use a land line to avoid the possibility of a cell phone call being dropped or poor reception.
- ♣ Conduct the interview in a quiet private area.
- ♣ Ask family members and friends not to disturb you during the interview.



♣ No eating, surfing the web, I/M or text messaging during the phone interview – avoid distractions and focus on the interview.

### **One-on-One Interviews**

This is the most common interview method and involves you and the interviewer alone in a private office. Once you are face-to-face with the interviewer your dress, appearance, non-verbal communication skills and other visual factors, as well as your verbal communication skills will come into play. Building rapport with the interviewer is usually easiest in this setting.

### **Panel Interviews**

Panel interview consists of five to seven members for taking interview of the candidates. Here each and every person is an expert in his field. This panel is also called as selection committee. Every expert is checking the candidates with different angles. The total of marks given by the members of selection committee is referred for final selection of candidate.

### **Serial Interviews**

In serial interview the candidate has to give interview to the expert in a whole day. In a particular day the experts are taking interview of the candidate and send to another expert for next interview. This type of an interview is physically or mentally too hard for the candidates. After the interview day the total of marks given by the experts are taking into consideration for selection of candidate.

### **Lunch Interviews**

Lunch interview is taken by the expert while he is taking lunch. Generally for lower level selection these types of an interviews are taking. Here social behaviours will be checked by the experts.

### **Group Interviews**

Here group of the candidates are made for giving an interview. The topic given for the discussion by the expert. Expert is not interfered to the candidates. He is seated another side of the corner of the room. He analysis the candidates, he may be observed that social behaviours, command of language, knowledge of subjects, etc..

### **Stress Interviews**

Here stressful situation will be created for the candidate or may be asked such types of questions to the candidates. Here, how the candidate will handle the stressful situation will be analysed by the experts.

### **Communication at the time of an interview**

When we see the above types of an interviews. We can easily understood about the how we need the communication while we are giving interviews. We need use of language for the interview. We have to talk to interviewer directly or indirectly. When we use phone we indirectly talking but in

other interviews we have to talk directly to the interviewer. Here we get problems of communications these problems may be as follows.

### **Different in Language**

If the two persons are from different states then both have a language problem. They cannot understand the language of other person.

### **Regional Accents, Dialects and pidgin**

The style of using words are different, it may depends upon the place of the human being. Languages are technically same but pronunciations may be different. We cannot understand other person's language properly.

Similarly, pidgin is the simplified language used between people who do not speak common language. The implications of words and phrases can create misunderstandings.

e.g. the abbreviation "LOL" used in chat language used to mean Lots of Love before, which changed to Laugh Out Loud.

### **No clear Speech**

Some people speak very softly on the otherhand many people speak loudly. Sender may be say something different and receiver may heard different.

### **Use of Jargons and Slang**

Jargons are technical words used in communication. Means words have different meaning according the field.

e.g.- Word BP may be used in medical language, known as Blood pressure. But it has another meaning in other field.

Similarly, the use of slang also makes communication ineffective. For example, the use of word "grass" to describe marijuana can act as a barrier for the people who do not know the slang meaning.

### **Word Choice**

There are various words are used for a same meaning. It is depend upon the person which word will be used for speaking. If person use a correct word but another may be taken it as negative meaning. Words with two meanings, homonyms, homographs, homophones should always be avoided as it doesn't send the proper meaning and can be interpreted in any way.

### **Literacy and Linguistics Ability**

Most of the people use local language for daily routine. It is quite difficult at the time of an interview to remember the proper word. Vocabulary of most of the people are less for speaking. It may be difficult to understand what another person speaks and how we react to him with a proper words.

### **Grammar and Spelling**

While speaking we have to use tens and grammar. In speaking use of tens creates a problems

and at the time of writing, there is a major problem of writing of spellings of the words. A person may make a mistake of typing of word.

There are another problems while we are giving an interviews. These may be includes while we are giving an interview with the help of phone. There may be no proper range. Another problems may be distance between two persons, external noise, mental or physical health, etc. To solve the problems in language we have some solutions for solving the problems, these are as follows:

**1. Speak slowly and clearly.**

Focus on clearly enunciating and slowing down your speech. Even if you're pressured for time, don't rush through your communication. Doing so often takes more time, as miscommunication and misunderstanding can result and you'll ultimately have to invest additional time in clearing up the confusion.

**2. Ask for clarification.**

If you are not 100% sure you've understood what others say, politely ask for clarification. Avoid assuming you've understood what's been said.

**3. Frequently check for understanding.**

Check both that you've understood what's been said and that others have fully understood you. Practice reflective listening to check your own understanding (e.g. 'So what I hear you saying is...') and use open-ended questions to check other people's understanding. Ask, 'what's your understanding of this process?' instead of 'is that clear?'

**4. Avoid idioms.**

Business language is often contextual, and therefore culture specific. For example, in the US, baseball terms are used extensively: 'Straight off the Bat,' 'Ballpark figures,' 'Out in left field,' 'Touch base,' 'Strike a deal'. As a good general rule, if the phrase requires knowledge of other information— be it a game or metaphor—recognize that this may make your communication more difficult to be understood.

**5. Be careful of jargon.**

Watch the use of TLAs (Three Letter Abbreviations) and other organizational language that may not be understood by others. If you use them, provide in parentheses a description of what these are so others can learn to use the same language you do.

**6. Define the basics of business.**



In international business contexts terms such as: ‘success’, ‘doneness’, ‘meetings’, ‘punctuality’, etc. may mean different things to different people. Spend time early in your communication defining what these mean to you and others. Invest in building a shared vocabulary.

**7. Be specific.**

Spell out your expectations and deadlines clearly. Instead of, ‘Please get back to me shortly,’ say ‘Please email the completed report by 5 pm Eastern Standard time on Wednesday, February 21.’

**8. Choose your medium of communication effectively.**

Carefully choose your form of communication (phone or video conference, email, instant message, etc.). Be mindful not to ‘overuse’ email. While useful, there are times when the medium is likely to be ineffective. When a message is complex and complicated or there is tension or conflict that needs to be resolved, switch to another medium.

**9. Provide information via multiple channels.**

Follow phone calls with emails that summarize what’s been said. When possible, provide presentations, agendas, etc. in advance so those working in their non-native language can get familiar with materials.

**10. Be patient.**

Cross-cultural communication takes more time. If not at all times, certainly initially you cannot expect your communication to occur with the same speed and ease as when you are communicating with someone from your own culture.

**11. Reading of books**

The regularly reading of books improves the vocabulary of the candidates. So the candidates can read books, newspapers, etc.

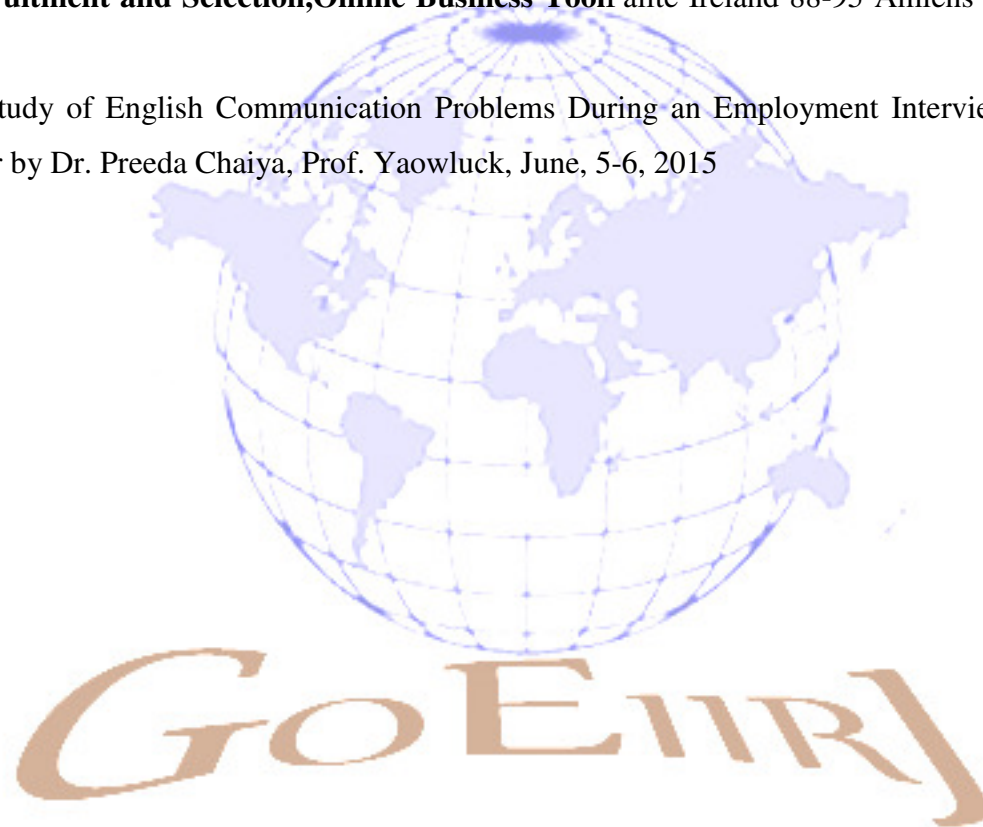
**Conclusions:**

While an interview there is necessary to use of language. Companies use different modes for taking an interview. They use various tools for an interview. It is necessary to use language fluently by the candidates. If they fails in linguistic communication. They may get fail to reject in an interview. So they have to develop the communication skills. As well as vocabulary and grammar of language. If they use various such types of ways they can get an opportunities in the various fields.



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## THE STUDY OF ROLE OF INSURANCE WITH SPECIAL REFERENCE TO AN INDIVIDUAL

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### INTRODUCTION:-

Insurance is defined as a co-operative device to spread the loss caused by a particular risk over a number of persons who exposed to it and who agree to ensure themselves against that risk. Risk is uncertainty of a financial loss. It should not be confused with the chance of loss which is the probable number of losses out of a given number of exposures. It should not be confused with peril which is defined as the cause of loss or with hazard which is a condition that may increase the chance of loss. Finally, risk must not be confused with loss itself which is the unintentional decline in or disappearance of value arising from a contingency. Wherever there is uncertainty with respect to a probable loss is risk.

Every risk involves the loss of one or other kind. The function of insurance is to spread the loss over a large number of persons who are agreed to co-operate each other at the time of loss. The risk cannot be averted but loss occurring due to certain risk can be distributed amongst the agreed persons. They are agreed to share the loss because the chances of loss, i.e., the time, amount, to a person are not know. Anybody of them may suffer loss to a given risk so; the rest of the persons who agreed will share the loss. The larger the number of such persons the easier the process of distribution of loss. In fact the loss is shared by them by payment of premium which is calculated on the probability of loss. In olden time the contribution by the persons was made at the time of loss. The insurance is also defined as a social device to accumulate funds to meet the uncertain losses arising through a certain risk to a person insured against the risk.

### DEFINITION OF INSURANCE:-

Insurance may be defined as a consisting one party (the insurer) agrees to pay to the other party (the insured) or his beneficiary a certain sum upon a given contingency (the risk) against which insurance is sought.

### NATURE OF INSURANCE:-

- 1) Sharing of risk

- 2) Co-operative device
- 3) Value of risk
- 4) Payment at contingency
- 5) Amount of payment
- 6) Large number of insured persons
- 7) Insurance is not a gambling
- 8) Insurance is not charity

#### A) **ROLE OF INSURANCE TO AN INDIVIDUAL:-**

The process of insurance has been evolved to safeguard the interest of people from uncertainty by providing certainty of payment at a given contingency. The insurance principle comes to be more and more used and useful in modern affairs. Not only does it serve the ends of individuals or of special of individuals it tends to pervade and to transform our modern social order too.

- 1) **Insurance provides Security and Safety:** - The Insurance provides safety and security against the loss on a particular event. In case of life Insurance payment is made when death occurs or term of insurance is expired. The loss to the family at a premature death and payment in old age are adequately provided by insurance. Similarly the property of insured is secured against loss on a fire in fire insurance. In other insurance too this security is provided against the loss at a given contingency. The insurance provides safety and security against the loss of earning at death or in olden age, against the loss at fire, against the loss at damage, destruction or disappearance of property, goods, furniture and machines etc.
- 2) **Insurance affords Peace of Mind:** - The security wish is the prime motivating factor. This is the wish which tends to stimulate to more works if this wish is unsatisfied it will create a tension which manifests itself to the individual in the form of an unpleasant reaction causing reduction in work. The security banishes fear and uncertainty, fire, windstorm, auto-mobile accident, damage and death are almost beyond the control of human agency and in occurrence of any these events may frustrate or weaken the human mind. By means of insurance, however much of the uncertainty that centers about the wish for security and its attainment may be eliminated.
- 3) **Insurance protects Mortgaged Property:** - At the death of the owner of the mortgaged property the property is taken over by the lender of money and the family will be deprived of the uses of the property. On the other hand the mortgagee wishes to get the property insured at the damage or destruction of the property he will lose his right to get the loan repayed. The insurance will provide adequate amount to the dependents at the early death of the property owner to pay off the unpaid loans. Similarly the mortgagee gets adequate amount at destruction



of the property.

- 4) **Insurance eliminates dependency:** - At the death of the husband or father the destruction of family need no elaboration. Similarly at destruction of property and goods, the family would suffer a lot. It brings reduced standards of living and the suffering may go to any extent of begging from the relatives, neighbors or friends. The economic independence of the family is reduced or sometimes lost totally. What can be more pitiable condition than that wife and children are looking others more benevolent than husband and father, in case absence of protection against such dependency. The insurance is here to assist them and provides adequate at the time of sufferings.
- 5) **Life insurance encourages saving:-** The elements of protection and investment are present only in case of Life insurance. In property insurance only protection element exists. In most of the life policies elements of saving predominates. These policies combine the programs of insurance and savings. The saving with insurance has certain extra advantages in individual life.
- 6) **Life insurance provides profitable Investment:-** Individuals unwilling or unable to handle their own funds have been pleased to find an outlet for their investment in life insurance policies. Endowment policies, multipurpose policies, deferred annuities are certain better form of investment. The elements of investment i.e. regular saving, capital formation, and return of the capital along with certain additional return are perfectly observed in life insurance. In India the insurance policies carry a special exemption from income-tax and estate duty. An individual from his own capacity cannot invest regularly with enough of security and profitability. The life insurance fulfils all these requirements with a lower cost. The beneficiary of the policy-holder can get a regular income from the life-insurer if the insured amount is left with him.
- 7) **Life Insurance fulfils the need of a person:-**
  - ✓ Family needs
  - ✓ Old-age needs
  - ✓ Re-adjustment needs
  - ✓ Special needs
  - ✓ Needs for education
  - ✓ Needs for marriage
  - ✓ Insurance needs for settlement of children
- 8) **Clean-up funds:** - After death, ritual ceremonies, payment of wealth taxes and income taxes are certain requirements which decrease the amount of funds of the family member. Insurance to help for meeting these requirements. Multipurpose policy, education and marriage policies, capital redemption policies are the better policies for the special needs.



**B) ROLE OF INSURANCE TO AN BUSINESS:-**

- ✓ Uncertainty of business losses is reduced
- ✓ Business-efficiency is increased with insurance
- ✓ Key man Indemnification
- ✓ Enhancement of Credit
- ✓ Business Continuation
- ✓ Welfare of Employee

**C) ROLE OF INSURANCE TO AN SOCIETY:-**

- ✓ Wealth of the society is protected
- ✓ Economic Growth of the Country
- ✓ Reduction in Inflation

**CONCLUSION:-**

Insurance may be defined as a contract between two parties whereby one party called insurer undertakes in exchange for a fixed sum called premiums to pay the other party called insured a fixed amount of money on the happening of a certain event. Since insurance is a contract certain sections of Indian Contract Act are applicable. Section 10 of this act says “All agreements are contracts if they are made by free consent of the parties, competent to contract for a lawful consideration and with lawful object and which are not hereby declared to be void” The insurance contract involves:- 1) The elements of general contract. 2) The elements of special contract relating to insurance.

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## A STUDY OF SCHEMES AND PROGRAMME FOR ECONOMIC DEVELOPMENT OF WOMEN IN MAHARASHTRA

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### Introduction:-

India has one of the lowest female labor force participation (FLFP) rates— typically measured as the share of women that are employed or seeking work as a share of the working-age female population — among emerging markets and developing countries. At around 33 % at the national level in 2012, India’s FLFP rate is well below the global average of around 50 % and East Asia average of around 63 %. India is the second-most populous country in the world with an estimated 1.26 billion persons at end-2014. Accordingly, a FLFP rate of 33 % implies that only 125 million of the roughly 380 million working-age Indian females are seeking work or are currently employed. Moreover, India’s gender-gap in participation (between males and females) is the one of the widest among G-20 economies at 50 percent. Furthermore, female labor force participation has been on a declining trend in India, in contrast to most other regions, particularly since 2004-05. Drawing more women into the labor force, along with other important structural reforms that could create more jobs, would be a source of future growth for India as it aims to reap the “demographic dividend” from its large and youthful labor force.

That gender equality plays an important role in economic development has long been understood in the literature. Various studies have highlighted how lower female labor force participation or weak entrepreneurial activity drags down economic growth, and that empowering women has significant economic benefits in addition to promoting gender equality (Duflo 2005; World Bank 2012). The World Economic Forum’s 2014 Global Gender Gap Report finds a positive correlation between gender equality and per capita GDP, the level of competitiveness, and human development indicators.

### Objectives of Study:-

The women labour constitutes an important segment of the labour force in India and their participation in the labour force is gradually increasing in the labour market. Wage work in India, as elsewhere, in a number of fields is sharply differentiated along sexual lines. The objectives of the studies are as follows:-

1. To review the development of women in Maharashtra.
2. To study the various schemes for Economic Development of Women in Maharashtra
3. To study the various programme for Economic Development of Women in Maharashtra.

### Research Methodology:-

Women and men often participate in economic sectors in sharply different proportions, a result of gender clustering in occupations. Reasons for this may include a traditional association of certain types of work with a particular gender. So the study of role of women in economic development is needful. For this propose secondary data is collected from various newspapers, Magazines, visiting various websites and various government reports.

### Women Development

Women empowerment plays a significant role in socio-economic and educational development. Maharashtra is the first State in India to formulate Women Policy in 1994, which was revisited in 2001 and new Women Policy has been announced in 2013. Several steps have been taken to empower women, including formulation of women-specific schemes. In 2014-15 an amount of Rs.7066.34 lakh is budgeted for women development and an expenditure of Rs. 4478.79 lakh has been incurred up to December. Some of the important State schemes are as follows:

1. Government Women Hostels: Government Women Hostels are set up to provide shelter, protection and rehabilitation of the destitute, orphan, deserted, unwed mothers, victimized women and also those found in difficult situations in the age group 16 to 60 years. There are 20 such government hostels in the State with total intake capacity of 2000. The inmate is paid Rs. 1000 per month under 'Sudharit Maher Yojana' on completion of 30 days stay in the institute.
2. Protective Homes (Mahila Sanrakshan Gruha): Protective homes are set up to provide protection and rehabilitation of women and girls rescued by the police from prostitution under Immoral Trafficking (Prevention) Act, 1956. There are two government protective homes in the State, (at Mumbai and Nagpur) each with intake capacity of 200, five protective homes run by voluntary organizations on non-grant basis having total intake capacity of 265. Two new protective homes are approved by government.
3. Voluntary Supportive Homes: There are nine voluntary supportive homes in six districts with intake capacity of 590. Government of Maharashtra provides assistance of Rs. 1000 to women, Rs. 500 to her first child and Rs. 450 to second child per month as grant-in-aid. In addition to this, Rs. 250 are provided under 'Sudharit Maher Yojana'.
4. Counseling Centres: In order to prevent domestic violence, disputes, disintegration, atrocities, etc. against women, counseling centres are established in some police stations. There are 136 such counseling centres and Rs. 2.35 lakh are given to each counseling centre annually.
5. Shubhmangal Samuhik Vivah Yojana: Under the scheme, an amount of Rs. 2000 per couple is



given to voluntary organization for organizing group marriage ceremony and Rs. 10000 is given to bride's father for purchasing household utility items and mangalsutra for the bride.

6. Manodhairya Scheme: Government of Maharashtra has launched Manodhairya scheme in October, 2013 for giving justice to the victim (women/children) of rape and sexual assault. The victim is given minimum financial assistance of Rs. 2 lakh and in special cases maximum Rs. 3 lakh. In case of grievous injury caused due to acid attacks, the victim shall be given financial assistance of Rs. 3 lakh and Rs. 50000 for other injuries.

Women specific centrally sponsored schemes implemented in the State are as follows:

1. Hostels for Working Women: Under the scheme, 75 % of construction cost of hostel at public place is given to the voluntary organization in three installments as 50:40:10. In case of rented building, rent as per PWD norms are also admissible. On satisfactory performance of hostel for five years, grant up to Rs. 5 lakh is admissible for carrying out repairs and painting. The Government of India has laid down the limit of annual income for admission to these hostels as Rs. 30000 for metropolitan cities and Rs. 25000 for other cities. There are 127 such hostels with 9172 inmates.
2. Support to Training and Employment Programme (STEP): The main objectives of the programme are to mobilize women in small groups, provide training for self-employment and skill up-gradation to take up employment-cum-income generating projects. There are 16 projects functioning with total intake capacity 1050.
3. Swaadhar: Under this scheme, financial assistance is provided for protection, care, education & vocational training for the rehabilitation of women in difficult situation. There are 46 projects run by voluntary organizations covering 2500 beneficiaries.
4. Ujjwala: To prevent the trafficking of women for commercial sexual exploitation and to facilitate rescue, rehabilitation & re-integration of victims, 40 institutions are functioning, of which 14 institutions are residential.
5. Sukanya: Under the scheme, on the birth of a girl child on or after 1<sup>st</sup> January, 2014 in BPL family, an amount of Rs. 21200 is deposited with LIC of India and on her attaining 18 years of age she gets an amount of Rs. one lakh. Besides this, scholarship of Rs. 100 per month is given for 10<sup>th</sup> std. to 12<sup>th</sup> std. for her education. During 2013-14, an expenditure of Rs. 4010 lakh was incurred on 18915 beneficiaries under the scheme.
6. Participation in decision making:- The Government of India has decided to provide one-third reservation for women in Local Self Institutions. However, the State Government has extended this reservation up to 50 % in Local Self Institutions. At the end of December 2014, there are total 199509 seats in local bodies of the State, of which 98,784 seats are reserved for women. Performance of selected women development schemes ( Rs. crore)



Schemes	2013-14			2014-15		
	Outlay	Expenditure	Beneficiaries	Outlay	Expenditure	Beneficiaries
Government women hostels/Protective homes/Voluntary supportive homes	8.53	8.78	1368	9.39	6.30	1352
Counseling centres	4.5	2.30	85	4.20	1.83	136
Shubhmangal Samuhik Vivah Yojana	0.00	0.00	0	2.10	1.18	984
Manodhairya	5.10	5.04	830	15.10	15.10	1,317

Source : Commissionerate of Women and Child Development, GoM.

### Programme for Economic Development of Women

#### 1. Mahila Aarthik Vikas Mahamandal

Mahila Aarthik Vikas Mahamandal (MAVIM) is the apex body for implementation of various development schemes promoted by the GoI and GoM for women empowerment. It acts as a liaisoning agency between concerned government departments and Self Help Groups (SHG), financial institutions, voluntary organizations. MAVIM received funds of Rs. 19.08 crore in 2014-15 under the various schemes and expenditure up to December is Rs. 8.93 crore. SHG is a good medium for economic empowerment of women, where women get some degree of financial autonomy. Congregation of women plays a dominant role in women empowerment. By the end of December, 2014, in all 9.98 lakh women from 10495 villages were participating in 68936 SHGs. The total saving of these women was about Rs. 271.19 crore and the total internal loan disbursed was Rs. 760.05 crore. SHGs received loan of Rs. 721.47 crore from various financial institutions. Schemes implemented by MAVIM given in below Table.

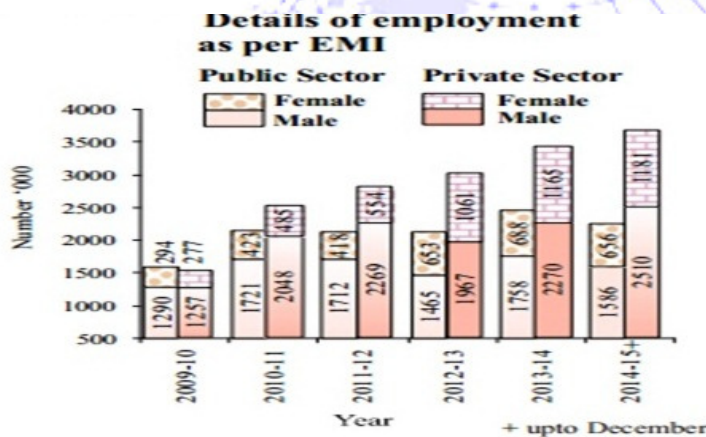
Schemes implemented by MAVIM

Schemes	2013-14			2014-15		
	Outlay	Expenditure	Beneficiaries	Outlay	Expenditure	Beneficiaries
Tejaswini	7.24	5.79	655806	5.60	3.36	701330
Women Empowerment (four percent Interest Subsidy for Loans)	3.00	2.40	30564	2.10	0.70	53,784
Women Empowerment (SCP)	1.00	0.80	242999	2.00	0.67	242999
Women Empowerment (Assit.to MAVIM)	10.00	10.00	NA	7.00	4.20	NA
Grant in aid to give skilled training to women	5.00	0.00	0	1.75	0.00	0

Source : MAVIM, GoM.

## 2. Employment Market Information Programme

Employment Market Information Programme (EMIP) is a centrally sponsored programme implemented in the State. The main objective of EMIP is to provide information about the structure of employment in public & private sectors to monitor the changes in the level of employment. Under EMIP, data is collected on quarterly basis. The programme covers all establishments in the public sector irrespective of their size and non-agricultural establishments in the private sector employing 10 or more persons. However, in Greater Mumbai only those non-agricultural establishments which are employing 25 or more employees are covered. Total employment in the State, at the end of December, 2014 was 59.32 lakh, of which 22.41 lakh (37.8 %) was in public sector. Of the total employment, 31 % were female employees.

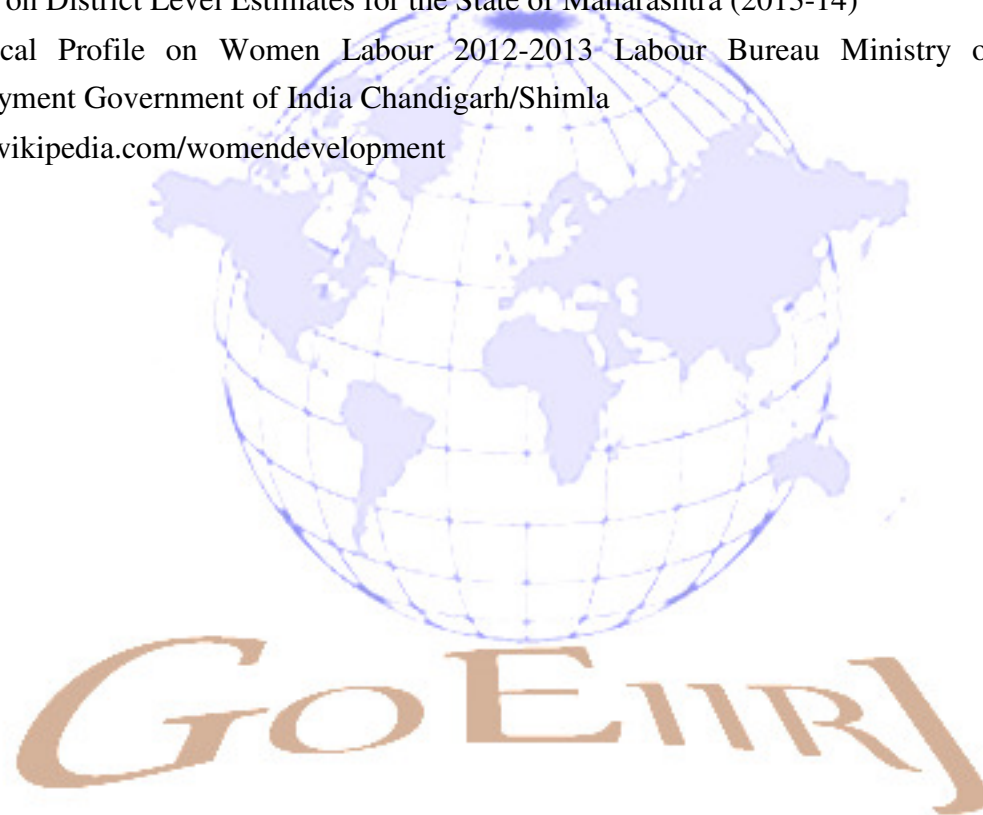


### Conclusion:-

In developed countries the expansion of services has accounted for the steady increasing absorption of women into the labour force. One of the biggest barriers that prevent women from engaging in India's labor market is societal. While parents in both rural and urban India are increasingly willing to invest in educating their daughters, the idea of women working outside the home is still culturally hard to digest. The social identification of "family honor," deeply entrenched ideas about gender roles, and concerns around the social implications of women's economic empowerment have further ossified patriarchal attitudes that intrinsically believe that the safest space for a woman is at home. Gender inequality in the workplace has a negative impact on women, and it also significantly impacts how economies and countries grow. A recent McKinsey report shows that by bridging the gender gap in the labor force, India stands to gain as much as 2.9 trillion of additional annual GDP in 2050. If India is to become the world's third largest economy in 2030, it can't afford to continue bypassing its over 600 million women from equal opportunity in the workforce.

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## WOMEN IN SERVICE SECTOR

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### ABSTRACT :

*India is a traditional country and there is diversity in religions, culture and customs. Now, the role of women in India is both for the household and for the service sectors. Women can find employment as nurses, doctors, teachers, bankers, actors etc. in different service sectors. The present study investigated to identify the role of women in service industries. Further the study try to explain the real condition of Indian working women and also make an effort to clear main problems of working women.*

**Keywords :** service sectors, women workers

### INTRODUCTION:

Looking back over the last five decades, there has been enormous change in the status of woman in India. Before 1950, very few woman engaged in work outside the home. Most of the woman were uneducated and among the educated, majority did not engage in work outside home. Few woman held position of responsibility in the workplace. A handful of woman were in the service sector and still fewer were in positions of power and authority. But this picture change radically at the beginning of the 21<sup>st</sup> Century. Woman established an identity of their own and created a space for them in education and work sphere. Educational institutions started training for woman to enter new areas and enable them to move away from traditional roles. Families began to motivate woman not only to continue with higher education but also to persue any interests they have in the service sector. And naturally after spending so many years in education and obtaining various degrees they become interested in using the knowledge acquired productively. As a result, modern Indian woman have made avenues in different services that were not though of in the past. The number of woman in the services is increasing and they are making substantial progress that is par with men and eventually balancing their work life.

### OBJECTIVES OF THE STUDY :

- To study the concept of service sector.
- To analysed the role of women in service sectors.



- Evaluate the problems face by the woman in performing her duties in service sector.
- To find out possible measurement and to draw a conclusion.

### IMPORTANT TERMS USED:

#### Service sector:

The service sector produces intangible goods, more precisely services instead of goods, and according to the U.S. Census Bureau, it is comprised of various service industries including warehousing and truck transportation services; information sector services; commodities, securities and other investment services; professional, technical and scientific services; waste management services; health care and social assistance services; and arts, entertainment and recreation services.

### REVIEW OF LITERATURE

It is Egging (1997) advocates for more facilities to women in the workplace, suggesting that “...it is an important part of developmental strategy as well as an act of social justice”.

Singhal (1995) is of the opinion that, “Participation of women in workforce is essential for economic development and population planning.”

Somjee (1989) has some very strong critical comments. She has said that “in the history of women’s studies, which is not very long, a variety of approaches have been adopted in order to understand women’s problems and find solutions to them. such approaches range from how women are perceived in various cultures and historical settings, given their biological functions and what nature ‘intended’ them to do, to their decline in power and status vis-à-vis men in the complex social

ISSN : 2230-9667 .

### WOMENS IN DIFFERENT SERVICE SECTORS

#### • Women in mass media and communication

Radio, television and advertising have provided more scope for educated women. Most women prefer editorial work to any other in a newspaper. There are womens who are reporters and correspondents in the daily press. Most leading newspapers have a women or children’s page and these are usually edited and produced by women members of the staff.

There is a prevailing view that women make better feature writers than men. Amita Malik, Santh Rungachary, Padmini Sen Gupta, Kamala Chopra, Rammi Chabbra, Promilla Kalhan, Rita Thapar, Kobita Sarcar and Razia Ismail are well-known feature writers in the ‘English’ press in India.

#### • Women in Radio and Television

Radio and television offer better facilities for women professionals. From their

inception, women have been recruited to the posts of announcers, newsreaders, feature or documentary producers and even engineers. There are segments of the daily radio station schedule, which are exclusively for the concern of women. Every station has a Women and Children's hour besides programmes designed for specific audiences like rural women and families of workers.

The most prominent of women professionals' in broadcasting is Meher Masani, who retired as Deputy Director General of AIR. There are number of women in the programme cadres and in the category of casual artists, which include scriptwriters, feature writers, news readers and participants in plays and documentaries. There are women who have qualified in interviewing and discussion techniques. Miss Sen Gupta and Miss Meera Mazumdar have specialized in problems of broadcasting and have represented India at international gatherings devoted to the problems of women broadcasters.

- **Women in films**

They are film directors, producers, writers, music directors, dance directors and lyricists. The commercial films produced in the third world countries have had a tendency to portray woman in the stereotyped traditional roles of good wife, good mother and good daughter. A few films, which portrayed women as strong individuals, have always been careful to portray them within the traditional framework of mother, sister and wife relationships. This is especially true in the Hindi Indian film industry.

Today, in the small screen i.e. the television, none other than Ekta Kapoor is ruling. She is known as the queen of the small screen.

- **Women in medicine**

There are two divisions in case of women doctors. One is those who are single. They tend to practice medicine though it takes long working hours and are generally tedious. Another is that of those women who are married. They generally prefer to be teaching medicine. Those in private practices are better able to adjust their practice to demands of family responsibilities. Some are motivated to opt for the course because they failed to get admission in medical colleges.

Young women often choose nursing as a career because it offers substantial opportunities for employment after training. During the period of training they receive a stipend. They are basically motivated by a desire to improve the economic position of self and that of the family.

- **Women in Banking Sector**

It is noteworthy that approximately out of 221004 bank employees at the officers (executives) level as many as 9200 are women. Thus the ratio of female to male employees is

1:23. At the clerical level, 82000 out of 4,68,200 are women. The ratio of female clerks is 1:5. Women are considered to be an asset in the banking industry. Banking is a service industry where considerable importance is attached to customer service and dealings with client. Where courteous and personalized service is called for, women by nature, by training and disposition are better endowed to extend such type of service than their male counterparts. Yet another important requirement is that of integrity and honesty and it is well known that women are less prone to fraud and corruption. Women are found to be sincere, conscientious and diligent in work. Even in the matters of industrial relations, women possess the needed tact and patience and human approach, which ensure healthy staff relations. Once women have voluntarily opted for the higher promotions they have not been found shirking in their responsibilities and have accepted whatever work has arisen in the course of their duties.

- **Women in hotel industry**

The increasing number of women working in the hotel industry establishes the need of the women workforce in the industry. As you enter a hotel you see a number of women behind the receptionists desk, in the lobby and in the driving area working as stewards but these are not all there are a large number of women engaged in personnel and administrative divisions as well.

#### **PROBLEMS FACED BY WOMEN IN SERVICE SECTOR:**

- **Occupational problems as stress:**

Work and family are the two most important aspects in women's lives. They deal with home and family issues as well as job stress on a daily basis.

- **Sexual harassment :**

They face sexual harassment on way on transports, at working places, educational institutions and hospitals, at home and even in police stations when they go to file complaints. It is shocking that the law protectors are violating and outraging modesty of women.

- **Discrimination at Workplace :**

However, Indian women still face blatant discrimination at their workplaces. They are often deprived of promotions and growth opportunities at work places.

- **No Safety of Working Women While Traveling :**

In some families, it may not be acceptable to work after six o'clock. Those families that do accept these working hours may experience considerable anxiety every day about a woman's safety while traveling



- **Lack of Family Support :**

Lack of proper family support is another issue that working women suffers from. At times, the family doesn't support women to leave the household work and go to office. They also resist for women working till late in office which also hampers the performance of the women and this also affects their promotion.

- **Insufficient Maternity Leaves :**

Insufficient maternity leave is another major issue that is faced by a working mother. This not only affects the performance of women employees at work, but is also detrimental to their personal lives.

- **Job insecurity:**

Increased workload extremely long work hours and intense pressures to perform at peak levels all the time for the same pay, can actually leave an employee physically and emotionally drained. Excessive travel and too much time away from family also contribute to an women employee's stressors.

- **Workplace Adjustment :**

Adjusting to the workplace culture, whether in a new company or not, can be intensely stressful. Making oneself adapt to the various aspects of workplace culture such as communication patterns of the boss as well as the co-workers, can be lesson of life.

- **Other reasons :**

It include Personal demographics like age, level of education, marital status, number of children, personal income and number of jobs currently had where you work for pay.

## CONCLUSION :

Now a day's women workers are improved and promote in their workplace and in technological work. They are proven themselves that they can handle each type of work carefully and efficiently. Their is need to improve their working condition so that Trade Union should try to improve the conditions for woman's workers in many parts for example maternity leave is easily give to women and help the woman for achieve higher post. Actually women's nature is promotion to gain high quality in every field but if the condition is not ready then the reduction of promotion and optimization in work will be occur and women workers are often subject to sexual harassment then the Government should put strict rules for these types of crimes , also public transport system sometimes danger for woman and Government should put more Inspection. Traditionally people think that men should only work and gain money and women should work as house hold, but The



financial demands on the Indian families are increasing that's why women also should company in gaining income for families. Therefore a fundamental change is required in attitudes of employees, family members and public.

