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**A Study on Factors Influencing Customer Relationship Management
Practices in Selected Organised Retail Stores**

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Abstract

Customer relationship management (CRM) is an approach to manage an interaction with current and potential customers. It uses data analysis about customers' history with to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. The important aspect of the CRM approach is that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials, and more recently, social media. Through the CRM approach, the systems used to facilitate it and businesses learn more about their target audiences and how to cater to their needs.

Key Words: Customer Relationship Management, Customer Retention, Retail Stores

INTRODUCTION

India's retail market which is seen as THE GOLDMINE by global players has grabbed attention of the most developed nations. This is no wonder that the total Indian retail market is US \$350bn. (16, 00,000 crore INR approx.) of which organized retailing is only around 3 percent i.e. US \$8bn (36,000 crore INR approx). "Retailing includes all activities involved in selling goods or services directly to final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose salesvolume comes primarily from retailing." Retail is India's largest industry,

accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market.

Retailing in India is gradually inching its way toward becoming the next boom industry, organized retailing in particular. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof.

The future of Indian retailing may even witness the concept of 24 hours retailing. Even though this concept has been in existence in few retail segments like pharmaceuticals and fuel, it still remains to be a challenge for other segments like food and groceries, apparel etc to adopt this trend. Although the organized retailing in India is coming up in a big way, it cannot simply ignore the competition from the conventional stores because of various factors like reach, extending credit facility and other intangible factors like the human touch which are provided only by the conventional stores.

EFFECT ON CUSTOMER SATISFACTION TOWARDS CRM

With CRM systems, customers are served better on day to day process and with more reliable information their demand of self service from companies will decrease. If there is less need to interact with the company for different problems, customer satisfaction level increases. These central benefits of CRM will be connected hypothetically to the three kinds of equity that are relationship, value and brand, and in the end to customer equity. Seven benefits were recognized to provide value drivers.

- Enhanced ability to target profitable customers.
- Integrated assistance across channels
- Enhanced sales force efficiency and effectiveness
- Improved pricing
- Customized products and services
- Improved customer service efficiency and effectiveness
- Individualized marketing messages also called campaigns
- Connect customers and all channels on a single platform.

IMPROVING CRM WITHIN A FIRM

Consultants, such as Bain & Company, argue that it is important for companies establishing strong CRM systems to improve their relational intelligence. According to this argument, a company must recognize that people have many different types of relationships with different brands. One research study analyzed relationships between consumers in China, Germany, Spain, and the United States, with over 200

brands in 11 industries including airlines, cars and media. This information is valuable as it provides demographic, behavioral, and value-based customer segmentation. These types of relationships can be both positive and negative. Some customers view themselves as friends of the brands, while others as enemies, and some are mixed with a love-hate relationship with the brand.

- Analyzing the information

Managers must understand the different reasons for the types of relationships and provide the customer with what they are looking for. Companies can collect this information by using surveys, interviews, and more, with current customers. It is also very important to analyze all of this information to determine which relationships prove the most valuable. This helps convert data into profits for the firm. Stronger bonds contribute to building market share. By managing different portfolios for different segments of the customer base, the firm can achieve strategic goals.

- Employee training

Many firms have also implemented training programs to teach employees how to recognize and effectively create strong customer-brand relationships. Customer service representatives must be educated to value customer relationships and trained to understand existing customer profiles. Even the finance and legal departments should understand how to manage and build relationships with customers.

- Application

Applying new technologies while using CRM systems requires changes in infrastructure of the organization as well as deployment of new technologies such as business rules, databases and information technology.

CRM IN PRACTICE

- Call centers

Contact center CRM providers are popular for small and mid-market businesses. These systems codify the interactions between company and customers by using analytics and key performance indicators to give the users information on where to focus their marketing and customer service. This allows agents to have access to a caller's history to provide personalized customer communication. The intention is to maximize average revenue per user, decrease churn rate and decrease idle and unproductive contact with the customers.

- Contact center automation

Contact center automation, the practice of having an integrated system that coordinates contacts between an organization and the public, is designed to reduce the repetitive and tedious parts of a contact center agent's job. Automation prevents this by having pre-recorded audio messages that help customers solve their problems. Software tools can also integrate with the agent's desktop tools to handle customer questions and requests. This also saves time on behalf of the employees.

- Social media

Social CRM involves the use of social media and technology to engage and learn from consumers. Because the public, especially among young people, has increasingly using social networking sites, companies use these sites to draw attention to their products, services and brands, with the aim of building up customer relationships to increase demand. Enterprise feedback management software platforms, such as Confermit, Medallia, combine internal survey data with trends identified through social media to allow businesses to make more accurate decisions on which products to supply.

- Location-based services

CRM systems can also include technologies that create geographic marketing campaigns. The system takes in information based on a customer's physical location and sometimes integrates it with popular location-based GPS applications. It can be used for networking or contact management as well to help increase sales based on location.

- Business-to-business transactions

Despite the general notion that CRM systems were created for the customer-centric businesses, they can also be applied to B2B environments to streamline and improve customer management conditions. For the best level of CRM operation in a B2B environment, the software must be personalized and delivered at individual levels.

TYPES OF CUSTOMER RELATIONSHIP MANAGEMENT

- Customer Value

Consumer value is used to describe a consumer's strong relative preference for certain subjectively evaluated product or service attribute. These values include efficiency, excellence, status, esteem, play, aesthetics, ethics and spirituality.

- Customer Satisfaction

Customer satisfaction (often abbreviated as CSAT, more correctly CSat) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

- Strategic

Strategic CRM is focused upon the development of a customer-centric business culture.

- Operational

The primary goal of customer relationship management systems is to integrate and automate sales, marketing, and customer support. Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single customer view, a single page for each customer that a company may have. The dashboard may provide client information, past sales, previous marketing efforts, and more, summarizing all of the relationships between the customer and the firm. Operational CRM is made up of 3 main components: sales force automation, marketing automation, and service automation.

- Analytical

The role of analytical CRM systems is to analyze customer data collected through multiple sources, and present it so that business managers can make more informed decisions.[citation needed] Analytical CRM systems use techniques such as data mining, correlation, and pattern recognition to analyze the customer data. These analytics help improve customer service by finding small problems which can be solved, perhaps, by marketing to different parts of a consumer audience differently. For example, through the analysis of a customer base's buying behavior, a company might see that this customer base has not been buying a lot of products recently. After scanning through this data, the company might think to market to this subset of consumers differently, in order to best communicate how this company's products might benefit this group specifically.

- Collaborative

The third primary aim of CRM systems is to incorporate external stakeholders such as suppliers, vendors, and distributors, and share customer information across organizations. For example, feedback can be collected from technical support calls,

which could help provide direction for marketing products and services to that particular customer in the future.

- Customer data platform

A customer data platform (CDP) is a computer system used by marketing departments that assembles data about individual people from various sources into one database, with which other software systems can interact. As of February 2017, there were about twenty companies selling such systems and revenue for them was around US\$300 million.

OBJECTIVES OF THE STUDY:

- To see how the customer relationship management work in retail outlets
- To maintain relationship with customers in a better way
- To identify the needs of customer in Retail outlets

REVIEW OF EXISTING LITERATURE:

- Sreekumar P (2009), for implementing any CRM initiative or special loyalty offers, Lifetime Customer Value is the most important criteria.
- Vandana Ahuja (2008) analyzed CRM build long terms profitable relationships with chosen customers and getting closer to those customers with every point of contact with them. The author noted that a good CRM strategy aims at providing a win-win platform for both the organization and the customer by paying adequate information to the process of adoption by focusing on options available to customers.
- Darshan Desai, SabratSahu and Piyush Kumar Sinha (2007).The Impact of market orientation on dynamic capability of CRM and competitive CRM performance may be the result and shaping the organizational resources that no longer match the environment.
- Dr. N.K. Sehgal (2007) classified customer relationship management as abbreviation about consumers, marketing effectiveness, sales and market trends. He advocated the result of a business is a satisfied customer “in present era of cutthroat competition, it is no longer enough to satisfy the customers.
- C. Bhattacharjee (2006) “Services marketing concepts planning & Implementation” The author explains about the customer Relationship Management (CRM) have been undertaken to give all possible information to the current and potential customer. The author concludes CRM is very hard to be implemented throughout a company.
- Joseph. Nunes and Xavier Dreze (2006) in their article “Your loyalty program isbetraying you” highlighted creating a successfulloyalty program starts with defining what shouldbe gained from the effort. In some cases, loyaltyprograms create what marketers call barriers toexit.

GLOBAL SCENARIO

Retail stores constitute 20% of US GDP & are the 3rd largest employer segment in USA. China on the other hand has attracted several global retailers in recent times. Retail sector employs 7% of the population in China. Major retailers like Wal-Mart & Carrefour have already entered the Chinese market. In the year 2003, Wal-Mart & Carrefour had sales of US \$ 70.4Crore & US \$ 160 Crore respectively. The global retail industry has traveled a long way from a small beginning to an industry where the world wide retail sales is valued at \$ 7 x 105Crore. The top 200 retailers alone accounts for 30 % of the worldwide demand. Retail turnover in the EU is approximately Euros 2,00,000 Crore and the sector average growth is showing an upward pattern. The Asian economies (excluding Japan) are expected to grow at 6% consistently till 2005-06. On the global Retail stage, little has remained same over the last decade. One of the few similarities with today is that Wal-Mart was ranked the top retailer in the world then & it still holds that distinction. Other than Wal-Mart's dominance, there's a little about today's environment that looks like the mid-1990s. The global economy has changed, consumer demand has shifted & retailers' operating systems today are infused with far more technology than was the case six years ago.

SCENARIO OF RETAILING IN INDIA

Retailing is the most active and attractive sector of last decade. While the retailing industry itself has been present since ages in our country, it is only the recent past that it has witnessed so much dynamism. The emergence of retailing in India has more to do with the increased purchasing power of buyers, especially post-liberalization, increase in product variety, and increase in economies of scale, with the aid of modern supply and distributions solution. Indian retailing today is at an interesting crossroads. The retail sales are at the highest point in history and new technologies are improving retail productivity. Though there are many opportunities to start a new retail business, retailers are facing numerous challenges.

Few India's top retail stores

- Big Bazaar-Pantaloon: Big Bazaar, a division of Pantaloon Retail (India) Ltd is already India's biggest retailer. In the year 2003-04, it had revenue of Rs 658.31 crores & by 2010; it is targeting revenue of Rs 8,800 Crore.
- Food World: Food World in India is an alliance between the RPG group in India with Dairy Farm International of the Jardine Matheson Group.
- Trinethra: It is a supermarket chain that has predominant presence in the southern state of Andhra Pradesh. Their turnover was Rs 78.8 Crore for the year 2002-03.