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## STATE & CHALLENGES OF THE SERVICE SECTOR IN INDIA

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### ABSTRACT

*India is the 3<sup>rd</sup> largest economy of the world after US & China. India is becoming the most important service base economy of the world. Indian's are called as the movers & shakers of the world economy. Service sector comprises trading, transport, tourism, communication, financing, insurance, real estate, social and personal services & construction. The services sector in India contributes in national income, trade, FDI, and employment. Economic reforms since 1991 are responsible for the remarkable progress of service sector of India. GATS provisions are also instrumental in the changing nature & direction of services of India. The services sector accounting for 53.3 per cent of India's GVA at basic prices in 2015-16. The export of services was merely \$ 8.9 Billion in 1997 which is increased to \$149 billion in 2011. India's economic growth rate is 7.6% which is highest in the world. The Research Paper explains the state & challenges of service sector in Indian economy.*

**Key Words :** Service base economy, GATS, WTO, European Union, Brain Drain, FDI & FII, GVA & GCP

### Introduction

Service base economy is one of the important criteria of development. Services are generally classified as physical & intellectual services in economics terms. Most of the Indians are settled in European countries on the basis of the intellectual talent while skillful as well as physical workers are working in the Gulf countries. Services are invisible & it is an integral part of the human being which is generally known as labour. Agriculture, industry & service these are the main sectors of an economy. Transformation of economy from agriculture to service is the basic for the development of an economy. World is classified as developed & developing countries on the basis of performance of service sector in the economy. Most of the developed countries are service base economies of the world. As per the economic survey of 2015-16, India's economic growth rate is highest in the world. Today, Indian economy is facing the problems due to depression in China & demonetization but still manages the 7.5% growth rate with the help of performance of service sector. Our economy has faced recent global economic crisis because of contribution of service sector. Trading, transport,

tourism, communication, financing, insurance, real estate, social and personal services & construction these are the main components of service sector in India.

#### ▪ **Research Methodology**

This Research Paper highlights the contribution & challenges of service sector in India. India is the 3<sup>rd</sup> largest economy of the world due to performance of the service sector. India has changed policies as per the demand of the world to compete & achieve the target of development. The economic reform era has opened the doors of the world for the India. The Paper explains the challenges of service sector in detail. Information & data of the paper has been collected from the various secondary sources such as websites, research articles & reports, journals & reference books.

#### ▪ **Objectives**

- To study the nature of service sector in Indian Economy
- To highlight the contribution of service sector in Indian Economy
- To explain the challenges of service sector in Indian Economy

#### ▪ **Importance of Service Sector**

The services sector in India remained the most vibrant sector in terms of contribution to national and state incomes, trade flows, FDI inflows, and employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction. Service base economy is the basic criteria of economic development of the country. Service sector contributes in the growth & development of an economy through its all round performance.

- Service sector increases the economic growth rate of the country which is the beginning of the development.
- India ranks 13<sup>th</sup> in terms of output of service sector in the world.
- Among the top 15 countries with highest overall GDP in 2011, India ranked 9<sup>th</sup> in overall GDP and 10<sup>th</sup> in services GDP.
- Service sector generates employment & self employment opportunities which is the burning issue in country like India. Service sector provides 27% employment opportunities in India.
- Service sector provides global opportunities to the physical worker's as well as intellectuals of the country.
- Service sector earns foreign currency for the country through foreign trade. India ranks 7<sup>th</sup> in the export of services in the world. India has become one of the top five exporters of services amongst developing countries.



- India got the status of strong & super economic power of the world through performance of service sector.
- Services are always instrumental in regional balance in terms of development.
- Human Development is the criteria of development as per the UNDP. Service sector contributes in the human development through providing facilities of education & research.
- Service sector is complementary to the expansion, growth, modernization & development of the other sectors of the economy.
- Service sector is the leader in bringing the highest FDI & FII in the country.
- Service sector is the medium of social change.
- Service sector is instrumental in the global competitiveness of the country.

#### ▪ **State of Service Sector**

India is the 3<sup>rd</sup> largest economy after US & China. It is a leading developing nation & super economic power of the world. India achieved impressive economic progress & rapid growth since the reform era due to successful performance of service sector. India is moving towards the service base economies of the world. Share of India in world trade is increasing & it is the creditor member of IMF. Indian's are the movers & shakers of the world economy. India is the biggest market of the world. Performance of service sector is remarkable. As per the first revised estimates of real gross value added (GVA) released by the Central Statistical Organization for the year 2014-15, i.e. GVA at constant (2011-12) basic prices, services sector growth accelerated to 10.3 per cent from 7.8 per cent in the previous year. This growth acceleration was mainly due to higher growth in subsectors like trade, repair, hotels & restaurants, financial services, public administration and defense and other services. The services sector accounting for 53.3 per cent of India's GVA at basic prices in 2015-16. The total gross capital formation has increased consistently over the last four years from 53.3 per cent in 2011-12 to reach 58.3 per cent in 2014-15. Out of the 33 states and union territories for which data is available, the services sector is the dominant sector contributing more than half of the gross state domestic products (GSDP) in 21 states and UTs and more than 40 per cent in all states except Sikkim and Arunachal Pradesh. The major services in most of the states are trade, hotels and restaurants, followed by real estate, ownership of dwellings and business services. The service sector has been growing relatively faster than other two sectors respectively primary and secondary throughout the post independence period of the Indian economy.



• India's Global trade of Commercial Services

US \$ (Billion)

Years	Exports	Years	Exports	Years	Exports
1997	8.9	2002	19.1	2007	86.0
1998	11.0	2003	23.1	2008	107.2
1999	14.0	2004	38.5	2009	93.0
2000	16.0	2005	68.0	2010	124.0
2001	16.8	2006	73.0	2011	149.0

Source: ITC

The above chart gives explanation about export of services of India since 1997. The export of services is increasing as per the chart. The economic reforms are responsible for the successful performance of the service sector. The export of services was merely \$ 8.9 Billion in 1997 which is increased to \$149 billion in 2011. The foreign reserve with the RBI is \$ 366 billion which is the result of contribution of service sector.

Global Comparison

Sr. No.	Country	Service Sector % Share of GDP	Economic Growth Rate
1	World	65.9	3.9
2	US	77.6	3.5
3	UK	78.4	2.3
4	France	79.8	1.2
5	Germany	69.1	1.7
6	Russia	59.7	1.5
7	India	53.7	7.6
8	China	50.5	6.9
9	Brazil	76.0	1.5
10	Italy	74.0	1.0
11	Japan	71.4	-1.4
12	S. Africa	65.9	1.1

Source- CIA World Fact Book, Economic Survey of India 2015-16, India 2016, Govt. of India

Wikipedia

Note – All the figures mentioned above are the latest of 2015 & 2016

India is the most rapidly growing country as per the chart. India's economic growth rate is 7.6%

which is highest in the world. USA & other European countries are service base economies of the world. The share of service sector of the developed countries is more than 70% as per the chart. India & China are the leading developing countries which are accelerating their growth rate through service sector. India's service sector share is 53.7% in GDP as per the chart. The world growth rate is 3.9% & the service sector share is 65.9%.

#### ▪ **Challenges of Service Sector in India**

India is the leading developing country which connects the world through foreign trade & business in especially of services. BREXIT, Chinese depression, economic relations with the world will decide & develop the future of our service sector. The growth rate of service sector is almost 10%. The performance of our service sector is remarkable but following challenges is the hurdle of service sector.

- Service sector is facing the problem of adequate infrastructure especially in rural India & particular components.
- Service sector creates skillful employment opportunities. Indian's having such qualities prefers to do jobs in abroad. Brain drain is the challenge of service sector as well as Indian economy.
- Tourism sector requires better treatment to the foreigners & social environment which is the biggest challenge in the global era.
- Social business with ethics is the need of services.
- Good organization, Cleanliness, Unity, HR, Healthy environment these are the requirements of the service sector.
- Unfair Competition is the biggest task of our service sector.
- Steep Competition from Other Countries is the challenge of our service sector.
- Service sector requires rapid growth and adding talent.
- Online marketing is also the problem of service sector. Computer literacy in India is barely 6.25%. Internet facilities, mobile banking is still limited in India.
- Information Security & cyber reforms requires for the betterment of the service sector.
- Government incentives & reward needs to boost the performance of the service sector.
- Documentation for Visa and work permit is also the technical problems which freeze the doors of the world.

#### ▪ **Conclusions**

The slowdown of China, BREXIT & demonetization will affect the progress of service sector of India. BREXIT will definitely complicate the performance of service sector of India. It will affect the socioeconomic life of the world. Service sector has increased its importance over the decade with

the advent of competition. Globalization fuelled the rapid changes in service sector. It widens broad spectrum of commercial and social activities. The ultimate aim of service sector is to adopt innovation strategies in delivering quality services to customers. India's economic relations with the World are better but the coming years will be acid test for the service sector. Today India has emerged as a leading developing economy & third largest economy of the world which is facing the problem of paradoxical situation of development. Highest economic growth through services is the advantage of India but the certain challenges are hampering the performance of Indian economy. India is the powerful economy of the world due to contribution of service sector. Suitable policies & healthy economic relations needed to overcome from the challenges of service sector. India needs to tackle out the problems of entire service sector to achieve the target of development.

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## INSURANCE SECTOR IN CHANGED ECONOMY

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### Abstract :

*The new economic policy was accepted by India in 1991 and drastic changes were taken place in the economy thereafter. Liberalization, privatization and globalization are the outcomes of new economic policy. In a changed economy, the scenario of insurance sector has been changed dynamically.*

*This paper discusses the positive as well as negative effects of liberalization, privatization, globalization and information technology on insurance sector in changing business environment.*

**Key Words :** Economic Policy, Liberalization, Privatization, Globalization, Information Technology, IRDA, Employment, Insurers and Policyholders

### Introduction:

In India, the new economic policy was accepted in 1991 and as an impact of which, liberalization, privatization & globalization were taken place in the economy<sup>3</sup>. As far as insurance sector is concerned, Insurance Regulatory & Development Authority (IRDA) came in to existence in the year 1999 and insurance sector is opened for the private companies. During the last 16 years, many developments are being witnessed in the insurance sector<sup>2</sup>.

Till the year 2000, LIC of India was the only company dealing in life insurance business whereas 4 companies were dealing in general insurance business - New India Assurance Company Ltd., The Oriental Insurance Company Ltd., National Insurance Company Ltd. & United India Insurance Company Ltd. After the year 2000, HDFC Standard Life, ICICI Prudential, Tata AIG, Bajaj Allianz, Kotak Mahindra, Reliance and many more private insurers have entered in both the types of insurance business- life and general.

### Objective of the Study:

To study the effects of changed economy on insurance sector in the light of liberalization, privatization, globalization and information technology.

### Methodology used:

The discussions with selected officers and insurance agents are held and observation method is also used to collect inputs for the study.



This paper is prepared mainly on the basis of secondary data and inputs collected through discussions and observation method.

**Hypothesis:**

‘The new economic policy has geared up the expansion of insurance sector tremendously after the year 2000’.

**Findings of the Study:**

This paper focuses the positive and negative effects of the new economic policy with respect to liberalization, privatization, globalization and information technology.

These effects are studied as under –

**Positive Effects:****1) Entry of private insurers and expansion of the sector:**

After the IRDA (Insurance Regulatory & Development Authority) is constituted in the year 1999, the insurance sector is opened for the private insurers. As a result of which, many private insurers have been dealing in insurance sector not only in domestic market but in the global market also. To name few - ICICI Prudential, HDFC Standard Life, Tata AIG, Kotak Mahindra, Birla Sun Life, Bajaj Allianz, Reliance etc. The tremendous expansion of this sector has become possible due to the entry of private insurers in the market.

**2) Employment generation:**

The privatization of insurance sector has given rise to the creation of many career opportunities for the young generation. The job opportunities at different levels are arisen which include - insurance agents, field officers, executives, consultants, administrative officers and many more.

**3) Foreign investments<sup>1</sup>:**

After the globalization, the insurance companies get the business from foreign countries. Foreign companies also run the business in India by investing the capital. The capital investments and premium income from foreign countries help to increase the surplus of balance of payment.

**4) Introduction of new attractive schemes<sup>1</sup>:**

In the days of competition, all the insurers are launching the new and attractive schemes after considering the needs and expectations of the customers. Such schemes include the plans like - endowment, money back, whole life, pension, gratuity, personal accident, health & medical, unit linked schemes etc. The customers get the better choice of selection of scheme and the insurer because of variety of schemes and many insurers.

**5) Wider scope:**

The insurance market is not limited to urban areas only. It is extended to villages and rural areas. The private insurers have started working in rural areas. The global market has come in to existence in the insurance sector.

**6) Prompt and efficient services:**

With the use of modern technology and methods, it becomes possible to render the prompt, reliable and efficient services to policyholders such as - Direct deposits of maturity claims/survival benefits/loan amounts in a bank A/C through NEFT/RTGS, Payment of premium at any branch office, online payment, SMS alert etc.

**7) Customer benefit:**

Due to heavy competition, the insurers are trying for their survival, growth and development in the market. They focus more on customers, their needs & expectations. They offer the schemes at reasonable premium rates with the better services. Hence, the customers are ultimately benefited and satisfied.

**8) Development of basic infrastructural services:**

The funds generated by the way of premium income are invested for the development of basic infrastructural services like - construction of roads/dams/bridges/canals, water supply, electricity, medical & health services, telecommunication etc. The development of these basic services becomes faster because of availability of funds to the government.

**9) Growth of knowledge based industries<sup>1</sup>:**

The new economic policy promotes the faster development of knowledge based industries in the market. The emergence of insurance education, training centres, computer enabled services, insurance based softwares & hardwares, IT based services, consultancy services, underwriting services, claims settlement services etc. becomes easier in new business millennium.

**Negative Effects:****1) End of government monopoly<sup>1</sup>:**

The new economic policy brings the government monopoly to an end in the insurance sector and the private insurance companies run the business by competing with nationalized companies.

**2) Dominance of private and foreign companies:**

The private companies exercise their control and domination in the sector and the market is captured by foreign companies because these companies use modern techniques, methods and expertise whereas the nationalized companies can not afford to avail the same.

**3) Cut-throat competition:**

As a result of liberalization, privatization and globalization, the cut-throat competition has been arisen in the insurance market. To survive in the competition, sometimes the ethics and values are ignored by the companies and finally, the customers have to suffer.

**4) More focus on profitable schemes/plans<sup>1</sup>:**

The private insurers develop and introduce those schemes which involve high premium and minimum risk. They focus on profitability side of the schemes and the interest of common man is neglected.

**5) Policies of heavy sum assured:**

The insurance companies issue the policies of heavy sum assured. The people who work on daily wages basis, temporary and contract basis and economically backward classes of people can not take insurance policy due to heavy amount.

**6) Neglect of rural areas<sup>1</sup>:**

The domestic and foreign private insurers neglect the rural areas. They focus on urban areas only because the people are aware about insurance and the average cost to be incurred for getting people insured is less in urban areas. Hence, the urban area is more focused for the business purpose.

**7) Unit linked plans:**

The changed economic policy encourages the private companies to launch unit linked plans whose ups and downs depend upon the share market. The new policies and premium rates are fixed speculatively. People look at these plans as a tool of earning maximum profits when the share market goes up and hence, the basic philosophy of insurance is affected adversely.

**8) Utilization of physical resources and fear of insecurity of jobs<sup>1</sup>:**

The LIC and GIC have their network of branches throughout the country and abroad. When insurance sector is opened for the private companies, the business of these corporations is affected and a big question is raised before them about the utilization of physical resources and employees fully. The physical resources and employees became excess more than the requirement. Hence, the employees of corporations feel insecurity about their jobs.

**9) Increase in employees turnover:**

Due to the establishment of many private insurance companies, the employees of nationalized companies are attracted by the private insurers by offering them attractive pay packages and high positions. This causes the shift of employees from nationalized companies to private companies.



**Conclusion:**

After the new economic policy is adopted in 1991, the IRDA is constituted in the year 1999 and insurance sector is opened for the private companies. During the last 16 years, the insurance sector enjoys many positive effects like - Entry of private insurers and expansion of the sector, Employment generation, Foreign investments, Introduction of new attractive schemes, Wider scope, Prompt and efficient services, Customer benefit, Development of infrastructural services and Growth of knowledge based industries. On the basis of positive effects and ever-growing scenario, it is proved and accepted hypothesis that the new economic policy has geared up the expansion of insurance sector tremendously after the year 2000.

There are some negative effects of the new economic policy on the insurance sector such as - End of government monopoly, Dominance of private and foreign companies, Cut-throat competition, More focus on profitable schemes/plans, Policies of heavy sum assured, Neglect of rural areas, Unit linked plans, Utilization of physical resources and fear of insecurity of jobs and Increase in employees turnover.

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## MEDICAL TOURISM : OPPORTUNITY AND CHALLENGES IN NASHIK

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### Abstract

*Now days Medical Tourism has emerged as the fastest growing segment in Nashik. Most of people travel to Nashik to get the opportunity of the health care services offered by the experienced healthcare professionals with the advanced medical facilities in affordable cost. In last few years Nashik has taken the lead as one of the destination for medical travel because of availability of variety of treatment options, improved infrastructure in terms of healthcare facilities with attractive locations for spending time for treatment and after treatment. The State government, Municipal Corporation, state tourism boards, travel agents, tour operators, hotel industry exploring the medical tourism industry for tremendous opportunities. Besides Medical tourism has its own weakness and threats, hence precautionary measures are required to make the medical tourism sustainable growth tourism. This paper is an attempt to analyze opportunities and challenges of medical tourism in Nashik.*

### Introduction:

Tourism is a traditional function of the city. Visitors come to the city on auspicious days in large numbers to have a dip in river of Godavari and Trimbakeshwar, Sapatashrungi temples attract number of devotees which is suffered from infection of crowd and any other reason which ultimately become a patient of the medical tourism. Nashik district has public aided 60 hospitals, 113 dispensaries, 134 delivery centers and 103 primary health centers. In all these almost 6000 total beds were available, total doctors working almost 700 and they admitted number of patients per day, per month, per year. There are only a few hospitals that offer advanced care in health care of various diseases occurred in patients due to unavailability of advanced technology and infrastructure. Medical Tourism is the practice of travelling across international borders to obtain health care. In Nashik Medical Tourism has emerged as the fastest growing segment many people travel to Nashik to get the world class healthcare services offered by the best healthcare Professionals with advanced Technology and best medical facilities at affordable cost. Nashik is a growing destination for medical tourism about 1.5 million medical tourist every year visit for their treatment

**Literature Review-**

Leigh Turner 2007 concludes that with globalization increasing number of patients looking for affordable medical care in global market.

Devin Herick 2007 notes that global competition in health care is allowing more patients from developed countries to travel for medical reasons as called medical tourist for high quality medical care

Annette Arellano 2007 observes that trade in health care services with the name of first class services at third world prices.

Sandhya Anvekar 2012 conclude that India comparatively attract lesser medical tourist than its counterparts arriving from poor countries.

Vijay Bhangale conclude that research provide insight into the challenges faced by medical tourism in India.

**Objectives of Research:-**

1. To know the factors influencing the choice of Nashik as a medical tourism destination
2. To know the issues faced by patients with respect to medical tourism in Nashik
3. To know the perceptions of doctors on Nashik as a medical tourism destination.

**Research Methodology-**

1. Sampling Design- Random Sampling-
2. City of Survey –Nashik
3. Sample size-
  1. Leading 5 Hospitals in Nashik City.
  2. 10 Doctors associated with these hospitals
  3. 20 patient's undergone treatment under these doctors.

Research Tool: Secondary Data and Personal Interview of doctors and patients

**Opportunities and challenges for medical tourism in Nashik:**

Tourism is a traditional function of the city. Visitors come to the city on auspicious days in large numbers to have a dip in river of Godavari and Trimbakeshwar, Sapatashringi temples attract number of devotees which is suffered from infection of crowd and any other reason which ultimately become a patient of the medical tourism. In normal years tourist visit to perform certain religious rites on banks of Godavari and at the numerous temples. Modern temple complexes Mukti dham become new attraction of tourist. The religious tourism traffic to Nashik is tremendous all the year, same thing many reputed companies like Mahindra & Mahindra company have established their units in the district though it has got 30% working population from district and outside district hence

this is the opportunity to medical tourism offer the medical services in the place of nearby tourist and industrial locations. Nashik district has the public aided 60 hospital but due to the advanced technology and specialist doctors patients form Nashik district and from other side is avoid to take the benefit of medical facilities hence above hospitals and other hospitals have the opportunity enhance his medical tourist with the help of tour operators, hotel industry and state government. Challenges for these hospital is to offer the medical treatment with low cost because most of patient from middle family and they are not afford the high cost treatment in selected hospital so that these patient opted a other option for medical treatment available in Pune Mumbai charity hospital which is nearby of Nashik. Medical tourism also suffer from trained manpower in sufficient number and less infrastructure.

#### Observations: Medical Tourism in Nashik

1. Wokehardt Hospital in Nashik is the first corporate hospital which is dedicated super special hospital comprehensive, end to end care in Cardiology , Cardiac Surgery, Neurology, Neuro Surgery, orthopedics and joint replacement. This hospital is equipped with 200 beds, 4 operation theatre, and digital flat panel cardiac catheterization lab and dedicated cardiac ambulance for 24 hours.
2. Lotus Institute of Haematology, Oncology and Bone Marrow Transplantation is a first hospital for blood diseases, cancer and stem cell research and transplant in Nashik very few in the country. Hospital specialized interest in Myeloma, lymphoma. Few year ago old girls from Iraq has done successful bone marrow transplant.
3. Shri Saibaba Heart Institute and research centre hospital equipped to deal with minor, major and super major cardiac cases, this hospital operate round the clock and offer 24 hour cardiac ambulance, medical store, radiology and pathology services.
4. Apollo Hospital is an Indian hospital chain based in Chennai this hospital is super specialty hospital offering each and every treatment under medical practice. Several of the group's hospitals have been among the first in India to receive [international healthcare accreditation](#) by America-based [Joint Commission International](#)
5. Nashik District Hospital- This hospital has a capacity of 650 beds, hospital offer the medical services in primary level most of doctors are trainee doctors practices as a part time

#### Findings:

1. Study show that maximum number of patients coming to Nasik for medical treatment are from rural area
2. Researcher observed that treatment undergone by patients mostly in Cardiac Surgery, Knee Replacement, Spine surgery



3. Majority of the survey patients who is rich family were in treated in Apollo Hospital and Wokhardt Hospital, Saibaba heart Institute & research Centre, Lotus Institute of Haematology, Oncology and Bone Marrow Transplantation.
4. Other patients were treated in Dr.Vasant Pawar Hospital and Nashik District Hospital.

**Recommendation:**

1. In order to exploit the huge potential for medical tourism hospitals should focus on average cost of treatment, full time qualified doctors available for 24 hours.
2. These hospital should tie up with more and more multinational insurance companies to minimize the insurance related problems like reimbursement given in specific criteria
3. Hospital, tour operators and state government should come together to effectively promote Medical Tourism.

**Conclusion:**

In Nashik Medical tourism has shown tremendous growth in providing quality services to the patients. Nashik health care industry has the prime destination for medical tourist by upgrading its technology and improving its image in terms of quality and cost. The number of patients from the Nashik district and from outside the Nashik district coming here for their medical treatment which is turns in to reduce the cost of medical treatment by increasing per patients. If these hospitals acquire national and international accreditation integrate traditional and clinical treatment and offer end to end value added services by tying up with tour operators hotel companies the medical tourism have brighter prospects in the medical tourism industry. the medical tourism industry on a commercial platform is a new and upcoming industry and needs to be explored.

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## NEED OF HUMAN RESOURCE MANAGEMENT IN HIGHER EDUCATIONAL INSTITUTES

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### Abstract :

*Higher Education is the most powerful tool to build a knowledge-based society for the future. Higher Education provides people with an opportunity to reflect on the critical social, economic, cultural, moral and spiritual issues facing humanity. It contributes to national development through dissemination of specialized knowledge and skills. Being at the apex of the educational pyramid, it plays a key role in producing quality teachers for the country's education.*

### Introduction:

The value of Education today has changed drastically because of the awareness and increase level of literacy in our country. Competition is so stiff in education today that it can be treated as business world and the educational institutions are expected to play a dominant role in providing good quality of education. Hence Human Resource Management in Higher Educational Institutions today becomes the need of the hour. It's a challenge before all universities and institutions to recruit professional staff that will in turn will make overall development of the students for becoming a responsible citizen of the country. A college degree is a great way to get a foot in the door at many respectable businesses. Education leads to social maturity, acquisition of knowledge, skills, getting employment, improve quality of life and overall to become independent in all aspect.

Strategies of the institutions related with Human Resource Management have not only the effect on how the employees perform their duties and responsibilities but also on how the institution work for accomplishing the goal. If Human Resource Management is done effectively in institution; it can give results in improving quality of education, profitability to institution as well as helps institution for surviving in competition. Although in India Universities and Institutions are trying to provide HR knowledge and training to students for entering into corporate world; but still they are not able to manage their own human resources effectively and efficiently. Today we all know that Higher Education is still under the control of public sector and most of the universities are not having a separate department for managing their human resources.

### Present Scenario of Human Resource Management in Higher Education

India is at no three in Higher Education System after China and United States in terms of

Students. University Grants Commission (India), which is the main governing body at territory level, is responsible for setting up standards, advising government and to seek cohesion between Center and State Government. Since Independence there is a tremendous increase in the number of colleges and universities providing higher education. The number of Universities has increased from 20 in 1950 to 677 in 2014. At present there are 45 Central Universities, 318 State Universities, 185 State Private universities, 129 Deemed to be Universities. According to the Department of higher Education government of India, 16,885 colleges, including 1800 exclusive women's colleges functioning under these universities and institutions and there are 4.57 lakh teachers and 99.54 lakh students in various higher education institutes in India. Apart from these higher education institutes there are several private institutes in India that offer various professional courses in India. Certification Courses as well as Distance learning is also provided by Indian Higher Education System.

#### **NEW APPROACH & INITIATIVES**

1. **SAMVAY (Skill Assessment Matrix for Vocational Advancement of Youth)** – On 11<sup>th</sup> November 2014 HRD Minister Smriti Irani announced launch of SAMVAY for Vocational Advancement of Youth by aiming integration of Vocational and Conventional education. This is a credit framework which will try to seek lateral and vertical mobility between vocational and current education systems. It provides rules for allotment of credit and tries to follow National Skills Qualification Framework.
2. **Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching** – This mission is proposed for dealing with issues concerned with teachers, teaching, teaching preparation and professional development. Its long term goal is building a strong professional cadre of teachers .
3. **Global Initiative of Academic Networks (GIAN)** - This program is design for effective utilization of country's existing academic resources, to accelerate the pace of quality reform, and elevate India's scientific and technological capacity to global excellence it is essential to encourage engagement of scientists & entrepreneurs internationally with the institutions of Higher Education in India.
4. **Regulator Review-** By keeping in view need for restructuring UGC, the Central Government has constituted a UGC Review Committee & for strengthening the All India Council for Technical Education the MHRD has constituted AICTE Review Committee to meet the imperatives and challenges within it.
5. **SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds)** - This program is design to provide online free of cost courses to citizens of India by professors of centrally funded institutions through their universities. Learners can acquire a Verified Certificate by paying nominal fees.



6. **Know Your College-** This portal is made for helping the students as well as their parents to get relevant information about various colleges by increasing transparency and awareness about the opportunities available in higher education. The portal will be able to provide information about college faculty, library, labs, infrastructure, hostel facility etc. and to find out discrepancies in provided information by colleges so that students can make complaint for the same.
7. **Imprint India-** Ten goal posts have been identified and Research groups on each of eminent experts are being set up to formulate time-bound plans of action for each. Idea is to identify the needs of the country in terms of its research and technology requirements and to enable proper planning for a power, research infrastructure, and resources.
8. **SAKSHAM-** Saksham Scheme of AICTE aims at providing encouragement and support to Differently Abled children to pursue Technical Education. Scholarships as tuition fees and incidentals are to be provided to needy and meritorious students for pursuing technical education at AICTE approved institutions, aiding them to achieve their college goals, despite learning issues, environmental challenges or medical bill.
9. **Ishan Uday-** Collective efforts of the MHRD and UGC to promote higher education in North East Region has resulted in Ishan Uday Scholarship Scheme from 2014-15, by promoting higher education & encouraging children belonging to economically weaker section. The Scheme envisages grant of 10,000 scholarships to students whose parental income is below Rupees. 4.5 lakh per annum and would be provided scholarship ranging from Rupees. 3,500 to 5,000 per month for studying at under graduate level in Colleges/Universities of the country.
10. **Ishan Vikas** - It is an initiative taken by MHRD to establish a contact between the schoolchildren & Engineering college students with IIT, NIT and IISERs. It aims at providing participants of the program along with traditional tours, campus life, hostel facility, mess facility, engagement in social events, and visit to state of the art laboratories.

### **Role of Human Resource Management in Higher Education**

1. **Providing quality education-** Higher Educational Institutions today are expected to provide quality education to cope up with the global competitive world. A good HRM system in higher educational institutions will provide quality education by recruiting most efficient staff to meet the challenges of improved education system.
2. **Concentration of Global Wealth-** As we all know today the global wealth is concentrated not in factories, land, tools or machinery but it is significant in human resources. Today's critical issue before world economy is human skill, knowledge and resourcefulness. In United States human capital is estimated three times significant than physical capital.
3. **Formation of Human Capital-** Higher educational institutions are charged with formation of

Human Capital through teaching, building knowledge base through research, providing practical experiences of education, giving insight to technical education etc.

4. **Sustainable Economic Development-** One of the fundamental factor of development can be considered as education. Hence no country can achieve a sustainable economic development without improving its education system because education increases peoples understanding with themselves and world. It improves quality of their life and results in wider social benefits to individual as well as to society as a whole. Education improves the efficiency and innovative & intellectual ability also it encourages entrepreneurships and technological advancement. Overall education leads to achieving economic and social progress.
5. **Socio-Economic Transformation of Society-** Education not only brings the change in the level of thinking but also overall attitude of people towards their life. In India it is said that one women of family if educated the whole family is educated. Hence there is vast transformation in the Socio-economic system of society because of education. Now people belonging to different cultural and social background are seems to be taking education together by forgetting about their differences.
6. **Creating responsible citizens-** Higher Educational Institutions are required to create awareness among students about their responsibilities towards society. It always tries to incorporate social, moral and ethical values among students while giving them academic education. It has become the need of the hour to make aware today's youth about their responsibilities towards their nation and education plays a vital role in this aspect.
7. **To survive in global competition-** After LPG the whole world has become a single market. There is no restrictions to enter into foreign market for seeking employment hence we see numerous multinational organizations are getting established in India for attracting Indian talent. For entering into such organizations people needs to have an updated knowledge and education of all the important aspects not only prevailing in India but also all over the world. Hence to survive in such global competitive world updated education is required.
8. **Earn a livelihood-** Education enables a boy or a girl to earn his or her living. It is true that employment does not depend upon intellectual attainments alone. It is also determined by the stage of economic development of a country. However, there are chances that an educated person will get a good job with income sufficient to earn him his livelihood. An educated person can easily meet the basic material needs of life.

#### Conclusion:

Human Resource Management in Higher Educational Institutions today becomes the need of the hour. It's a challenge before all universities and institutions to recruit professional staff that will

in turn will make overall development of the students for becoming a responsible citizen of the country. A college degree is a great way to get a foot in the door at many respectable businesses. Education leads to social maturity, acquisition of knowledge, skills, getting employment, improve quality of life and overall to become independent in all aspect.

### Limitation of the Study:

The study is based on entirely on analysis of secondary data and as such all limitations inherent to the primary data directly affect the reliability and validity of the secondary data. The present paper has focused on the Need of Human Resource Management in Higher Educational Institutes alone and there is ample scope for a deeper research involving a comparative analysis of HRM in Higher Education.

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## ROLE OF CUSTOMER SERVICES IN BUSINESS

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### Introduction:-

With the changing environment of retail sales, where giant discount chain stores are gobbling up market share, the chance of survival for the small business may hinge on its ability to provide outstanding customer service. However, the decision to provide outstanding service is a strategic management choice and should be interwoven into all facets of the business operation. A model is introduced that depicts a customer's expectations of the retailer's customer service system. Expectations of the service encounter are depicted within a floating range. A small business must first attempt to provide the basic customer service needs prior to implementing a complex scheme. However, the service components designed to exceed customer expectations will be those more likely to result in loyal customers. Customers have grown to expect top-quality customer service, with little patience for brands that don't provide it. With so much competition for every product and service available, consumers can easily conduct a Web search for a better option, leaving bad reviews for poor-performing brands as they go. As a result, businesses eventually lose customers instead of growing as they'd planned. This year's customer service trends expand on emerging technologies that are making a big difference in the way brands interact with their customers. Here are seven of the top trends impacting customer service in 2016.

### Advantages of customer services

#### 1. Business Promotion

The best way to promote your business products and services is word of mouth marketing. When customers receive satisfactory and quality services from an organization, they tend to discuss it in their social network, which leads to direct publicity and increased popularity of an organization.

#### 2. Satisfied Shareholders

Satisfactory response from consumers means increased sales, which ultimately leads to increased satisfaction of shareholders. They tend to invest more in your organization, which can dramatically improve the ROI of your business.

#### 3. Increased Business Growth

Quality service can boost your business growth. Quality services can help you expand your client base but great customer service is the key to retain your clients and stand out of the crowd.

**4. Successful Business Strategies**

Encouraging consumers for feedback and comments is an integral part of quality customer service. Following consumers' feedback for analyzing the strengths and weaknesses is probably the best way to understand the expectations of consumers and adopt successful business strategies.

**5. Critical Learning Experience**

Customer service can provide business owners a critical learning experience to understand the dynamics of the corporate world and keep up with the latest business trends.



**6. Reduced Risk of Business Failures**

Understating the expectations and mindset of consumers can considerably reduce the risk of business failures and losses.

**7. Consumer Satisfaction**

If your customers are happy, your investors and business partners will be happy as well, and this ultimately leads to higher profits. With a strong client base you can win the trust of investors and make the most of every viable business opportunity.

**8. Reduced Employee Turnover**

With increased sales and higher profits, you can offer employees good salary packages and additional bonuses, thus reducing employee turnover.

**9. Employee Motivation**

Client satisfaction directly influences the working environment of business organizations.

With decreased pressure of meeting targets and financial stability, employees can work in a comfortable corporate atmosphere, thus encouraging them to work to their maximum capacity.

#### 10. Increased Efficiency

The above mentioned benefits lead to overall increased productivity of the organization. Now that you are familiar with the ways through which quality customer service can benefit your business, implement creative and innovative strategies to value your customers.

#### A Story of Bad Customer Service

A customer is in the process of remodelling his home and is in need of supplies to finish staining his hardwood floors. He is a novice home-repairman and goes to his local hardware store in hopes of getting the needed supplies and some instruction on how to use them. He enters the store and notices a young girl sitting at the cash register. She is wearing blue jeans and a sweatshirt. She is reading a book and never looks up to acknowledge the customer. The customer wanders around the store for about five minutes looking down the unmarked aisles but cannot locate any floor stain products. He then notices several men seated around a desk. The men are dressed in blue jeans and assorted work shirts. They are telling stories about a recent deer hunt. The customer approaches this group of men and is unsure if they even work for the hardware store. The customer stands at the desk for several minutes while the stories continue. Finally, and with an air of annoyance at having their story interrupted, one of the men looks up and asks if he can help with something. The customer tells him what he is looking for and the store clerk says, "Yeah, they're over there" and points with his hand toward a back corner. The story of the deer hunt resumes. The customer goes to the back corner of the business and looks around until he finally finds the floor stain products. There are three different brands, several varieties of colours, and each product seems to have various qualities that set it apart from the competing brands. After reading the labels to gain as much information as possible, the customer returns to the desk to obtain some assistance. Again the deer story must be interrupted and again the employees seem annoyed at being troubled by a customer. The customer states that he found the products, states the type of project he is working on, and asks which of the brands would best be suited for his particular task. The clerk replies, "Aw, they're pretty much all the same." Now in frustration, the customer returns back to the stain products and selects one. He then searches throughout the store looking for a paint brush to apply the stain. Finally, the customer has the materials he needs. The customer had planned to look at some other materials that would be needed for future jobs but is now so frustrated that he simply wishes to leave the premises. When the customer approaches the cashier, she looks up at him, puts her book down, and takes the products from him without so much as saying a single word. She then puts the items in the bag and



tells the customer the amount of the total purchase. After the products are paid for, the cashier places the receipt in the bag, hands the sack to the customer, and as she is reaching down for her book says very unconvincingly, "thank you." The aftermath of this situation of poor customer service is rather astounding in terms of a lost customer, bad word of mouth, and, most important, lost sales revenue.



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Small retailers are continually searching for a way to compete against the retail giants. Outstanding customer service is one way in which they can compete. It is important to note, however, that not all small retailers should strive to deliver excellent customer service. The decision to provide such service should be a methodical one that is based on industry analysis and hard facts. The purpose of this paper is to examine the roles of strategic management and customer satisfaction in the small retail firm. The integration of these two very important business concepts can be the key to the survival of many small businesses.

## Trends Impacting Customer Service

### 1. The Customer Perspective

Usability testing has created an ultra-competitive environment where tech-savvy brands are testing their products, services and marketing efforts to improve the customer experience. Everything from a business's website to the products it puts in stores must be easy to learn

and enjoyable. In 2016, brands will feel increasing pressure to see everything from the customer's perspective to win business over competitors. Here are a few trends impacting customer service this year.

## 2. **Mobile Wins**

The Smartphone Movement is well underway, with mobile use exceeding PC use. The same is true for mobile ad spending, as businesses seek to reach customers on the devices they're using every day. Brands will continue to shift their mindset to mobile when providing customer service, finding ways to incorporate better service into their mobile apps and make customer service options easier to use when on a touchscreen-based device.

## 3. **Omni channel is Here**

The online experience is no longer considered separate from the in-store experience, with customers researching and sometimes even buying items online, then picking the items up or returning them in person. The opposite is true, as well, as customers research items in store, only to purchase them online. Brands are increasingly realizing the importance of offering a seamless transition between the brick-and-mortar, mobile, and desktop experience.

## 4. **Knowledge is Power**

Thanks to the emergence of data analytical services, brands are realizing that when they have information, they can use it to improve ROI. This includes monitoring how customers interact with their websites and apps, then adjusting things accordingly. Brands will also begin to log information and use it to personalize customer service, including their birthdays, previous interactions they've had with company representatives, and prior purchases.

## 5. **Self-service Tools**

When customers can search a database for the help they need, those customers benefit from faster service and brands benefit by not having to dedicate resources to assisting customers. Mobile self-support is the hot tool in customer service software, offering brands a way to build knowledge bases directly into their mobile apps or websites. With so many customers now using smart phones and tablets, self-service must be mobile optimized to succeed.

## 6. **Location Customization**

In addition to personalizing interactions, brands will also need to be able to connect with customers based on location without having to ask. Help desks will be handed information on a device's location, allowing them to determine a customer's area of the country to provide better service. This information will also help marketing teams better reach out to customers, deploying ads that match their proximity to a brick-and-mortar location.

## 7. **Easy Customer Service**

Customers no longer have the patience to spend 10 minutes pressing buttons to get through a

phone tree, only to wait on hold for a half an hour. Call back options will increase in popularity for phone-based customers, allowing them to leave a number for a call once a representative is available. Online chat will prove a popular alternative, as well. Customer service teams must improve their efforts in 2016 to remain competitive. Through personalizing each experience and offering multiple ways to get help, brands can keep customer service levels high without adding multiple employees to their teams.

### Conclusion

Customer services is one of the important factor for every organisation. The satisfaction of customers increasing the demand & Sales . Customer service must be viewed from the customer's perspective and not from the perception of the company. In the end, the customer is the final judge of quality. To determine what the customer perceives as quality and what they expect from the company, a learning relationship must be established between the both . The needs of the customer will probably change over time and may even change with every visit to the business. Producer & Seller must determine the service expectations of their customers. They must also understand that customers expect certain basics to be provided in the service system. If these expectations are not met, dissatisfaction and defection may occur. It is also expected from the Producer & Seller to understand it is what is done beyond expectations that results in loyal customers.

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## BANKING SERVICE SECTOR : PRIMARY & SECONDARY FUNCTIONS

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### A. Introduction:

The service sector provides a service, not an actual product that could be held in your hand. Activities in the service sector include retail, banks, hotels, real estate, education, health, social work, computer services, recreation, media, communications, electricity, gas and water supply. The service sector is an important part of the economy.

One good example of this are banks which went through big changes in the late 20th century. For example, an automated teller machine is able to provide basic banking services 24 hours a day, 7 days a week, in many different places. Before this, banking services were only available from the bank when it was open. Many banks and building societies have joined together to form much lower cost businesses that can make more money from a wider customer base. The key to this process is gaining information about their customers and constantly coming up with new services for them.

Banking is an integral part of the modern economy. But the function of modern banks have evolved over a long period of time. Banking business is mainly linked to lending.

### B. Meaning:

The financial sector is a category of stocks containing firms that provide financial services to commercial and retail customers; this sector includes banks, investment funds, insurance companies and real estate. Financial services perform best in low interest rate environments. A large portion of this sector generates revenue from mortgages and loans, which gain value as interest rates drop.

Bank is a financial institution which deals with deposit and advances and other related services. It receives the money from those who want to save in the form of deposit and it lends money to those who need it.

### C. Definition:

- A. "The financial sector is a category of stocks containing firms that provide financial services to commercial and retail customers; this sector includes banks, investment funds, insurance companies and real estate."
- B. The Indian Banking Companies Act, 1949  
"Banking means the acceptance for the purpose of lending or investment, of deposit of

money from public repayable on demand or otherwise, and withdrawal by cheque, draft, order or otherwise".

#### **D. Primary Function of Banks:**

There are two types of primary function performed by banks. They are as follows:

- A. Accepting Deposit
- B. Granting Loans and Advances

##### **A. Accepting Deposits :**

The most important activity of a commercial bank is to mobilize deposit from the public. People who have surplus income and saving find it convenient to deposit the amount with banks. Depending upon the nature of deposits, funds deposited with bank also earn interest.

Types of Deposits:

1. Demand Deposit
2. Current Deposit
3. Saving Account
4. No frills Account
5. Time Deposit
  - Recurring Deposit
  - Fixed Deposit
  - Flexi Deposit( Auto Sweep )

##### **B. Granting Loans :**

The second important function of a commercial bank is to grant loans and advances.

The bank accepts the deposits from public for safe keeping and pays interest to them. They then lend this money to earn the interest on it. In a way , the bank act as intermediaries between the people who have the money to lend and those who need money to carry out business transactions.

The bank provides loans and advances in various forms they are as follows:

1. Term Loan
  - a. Intermediate Term Loan
  - b. Long Term Loans
2. Short Term Credit
3. Overdraft
4. Cash Credit
5. Purchasing and Discounting of Bills
6. Loans And Advances

**E. Secondary Function of Banks :**

Bank also performs the secondary functions which are very useful for customer and to the society. They are as follows:

1. Agency Function
  - a. Payment And Collection of Cheque
  - b. Bills And Promissory Notes
  - c. Execution of Standing Instruction
  - d. Acting as a Trustee
  - e. Executor OR Attorney
2. General Utility Functions
  - a. Safe Custody
  - b. Safe Deposit Vaults
  - c. Remittances of Funds
    - Demand Draft
    - Mail Transfer Or Mail Orders
    - Telegraphic Transfer OR Tele Orders
    - Electronic Mode
  - d. Pension Payments
  - e. Acting as a Dealer in Foreign Exchange

**F. E-Banking**

E-Banking refers to electronic banking and it is widely spread over the entire world. It is like E-Business in banking industry. E-Banking is also known as Virtual banking and online banking.

There is no need of interface between customer and banks. It means that customer do not have to visit the banks. Banking industry has also received various benefits due to growth of E-Banking facilities. This has resulted in creation of a better enabling environment that supports growth, productivity and prosperity.

**G. Conclusion:**

I conclude that Banking is the life blood of the commerce because it plays very vital role in the economic development of over the entire world. Without the banking we cannot work in the business as well as daily routine. Banking is the business like other businesses. Banks not only performed the primary functions as well as secondary functions but also provides the many services to the people.



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## A STUDY OF CHALLENGES IN TOURISM INDUSTRY IN NASHIK DISTRICT

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### Abstract :

*Travel and Tourism industries are the most significant area for any kind of country in the world and it's playing a magnitude role for social and economic development of the country. Tourism industry is the largest sector in India which is growing fast. Many destinations in India contributing in GDP and attempt to decrease the unemployment. The Nashik District is an important destination which contributing the same in State of Maharashtra's and Indian economy. But this sector is facing many problems and this study discussed it. This study attempt to prove that the tourism industry of Nashik has the potential to contribute more in India's economy.*

### Introduction:

The economic development of a country is depend on mainly three sectors, these are primary, secondary and tertiary. The tertiary sector means service sector and the travel and tourism is the major part of service sector in India and Maharashtra is one of the leading state in India in this area. The State of Maharashtra is third largest state by area in India and Nashik is one of the famous district. The city is known for historical and pilgrimage place and geographical diversity. There are various popular destinations in Nashik but still it is facing many challenges and it is need to find out the challenges and attempt to overcome it.

### Destinations in Nashik

The Nashik District is known for historical places, fort, pilgrimage places and geographical diversity. The city is known for most attractive tourist destination places, some major destinations are discussed below.

- The city of pilgrimage, it is located on the bank of '**Godavari**' river, which is originates in '**Trimbkeshwar**', thus it is the main attraction for tourists.
- Nashik is the most famous place for '**Kumbha Mela**'. Nashik is the host city for '**Kumbh Mela**' after 12 years and it is the attraction of huge number of tourists.
- The city is known for famous spot of bird sanctuary at **Nandurmadhyameshwar**. In winter season many birds from other countries visited at this place.

- The another attractions for tourists is '*Pandava Leni*', the Buddha's Caves.
- The father of Indian film industry **Dadasaheb Phalke** was from Nashik and '*Dadasaheb Phalke Smark*' is most visited spot in the city.
- **Igatpuri** is the hill station and world famous '*Vippassanna*' centre is situated here. Most of the tourist visited to Igatpuri in rainy season.
- '*Saptashringi Gad*' is the pilgrimage place in Nashik situated in **Vani** at Dindori Tehsil.

### Problems of Tourism in Nashik District

- **High Cost**

Nashik is the attractive destination for tourists and number of tourists visited every year it increased in demand for food and living facilities but it causes to increase in the cost of hotels and lodging.

- **Lack of Advertisement**

Marketing is the continuous process for selling the services and it is the integral part of business, if it is ignored then the qualitative services results into fail. The government and private tourism sectors are unaware about marketing and they are not constantly focused on it.

- **Lack of Standardized Fare**

The state government of Maharashtra provides transport facility but it has limitations, the tourists need to hire private transport facilities like auto, taxi etc. to reached the final destination. The private transportation demanded high amount for nearest spot due to non-standardized fare.

- **Parking Problems**

Priority is not given to public transport facilities in Nashik district by the tourists, they preferred private transport and their own vehicles for visiting the different destinations. It caused to increased the number of vehicles and create the parking problems in the city. Thus, it becomes a major issue for tourist destinations at '*Trimbkeshwar, Panchavati, Pandava Leni*'.

- **Problems related to Guide**

*'Trimbkeshwar, Panchavati, Pandava Leni, Nandurmadhyameshwar, Saptashringi Gad, Phalke Smarak'* are the important destinations for tourists and these places consists of tradition and history but many tourists are unaware about it. The well known tourists guide is not provided by the tourists company and local authority.

- **Lack of Information Centers**

The handbooks are published by local authority and other institutions for providing basic information about tourist destination and how to reach there but this kind of information which provided by the book is not sufficient for tourists from other state or country because maximum



handbooks are written in local language so there is need of proper information centers.

- **Unprofessionalism**

The tourism industry has a wide scope and it consists of many local units directly or indirectly. The owner of hotel and lodging, auto and taxi drivers, shop owner and so many small units and business houses are not follow the professionalism for time bounding, fare, rates and prices.

- **Coordination problems**

Coordination of tourism with the various units is playing a significant role to achieve success in tourism industry. But, it seems lack of coordination between various government department and private sectors such as transportation, hotels and lodging.

### Suggestions:

Nashik is the rich district in the area of tradition, religion, nature and other natural resources, but due to above mentioned problems it is negatively affected on economic system. So, there is need to overcome this issues and set a goal and strategies to achieve the success in tourism industries.

The state government and local authority must be provide financial assistant for development of tourism in Nashik. Most of the tourists visited from other states and abroad and they are unaware about the place and local languages, then it is necessary to established Tourists Information Centers at different places in district.

Unprofessionalism is destroying the whole system and it cause to reduced the number of tourists. The MTDC – Maharashtra Tourism Development Corporation and government must have to provide Training Programs and Professional Ethics to all the small business units and local transportation units to understand professionalism. The historical places, heritage, religious spot, forts and ancient temples have its own tradition and history, the tourism industry can appoint a trained guide to provide proper information about these places.

Advertisement is the main key of success in any kind of business, the major problem facing by tourism is lack of advertisement. Most of the tourists visited to Nashik as a city of pilgrimage, they visited to *'Trimbakeshwar, Panchavati, Pandava Leni, Saptashringi Gad'* but the information about other places such as *'Nandurmadyameshwar'*, area nearest to *'Panchavati'* or *'Kalaram Mandir'*, *'Vaitarna Dam'*, *'Vipassanna'* Centre of Igatpuri, *'Ozarkhed Dam'*, *'Gangapur Dam'*, the detailed information related to all these places must be given through the advertisement.

For the religious purpose many tourists visited to Nashik whole year and most of them are preferred their own vehicles instead of public transportation and therefore, it is necessary to provide sufficient parking facility for tourists by the local authority.

The state government, local authority, MTDC and tourism have to take collectively efforts to develop the tourism in Nashik district.

**Conclusion:**

Nashik district is known for its religious culture, tradition, dam, rivers, natural beauty, ancient temples. These places are the main attraction for tourists since many years, then it is necessary to develop the tourism in Nashik. Tourism sector is providing various opportunities for business and jobs. The government and tourism sectors should have to take responsibilities to overcome all these issues to developed the tourism in Nashik because it positively impact on whole the system, it provides employment, foreign currencies and create a brand name of city and nation in the entire world.

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## AN OVERVIEW OF EMERGING HEALTH INSURANCE IN INDIA

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### ➤ Introduction

Evolution of Health Insurance The concept of Health Insurance was proposed in the year 1694 by Hugh the elder Chamberlen from Peter Chamberlen family. In 19th Century “Accident Assurance” began to be available which operated much like modern disability insurance. This payment model continued until the start of 20th century. During the middle to late 20th century traditional disability insurance evolved in to modern health insurance programmes. Today, most comprehensive health insurance programmes cover the cost of routine, preventive and emergency health care procedures and also most prescription drugs. But this is not always the case.

Healthcare in India is in a state of enormous transition: increased income and health consciousness among the majority of the classes, price liberalization, reduction in bureaucracy, and the introduction of private healthcare financing drive the change. Over the last 50 years, India has achieved a lot in terms of health insurance. Before independence, the health structure was in dismal condition i.e. high morbidity and high mortality and prevalence of infectious diseases. Since independence, emphasis has been put on primary health care and we made considerable progress in improving the health status of the country. But still, India is way behind many fast developing countries such as China, Vietnam and Sri Lanka in health indicators. Health insurance, which remains highly underdeveloped and less significant segment of the product portfolios, is now emerging as a tool to manage financial needs of people to seek health services.

The new economic policy and liberalization process followed by Government of India since 1991 paved the way for privatization of insurance sector in the country. The Insurance Regulatory and Development Authority (IRDA) bill, passed in Indian parliament, is the important beginning of changes having significant implications for the health sector. Health Insurance is more complex than other segments of insurance business because of serious conflicts arising out of adverse selection, moral hazard, unavailability of data and information gap problems. Health sector policy formulation, assessment and implementation are an extremely complex task, especially, in changing epidemiological, institutional, technological and political scenario. Proper understanding of Indian Health situation and application of principles of insurance, keeping in view the social realities and national objectives, are important.



➤ **Objectives of Research Paper:**

- Review of health insurance scenario in India
- Various Health Insurance products available in India

➤ **HEALTH INSURANCE SCENARIO IN INDIA**

Health is a human right. It's accessibility and affordability has to be ensured. The escalating cost of medical treatment is beyond the reach of common man. While well to do segment of the population both in Rural and Urban areas have accessibility and affordability towards medical care, the same cannot be said about the people who belong to the poor segment of the society. Health care has always been a problem area for India, a nation with a large population and larger percentage of this population living in urban slums and in rural area, below the poverty line. The government and people have started exploring various health financing options to manage problem arising out of increasing cost of care and changing epidemiological pattern of diseases.

The control of government expenditure to manage fiscal deficits in early 1990s has let to severe resource constraints in the health sector. Under this situation, one of the ways for the government to reduce under funding and augment the resources in the health sector was to encourage the development of health insurance. In the light of escalating health care costs, coupled with demand for health care services, lack of easy access of people from low income group to quality health care, health insurance is emerging as an alternative mechanism for financing health care.

Indian health financing scene raises number of challenges, which are:

- Increase in health care costs
- High financial burden on poor eroding their incomes
- Need for long term and nursing care for senior citizens because of increasing nuclear family system
- Increasing burden of new diseases and health risks
- Due to under funding of government health care, preventive and primary care and public health functions have been neglected

In the above scenario, exploring health financing options became critical. Naturally, health insurance has emerged as one of the financing options to overcome some of the problems of our system.

In simple terms, health insurance can be defined as a contract where an individual or group purchases in advance health coverage by paying a fee called “premium”. Health insurance refers to a wide variety of policies. These range from policies that cover the cost of doctors and hospitals to those that meet a specific need, such as paying for long term care. Even disability insurance, which

replaces lost income if you cannot work because of illness or accident, is considered health insurance, even though it is not specifically for medical expenses.

Health insurance is very well established in many countries, but in India it still remains an untapped market. Less than 15% of India's 1.1 billion people are covered through health insurance. And most of it covers only government employees. At any given point of time, 40 to 50 million people are on medication for major sickness and share of public financing in total health care is just about 1% of GDP. Over 80% of health financing is private financing, much of which is out of pocket payments and not by any pre-payment schemes. Given the health financing and demand scenario, health insurance has a wider scope in present day situation in India. However, it requires careful and significant efforts to tap Indian health insurance market with proper understanding and training.

➤ **VARIOUS HEALTH INSURANCE PRODUCTS AVAILABLE IN INDIA:**

The existing health insurance schemes available in India can be broadly categorized as:

1. Voluntary health insurance schemes or private-for-profit schemes
2. Mandatory health insurance schemes or government run schemes (namely ESIS, CGHS)
3. Insurance offered by NGOs/Community based health insurance
4. Employer based schemes

➤ **1. Voluntary health insurance schemes or private-for-profit schemes:**

In private insurance, buyers are willing to pay premium to an insurance company that pools similar risks and insures them for health related expenses. The main distinction is that the premiums are set at a level, which are based on assessment of risk status of the consumer (or of the group of employees) and the level of benefits provided, rather than as a proportion of consumer's income. In the public sector, the General Insurance Corporation (GIC) and its four subsidiary companies (National Insurance Corporation, New India Assurance Company, Oriental Insurance Company and United Insurance Company) provide voluntary insurance schemes. The most popular health insurance cover offered by GIC is Mediclaim policy

• **Mediclaim policy:** - It was introduced in 1986. It reimburses the hospitalization expenses owing to illness or injury suffered by the insured, whether the hospitalization is domiciliary or otherwise. It does not cover outpatient treatments. Government has exempted the premium paid by individuals from their taxable income. Because of high premiums it has remained limited to middle class, urban tax payer segment of population.

• Some of the various other voluntary health insurance schemes available in the market are :- Asha deep plan II , Jeevan Asha plan II, Jan Arogya policy, Raja Rajeswari policy, Overseas Mediclaim policy, Cancer Insurance policy, Bhavishya Arogya policy, Dreaded disease policy, Health Guard,

Critical illness policy, Group Health insurance policy, Shakti Shield etc.

- At present Health insurance is provided mainly in the form of riders. There are very few pure health insurance policies under voluntary health insurance schemes.

➤ **2. Mandatory health insurance schemes or government run schemes:**

- Employer State Insurance Scheme (ESI):- Enacted in 1948, the employers' state insurance (ESI) Act was the first major legislation on social security in India. The scheme applies to power using factories employing 10 persons or more and non-power & other specified establishments employing 20 persons or more. It covers employees and the dependents against loss of wages due to sickness, maternity, disability and death due to employment injury. It also covers funeral expenses and rehabilitation allowance. Medical care comprises outpatient care, hospitalization, medicines and specialist care. These services are provided through network of ESIS facilities, public care centers, non-governmental organizations (NGOs) and empanelled private practitioners. The ESIS is financed by three way contributions from employers, employees and the state government. Even though the scheme is formulated well there are problem areas in managing this scheme. Some of the problems are :-

- Large numbers of posts of medical staff remain vacant due to high turnover and low remuneration compared to corporate hospitals. *f*
- Rising costs and technological advancement in super specialty treatment. *f*
- Management information is not satisfactory. *f*
- The patients are not satisfied with the services they get *f*
- Low utilization of the hospitals
- *f*In rural areas, the access to services is also a problem

All these problems indicate an urgent need for reforms in the ESIS Scheme.

➤ **Central Government Health Insurance Scheme (CGHS)**

Established in 1954, the CGHS covers employees and retirees of the central government and certain autonomous and semi autonomous and semi government organizations. It also covers Members of Parliament, Governors, accredited journalists and members of general public in some specified areas. Benefits under the scheme include medical care, home visits/care, free medicines and diagnostic services. These services are provided through public facilities with some specialized treatment (with reimbursement ceilings) being permissible at private facilities. Most of the expenditure is met by the central government as only 12% is the share of contribution. The CGHS has been criticized from the point of view of quality and accessibility. Subscribers have complained of high out of pocket expenses due to slow reimbursement and incomplete coverage for private



health care (as only 80% of the cost is reimbursed if referral is made to private facility, when such facilities are not available with the CGHS).

**Universal Health Insurance Scheme (UHIS):** For providing financial risk protection to the poor, the government announced UHIS in 2003. Under this scheme, for a premium of Rs. 165 per year per person, Rs.248 for a family of five and Rs.330 for a family of seven, health care for sum assured of Rs. 30000/- was provided. This scheme has been made eligible for below poverty line families only. To make the scheme more saleable, the insurance companies provided for a floater clause that made any member of family eligible as against mediclaim policy which is for an individual member. In spite of all these, the scheme was not successful.

The reasons for failing to attract rural poor are many:-

f

- The public sector companies who were required to implement this scheme find it to be potentially loss making and do not invest in propagating it. To meet the target, it is learnt that several field officers pay the premium under fictitious names.

f

- Identification of eligible families is a difficult task

f

- Poor find it difficult to pay the entire premium at one time for future benefit, foregoing current consumption needs.

f

- Paper work required to settle the claims is cumbersome

f

- Deficit in availability of service providers

f

- Set back due to health insurance companies refusing to renew the previous year's policies.

- In 2004, the government also provided an insurance product to the Self Help Group (SHG) for a premium of Rs.120 and sum assured of Rs.10000/-. However, the intake is negligible. The reasons for poor intake are similar to those cited above.

➤ **3. Insurance offered by NGOs/Community based health insurance:**

Community based schemes are typically targeted at poorer population living in communities. Such schemes are generally run by charitable trusts or non-governmental organizations (NGOs). In these schemes the members prepay a set amount each year for specified services. The premia are usually flat rate (not income related) and therefore not progressive. The benefits offered are mainly in terms of preventive care, though ambulatory and inpatient care is also covered. Such schemes tend

to be financed through patient collection, government grants and donations. Increasingly in India, CBHI schemes are negotiating with for profit insurers for the purchase of custom designed group insurance policies.

➤ **4. Employer based schemes:**

Employers in both public and private sector offers employer based insurance schemes through their own employer. These facilities are by way of lump sum payments, reimbursement of employees' health expenditure for out patient care and hospitalization, fixed medical allowance or covering them under the group health insurance schemes. The Railways, Defense and Security forces, Plantation sector and Miningsector run their own health services for employees and their families.

➤ **Conclusion:**

No doubt health insurance is one of the growing segments of insurance industry but there exists several problems on behalf of all stakeholders such as insurance companies, consumers (policyholders), Third Party Administrator and hospitals also. Insurance companies have high claim paid-out ratio, consumers are less aware about health insurance basic terms, hospitals charges more expenses from insured patients and TPA make delay in payment of claims which are made on behalf of insurer to insured. For healthy growth of health insurance sector all stakeholders should work with great honesty and faith and not involve themselves in fraud activities which harm health insurance business.

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## RETAIL SERVICE SECTOR IN INDIA

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### ABSTRACT :

*Retail is currently the flourishing sector of the Indian economy. This trend is expected to continue for at least the next two three decades, and it is attracting huge attention from all entrepreneurs, business heads, investors as well as real estate owners and builders. Availability of quality, retail space, wider availability of products and brand communication are some of the factors that are driving the retail in India Retail sector is also supporting to create huge employment. The rationale of the study is twofold: First, to examine the nature of the today's retail sector in India Secondly, the emerging trends in retail sector. The broad objective of the study is to understand the concept of retailing as one of the service sector as well as to study the current retailing formats and practices and to provide with some suggestions to improve them.*

**Key Words :** Retail, Retailing, Formats of Retailing.

### INTRODUCTION:

#### Retailing in India:

In the ancient India, Barter system was known as the first form of retail. As the time passes the currency was exchanged with goods and services. Hawkers was carried out the first form of retailing in push carts and then followed by kirana stores and mom & pop stores. After that finally manufacturing era necessitated the small stores and specialty stores. Some economist says that boom has started in retail is because of liberalization of the Indian economy. The changes in economic and industrial policies of India, growth in the size of middle-income household, changes in consumers buying and consumption habits, technology & the information access to consumers and changing life styles are some prominent reasons for boom in the retail sector of India. Retail is the largest private industry in India and second largest employer after agriculture. This sector is growing at a phenomenal pace. According to the Global Retail Development Index 2012, India ranks 5<sup>th</sup> among the top 30 emerging markets for retail. This industry is one of the pillars of Indian economy & accounts for 14% to 15% of its GDP (Mokinsey and company, May 2007; The Rise of Indian Consumer Market). There are around 450 malls in India now, it is likely to have more than 715 malls in 2015 and the number is expected to reach 1000 by 2020. India is one of the fastest growing



retail market in the world, with 1.2 billion people (Majumdar Sanjay, 25th Nov, 2011, “Changing the way Indians shop”). This is the sector that is poised to show the highest growth in next 5 to 10 years.

India's retailing essentially consists of unorganized stores like local mom & pop stores, owned manned general stores, convenience stores, hand carts and pavement vendors etc. They offer consumers low prices, convenient locations, longer store hours and home delivery at no extra charge. They have low operating cost as they employ household labour. Now these days organized corporate retailing is poised to become the business of this decade in India and it accounts for 4% of the market as of 2008 (The Economist, 29<sup>th</sup> May, 2008 “Retailing in India”). In 2012 government of India permitted 51% FDI in multi brand retail and 100% FDI in single brand retail. It promises to be the sunrise segment of Indian economy & it has such an intrinsic part of every day's life. They offer large variety of product assortment under one roof, parking facility, fast billing, entertainment facility, game zones, eating counters etc. The fact is that today the big and small retailers are fighting for the same consumers. In the changing scenario, the studies of consumer opinion regarding small scale retailers will prove to be vital for this sector and to the policymakers.

#### OBJECTIVES OF THE STUDY:

- To understand the basic concepts of retailing.
- To study the different formats of retailing.
- To understand the problems associated with the Indian retail sector.
- To get known the emerging trends in the retail sector.

#### IMPORTANT TERMS USED:

- **Retail:**

The word 'retail' is derived from the French word 'retailleur' meaning 'to cut a piece off' or 'to break bulk'. In simple words it implies a firsthand transaction with the customers.

- **Retailing:**

Retailing involves selling of goods and services in small quantities directly to the consumers. It consists of all activities involved in marketing of goods and services to consumers directly for their personal, family and households use.

#### TYPES OF RETAILING IN INDIA:

- **Organized Retailing :**

Organized retailing refers to trading activities undertaken by licensed retailers such as those who are registered for sales tax, income tax.

- **Unorganized Retailing:**

Unorganized retailing refers to the traditional formats of low cost retailing such as the local kirana shops, general stores, convenience stores, hand carts etc. They do not keep records of each and every transaction and have no association for shopkeepers or small kirana shops.

**RETAIL FORMATS IN INDIA:**

- **Hyper marts/supermarkets**

Large self-servicing outlets offering products from a variety of categories.

- **Mom-and-pop stores**

They are family owned business catering to small sections; they are individually handled retail outlets and have a personal touch.

- **Departmental stores**

Are general retail merchandisers offering quality products and services.

- **Convenience stores**

Are located in residential areas with slightly higher prices goods due to the convenience offered.

- **Shopping malls**

The biggest form of retail in India, malls offers customers a mix of all types of products and services including entertainment and food under a single roof.

- **E-trailers**

Are retailers providing online buying and selling of products and services.

- **Discount stores**

These are factory outlets that give discount on the MRP.

- **Vending**

It is a relatively new entry, in the retail sector. Here beverages, snacks and other small items can be bought via vending machines.

- **Category killers**

Small specialty stores that offer a variety of categories. They are known as category killers as they focus on specific categories, such as electronics and sporting goods. This is also known as Multi Brand Outlets or MBO's.

- **Specialty stores**

Are retail chains dealing in specific categories and provide deep assortment. Mumbai's Crossword Book Store and RPG's Music World are a couple of examples.

**KEY DRIVERS FOR GROWTH OF INDIAN RETAIL SECTOR:**

- Changing habits, preferences, demands of consumers.
- Free flow of merchandise.
- 100% FDI in Indian retail sector.
- Emergence of new formats of retail.
- India's open market to invest.
- Healthy competition in retail sector.
- Increased standard of living of today's consumers.
- Growth in international marketing.
- Growth of Organised retail sector.
- Changing behavior of today's customers.

**PROBLEMS ASSOCIATED WITH THE INDIAN RETAIL SECTOR:****• International Standards:**

Even though India has well over 5 million retail outlets of different sizes and styles, it still has a long way to go before it can truly have a retail industry at par with International standards. This is where Indian companies and International brands have a huge role to play.

**• Inefficient supply chain management:**

Indian retailing is still dominated by the unorganized sector and there is still a lack of efficient supply chain management. India must concentrate on improving the supply chain management, which in turn would bring down inventory cost, which can then be passed on to the consumer in the form of low pricing.

**• Lack of Retail space:**

Most of the retail outlets in India have outlets that are less than 500 square feet in area. This is very small by International Standards.

**• Cultural Diversity:**

India's huge size and socio economic and cultural diversity means there is no established model or consumption pattern throughout the country. Manufacturers and retailers will have to devise strategies for different sectors and segments which by itself would be challenging.

**• Real estate issues:**

The enormous growth of the retail industry has created a huge demand for real estate. Property developers are creating retail real estate at an aggressive pace. With over 1,000 hypermarkets and 3,000 supermarkets projected to come up by 2011, India will need additional retail space of 700,000,000 sq ft (65,000,000 m<sup>2</sup>) as compared to today.



- **Human resource problems:**

Trained manpower shortage is a challenge facing the organized retail sector in India. The Indian retailers have difficulty in finding trained person and also have to pay more in order to retain them. This again brings down the Indian retailers profit levels.

**CURRENT AND EMERGING TRENDS IN RETAIL SECTOR:**

- **Emergence of New retail formats :**

Emergence of New retail formats and combinations are emerging and have opened a new world of opportunities for Indian youth. Due to huge amounts of new investments and decreasing charm for 'kirana' stores,' the retail sector is expected to grow. Bank branches, bill counters, saloons, internet cafe have opened in the malls. The 'cash and carry' activities are expected to grab majority of attention.

- **Internet age :**

Increased computer awareness and shrinking usage charges have made people enabled buy things online resulting in growth of non-store retailing. Retailers are informing about new arrivals/fresh stock through e-mails, television, SMS and telephones to which anyone can respond to through toll-free 16 digit numbers.

- **Increase in sales promotion:**

Sales promotion channels are increasingly becoming professional and targeting differently to different lifestyle groups. Event managers are hired and visual merchandising professionals are consulted.

- **Use of plastic money :**

Use of credit and debit cards for buying merchandise will relatively increase and will get immense popularity in short span of time. Credit debit cards are commonly known as 'plastic money'.

- **Distance no bar:**

Due to increased public transportation, better roads, highways and an overall improvement in the transportation infrastructure that has enabled customers to visit from one place to another smoothly than ever before.

- **Joint ventures:**

Partnership and tie-ups among retailers, real estate developers, brands, franchisees and financiers have become the fashion of the day to spread risk related to huge investments and uncertainty.

- **Government initiatives:**

The government infrastructure support, relaxation on foreign direct investments further has

accelerated the growth of Indian retail sector.

- **Sophisticated Customers:**

Due to Internet revolution, customers are becoming conversant about the products they are interested in buying. Survey says over 30% of Indian consumers collect information from the internet about prices, features, guarantee/warranty options before buying.

- **Bridging the gap:**

The gap between organized and unorganized retailing is coming close due to mall revolution and increasing Indian middle class in terms of size and income.

- **Need for retailing skills:**

The success of organized retailing is yet to be proved. The success will be felt once an equitable stage is achieved. This requires enough store size, traffic flow besides these retailers have started concentrating on recruiting qualified and trained retail staff.

#### SUGGESTIONS FOR RETAIL SECTOR IN INDIA:

The status of the retail industry will depend mostly on external factors like Government regulations and policies and real estate prices, besides the activities of retailers and demands of the customers also show impact on retail industry. As the retail market place changes shape and competition increases, the potential for improving retail productivity and cutting costs is likely to decrease. Therefore it is important for retailers to secure a distinctive position in the market place based on values relationships or experience. Finally, it is important to note that these strategies are not strictly independent of each other; value is function of not just price quality and service but can also be enhanced by personalization and offering a memorable experience.

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## OPPORTUNITIES IN TRAVEL AND TOURISM IN MAHARASHTRA STATE

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### Abstract:

*Today tourism has emerged as an important commercial activity in the India. It has also played important role in regional development. Nowadays, travel and tourism is considered as the fastest growing sector in India. Maharashtra attracts many tourists from different states and foreigners too and was the fourth most visited state by domestic tourists in the country in 2014. Aurangabad is the tourism capital of Maharashtra. There is no doubt that service sector is by far the largest sector in the Indian economy. Travel and Tourism is noticeable facet of service sector. In the preceding few decades, the tourism sector has pouring effect in developing as well as developed countries by providing massive economic opportunities. The sector has played energetic role in reinforcement of basic infrastructure and as outcome it backed giant opportunity for social as well as economic development of the country and society too. World tourism is measured as a noteworthy aspect in the economy of many nations and India is not an exception to this. Today tourism related business prospects are developed infrastructure in various parts of the country. As a whole, tourism has improved the quality of lifestyle of the local people and helped to promote local arts and crafts. Tourism is a major growth engine for economic development in providing employment and eradication of poverty.*

*The present paper analyses the opportunities and problems of travel and tourism in Maharashtra. Maharashtra is the ultimate travel destination of India for tourists, pilgrims, adventure lovers, artists and businessmen since ancient time. Moreover it was suggested that state government should take more initiative to promote unexplored destinations which has potential to attract the tourists. It is also fact that government cannot bear all the expenses to develop the travel and tourism sector but with the help of private companies and enterprises tourism opportunities can capitalized.*

**Keywords :** Travel and tourism, opportunities in tourism, MTDC.

### Introduction:

Today tourism has emerged as an important commercial activity in the India. It has also



played important role in regional development. The development of this industry also helps to develop other industries like hotel, transport, marketing, communication etc. The growth of tourism in India has been rapid in the last ten years at regional and local level.

Maharashtra has diverse culture and geography which provide ample and unlimited scope for the growth of travel and tourism business. There are an increasing number of tourists preferring non-urban tourist spot. Hence, there is scope for promotion of non-urban tourist spots in interior villages. Tourism is a pleasure giving activity in which a tourist spent for visiting the place and someone earn money. Tourism consist many innovative concepts like rural tourism, health tourism, ecotourism, adventure tourism, agro-tourism, religious tourism, monsoon tourism etc. . As per MTDC in the coming years, travel and tourism would evolve as one of the fastest growing segments of service sector of economy. It has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled peoples especially in Maharashtra. Maharashtra, the number of foreign tourist also increased. Tourism is the right vehicle for a developing country like India which is on the path of modern economic growth through structural transformation of the economy (Dr.Rupel Patel, 2012). The tourism industry has helped growth of horticulture, handicrafts and agricultural development process. Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop travel and tourism. Maharashtra is a state of pilgrimage and tourism, with this there are lot of opportunities to develop the travel and tourism sector as well as employment growth in the sector.

### Objectives:

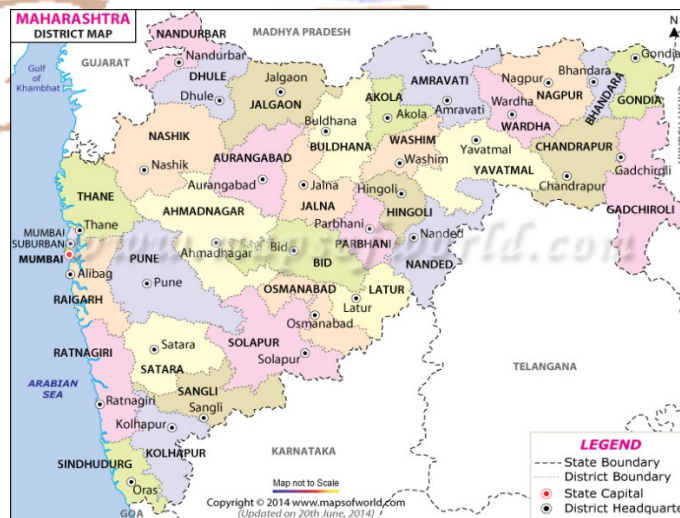
The main objectives of the present study are as fallows.

- 1) To explain the concept of travel and Tourism.
- 2) To highlight the present scenario of Travel and Tourism in the study area.
- 3) To examine the opportunities for Travel and Tourism development in the study area.
- 4) To analysis the problems of Travel and Tourism development in the study area.
- 5) To suggest measures for Travel and Tourism development in the study area.

### Study Area:

Maharashtra state came into existence on 1st May 1960. It is major state of India, which is

located in western coast of India. The east-west maximum stretch of Maharashtra is approximately 860 km. The north-south maximum stretch of Maharashtra is approximately 730 km. Maharashtra state known to be progressive state of India. Its geographical area is 3.08 lakh Sq.k.m. Maharashtra state is bordered by Gujarat to its northwest, Madhya Pradesh its north, Chhattisgarh to its east and Goa, Karnataka and Telangana are located to the south of Maharashtra. Location of the study area is showed in Fig No.1.



Maharashtra is the second largest state in India in terms of population .There are 36 district divided into 355 tahsils grouped them into 6 administrative divisions. It includes Konkan, Pune,

Nashik, Aurangabad, Amaravati and Nagpur. The Maharashtra State divided into three major physiographic divisions namely the Western Ghats (Sahyadri), The Deccan Plateau and the coastal lowland of Konkan. Godavari, Krishna, Tapi and Pirna are major the rivers of Maharashtra. The state enjoys a tropical monsoon climate. Monuments such as Ajanta, Ellora and Elephanta caves, Gateway of India and architectural structures like Viharas and Chaityas attract tourists from all over the world. Maharashtra Tourism Development Corporation (MTDC) is the nodal agency for implementation of tourism policy in the State.

### Methodology:

Present study is based on the secondary source of data. All secondary data obtained from the Economic Survey of Maharashtra State, research papers, websites related to tourism and from research articles, books, newspapers, use of internet, research papers, etc

### Review of Literature:

- 1) Tourism is a multidisciplinary and encompasses various sectors like transport, hotel industry, airlines, external affairs and many allied industries. It is a labour intensive industry and the activities undertaken are regarded as a mechanism of generating employment as well as income in both formal and informal sectors (Khalil 2007) [6]. It is one of the major sources of economic growth. Moscardo (2008) stated that the community based tourism encompasses the desire to encourage empowerment, gender equity, capacity building, education and cultural identity.[9] Kamra K. K. (2002) has opined that what less developed countries and regions need and require most is through going development or fundamental economic development that address the poverty or pollution suffered by many in the less developed world.[7] Kanjilal G (2004)
- 2) **India International Hotel, Travel and Tourism Research Report (2012)**

The report reviews the results indicate that Indian hotel customers are less likely to rely on hotel branding and price benefits and more likely to rely on client information needs and online security as they have become more experienced Internet users. E-tourisms potential and prospects analysis is an integral part of tourism study. Discussion was done on the women entrepreneurship development which focused on analyzing the problems and prospective to local women. Furthermore the discussion on Building links between education and tourism industry was also done. Private Sectors should integrate together on one platform and constitute a Forum to exchange ideas and form strategies to exchange ideas and methods of enrichment.