- Apna Bazaar: It is a Rs 140-crore consumer co-operative society with a customer base of over 12 lakh, plans to cater to an upwardly mobile urban population.
- Margin Free: It is a Kerala based discount store, which is uniformly spread across 240 Margin Free franchisees in Kerala, Tamil Nadu and Karnataka.

KEY CHALLENGES:

- **LOCATION:**

"Right Place, Right choice"

Location is the most important ingredient for any business that relies on customers, and is typically the prime consideration in a customer's store choice. Locations decisions are harder to change because retailers have to either make sustainable investments to buy and develop real-estate or commit to long term lease with developers. When formulating decision about where to locate, the retailer must refer to the strategic plan must Investigate alternative trading areas and to determine the type of desirable store location and evaluate alternative specific store sites.

- **MERCHANDISE:**

The primary goal of the most retailers is to sell the right kind of merchandise and nothing is more central to the strategic thrust of the retailing firm. Merchandising consists of activities involved in acquiring particular goods and services and making them available at a place, time and quantity that enable the retailer to reach its goals. Merchandising is perhaps, the most important function for any retail organization, as it decides what finally goes on shelf of the store.

- **PRICING:**

Pricing is a crucial strategic variable due to its direct relationship with a firm's goal and its interaction with other retailing elements. The importance of pricing decisions is growing because today's customers are looking for good value when they buy merchandise and services. Price is the easiest and quickest variable to change.

- **TARGET AUDIENCE:**

"Consumer the prime mover""Consumer Pull", however, seems to be the most important driving factor behind the sustenance of the industry. The purchasing power of the customers has increased to a great extent, with the influencing the retail industry to a great extent, a variety of other factors also seem to fuel the retailing boom.

SCALE OF OPERATIONS:

Scale of operations includes all the supply chain activities, which are carried out in the business. It is one of the challenges that the Indian retailers are facing. The cost of business operations is very high in India.

RESEARCH METHODOLOGY:

A research is the process of defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; analyzing and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulation hypothesis. This research is to find the factors that influence customer relationship management practices in retail stores.

Research Design

Descriptive research has been used as research design

Sampling tools and techniques

Percentage analysis and convenience sampling has been used.

Sample Size & Data Collection

From the total population of Chennai, 80 people are chosen as sample size for the study and the data is collected through a Structured Questionnaire.

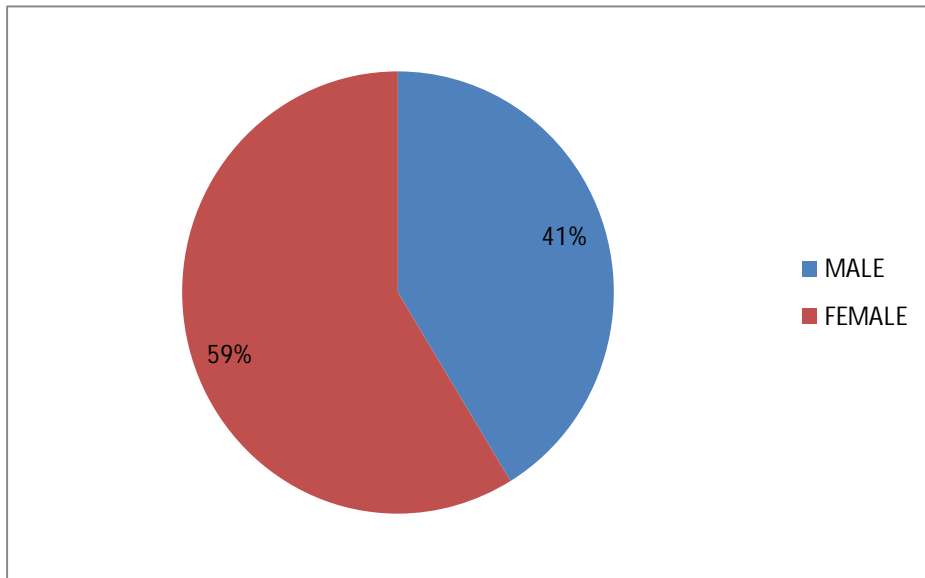
DATA ANALYSIS AND INTERPRETATION

Gender Analysis

TABLE: 1

GENDER	RESPONDENTS
MALE	33
FEMALE	47
Grand Total	80

DIAGRAM: 1



INFERENCE

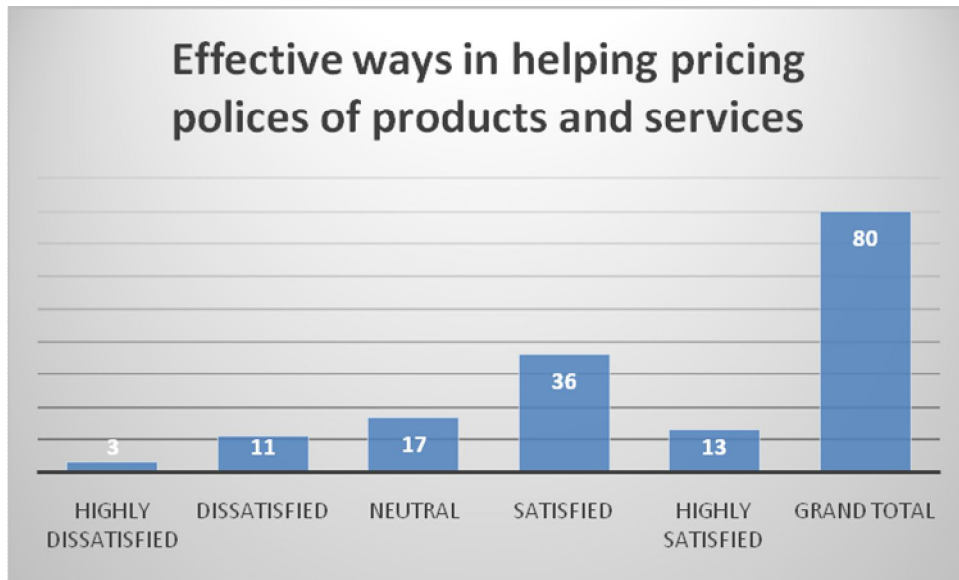
From the above table we find that 41% of the respondents are Male, and 59% of the respondents are of Female. The majority of the respondents are Female.

The retailer took effective ways to help us know the pricing policies of products and services

TABLE: 2

SCALE	RESPONDENTS
Highly Dissatisfied	3
Dissatisfied	11
Neutral	17
Satisfied	36
Highly Satisfied	13
Total no of respondents	80

DIAGRAM 2



INFERENCE

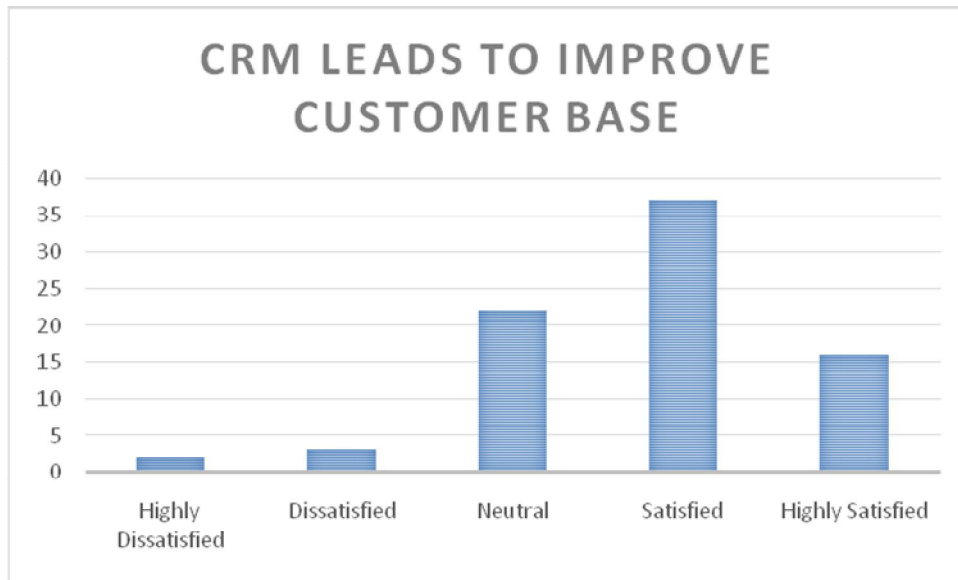
From the above table we find that 3.75% are highly dissatisfied, 13.75% are dissatisfied, 21.25% are neutral, 45% are satisfied, and 16.25% are highly satisfied. The majority of the respondents are “Satisfied” that theretailer took effective ways to help us know it’s pricing policies of products and service

CRM leads to improve the customer base and store loyalty in retail

TABLE: 3

SCALE	RESPONDENTS
Highly Dissatisfied	2
Dissatisfied	3
Neutral	22
Satisfied	37
Highly Satisfied	16
Total no of respondents	80

DIAGRAM: 3



INFERENCE

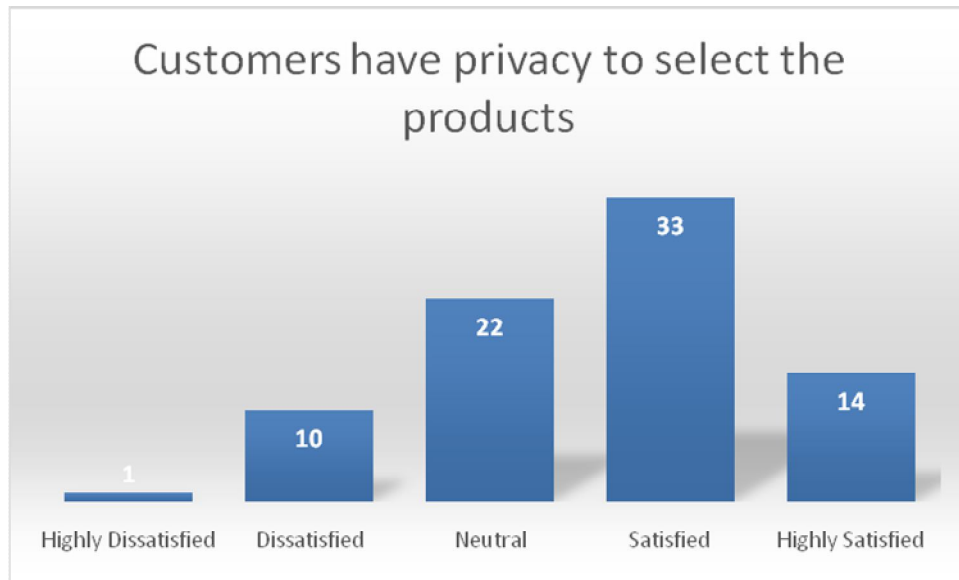
From the above table we find that 2.5% are highly dissatisfied, 3.75% are dissatisfied, 27.5% are neutral, 46.25% are satisfied, and 20% are highly satisfied. The majority of the respondents are satisfied and agreed with that crm leads to improve the customer base and store loyalty in retail stores.