**Concept of Travel and Tourism:**

The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey.

IRTS 2008, para 2.4: **Travel** refers to the activity of travelers. A traveler is someone who moves between different geographic locations, for any purpose and any duration.

IRTS 2008, para 2.12: **Tourism** is therefore a subset of travel and visitors are a subset of travelers. These distinctions are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistics.

UNWTO defined it as indicated below; "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

**The present scenario of Travel and Tourism in Maharashtra:**

As Maharashtra is a major trade and tourist destination of India it attracts thousands of tourists from across the world every year. There are international and domestic airports in Maharashtra. Most of these airports have regular connections through the Indian Airlines and other domestic airlines. Mumbai is the most connected international airport in India and most of the important international destinations are connected with this place. It is the hub of the railway network and most of the important places in India are connected by rail to Mumbai. Many important tourist spots in the state are directly connected to Mumbai by regular trains. Maharashtra has the best road connection in India and all the places of importance are conveniently connected to each other. The Maharashtra State Road Transport Corporation as well as private operators provides good services connecting all the tourist centers in the state. Maharashtra offers excellent accommodation facilities ranging from star category hotel to budget hotels, paying guest accommodation etc at various places of tourist interest.

**Number of Foreign Tourist Visits (FTVs) to different States/Uts during 2013, 2014 and 2015:**

Sl. No.	State/ UT	2013	2014	2015
1	Andaman & Nicobar Island	14742	17235	14674
2	Andhra Pradesh	69552	66333	237854
3	Arunachal Pradesh	10846	5204	5705
4	Assam	17638	21537	24720
5	Bihar	765835	829508	923737
6	Chandigarh	40124	28365	29538
7	Chhattisgarh	3886	7777	6394
8	Dadra & Nagar Haveli	1582	1799	1797
9	Daman & Diu	4814	4620	5858
10	Delhi	2301395	2319046	2379169
11	Goa	492322	513592	541480
12	Gujarat	198773	235524	284973
13	Haryana	228200	314757	303118
14	Himachal Pradesh	414249	389699	406108
15	Jharkhand	45995	154731	167785
16	J&K	60845	86477	58568
17	Karnataka	636378	561870	636502
18	Kerala	858143	923366	977479
19	Lakshadweep	371	514	1173
20	Madhya Pradesh	280333	316195	421365
21	Maharashtra	4156343	4389098	4408916
22	Manipur	1908	2769	3260
23	Meghalaya	6773	8664	8027
24	Mizoram	800	921	798
25	Nagaland	3304	2585	2769
26	Odisha	66675	71426	66971
27	Puducherry	42624	83291	106153
28	Punjab	204074	255449	242367
29	Rajasthan	1437162	1525574	1475311
30	Sikkim	31698	49175	38479
31	Tamil Nadu	3990490	4657630	4684707
32	Telangana	153966	75171	126078
33	Tripura	11853	26688	34886
34	Uttar Pradesh	2054420	2909735	3104062
35	Uttarakhand	97683	101966	105882
36	West Bengal	1245230	1375740	1489500
	<b>Total</b>	<b>19951026</b>	<b>22334031</b>	<b>23326163</b>

(Source: State/ Union Territory Tourism Departments)

**THE REGION-WISE NUMBER OF FTVS DURING 2013, 2014 AND 2015**

Region (*)	2013	2014	2015
West	6575215	6994179	7146094
South	5766266	6385410	6784620
North	5400990	6405494	6628812
East	2123735	2431405	2647993
North East	84820	117543	118644

Above table shows that 44.08 lakh tourist visited in Maharashtra in 2015 which Ranks first in India as compare to other states. Latest authentic data of tourists visited in Maharashtra is not available but it defiantly more than 45 lakh.

### **The opportunities for Travel and Tourism development in Maharashtra:**

Maharashtra offers attractions of varied kind. It offers natural attractions in the form of lakes, beaches, hill stations, wild life sanctuaries etc. Manmade attractions are forts, caves, palaces etc. It also enjoys unique position in the realm of rock cut architecture, because of its peculiar rock characteristics of Satpuda and Western Ghat. Apart from Mumbai, Pune, home of Maratha leader, Aurangabad once the seat of the Mughal Empire now 'Tourism capital Maharashtra', Maharashtra has a score of pilgrimage destinations, ranging from the ones that center around mythology (e.g., Nasik; Pandharpur) and those celebrating the achievements of religious leaders and reformers (Shirdi, Haji Ali Shrine) to new age pilgrimage destinations such as the Osho Commune at Pune. Nasik is one of the four sites of the KumbhMela. The scenic 720 km long coastline of the Konkan has been included for development as tourist circuit has unexplored beaches. Maharashtra is the first state to declare a tourism district for tourism development. Sindhudurg is the first district in Maharashtra to be declared as a tourism district. . The Vidarbha region, northern part of Maharashtra, features dense forest. It is home to several wildlife sanctuaries and national parks. The state has launched Unlimited Maharashtra advertising campaign through newspapers and television channels to attract tourists as it is considered as low season.

Maharashtra has a greater potential of the development of the travel and tourism due to the good natural condition, variety of rural tradition, diverse agricultural products, rural festivals, folk dance, agro based industries, Kokan coast, thousands of livestock, agricultural land and culture of Maharashtra which mostly reflects in rural area. In Maharashtra Mumbai Nashik, Aurangabad, Kolhapur, Sangali, Nagpur, Jalgaon, AhamdnagarThane, Sindhudurg and Raigad are major districts which have grate potential for travel and tourism development in future. It require proper planning and government support. For example in the case of Nashik District, it is possible to attract urban tourists from Mumbai, Pune and Aurangabad. They can visit within one day to such centres and spend one holidays with their family. It refresh them from their daily urban routine. Tourist from outside the countries also attract with help of proper marketing.

Tourism creates direct employment in the sector of accommodation, transport, travel agencies and tour operators while indirect employment creates in the sector like custom, airport resorts, laundries, food products and so on. Invisible export or imports are more valuable than visible. It includes Transport services, banking services, insurance services, tourist trade services etc.

The economic advantage can be computed on the basis of domestic as well as foreign tourist



arrivals in India and their expenditure at the tourist site, accommodation, food and beverages and transport etc. As per the Tourism Policy 2016 Additional incentives for women have been introduced and which will definitely help in the process of entrepreneurial development in women.

Maharashtra offers the adventure lovers over 45 adventures to choose from across its length and breadth. It has over 550 forts to visit including over 20 Sea Forts, 720 km of coastline, the incredible vistas of its western ghats that has superb wildlife and camping possibilities. From water to land to aero, there is a host of adventures to choose from. Maharashtra has tremendous potential for Nature Tourism. Many private and public organizations have begun unique and innovative forms of nature tourism. Maharashtra boasts of a large number of popular and revered religious venues that are heavily frequented by locals as well as out-of-state visitors.

#### **The problems of Travel and Tourism development in Maharashtra:**

Though Maharashtra has a greater potential of the development of the travel and tourism but still state not develop in this travel and tourism sector as per their potential. There are some problems in the process of travel and tourism development in the state. If all factors related travel and tourism co-operated to each other and do combine efforts then defiantly intensity of such problems will be minimized. Important problems of travel and tourism are lack of perfect knowledge about the travel and tourism function, weak communication skill and lack of commercial approach of the small tour operators, lack of capital to develop basic infrastructure for the travel and tourism, lack of organized sector in the travel and tourism industry, ensuring hygiene and basic requirements visitors, sufficient support of government, poor road network and medical facilities in rural area, lack of proper data collection and feedback information about tourism and self-willing of peoples to starts travel and tourism as an allied activity with other businesses.

Apart from this the following are some major problems which affects the growth of tourism in Maharashtra. Transport network, Affordable accommodation, Communication and information network, Terrorism, Communal riots, Contagious diseases, Interpreters in case of foreign tourists, Income of people and economic factors, Political situations, Technical factors, Sales and promotional problems, Reliance on natural resources and Absence of Marketing.

The major problem for the development of tourism, government promoting tourism is not a priority. Another factor is policy paralysis and poor co-ordination among the different agencies— Maharashtra Tourism Development Corporation (MTDC), Mumbai Port Trust (MPT), State Maritime Board (SMB), Ministry of Defence (MoD), Ministry of Environment and Forest (MoEF), etc.

**Measures for Travel and Tourism development in Maharashtra:**

- 1) Monetization of existing land bank with MTDC
- 2) Improving tourism infrastructure throughout the state by various concerned departments.
- 3) Promotion of tourism as an attractive sector for employment
- 4) A District Tourism Promotion Committee (DTPC) to be formed
- 5) The districts of Nagpur, Aurangabad and Sindhudurg will be earmarked as special tourism districts
- 6) The state will notify other special tourism zones /estates as when required. These regions will be given additional incentives and incentive period. In addition, special marketing assistance will be given to them to promote them as major tourism destinations of the state

**Conclusions:**

Travel and tourism is an innovative activity. It has a great capacity to create additional source of income and employment opportunities to the peoples. Maharashtra has a greater potential of the development of the travel and tourism. Maharashtra Tourism Development Corporation (MTDC) is pioneer in the development and marketing of tourism concept in Maharashtra. By analyzing the present situation, Public Private Partnership (PPPs) is a new and emerging intellectual concept in tourism to enhance the private participation with public organization (state owned industry), to initiate necessary reforms in public sector that would help to achieve equitable tourism development. In Maharashtra Mumbai, Nashik, Aurangabad, Kolhapur, Sangali, Nagpur, Jalgaon, Thane, Sindhudurg, Raigad are major districts which have great potential for tourism development in future. It requires proper planning and government support. Tourism is a one of the business activity. So, peoples have must of commercial mind and some marketing techniques for the success.

For the better success of tourism, marketing is very important, therefore techniques like publicity of tourism center by newspapers, television and use all possible advertisement means, develop contacts with the schools, colleges, universities, NGOs, clubs, organizations etc. is vital. To train the staff members for reception and hospitality to understand about the customers need and their expectations and then serve. Develop the website and update time to time for attract foreign tourist. Take their feedback and comments about the services, which is provided. Develop a good relationship with the tourist for future business and chain publicity. Provide the proper information regarding the bus, railway and other modes of transportation with update timetable to the tourists. MIDC, ATDC, and others for to frame future proper planning to develop and promote tourism in Maharashtra. To overcome the problems of tourism there is a need to establish the training center in this field. Government should support to tourism by providing infrastructure and financial help with subsidy. MTDC can play vital role to promote the tourism with research activities and help as government representative. MTDC must start training centers with co-operation of other agencies.

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## WOMEN IN SERVICE SECTOR

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### Abstract

*Women in India have gone through various changes in the few years. Women hold various positions like President, prime minister, speaker of loksabha, governors etc. Through this paper it is an attempt to understand the role of women in the service sector and to focus attention on the various challenges and issues faced by women. There are various fields today where women are working, as stated in the paper but researcher has tried to focus mainly on the four main sectors of women which is agriculture, household services, educational service and bureaucracy.*

**Keywords :** Service sector, educational service, household, bureaucracy.

### Methodology:

Researcher has tried to focus on the above sector through the secondary data through research papers, journals, website, and reference books.

### Introduction:-

Service sector dominates the Indian economy today. The net profit margin is highest in the service sector. There are three economic sectors namely manufacturing, tertiary and the agriculture sector. Manufacturing sector contributes to 30.02% of total India's GVA, Service sector contributes to 52.9% of total India's GVA and 7.68% of total global agricultural output. As the above figures indicate that service sector is playing a dominant role in India's GDP. India's service sector consists of the services like transport, health care, communication, tourism, real estate, insurance, financing, social and personal services, storage and communication, courier services etc. As per the latest 2015-16 data service sector contributes to 66.1% to GVA.

The working age for the women in India is considered as 15-59 years of age. According to the 2011 census India's total female population is 586 million. Majority of female workers in India are unskilled and has only basic education. They are working with poorly paid jobs with minimum daily wages and with no securities for the job.

As per the data collected and published by the national sample survey organization from one lakh households the common nine fields where women are working are:-

- Agriculture

- Health care services
- Household services
- Schools/ Educational field
- Grocery stores
- Construction
- Tobacco
- Personal care
- Bureaucracy

Researcher has tried to focus on the major four sectors of women mainly, agriculture.household, educational, and bureaucracy. The main aspects focused here are the position of women in that sector and the issues and challenges faced by that women in that sector.

#### **Agriculture Sector:**

Women in agriculture sector or services related to agriculture are large in India. In the rural India 84% of women are dependent on agriculture. They play the major role in the unskilled work.The major contribution of women is in 46% in tree plantation,39% in vegetable production,46 % in cotton cultivation. From women the services like sowing,weeding,planting etc are taken and paid for ,but are not considered farmers.

Challenges or issues faced by Women in agriculture sector:-

- 50 to 70% of women are illiterate in the agriculture field.
- Their services in agriculture are undervalued and underpaid.
- They are also responsible for household chore for which they have to sacrifice the productive time in their services.
- There is uneven distribution of land in the name of women.
- They hardly have ownership of land on their name. Even if they have they are not having the decision making rights.

Few improvements in this sector:-

- Women now prefer for organic farming.
- They are provided with the training for quality, and for the use of technology.
- Women are organized through the self help group , working in the agriculture sector.
- Women in agriculture are provided with the training in new equipments and also provided with the financial assistance for the purchase of these equipments.
- ICAR (Indian Council of Agriculture and Research) undertake research in the issues of women in agriculture.

**Household Services :-**

Women are largely involved with household services more in the urban sector. It includes the services like cleaning, washing, baby sitting, cooking, taking care of the elderly etc. these women are mostly ill-literate and that's why opt for these services. This sector is also unorganized sector where all the workers are paid different wages.

Issues related to Household women workers:-

- Wages for these female workers are self regulated.
- They change according to the locality in many cities in state of Maharashtra and are true in major cities in India.
- For many of the services there are intermediaries like agencies, who decide the wages due to which the women workers are exploited in the cases.
- Minimum wages are not specified in these services.
- Time rated calculations are expected in the wage payment but not commonly practiced.
- There are wage cuts faced by these women workers if they take leave.
- No weekly holidays for these workers.

There are certain steps taken in the interest of these worker

- They are majority of the cases given at least two paid leaves in a month.
- Financial aid is being provided for the education of their kids.
- Many trade unions are working for the rights of these workers.

**Women in Educational field:-**

Women are playing a dominant position in the educational field. In the urban area women teachers outnumber men which is only 5-10% males working as teachers. These changes are seen mostly after liberalization. Female to male ratio today is increased 44 to 90% female .

Reasons for preference for this job:-

- Better pay packages
- Lesser working hours as compared to the corporate
- Better skills than men for teaching and understanding the children psychology like affection, patience, honesty, discipline.
- Satisfaction of job is also high in this job.
- The presence of women teachers has shown increase in the admission of girl students.

Challenges faced by the women teachers:-

- Mental harassment at the work place.
- Less time left for the knowledge improvement or academic up gradation as they have to do



many other routine administrative work other than teaching.

- Gender bias faced at the time of promotions for the higher post.
- Balancing work and family.
- Highly politicized recruitment policies
- Lower income as compared to other professions.

But still these services are preferred by the women as it is one of the noble profession.

### **Bureaucracy:**

Indian women are rising in number in choosing bureaucracy as career option which shows a very positive graph of increasing women in this sector. The number is now increasing but let's see it in the figures which shows that women percentage working in the central government is 7.53% of which 24% are in All India civil services, 18.5% in IPS and 18% in Indian foreign services. These are all women working at the higher levels.

Issues /Challenges faced by women bureaucrats:-

- Male dominant society, so they do not like females in the same or at higher position.
- Balancing marriage and career
- The women bureaucrats are given social sector as considered incapable of handling key sectors.
- No support from mail counterpart in various major decisions taken while working.
- Giving more working hours, as mostly all the important decisions are taken after working hours.
- Sexual harassment.

### **Conclusion :**

From the above paper researcher has tried to portray the women role in the service sector and understand the challenges and the changing positive side of these sectors. Though there are also issues discussed but the above fields are showing a rising graph for women in all the sectors. But due to time constraint researcher could focus on the only four leading services where as there are many other sectors where women are playing an important role.

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## भारतातील विमा क्षेत्रातील रोजगाराच्या नव्या संधी

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**प्रस्तावना :-** भारतामध्ये विमा व्यवसायात मोठ्या प्रमाणावर रोजगाराच्या संधी उपलब्ध आहेत. देशाची लोकसंख्या १२५ कोटी पेक्षा जास्त आहे. लोकसंख्या जसजशी वाढते तसा देशासमोर रोजगाराची समस्या अर्थव्यवस्थेला भेडसावत असते. त्यामुळे विमा व्यवसायाचा विचार केल्यास या क्षेत्रात नव्या संधी मोठ्या प्रमाणात आढळतात. जीवन जगत असतांना कोणते संकट केव्हा येईल हे सांगता येत नाही, प्रत्येक व्यक्तीला असुरक्षिततेची भावना निर्माण झाल्यामुळे संकटकाळी कोणी मदत करत असेल तर ते क्षेत्र म्हणजे विमा क्षेत्र होय. म्हणूनच विम्याची पॉलीसी प्रत्येकजण काढतांना दिसतात. थेंबे थेंबे तळे साचे या म्हणीप्रमाणे विमा कंपनीकडे मोठ्या प्रमाणावर पैसा हा एकवटतो आणि त्यातूनच संकटाच्या वेळी विमा कंपनी ही मदत करतांना आढळते. विमा क्षेत्राचा विचार केल्यास आजपर्यंत मोठ्या प्रमाणावर रोजगारांच्या संधी उपलब्ध केल्या आहेत आणि आजही या क्षेत्रात वाव आहे. आजच्या घडीला विमा क्षेत्रात ५० विमा कंपन्या २५० हून अधिक विमा ब्रोकर, ५०० हून अधिक कार्पोरेट एजंट, हजारो रिटेल मॉल विम्याचा व्यवसाय करीत आहेत. त्यामुळे विमा क्षेत्रात किती संधी उपलब्ध आहे हे सहज लक्षात येईल.

**विम्याचे महत्व :-**संकटाचा सामना करण्याची कृत्रिम ताकद जर कशात असेल तर जनरल इन्शुरन्स आणि आयुर्विमा महामंडळात आहे असे म्हटले तर वावगे होणार नाही. आकस्मिक संकटाचा पासून सावरण्यासाठी आयुर्विमा महामंडळ मदतीला धावते. एकीकडे विमाधारकाचा फायदा तर दुसरीकडे विमा कंपनीमध्ये काम करणारे कर्मचारी, अधिकारी, एजंट, एजन्सी, यांना रोजगार मिळवून देण्यात हातभार लावण्यास आयुर्विमा तसेच जनरल विमा कंपन्या त्याचप्रमाणे खाजगी विमा कंपन्या, बँक इत्यादींना फायदा होतांना दिसतो.

**गृहितक :-** विमा व आयुर्विमा त्याचप्रमाणे खाजगी विमा कंपन्यामध्ये रोजगाराच्या संधी उपलब्ध आहेत.

**संशोधन पध्दती :-**शोधनिबंधासाठी प्राथमिक स्रोताचा वापर त्याचप्रमाणे आयुर्विमा कार्यालयातून मिळालेले अहवाल, नियतकालिके, वर्तमानपत्रामधील लेख, इत्यादींचा वापर संशोधकाने केलेला आहे.

आयुर्विमा म्हणजे काय? साधारणपणे असे म्हणता येईल की, एखादी घटना घडल्यानंतर विमेदाराला किंवा तो नसेल वारसाला विम्याची रक्कम मिळण्याची ज्यात तरतूद केलेली असते असा एक करार म्हणजे आयुर्विमा होय. भारतीय आयुर्विमा महामंडळाची स्थापना १ सप्टेंबर १९५६ रोजी झाली. त्यादिवसापासून एलआयसी ला व्यवसाय करण्याचा अधिकार प्राप्त झाला.

**विमा क्षेत्रातील रोजगार :-** विम्याचे मुख्यतः दोन प्रकार पडतात त्यात लाइफ आणि नॉन लाइफ हे असून हेल्थ



इन्शुरन्स हा एक स्वतंत्र प्रकार म्हणून उदयास येत आहे. साधारणपणे भारतीय आयुर्विमा महामंडळ, जनरल इन्शुरन्स कंपनी, खाजगी विमा कंपन्या, विमा पॉलिसी देणा—या बँका इ. या क्षेत्राच्या कक्षा रुंदावलेल्या आहेत. अंडररायटिंग, अकाउंट, मॅनेजमेंट, गुंतवणूक, क्लेम मॅनेजमेंट, कस्टमर सर्व्हिस, लीगलसेल, मेडिकल, रीसर्च, आय. टी. डाटा मॅनेजमेंट इ. अनेक विभाग आहेत या प्रत्येक ठिकाणी असिस्टंट क्लार्क, रेकॉर्ड क्लार्क, पासून उच्च शिक्षित तज्ञांची मागणी आहे. विमा क्षेत्रात एन्ट्री लेवलला दोन लाखापासून ते १० ते १२ लाखाची पॅकेज मिळतात. या सर्व सेवा देण्यासाठी विविध प्रकारच्या विमा प्रशिक्षित माणसाची गरज असते. साधारणपणे पदवीधर झालेली कोणतीही व्यक्ती विम्याचे अभ्यासक्रम पूर्ण करून या क्षेत्रात करीयर करू शकते. मेडिकल चाचणी करण्यासाठी डॉक्टर, सी.ए, वकील, संगणक तज्ञ, इत्यादींची गरज आहे. या क्षेत्रात मोठ्या प्रमाणावर तरूणाईला वाव आहे. या कंपन्यांनी शहरी आणि ग्रामीण भागातील सुशिक्षित तरूणांपर्यंत जर पोहचल्या तर मोठ्या प्रमाणात व्यवसाय तर होईलच त्याबरोबर रोजगारांच्या संधी उपलब्ध करून देण्यात सिंहाचा वाटा उचलल्या जाईल. सद्यपरिस्थितीत आयुर्विमा भारतातील एकूण लोकसंख्येच्या तुलनेत फक्त ३० टक्के लोकांपर्यंत पोहचली आहे. शिवाय आरोग्य, वाहन, अपघात, घर, उदयोग, व्यापार किंवा मानवी क्षेत्रांशी संबंधित इतर सेवांचाही झापाट्याने प्रचार—प्रसार होत आहे. विम्याचे संरक्षण कवच देणार्या सर्व सेवांसाठी १२५ कोटी लोकसंख्या म्हणजे फार मोठी खुली बाजारपेठ देशात उपलब्ध आहे.

भारतीय व्यक्तीं आजही विम्याला मृत्यू पश्चात किंवा गंभीर आजारांच्या काळात लाभ देणारी आर्थिक सवलत असेच समजतो किंवा तशी सामुहिक मानसिकता आहे. जगाच्या बाजारपेठेत आर्थिक क्षेत्रात अनेक बदल होतांना विमा क्षेत्रातील संकल्पना बदलेल्या पाहावयास मिळतात. रोजगारांचे साधन म्हणजे विमा व्यवसायाचे स्वरूप अशी संकल्पना रूढ झालेली पाहावयास मिळते.

**विमा व्यवसायात संधी** :— आजही देशात साधारणपणे तीन चतुर्थांश भारतीयांकडे विमा उतरविलेला नाही. ज्यांनी विमा पॉलीसी काढलेली आहे तीही आयुर्विमा पॉलिसी आहे. हे जर लक्षात घेतले तर विमा क्षेत्रात अमर्याद अशा संधी उपलब्ध आहेत. पुढील दशकात मोटार विम्याचे प्रमाण वाढण्याची शक्यता नाकारता येत नाही त्याचप्रमाणे आरोग्य विम्याच्या प्रमाणातही वाढ होईल. खाजगी विमा कंपन्यांची देखील भरभराट होवून भारतात विमा व्यवसायात स्पर्धेत वाढ होवून विमा ग्राहकांचा जास्तीत जास्त फायदा होईल. आरोग्य विम्याचे प्रमाण ३० टक्के वाढण्याची शक्यता आहे. अशा स्थितीत सरकारी आरोग्य विम्याचे प्रमाण वाढेल. गरीब आणि मध्यमवर्गियांना आरोग्याच्या अदययावत सोयीचा फायदा घेता येईल. याचबरोबर खाजगी विमा कंपन्यांची व्याप्ती देखील वाढेल. भारताप्रमाणे लॅटीन अमेरिका आणि पूर्व युरोपातील अनेक देश उदारीकरणाचे धोरण स्वीकारत असल्यामुळे या देशात देखील विस्तार होईल. गेल्या दशकात आयुर्विमा व्यवसायाची १८ टक्के दराने वाढ झाली तर सर्वसाधारण विमा १६ टक्के दराने विकास झाला. आयुर्विमा, आरोग्य विमा, मोटार विमा, पीक विमा, आगीचा विमा, अशा अनेक उत्पादनाची

व्याप्ती वाढून या क्षेत्रात मोठ्या प्रमाणावर संधी उपलब्ध होत आहेत. सध्या जवळपास ५० कंपन्या विमा व्यवसायात कार्यरत आहेत. देशीय आणि अंतरदेशीय कंपन्यांच्या संयुक्त विद्यमाने सेवा देत व्यवसाय करतांना आढळतात. असे असले तरी तळागाळातील ग्रामीण भागापर्यंत यांची पाळेमुळे पोहचलेली नाहीत हे तितकेच खरे आहे.

**आयुर्विमा आणि सर्वसाधारण विमा कंपन्यांतील संधी :-** सध्या बाजारात भारतीय आयुर्विमा महामंडळाची मक्तेदारी असून आयुर्विमा बाजारात एलआयसीचा ७२ टक्के हिस्सा आहे. एलआयसी शिवाय एचडीएफसी स्टॅण्डर्ड, आयसी आय सी आय प्रुडेंशिअल, बजाज अलायन्स, एसबीआर यांची हिस्सेदारी वाढतांना दिसत आहे. तर सर्वसाधारण विमा विभागात मोटार विमा व्यवसायाची ४३ टक्के हिस्सेदारी आहे. या खालोखाल आरोग्य विमा २२ टक्के आणि आगीचा विमा व पिकविमा यांचा देखील समावेश आहे.

आयुर्विम्याची मक्तेदारी असलेल्या क्षेत्रात विदेशी गुंतवणुकीची मर्यादा २६ टक्यांवरून ४९ टक्के केल्यामुळे विमा क्षेत्रात मोठ्या संधीची अपेक्षा व्यक्त केल्या जात आहे.

**विदेशी गुंतवणूकीमुळे निर्माण होणाऱ्या संधी :-** विमा क्षेत्रात विदेशी गुंतवणूकीची मर्यादा वाढविल्यामुळे या क्षेत्रात जागतिक स्तरावरील आघाडीच्या कंपन्या भारतीय बाजारपेठेत येतील त्यांना देखील आयुर्विमा, सर्वसाधारण विमा, आरोग्य विमा या व्यवसायात मोठ्या संधी उपलब्ध आहेत. परिणामी विमा घेण्यास इच्छुक असणाऱ्या ग्राहकाला संरक्षण त्याचप्रमाणे अनेकविध प्रकार उपलब्ध होतील. एफ.डी.आय. निर्णयाचा फायदा जीवन विमा आणि सर्वसाधारण विमा सेवा क्षेत्रातील देशी व विदेशी कंपन्यांना मोठ्या प्रमाणावर होईल. विमा क्षेत्रात एफ.डी.आय ची मर्यादा ४९ टक्के पर्यंत वाढविण्याचा केंद्रसरकारचा सर्वात मोठा निर्णय ठरला आहे. यामुळे विमा सेवा क्षेत्रात मोठ्या प्रमाणावर भांडवल प्राप्त होण्याच्या संधी निर्माण झाल्या आहेत. त्याचप्रमाणे विमा कंपन्यांकडून माहिती व तंत्रज्ञान क्षेत्रात मोठी गुंतवणूक होण्याची शक्यता देखील नाकारता येत नाही. सेवेची तत्परता वाढविण्यासाठी डिजीटल माध्यमांचा वापर वाढल्यामुळे सन २०२० पर्यंत विमा सेवा व्यवसाय आजच्या तुलनेत २० पट वाढेल असे तज्ञांचे मत आहे.

इडीने ज्या विमा कंपन्यांना १० वर्ष पुर्ण झाली आहेत त्यांना भांडवलाची गरज भागविण्यासाठी प्रारंभिक समभाग विक्री योजनेला परवानगी दिली होती. त्यानुसार थेट भांडवली बाजारातून निधी उभा करण्याचा मार्ग मोकळा झाला आहे. त्याचबरोबर विदेशी गुंतवणुकीची मर्यादा वाढविण्यात आल्याने विमा कंपन्यांचा विस्तार होण्यास मदत होईल. सन २०२० पर्यंत विम्याची उलाढाल १ लाख कोटी डॉलरच्या ही पुढे जाईल असा अंदाज बांधला जात आहे.

**आयुर्विमा महामंडळाच्या संधी :-** आयुर्विमा महामंडळाला १ सप्टेंबर २०१६ रोजी ६० वर्ष पूर्ण झाली. महामंडळ स्थापन करतांना केंद्र शासनाने ५ कोटी भांडवल गुंतवले होते. सन १९५६ मध्ये विमाच्या हप्त्याद्वारे मिळणारी

रक्कम ८८.६५ कोटी होती. त्यावेळी महामंडळाकडे ९.४१ लाख विमा पॉलीसी होत्या. सन २०१३-१४ मध्ये महामंडळाने ३ कोटी ४५ लाख १२ हजार पॉलिसीची विक्री केली. महामंडळाचे या वर्षाचे एकूण उत्पन्न ३ लाख ८५ हजार ५०१ कोटी पेक्षा जास्त आहे. सध्या स्थितीत ३० कोटीहून अधिक विमाधारक आहेत. १२५ कोटी लोकसंख्या असलेल्या देशात ही संख्या अगदी नगण्य अशी आहे. त्यामुळे आयुर्विमा महामंडळाला मोठ्या संधी उपलब्ध असल्याचे निर्दर्शनास येते.

**ग्रामीण भाग आणि विमा संधी :-** आजही ग्रामीणभागात आयुर्विमा, सर्वसाधारण विमा, पीक विमा उत्पादने पोहचलेले नाही. देशातील बहुतांश जनता ही ग्रामीण भागाशी निगडित आहेत त्यांच्यापर्यंत आयुर्विमा महामंडळ, खाजगी विमा कंपन्या जावून पोहचल्या तर या भागातील बेरोजगारांना रोजगारांच्या संधी उपलब्ध होतीलच त्याचबरोबर विमा सेवा उत्पादने पोहचण्यास मदत देखील होईल. ग्रामीण भागातील कमी प्रिमीयम असणारी उत्पादने विमा कंपनीने तयार करायला हवीत जेणेकरून ग्रामीण भागातील लोकांना संधीचा फायदा घेता येईल. खाजगी व सार्वजनिक कंपन्या असल्यामुळे खाजगी कंपन्याशी स्पर्धा जर झाली तर कमी प्रिमीयमचा फायदा जनतेला होउ शकतो.

**समारोप :-** देशात आजही ग्रामीण भागापर्यंत आयुर्विमा व सर्वसाधारण विम्याचा प्रसार झालेला आढळत नाही. या क्षेत्रात मोठ्या संधी उपलब्ध आहेत. खेडेगावात त्या भागातील बेरोजगारांना योग्य ते प्रशिक्षण दिल्यास त्या भागात विम्याचा प्रसार होण्यास मदत होईल. स्त्री अभिकर्त्यांची देखील नेमणूक होणे गरजेचे आहे. ग्रामीण भागात देखील कुटूंबावर आर्थिक संकटे येत राहतात परंतु तुलनेने आयुर्विमा अथवा विमा यांचे फायदे ग्रामीण जनतेला होतांना आढळत नाही. या हेतूने विमा क्षेत्रातील कंपन्यांनी लक्ष द्यावयास हवे जेणेकरून त्यांचे फायदे तळागाळातील लोकांना होण्यास मदत होईल. त्याचप्रमाणे इतर देशाशी तुलना करता आपल्या देशात प्रगत देशाच्या तुलनेत विमा व्यवसाय अगदी नगण्य आहे. त्यामुळे या संधीचा शहरी व ग्रामीण भागात घेता येईल.

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६. म.टा विमा कंपन्या इंटरनेट लाटेवर स्वार, एम.एन.राव फेब्रुवारी १६, २०१२



## ROLE OF BANK OF MAHARASHTRA IN PROMOTING FINANCIAL INCLUSION IN INDIA

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### Abstract :

*Bank of Maharashtra is the premier bank of Maharashtra, known as a common man's bank since inception, its initial help to small units has given birth to many of today's industrial houses. The Bank has the largest network of branches by any Public sector bank in the state of Maharashtra. The Bank was founded by a group of visionaries led by the Late V. G. Kale and the Late D. K. Sathe and registered as Banking Company on 16 September, 1935 at Pune. Today, Bank of Maharashtra has over 15 million customers across the length and breadth of the country served through 1895 branches in 23 states and 2 union territories As on 05.04.2016. Bank of Maharashtra is a major public sector bank in [India](#). Government of India holds 81.61% of the total shares.*

**Key Words : Role of Bank of Maharashtra, Promoting Financial Inclusion in India**

### Introduction :

Bank of Maharashtra is a nationalized, premier bank of Maharashtra, operating in the country, registered on 16th Sept 1935 with an authorized capital of Rs 10.00 lakh and Commenced business on 8th Feb 1936.

Known as a common man's bank since inception its initial help to small units has given birth to many of today's industrial houses. After nationalization in 1969, the bank expanded rapidly. It now has 1895 branches (as of 04 April 2016) all over India. The Bank has the largest network of branches by any Public sector bank in the state of Maharashtra. The Bank was founded by a group of visionaries led by the Late V. G. Kale and the Late D. K. Sathe and registered as Banking Company on 16 September, 1935 at Pune.

Today, Bank of Maharashtra has over 15 million customers across the length and breadth of the country served through 1895 branches in 23 states and 2 union territories As on 04.04.2016.<sup>1</sup>

The Bank attained autonomous status in 1998. It helps in giving more and more services with simplified procedures without intervention of Government.

Bank is the convener of State level Bankers committee. Bank offers Depository services and Demat facilities at 131 branches. Bank has a tie up with LIC of India and United India

Insurance Company for sale of Insurance policies. All the branches of the Bank are fully computerized. All Employees, posted in South Ex branch are doing excellent work for Bank.

Its logo is made of the following items :

- The DEEPMAL-with it's many lights rising to greater heights.
- The PILLAR-our institution symbolizing strength.
- The diyas- branches symbolizing services.
- The three M's symbolizing --mobilization of money --modernization of methods and Motivation of staff.<sup>1</sup>

### Theoretical Background:

The Reserve Bank of India (RBI) advised the State Level Bankers Committee (SLBC) of all States / Union Territories to prepare a Road Map of Villages with population more than 2000 to provide banking services through banking outlets. Accordingly, all SLBCs submitted the Road Map to RBI before March 31, 2010. The original target date of achieving the target was March 31, 2011 which was extended to March 31, 2012. The RBI, Central Office, RPCD, Mumbai, is monitoring the progress in opening of banking outlets in respect of these villages based on quarterly reports submitted by SLBCs.

As per the Central Office Statement for the position as on June 30, 2011, all banks together had opened banking outlets in 32,144 villages (43 per cent) as against the total of 74,386 villages included in the Road Map of villages with more than 2000 population. Of which, branches were opened in 809 villages and Business Correspondents (BCs) model outlets opened under others category.

As per the RBI, RPCD, Central Office Statement, Maharashtra State was the sixth top most achiever in implementing financial inclusion in 1910 villages as against the total of 4292 identified villages in the Road Map of Villages with population more than 2000. Of which, BC model banking outlets had been implemented in 1878 villages. As per the information available with SLBC, Maharashtra, as on March 31, 2011, the banks could implement financial inclusion in 1,692 villages as against the target of 2,742 villages fixed for 2010-11 thus achieving 62 per cent of the target. Of which, BC Model was implemented in 1666 villages, branches were opened in 20 villages and six villages were covered under other models. In the last quarter of 2010-11, financial inclusion was implemented in 800 villages thus accounting for approximately 50 per cent of the target. Also, the bank-wise analysis of SLBC, Maharashtra data revealed that 'Bank of Maharashtra' was one of the top most achiever with 108 per cent of the target for 2010-11 and Central Bank of India was one of the low performing banks with 31 per cent

achievement

**Research :**

Maharashtra state ranks IInd in the Index of Financial Inclusion (IFI).<sup>1</sup> Bank of Maharashtra is a premier bank in Maharashtra and occupies the fundamental position as ‘lead bank’ in - Aurangabad, Jalna, Nashik Satara, and Thane.<sup>2</sup> With its roots in Maharashtra, Bank of Maharashtra (BOM) have expanded over the years, have a pan- Indian presence and are recognized well for their social commitments. The Bank has stepped into its 75th year of service, with a total business of over Rs. crore, having 15 million customers and network of 1895 branches.

In the whole gamut of “inclusive growth” process, financial inclusion constitutes an important corner stone to reach out to “excluded” section of the society, the ‘Aam admi’, particularly the poor people, the people in unorganized sector, in rural areas, which are not catered to by formal financial institutions, especially banks and Financial Institutions and this requires a high level of penetration. With the experience gathered over last seven and a half decades, Bank of Maharashtra can and will play a definite catalytic role in stimulating the commercial ties between the financial services and the people who need them.

**Findings :**

The Bank has done well to complete networking and interconnectivity of all its branches across India through core banking solutions (CBS). They have been participating in our endeavor to promote financial inclusion with measures like ‘No Frill Accounts’, ‘simplified account opening’, ‘KYC Procedure’, apart from meeting Priority Sector targets.

With over 54 per cent of the branches located in rural and semi-urban areas, The Bank has set up a Trust viz. Mahabank Agricultural Research and Rural Development Foundation (MARDEF), for providing Credit Plus services to the farmers; their Gramin Mahila via Balak Vikas Mandal (GMBVM) Trust would also help in forming, nurturing, training and linkage of self-help groups. 25000 Self Help Groups are being financed making it a total of more than 75000 SHGs financed by them. Today, the Bank has adopted 75 more backward villages for an integrated development for basic infrastructure in sanitation, healthcare, education, energy and water conservation in these villages.<sup>2</sup>

**Suggestions :**

Bank of Maharashtra is the common man’s bank; it can understand the needs of common person’s. Financial Inclusion is a path to overcome the virus of poverty, which is engulfing the rural population There is no doubt that, the bank can be an important catalyst of growth in the rural sector.



**Conclusion :**

The Bank of common person's (Bank of Maharashtra) is in the very best pursuit of 100 percent financial inclusion and can definitely take a place of pride in the Indian Banking landscape.

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**भारतातील सेवा उद्योगाच्या वाढीतील समस्या**

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**अ) सेवा संकल्पनेच्या व्याख्या**

१. सेवा हे असे एक प्रधान खर्च आहे की, ज्यामध्ये कोणत्याही प्रकारचे भौतिक वस्तुंचे उत्पादन होत नाही, तर सेवा म्हणजे ग्राहक व विक्रेता (सेवा पुरविणारा) यांच्या झालेल्या व्यवहाराचा वस्तु रहीत भाग होय. — सेवा इंडस्ट्रीज जर्नल
२. सेवा हे असे कार्य किंवा फळ आहे का, ते एकाकडून दुस-या व्यक्तीकडे हस्तांतरित होते आणि जे अदृश्य स्वरूपात असते. त्यामध्ये कशाचीही मालकी नसते. सेवा ही एखाद्या वस्तु बरोबर किंवा प्रत्यक्ष वस्तुशी संबंधित नसलेल्या स्वरूपातही असू शकते. — आर्मस्ट्रॉंग
३. सेवा या स्वतंत्रपणे ओळखता येतात. सेवा पुरविण्यासाठी कृती ही दृश्य असतेच असे नाही. सेवा दुस-या एखाद्या वस्तुशी किंवा सेवेशी जोडलेली असेल असेही नाही. सेवा उपभोक्त्याची गरज व समाधान पुर्तीसाठी पुरविले जाते. सेवांच्या निर्मितीसाठी दृश्य मालाची गरज असते किंवा नसतेही. —डब्ल्यु.जे.स्टॅटन
४. सेवा म्हणजे कोणतीही कृती किंवा फायदा जो एक पक्ष दुस-यांना देवू शकतो. सेवा या अदृश्य असतात. व मालकीहक्कांच्या हस्तांतरणाचा तेथे प्रश्न नसतो. सेवांचे उत्पादन हे भौतिक/सदृश्य वस्तुंशी जोडलेले असतेच असे नाही. —कोटलर

**ब) सेवेची लक्षणे (features of services)**

१. अविभाज्यता
२. भिन्नता
३. नाशवंतता व मागणीत होणारे बदल
४. सेवांच्या किंमती
५. मालकी हस्तांतरण नाही.
६. अनेकविविधता
७. अमूर्तता

क) सेवांचे स्वरूप/व्याप्ती

ग्राहक सेवा

	ग्राहक सेवा	औद्योगिक सेवा
१	हॉटेल्स,मॉटेल्स	१ व्यवस्थापन सल्लागार सेवा
२	उपहार गृहे	२ अभियांत्रिकी सेवा
	व्यक्तीगत देखभाल सेवा	३ जाहिरात व वृद्धी सेवा
३	(ब्युटीपार्लर,लॉन्ड्री,सलून)	
४	वाहन देखभाल व दुरुस्ती	४ विमा सेवा
५	वाहतुक सेवा	५ वाहतुक सेवा
६	संदेशवहन सेवा	६ वित्तीय सेवा
७	वैद्यकीय सेवा	७ प्रशिक्षण सेवा
८	विमा सेवा	८ संगणकीय सेवा
९	वित्तीय सेवा	९ देखभाल व दुरुस्ती सेवा
१०	कायदेविषयक सेवा	
११	मनोरंजन सेवा	
१२	गृहनिर्माण व दुरुस्ती सेवा	
१३	पर्यटन सेवा	
१४	प्रशिक्षण सेवा	
१५	ऑनलाईन खरेदी सेवा	
१६	संगणकीय सेवा	
१७	इव्हेंट मॅनेजमेंट सेवा	
१८	घरकाम सेवा	
१९	शिक्षण सेवा	
२०	गॅरेज सेवा	
२१	तंदुरुस्ती सेवा (जिम)	

ड) सेवा उद्योगाच्या वाढीतील/विस्तारातील अडथळे –

१. सेवा नाशवंत असल्याने सेवा कार्याच्या नियोजनाचा अभाव.
२. व्यवसायिक हंगामी बदलाचे स्वरूप



३. ग्राहकांच्या खरेदीच्या सवयीतील बदल
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७. सेवांच्या अवाजवी किंमती आकारणे
८. सेवांच्या वितरण साखळीचा अभाव
९. ग्राहक केंद्री सेवांचा अभाव
१०. ग्राहक काळजी कृती आराखड्याचा व वापराचा अभाव
११. ग्राहक व सेवा पुरविणारा यातील परस्पर संबंधांचा अभाव
१२. ग्राहक अपेक्षांकडे दुर्लक्ष
१३. ग्राहक तक्रारींचे निराकरण करण्याकडे दुर्लक्ष
१४. लोककेंद्रीत सेवांचा अभाव(व्यक्त, मन या दोघांकडेही दुर्लक्ष)
१५. ग्राहक प्रशिक्षणाकडे दुर्लक्ष
१६. सेवांच्या गुणवत्ता मापनाकडे दुर्लक्ष
१७. किंमत ठिकाण,इ. होणारे दुर्लक्ष
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## पर्यटन व्यवसायात सेवा आणि संधी

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### प्रास्ताविक –

महाराष्ट्र राज्य हे निसर्ग समृद्ध राज्य असून, येथे पर्यटनाला संधी आहे. महाराष्ट्र पर्यटन विकास महामंडळाकडून पर्यटन वाढीसाठी अनेक योजनांची अंमलबजावणी होत आहे. 2017 हे वर्ष व्हिजिट महाराष्ट्र इयर म्हणून साजरे करण्यात येणार आहे. महाराष्ट्रातील पर्यटनस्थळे वैविध्यपूर्ण असल्यामुळे पर्यटन विकासाला मोठी संधी आहे. परकीय चलन मोठ्या प्रमाणावर मिळवून देणारा आणि रोजगार निर्मितीची प्रचंड क्षमता असणारा पर्यटन हा वेगाने वाढणारा व्यवसाय आहे.

भारतातील विविधता महाराष्ट्रात सामावलेली आहे. युनेस्कोने जाहीर केलेली पाच ऐतिहासिक वारसास्थळे राज्यात आहे. ऐतिहासिक गडकिल्ल्यांपासून ते ऐतिहासिक पर्यटनस्थळांची राजधानी औरंगाबाद अजिंठा, वेरुळ, एलिफंटासारख्या लेण्या, कळसूबाईचे शिखर, महाबळेश्वर, तोरणमाळसारखी थंड हवेची ठिकाणे, देशातीलच नव्हे, तर जगभरातील विविध क्षेत्रातील नागरिक, पर्यटकांना खुणावणारे व्याघ्र, प्रकल्प, विस्तीर्ण आणि नयनरम्य समुद्र किनारे, मुंबई सारखे जागतिक दर्जाचे महानगर, लोणार सारखे सरोवर महाराष्ट्रात आहे.

### अर्थ –

पर्यटन ही संज्ञा प्रवास (Tour) या शब्दाशी संबंधित आहे. लॅटीन भाषेतील TORNOS या शब्दापासून आलेला Tour हा शब्द म्हणजे प्रवास त्याचा मुळ अर्थ वर्तुळ आहे. पुढे याच शब्दापासून वर्तुळाकार प्रवास किंवा पॅकेज टुर्स हा शब्द रुढ झाला.

### व्याख्या –

जागतिक पर्यटन संघटनेने पर्यटकाची व्याख्या केली आहे. जे लोक प्रवास करून आपल्या राहत्या घरापासून ज्या ठिकाणाला/शहरांना भेट देतात, तेथील त्यांचे वास्तव्य कमीत कमी 24 तास व जास्तीत जास्त एक वर्ष असेल त्याला पर्यटक म्हणायचे.

### पर्यटन धोरण –

राज्याने केंद्र शासनाच्या संस्था, पर्यटन संस्था व प्रवासी संस्था यांच्या प्रतिनिधीबरोबर विचार विनिमय करून पर्यटन विकास विषयक धोरण केले.

- तज्ञ व स्थानिक लोकांच्या सहभागातून पर्यटन स्थळांचा नियोजनबद्ध विकास घडवून आणणे.
- विद्यमान पर्यटनविषयक सुविधांमध्ये श्रेणीवाढ करणे.
- युवाक्षेत्रातील व इतर सर्व स्तरातील पर्यटकांना परवडेल अशा सोयी पर्यटनस्थळी उपलब्ध करून देणे.
- राज्याच्या अविकसित भागात रोजगार निर्मिती करणे.

#### विविध योजना :-

- महामंडळातर्फे पर्यटन धोरण अंतर्गत प्रोत्साहन योजना
- निवास व न्याहारी योजना
- सांस्कृतिक महोत्सव

भारतातील एक विकसित राज्य असलेल्या महाराष्ट्राला पर्यटन क्षेत्रात अपार संधी आहे. विशेषतः विदेशी पर्यटक सर्वप्रथम व प्राधान्याने देशातील ज्या दोन महानगरांना प्राधान्य देतात, त्यात दिल्ली बरोबरच मुंबई देखील आहे.

#### कृषी पर्यटन :-

आजही आपल्या देशात 70 टक्के जनता ही ग्रामीण भागात राहते. वाढत्या शहरीकरणामुळे शहर आणि गाव यातील दरीही तेवढीच वाढली असल्यामुळे गाव, गावाकडची संस्कृती, शेती, शेतक-यांची जीवनपध्दती अशा अनेक विषयांपासून शहरी लोक कोसो दूर राहिलेत. आज पुन्हा एकदा गावाकडे चला असं म्हणण्याची वेळ आलीय. शहरी माणसाला या गावाकडच्या मातीची ओढ आहे, तर ग्रामीण भागात शेती सोबत पूरक व्यवसायांची गरज आहे. या दोन्ही गोष्टीची सांगड घालून कृषी पर्यटन ही संकल्पना आपल्या मातीत रुजू लागली आहे.

#### संदर्भ –

- 1) लोकराज्य, जाने – 2017.
- 2) साप्ताहिक सकाळ, डिसेंबर 2016.
- 3) स्मार्ट उदयोजक, जून 2015.
- 4) उदयोजक, जानेवारी 2017.



## बँक सेवेतील आधुनिक प्रवाह — रोखमुक्त आर्थिक व्यवहार

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व्यवहारात रोखतेचे प्रमाण कमी झाले की सर्व प्रकारचे व्याजदर झपाट्याने खाली येतात. कर्जावरील व्याजदर कमी होणे ही सामान्यांसाठी, व्यापारी वर्गासाठी चांगली गोष्ट असली तरी ठेवीवरील व्याजदर कमी होणे हे अनेकांसाठी उपसामार ठरू शकते. कारण भारतात मोठ्या प्रमाणात विधवा, जेष्ठ नागरीक, निराधार व्यक्ती पोस्ट किंवा बँकेमधील ठेवीवर मिळणा—या व्याजावर आपले खर्च भागवतात. ठेवीवरील व्याज दर कमी झाल्यास या वर्गातील लोकांसाठी काही प्रमाणात गैरसोईचे होईल.

हातात रोख स्वरूपात पैसा नसल्यास अनावश्यक खर्च केला जात नाही. प्लास्टिक मनी मोबाईल बँकिंगचा जास्तीत जास्त वापर करण्याचे आवाहन केले जात असतांना पेटिएम,फ्रि—चार्ज, या सारख्या इ—वॉलेट कंपन्यांच्या उलाढालीमध्ये दुपटी तिपटीने वाढ झाली आहे. अगदी भाजी विक्रेते, किराणा व्यावसायिक, फेरीवाल्यांनी पे—टीएम व्दारे पैसे स्विकारण्याचे प्रमाण सध्या वाढू लागले आहे. कॅशलेस व्यवस्थेच्या दिशेने हे एक सकारात्मक पाऊल आहे असे म्हंटले तरी शेतीव्यवसायावर आधारीत असलेली अर्थ व्यवस्था व सुमारे ६९ टक्के लोक ग्रामीण भागातील असल्यामुळे ग्रामीण भागात कॅशलेस अर्थव्यवस्था कितपत यशस्वी होईल हे येणारा काळच ठरवेल. बँकिंग व्यवहाराविषयी सर्वसामान्य माणसाच्या मनात असलेली भिती सर्वप्रथम घालवावी लागेल. आज अनेक बँकांनी डोअर स्टेप बँकिंग सारख्या सुविधा दिल्या आहेत. ग्रामीण भागात यामुळे परिवर्तन होण्याचे चिन्ह आहेत. कर्ज, विमा, हप्ते, ठेवी या सर्व सुविधा आता जवळपास सर्वच बँका देत आहेत. कॅशलेसकडे वाटचाल करतांना सर्वसामान्य जनतेच्या पैशांवर नजर असलेल्या सायबर गुन्हेगारांचा बंदोबस्तही सरकारला करावा लागणार आहे. कॅशलेस अर्थव्यवस्थेकडे जातांना प्रत्येकाला आपला दृष्टिकोन अशा स्वरूपातील व्यवहारांकडे बघण्याचा बदलणे आवश्यक आहे.

चलनबदलाच्या मोहिमेत सहभागी होण्यासाठी डेबिट व क्रेडीट कार्डांच्या आधारे केल्या जाणा—या व्यवहारांवर लागणारा मर्चट डिस्कांऊट रेट काही बँकांनी माफ केला. परंतु त्यामुळे

बँकांना मोठे आर्थिक नुकसान सोसावे लागत आहे. यामुळे अनेक बँका एम.डी.आर रद्द करून पस्तावल्या आहेत. एम.डी.आर. च्या मदतीने मिळणारा व्यवहार शुल्क कसे भरून काढायचे हा प्रश्न सरकारने सोडविला आहे. सरकारच बँकांना एम.डी.आर. देणार असल्याने ग्राहकांना याचा अतिरीक्त भार सोसावा लागणार नाही. दोन हजार रुपयांच्या कार्ड व्यवहारांवरील एम.डी.आर सरकारने नुकताच रद्द केला आहे. हा एम.डी.आर. सरकारने संबंधित बँकांना देण्याची तयारी दर्शविल्यामुळे डिजिटल व्यवहारांमध्ये वाढ घडून येण्याचा व त्यासाठी बँकांकडून सहकार्य मिळण्याचा मार्ग अधिकच प्रशस्त झाला आहे. प्रत्येक कार्डमागे एम.डी.आर.ची रक्कम बँकांना देण्यासाठी आगामी अर्थ केंद्रीय संकल्पात तरतुद करण्याची तयारी केंद्रीय मंत्रालयाने दिली आहे. मार्च डिस्काउंट रेट बरोबरच सरकारकडून डेबीट व क्रेडीट कार्डचे शुल्क, कर महसुल बँकांना मिळणार आहे. या पैकी एम.डी.आर. हा रिझर्व बँकेकडून बँकांना दिला जाईल. रिझर्व बँक हा एम.डी.आर. बँकांच्या खात्यात जमा दाखवेल तर सरकारच्या खात्यात खर्च दाखवेल.

कॅशलेस व्यवहारांमुळे बँकांकडे कर्ज देण्यासाठी पैसे उपलब्ध होतील. भांडवल उपलब्ध झाले की कर्ज द्यावेच लागेल. लहान उद्योगांना कर्ज दिले की ते सुरक्षित नसते असा एक गैरसमज पुर्वी होता. परंतु पंतप्रधानांनी मुद्रा , स्टार्ट अप, स्टँड अप या तीन योजना आणल्यामुळे या योजनांच्या माध्यमातून लहान उद्योगांना तसेच समाजातील सर्व घटकांना कर्ज पुरवठा करणे शक्य होईल. त्यामध्ये उत्पादनाच्या आर्थिक व्यवस्थेमध्ये हातभार लावला जाईल ही अपेक्षा आहे. आपल्याकडे नौकरी शोधणा—यांच प्रमाण अधिक आहे. नौकरी देणा—यांच नाही. या योजनांच्या माध्यमातून नौकरी देणा—यांचे प्रमाणही वाढेल. कॅशलेस अर्थव्यवस्थेमध्ये जाऊ तेव्हा बँकांना उत्तम पध्दतीने पैसे उपलब्ध होतील. बँकांमध्ये जमा झालेल्या नोटांच्या अनुषंगाने खात्यांचे विश्लेषण होईल.

नॅशनल पेमेंट कॉर्पोरेशन आणि आर.बी.आय. या दोघांनी मिळून "कॅशलेस व्हिजन २०१८" असे एक पत्रक तयार केले आहे. ग्राहक केंद्रस्थानी धरून हे पत्रक तयार करण्यात आले आहे. कॅशलेस पध्दतीमुळे ग्राहकांच्या आर्थिक साक्षरतेवर भर देणे हे बँकांसमोरील एक मोठे आव्हान आहे.

सध्या भारताची रोखमुक्त अर्थव्यवस्थेकडे वाटचाल सुरु झालेली असली, तरी रोकडविरहीत अर्थव्यवस्थेत भारत हा खुपच मागे आहे. ते पुढील माहिती वरून स्पष्ट होईल.

देश	कॅशलेस व्यवहारांचं प्रमाण
सिंगापुर	६१%
नेदरलँड	६०%
फ्रान्स	५९%
स्वीडन	५९%
कॅनेडा	५७%
बेल्जिअम	५६%
युनायटेड किंगडम	५२%
अमेरिका	४५%
जर्मनी	३३%
दक्षिण कोरिया	२९%
स्पेन	१६%
ब्राझिल	१५%
जपान	१४%
चीन	१०%
भारत	२%

(स्रोत – बिझिनेस टुडे इन वेब साईट)

लोकांनी आधिकाधिक व्यवहार कॅशलेस करावे यासाठी सरकारकडून काही सवलतीही देण्यात आल्या आहेत. चलन बदलाची मोहिम संपल्यावरही लोकांनी कॅशलेस व्यवहार सुरू ठेवल्यास प्रत्येक व्यवहारासाठी संबंधित व्यक्तीने दिलेली ओळख चोरीला जाण्याची भीती असते.

रोखविरहीत व्यवहारांचे फायदे व तोटे पुढील प्रमाणे सांगता येतील.

अ. फायदे :

१. सुट :

डिजिटल प्रणालीच्या माध्यमातून इंधन खरेदी केल्यास त्यावर ०.७५ टक्के सूट, रेल्वे तिकीटे, महामार्गाचा टोल, विमा खरेदी, या सर्वांवर देण्यात येणारी सूट हा देखील त्याचाच एक भाग आहे. मोबाईल वॉलेट कंपन्यांनी दिलेल्या सवलती यांचीही यामध्ये भर पडली आहे. दोन हजार रुपयांपर्यंतच्या कार्ड व्यवहारांसाठी कुठल्याही प्रकारचा सेवा कर आकारण्यात येणार



नसल्याचे सरकारने जाहीर केले आहे. सरकारची हि मोठी सवलत आहे असे म्हणता येईल.

## २. सुरक्षित व्यवहार :

तुमचे कार्ड चोरी झाले किंवा मोबाईल वॉलेट चोरी झाले तर ते तुम्हाला त्वरीत ब्लॉक करता येते. परंतु रोख रक्कम चोरी झाल्यास ती मिळणे दुरापास्त होते. याचा फायदा प्रवासा दरम्यान होतो.

## ३. व्यवहार सुलभता :

आर्थिक व्यवहारातील सुलभता हा कॅशलेस व्यवस्था होण्यासाठी प्रेरणा देणारा सर्वात महत्वाचा घटक आहे. प्रत्येक व्यवहारासाठी तुम्हाला रोकड घेऊन जाण्याची गरज नाही. एटीएम मधुन पैसे काढण्यासाठी रांगेत उभे राहण्याची गरज नाही. प्रवासात कॅशलेस व्यवहार उपयुक्त ठरतात. तुम्हाला आवश्यकता असेल त्या वेळी व्यवहार पूर्ण करणे यामुळे सोपे जाते.

## ४. खर्चाची नोंद :

सर्व व्यवहार नोंदवले जात असल्यामुळे खर्चाचा मागोवा घेणे लोकांना खुप सोपे जाणार आहे. याचा फायदा आयकर विवरण पत्रक भरतांना किंवा आयकर विषयक चौकशीला सामोरे जातांना होणार आहे. त्याच प्रमाणे महिन्याच्या खर्चाचे अंदाज पत्रक तयार करतांनाही त्याचा उपयोग लोकांना होणार आहे.

## ५. अनावश्यक खर्च टाळणे शक्य होईल :

घरातील खर्चाचा अंदाज आल्या नंतर त्यामध्ये आर्थिक शिस्त राखण्यास मदत होईल. मोबाईल ऑप व बँक स्टेटमेंट यामुळे लोकांना त्याच्या खर्चाची पध्दत पाहणे शक्य होते. ज्यामुळे मागील कालावधीच्या खर्चाचा आढावा लोकांना घेता येतो. खर्चावर नियंत्रण आणल्यास गुंतवणुक वाढवणे शक्य होते. अनावश्यक खर्चास आळा घालणे या मुळे शक्य होते.

## ब. तोटे :

### १. ओळख चोरीची भिती:

कॅशलेस व्यवहारात ओळख चोरीची सर्वाधिक भिती असते. आपल्याला कॅशलेस व्यवहारांची सवय नसल्यामुळे फिशींग मेल्सच्या जाळ्यात अलगत शिक्षित लोकही सापडतात. गैरप्रकार झाल्यास त्यावर कार्यवाही करण्यासाठी प्रभावी यंत्रणाही आपल्याकडे नाही. एखाद्या गरीब व्यक्तीचा आधार क्रमांक चोरीला गेल्यास तो काय करणार? अशा वेळी तपास यंत्रणा तोकडी असल्याचा फटका कॅशलेस व्यवहारांना बसू शकतो. या शिवाय बँकांच्या डेटाबेस मधुन माहिती चोरीला गेल्यास त्याचाही फटका बसू शकतो.

२. नविन तंत्रज्ञानाची ओळख नसणा—यांना अवघड :

देशात केवळ ३४.८ टक्के इंटरनेटचा प्रसार झाला आहे. एकुण मोबाईल वापरकर्त्यांपैकी केवळ २६.३ टक्के लोकांकडे स्मार्ट फोन आहेत. डिजीटल होण्यामध्ये मानसिकता न बदलणे ही सर्वात मोठी समस्या आहे. याचा सर्वाधिक त्रास जेष्ठ नागरीकांना होतो.

३. अतिरीक्त खर्च :

प्रत्यक्ष रोकड खर्च करवी लागत नसल्याने खर्चात वाढ होऊ शकते. रोकड प्रत्यक्ष बाळगून खर्च करावी लागल्यास हातातून पैसे जात आहेत या कल्पनेनेच खर्चावर नियंत्रण येते. मात्र कॅशलेस पेमेंट करावयाचे झाल्यास जवळची रोकड जात नसल्याने अधिक खर्चाची प्रवृत्ती वाढीस लागू शकते.

४. तांत्रिक अडचण :

रोख विरहित व्यवहारांसाठी मोबाईल फोन वर आधारीत व्यवहार करित असल्यास या फोनची चोरी झाल्यास मोठे आर्थिक नुकसान होण्याची शक्यता असते. परदेशात किंवा प्रवासादरम्यान अशी घटना घडल्यास मोठी गैरसोय होऊ शकते, शिवाय मोबाईल चार्ज नसल्यास किंवा नेटवर्क कव्हेरेज नसल्यास व्यवहार कॅशलेस स्वरूपात करणे अशक्य होते.

डिजीटल व्यवहारांमुळे मिळणा—या सवलती :

१. महामार्ग टोल : राष्ट्रीय महामार्ग आर.एफ.आय.डी. किंवा फास्ट टॅग ने टोल भरल्यास १० टक्के सुट.
२. इंधन : ई वॉलेट, मोबाईल वॉलेट, क्रेडीट किंवा डेबीट कार्डच्या माध्यमातून इंधन खरेदी केल्यास ०.७५ टक्के सवलत देण्यात आली आहे.
३. सेवा कर : २००० रुपयांपर्यंतच्या व्यवहारांसाठी १५ टक्के सेवा कर रद्द करण्यात आला आहे.
४. रेल्वे तिकीट : १ जानेवारी २०१७ पासून पासवर ०.५ टक्के सुट देण्यात आली आहे.
५. विमा : सरकारी सर्वसाधारण विमा कंपन्यांचा प्रिमियम ऑनलाईन भरल्यास १० टक्के सुट मिळते. आयुर्विम्याची नविन पॉलिसी ऑनलाईन काढल्यास ८ टक्के सुट मिळते.
६. रेल्वे खानपान : रेल्वे खानपान सेवेसाठी डिजीटल पेमेंट केल्यास ५ टक्के सुट मिळते.  
आपल्या देशात आजही मोठया प्रमाणात व्यवहार रोखीने होतात. यामुळे प्रचलित चलन म्हणून कमी उत्पन्न असलेल्या नागरिकांचे व्यवहार सुलभ होत असल्यामुळे याचा अप्रत्यक्ष फायदा कर चुकव्यांनी करून मोठया प्रमाणावर काळा पैसा स्वतः जवळ बाळगला आहे. सरकारने करासंबंधीचे कायदे, त्याचा दिर्घकालीन उपयोग तसेच बँकिंग व्यवहारांचे फायदे व त्यांची

उपयुक्तता या बाबत व्यापक जनजागृती करणे आवश्यक आहे. प्लास्टिक मनीचा वापर वेळ, पैसा तसेच व्यवहारातील पारदर्शकता वाढण्याकरीता महत्वपूर्ण आहे. म्हणूनच सरकार बरोबरच सर्व आर्थिक संस्थांनी प्लास्टिक मनीचा वापर करण्याबद्दल समाज प्रबोधन करणे आवश्यक आहे. आता देशातील अर्थव्यवस्थेचा विचार केल्यानंतर गरीब आणि श्रीमंत यात वाढत जाणारी दरी कमी होणार असे चित्र आहे. पण सर्वच सरकारवर सोपवून चालणार नाही. सामान्य नागरिकांच्या जागरूकतेमुळेच कॅशलेस व्यवहार वाढत जाणार आहेत.

संदर्भ :

१. Arth.mtonline.in web site
२. Business today in web site
३. अर्थबोध, डिसेंबर २०१६
४. दै. महाराष्ट्र टाइम्स मधील लेख.





## प्रवास व पर्यटनातील संधी

प्रा. कर्डक सुनील भास्कर,  
वाणिज्य विभाग सटाणा महाविद्यालय.

### प्रस्तावना –

प्रवास करणे हा माणसाचा छंद आहे. माणूस कोणत्या न कोणत्या कारणासाठी प्रवास करत असतो. नवनवीन ठिकाणे पाहणे, वातावरणात बदल यासारखी अनेक कारणे सांगता येतील प्रस्तुत शोधनिबंधात पर्यटन एक व्यवसाय संधी आहे. यावर आधारीत माहिती दिलेली आहे पर्यटन हा नुसता छंद नसून आता तो एक आधुनिक व्यवसाय आहे असे म्हटले जाते. पर्यटनामुळे अनेक लोकांना रोजगार मिळाले आहे. तसेच अनेक प्रगतिशील देशांमध्ये पर्यटन उद्योगामुळे मोठ्या प्रमाणावर परकीय चलन मिळत आहे. पर्यटन व्यवसाय हा मानवाचा अत्याधुनिक आणि झपाट्याने विकसित होणारा व्यवसाय झाला आहे पर्यटन व्यवसायाचे आर्थिक महत्व दिवसेंदिवस वाढत आहे. २०१३ मध्ये भारतातील ८२७००५५६ इतक्या लोकांनी तर परदेशातील सुमारे ४१५६ ३४३ इतक्या लोकांनी महाराष्ट्रात पर्यटन केले. पर्यटन विकासासाठी महाराष्ट्र सरकारने (एम.टी.डी.सी) महाराष्ट्र पर्यटन विकास महामंडळाची स्थापना केलेली आहे. पर्यटन व्यवसायातून भारतीय अर्थव्यवस्थेला ६.२ टक्के जी.डी.पी प्राप्त होतो. तर जवळपास ७.७ टक्के लोकांना पर्यटनातून रोजगार मिळत आहे. प्रवास व पर्यटन व्यवसायात मोठ्या प्रमाणावर व्यवसाय संधी असल्याने पर्यटन व्यवसायाबाबत जागरुकता निर्माण करणे गरजेचे आहे.

### ❖ मुख्य संकल्पना –

प्रवास व पर्यटन, पर्यटनाची वैशिष्ट्ये, पर्यटनाचे महत्व, पर्यटनातील संधी

### ❖ उद्दिष्ट्ये –

- १) पर्यटन संकल्पना अभ्यासणे.
- २) पर्यटनाची वैशिष्ट्ये अभ्यासणे
- ३) पर्यटनातील संधीचा अभ्यास करणे.

### ❖ गृहितके –

- १) पर्यटन व्यवसायात मोठ्या प्रमाणावर वाढ होत आहे.
- २) पर्यटन हा एक अत्याधुनिक व्यवसाय आहे
- ३) पर्यटन व्यवसायातून मोठ्या प्रमाणावर रोजगार मिळतो.

❖ संशोधन पद्धती —

सदर संशोधनाचा मुख्य उद्देश प्रवास व पर्यटनातील व्यवसाय संधीचा अभ्यास करणे हा आहे. सासाठी सदर शोधनिबंधात दुय्यम सामग्रीचा वापर केलेल्या आहे. यामध्ये संदर्भ पुस्तके, क्रमिक पुस्तके वर्तमानपत्र, इंटरनेट वेब साईट्स इ. चा वापर करून माहिती मिळविली आहे.

❖ पर्यटन — अर्थ —

‘पर्यटन’ या शब्दाला इंग्रजीत **Tourism** असे म्हणातात. या शब्दाची उत्पत्ती **Tour** (प्रवास) या शब्दापासून झाली आहे. तर **Tour** हा शब्द लॅटीन भाषेतील **Tourus** या शब्दापासून तयार झाला आहे. **Tourus** या शब्दाचे रूपांतर **Tourn** मध्ये झाले व **Tourn** चा अर्थ **Journey** (प्रवास) असा होतो. प्रवास हा शोध घेणे, शिकणे, अभ्यास करणे तसेच व्यवसाय व आनंदासाठी होत असतो.

पर्यटन हा शब्द तेराव्या शतकात प्रचलित झाला. याचा अर्थ ‘एका ठिकाणाहून दुसऱ्या ठिकाणी प्रवास करणे, मुळ ठिकाणी ठराविक काळात परत येणे असा होतो’

❖ व्याख्या —

‘परदेशी माणसाचे एखाद्या देशात, प्रदेशात वा शहरात आगमन, वास्तव्य, भ्रमंती आणि तेथुन जाणे म्हणजे पर्यटन होय’ —हर्मर

❖ पर्यटनाची वैशिष्ट्ये —

- १) पर्यटन हा मानवाचा वैशिष्ट्यपूर्ण आर्थिक व्यवसाय आहे.
- २) पर्यटन विना मोबदला आविष्कार आहे.
- ३) पर्यटनातील प्रवास अल्पकालीन असतो.
- ४) पर्यटनात अनेक लोकांशी संबंध येतो.
- ५) पर्यटन हा सेवा व्यवसाय आहे.
- ६) पर्यटन व ऋतु यांचा जवळचा संबंध आहे.
- ७) पर्यटन हा निरनिराळ्या घटकांचा संयुक्त आविष्कार आहे.
- ८) पर्यटनात गतिमान व स्थिर घटकांचा अंतर्भाव होतो.
- ९) पर्यटनावर पर्यटकांच्या आवडी-निवडींचा प्रभाव पडतो.

❖ पर्यटनातील आर्थिक क्रिया —

१) परकीय चलन —

पर्यटनामुळे परकीय चलन मिळते. पर्यटक हा विदेशी असतो. तो त्याच्या प्रवासातील गरजा भागविण्यासाठी पैसा खर्च करतो. यामध्ये वास्तव्य, अन्न, वाहतूकीची साधने, मार्गदर्शक या सर्वांसाठी तो पैसे देतो.

२) प्रत्यक्ष खर्च —

पर्यटकांना हॉटेलमध्ये केलेला खर्च, निवासस्थानाचे शुल्क हा प्रत्यक्ष खर्चात येता सहलीचा वाहतुक खर्च.

३) अप्रत्यक्ष खर्च —

पर्यटनाच्या ठिकाणी पर्यटक ज्या वस्तु खरेदी करतात त्यावर होणारा खर्च हा अप्रत्यक्ष खर्च असतो. यामध्ये पर्यटक वैशिष्ट्यपूर्ण वस्तुंची खरेदी करतात यातून परकीय चलन प्राप्त होते.

४) रोजगार निर्मिती —

पर्यटनामुळे पर्यटन स्थळावर राहणाऱ्या अनेक लोकांना नोकऱ्या आणि रोजगार उपलब्ध होतो. पर्यटन स्थळावर अनेक प्रकारच्या सेवांच्या लोकांना रोजगार निर्मिती होते. उदा. कपडे धुणे, आचारी, व्यवस्थापक, स्वच्छता, वेटर, स्वागत सुंदरी, मार्गदर्शक, वाहतुक कामगार इ,

५) सोई सुविधा —

पर्यटन स्थळावर मोठ्या प्रमाणावर सोई सुविधा निर्माण कराव्या लागतात यात रस्ते, लोहमार्ग, वीज, दवाखाने, पाणी पुरवठा, किराणा माल केंद्रे या सुविधा निर्माण केल्या जातात या सुविधा असतील तर पर्यटक आकर्षित होतात.

६) आर्थिक विकास —

पर्यटक ज्या सेवा सुविधा वापरतात. त्याचा फायदा फक्त त्या संबंधित घटकांनाच होतो असे नाही. तर इतरही अनेक संबंधित घटकांना होतो. या प्रत्येक व्यक्तिला झालेल्या उत्पन्नामुळे दरडोई उत्पन्न वाढून देशाच्या आर्थिक विकासाचा चालना मिळते.

❖ पर्यटनाचे महत्व —

१) परकीय चलन

२) रोजगार निर्मिती

३) पर्यटन स्थळांचा विकास

४) संस्कृती प्रसार

५) आर्थिक विकास

६) दरडोई उत्पन्नात वाढ

७) प्रादेशीक समतोल

८) इतर व्यवसायांचा विकास

९) मोठ्या प्रमाणावर कर मिळतो

१०) अदृष्य निर्यात वाढ

११) मुलभुत सुविधांत वाढ



### ❖ पर्यटनातील व्यवसाय संधी –

पर्यटनामुळे अनेक व्यवसायांच्या वाढीस चालना मिळते. अनेक लोकांना रोजगार मिळतो. तसेच इतर संबंधीत व्यवसायाचाही विकास होतो. पर्यटनातील काही व्यवसाय संधी पुढील प्रमाणे सांगता येतील.

#### १) हॉटेल व्यवसाय –

पर्यटकांना राहण्यासाठी तसेच अन्नाच्या गरजा पूर्ण करण्यासाठी हॉटेल, लॉजींग बोर्डिंग सारख्या व्यवसायांची गरज असते. या व्यवसायातून मोठ्या प्रमाणावर व्यवसाय संधी निर्माण होत आहेत.

#### २) वाहतुक सेवा –

स्टेशनपासून पर्यटकांना पर्यटन स्थळांपर्यंत पोहचविण्यासाठी वाहतुक सेवा आवश्यक असते. या वाहतुक सेवांच्या निर्मितीमुळे रोजगारात वाढ होत आहे. उदा. टॅक्सी, रिक्शा, बससेवा इ.

#### ३) मार्गदर्शक –

पर्यटक जर विदेशी किंवा वेगळ्या प्रदेशातील असतील तर त्यांना मार्गदर्शन करण्यासाठी मार्गदर्शकाची गरज भासते. हे मार्गदर्शक विशिष्ट फी आकारून पर्यटकांना मार्गदर्शन करतात.

#### ४) चलन बदलणारे एजन्ट–

पर्यटक पर्यटन करित असतांना त्यांना सेवा सुविधांसाठी जे चलन द्यावे लागते ते संबंधीत देशाचे असावे लागते. परदेशी चलन व्यावसायिक स्वीकारते नाहीत. असे चलन बदलण्याचे काम एजन्ट करतात व फी घेतात.

#### ५) हस्तकलेच्या वस्तु विकणारे –

पर्यटकांना पर्यटन स्थळावर मिळणाऱ्या हस्तकलेच्या वस्तुंचे मोठे आकर्षण असते. अशा वस्तु विकणाऱ्या लोकांना या व्यवसायातून मोठ्या प्रमाणावर आर्थिक प्राप्ती होते.

#### ६) चटपटीत खाण्याचे पदार्थ विकणारे –

पर्यटक दिवसभर पर्यटन स्थळांचे निरीक्षण करतात हे निरीक्षण करता करता ते हातात घेऊन किंवा पटकन संपवता येतील असे चटपटीत पदार्थ खातात. असे पदार्थ विकणाऱ्यांना रोजगार मिळतो. उदा. खारे शेंगदाणे, मकाचे कणीस, वेफर्स, चाट, सरबत, आईसक्रिम इ

#### ७) आरोग्य सेवा –

पर्यटकांच्या आरोग्य विषयक तक्रारींसाठी डॉक्टर्स, मेडिकल इ. सेवांची आवश्यकता असते. अशावेळी डॉक्टर, मेडिकल वाले यांना रोजगार निर्मिती होते.

#### ८) वेटर/वाढवी –

हॉटेल, बार, ढाबा यासारख्या ठिकाणी पर्यटकांना जेवण पुरविण्यासाठी वेटरची आवश्यकता

असते. अशा वेटर लोकांना पर्यटनामुळे मोठया प्रमाणावर रोजगार उपलब्धी होते.

#### १) मुलभुत सुविधा पुरविणारे/कामगार—

पर्यटन विकासासाठी मुलभुत सोई सुविधांची आवश्यकता असते. या सोई सुविधा निर्माण करण्यासाठी मोठया प्रमाणावर कामगारांची आवश्यकता असते.

#### १०) इतर —

वरील व्यवसाय व रोजगार संधी व्यतीरीक्त कपडे धुणारे धोबी, सफाई कर्मचारी, स्वच्छता गृह चालविणारे, तांगे, घोडागाडी, सायकल रिक्शा, कसरतीचे खेळ करणारे, फळे व फुले विकणारे, पानटपरी, सौंदर्यप्रसाधने, शेतकरी, भाजीपाला विकणारे, फोटोग्राफर इत्यादी. रोजगार मिळतो.