Customers are free to take their own time in selecting the products according to their needs

TABLE: 4

SCALE	RESPONDENTS
Highly Dissatisfied	1
Dissatisfied	10
Neutral	22
Satisfied	33
Highly Satisfied	14
Grand Total	80

DIAGRAM: 4



INFERENCE

From the above table we find that 1.25% is highly dissatisfied, 12.5% are dissatisfied, 27.5% are neutral, 41.25% are satisfied, and 17.5% are highly satisfied. The majority of the respondents are “Satisfied” that customers have privacy to choose their own products.

LIMITATIONS OF THE STUDY

The study suffers from certain limitations which are stated as follows:

- The data collected for the project study is a small group of respondents with a limited sample size of 80.
- Primary data was taken with the authorization of the respondents.
- Secondary data was taken with the authentication from the websites and internet.
- Data and information collected from the respondents are based on their opinions and knowledge. Which are subject to bias

FINDINGS

- The retail stores have been able to satisfy most of its customers.
- Almost all of its customers are satisfied with the pricing policies and the products made available to them.
- Product placement and cleanliness of the store is satisfactory to the customers.
- The retail outlet has been able to provide attention to all of their customers.
- The locality of the store and its working hours make the customers to shop at ease.
- The store sells the product that match the customer's expectation by asking their feedback.
- The stores allow customers to take their own time in choosing the products they want to buy rather than asking them without their request.
- The facilities to find the products could be improved.

SUGGESTIONS

The retail stores could try to increase the satisfaction level of the customers as most of the customers are neutral and slightly satisfied on their experience with the company. The usage of technology in the business is advisable as it will help to function more effectively, it will also be very helpful in keeping track of all the financial transactions. This could also start new branches in different areas and could also go for some advertising so that advertising would be helpful in developing the new branches of retailstores.

CONCLUSION

CRM today has become the synonym to success in business. The retailers can effectively achieve it, if they identify the opportunities to enhance customer value. In doing so, retailer must be aware of emerging capabilities such as interaction orientation and Technological, methodological up gradation to manage customer relationships. CRM, is a business philosophy that makes retailer increase their revenue, reduce costs, build and retain loyal customer base and analyze and identify target customers or to acquire new profitable customers. Retailers can personally create programs and develop products for each individual customer, by building loyalty throughout the customer's life cycle.

The studies carried out by different researches show that there is lot of scope of improvement in the CRM strategies. In order, to create a healthy Customer-Retailer bond, customer satisfaction and loyalty will lead to customer lifetime value and retention in the long-term relationship with each other. Thus, both will have a profitable and sustainable achievement at the end of the day.

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Educational System and the Role of Government in India

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Abstract

Government of India has introduced many schemes to improve the welfare of the people. In the last 20 years Government had spent several crores of money to provide primary education to all the children, to remove poverty and to create Job opportunities in the rural areas. The main objective of this paper is to analyse the impact of these schemes on the living standard of people. During 1999-2000 poverty ratio was 27.09% in rural, 23.62% in urban areas and 26.10% for the country as a whole. In the 2017 -18 budget allocation government has estimated roughly rupees 80,000 crore for the education sector, in that for Sarva Shiksha Abhiyan (SSA) it has increased the amount by 1000 crore rupees and the amount of 48000 crore for Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). The aim of the government is to bring one crore households free from poverty and making 50,000 gram panchayats poverty free by 2019. By using simple statistical analysis with the help of government data the author wants to find out the successful implementation of the various schemes in the last twenty years, plus the amount of money allocated for poverty eradication and for improving the education system.

Key Words: Government of India, Educational System, Sarva Shiksha Abhiyan.

Introduction

Government of India has introduced many schemes to provide education to all the children in the country and started spending huge amount of money especially after the introduction of economic reforms. In the last 20 years Government had spent several crores of money to provide primary education to all the children in rural areas. The main objective of this paper is to analyse the impact of these schemes on

the living standard of people. In the 2017 -18 budget allocation government has estimated roughly rupees 80,000 crore for the education sector, in that for Sarva Shiksha Abhiyan (SSA) it has increased the amount to 1000 crore rupees. Study on primary education focuses on the system of educational institutions, and its development over the years. The cost of per capita education, various schemes introduced by the government for improving the quality of primary education and using of information technology in the primary education and other challenges faced by primary educational institutions in India are highlighted. The existing system of education starts from pre-school to the college level, takes the pattern of education followed in the Western countries. The present system of education has to undergo several modifications and it should satisfy the needs of various communities and young learners. In recent years, India has achieved more than seven percent growth rate and it has achieved an enormous growth in information technology as well, which has been obtained due to education. In India, seventy five percent of the population still lives in the villages. Therefore, education in rural areas has to be given prime importance in any study of or comment on the education system of the country. The present study focuses on the primary education and the system of educational institution in India and it throws light on the scheme introduced by the government, the average cost of education in rural areas and reasons for the failure of the schemes introduced by the government and the other challenges facing primary education in India. By using simple statistical analysis with the help of government data the author wants to find out the successful implementation of the various schemes ,plus the amount of money allocated for improving the education system.

The following are the various educational set up existing in India

CRECHES

Creches and other early care facilities are run by private sector for the children, particularly in cities for working parents. These are too expensive and the underprivileged sections of the society cannot afford them.

PRE-PRIMARY EDUCATION

In rural areas, only few children attend pre-school or Pre-primary education. Preschool educational facilities in rural areas are weak compared to the urban areas. ANGANWADIS and Integrated Child Development Services (or ICDS) are functioning specially to cater to the needs of the weaker sections of society. Integrated Child Development Services have been implemented in many states with the help of World Bank and it contains package of health, nutrition and educational services to children below six years; this program also helps pregnant women and nursing mothers.

KINDERGARTEN SCHOOL

Private sector runs schools for children below five years. Kindergartens function in two stages (1) Lower Kindergarten (LKG) for children in the age group of 3 to 4 years and (2) Upper Kindergarten (UKG) for children in the age group between 4 to 5 years. After completion of these two levels a child enters primary school.

ELEMENTARY EDUCATION

Elementary education in India refers to completion of eight years in schooling. It starts from the age of six. Structure of school education in India consists of, primary, upper primary or secondary and higher secondary school. The aim of the government is to provide universal education (primary and upper primary) for all the children in the age group of 6-14 years.

PRIMARY SCHOOL

It consists of All children in the age group between 6-11 years

UPPER PRIMARY AND SECONDARY SCHOOL

It is meant for pupils in the age group between 11-15 years. (classes 6-10)

HIGHER SECONDARY SCHOOL (MIDDLE)

Pupils in the age group between 16-17 years complete their schooling at this level. (classes 11-12)

EDUCATIONAL INSTITUTIONS

Educational institutions are running under different type of management. Schools run by the state, central government, autonomous organizations. When the complete fund is provided by the government then it is treated as government institutions. An individual or private institution which receives aid i.e cash assistance from a government or support from local body for running a school is called private aided institution. Any private institution or individual which does not receive any grant either from the local body or government organization is referred as private unaided institutions. Perhaps due to this there exists notable differences in the cost of education across the states of India.

OBJECTIVE:

- 1.To analyse the impact of government schemes like Sarva Shiksha Abhiyan
2. Finding out the Enrolment ratio of primary education and the percentage of drop out rate in the school education.

VARIOUS SCHEMES INTRODUCED BY THE GOVERNMENT

The District Primary Education Program (DPEP) was started in the year 1994 to promote primary education. The project supported district activities with the aim of improving primary education, and reducing dropouts, especially among the female, scheduled caste, and scheduled tribe students. The project also helps in the setting up of new primary school each year. Indian Government is aiming to achieve hundred percent literacy.To attain this Sarva Shiksha Abhiyan was launched in the year2001 It is expected that the quality of elementary education in India would improve through community ownership of elementary education

Sarva Shiksha Abhiyan prioritizes the Educationally Backward States in the distribution of fund. In addition, trainings and workshops has been conducted to build capacity to these states.

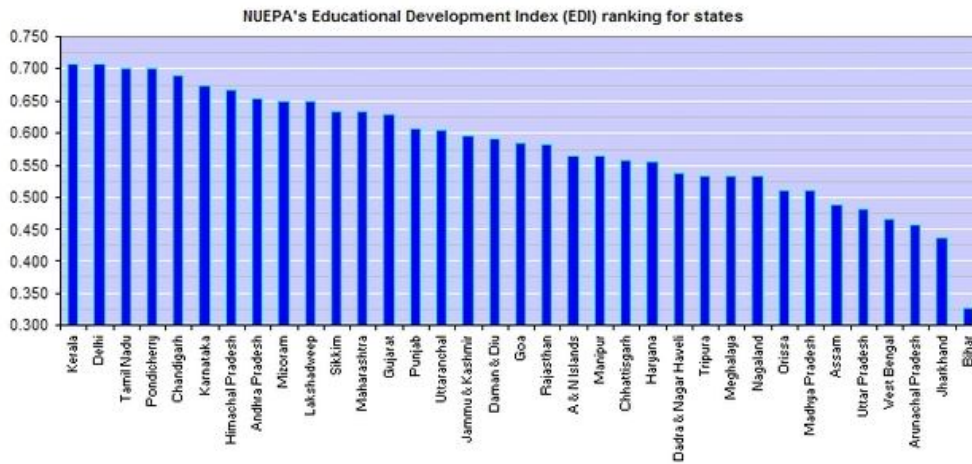
RESEARCH METHODOLOGY

Secondary data has been collected from the government website,magazines,and news papers.