#### समारोप—

प्रवास व पर्यटनातून लोकांच्या विविध ठिकाणे पाहण्याच्या व आनंदविषयक गरजा पुर्ण होतात. पर्यटन व्यवसायातून आर्थिक विकास होण्यास मदत होते. पर्यटन स्थळांचा विकास, तेथील मुलभुत सोई सुविधांचा विकास होतो. त्याच बरोबर पर्यटन व्यसायात गुंतलेल्या व्यावसायिकांना स्वयंरोजगार उपलब्ध होतो. पर्यटन केंद्राच्या ठिकाणी राहणाऱ्या लोकांना मोठया प्रमाणावर रोजगार मिळतो. देशाला मोठया प्रमाणावर परकीय चलन प्राप्त होते. देशातील संस्कृती इतर देशातील व प्रदेशातील लोकांना समजते तिचा प्रचार व प्रसार होतो. तसेच पर्यटन व्यवसायाशी प्रत्यक्ष व अप्रत्यक्षरीत्या संबंधीत व्यक्तींना पर्यटन व्यवसायातून एक व्यवसाय संधी प्राप्त होते असे म्हणता येईल.

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- ५) संवाद, वर्तमानपत्र, चमत्कारीक आकर्षन, वीणा पाटील
- ६) राष्ट्रीय व्यवस्थापन आणि व्यवसाय जर्नल

## WOMEN IN SERVICE SECTOR

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### ABSTRACT:

*The services sector is not only the dominant sector in India's Gross Domestic Product (GDP), but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction. As a part of society women contribution in service sector is very much important. Within the individuals (skills and ability) women are at par with men as far as skills and ability are concerned. With respect to some personality, characteristics, they lack communication skills in social interactions. Women are more sincere and diligent to their jobs. Considering the diversity of roles they perform, their commitment is clearly visible. Women have to work harder than men to prove professional competence in spite of having comparable abilities. New female employees are bright, enthusiastic and willing.*

**Key words :** Gender dimension in service sector, employment opportunities for women in different sectors, Government initiatives, examples of successful women.

### Gender Dimension of Employment in Service Sector

#### (i) An Overview

In developed countries the expansion of services has accounted for the steady increasing absorption of women into the labour force. But some OECD countries are now suffering from a 'service gap'—in particular a deficit of computer and information specialists and have taken affirmative action to attract certain categories of professionals from abroad particularly from developing countries. The service sector is also a source of employment for many women in developing countries, but its relative importance and women's representation within services vary among regions. In all countries, health and education sectors rely heavily on female labour, but for the other parts of the sector the situation is variable. In developing countries, changes in employment opportunities for women in the service sector are linked to globalization. New employment created in the service sector spreads across both low and high skilled work. This has a two-fold effect on



women's employment opportunities. New jobs are being created in information-based industries which use telecommunications infrastructure. They employ cheap, educated female labour in developing countries for operations such as data processing. This growth in female-intensive employment in some service operations could be compared to the earlier expansion of production capacity in clothing and electronics in developing countries that was facilitated by the improvement in international physical transportation. Globalization is facilitating the establishment of branches of service sector transnational corporations (TNCs) in developing countries, such as banks and insurance companies catering to the needs of consumers, and specialist producer services (e.g., advertising, accounting, and legal services).

It is also encouraging the relocation of some back-office functions within TNCs, on cost grounds. The rapidly expanding international financial service sector employs a high proportion of female workers in particular with respect to lower-skill applications such as data entry. Corporations in data-based services, such as credit card providers, mail order businesses, airlines and rail systems send transaction data to be processed offshore. Some Asian countries (China, India, Malaysia and the Philippines) are established centers for such activities. Call centers have expanded fast. Other customized, higher-skill business services such as software design, computer programming and financial services (banking and insurance) are also being relocated to developing countries and employ a relatively high proportion of women even at a higher grade. The rapid expansion of trade and foreign investment flows has also had an impact on the circulation of people. Nearly as many women as men migrate across international borders. This increase has been driven by a growing demand for a few activities such as domestic service, tourism, entertainment and, to a lesser extent, nursing and teaching. The international demand for unskilled labour has been partly filled by educated women. Such a situation often involves a mismatch with the women's educational level. There is also an international demand for professionals and highly-skilled workers. The resultant brain drain is a net loss for the country of origin and in order to prevent it some countries have banned the emigration of some specific professions. The emerging scenario can be summed up as follows:

- (a) In a majority of countries relatively more women are employed in services than men. Service activities tend to disproportionately employ women, while the goods-producing sector tends to disproportionately employ men.
- (b) Gender segregation within the service sector is quite extensive. Personal and social services are primarily female-dominated activities, while producer and distributive services are male-dominated.
- (c) The qualifications of the workforce vary significantly across sub-sectors but overall the shift toward services increases the economic premium on formal education. Producer and social

services employ better educated workers.

(ii) Sex Segregation of Occupations Occupational segregation by sex is a world-wide phenomenon. Women are employed in a narrower range of occupations than men—male-dominated non-agricultural occupations are 7over seven times as numerous as female-dominated occupations." The largest female- dominated occupations tend to be concentrated in services. Generally, female occupations tend to be considered less valuable with lower pay, lower status and fewer advancement possibilities compared to 'male', occupations. Despite the small range of female-dominated occupations in the world, there are important regional differences. The distinct regional patterns reflect the different social, cultural, historical, and economic and labour market contexts in which occupational segregation by sex occurs:

- (a) In the professional and technical occupational categories women are largely confined to two professions—nurses and teachers—which are an extension of the traditional care giver activities of women in the domestic sphere.
- (b) Women are under- represented in the administrative and managerial occupations but are dominant in clerical and secretarial jobs.

### Literature Review:

Mishra Saraswati in her book in 2002 “Status of Indian Women” stated the problems of women employees. The book covers level of status of women employees. However, the contribution made by Mishra on the issues related to the women employees gives detail information about the status of women employees in our society. The book covers intelligent conclusions on the same.

Pillai Kothari Jaya in her book in 2003 “Women an in Empowerment” has emphasized that women has to empower by themselves. It has explained that women should realize the reasons of inequality of women in all sectors and should take strong action to change their status. The book covers several sections which include the problems of women employees. Pillai Jaya has given a very meaningful contribution towards women employees and intelligent conclusions on the same.

### Women in different sectors

*Women in mass media and communication, newspapers & periodicals, radio & television, medicine, banking sector, hotel industry. These are various sectors were women are employed.*

**Government Schemes to Empower Women through skill Formation, Financial Assistance, Education etc.**

Development of women has been a policy objective of the government since independence. Until the 70s the concept of women’s development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the mutually reinforcing

nature of the process of development. In the 80s a multi-disciplinary approach was adopted with an emphasis on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector. Government and non-government bodies have paid increasing attention to women's economic contribution through self employment and industrial ventures. Further the government has come up with many schemes from time to time to educate females. To name a few: Mahila Samakhya Programme, Kasturba Gandhi Balika Vidyalaya Scheme (KGBV), and National Programme for Education of Girls at Elementary Level (NPEGEL). Also a Nirbhaya scheme was started in the union budget in 2013 to support initiatives by the government and NGOs working towards protecting the dignity and ensuring safety of women in India. Though the government has come up with many schemes for social welfare of the weaker sex, the end result has been depressing because the implementation process is either very slow or graft and nepotism is very prevalent in the economy. Government should take special care to implement the policies with honesty and on time so that the growth process of the nation speeds up. Along with it the private sector should also take the initiative in assisting women skill formation. And finally well educated, financially sound and resource full women should take necessary steps to help uneducated and poor women in attaining education as well as vocational trainings for required skill formation which open up employment opportunities for the

**Some examples of successful women:**

- a) **Nita Ambani, Chairperson of Reliance Foundation and director of Reliance Industries.**  
She leads India's biggest corporate CSR outlay of over Rs 1,500 crore annually. Reliance Foundation's flagship programme Bharat India Jodo (BIJ) is an attempt at capacity building and rural transformation to help make India a developed nation by the 100th year of Independence. Her 13 schools teach over 15000 children. She launched the Health For All initiative through community outreach programmes around the hospitals for the underprivileged. Reliance Foundation has touched over 4.5 million lives till date.
- b) **Chitra Ramkrishna, MD & CEO, National Stock Exchange**  
She always believe that our women are unique in many ways as they come with stronger social values, ethos, diversity, resilience, etc. Beyond corporates, our own lawmakers - both at Central and several state governments - are also addressing legislative issues related to women, child care, employment conditions, etc. Like NSE, where one-third of the workforce comprises women - even at the entry level, she tries to consciously hire people only on merit - many corporates are gender agnostic.
- c) **Neelam Dhawan, Managing Director, Hewlett-Packard India**  
Neelam Dhawan, the former MD of Microsoft India, is now preparing HP India to take



advantage of new business opportunities.

And many more examples of successful women in service sector.

### Conclusion:

Greater policy focus is required to ensure women are able to benefit from the remarkable growth that has occurred over the last decade in India. This means policymakers will need to take more effective measures to support women's constructive engagement in the workforce through greater investments in secondary and tertiary education, vocational and skills training, and developing and strengthening laws and policies to support working women. If India is to become the world's third largest economy in 2030, it can't afford to continue bypassing its over 600 million women from equal opportunity in the workforce. Then only there is 100 % development of nation.

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## AN ANALYTICAL STUDY OF OPPORTUNITIES AND CHALLENGES OF SERVICE INDUSTRY IN INDIA

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### Abstract :

*Now days in developing countries like India the service industries are on the peak of their growth. It proves that service industry plays a crucial role in individual life. Service industry is the fundamental, which provide base to develop the economy. Different indicators like shares in national and states' GDP, FDI, Employment and export indicate the importance of service sector for the Indian economy. The services sector is a vital cog in the wheel of the Indian economy.*

*The paper highlights the operational issues, opportunities and challenges of service industry in India. This paper also takes into consideration the importance of quality of services in service industry. Interview session is conducted with consumers of various services to collect primary information. Journals and internet is used as secondary sources of information. The paper is bring to a close with conclusion that there is wide opportunities are available in service sector especially in FMCG, Entertainment and IT industry. But the industry will succeed only if it focus on quality of services provided to customers are adequate.*

**Keywords :** Peak, crucial, opportunities and operational issues.

### INTRODUCTION

Service industry companies are involved in retail, transport, distribution, food services, as well as other service-dominated businesses. The service sector also includes the supply of a service like entertainment and other tangible and intangible, direct and indirect services like Financial Services, Advertising services, Banking and Insurance services, marketing; Online services, Real estate services, Education Services, Legal services, Public administrative and Defense services, Medical and Health care services etc. (Service Sector Statistics) Principal characteristic of a service industry is one to one interaction. Goods, however, may also be transformed when providing a service.

Due to globalization the world of services has changed in dramatic ways, both in developed and developing countries. India, being among the fastest growing economies has shown great dynamism in its services sector. Opportunities for the services sector in India are fabulous. Services sector alone contributes approximately 64% share in GDP, growing by 10% annually, further contributing

to employment, Foreign Direct Investment, exports and so on. In India, while growth of the services sector has been unusually rapid, it is yet to explore its full potential. LPG has opened the door for the growth of service sector but it entered with so many challenges.

### Objectives of Paper

- To understand the operational issues, challenges and opportunities of service sector in India.
- To understand the effects of globalization on the services sector in context of good governance and humanity.
- This study aimed to serve the importance of quality of services for the growth of service industry.

### Contribution of service sector India-

Now days in developing countries like India the service industries are on the peak of their growth. One learned person can think life without fruits and vegetables for while but he cannot think the life without IT, Internet or Mobile phone. It proves that service industry plays a crucial role in individual life. The services sector is a vital cog in the wheel of the Indian economy.

Service industry is the fundamental, which provide base to develop the economy. Different indicators like shares in national and states' GDP, FDI, Employment and export indicate the importance of service sector for the Indian economy.

### Opportunities and Challenges in Service Sector in India –

#### Opportunities:

The Indian service industry has emerged as one of the largest and fastest-growing sectors on the global landscape and hence has made substantial contribution towards global output and employment. Growing at faster pace as compared to agriculture and manufacturing sectors, Indian service segment comprises of wide range of activities, such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

LPG has opened the door for the growth of service sector but in India it has entered with so many challenges. The Indian rural market has great potential. All the major market leaders consider the segments and real markets for their products and services. It proves that large opportunities in service industry are available. Development of tourism industries, innovation of new technology, increasing the living standard has extended the scope of service industry. Development of professional courses, Advertising, Entertainment, Marketing, IT industry, development of stock market and financial services all field are giving opportunity to human resource to develop and to



increase the living standard . E-commerce and internet are one of the fastest growing service sub-segments in the Indian economy. Finding the Indian e-commerce space lucrative enough, Amazon, the world's largest online retail company, has entered the market with a promise of ensuring low prices for users and a better platform for sellers. India is the tenth market where Amazon has come up with a country-specific retail Web site

No doubt the contribution of service industry in Indian economy is tremendous, but still it is not functioning smoothly. Emerging amid liberalization and increasing integration with the global economy, India's service industry offers tremendous potential and daunting

Challenges.

The major challenge for service companies is to decide in what way they will be distinctive and how they can bring that about. Many companies believe that bundling services to provide one-stop shopping is the way. However, that bundling works only if companies add genuinely new benefits beyond an integrated bill and a small bundled-price discount. Instead of thinking what disparate offerings they can put together, companies should work with customers to understand where opportunities exist to create real value.

Underdeveloped infrastructure, obsolete policies, complex cultural and inadequate exposure to services standards are challenges that remain even after 67 years of Independence. Yet, we know that an opportunity lies in challenges and adversities.

Quality of training transcends mere technical or product knowledge to include communications, behavior and interaction. This is because in a service transaction, even seemingly minor or inconsequential issues like tone of voice, body language or personal grooming assume great importance.

Other yardsticks of service are accessibility, convenience, efficiency and customized solutions. These in turn call for high quality of manpower and stronger work ethics. With a few exceptions, both are found wanting in the Indian service industry.

Inflation, increasing cost of petrol, Depreciation of Indian currency and Deficit Budget are the major challenges for service sector, which is increasing cost of service sector.

The services industry calls for a highly trained and mature workforce. Unlike traditional businesses, the degree and quality of training transcends mere technical or product knowledge to include communications, behavior and interaction. This is because in a service transaction, even seemingly minor or inconsequential issues like tone of voice, body language or personal grooming assume great importance.

### Suggestions for service industry

The only way to achieve world-class service standards is to hone our human capital. Still there are suggestions to improve the position of service industry in India.

Education and training are the first building blocks. Training is an expensive and recurring cost but is an essential catalyst for growth. Hospitality and tourism industries are examples of how training and education can not only transform raw talent into professional service provider but also how training is linked to creating competitive advantage by enhancing service standards.

Services are intangible and cannot be judged by potential customers before the contract is completed. For example, efficiency of an invested fund is judged after taking return of invested fund for a time period. No guarantees are given for a specific outcome. These are coupled with the ability and willingness of a service provider to go the extra mile and chase stretch goals to cater to customer requirements.

Other yardsticks of service are accessibility, convenience, efficiency and customized solutions. These in turn call for high quality of manpower and stronger work ethics. With a few exceptions, both are found wanting in the Indian service industry.

Customer service in any service industry is one of the most important parts of a company's overall strategy to conducting business. Without customers you really don't have a business. In any organization the commitment to customer service begins at the top. The company's leaders must buy into the fact that they not only need to meet their customer's expectations, but actually strive to exceed them.

Getting feedback from customers is an excellent way to track and measure the level of service provided by any industry. If one can consistently make this part of how to conduct business, the customer's loyalty will continue to grow. Meeting and exceeding the customer's expectations in the products and services provided today, is the best way to ensure future growth and success.

Quality of services, , Ambience, Proximity from your place and Price/ Cost Factor/Economic values, Quickness of services, take care of customer, Hygienic Environment and Availability of bulk services all are the factors which customers takes into consideration while using various services.

### CONCLUSION

There is only one boss. The customer, and he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. The major challenges for service industry are day by day increasing cost due to inflation. Compounding cost, Confounding communication, Dwindling demand growth, Stagnant innovation and Representative leadership are major challenges for service industry (5 challenges facing the hoteliers of tomorrow, 2012). To strike the companioning global market and to increase the contribution of service industry we should

focus to provide the services with minimum cost, and with the maximum satisfaction of the customer. Government should providing economic assistant for the development of service sector.

The success of service industries is depending on the quality of service provided by them to customer. When customers come through the doors, they expect quality in every aspect of their requirement.

No doubt Large opportunities are available in service sectors especially in FMCG industries, IT industries, Tourism industries and in entertainment industries reason being today the trend among the people have been developed to focus more on present instead of future due to impact of western culture. Opportunities in education industries are also on boom due to development of various professional courses. Still, Manager should take care for the proper ways to handle customer complaints if a customer got dissatisfied with his services or may find the quality to be below his standards.

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## THE ROLE OF WOMEN IN SERVICE SECTORS IN INDIA

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### Abstract:

*The services sector in India has remained the most vibrant sector in terms of contribution to national and state incomes, trade flows, FDI inflows, and employment. According to the Economic Survey 2015-16 tabled in Parliament today, the services sector contributed almost 66.1% of its gross value added growth in 2015-16 becoming the important net foreign exchange earner and the most attractive sector for FDI (Foreign Direct Investment) inflows. Despite the slowdown in the post crisis period (2010-14) India showed the fastest service sector growth with a CAGR (Compound Annual Growth Rate) of 8.6% followed by China at 8.4%. In 2014 India's services sector growth at 10.3% was noticeably higher than China at 8.0%.*

*Women are in the developed countries proved themselves as successful entrepreneurs and covered all the business fields which were dominated by men community. Our Indian economy is in developing stage therefore role of women entrepreneur in economic development is inevitable. The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. The Current population of India is 1.27 billion, which consists of 655.8 million male populations and 614.4 million female populations respectively. To achieve economic growth or within few years like to seat within developed countries line therefore there is need strike balance between male as well as female population and services or entrepreneurial skills. Women form an integral part of the Indian workforce. The Service sector is one of the emerging sectors of the country, which contributes to the national and state incomes, trade flows, FDI inflows, and employment opportunity in the various fields. It is major contributes for the economic growth of country under the phase of globalization. The share of services in India's GDP at factor cost (at current prices) increased from 33.3% (1950-1951) to 56.5% in 2012-13, It keeps on Indian economy ahead and contributes 60% of country's GDP, 35% of total employment, more than 25% total trade and more than 50% foreign direct investment comes in India in service sector only.*

**Keywords :** - Service Sector, Women Entrepreneurs, Employment, employment,

**Introduction:**

According to the information provided by the office of Registrar General & Census Commissioner of India, As per Census 2011, the total number of female workers in India is 149.8 million and female workers in rural and urban areas are 121.8 and 28.0 million respectively. Out of total 149.8 million female workers, 35.9 million females are working as cultivators and another 61.5 million are agricultural labours, the remaining females' workers, 8.5 million are in household Industry and 43.7 million are classified as other workers. Women working in the various fields have long history in India .Rural Indian women are more busy domestic work and agricultural work force and next is Animal husbandry which includes dairy products. Woman contributes a share of more than 75% animal husbandry operations like feeding, milking and sale of milk and now started their self help group to empower themselves and poverty alleviation. Urban women work banking, educational institute, hospitality, Tele communication, Information technology sectors, etc. Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise As per the last Employment Review by Directorate General of Employment & Training (DGE&T), on 31<sup>st</sup> March, 2011, about 59.54 lakh women workers were employed in the organized sector (Public and Private Sector). Of this, nearly 32.14 lakh women were employed in community, social and personal service sector.

As per Census 2011, the work participation rate for women is 25.51 percent as compared to 25.63 per cent in 2001. The Work Participation Rate of Women has reduced marginally in 2011 but there is an improvement from 22.27 per cent in 1991 and 19.67 per cent in 1981. The work participation rate for women in rural areas is 30.02 per cent as compared to 15.44 per cent in the urban areas.

**Significance of the Study:**

The purpose of this paper is to ascertain the vital role of women in service sector. Indian economy is the one of the fastest growing major economy and second highest populated Country in the world, which consists 614.4 million female populations are also backbone of various services sector therefore there is need to understand the opportunities, growth and problems of women in service sectors. To achieve economic growth and development in the era of globalization there is need strike balance between male as well as female population entrepreneurs and emphasis the role of women services sector.

**Research Methodology:**

The study was based on secondary data's and the information had been collected from various government sources such as census 2011, Ministries of Labour and Employment – Government of India, books, journals, research papers and related webs sites.

**Objectives:**

The objectives of study were based on

1. To understand the concept women in service sectors.
2. To know the role of women in service sector
3. To know the various type of service sector and women entrepreneur.
4. To understand the Challenges faced by Women in service sector.
5. To know the remedies for Challenges faced by Women in service sector

**Meaning and Definition of woman entrepreneur:**

A woman entrepreneur means a group of women or woman who started, organized, or run the business successfully in the competitive market. It is also called female entrepreneurs.

**Definition:**

As per the government of India - Women entrepreneurs as owning and controlling an enterprise with a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

**Meaning of service sector and women role in service sector**

Service sector of India is one of the largest and fastest growing sectors in the competitive environment of business. A comparison of the services performance of the top 15 countries for the 11 year period from 2001 to 2011 shows that the increase in share of services in GDP is the highest for India with 8.1 percentage points. It is concentrated all efforts of both business to consumer (B2C) and business to business (B2B) services. Common examples of service sectors are found Hospitality sector, Tourism sector, Transportation, Information and Technology, Communication, Trading, Finances, Real Estate and Health oriented facilities all types of other service.

It is also a source of employment for many women in our country but its relative importance and women's representation within services vary among regions. In most of the countries, health and education sectors are dominated by women but other in other we can see different situation. Recently globalization provides various opportunities in the field of service sector for the women.

**Women in Services:**

Service sector of India is one of the largest and fastest growing sectors in the competitive environment of business. Common examples of service sectors are found Hospitality sector, Tourism sector, Transportation, Dairy, Information and Technology, Communication, Trading, Finances, Real Estate and Health oriented facilities all types of other service.

**• Women in Education sector**

Women had the highest share of employment in the education sector at 24.47 lakh workers in April-June,2016 followed by manufacturing sector at 18.57 lakh workers, according to the revamped



first round of Quarterly Employment Survey (QES). The survey is covered eight sectors of the Indian economy, one of them Education sector providing largest employment to the women.

- **Women in Hospitality sector**

The hospitality industry is the single-largest employer of women, holding a job in this sector is particularly demanding as it entails one-on-one interaction with customers, working nights, staying away from home for days and, lastly, surviving stressful situations single-handedly., despite the fact that around 50% of the employee strength in the hospitality sector comprises women. In south India and West Bengal, 55 to 60% of the employees in hotels are women while in Maharashtra, Punjab and Delhi, the figure is 40 to 50%. The percentage is lowest in Jammu and Kashmir, UP and Bihar.

- **Women in Dairy and Animal Husbandry:-**

Millions of village women are quiet busy in dairy and animal husbandry which contributor 62% total milk produced. Livestock plays a vital role in the economy; animal husbandry is the most important economic activity in rural areas. The dairy sector today provides 80million farm households with the triple benefits of nutritive food, supplementary income and productive employment for family labour, mainly for women. Animal husbandry provides self-employment to millions of households in rural areas. Women constitute 71 percent of the labour force in livestock farming; there are 75 million women compared to 15 million men, engaged in dairying.

- **Women in IT Sector**

The number of women working in the IT-BPO sector grew 60 percent, as per a survey on gender inclusivity conducted by HR consulting firm Mercer and IT association Nasscom. The survey that covered over 45 leading technology companies in the country also revealed that HR practices such as transportation policy of a company besides flexible working hours and leave policy play a major role in attracting women in an organization

"The Indian IT-BPO industry has set high standard in gender inclusivity. Women are a key and vital part of our workforce,

- **Women in banking sector**

Women play a vital role in Indian economy in banking sector. Women play a vital role in Indian economy in banking sector. The new employment mantra for the banking organizations, as well as for the women aspiring to reach the top in India's banking sector is perhaps best summed up in the words of chanda kochhar EEO and MD of ICICI Bank. According to a survey by International Executive research firm, around 11% of Indian Companies have women CEO's, where in US the women CEO's is just account for 3% of the total consideration. Indian banking sector has witnessed explosive growth and expansion ever since in the era of economic reforms was launched nearly decades ago.

**Challenges faced by female enterprises:**

Now days the female enterprises are more stable and aware but even also faced several challenges in the phase of globalization such as

- Due to the male dominated society, many women entrepreneurs may surpass by society, therefore it's difficult to women entrepreneurs come forward with positive manner.
- As per International Finance Corp. nearly 80% of women owned enterprises are in the service sector, most bank at the time lending loan often require collateral securities which women often don't have here because of social, legal and cultural restrictions on inheritance and land ownership
- The literacy rate in the country has shown an increase of 9.24 % during the decade 2001-2011 and is 74.04%, for all India, 82.14% for males and 65.46% for females create problem in employment of women.

**Remedies & Government measures for women**

The bank should be taken initiative to create new products and services for women as well as, to build a more welcoming environment for women entrepreneurs and provide them non-financial services such as training as per IFC Report. Even also the following are the various measures implemented by government for up uplift of women workers in service sector.

**List of protective provisions for women employees:**

- Safety/Health Measures
- Prohibition of Night Work
- Prohibition of Sub-terrain Work
- Maternity Benefit
- Provisions for Separate Latrines and Urinals
- Provisions for Separate Washing Facilities
- Provision for Crèches
- "Vocational Training for Women" under Directorate General of -Employment & Training

**Conclusions:**

As per the ILO (International Labour Organisation) report on “Global Employment and Social Outlook. Trends 2015 job creation in the coming years will be mainly in the service sector. Women empowerment in India is a challenging task as we need to acknowledge the fact that gender based discrimination is a practiced in India in many forms since thousands of years. Formulating laws, legislations and policies are not enough as it is seen that most of the times these laws and policies just remain on paper. There should be strict implement of these laws. Therefore Women have been able to take advantage of new employment opportunities offered in the service sector for

women. Our Indian economy is in developing stage therefore role of women entrepreneur in economic development is inevitable.

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## HUMAN RESOURCE MANAGEMENT IN MANUFACTURING AND SERVICE SECTOR

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### Abstract :

*In any organization HRD function plays a vital role. HR practices followed by organizations provide job satisfaction and ensure job retention of employees. In the manufacturing industries HRD function is concerned with job design, administrative work and employees' welfare etc. In the service sector the HRD function plays a more important role as the chief sources of competitive advantage in these companies are the human resources. In this article focused on the HR practices followed by manufacturing industry and service industry in India.*

**Key Words :** HRD, HR practice, Manufacturing industry, Service industry

### 1. Introduction :

Manufacturing process means converting raw materials into semi finished or finished goods. Man, material, money and land are the important part of the manufacturing process. Public and private sector are involves in this sector.

Nowadays not only the manufacturing sector but also service sector growing fast in the economy. Manufacturing sector includes the sectors which are related to manufacturing i.e. production of goods. Service sector is related education, finance, communications, wholesale and retail trade, health care and transportation etc. KPO and BPO is increasing fast in today's economy. The main goals and target of service sector is to provide service to customers and society.

### 2. Key Concepts:

#### 2.1. Meaning of Manufacturing:

The manufacturing sector can be described as agglomeration of industries engaged in chemical, mechanical or physical transformation of materials, substances or components into consumer of industrial goods.<sup>1</sup>

#### 2.2. Meaning of Service:

The service sector can be described as the part of the economy that includes individuals and businesses that produce services rather than goods.<sup>2</sup>

### 3. Human Resource Management:

#### 3.1. Definition: According to Wendel French:

“Human resource management is the systematic planning and control of a network of fundamental organizational processes affecting and involving all organizational members. These processes include human resource planning, job and work design, job analysis, staffing, training and development, performance appraisal and review, compensation and reward, employee protection and representation and organization improvement.”<sup>3</sup>

#### 3.2. Functions of Human Resource Management -

There is a process involved in management of human resources. The following is the process of management of human resources consisting of four functions:

1. **Acquisition of Human resources**-It is concerned with securing and employing the people possessing required kind and level of skills necessary to achieve the organizational objectives. It includes manpower planning, recruitment, selection, placement, induction and internal mobility.
  2. **Development Function**- It is the process of improving, moulding and changing the skills, knowledge, creative ability, aptitude and values of the employees. This development function involves employee training, management development, career development etc.
  3. **Motivation Function**- This function focuses on the using various motivational techniques to increase motivation of employees. It involves job security, job satisfaction, sound working environment, goals and objectives, employee recognition etc. It provides the satisfaction to employees.
  4. **Maintenance Function**- This function involves those working conditions that provide maintenance to employees. It involves sound working conditions, satisfactory labour relations etc.
- #### 4. HR Practices followed in Manufacturing Industries-
1. **MNC's: CHEMICAL INDUSTRY Du Pont Du Pont**- It is an American chemical company which was founded in July 1802 as a gunpowder mill. DuPont is currently the world's second largest chemical company in terms of market capitalization and fourth in revenue. In the 20th century, DuPont led the polymer revolution. This company has become successful through the brands of its material products such that their trademark names are used rather than the generic or chemical word/s for the material itself.

This company's HR Practices are as following:

1. Family Leave
2. Career Planning
3. Flexible Work Practices
4. Dependant Allowance
5. Training and Development

2. **PHARMACEUTICAL INDUSTRY:** GlaxoSmithKline it is popular company in the world. It is recognised as pharmaceutical company. It is the world's third largest pharmaceutical company measured by revenues (after Johnson & Johnson and Pfizer). It has a portfolio of products for major disease areas including asthma, cancer, virus control, infections, mental health, diabetes and digestive conditions.

This company's HR Practices are as following:

1. The GSK Experience. 2. Performance and Development Planning 3. Career Innovation Zone 4. My Learning 5. Coaching and Feedback 6. On-the-job development

3. **STEEL INDUSTRY:** TATA STEEL: This Company is popular as TISCO and Tata Iron and Steel Company Limited is the world's seventh largest steel company. Its main plant is located in Jamshedpur, Jharkh.

This company's HR Practices are as following:

1. Special Benefits provided for Employees: It includes medical benefits, Housing Facilities, Higher studies, Tata Steel Officers' Beach Club 2. Developing People 3. Equal Opportunities Practices 4. Freedom of Association and Collective Bargaining<sup>4</sup> 5. Performance Appraisal 6. Career Planning and Development 7. Employee Training 8. Executive Developments 9. Organisation Development<sup>5</sup>

## 5. HR Practices followed in Service Industries-

### 1. IT Industry-

**Wipro:** With over 25 years in the Information Technology business, Wipro Technologies is the largest industry in India. It was established in 1980 as subsidiary of WIPRO limited listed on New York Stock Exchange.<sup>6</sup>

This company's HR Practices are as following:

1. Internal people management 2. Leave Facility which involves annual leave, annual sick days, and 3. Training and development 4. Recognition and reward 5. Education 6. Benefits offered 7. External People Management etc.<sup>7</sup>

### 2. Banking:

**PUNJAB NATIONAL BANK (PNB)** PNB was registered on May 19, 1894 under the Indian Companies Act. Its office is in Anarkali Bazaar, Lahore.

This company's HR Practices are as following:

1. Recruitment 2. Talent Retention 3. Career Path 4. Technology-Based HRMS 5. Industrial Relation 6. Staff Welfare 7. PNB Samadhaan 8. Training and Development<sup>8</sup>



**6. Conclusion:**

Manufacturing sector and Service sector developed fast in the economy. There are various manufacturing industries in many areas such as cement, two wheeler, four wheeler; pharmaceutical etc. There is a fast growth of the various Service sectors in hotels, hospitability, travels and tourism, education, finance, telecommunications, health care and transportation etc. Both sectors human resource management plays a key role. It makes sound industrial relationship through implementing best HR practices for employees.<sup>9</sup>

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## A STUDY OF TRADE OPPORTUNITIES OF INSURANCE COMPANY IN NASHIK DISTRICT

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### *Abstract :*

*The sales of goods and services are exposed to a significant number of risks, many of which are not within the control of the supplier. The highest of these risks and one that can have a catastrophic impact on the viability of a supplier, is the failure of a buyer to pay for the goods or services it has purchased. In today's challenged domestic and global economic climate, recognizing and managing future risks has become a priority for businesses. Losses attributed to non-payment of a trade debt or bankruptcy can and do occur regularly. Default rates vary by industry and country from year-to-year, and no industry or company is immune from trade credit risk. Trade credit risk insurance is an insurance policy and a risk management product offered by private insurance companies and governmental export credit agencies to business entities wishing to protect their accounts receivable from loss due to credit risks, such as protracted default, insolvency, bankruptcy, etc. This insurance product, commonly referred to as trade credit insurance, is a type of property and casualty insurance and should not be confused with such products as credit life or credit disability insurance, which the insured obtains to protect against the risk of loss of income needed to pay debts. Trade credit insurance can also include a component of political risk insurance, which is offered by the same insurers to insure the risk of nonpayment by foreign buyers due to the actions or inactions of the buyer's government. This leads to the major role that trade credit insurance plays in facilitating domestic and international trade. Trade credit is offered by 2 Trade Credit Insurance suppliers to their customers as an alternative to pre-payment or cash on delivery terms, or the need for expensive bank letters of credit, providing time for the customer to generate income from sales before paying for the product or service. This requires the supplier to assume non-payment risk. In a local or domestic situation, as well as in a crossborder or export transaction, the risk increases when laws, customs, communications and customer's reputation are not fully understood by the supplier.*

**Objectives :**

The major objectives of the present study are :

- 1) To understand the concept of Insurance
- 2) To understand the. In today's challenged domestic and global economic climate.
- 3) To Identify the problems for insurance company in Nashik District .

**Methodology :-**

Trade credit insurance thus enables suppliers to significantly increase their overall sales turnover, reduce credit risk related losses and improve the profitability of their business. At the macroeconomic level, trade credit insurance helps to facilitate international trade flows and contributes to the global economic growth, allowing transactions to occur that would otherwise have been too risky. It also enhances economic stability by sharing the risks of trade losses with the trade credit insurers, who are better equipped to absorb them. In the absence of trade credit insurance, and in order to avoid credit risk related losses, suppliers would have no choice but to rely on either full pre-payment for goods and services by buyers or to seek a third party which is willing to take the credit risk for a price. Hence, traditionally, trade credit insurers have to compete with banking and capital market products. The most common banking product has been the letter of credit, an established substitute for trade credit insurance, and most commonly used in the export sector. Trade credit insurers also compete with factoring, whereby a bank or other financial firm buys a company's receivables for an immediate, but discounted payment. However, factoring companies often buy credit insurance to cover the risk of not collecting on their trade receivables, and so the two products complement one another. Until the recent credit crisis, large suppliers could also sell their receivables at a discount to capital market investors in the form of asset-backed commercial paper. The essential value of trade credit insurance is that it provides not only peace of mind to the supplier, who can be assured that their trade is protected, but also valuable market intelligence on the financial viability of the supplier's customers, and, in the case of buyers in foreign countries, on any trading risks peculiar to those countries. As well as providing an insurance policy that matches the client's patterns of business, trade credit insurers will establish the level of cover that can reasonably be provided to the supplier for trade with each individual buyer, by analyzing the buyer's financial status, profitability, liquidity, size, sector, payment behaviour and location. To augment the information that trade credit insurers already hold (for example Atradius already holds information on over 52 million companies worldwide), they also take into account the valuable experience that the supplier may already have through previous trade with the buyer. Definition Trade credit insurance (also known as credit insurance, business credit insurance or export credit insurance) is an insurance policy and risk management product that covers the payment



risk resulting from the delivery of goods or services. Trade credit insurance usually covers a portfolio of buyers and pays an agreed percentage of an invoice or receivable that remains unpaid as a result of protracted default, insolvency or bankruptcy. Trade credit insurance is purchased by business entities to insure their accounts receivable from loss due to the nonpayment of valid debt by their debtors. It can also be expanded to cover losses resulting from political risks such as currency inconvertibility; war and civil disturbance; confiscation, expropriation and nationalization. The costs (called a “premium”) for this are usually charged monthly, and are calculated as a percentage of sales of that month or as a percentage of all outstanding receivables. Trade credit insurance insures the payment risk of companies, not of private individuals. Policy holders require a credit limit on each of their buyers in order for the sales to that buyer to be insured. The premium rate is usually low and reflects the average credit risk of the insured portfolio of buyers. Additional premium is payable if the cover is expanded to include political risks

#### History

Merchants have sought methods to minimize risks since early times. Pictured, *Governors of the Wine Merchant's Guild* by Ferdinand Bol, c. 1680.

Methods for transferring or distributing risk were practiced by Chinese and Babylonian traders as long ago as the 3rd and 2nd millennia BC, respectively.<sup>[1]</sup> Chinese merchants travelling treacherous river rapids would redistribute their wares across many vessels to limit the loss due to any single vessel's capsizing. The Babylonians developed a system which was recorded in the famous Code of Hammurabi, c. 1750 BC, and practiced by early Mediterranean sailing merchants. If a merchant received a loan to fund his shipment, he would pay the lender an additional sum in exchange for the lender's guarantee to cancel the loan should the shipment be stolen, or lost at sea.

At some point in the 1st millennium BC, the inhabitants of Rhodes created the 'general average'. This allowed groups of merchants to pay to insure their goods being shipped together. The collected premiums would be used to reimburse any merchant whose goods were jettisoned during transport, whether to storm or sinkage.<sup>[2]</sup>

Separate insurance contracts (i.e., insurance policies not bundled with loans or other kinds of contracts) were invented in Genoa in the 14th century, as were insurance pools backed by pledges of landed estates. The first known insurance contract dates from Genoa in 1347, and in the next century maritime insurance developed widely and premiums were intuitively varied with risks.<sup>[3]</sup> These new insurance contracts allowed insurance to be separated from investment, a separation of roles that first proved useful in marine insurance.