Analysis of Government Schemes

The impact of these schemes can be easily find out through educational development Index, ranking of primary and upper primary education among the state (2005-06) are given in Figure1

Figure1: Primary and Upper primary Level of Education- State Wise Ranking (2005-06)



Source:http://prayatna.typepad.com/education/primary_education/index.html

Top eight states in India from southern part namely Kerala, Tamil Nadu, Pondicherry, Karnataka and Andhra Pradesh has showed good performance and the three northern states - Delhi, Chandigarh and Himachal Pradesh also showed good performance. In Bihar and Jharkhand performance of education was not good. Special attention was given to the above two states in the allocation of funds under the Sarva Shiksha Abhiyan. In addition to the fund activities relating to capacity building of these States through trainings and workshops has been undertaken. These two states receive priority in allocation of funds under the Sarva Shiksha Abhiyan. In addition, capacity building of these States through trainings and workshops has been undertaken.

EDUCATION CESS

Education cess reduced the budget allocation for primary education. The government allocated rupees 5219 crore for primary education for the year 2003-04 and rupees 2317 crore for the year 2004-05. In the year 2005-06, the amount spent for primary education was rupees 4244 crore and for the year 2007-08, the government has spent rupees 5441 crore. In the 2008-09 budget, government allocated rupees 19777 crore for primary education in that inclusion of cess amount is rupees 14,844 crore. In the 2017 -18 budget allocation government has estimated roughly rupees 80,000 crore for the education sector, in that for Sarva Shiksha Abhiyan (SSA) government has increased the amount by 1000 crore rupees.

Impact of Sarva Shiksha Abhiyan(SSA)

The purpose of this paper is to analyse the implementation of government schemes and the achievement in the last fifteen years. During 2011 Literacy rate has increased to 73% from 64% in 2001 among all sections of the society .

PRIMARY SCHOOL ENROLLMENT

More number of primary and upper-primary schools were constructed during the first five year plan period and the childrens enrolment in primary schools had also increased. Government had also taken special efforts to enroll SC/ST children. In the year 1950-51, number of students who enrolled for primary education reached 3.1 million and the total number of primary and upper-primary schools were 0.223 million and the enrolment ratio of students increased to 39.5 million. The number of schools increased to around 0.775 million in the year 1996-97.

During the year 2000,about 94 percent of rural population had primary schools at a distance of one kilometer each and 84 percent had upper primary schools at a distance of three kilometers. According to the 2001 census the female literacy rate increased by 54.16 percent however the total literacy rate was 65.38 percent. While the urban literacy rate increased to 80.3 percent whereas the rural literacy rate was only 59.4 percent . In the year 2002-03, it was estimated that 82 percent of children who comes under the category of 6-14 years were enrolled in the school it shows the successful implementation of SSA.

Table: I Literacy Rates (7+ Age group) (In percentage)

	2001			2011		
	ALL	SC	ST	All	SC	ST
Total	64.8	54.7	47.1	73.0	66.1	59.0
Male	75.3	67.0	59.0	80.9	75.2	68.5
Female	53.7	42.0	35.0	64.6	56.5	49.4

Data Source: Office of the Registrar General & Census Commissioner, India (website: <http://censusindia.gov.in/>)

The Gross Enrolment Ratio (GER) for a class-group can be calculated as the ratio of the number of people in the class-group to the number of people in the corresponding official age-group. Govt. has taken many steps to provide primary education and it had achieved the good results. The progress is shown with GER for various communities and for gender.

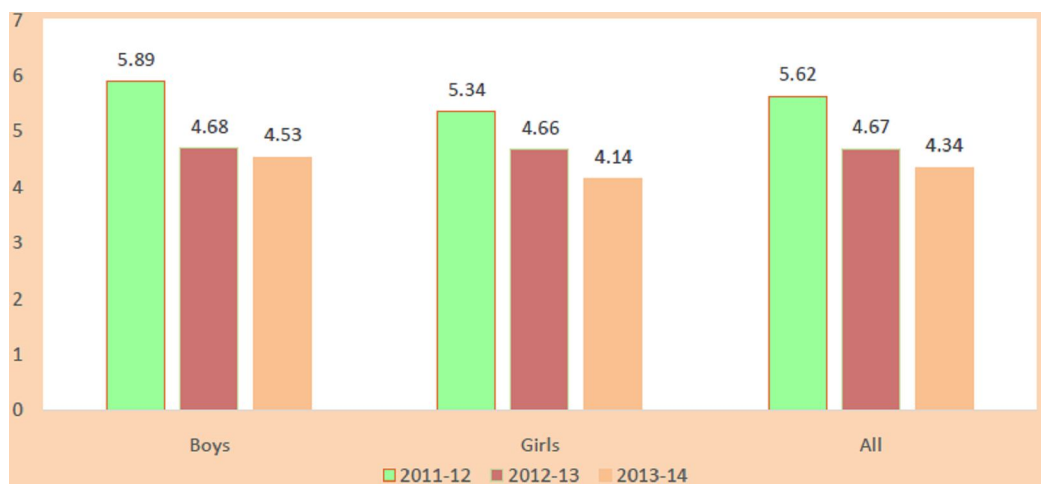
Table:II Literacy Rates of Adult (15+ Age Group) (In percentage)

	2001			2011		
	ALL	SC	ST	ALL	SC	ST
Total	61.0	44.1	40.8	69.3	60.4	51.9
Male	73.4	59.3	54.8	78.8	71.6	63.7
Female	47.8	28.5	26.7	59.3	48.6	40.2

Data Source: Office of the Registrar General & Census Commissioner, India (website: <http://censusindia.gov.in/>)

In the case of elementary education GER for all persons increased to 96.9% (provisional figure) in 2014-15 from 81.6% in 2000-01. At this level, the GER for boys increased to 4.5 (from 90.3% to 94.8%) and for girls it increased by 26.4 (from 72.4% to 99.2%) percentage point respectively. At present, the females enrolment rate is favourable in elementary and secondary education and their drop out decreases. Through the establishment of number of schools and providing all , facilities in schools, the annual dropout rate at primary level has decreased by 1.28 percentage point (from 5.62% in 2011-12 to 4.34% in 2013-14) for all age groups. At this level, the Dropout rate for boys decreased by 1.36 (from 5.89% to 4.53%) and for girls 1.2 (from 5.34% to 4.14%) percentage point respectively during this period.

Figure:II Dropout Rates (%) from 2011-12 to 2013-14 at primary level



Source: Education statistics at a Glance ,Ministry of Human resource Development , Government of India(2016)

USE OF INFORMATION TECHNOLOGY IN THE PRIMARY EDUCATION

Information technology is bringing about a sea change in the field of education world wide. The main challenge for developing nations like India is to compete effectively with the industrialized nations in the field of education. Providing education to all the people residing in rural areas is possible through adoption of information technology in rural schools. To solve a long-term economic problem as per the human capital theory, government has to invest more on education. (Information technology) to raise the educational level of the citizens. Existence of competitiveness in international markets, automation of industries, using of technology in agriculture, require technical skills in the workforce.

For these reasons, we need to introduce information and communication technology at the starting of school education. ICT has tremendous potential to extend and improve quality of school education. In India, overall literacy level of population accounts for less than 70 percent and it is very low in the marginalized and minorities groups. Though the Sarva Shiksha Abhiyan has increased enrolment rate in the primary school it stays far away for providing quality in education. It is realised that the use of Information and Communication Technologies (ICT) has played important role in promoting the value of education; Yet a lot of difficulties are encountered in the implementation of these technologies at the primary level for giving training to teachers, school authorities, and students. In India ICTs such as radios, televisions, computers, the Internet, cell phones, videos, CD-ROMs, software and hardware provide a number of opportunities for children in the rural areas to improve the educational standard.

If the infrastructure facilities are provided, ICT can be successfully implemented. ICTs also helps in training teachers, and it helps them to teach different courses to students. In India, since independence, ICTs had been using in all the states to promote education even though there had been variations in the geographical and demographical set up. Some states in the country are currently having an environment that allows for a greater use of ICTs for education, while other states lack such an environment to make use of ICTs for this purpose very sporadic. From 2000 onwards ICTs have been successful in the states of Chhattisgarh, Jharkhand and Karnataka. Departments of Education and Information Technology have developed a commitment towards the use of ICTs for primary and secondary education. Private companies, especially information technology (IT) companies, have contributing to primary and secondary education through public private partnerships (PPPs).

CHALLENGES IN THE APPLICATION OF INFORMATION TECHNOLOGY

In developing countries like India, as far as information technology is concerned, infrastructure facilities are poor, electricity supply is irregular, maintenance of hardware is very difficult. Besides these, the inadequate networks is a major problem in implementing computer based programs and projects in rural areas. The transfer of government officials who were committed to teach the use of ICTs for primary and secondary classes are facing communication problems with the students. Sometimes interference of political factors in implementing ICTs based programs and projects led the students to discontinue the courses.

SUGGESTIONS

Initial learning should be in the form of play which helps the child's natural development. It will make the learning interesting and enjoyable.

- Importance should be given to the health and nutrition of the children
- The student- teacher ratio should be minimum.
- The act of teaching should create knowledge and enable the child to observe the subject. It should not compel the child to memorise the subject.
- The teacher should use the techniques like storytelling, pictures and other teaching tools when they are teaching about living things and non –living things, history, geography, and other cultures
- To eradicate child labour, primary education is the fundamental tool

CONCLUSION

Educational planning for the primary level is a challenging field. First of all the gap between the planning and the implementation of the goals of education should be reduced. For improving the Quality of education expansion of educational infrastructure facilities has to be accompanied with significant improvements in quality at the primary level. It requires multi-level strategic reforms in training the teachers, improvements in the basic infrastructure facilities in schools and a change in the style of teaching that will be attractive and at the same time it will reach the students.

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Sustainable Agriculture through Organic Farming in India

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Abstract

Organic farming is the practice that relies more on using sustainable methods to cultivate crops and it avoids chemical inputs that do not belong to the natural eco system. Organic agriculture can contribute to meaningful socio-economic and ecologically sustainable development, especially in developing countries. This is due to the application of organic principles, which advocates the application of local resources viz., indigenous seed varieties, manure, etc. and therefore cost effectiveness. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Ecological friendly Organic farming is the answer to the problems being faced by agriculture in India today. It will also keep agriculture more sustainable. This form of agriculture conserves our soil and water resources, protects our climate, improves agro-diversity, ensures biodiversity, meets the demand for food and safeguards livelihoods. In brief, it ensures that the environment blooms, the farm is productive, the farmers makes a net profit and society has adequate nutritious food.