- Types of Insurance
  - Auto insurance

- Gap insurance
- Health insurance
- Income protection insurance
- Casualty insurance
- Life insurance
- Burial insurance
- Property
- Liability
- Credit
- Other types
- Insurance financing vehicles
- Closed community and governmental self-insurance

### What are the Benefits of Trade Credit Insurance?

The need for trade credit insurance arises from the common practice of selling on credit and the demand by buyers to trade on open account, where they only pay for the goods and services after having on-sold them and are not willing to provide any form of security, for example by way of full or partial advance payment, bank guarantee or letter of credit. It should be remembered that trade receivables can represent 30% to 40% of a supplier's balance sheet and companies therefore face a substantial risk of suffering financial difficulties due to the impact of late or non-payment important benefits:

- It transfers the payment risk to the trade credit insurers, whose credit expertise, diversification of risk and financial strength enable them to assume these risks;
- It provides insured suppliers with access to professional credit risk expertise and related advice;
- It can help prevent insured suppliers from suffering liquidity shortages or insolvency due to delayed or non-payments;
- It reduces earnings volatility of insured suppliers by protecting a significant portion of their assets against risk of loss;
- It facilitates the access by insured suppliers to receivables financing and improved credit terms from lending institutions, some of which will insist on trade credit insurance before providing financing;

### Conclusion

In the face of the global recessionary climate, increased business failures both domestically and globally, and the tightening of credit across the board, it is clear that business suppliers must be ever more vigilant regarding the management of their accounts receivable. A trade credit insurance policy, if used properly, provides a valuable extension to a company's credit management practices—a second pair of objective eyes when approving buyers, as well as an early warning system should things begin to decline so that existing exposure can be effectively managed. Not forgetting that should an unexpected loss occur, the trade credit insurance policy provides indemnification, thus protecting the policyholder's revenues, profits, balance sheet and employees from what could otherwise be a financially catastrophic event. By maintaining a strong relationship between the insurer and the credit management department, trade credit insurance may be the wisest investment a company can make to ensure its profits, cash flow, capital and employment are protected. For the convenience of the reader we have provided links to a glossary of the terms used in trade credit insurance in Annex 2 (provided by the International Credit Insurance & Surety Association (ICISA) to its members).

### Tips

- Check out your state's minimum insurance requirements. It's possible that the minimum coverage required might not be that different than what you really need.
- When deciding how much coverage you need, make sure you're covered for an amount equal to the total value of your assets.
- To keep premiums low, choose collision coverage with a high deductible, and plan to pay routine repair costs with your own money.



## THE ROLE OF STAFF TRAINING & DEVELOPMENT IN HOSPITALITY SECTOR

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### ABSTRACT :

*Contemporary hotel industry is facing many challenges which are closely connected to the changes that occur both in the field of tourist demand and tourist supply. The changes refer to quality of services at first place, since the needs of tourist change rapidly towards higher quality and different products. Having in mind the character of the activities in hospitality industry where a direct contact between employees and guests is necessary for providing and realizing the services, the success of service realization and fulfillment of guest's satisfaction depends most on the employees.*

**KRYWORDS** : staff training & development, Hospitality sector, Service quality, Training programs, Employee, Hotel industry.

### INTRODUCTION:

Training and development activities allow organizations to adapt, compete, excel, innovate, produce, be safe, improve service and reach goals. Training has successfully been used to reduce errors in such high risk settings as emergency rooms, aviation and the military. However, training & development is also important in more conventional organizations. These organizations understand that training helps them to remain competitive by continually educating their workforce.

**This Paper deals** with findings from conducted research related to the issues & importance of staff training & development in hospitality sector which is essential for the improvement in service quality. It also covers the advantages of staff training & development programs and the need for continuing training & development in hospitality sector for improved service with higher quality and achieves competitive advantage.

### THE NEED OF STAFF TRAINING & DEVELOPMENT:

Staff training & development in hospitality sector is very important for continuous training of currently employed staff, and for new employees, as well. Due to high competition they need to upgrade their skills, according to the job positions. Scope of training courses includes different

programs with wide range of issues that meet industry standards, and can lead to employee's professional development and improved service quality delivering.

Service in hospitality sector is an object of exchange within the relations between tourist demand and tourist supply. It can be defined as an activity with main purpose to satisfy the needs of other persons. The "other person" in hospitality sector is the guests/ tourists as clients. Usually the structure of the service is consisted of the following:

- Professionalism
- Job responsibility
- The ways how they welcome guests
- How they handle with their demands
- Needs and wishes the attitude towards guest while serving them
- And all the activities and services that lead to complete satisfaction and experience.

Having in mind the character of the activities in hospitality industry where a direct contact between employees and guests is necessary for providing and realizing the services, the success of service realization and fulfill guest's satisfaction depends on the human factor i.e. the employees. This implies importance for appropriate employee structure within the process of providing services. A basic motto to which employees have to keep is "satisfying the guests' needs". By achieving this motto, the guests will be satisfied, cheerful, in a good mood, and filled with positive experience.

### **EMPLOYEES – A KEY TO SERVICE QUALITY**

In order to achieve service quality, the employees have to be trained and qualified to understand and satisfy the guests' needs. If contrary, they will fail. Therefore, in order to fulfill and achieve these conditions, depending on organizational structure of employees. Training & development Plays a very important role for human resources who apply different techniques and methods towards the improvement and accomplishment of employees' abilities, engagement of appropriate professionals, selection, continuing training, specialization, courses or creating team work programs. By implementing these techniques and methods with appropriate communication and dedication to the job position and tasks, working environment and atmosphere will satisfy the best guest' needs. For that purpose, in many organizational structures, managers use different methods that services with high quality, which in current conditions of high market competition signify a necessary in orientation of all hotel business sectors.

Appropriate employee structure engagement is necessary for all types of job position and levels. But most important attention has to be paid to those that are directly involved in contact with guest, no job position whether receptionist, restaurant managers, waiter, chambermaid, sales manager, banquet manager, animator, etc. Service is "care for the guest" and it is a task and duty of

every employee who contacts with guest. Hotel employee is a person that takes care of the guests during their stay, who is responsible to enable them to spend their time as much as more Comprehend, pleasant, and fulfilled, after which they will leave with feel of satisfaction. There, an employee can appear in different roles that come out of his/her main job task to take care for guests' needs, Depending on the job position, more or less, every employee takes care to deliver the guests' services they paid for. As representative of its organization and Good host, the employee at same time takes care to deliver the services that will be in best way organized, carefully and professionally composed such approach will ensure good impression for guests about the hotel by providing high level of service quality.

### **THE ROLE OF STAFF TRAINING & DEVELOPMENT:**

A common human resource management cliché states that “people are your best asset” Arguably an organization' success or failure will depend in large part on the quality of its talent pool. Recruiting the best talent is important to an organization's success, especially when it comes to professional; and managerial personnel. However, an organization's human resource can also be a major liability for employers. From an organization perspective it is in the “how” a business manages their talent that will account for success or failure. It should be take into account those customer expectations and their perceptions of service quality very, so employees should be able to and can evaluate and adapt as best they can to the needs of guests. Besides individual capabilities commitment of employees to achieve high quality of service, teamwork is very important aspect of this issue. Teamwork in hospitality industry is an important prerequisite for success and leadership.

Therefore it's notable that employees are the major pillar in every organizational sector of hospitality industry, because of it evolves the meaning and the importance for their continuing education through training & development. For improvement of work performances in hospitality, it's necessary to implement different methods that will contribute in providing high quality of services. Very common in staff training & development that is used for giving the employees new and advanced knowledge or skills that will assist them to their better job performance.

Staff training & development concerns implementing effective behavioral interventions which require that all those involved in the intervention thoroughly knowledgeable about and competent in the use of specific intervention techniques “Staff training is about implementing rules and procedures, to which staff has to be familiar with, before they start working in any organization. Additional formulation is that staff training also shows them how to do the work properly and most effectively. As selection matches a manager of employees with a job, training prepares manager and employees to perform a specific job effectively, that will lead to satisfied guests.

Employees need to be trained on the job for better orientation at the beginning as new employee, and



then for better performance and organization of their work. Training is a process that provides employees with the knowledge and the skills required to operate within the systems and standards set by management. It is dedicated to develop and improve employees' qualities that are related to their knowledge, skills and competences, and improve employees' qualities that are informing, motivating, changing behavior, improving performance and even rewarding. Staff training contributes to increased productivity to the organization, improved service quality and development professional knowledge. Therefore training&development is accepted as important element of human recourse management as a key to motivation of employees to improve their job performance. It can be organized for the following purpose:

- To help everyone to be more united and to respect team work
- To build stronger ties between managers and operation staff
- To improve profession knowledge and skill that will help employees to meet clients' needs higher level of service quality
- To enhance the capabilities of employees and strengthens their competitive advantage
- To improve the personal characters and professional abilities
- To improve business performance.

### Conclusion:

Hotel Industry is not only about providing guest quality services but also it is about providing services that will be on time delivered, fulfill with appropriate employee attitude, knowledge, skills and content. Service quality is in close relation with employee's training weather on- the- job or off- the -job. Training should be occasionally, periodically or once in a while. It should be continually with different training programs that will upgrade employee skill according job positions. It's not enough to have employee structure that is engaged according to job positions requirement but more important is to have skilled and trained employee which is definitely a key to service quality in hotel industry.

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## A STUDY OF OPPORTUNITIES AND CHALLENGES OF AGRO TOURISM IN MAHARASHTRA

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### ABSTRACT –

*Tourism as an industry has been flourishing and growing sector. Tourism has emerged as an important as well as organized industry which has its benefits over large segments of the population. There is a need to focus our attention to achieve the required prosperity, well-being and high quality of life for the people of the region by generating the income in the tourism sector. Tourism in India accounts for 7.5 per cent of the GDP and is the third largest foreign exchange earner for the country. Tourism growth potential can be harnessed as a strategy for rural development. The development of a strong platform around the concept of agro tourism is definitely useful for a country like India, where almost 70% of the population resides in its villages. There is a need to find out the importance of rural tourism in sustainable development of the region and also to enhance socio economic environment of rural areas. Development of rural tourism and betterment of the society are closely associated with each other. This research work will address the issue of opportunities and challenges for agro tourism in Maharashtra. This research work is based on secondary data and has opportunities to do research work in area of agro tourism in Maharashtra.*

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**Key words** – Agro tourism, Tourism, Agriculture

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### INTRODUCTION –

On account of diverse geographical area of India, it is a large market for travel and tourism .India offers niche tourism products such as adventure, medical, wellness, sports, eco-tourism, religious tourism, agro tourism. Total contribution by travel and tourism sector to India's GDP is expected to increase from US\$ 136.3 billion in 2015 to US\$ 275.2 billion in 2025. Travel and tourism is the third largest foreign exchange earner for India. A sum of US\$ 1.76 billion was earned under foreign exchange through tourism during the month of September 2016.

India is most popular destination for tourism hence it has entered among top 10 tourist

destination around the globe. Addition to this, agro tourism is novel product which would strengthen the competitiveness of Indian tourism industry. Due to the large scale of urbanization and changing life style of most of the Indians, agro tourism is emerging trend in tourism industry in India. Any form of tourism that presents the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as agro tourism. Agro tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may involve farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, agro tourism has certain typical characteristics like; it is experience oriented, the locations are less polluted and populated, it is predominantly in natural environment, it preserves the culture, heritage and traditions of the society.

## OPPORTUNITIES

The world travel and Tourism Council forecasts Indian tourism sector to grow 7% annually over the next ten years. There is a need to focus our attention to achieve the required prosperity, well-being and high quality of life for the people of the region by generating the income in the rural area through tourism sector. Tourism growth has potential which could generate employment to many rural people which would increase the standard of living of rural people and thus will result in to socio-economical reform, also can establish regional balance and rural development. The development of a strong platform around the concept of rural tourism is definitely useful for a country like India, where almost 70% of the population resides in its villages. There is a need to find out the importance of rural tourism in sustainable development of the region and also to enhance rural tourism development. Development of rural tourism and betterment of the society are closely associated with each other. Rural tourism is win- win situation to both farmers and tourist as farmers can earn extra money along with their agricultural activities and the tourist can get enriched experience of rural life, can get a chance to understand the culture and traditions and rural life at affordable price. In Maharashtra it has been observed that agro tourism observed socioeconomic changes in life of rural people. Due to changing life style, every one want leisure time from their routine life, agro tourism is best option for short duration holidays and at affordable rate. Agro tourism has large capacity to generate employment and regular income generating activity. Agri Tourism is growing at an average rate of 20% per annum in India. More than 70% of the urban Indian class has not seen a village. So far, 7000 plus tourists have visited the farm.

Today agro tourism is become need for rural areas of Maharashtra because of below mentioned features

- Maharashtra's agricultural sector is extensively based on nature and most of the time climatic



conditions are not favorable to farmers.

- Agricultural support prices are not favorable to the farmers.
- Intermediaries play dominant role in selling of agricultural produce.
- Most of the farmers have marginal farms and many agro tourism activities require only small farm crew in order to be successful.

### Elements of Agro tourism



### CHALLENGES

India's travel and tourism industry has huge growth potential. The tourism industry is also looking forward to the expansion of E-visa scheme which is expected to double the tourist inflow to India. As far as Maharashtra is concerned, population and area wise it is third largest state in India with diverse natural resources. In spite of developing agro tourism culture in Maharashtra, tourism industry specifically agro tourism of Maharashtra has observed challenges which are as under

- Entrepreneurial culture of Maharashtra
- Complex nature of services
- Government support for agro tourism
- Quality service
- Lack of infrastructure such as road, transport, electricity, hospital facility
- Problems of promotion and branding of agro tourism

## CONCLUSION

The development of a strong platform around the concept of rural tourism is definitely useful for a country like India, where almost 70% of the population resides in its villages. There is a need to find out the importance of agro tourism in sustainable development of the region, employment creation, improvement in standard of living and also to enhance rural tourism development.

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## PATANJALI & HEALTH SECTOR IN INDIA

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### Abstract

*The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Indian healthcare delivery system is categorized into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centres (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier I and tier II cities.*

*India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe.*

**Key words** – Pranayam, Sadhak, AYUSH, Healthcare Hub, Gurukuls

### Introduction

The overall Indian healthcare market is worth around US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020, a Compound Annual Growth Rate (CAGR) of 22.9 per cent. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centres, and pharmaceuticals, constitutes 65 per cent of the overall market. The Healthcare Information Technology (IT) market which is valued at US\$ 1 billion currently is expected to grow 1.5 times by 2020. With increased digital adoption, the Indian healthcare market, which is worth around US\$ 100 billion, will likely grow at a CAGR of 23 per cent to US\$ 280 billion by 2020. Over 80 per cent of the antiretroviral drugs used globally to combat AIDS (Acquired Immuno Deficiency Syndrome) are supplied by Indian pharmaceutical firms. Rural India, which accounts for over 70 per cent of the



population, is set to emerge as a potential demand source.

India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US\$ 25-30 billion. Given this demand for capital, the number of transactions in the healthcare space is expected to witness an increase in near future. The average investment size by private equity funds in healthcare chains has already increased to US\$ 20-30 million from US\$ 5-15 million. A total of 3,598 hospitals and 25,723 dispensaries across the country offer AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy) treatment, thus ensuring availability of alternative medicine and treatment to the people.

The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000. The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years. With greater number of hospitals getting accredited and receiving recognition, and greater awareness on the need to develop their quality to meet international standards, Kerala aims to become India's healthcare hub in five years.

### Government efforts

India's universal health plan that aims to offer guaranteed benefits to a sixth of the world's population will cost an estimated Rs 1.6 trillion (US\$ 23.72 billion) over the next four years.

Some of the major initiatives taken by the Government of India to promote Indian healthcare industry are as follows

- The government has announced that 3,000 Jan Aushadhi Stores (JAS) will be opened under Pradhan Mantri Jan Aushadhi Yojana (PMJAY) across the country by the end of March 2017.
- The Ministry of Science & Technology has launched the innovative and indigenously developed fecal incontinence management system 'Qora', which was developed by M/s. Consure Medical under Department of Biotechnology (DBT), Ministry of Science & Technology supported Bio design Programme.
- The Union Cabinet has approved signing of an agreement with the World Health Organisation (WHO) under which WHO will develop technical documents on traditional medicines which is expected to lead to better acceptance of Indian systems of medicines at an international level.
- The NITI Aayog (National Institute for Transforming India) seeks to bring reforms in India's public health system like outsourcing primary healthcare to private doctors and promoting competition between government and private hospitals at the secondary level.

### **Patanjali Yogpeeth**

Patanjali Yogpeeth in Uttaranchal is one of the most popular Yoga institutes in the world. The institute has been set up for treatment and research in Yoga and Ayurved. It proudly features world's largest out patient department or OPD which will cater to 6 to 10 thousand patients everyday.

The Yoga and wellbeing institute has been founded with several aims and objectives. The prime among all the objectives is to make the world disease free with the help of scientific approach to Ayurved and Yoga. Apart from ssOPD, Patanjali Yogpith in Haridwar also features an IPD and a huge pathological laboratory research and treatment with the help of Yoga and Ayurved. The premier institute is located on the Delhi-Haridwar National Highway, in close proximity to Bahadrabad.

Divya Yog Ashram situated in the sacred land of Haridwar on the banks of the holy Ganges, was built in 1932 by the erudite scholar and godman Param Pujya Swami Kripaludevji Maharaj. Concomitant with this noble struggle, Swami Kripaludevji alongwith another great spiritualist Swami Shraddhanand, the founder of the pure and chaste Hindus traditions of the "Gurukul Kangri", organized a movement of rejuvenation of the pristine Indian traditions and the renaissance of its glorious past whereby the country, its religion and all related aspects, after centuries of neglect, were rediscovered and extolled. Shri Kripaludevji Maharaj was succeeded by his illustrious disciple Pujya Swami Shri Shankardevji Maharaj, well conversant with Vedic knowledge and an ardent advocate of noble human values. Swami founded the trust in 1995 alongwith his group of disciples and a few families to exalt the traditions and enrich the future.

### **Objectives of Patanjali Yogpeeth**

1. To make a disease free world through a scientific approach to Yog and Ayurved.
2. To establish a new World Health Organization and fulfill the resolution of making a new world order - free from disease and medicine through research on the knowledge base of our great saints and sages viz. Maharshi Patanjali, Charak and Sushrut.
3. To establish with a scientific approach, pran (breath) as a medicine for the treatment of all curable and incurable diseases by extensive research in Pranayam/Yog.
4. To propagate Pranayam as a free medicine, for the treatment of diseases, across the globe, through in-depth research within the parameters of modern medical science. This will enable both the rich and poor to avail its benefits in order to attain sound health.
5. To make the world a peaceful and tranquil place by using yogic techniques to eradicate fatal effects of medicines and weapons.
6. To study and research the subjects of yajna, organic agriculture, cow urine, nature and

environment in addition to the study and research in Yog & Ayurved at the research centre of the institution.

7. To form a new integrated system of treatment based on extensive research not only of the techniques of Yoga & Ayurveda but also use of Allopathy for surgery and emergency cases and other systems of medicine like Homoeopathy, Unani and Acupressure to soothe patients suffering from unbearable pains and rid them of diseases.
8. To evaluate methods of treating the physical, etheric, astral, mental and causal body beyond the present incomplete system of treatment which cures the physical body alone.
9. To begin degree and diploma courses in disciplines of Yoga & Ayurveda.
10. To set up an equalitarian society based upon values of spiritualism, nationalism and justice by going beyond the boundaries of cast, creed, class and religion for the country's development.

### **Brief History of Patanjali Yogpeeth**

**Subjects and Courses** The proposed institute which is under different phases of construction will feature University of Patanjali which will facilitate around 5000 students from all over the world and will help them in their research and study with excellent infrastructure. The students will be offered modern and classical job-oriented courses on subjects like Social Sciences, Natural Sciences, Computer Science, Information Technology, Physiotherapy, Yoga and Medical Sciences. Apart from offering different courses, the proposed university will also provide state of the art research facilities to the students. Some of the highlights of the research facilities offered in the proposed university at Patanjali Yogpeeth in Uttaranchal include: Research on incurable diseases like diabetes, asthma, cancer and arthritis. Apart from offering different courses, the proposed university will also provide state of the art research facilities to the students.

### **Pranayam Revolution**

Oxygen (Pran) we breathe fills our lungs, spreads in the entire body (internal and external including neurons, veins and arteries) providing it with essential food, energy, oxygen and gentle massage. Not only that the veins collect the dross elements from the body, take them to the heart and then to the lungs, which throws the useless materials like carbon dioxide and other fatal toxins out of the body through the act of exhalation.

Through pranayam and Meditation we attain a transcendental state of consciousness where the mind has no thoughts or impressions. In that state, our neuro-endocrine system becomes limbic-hypothalamic, pituitary, adrenal axis becomes strong and precise. As a result our stress hormones: - ACTH, cortisol, prolactin, adrenalin and noradrenalin go down and good hormones like beta



endorphins, encephalin etc. go up. As a result stress-related diseases like hypertension, obesity, heart diseases etc. start reversing.

So do the cases of diabetes, asthma, bronchitis, leucoderma, depression, parkinson's, insomnia, migraine, thyroid, arthritis, cervical spondylitis, hepatitis, chronic renal disfailure, cancer, cirrhosis of liver, gas, constipation & acidity etc.

Spiritually speaking, with the support of respiration the mind peers into the inner world and enables the Sadhak (Practitioner) to experience divinity. It is with the objective that saints and sages of ancient times formulated different methods of Pranayam. Swamiji has exhumed the Indian ancestral Science of Pranayam from the grave of darkness, fear and monopoly of a few and presented it in the simplest form for the welfare of the mankind. Swamiji has devised a sequential practice of the seven Pranayams with allotted time periods for each which has become very well known. Millions have benefitted from this simple package of breath control exercises. Across strata from business establishments to government organisations, schools, colleges, judiciary, legislature etc. people have taken to pranayam under Swamiji's tutelage. It has become common place to see pranayam being practised at parks and gardens all over the country in morning and in evening.

### About Swami Ramdevji

Swami Ramdevji Maharaj has a dream of disease free world. This, he plans to achieve with the help of the ancient science of Yog , which he feels will bring peace and happiness to mankind and will bring an end to the unethical business of weapons and allopathic medicines. According to him, "Our objective is to establish a new world health order that redefines the lives of human beings across the globe for peaceful sustenance , by making the world free from the fatal effects of medicines and rid sufferings from diseases and pains. Swami Ramdevji Maharaj, a celibate since childhood, is well versed in Sanskrit Grammar, Ayurved and Vedic Philosophy. A strong proponent of Indian cultural values, his services in the field of cow-breeding, research in the field of Ayurved and his practical approach of Yog has won him several thousands of admirers throughout India and made him a living symbol of Indian culture.

His detachment to worldly happiness and devotion to scholar service has made him a phenomenon in the saintly world. Revered Swami Shankardevji Maharaj got him initiated in the ascetic order on the sacred banks of River Ganga. He has taught Ashtadhyayee, Mahabhashya, Upanishads alongwith six systems of Indian Philosophy in a couple of Gurukuls (traditional Indian systems of education). Besides, during his travels in the Himalayan mountains, he performed severe austerities in the caves of Gangotri for the realisation of SELF and acquired several uncommon capabilities. With the blessings of Reverred Swami Shankardevji Maharaj, he, in association with his

learned companions, Acharya Balkrishan Maharaj, a great scholar and famous Ayurvedic physician & others established Divya Yog Mandir (Trust) in 1995 of Kankhal, Haridwar, Uttarakhand, India. He, while in the state of sadhna, has been guiding several service projects of medical, spritual and educational pursuits through this trust then. Reverred Swamiji Maharaj, who has unfurled the flag of Yog on top, cures about two lakh patients per month with his spiritual energy in his Yog Camps. Over twenty lakh people from all parts of country and abroad derive benefit from live and vibrating science of Yog by taking part in Yog camps every year, which helps in building a prosperous, disease free new India.

Nearly 250 million viewers of our country and abroad, have a close association with the age old Science of Yog and Pranayam through AASTHA INTERNATIONAL, SAHARA, INDIA TV & STAR NEWS TV channels. Reverred Swami Ramdevji Maharaj with his extraordinary talent, great patriotism and deep leanings towards our ancient culture and traditions is establishing Patanjali Yogpeeth, an institution for social and scientific research and treatment in Yog, Spiritualism and Ayurved through which more than twnty lakh patients of various ailments would derive benefit year. He envisages India as "Vishwa Guru" (Teacher of the world) which can become true only if every citizen realises his duties and responsibilities towards the nation. May the science of Yog expand virtues of consciousness, morality and brotherhood of human beings such that everyone sees his own consciousness in all creatures and spreads fraternity and global brotherhood.

### Turnover of Patanjali

According to reports surfaced last month, Baba Ramdev-promoted Patanjali Ayurved that attained an **INR 5,000 Cr** turnover mark in 2015-16 is targeting a turnover of **INR 10,000 Cr** in 2016-17. The products offered on its portal include range of food, cosmetics, medicines, books, CDs, DVDs, and Audio cassettes. According to government data, India is the second largest exporter of Ayurvedic and alternative medicine in the world. India is expected to rank amongst the top three pharmaceutical markets in terms of incremental growth by 2020. In March 2016, Healthtech startup, Healthnabl raised about 800K (INR 5.5 Cr) in a seed round of funding by a mixed group of professionals including names from Silicon Valley and Hong Kong. It assists patients to connect with healthcare services and practitioners worldwide through its proprietary web and mobile platform.

Earlier in January 2016, Pluss, the on-demand medicine and healthcare products delivery service partnered with Baba Ramdev promoted Patanjali Ayurved in Delhi. Patanjali's range of FMCG products including staples, groceries, nutrition, hair care, skin care, dental care, and toiletries are sold through the Pluss App across Delhi/NCR. The healthcare market in India is expected to reach **\$280 Bn** by 2020 at a CAGR of **22.9%**.

**Patanjali at Glance****Care Redefined**

**Patanjali** bring best of Herbal Home Care Collection comprising of variety of Incense Sticks of different types like Jasmine, Vangandha, Amber, Sandal etc, to spread the fragrance at your home. Best quality Detergents in Popular, Premium and Superior quality which not only take care of your clothes but your hands too. Dental care products to protect your teeth and gums. Wide variety of products like Shishu Body care, Lotion, Gel, Hair oil, massage oil etc. to take care of your little ones.

**Natural Healing**

**Patanjali** Ayurvedic products heals you naturally, increases your immunity and does not have any side effects or adverse effect on your body. Some of our products like Laxmivilas Ras, Kumaryaasava, Chayawanprash, Badam Pak, Gulab Jal, Massage oil, Divya Herbal Pey, Gasher Churan, Shankh Bhasm, Badam rogan and peedantak tail have gain popularity due to its best of quality.

**Media Management**

**Patanjali** have wide range of CD's and DVD's based on the various topics of yoga, Pranayama, Ayurveda, bhajans and education. One can easily learn yoga by watching the yoga cd's. Our Ayurveda CD's provide extensive knowledge of the subject and importance of medicinal values of various herbs and shrubs. Our devotional music cd's and dvd's are melodious to leave you immersed in bhakti of God.

**Books**

**Patanjali** have a very good collection of books on Yoga and Pranayama written by Swami Ramdev and eminent Yogacharya of Patanjali. These books are available on various topics like yoga, pranayam, health, various Aasan and breathing techniques. These books help to learn the techniques of yoga.

**Divya Prakashan**

Divya Prakashan is publishing various categories of books containing the material of Yoga, Ayurveda, Culture, Customs and Patriotism and Medicinal plants. H.H. Yogarshi Swami Ramdevji Maharaj ji teachings are published in , Yog Sadhana Yog chikitsa Rahasya, Pranayam Rahasya. Yog darshan, Geet amrit, Bhakti Geetanjali. Sri Acharya Bal krishna ji Maharaj wrote so many on ayurveda and yoga like ayurved siddhanta rahasya, Vijnan ki kasauti par Yoga and Aushadha darshan etc. Crores of people are benefited by them learning so many innovative things.

**Food Products**

Patanjali offers wide range of food products which are produced hygienically maintaining the quality and nutrition of the food products. Be it pulses, flour, juices, biscuits or spices, we maintain



the taste and nutritional value of the products. Relish the taste of purity and perfectly produced food products.

### Health & Nutrition

Patanjali offers wide range of health care products to take care of your health prepared from naturally grown organic fruits and vegetables. We produce variety of juices, jam and sharbat from Aloe Vera, Amla, Guava, Harad, Murabba, Karela, Khus, Lemon, Litchi, Mango and Mixed Fruits. These products are hygienically made with finest of machines and brains to provide you excellent products. Patanjali Ayurved, maker of ayurvedic consumer products, is the fastest growing consumer company in India. Yes, you heard it right. Credit Lyonnais Securities, a foreign stockbroking company, has put out a report wishing for the company promoted by Baba Ramdev, the yoga guru, to be listed on the stock market.

- 1. Patanjali Ayurved:** This is a company formed by Baba Ramdev in 1997. He collaborated with Acharya Balkrishna, a scholar of Ayurveda, Sanskrit and Vedas in 1990s to manufacture ayurvedic medicines. Ramdev focused on Yoga while Balkrishna assumed responsibility of spreading Ayurveda medicine.
- 2. Revenue:** Patanjali Ayurved is perhaps the fastest growing fast-moving-consumer-goods firm in India with annual revenues reportedly at more than Rs 2,000 crore. Ramdev is reported to have said in one of the interviews that he expects to take the revenue to Rs 10000 crore.
- 3. Discount and profits:** Credit Lyonnais observes that most of Patanjali products are available at an attractive discount to competition. The company sources products directly from farmers and cuts on middlemen to boost profits. It makes 20% operating profit. This is the difference between total income and expenditure.
- 4. Ownership:** Baba Ramdev does not hold any stake in Patanjali Ayurveda Ltd. Balakrishna is believed to own 92%. The balance 8% stake is held by Sarwan and Sunita Poddar, a Scotland-based non-resident Indian couple. The two are associated with the UK Trust of Patanjali and have donated land in UK.
- 5. Food park:** Patanjali Food and Herbal Park was established in 2009 under the food park scheme of the Indian government. The company reportedly commissioned one of the largest food parks in the world at a total investment of Rs 500 crore. The food park is spread across 100 acres and provides employment to over 6,500 people.
- 6. Distribution:** Patanjali products are sold through three types of centres. These include Patanjali Chikitsalaya which are clinics along with doctors, Patanjali Arogya Kendra which are health and wellness centres and Swadeshi Kendra, non-medicine outlets. A typical Patanjali centre is 500 to 1,500 square feet in size. The group has 15,000 outlets in India.

They plan to grow to 1,00,000 outlets in next few years.

7. **Store profits:** Patanjali has 5,000 franchisee stores. Retailers told CLSA that their average gross turnover is Rs 25,000 every day. Profit margins for retailers are 10-20% across product categories.
8. **Word of mouth publicity:** Consumer companies typically spend 12-20% of revenue on advertising and promotions. When a new company gets into the business, this spending is significantly higher. Patanjali has followed a unique word of mouth publicity model and the entire revenue is without any advertising.
9. **Advertising agency appointed:** Things are changing though. Patanjali has hired two top advertising agencies McCann and Mudra to prepare the business for the next phase of growth.
10. **FMCG competition:** The company is privately held and profitable. The revenue for 2014-15 of Patanjali Ayurved is digital health startups After taking on FMCG biggies in the country, Baba Ramdev is turning his attention to digital health startups such as Lybrate and Practo. Patanjali, Ramdev's Haridwar-based company, is lining up an online platform (chikitsalaya) for ayurvedic consultation and treatment.



## A STUDY OF ITS MID-CAREER STAGE AND ITS EFFECT ON CAREER PATHING OF WOMEN EXECUTIVES IN THE IT SECTOR.

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### Abstract:

In today's knowledge economy attracting and retaining talent is a key strategic concern for organizations as Human Resources are one of the most critical sources of competitive advantage. Furthermore in the face of a growing labour shortage of competent resources the race for retaining talent is becoming fiercer by the day. Ironically, as the need to secure talent is mounting, organizations seem to be failing in their efforts to retain the highly educated women who already work for them. A better understanding of women's careers, career choices and paths can help organizations make positive efforts in order to retain female talent.

In India many organizations will now find that they employ if not a significant but a large number of women who have reached midlife and mid-career. And while Ishaya and Ayman (2008) report that in India the IT industry and service industries have pressurized employees to be present at their work place for longer periods of time which create work life integration issues.

**Key Words :** Work-life balance, Mid career paths, mid career stage

### Introduction :

India is an ancient society which prides itself on its culture, its traditions, its practices and its scriptures many of which are devoted to the study of leading a balanced life. It seems ironic therefore that in today's modern India imbalance appears to be the new age mantra. Whether at home or in the workplace people are finding it difficult to cope. One of the biggest imbalances felt by almost all employees is the lack of satisfaction in the home and work spheres.

With growing affluence has come added stress, life expectancy has risen yet there is no quality in this extended life. India is growing and will soon be in the race to become the next superpower, yet there is an imbalance between urban and rural India, an imbalance between the haves and the have not's and just as strikingly an imbalance in gender equality whether at home or in the workplace.



**Review of literature:**

The term "work/life balance" was coined in 1986, although its usage in everyday language was irregular for a number of years. This interest in the 80's and 90's into the strain between work and life was chiefly driven by increased participation of women in the labour force and consequently the erosion of the „male breadwinner model.(Gornick and Meyers, 2003; Lewis & Cooper, 1995; Liddicoat, 1999).

It was from the early 1980s that organizations started recognizing the value and needs of their women contributors, and pioneering organizations such as Merck, Deloitte, and IBM began to change their internal workplace policies, procedures, and benefits. The changes included maternity leave, employee assistance programs (EAPs), flexi time, home-based work, and child-care referral. During the 1980s men also began voicing work-life concerns.

Over the last decade this concept has gotten more and more complicated gone are the days of the traditional nine to five concept of work and office, it has today been replaced with the 24\*7 concept. The lines and borders between work and life beyond work are becoming more and more indistinct by the day; people are working harder and longer than ever before. These new trends are shaping how we see *work* to the extent that being *at work* is no longer associated with a specific time or a physical location. This means that expectations about being available outside normal office hours have increased.

**Conceptual definitions:**

- **Work Life Balance/Integration:** Greenhaus, Collins and Shaw define work/life balance as the extent to which an individual is equally engaged in and equally satisfied with his or her work and family role.

Building on Marks and MacDermid (1996), Greenhaus, et al. (2003) assert that balance is an inter role phenomenon with three components:

- a) Time Balance – where time is divided equally between roles.
- b) Involvement Balance – where an individual has equal psychological involvement in both roles.
- c) Satisfaction Balance – where equal satisfaction is gained from both roles.

- **Mid career women and career paths:** *Mid-career* can be defined as a transition period of intra-career role adjustment. (Schneer and Reitman, 1995).

Marcinkus et al. (2007) have put forward that, for women in this midlife stage, work-family balance is a key issue as they deal with the potentially conflicting demands of their careers, children and child care, elder care, and other personal issues. Auster (2001) further goes on to argue that women

face serious work/life tradeoffs as they climb the career ladder, where efforts to juggle the needs of children and organisational performance expectations collide.

### Scope and statement of the problem:

The focus of this proposed study is on women because women not only continue to be the primary care givers and have added home responsibilities but they also experience the phenomena related to work life balance/integration far differently than men (Drew et al., 2003; Fine-Davis et al., 2004; Drew and Murtagh, 2005) also from the literature review it becomes clear that the work life balance phenomenon becomes more critical and focused at the mid career stage of a woman's life.

### Objectives of the study:

1. To study the effect that specific Personal, Family and Work related variables will have on the level of Work Life Integration achieved by the individual.
2. To study the nature of Work life Integration programmes provided to mid career women across industries and suggest best practices and strategies that could be utilized across the board to attract and retain women through a better understanding of what drives their career paths and decisions.

### Research methodology adopted:

1. Primary Data:
  - Questionnaire or Schedule
  - 5 Point Scale
  - Interview Method
2. Secondary data
  - Books
  - Periodicals and journals
  - Internet

### Data analysis and graphical analysis:

- How many hours in a day do you normally work?  
Nature of Graph: Simple Bar Graph

**Conclusion:** The graph shows variation in number of hours of work for women ranging between 7 -12. The graph shows 97% of women work up to more than 10 hours a day whereas only 3% of women work in the range of 10-12 hours a day.

- How many hours a day do you spend traveling to work?

Nature of Graph: Simple Bar Graph

**Conclusion:** The graph shows 20% women take less than half an hour 20% women take almost an hour 50% women take nearly two hours whereas 10% women take more than two hours to commute to and fro from the office premises.

- Being an employed woman who helps you to take care of your children?

Nature of Graph: Simple Bar Graph

**Conclusion:** The graph shows that out of the married sample population considered 78% of the women take help from their spouse, 16.67% take help from their parents and in-laws respectively whereas 11% entrust the responsibility to servants and 22% prefer crèche or day care centers.

- Do you generally feel you can handle a mid career crisis?

Nature of Graph: Simple Pie Chart

**Conclusion:** The graph shows 46% of the sample population feels that they are unable to handle mid career crisis while 53% has a positive response on their it.

- Do you miss any quality time with your family or friends because of work after reaching a certain level of your career?

Nature of Graph: Joint Bar Graph

**Conclusion:** The graph shows 6.66% of the women never miss any quality time with their friends, 20% of them rarely do so, 50% of them sometimes are unable to strike a balance while ,23.33%are always busy.

- Do you ever feel the need to quit your career because of its challenging nature?

Nature of Graph: Joint Bar Graph

**Conclusion:** The graph shows 33.33% of the women never feel t the need to quit, 23.33% of them sometimes feel so, and 40% of them are often feeling that they should call its quits whereas 3.33% are always feeling the same.

- How do you manage stress arising from your work?

Nature of Graph: Simple Pie Chart

**Conclusion:** The graph shows that 15% of the sample population use face book as a means of entertainment, 27% prefer music or TV,16% like to read books, 22% prefer spending free time with friends or family and other 20% have other options like exercise, yoga etc.

- What contributions can the organization make for improving your work life balance?



Nature of Graph: Percentage Bar Graph

**Conclusion:** The graph shows 67% of the women feel they should be given *COUNSELING SERVICES* while 33.33% of the women give a negative response for it.

- Do you take special initiatives to manage your diet?

Nature of Graph: Simple Pie Chart

**Conclusion:** The graph shows 60% of the sample population takes special initiatives to balance their diet while 40% of them show a negative response for a special diet.

- Should work life balance policy in the organization be customized to individual needs?

Nature of Graph: Simple Bar Graph

**Conclusion:** The graph shows that 40% of the population strongly agrees to the idea, 16.67% of the women agree to it, 23.33% are indifferent to the concept, 13.33% disagree to it while 6.67 % are strongly against the idea.