Key Words: Organic Farming, Agriculture and Sustainable Methods.

I. Introduction and Background

Sustainable Agriculture is more a philosophy or way of life. Sustainable agriculture is able to feed the world without destructive the environment or fear-provoking human health. It is a way of growing food in an ecologically and ethically responsible approach and it results in higher returns over time, with less need for high-priced and environmentally harmful inputs such as chemical fertilisers, pesticides and weedicides. Hence, Organic farming is a very native concept to India and it brings agricultural sustainability. It is based on the following holy principles:

- ∅ Soil is a living thing,
- ∅ nature is the best teacher for farming activities since it does not use any external nutrients or additional water

Organic farming is based on understanding the ways of nature. It does not mine the soil of its nutrients nor does it humiliate the soil for fulfilling the needs of the common man. The living inhabitants of the soil are protected and nurtured. The natural micro-organisms in soil are not debilitated in any way. The focus in organic farming is the soil itself. The health of the soil and its structure is maintained as it is believed to be the most important medium. Thus organic farming is a system of farming that aims at maintaining the soil breathing, maintaining its good health, cultivating the land and then raising the crops. This must be done to sustain a pollution-free environment and in an ecological way.

Sustainable agriculture is the practice of farming using principles of safeguarding ecology. Unlike organic agriculture, sustainable agriculture concentrates on the ability of providing food on the long-term. As such, besides artificial fertilizers and pesticides, it also does not allow the use of agricultural machines running on non-renewable resources. Besides this, it focuses on finding the most energy-efficient and cost-effective method of utilising agricultural machines and non-renewable natural resources. For this reason, it also implements natural biological cycles and controls where ever it is possible (Dubey 2013).

Organic farming is a form of agriculture in which agricultural land is cultivated without the use of artificial fertilizers, or artificial pesticides, growth regulators and livestock feed additives. Genetically modified organisms and engineered nanoparticles are prohibited as well (Kumari et.al 2014). The use of agricultural machines with running on either bio-fuels or fossil fuels is allowed. The goals of organic farm systems include the maintenance of soil fertility, efficient usage of water, maximizing soil fertility, and improved animal welfare as well as environmental aspects indirectly related to farming such as reduction of energy use and avoidance of pollution (Trewavas 2001). Organic agriculture is clearly defined as a production system that sustains the health of soils, ecosystems and people. It depends on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. In this context, the present study concentrates Organic farming and sustainable agriculture in Indian perspective.

II. Sustainable Agriculture in Global Perspective

India has a largest number of organic agricultural producers in the world, according to the World of Organic Agriculture Report 2018. With 835,000 certified organic producers, it is home to more than 30 percent of total number of organic producers (2.7 million) in the world. Countries like Uganda (210,352) and Mexico (210,000) are the second and third largest organic producers respectively. However, when it comes to area under certified organic cultivation, India contributes only 2.59 percent and it consists 1.5 million hectares of the total area (57.8 million hectares)(FiBL-IFOAM report 2017).

China has around 50 percent and India has 30 percent of total organic cultivable land in Asia. The 19th edition of the World of Organic Agriculture report claimed that organic agriculture area, and its products value has increased. The data were collected from 178 countries by the research Institute of Organic Agriculture (FiBL 2017), the State of Sustainability Initiative (SSI), and International Trade Center. The organic products worth \$90 billion were sold worldwide in 2016. The USA, Germany and France enjoy the largest share of market in organic produce. Switzerland tops in per capita consumption of organic produce, followed by Denmark and Sweden. According to the latest data the current area under organic cultivation, which is a significant increase from just 11 million hectares in 1999, is still 1.2 percent of the total agriculture land. Australia, according to the report, has largest organic agriculture land and it has 27.1 million hectares, followed by Argentina (3 million hectares) and China (2.4 million hectares).According to a study, India's organic food market has potential to grow more than 25 percent annually to touch \$1.36 billion by 2020, provided there is more awareness about these products and the government incentivises region-specific organic farming to ensure consistent growth in future (Rao 2015). Indian farming exposes an untapped potential reviewing the list of 172 countries practicing organic agriculture worldwide since only 0.4 percent of total agricultural land is under organic cultivation. In 2015, the export and domestic market of the Indian organic industry grew by 30 percent and 40 percent respectively. Organic farming has seen a drastic overall development in almost every crop type due to increase in awareness in food security and environmental safety. Health conscious consumers today will support the growth of the organic agricultural sector in many ways.

According to WHO, the total global organic food market present value is around \$37 billion. Of this, \$14 billion market is for herbal plants and medicines, which is expected to achieve \$5 trillion by the year 2050. According to International Fund for Agriculture and Development (IFAD), India has more than 15,000 certified organic farms. Organic farms are generally more profitable and environmental friendly, as it uses fewer chemicals and the residue are comparatively less chemical-intensive. It provides many ecological benefits and delivers nutritious food (Pant et.al 2013). Studies show that practicing organic systems over a long period of time can also supply equal yields or even outdo the conventional methods. It is necessary for organizations working in the organic food business to increase awareness among customers in non-metro cities. Sikkim, India's North-Eastern State, with 75,000

hectares of land under organic cultivation is an organic state. By 2030, Meghalaya, another northeast state of India also eyes to transfer 200,000 hectares of land into organic cultivation. In Kerala, more than 100,000 farmers are approving the organic farming practice (NPOF 2015-16).

Due to climate changes at global level, organic farming practices has made a significant position. The Indian Government is promoting organic farming through diverse schemes under National Mission Sustainable Agriculture (NMSA). The Government has introduced Paramparagat Krishi Vikas Yojna (PKVY) and Organic Value Added Development schemes under the NMSA to promote organic farming in the country. Under this scheme, the state governments, based on cluster for every 20 hectare land, will support farmers by offering financial assistance for maximum one hectare land. The Government has allocated about \$730 for every hectare of land during the period of transformation for three years. The Government of India also announced an investment of almost \$15 million towards organic market development and around \$44 million for the participatory guarantee scheme (PGS) which is an organic quality assurance system that certifies producer that are active participating in organic farming (Frick and Bonn 2015).

III. Development of Organic Agriculture in Asia

In recent years, Asian governments become more involved in organic farming with the expansion of the market for organic produces and their potential for promoting sustainable agricultural practices. Accordingly, almost all have put priority on organic certification and accreditation, even though the major constraints in organic farming in Asia are still at the level of farm production. The propagation of public organic standards and examination systems, however, seems to have caused mystification among Asian merchants of organic products. Hence, international coordination of these standards and arrangements necessitate to be advocated. Public-private sector partnership is immediately required if the speedy growth of organic agriculture in Asia is to be sustained. Re-direction of government policies is required, including support for farm extension, development of post-harvest technologies, and supply chain management. Closer association between Non Governmental Organisations, the private sector, farmers, scientists, and public authorities can ensure that the efforts of each group are not in clash with one another and that synergy is attained.

IV. Discussion on Organic Farming and Sustainable Agriculture in India

As far as India is concerned, the Government of India has been undertaking measures to promote organic farming with the aim to improve soil fertility and help to double the farmers' revenues by the year 2022. The Prime Minister had visited Sikkim state which is India's first organic state and encouraged other states to imitate the "Sikkim model". Similarly Utranjal is also a state which is a leading player in Organic farming. Some of the policy initiatives to promote organic farming and exports include development of an organic regulation for exports by the Agricultural and Processed Food Products Export Development Authority (APEDA), removal of quantitative

restriction on organic food exports, providing subsidies to farmers under the Paramparagat Krishi Vikas Yojana (PKVY) in partnership with the state governments, and other schemes such as the Mission Organic Value Chain Development for North Eastern Region. Despite these initiatives, a recent survey-based study covering 418 organic farmers across different states of India suggests that a move to organic farming methods may not be that easy and organic farmers are not getting the expected premium price for their produce.

The supply chain linkage in India is undersized and small and mid-sized farmers located in hilly regions and tribal areas find it extremely difficult to access the market. There is a shortage of pack houses and refrigerated vehicles, which leads to spoilage. Organic products have to be stored separately from conventional products to avoid cross-contamination and the existing supply chain does not often provide that facility. While the government is supporting organic product marketing through fairs and exhibitions, it does not give farmers a stable market. In a number of cases, the middlemen take away most of the profits and farmers are not able to earn a premium price. Direct linkages to processors and retailers could have helped farmers to get a better price, but farmers lack the right linkages and hence have to depend on middlemen and mandis.

While the government is subsidising farmers under the Participatory Guarantee System (PGS) for India, which is a self-certification process supported through the PKVY scheme, these farmers are not allowed to export. In fact, the APEDA has made it mandatory to have a third-party certification for exports. This is despite the fact that globally more than 100 countries, mostly developing countries, recognize the PGS. Unless farmers under PGS India are allowed to export of their agricultural products, they cannot earn the best price. Therefore, ideally, farmers should have the right to decide where they want to sell the product domestic marketplace and/or export market and the government policy measures should support the same. As a farmer converts their soil from conventional agriculture to organic farming, there is a risk of loss in yield due to the withdrawal of chemical inputs and high-yielding varieties of seeds. A number of countries, such as the United Kingdom, USA, Argentina and Australia have carefully designed subsidies to compensate for the yield loss during the adaptation period. But in India, there is no such subsidy provided to our farmer. Further, a majority of the government budget and subsidies are targeted towards chemical-based inputs production units and, in many states, less than 2 percent of the budget is allocated to organic farming and this is the negligible amount to develop organic farm sector. Given India's low rank in Sustainable Developmental Goals Index that is India has been ranked 116 out of 157 nations on the Sustainable Developmental Goals Index for the year 2017, even behind other developing countries such as Nepal, Iran, Sri Lanka, Bhutan and China, it is important for the government to allocate more funding to organic farming and sustainable agriculture practices. In the case of organic farming, the cost of laboratory testing and third-party certification is very high and given subsidy in organic farming can definitely help to the farmers. A number of states, such as Gujarat, Karnataka and Sikkim, have already

set up their third-party certification Institutions. Other states may also do the same (Kalidas et al 2014).

There is a severe shortage of good quality of organic inputs, which increases the risk of loss of crop production. The obtainable organic manures are much below the necessary quantity, and there are a number of counterfeit players in the market too. Correspondingly, there is a deficiency of good quality organic seeds. Some input companies have taken initiatives to go for third-party certification. However, there is need for a policy on input standardisation. Further, different varieties of crops are grown in different regions of the country, and they are faced with different issues related to pest invasion and soil quality. In this context, there is a need for more crop-specific and region-specific research and development (R&D) facilities on organic inputs preparation. In addition to that, one survey found that farmers need access to equipment such as netting and poly houses to care for their crops against pests. Fruit flies have led to devastation of crops such as oranges in the state of Sikkim (Deshmukh and Babur 2015). Here, we can learn from the government of Bhutan, which provides equipment to catch fruit flies at subsidised rates and the same can be imitated by Government of India as well.

The biggest challenge faced by organic farmers is the lack of an organic policy for the domestic market and imports. In the absence of regulation on labelling standard for organic production and logo, it is not possible to distinguish an organic product from a conventional product. This has led to fraudulent practices and genuine players are not getting the premium, which the consumers of organic products are willing to pay. While the nonexistence of a policy makes it difficult to penalize false players, the government cannot implement penalty on the basis of a voluntary certification process. Therefore, over 79 percent of the farmers opined that the certification process should be mandatory and the government should help farmers under participatory organic guarantee programme in India to get the compulsory certification once their land is transformed to organic. In fact, over 91 percent of survey participants pointed out that there should be an identical emblem for organic, which will help in product identification. The study further highlighted that if the right policy measures are taken, then organic farming is expected to raise at 20 percent in the next five years and the farmers will get an increase in their earnings.

V. Sustainable agriculture through Organic farming

The idea of Sustainable agriculture incorporates three main targets such as environmental healthiness, economic prosperity, and social and economic equity. The notion of Sustainability rests on the standard that we must meet out the requirements of the present without compromising the ability to access future generations to meet their own needs. The conservation of natural resources is crucial for the agricultural sector which guarantees long-term sustainability. The exact dependence on inorganic fertilizers and pesticides always questions the idea of sustainability in its all aspect. It troubles environment and the food chain. The use of chemicals in farming has severe long term effects on the environment. These

chemicals contaminating earth and water resources, thereby it enters in to the food chain. In addition to this, when cattle munch foliage that contains these chemicals become highly concentrated in the flesh and milk of dairy cows. Ultimately, it creates serious health problems to people who consume dairy products. Organic agriculture evades all kinds of practices of inorganic farming which damages in the agro-ecosystem. An organic agricultural practice offers healthy food while establishing an ecological balance to prevent soil fertility or pest troubles. In order to alleviate all environmental and social nuisances arising from chemical based farming, the promotion of organic farming is essential. Other than environmental issues, inorganic fertilizers and pesticides based farming creating so many economic destitutions to the farmers. The unsustainable farm practices have harmful impact on farmer's health and long term income of farmers. The increase in use of pesticides and fertiliser directs to the increase in cost of cultivation. The only group which obtains benefited by the corporate who manufacture those chemical inorganic inputs. The continuous application of chemical fertilizers trim downs the fertility of soil which causes eternal decline in farm produce. It leads to the increasing cost of production and declining productivity which makes the farming economically unsustainable. Agriculture can be sustainable only if it has a long-term economic viability. Organic farming ensures long term economic sustainability than modern chemical fertilizers and pesticides based farming (Chandrashekar 2010).

Moreover, organic products carry a premium price in the market which makes organic farming more profitable. An effective agricultural sector strategy can contribute to a broader development of agricultural productivity, food security, generation of rural employment and poverty reduction while promoting the conservation of the natural resource base (Soumya 2015). This new strategy should be adopted with sound infrastructure, governance, the private public participation and effective performance seeking to contribute to poverty reduction, enhance regional integration, accelerate human development, and improve productivity in agriculture. It is thus clear that agriculture needs to undergo a radical refurbish to become more sustainable practices. This is important to take care of the environment and to improve the productivity of the agro ecosystem. The policy measures are important to support agricultural activities which reflect the long-term social and environmental sustainability. The organic farming lays more emphasis on use of local resources which contributes to the empowerment of farmers and rural community.

VI. Conclusion

In India, the practice of Organic farming is picked up momentum and farmers are more aware of the fact that organic farming is a practice that can sustain Indian agriculture. The questions about the yield and financial viability are crucial from the point of view of farmers; but they remain unanswered to a large extent. As per the World Hunger Report 2016, India ranked 97th in 2016. However, India tops with 194 million starving people. If the food grains situation is not improved with better farming techniques, there is the possibility of the country sliding into the 'unsuccessful state' category as happened in the African continent four decades ago.

This has to be averted. Any changes in farming practice pose a severe threat to agriculture and thus to the economy and food security. For several problems being faced by Indian agriculture, the Estimates Committee on Organic Farming (2015-16), suggested some solutions. One of the suggestions is the promotion and scaling up of organic farming cultivation in India. With a change-over from agro-chemical farming to bio-input organic farming, the Government of India can reduce the subsidy burden of Rs 80 thousand crores a year. For the last two decades, the governments, irrespective of their political leaning, have not done anything considerable for sustainable agriculture development. People, with higher food safety, better health and training, can contribute to improved productivity in major segments of the economy particularly agriculture sector. To meet the above requirements, organic farming paved the way for making sustainable agriculture and protecting people's health. This will lead to a better quality of life for all people enabling the country to achieve the ideal of welfare in a liberal, mixed economy like India.

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A Study on Consumer Behaviour towards Malt-Based Health Drinks in Madurai City

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Abstract

The Malted Health Drink Market is one of the rapidly growing dynamic markets in food services sector in India. Due to increase standard of living and changing lifestyle and high level of consumerism backed by rising income levels, growing inclination of Indian consumers towards healthier food and beverages by which Indian market become an emerging trend of food industry that makes positive impact on Malted Health Drink Market.

Malted beverages are popularly known as health drinks in India. While marketers have positioned such beverages as nutritious drinks, these are widely consumed as taste enhancers to encourage drinking of milk among growing children. Interestingly, several malt-based hot drinks – such as Boost, Complian and Bournvita – have repositioned themselves as health drinks. This is completely aligned with market realities, as greater health consciousness, aspirations for higher standards of living and comfortable disposable incomes become the main drivers of consumption patterns.

The main objective of this study the Consumer Behaviour towards different brands of Malt based health beverage and also to identify the factors influencing consumer's purchase behaviour of Malt based Drinks. The data is collected from 110 respondents belonging to different age groups. Primary data was collected through a sample with the help of Questionnaire method and this study various factors were carefully analyzed and interpretation, findings were made on the basis of opinions collected from the respondents.

Key Words: Malt based drinks, Consumer Behaviour, Brand Preference

INTRODUCTION

The milk shortage of the sixties was what first fuelled the growth of the Malt based Drinks sector, with availability of milk being rare & qualities always being suspect, milk additives were in high demand. The following decades saw the sector arousing along at 8 %to 10% growth rate, with milk shortages fuelling growth, lot of companies jump on to this band wagon. The sector saw a flurry of launches from Complian, Nutramul, Boost, Maltova, etc.

The eighties were the era of self reliance. Operation flood ensured the availability of good quality milk & restrain the customers motivation to buy additives from “taste”. The manufacturers quickly jump on to “energy” plank. A decade later of flurry of re-launches, nutrition’s, freebies galore – Health Food Drinks are fighting to regain stamina as the industry goes through trying time. Malt Food Health Drink Market is divided in white & Brown Beverages.

The focus on functional health benefits has allowed India to become the world’s largest market for malt-based hot drinks with US\$1.1 billion in 2015 retail sales, with room for additional growth. By 2020, India is expected to account for 47% of global malt-based hot drinks retail volume sales, up from 41% in 2015. Marketing initiatives such as age segmentation, combined with continued growth in GDP and population, are expected to contribute to an 8% retail volume CAGR for malt-based hot drinks for 2015-2020, up from the 7% CAGR for 2010-2015. India’s success with malt-based hot drinks represents a situation where a product category that has been around for decades is expected to grow faster over the forecast period than during the review period, due to the combined forces of greater income and nutrition knowledge.

SELECTED COUNTRIES: 2015 PER CAPITA RETAIL VOLUMES FOR MALT-BASED HOT DRINKS AND TOTAL HOT DRINKS			
Country	Malt-based hot drinks (kg)	Total hot drinks (kg)	Malt-based hot drinks as percentage of total hot drinks
India	0.2	0.4	50.0%
Malaysia	1.1	2.5	44.0%
Singapore	1.2	3.0	40.0%
UK	0.1	2.8	3.6%
US	0	2.7	0.0%

Source: Euromonitor International

A look at per capita retail volumes for malt-based hot drinks shows room for continued growth in India. In comparison to other former British colonies where malt-based hot drinks are consumed, India has a relatively low per capita volume consumption of these drinks. India’s 0.2kg of per capita retail volume sales

of malt-based hot drinks in 2015 is a fraction of Singapore's 1.2kg of sales, Malaysia's 1.1kg, and Hong Kong's 0.5kg. Positive drivers for future growth of malt-based hot drinks in India include continued growth in GDP, income, and population, as well as the rising interest in health and nutrition matters among Indians.

At the same time, malt-based hot drinks are likely to see more competition from RTD flavoured milk drinks that offer more convenience. Retail volume sales of dairy only flavoured milk drinks are expected to see a 15% CAGR for 2015-2020, outpacing the projected 8% CAGR for malt-based hot drinks.

OBJECTIVES OF THE STUDY:

- To analyze the consumer's brand preference towards Malt-based health drinks.
- To find out the factor influencing the purchase decisions for Malt-based health drinks.
- To find out the preferred place of purchase among respondents.