#### Limitations of the study:

- The study is conducted for 30 employees in karROX technologies, the sample population however can be extended as per the need and extent of research.
- The research can be conducted for both genders taking a cross-sectional study of the ages of working population to identify their individual set of problems.
- The word limit specified for the research paper is a constrain limiting further scope of study.

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## ROLE OF WOMEN IN INDIAN BANKING SECTOR

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**Introduction:**

The pattern of Indian women's employment has changed markedly after the nationalization of Banking Sector in 1969. Many major Indian banks are hiring highly qualified young Indian women to their administrative levels and they are showing remarkable growth over the years. Indian women are getting themselves out of the constructive frame works of housewives or teachers. They are placing themselves in diversified areas. During the early nineties we can hardly find an Indian woman at the top of a banking or financial institution. But now, the situation has changed. Women play a vital role in the economic, social and political development of India. The bangle wearing hands have experienced the power of putting signature on important documents. Secured family life, attractive salary, favorable working conditions and the stability in work are some of the reasons that make this sector more preferable to women.

Technology has indeed played a significant role in this change. Increasing women literacy, growing economic pressure, and desire to gain economic and social independence are pushing womenfolk to take up gainful career in banks. The phenomenal growth of banks has created massive employment opportunities for the educated women of our nation. The women job-seekers find jobs in banks more attractive and more suitable to their nature. The paper focuses on the increasing role of women in banking industry as this sector is the backbone of our Indian economy.

**2. Objectives of the study**

- a) To find out the how far women play a pivotal role in the Indian banking sector.
- b) To identify the problems faced by women in the Indian banking sector.
- c) To suggest the measures to overcome the problems.

**3. Methodology**

The present study is based on secondary data and the data were collected from journals, books, news papers and websites.

#### 4. Review of Literature

The number of talented women with a finance background joining into the banking sector is increasing every year. Women constitute a little over 11% of the workforce in the banking industry (Khandelwal, 1988)

Women frequently suffer subtle forms of discrimination that tend to get worse as they progress up the career ladder. Their lack of visibility is a disadvantage that manifests itself when job assignments and selections for training programs are made and they tend to be excluded (Goverman, 1992).

Indian women managers' expressed interest to be included in informal networks on the job (Bhatnagar, 1988)

#### 5. Scenario in Indian Banking Industry

The banking Sector in India was male dominating till 1980's but in last three decades the gender equality became fairly poised. Banking companies like ICICI, HSBC and many others played a significant role and has acted as a catalyst in facilitating its women to hold senior positions. There is a list of women executives like Chanda Kochhar (CEO, ICICI Bank), Kalpana Morparia (MD and CEO ICICI Holdings) and Naina Lal Kidwai (CEO, HSBC) who have contributed a lot to the company's growth and thereby changing the scenario at work place.

##### **Chanda Kochhar**

ICICI Bank, India's second largest bank after State Bank of India, is headed by a woman, Chanda Kochhar. In mid-1980s the chairman and managing director of ICICI, Suresh S. Nadkarni encouraged Lalita Gupte who was a trainee at that time to prove her potential in the organisation. He challenged that if she does not succeed there will be no other woman in that organisation.

##### **Kalpana Morparia**

Kalpana Morparia played a major role in transforming ICICI Bank from being a financial institution to a 'one-stop shop' providing an array of financial services right from project financing to retail products and now she is the new CEO of J P Morgan.

##### **Naina Lal Kidwai**

There are many credentials to her credit. She is the first CEO of HSBC, the first Indian woman to graduate from the Harvard Business School and also the distinction of being the first woman to head the operations of a foreign bank in India.

According to a study by Standard Chartered Bank nine of the eleven banks listed on BSE-100 have a woman on their board. In fact, through the recent recession, Reserve Bank of India had

two women deputy governors on board, Usha Thorat and Shyamala Gopinath. Many people agree that many banks that were headed by women CEOs performed much better at time of recession.

## 6. Problems faced by women in the Indian Banking Industry

As every coin has two sides the banking sector also has some advantages and some disadvantages which include the burden of the dual role, sexual harassment in the workplace, and the refusal of men to accept women as colleagues or seniors, and the lack of cohesion among women. A lot of women play both primary breadwinner and primary care taker role which create a tension most men do not experience when juggling work and personal responsibilities. The discrimination experienced by women working in banks is mainly in terms of the lack of infrastructural facilities, promotions linked with the transfer policy, late sitting at work place and assumptions that women would not be interested in training or in promotions. According to a study by Kamala Srinivasan (1991) 50 per cent of women complained that extra work is always shunted to women. The senior management of financial firms have always been almost exclusively men and they remain the strongly dominant group.

## 7. Strategies to Overcome the Problems

The first step is to inculcate a positive approach in one's own thought and behaviour. Management may require some training to help people to do this. Some firms are taking measures to improve awareness of gender issues, using workshops and reverse mentoring. The second most important step is eliminating biases and this can be overcome by bringing a change in the recruitment and promotion criteria by the management and set targets for attracting and developing a diverse set of leaders. Employers must give flexible working conditions. Banks should be encouraged to have a formal mentorship program in which new employees are assigned mentors who are responsible for helping the new recruit to fit into the central core of the organization. Finally, increasing diversity must be a priority for the most senior management in the firm and not merely for HR.

The Women's Wing of the All India Conference of Bank Officers Organisations took up these issues systematically and the outcome of their work has been the charter of demands they submitted to their union confederation which included:

1. Infrastructural facilities such as crèches and day care centres.
2. Provision of hostels for working women, accommodation for divorced, separated and widowed women with children.
3. Special leave with a lien on service



4. Provision for a woman with a child less than three years old to work for fewer hours and receive proportionate pay.
5. Family pension and voluntary retirement for men and women after twenty years of service.
6. Provision for flexi-hours and part-time employment in suitable cases.
7. Although maternity leave (12 weeks in all) is regarded as fairly satisfactory, additional provisions required are medical benefits, hospitalization, leave for the purpose of child care, paternity leave for at least ten days, and further leave for those who have to look after an infant in special circumstances.
8. The specific demands put forward by the Women's Wing include a uniform transfer policy in all banks for women officers, and a cell to deal with women's issues in every bank's personnel department.

Also, Government of India, Ministry of Finance and Department of Financial Services has issued guidelines to all Public Sector Banks including IDBI & SBI Associates, so that transfers of female officers and employees can be considered with compassion and their hardship can be mitigated to the extent possible.

## 8. Conclusion

Increasing women literacy, growing economic pressure, and the burning desire to gain economic and social independence are pushing womenfolk to take up gainful career. The phenomenal growth of banks has created massive employment opportunities for the educated women of our nation. Feminine traits no doubt help them perform better than male colleagues in certain aspect of delivery of banking service. Researches have shown that having women on boards provides genuine value addition to decision-making. We have a distance to go, especially in the larger society, whose attitudes determine how women are viewed and valued, including in corporate life. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

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## RETAIL SERVICE SECTOR IN INDIA

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### Abstract :

*Retail in India has taken a remarkable transformation over the last two decades. Rising income levels, urbanization, and changing consumer behavior has given an optimistic outlook to the retail sector, promising an undoubted growth in the future. The digital medium has influenced retail with a powerful strike, reshaping customer behavior and expectations. To summarize, retail business are in a constant need to retrospect their strengths, reinvent their offerings across the purchase pathway, and rewrite their approach of retail economic. In this research paper researcher tried to present new trends in retail service sector in India mainly into two sector Retail Industry and FDI.*

### • Introduction

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. The retail industry comprises establishments engaged in selling merchandise or commodities for personal or household consumption, mainly consisting of apparel and accessories, technology, food and beverages, home improvement, specialty, pharmaceuticals, and others. Recently, as developed nations begin to emerge from recession, their economies recover, and unemployment rates begin to fall, the market segments are experiencing some renewed growth. FDI to developing countries in the 1990s was the leading source of external financing and has become a key component of national development strategies for almost all the countries in the world as a vehicle for technology flows and an important source of non-debt inflows for attaining competitive efficiency by creating a meaningful network of global interconnections.

FDI provide opportunities to host countries to enhance their economic development and opens new opportunities to home countries to optimize their earnings by employing their ideal resources. India ranks fifteenth in the services output and it provides employment to around 23% of the total workforce in the country. The various sectors under the Services Sector in India are construction, trade, hotels, transport, restaurant, communication and storage, social and personal

services, community, insurance, financing, business services, and real estate.

#### Objectives of Study:

1. To understand the evolution of retail sector in India
2. To study the popular retail formats
3. To study the emerging retail trends in India
4. To study the growth trends of Indian retail sector
5. To study the factors having impact on growth of organized retail sector
6. To study the future prospects of organized retail sector in India.
7. To study the FDI inflows in Indian Service Sector from 1991-2010.
8. To study the relationship between service sector growth and India economy

#### • **The Retail Service Industry In India:**

The Indian Retail sector has come off age and has gone through major transformation over the last decade with a noticeable shift towards organized retailing. A T Kearney, a US Based global management consulting firm has ranked India as the fourth most attractive nation for retail investment among 30 flourishing markets.

The retail market is expected to reach a whopping Rs. 47 lakh crore by 2016-17, as it expands at a compounded annual growth rate of 15 per cent, according to the ‘Yes Bank - Ascham’ study.

The retail market, (including organized and unorganized retail), was at Rs. 23 lakh crore in 2011-12. According to the study, organized retail, that comprised just seven per cent of the overall retail market in 2011-12, is expected to grow at a CAGR of 24 per cent and attain 10.2 per cent share of the total retail sector by 2016-17.

In terms of sheer space, the organized retail supply in 2013 was about 4.7 million square feet (sqft). This showed a 78 per cent increase over the total mall supply of just 2.5 million sqft in 2012. “Favorable demographics, increasing urbanization, nuclearisation of families, rising affluence amid consumers, growing preference for branded products and higher aspirations are other factors which will drive retail consumption in India,” said D.S.Rawat, Ascham Secretary General.

#### • **Emerging sectors/trends in Indian retailing**

Within retail, the emerging sectors would be food and grocery, apparel, electronics, e-commerce, fashion and lifestyle.

Incorporation of technology in the organized retail segment has been something to reckon

with in the past few years. Use of computers for merchandise planning and management, control of inventory costs and supplies and replenishment of goods done electronically, internal store billing, etc. has changed the face of product retailing.

Online retail business is the next gen format which has high potential for growth in the near future. After conquering physical stores, retailers are now foraying into the domain of e-retailing. The retail industry is all set to test waters over the online medium, by selling products through websites. Food and grocery stores comprises the largest chunk of the Indian retail market.

An emerging trend in this segment is the virtual formats where customer orders are taken online through web portals which are delivered at the door step the very same day or the following day. This trend has been catching up with most of the large sized retail chains that have their websites.

- **Retail Service in FDI**
- **FDI Policy in India**

‘FDI’ means investment by non-resident entity/person resident outside India in the capital of an Indian company under Schedule 1 of Foreign Exchange Management (Transfer or Issue of Security by a Person Resident Outside India) Regulations, 2000.

In India, the Ministry of Commerce and Industry acts as a nodal agency for monitoring and reviewing FDI policy on a continuous basis. The FDI policy is notified through Press Notes released from time to time by Secretariat for Industrial Assistance (SIA), Department of Industrial Policy and Promotion (DIPP).

The foreign investors are free to invest, except in few sectors, where prior approval from RBI or FIPB would be required. FDI Policy in Retail FDI policy related to Single Brand product Retail Trading FDI in Single Brand product retail trading is allowed 100% viz. automatic up to 49% and Government route beyond 49%. The circular shows that Foreign Investment in Single Brand retail trading aimed at attracting investments in production and marketing, improving the availability of such goods for the consumer, encouraging increased sourcing of goods from India, and enhancing competitiveness of Indian enterprises through access to global designs, technologies and management practices, as Per DIPP consolidated FDI policy circular of 2011

- **FDI in single brand product retail trading is subject to certain conditions such as:**
  - Products to be sold should be of single brand only.
  - Products sold should be of same brand internationally.



- ‘Single Brand’ covers only products which are branded during manufacturing.
  - In case of proposals involving FDI beyond 51%, sourcing of 30% of the value of goods purchased will be done from India, preferably MSME’s, village and cottage Industries, artisans and craftsmen, in all sectors.
  - Applications would be processed firstly by DIPP and then by the FIPB for
- **FDI policy related to Multi Brand Retail Trading**

FDI in Multi Brand Retail Trading is allowed upto 51% through Government route, as per DIPP policy.
  - **FDI in Multi brand retail trading is subject to certain conditions such as:**
    - Fresh agriculture produce (fruits, vegetables, flowers, grains, pulses, fresh poultry, fishery and meat products) may be unbranded.
    - The foreign investor must bring a minimum amount of US \$ 100 million for investment.
    - At least 50% of the investment bought should be invested in ‘back-end Infrastructure within three years. Expenditure on land cost and rentals will not be Included in Infrastructure development.
    - At least 30% of the products purchased must be sourced from Indian micro, small and medium industries (total investment in plant and machinery not exceeding US \$ 2.0 million)
    - Government possess the first right of procurement on agriculture produce.
    - Retail outlets are allowed to be set up in cities with a population of more than 10 lakh as per 2011 census survey, or any other cities as per the decisions of the respective State Governments.
    - The policy for FDI is an enabling policy, the State Governments are set free for implementation of the policy.
    - Applications are to be processed firstly by DIPP followed by the FIPB for Government approval.
    - Retail trading in any form by means of e-commerce is not permissible for FDI, engaged in multi brand or single brand retail trading.

The flow of FDI in Indian service sector is boosting the growth of Indian economy, this sector contributing the large share in the growing GDP of India. This sector attracting a significant Portion of total FDI in Indian economy and it has shown especially in the second decade (2000

2010) of economic reforms in India. Is this contribution of FDI in this sector is stimulating the Economic growth or not, this knowledge thrust of research scholar create the interest in conducting this study

**Conclusion:**

To summarize, retail business are in a constant need to retrospect their strengths, reinvent their offerings across the purchase pathway, and rewrite their approach of retail economic. FDI provide opportunities to host countries to enhance their economic development and opens new opportunities to home countries to optimize their earnings by employing their ideal resources.

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Government approval. International Journal of BRIC Business Research (IJBBR) Volume 5, Number 2, May 2016



## CRITICAL ANALYSIS OF MOBILE PHONE RELATED SERVICES PROVIDED BY BSNL IN INDIA

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### Introduction

Undoubtedly India has seen growth from the service sector in contribution to GDP in the last two decades and the growth of service sector is supposed to continue in the coming decade also. This future growth is based on the assumption that the service sector will continue to provide quality services and expand its reach. Telecom is one of the major players that constitute service sector. Telecom sector forms part of basic infrastructure for other businesses so the development of this sector is crucial in development of the country with respect to GDP. This research paper focuses on performance of one of the biggest mobile service provider of the country that is Bharat Sanchar Nigam Limited.

Being a BSNL's mobile services user, I always wonder that BSNL should have been the most preferred mobile phone service provider in India not just for being the PSU (Public Sector Undertaking) but for being the first company in India providing mobile phone services to a very large scale. My this expectation cum anxiousness led me to start finding the information related to the various services provided by BSNL (Bharat Sanchar Nigam Limited – A public sector enterprise by Government of India) to the mobile phone users and the satisfaction level of its users. So it's my attempt to find out whether BSNL is really a most preferred mobile service provider in India or not? and the reasons behind the same.

### Objective of the study

The main objective of this is to suggest the possible remedies to overcome the threats with the help of SWOT analysis of the company.

### Research Methodology

The population for the study is the customer base of the company. Taking into consideration the vast geographical area covered by the company, very large customer base and variety of the services provided by the company, it is difficult to select a proper sample to study which will

properly represent the population. So it was decided to study the secondary data available for the study. Various other studies made on the topic, various surveys conducted relating to the subject and their reports and data available on various trusted sources on the internet was studied for this research paper.

### Literature Review:

If a company is a pioneer in any kind of business and that too when it is promoted and funded by government itself, it has got no limits to progress. All the products and services can be designed to satisfy all kinds of customers. With the huge infrastructure and experience such a firm can be the leader of the market. Here the satisfaction of the customer is the key to success. Satisfaction of customer is a measure of how products and services supplied by a company meet or surpass customer expectation. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

### SWOT analysis

#### Strength of BSNL

1. **Funded by the Government:** Government of India is the promoter of this company. Funding was never the issue for BSNL. When this company was formed in the year 2000, various existing Govt. departments were clubbed along with their infrastructure and staff.
2. **Experience in the field:** BSNL has got vast experience in planning, installation, network integration & maintenance of switching & transmission networks. The training facilities are world class. It has 3 training institutions and 4 specialized telecom units, all are ISO 9000 certified.
3. **Coverage and infrastructure:** BSNL's service coverage is available in any remote part of India. It has one of the quality Telecom Network in the country. Further improvement and expansion of the Network is still going on. This has helped the company to improve its customer loyalty. It has about 4.37 crors line basic telephone capacity, more than 37,000 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers 88.3 lakhs WLL capacity, 7.26 crors GSM capacity and about 200 Satellite Stations. Apart from all these the Optical Fibre cable network is also huge. It has covered 623 districts, more than 7000 cities and about



5,80,000 villages. A 7 lakhs RKm OFC network, more than 50,000 RKm of microwave network is a major strength of BSNL

4. Collaboration with various companies: It got into many strategic alliances for IT & hardware requirements like with Ericsson, Cisco , HP, Compaq , NFL , MTNL etc. which assures timely supply of hardware and help to progress smoothly.

### Weaknesses:

1. Mobile communication hardware and services are getting cheaper day by day, this has helped to expand the market. BSNL hasn't been successful in capturing this increased tele-density, having an overall market share shrank to just 10 per cent pulling down it to 5<sup>th</sup> position in market.
2. As mentioned in strengths though BSNL has best of all network capabilities it is not optimising the capacity. Other private sector players are trying hard to get the best out of their limited resources.
3. We need to remember here that this set up is formed from various existing Govt. department, their style of operating is still of a Bureaucratic type. This sector is open for private players also, due to this the level of competition is high, still BSNL is not performing to its best just due to its style of working.
4. BSNL hasn't ever tried to overcome its weaknesses nor had ever advertised its strength. The quality of advertisement of the competitors is far better as compared with BSNL. In the eyes of the consumer the image of BSNL is not so promising.
5. The network capacity is lying in some rural parts and hasn't been put to use due to some political pressure also. This is reducing the profitability of the resources. It may have the best of its kind network but most of it is out dated.
6. If we look at the data BSNL is losing its market share day by day. It has not tried hard to retain its customers. The sales promotion schemes are not compatible.
7. The marketing strategies of BSNL reveal that they have never experimented on selling new products. Most the schemes are formed on the basis of the schemes of the competitors, that too not superior to that of the opponents'. Some of its products are cheapest and far better but never marketed in the proper manner.

**Opportunities:**

1. Retention of the customers is with help of innovative schemes, loyalty offers, better connectivity, low call drop ratio, simple and affordable tariff plans is necessary.
2. Partnership with the smartphone companies is going to be smart strategy as far as MNP (mobile number portability (India)) is concerned which will ensure fixed cash flows in the future. Partnering with other telecoms to revamp their loss making, poorly managed, extensively stretched infrastructure will help them in turning around the company. Redeployment of unutilized capacities, Integrating IT infrastructure should be considered.
3. Company is well placed in tangible capabilities like resources, infrastructure but they need to work on intangible capabilities like skill & motivation, Knowledge & Aging workforce.

**Threats:**

1. Government Regulatory Framework: With the auction of spectrum & change in the policies on a regular basis, there is a lot of instability in the telecom industry.
2. Competition: Price war in the home market, technologically advanced private players and declining margins is adversely affecting the overall business of the sector.
3. MNP (Mobile number portability): MNP gives the customer independence to change the service provider while retaining the number and the number and due to high call drops, network issue & worst CRM will result into slump in subscriber base in the next fiscal with PAN India MNP implementation from May 3rd 2011

**Suggestions:**

1. An efficient feedback mechanism should be implemented to make sure that the customers are satisfied with the services.
2. It is suggested to BSNL to enhance its service quality, and prevent customers from shifting to other service providers either for want of technology up-gradation, quality of connectivity, attractive packages, or any other.
3. The tariff plan should be designed according to the area. Optic Fibre Cable Network need to be expanded so as to provide more bandwidth and faster transmission of data.
4. Customer care centre needs to be made more efficient to handle more lines. This way BSNL can solve the customer complaints more quickly.
5. More efforts should be taken on marketing and publicity. BSNL needs to enhance its image

in the eyes of the customers.

6. As most of the consumers are unaware of the value added services offered by BSNL, aggressive advertisements and schemes should be launched to create awareness and promote the use of these services.

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GOEIIRJ



## RECENT DEVELOPMENTS IN INDIAN FINANCIAL SERVICES

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### Introduction

India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities. The banking regulator has allowed new entities such as payments banks to be created recently thereby adding to the types of entities operating in the sector. However, the financial sector in India is predominantly a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system.

### Market Size

Total outstanding credit by scheduled commercial banks of India stood at Rs 72,606.11 billion (US\$ 1.08 trillion)!. The Association of Mutual Funds in India (AMFI) data show that assets of the mutual fund industry have reached a size of Rs14.21 trillion (US\$ 210 billion)<sup>@</sup>.

During April 2015 to March 2016 period, the life insurance industry recorded a new premium income of Rs 1.38 trillion (US\$ 20.54 billion), indicating a growth rate of 22.5 per cent over the previous year. The general insurance industry recorded a 12 per cent growth year-on-year in Gross Direct Premium underwritten in April 2016 at Rs105.25 billion (US\$ 1.55 billion).

India's life insurance sector is the biggest in the world with about 360 million policies, which are expected to increase at a Compounded Annual Growth Rate (CAGR) of 12-15 per cent over the next five years. The insurance industry is planning to hike penetration levels to five per cent by 2020, and could top the US\$ 1 trillion mark in the next seven years. The total market size of India's insurance sector is projected to touch US\$ 350-400 billion by 2020.

India is the fifteenth largest insurance market in the world in terms of premium volume, and has the potential to grow exponentially in the coming years. Life insurance penetration in India is just 3.9 per cent of GDP, more than doubled from 2000. A fast growing economy, rising income levels and improving life expectancy rates are some of the many favourable factors that are likely to boost growth in the sector in the coming years.



### Investments/Developments

- International Finance Corporation (IFC), the investment arm of World Bank, plans to invest around US\$ 40 million in Ujjivan Financial Services, which will help the company expand its outreach and access to low income borrowers and strengthen its balance sheet.
- The first ever rupee-denominated bond in the world by an Indian company, termed as masala bond, has been listed on the London stock exchange by the Housing Development Finance Corporation Limited (HDFC Ltd). The issue raised US\$ 450 million, with a maturity of three years and an annual yield of 8.33 per cent.
- Indiabulls Housing Finance has raised over Rs 1,300 crore (US\$ 200 million) by selling masala bonds to foreign investors, which would be used partly for its affordable housing segment.
- International Finance Corporation (IFC) plans to invest around Rs 135 crore (US\$ 20.3 million) via non-convertible debentures (NCD) in GrameenKoota, a Bangalore-based microfinance company
- Synchrony Financial, a US-based consumer financial services company, plans to expand its operations in India by investing US\$ 12 million to set up centres of excellence, which can develop finance, analytics and information technology solutions.
- Thomas Cook India, an integrated travel and travel related financial services company, has entered into a partnership with Western Union Business Solutions, with a view to assist Small and Medium-sized Enterprises (SMEs) in India with their trade payments across borders.
- Kotak Mahindra Bank Limited has bought 19.9 per cent stake in Airtel M Commerce Services Limited (AMSL) for Rs 98.38 crore (US\$ 14.43 million) to set up a payments bank. AMSL provides semi-closed prepaid instrument and offers services under the ‘Airtel Money’ brand name.
- Tata Capital, the financial services arm of Tata Group, plans to raise Rs 2,000 crore (US\$ 293.4 million) for its real estate fund, from State General Reserve Fund (SGRF), the sovereign wealth fund of Oman.
- Nippon Life Insurance, Japan’s second largest life insurance company, has signed definitive agreements to invest Rs 2,265 crore (US\$ 332.32 million) in order to increase its stake in Reliance Life Insurance from 26 per cent to 49 per cent.
- The Reserve Bank of India (RBI) has granted in-principle licenses to 10 applicants to open

small finance banks, which will help expanding access to financial services in rural and semi-urban areas, thereby giving fillip to Prime Minister's financial inclusion initiative.

### Government Initiatives

Several measures have been outlined in the Union Budget 2016-17 that aim at reviving and accelerating investment which, inter alia, include fiscal consolidation with emphasis on expenditure reforms and continuation of fiscal reforms with rationalization of tax structure.

The Union Budget 2016-17 has allowed foreign investment in the insurance and pension sectors in the automatic route up to 49 per cent subject to the extant guidelines on Indian management and control to be verified by the regulators.

Service tax on service of life insurance business provided by way of annuity under the National Pension System regulated by Pension Fund Regulatory and Development Authority (PFRDA) being exempted, with effect from April 01, 2016.

Capital gains tax exemptions have been extended to merger of different plans within a mutual fund scheme, which is expected to benefit investors in case of merger of mutual fund schemes.

The Government of India plans to revise and improve few of its flagship schemes such as the Atal Pension Yojana (APY), aimed at providing pension coverage, and Pradhan Mantri Mudra Yojana, which funds small entrepreneurs, in Union Budget 2016-17 in order to increase the number of beneficiaries covered by these schemes and overcome shortcomings in implementation.

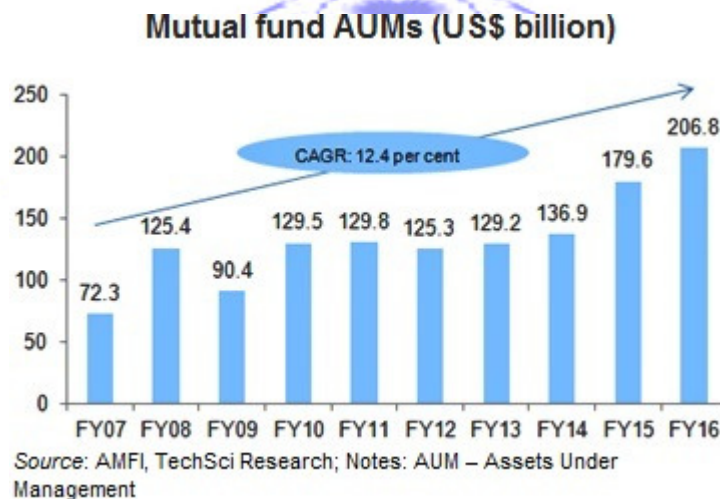
The Government has also announced several schemes to improve the extent of financial inclusion. The Prime Minister of India has launched the Micro Unit Development and Refinance Agency (MUDRA) to fund and promote Microfinance Institutions (MFIs), which would in turn provide loans to small and vulnerable sections of the business community. Financial Services Secretary Mr Hasmukh Adhia has announced that the ministry will launch a campaign for loans under Pradhan Mantri Mudra Yojana (PMMY) in order to double loan disbursement to the small business sector to over Rs 100,000 crore (US\$ 14.67 billion).

Government of India's 'Jan Dhan' initiative for financial inclusion is gaining momentum. Under Pradhan Mantri Jan Dhan Yojna (PMJDY), 217 million accounts<sup>#</sup> have been opened and 174.6 million RuPay debit cards have been issued. Government of India aims to extend insurance, pension and credit facilities to those excluded from these benefits under the Pradhan Mantri Jan Dhan Yojana (PMJDY). The Union Cabinet Minister has also approved the Pradhan Mantri Suraksha Bima Yojana which will provide affordable personal accident and life cover to a vast

population.

The Union Cabinet has approved 100 per cent Foreign Direct Investment (FDI) under the automatic route for non-bank entities that operate White Label Automated Teller Machine (WLA), subject to certain conditions.

Minister of Finance Mr Arun Jaitley has formally declared the merger of Forward Markets Commission (FMC) with Securities and Exchange Board of India (SEBI), which help convergence of regulations in the commodities and equity derivatives markets.



## Road Ahead

India is today one of the most vibrant global economies, on the back of robust banking and insurance sectors. The country is projected to become the fifth largest banking sector globally by 2020<sup>##</sup>. The report also expects bank credit to grow at a Compound Annual Growth Rate (CAGR) of 17 per cent in the medium term leading to better credit penetration. Life Insurance Council, the industry body of life insurers in the country also projects a CAGR of 12–15 per cent over the next few years for the financial services segment.

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## IMPORTANCE OF SERVICE SECTOR IN INDIAN ECONOMY AND ROLE OF FOREIGN DIRECT INVESTMENT

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### *Executive summary*

*Indian economy is one of the largest economies in the world. Agro-based, dividend of population, growing importance of service sector and ample availability of natural resources are the features of Indian economy. Industry agriculture and service sector are considered as three important sectors of economy. Development of service sector depends on development of remaining two sectors. It is one of the dynamic sectors which has accounted for 66% of gross value added growth. The compound gross annual value growth rate is 8.66% which is fastest in the world. US China Japan Germany are other countries which are recording the good growth rate in this sector. The contribution on account of employment generation trade services revenue earnings are also at satisfactory level. There is contribution on account of Foreign Direct Investment Telecommunication Computer services constructions and hospital services. Computer and travel services are contributing more in form of export services. There is increasing scope in post, travel, media entertainment and construction or real estate under service sector.*

**Key words** - Service sector importance foreign direct Investment

### **1) Introduction.**

The traditional tertiary sector which is popularly known as service sector. Various trade commercial social services are covered in his sector. Trade, hotel restaurants, railways, road transport, air transport, financial, administrative, military real estate and professional services are included in this sector. Financial and non-financial services in this sector contribute in for higher growth rate employment generation and public amenities and utilities. At present in India computers software telecommunication transport and professional services are increasing and the ratio in revenues in also increased. Service trade is also increased and the specific computer services contributed more in this sector. After negotiations with World Trade Organization India has entered



into extensive bilateral agreements with countries like Singapore South Korea Japan and Malaysia. Tourism shipping port information technology business process management software engineering and consultancy services has contributed significantly in Indian economy. The initiative of Government of India in for of start up help to boost the services related to business. The government expects that the country should become the hub for various trade and commercial services. Personal service like financial, accounting tax, legal, healthcare and medical has increased significantly. The importance is account of employment, GDP contribution service tax collection export of services and utility satisfaction.

## 2) Concept

According the US Census Bureau service sector is a sector which provides intangible goods to the economic system and includes services like warehousing transportation professional consultancy professional technical health care and entertains

The service sector is an umbrella term that describes any job that produces intangible value or goods. It includes transportation banking insurance education health care real estate financial and technical services and other consultancy services.

## 3) Objectives of study

- 3.1) To highlights the importance of service sector in India
- 3.2) To evaluate the contribution of service sector
- 3.3) To analysis the contribution of FDI in India

## 4) Importance of service sector in Indian economy

The importance of FDI can be explained in following manner

- 4.1) Increased exports in services made it good earnings in a net foreign exchange earner which help to stabilizes the currency.
- 4.2). Employs around 3.7 million people giving people purchasing power which help to increase in demand of goods and services.
- 4.3). It is also a source of income for Central and State Govt which can be invested in social security measures.
- 4.4) Service sector has provided support to other sectors like Bank services to agriculture.
- 4.5) India is a world leader in terms of IT services. This enhances India's global clout.

5) Some of the services which is necessary for economy are as follows

Social and Community Services	Agriculture and allied Services
Education art and culture	Crop Husbandry
Scientific services and Research	Soil and Water Conservation
Public Health, Family Welfare	Animal Husbandry
Water Supply and Sanitation	Dairy Development
Housing Urban Development	Food storage and warehousing
Labour and Employment	Rural Development
Relief on natural Calamities	Legal financial Commercial

6) CONTRIBUTION OF SERVICE SECTOR IN INDIAN ECONOMY

The contribution of service sector in economy is analyzed in form of service tax collection and government expenditure in social services. The sector is not only important for services and collection of revenue but it gives outlay to government spending on various social services. It is benefited to large percentage of population.

6.1) Service tax collection as a source of revenue generation Table No 1.

S.N.	Year	Service Tax (In crs)	Fiscal service	Fiscal General and economic Services
01	2005	14150	1345	58935
02	2006	23055	1689	19261
03	2007	37598	78	21215
04	2008	51302	87	33217
05	2009	60941	59	25255
06	2010	58422	113	29157
07	2011	71012	84	137679
08	2012	97509	129	33881
09	2013	132697	88	40327
10	2014	180141	88	65245
11	Total	726827	3681	446837
12	Ave.	72683	382	44683

The table shows that the average collection of service tax from 2005 is Rs 72 thousands corers and more. It is god contribution for economy as the services are increasing and tax collection is also increasing. The amount on fiscal and other services is also increased from 2005

onwards.

## 6.2) Expenditure on Social and agriculture services by government Table No 2

Year	T.Exp.	S&C.S	A&AS	% of S&C.S to T.Exp.	% of A&AS to T.Exp.	5 yrs Ave.S &C.S	5 yrs Ave.A & AS
2001	266396	23801	12764	8.93	4.80		
2002	288884	25196	15051	8.72	5.21		
2003	329347	26181	19443	7.94	5.90		
2004	387333	30481	17467	7.87	4.51		
2005	423927	37720	16639	8.90	3.93	<b>8.47</b>	<b>4.87</b>
2006	490775	46706	23947	9.51	4.88		
2007	545153	219087	30593	40	5.61		
2008	712671	304293	44157	43	6.20		
2009	882106	383107	65828	43	7.46		
2010	1024487	413852	62330	40	6.0	<b>35.10</b>	<b>6.03</b>
2011	1197327	525019	78869	43.85	6.58		
2012	1304365	580897	70414	44.53	5.40		
2013	1410367	619281	71840	43.90	5.0	<b>44.71</b>	<b>5.66</b>
2014	564125	728314	86982	46.58	5.56		

## 7) Foreign Direct Investment and performance in service sector

Foreign Direct Investment is investment beyond geographical area of the country. After new economic world order it becomes important factor of development. As the underdeveloped and developing countries are facing the problem of adequate capital, foreign exchange currency capital investment and shortages in government and private local investment this factor becomes essential. India started inviting Foreign direct Investment through automatic route via permission of Reserve bank of India and through Foreign Investment Promotion Board. (FIPB)

### 7.1) Importance of FDI in India

7.1.1) It will increase the level of Investment in country which will increase income and employment in country.



- 7.1.2) It will help the government to increase the tax revenue.
- 7.1.3) It will facilitate the transfer of technology.
- 7.1.4) It will encourage managerial skills and competency through professional management and sharing of experience.
- 7.1.5) It will help to increase the export of the country .

### 8) Contribution of Foreign Direct Investment

Foreign Direct investment in service sector is needed in India economy. The reasons are as follows

- 8.1) **Large populated country-** The population of the country is large. As per estimates of 2011 census it reaches to 125 corers. Various public utility services like transport communication as well as other services like education, health, insurance and financial are required in large number .The domestic investment is not possible in this are as per the requirement. The government depends on the funds generated from outside India.
- 8.2) **Shortage of services-** present services and infrastructure facilities in service sector is mismatch. There is huge need of increase in facilities as well as timely and quality services in transportation like railway air and water transport. The telecommunication services are increasing only through mobile faculties .Till there is demand for other services like postal and transfer of information technology.
- 8.3) **Employment** - The large portion of population is in nature of working population. FDI in this sector can increase the employment opportunities in this sector. The scope in area of insurance, banking, information technology, health and legal are increasing in India.
- 8.4) **Achievement of Growth-** The socio economic objectives as well as growth in economy can be achieved through foreign direct investment. The objective of Foreign Direct Investment of India is to attract and promote foreign capital in order to increase capital in India along with technology and skills.
- 8.5) **Economic factor-** Due to foreign investment the utilities can be fulfilled. Various economic activities and commercial activities like insurance, packing, legal, financial, managerial and health services will be available in economy. It is necessary fro coordination with production and manufacturing of goods and services.



9) Performance of FDI in India Table No 3

Year	RBI Route	Eq.Cor. Bodies	Re-invest earnings	Other	Total FDI	% growth	FDI by FII	Eq.Cap
2001	2339	61	1350	279	4829	-	1847	2463
2002	3909	191	1645	390	6130	+ 52	1505	4065
2003	2574	190	1833	438	5035	-18	377	2705
2004	2197	32	1466	633	4322	-14	10918	2188
2005	3250	528	1904	369	6051	+40	8688	3219
2006	5540	435	2760	226	8961	+48	9926	5540
2007	15585	896	5828	517	22826	+155	3225	12492
2008	24573	2291	7679	300	34843	+53	20328	24575
2009	31364	702	9030	777	41873	+20	-15017	31396
2010	25606	1540	8668	1931	37745	-10	29048	25834
2011	21376	874	11939	658	34847	-08	29422	21383
2012	34833	1022	8206	2495	46556	+34	16812	35122
2013	21825	1059	9880	1534	34298	-26	27582	22423
2014	24299	975	8978	1794	36046	+5	5009	24299
2015	30933	952	8983	4332	44291	+23	40923	30331

Source Data- FIPM

9.1) Five major contributors from 2000 to March 2015(Million US \$)

Country	FDI Amt.	%.
Mauritius	89644	34.71
Singapore	35860	13.90
US	22329	8.65
Japan	18811	7.29
Netherlands	15232	5.94

9.2) Five major FDI in services from 2000 to March 2015(Rs crs)

S.No	Services	Amount
1	Construction	113355
2	Computer	89481
3	Telecommunication	86608
4	Automobile	70905
5	Drug ,Pharma.	66651

Compiled by author

**10) Findings**

- 10.1) The service tax collection is increase from 2005. The average tax collection in last 10 years is 77000 corers.
- 10.2) Average spending on social service is increased to large extent. It was 8% previously which is reached up 44%
- 10.3) The foreign direct investment through RBI route is increasing.
- 10.4) The fdi through equity is reduced after 2012-13
- 10.5) Foreign Direct Investment through foreign institutional investors is reduced in 2014 bit increased in 2015.

**11) Suggestions**

- 11.1) It is necessary to increase the contribution of fdi in economy
- 11-2) The services are essential. It is observed that they are inadequate, so the contribution in service sector must be increase.
- 11.3) Major thrust can be given to agriculture and rural marketing of agriculture product which will be benefited to farmers.
- 11.4) The traditional services like health yoga must be banned for foreign direct investment

**Conclusion-**

The service sector contributes in form of public services as well as revenue generation. But it is necessary to invite more with sacrificing national interest.

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