RESEARCH METHODOLOGY: The scope of this study is limited only to Madurai City in Tamil Nadu. The research design adopted for this study is descriptive. Primary data was collected using an interview method with the aid of structured questionnaire prepared with respect to the objective of the Research. Simple random sampling was used in the study and sampling units are chosen primarily in accordance to the convenience. A sample of 110 customers was selected randomly and the selected respondents were contacted in person with self-administered questionnaire instrument.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: PROFILE OF THE RESPONDENTS

S.NO	PARAMETERS	NO OF RESPONDENTS	PERCENTAGE
1	GENDER		
	Male	54	49
	Female	56	51
2	AGE		
	18 – 25	22	20
	26 – 35	29	26
	36 – 45	33	30
	Above 45	26	24
3	EDUCATIONAL QUALIFICATION		
	Secondary Education	26	24

	Graduate	20	18
	Post Graduate	36	33
	Professional	28	26
4	OCCUPATIONAL STATUS		
	Unemployed	22	20
	Self-Employed	34	31
	Government Employee	28	26
	Private Employee	26	24
5	MARITAL STATUS		
	Unmarried	21	19
	Married	89	81
6	FAMILY SIZE		
	Up to 4	60	55
	Above 4	50	46
7	MONTHLY INCOME		
	Up to Rs.10000	27	25
	Rs.10001-20000	28	26
	Rs.20001-30000	32	29
	Above Rs.30000	23	21

(Source: Primary Data)

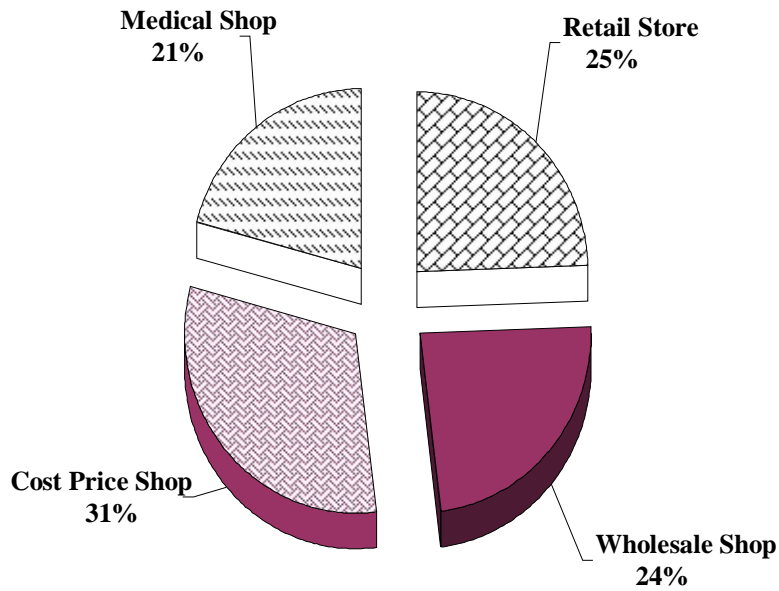
TABLE 2: BRAND OF MALT BASED BEVERAGE USED BY RESPONDENTS

Brand	Number of Respondents	% of Respondents
Horlicks	27	25
Bournvita	18	16
Boost	24	25
Milo	10	9
Viva	5	5
Complan	20	18
Maltova	6	6
TOTAL	110	100

(Source: Primary Data)

INTERPRETATION: 25% of the respondents use Horlicks and boost,18% of the respondents use complan while 16% of the respondents use Bournvita.

CHART 1: RESPONDENTS PREFERRED PLACE OF PURCHASE FOR MALT BASED BEVERAGE



(Source: Primary Data)

TABLE 3: DURATION OF USE OF SAME BRAND OF MALT BASED BEVERAGES AMONG RESPONDENTS

Duration	Number of Respondents	% of respondents
< 3 Years	28	26
3 - 5 Years	39	36
6 - 9 Years	29	26
10 Years & above	14	13
TOTAL	110	100

(Source: Primary Data)

INTERPRETATION

Out of 110 respondents, 36% of them have been using the same brand of malt based drinks for 3-5 years, 26% are using for 6-9 years, 26% are using for less than 3 years. Duration of using health drinks is 10 years & above was found to be 13% among respondents.

CHART 2: QUANTITY OF MALT BASED DRINK PURCHASED PER MONTH BY THE RESPONDENTS

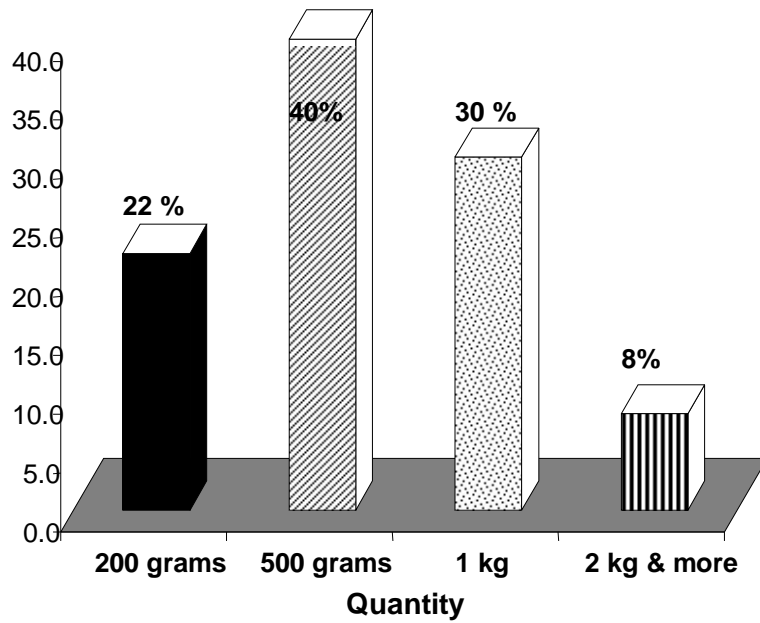
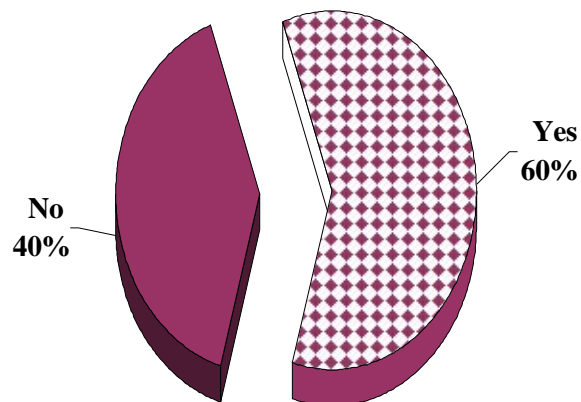


CHART 3: PREFERENCE FOR PURCHASING THE SAME BRAND OF MALT BASED DRINK AMONG RESPONDENTS



(Source: Primary Data)

TABLE 4: REASONS FOR NOT BUYING SAME BRAND OF MALT BASED DRINK

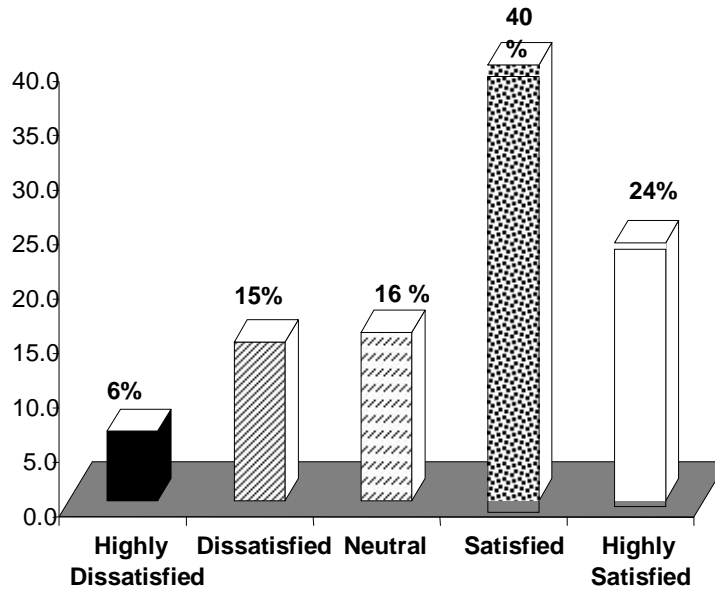
Options	Number of Respondents	% of respondents
Try a New Brand	8	18
Unavailability of the brand in the Market	14	32
Increase in Price	9	21
Change in quality / taste	13	30
TOTAL	44	100

(Source: Primary Data)

INTERPRETATION:

Among 44 respondents, who do not buy the same brand health drinks every time, 32% could not buy same brand health drinks every time during unavailability of the brand in the market. Next to the above, change in quality / taste is the reason for not buying same brand health drinks every time for 30%. While 21% of the customers tend to not buy the same brand due to increase in price, 18% do not buy the same in order to try a new brand health drinks.

CHART 4: LEVEL OF SATISFACTION WITH PRESENT BRAND OF MALT BASED DRINK AMONG RESPONDENTS



(Source: Primary Data)

OTHER FINDINGS:

- Monthly expenses of the respondents are as follows between Rs.5001-10000 - 29%: Up to Rs.5000 - 27%: above Rs.15000 is 25% : Rs.10001-15000 is 19% of the respondents.
- 60% of the respondents buy the same brand of Malt based drink
- 61% of the respondents take healthy drinks once daily, 20% take two times a day 19% of the respondents take occasionally.
- 61% of the respondents have stated that they would recommend their current brand of Malt based drinks to others.
- Reasons such as Good quality, good taste, good for health, widespread brand image, attractive packaging, reasonable price, family status and free gifts are important for buying particular brand of Malt based health drinks among respondents.
- The factors like advertisement, attractive display, brand ambassadors, doctors' advice and friends/relative have moderate influence on purchase on particular brand of Malt based health drinks among respondents.
- Chi Square analysis revealed that there no significant relationship between the gender and place of purchase of Malt based drinks.
- It was found that there is no significant relationship between the Family Size and Quantity of product purchased by the respondents.

CONCLUSION:

India malted food drinks market stood at US\$ 1.2 billion in 2016 and is projected to surpass US\$ 3 billion by 2022. Rising per capita income coupled with increasing awareness among consumers about malt based food drinks is expected to drive India malted food drinks market through 2022. As compared to the other food supplement health drinks stands the top in position, because these drinks have no side effects. There is enormous competition in between various international brands of health food drink companies. They are coming with new products and strategies. Malted health food drink is among best substitute of a complete food .Moreover, growing penetration of malt based drinks manufacturing companies in rural areas and increasing focus on brand endorsement activities are some of the other factors anticipated to propel demand for malt based food drinks In India.

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- *India Malted Food Drinks Market By Product Type (With Cocoa Powder & Without Cocoa Powder), By Distribution Channel (Independent Small Grocers, Pharmacies, Supermarket/Hypermarket, Convenience Stores & Online), Competition Forecast & Opportunities, 2012 – 2022.*



**The need for Inclusion of Minority Studies in the Education - Special
Emphasis on Subaltern Studies and Gender Studies**

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Abstract

The education and curriculum of these days are concentrated only on the mainstream education. They deny the marginalised. The students of these days are unaware of the marginalized groups - the problem they face. They are unaware of the main issues that is happening in their society. They are denied of proper education. The main sense or aim of the education is not reached. The main aim of the education is to understand the world and the society and find a solution and be a change. That doesn't work. My paper aims at the inclusion of the excluded. The inclusion of minority studies. Main emphasis is give to subaltern studies and the gender studies.

Key Words: Education and Gender Studies.

'Education makes a man', 'Education begins in the womb, and ends in the tomb'- These are certain quotes on education, which highlight its importance in human life and society. The ancient system of 'Gurukula', wherein students (called as 'Shishyas') stayed in the ashram of their Gurus (teachers), and learnt holy scriptures like the Vedas, emphasized on learning the methods of an ideal and proper living. The students as well as their Gurus were considered as equals, irrespective of their social or financial status. The sole aim was to gain knowledge and thereafter, impart the knowledge so gained to the person in need of the same. As a result, Students emerged as embodiments of humility, with a sense of duty and respect towards elders, coupled with an intricate feeling of sincerity and dedication, which, could, never be erased from their mind's eye, and from their adventurous book of life, for, these were creations of the mind and spirit, bestowed as a gift of the education

derived out of the ancient 'Gurukula' System. The ancient scriptures called the term as 'VIDYA', which was the most important of all wealth-

विद्याधनं, सर्वधनात्प्रधानं

Likewise,

विद्याददातिविनयं, विनयात्यातिपात्रताम्।

पात्रत्वादिधनवाप्नोतिधनात्धर्मम्, ततःसुखम्।

There is no shadow of doubt that the ancient system of 'Gurukula' was characterized by proliferation of virtuous students, who bore sincere and close friendliness amongst all other shishya in the ashramam.

However, the rich and varied culture and tradition as well as the heritage of our country paved the way for the creation and development of Nalanda and Taxilla universities respectively, ascetres of learning, with the sands of time.

Modern system of Education

It is a fact that the changes brought out by the sands of time are infinite in number. These changes are characterized by far-reaching consequences. The modern system of education has taken the form of an expensive product in the market, Students who wish to be decorated with this product in the market are unable to face the problem of soaring prices. The fast technological changes, along with the advent of privatization have added fuel to the fire. One of the major characteristics of modern education is the directly proportional relationship between the age of the educational institution and its value. While other market products value innovation and complete change and modernization of the portfolio, education values proposition based on the conservative and tested system that is checked and evaluated through years. Thus, modern education, emphasizes on the existence and the effect of technological developments on the one hand, a conservatism and of, old and traditional educational institutions, on the other. The names of Harvard, Oxford or Cambridge have attracted a large section of the population, rather, than the huge expenditure incurred. In addition, private schools and colleges and universities have gained ground as reputed institutions imparting high levels of education. Nevertheless, efforts are being initiated towards the successful combination of latest technological know-how and innovation, as well as old and traditional elements in the modern educational framework.

The modern system of education has given importance to caste, religion, gender etc. Applicants for admission to various courses are required to furnish a clear indication of their religion, caste, sex, etc. Of late, opportunities have been extended to transgenders too. Thus it is evident that reservations are being provided, by means of

categorization at various levels. Despite this, what is the prevailing situation, especially, in the educational scenario? Let us examine in detail.

Subaltern studies-It is a well –known fact that untouchability was practiced in india, prior to the attainment of independence. However, this term was eradicated consequent to the unstinted struggle, under the leadership of Sh. BR. Ambedkar, when separate electorates were marked for Scheduled castes/tribes. However, a lot is yet to be done for their upliftment and their march towards the path of progress.

Impediments towards Subaltern education

What is meant by Subaltern education?- The term –‘subaltern’ is used to denote the group of people who are socially, politically, and geographically outside the hegemonic power structure of the colony and of the colonial homeland. In this context, the study comprising of the overall life of Scheduled castes, Scheduled tribes, minorities, other backward classes etc. The study of the life of tribals and that of Adivasis are inclusive and form a part of the study. Hence the study of the education of Scheduled castes, Scheduled tribes etc has been called as Subaltern education.

Scheduled Tribes are geographically, socially isolated and economically marginalized communities. In the post-Independence period, sincere and concerted efforts were initiated towards the economic and educational development of scheduled tribes, as their responsiveness to increasing education is far from satisfactory. The same is the case Adivasis, who are too reluctant to come to the forefront. Despite research work/projects on development of adivasis, the results are, but, few and far between, in comparison to the huge amount of funds allotted by the Govt for the purpose. Instances are very common when Adivasis refuse to meet ,or respond to questions by authorities, They are never open to discussion on grievances of any kind, which might have been encountered by them. Young Adivasi girls, have been subjected to unwed motherhood. In the light of such a pecuniary state of affairs, how can the question of their education be contemplated upon?. Despite these efforts the performance of the tribals in education is much lower than the Scheduled Castes. As the studies on tribal education suggests that the policy makers approach paid little attention to culturally linked education. This has aggravated their disappointment, resulting in drop-outs at school level itself. Further; increased red tapism has added fuel to the fire. The funds earmarked for the development of tribals and other backward communities do not reach the beneficiaries concerned, and, as a result, they are unwilling to meet resource persons/higher authorities.

It is a well-known fact that Education is the key to development. The absence of adequate infrastructural as well as transport and communication facilities, in addition to being devoid of adequate motivation in this direction, provides a clear picture of the reasons behind the cause of low level of education. In addition, acute

poverty is yet another main criterion for their continued backwardness. This is especially true in the case of tribals, Adivasis etc, who are silent spectators of the lack of healthy and hygienic conditions of livelihood, as a result of which, they fall prey to several contaminated and deadly diseases. To whom should they turn, for solace? How can they concentrate on the aspect of education, under these pecuniary circumstances? Locational constraints prevent the tribals from attending school. Children are forced to travel long distance barefoot.

The enrolment in schools amongst the tribal community in the state of Manipur is on the declining trend, owing to the said constraints. The standard of education/learning imparted is so low, that it is insufficient/not in par with employment opportunities. Here it is to be mentioned that it is neither linked with modern standards of knowledge, nor, commensurate with latest job opportunities.

The medium of instruction acts as a constraint in the form of non-availability of primary textbooks in tribal language, on the one hand, as well as trained teaching staff, with adequate knowledge of the tribal language, on the other. Furthermore, the staff appointed for teaching do not possess knowledge of the tribal dialect. As a consequence, they are more keen, and, hence, busy in getting transferred to urban areas. The poor tribal children are, again, devoid of their opportunity of education! The quantum of books and notebooks, etc available are insufficient to meet the needs of the children.

The poor parents, with pangs of acute poverty, are not in a position to understand the importance of education. Education? Why? Is it mandatory? These are the questions, which remain unanswered!

These are some of the reasons for the absence of education, amongst the backward classes, like the tribals Adivasis etc. Tribal women are forced to lead a life, filled with insecurity. There have been instances when they have been subjected to brutal gang rape. They are not permitted to come into the forefront.

Suitable action has not been initiated in this regard. In such a pathetic condition, what is the degree of responsiveness, which can be called for, from these backward classes?.

Gender education: It is a matter of regret that the primary education system in India is characterized by a number of drawbacks, owing to poor infrastructure, underpaid teaching staff, disillusioned parents and an, unmotivated student community. In the light of India's commitment to the Millennium Development Goal (MDG) of universal primary education, its major challenge is gender disparity -- and the resulting financial and social blocks that prevent access of girls to primary education.

In a society as stratified as India, disparity in education can be analyzed in terms of caste, religion, gender etc. Widespread gender disparity is prevalent, within the framework and strategy of education. As far as girls of Scheduled castes/Scheduled tribes are concerned, the gender gap is almost 30% at the primary level, and, around 26% at the upper primary level.

History reveals the existence of gender disparity or gender discrimination in the Indian social panorama, since the commencement of the story of mankind itself. Epics like the RAMAYANA and the MAHABHARATA cite numerous examples of gender disparity, especially, in the context of women. During the period from 2006 to 2010, nearly 26% of girls completed secondary education, whereas, 50% of boys completed the same level of education. The disparity between male and female can be easily visualized or evinced by the literacy rates of male & female population, in accordance with the data submitted by Census of India-2011. Male literacy rate is 82%, female literacy rate-65% women /girls know to read and write. Though it is on the increasing trend, it is necessary to go miles away.... Go miles away.....

Have we ever contemplated on the reasons behind discrimination, resulting in early drop-outs from school, by girls? According to a study conducted on the same, by UNICEF, poverty and cultural beliefs account for gender inequality. In addition, lack of adequate sanitary facilities are contributory factors towards the prevalence of gender disparity in education..

ACNelesen and NGO Plan carried out a study, on gender disparity in education, and, the study inferred that *23 % of girls in India leave school, on attainment of puberty, while the girls who continue their education miss as many as 50 school days each year, on account of menstrual problems.*

Though a rapid increase in the schooling has been noted by the 1990's it is worth mentioning that girls face several problems as part of their education. Increase in the watching of films, serials, etc bring about a radical change in their mindset. Young boys and girls seem to be infatuated with each other. Some girls resort to homosexuality. Yet some others become 'mad with love'! At a certain stage, they become unwed mothers! However, both the boy and the girl, part ways, with the passage, of time, in search of a different partner. Unwed motherhood becomes a forgotten chapter in the life of the girl. There have been instances of boys and girls resorting to sexual intercourse, just for fun!!!!. These acts of 'FUN' do not find any place in their adulthood!

These are some of the constraints, behind female education, giving birth to increased rate of gender disparity.

Discrimination in education against transgender students has been on the increasing trend, not only by transgender students themselves and their parents, but also by

lawmakers and legislators in certain countries where this recognition of rights on the basis of gender identity is being supported by national level application of non-discrimination law.

Equality and non-discrimination are foundational principles of international human rights law where there is a longstanding prohibition against discrimination on the basis of sex. This prohibition is applied specifically to the field of education by the UNESCO CONVENTION AGAINST DISCRIMINATION prohibits all forms of discrimination in education, including on the basis of sex, the world over.

Until recent times, transgenders were looked down upon by their own parents, siblings, etc. Devoid of employment opportunities, they led a hand to mouth existence. The remuneration received, by way of dance on festive occasions, like the birth of a child in a family, formed their source of income.

Transgenders have been subjected to harassment, discrimination and various kinds of untold misery, which are proof of gender disparity. However, the recent developments and activities have paved the way towards job opportunities for transgenders. The Kochi metro has provided employment to transgenders. Although this bold step by the Govt. of Kerala is being commended, a lot more is to be done, so as to achieve the targets.

I am reminded of a quote, which, I repeat- 'All are equal in the eyes of God.'
