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# **SYNDICATE - The Journal of Management**

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**VOLUME 20**

**MARCH-2020**

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# **SYNDICATE - The Journal of Management**

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Research provides an opportunity to pursue an indepth original study providing a challenging and rewarding experience. It provides evidence that is robust, ethical, stands up to scrutiny and can be used for policy making. M.O.P.V.C promotes good research culture adhering to the principles of professionalism and transparency.

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Multifarious topics have been covered in this volume of Research Journal some of which relate to Digital technology transforming Indian Agriculture, an overview of Social Marketing, Artificial Intelligence Marketing, Digital abuse of Crime against women in India, Effectiveness of Grievance Handling Procedures on Employee Job Satisfaction, the competing forces shaping 2030, Self-efficacy to enhance human centric work place etc.

**Dr. Lalitha Balakrishnan**

Editor-in-Chief and Principal

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## THE COMPETING FORCES SHAPING 2030

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### Abstract

Automation and ‘thinking machines’ are replacing human tasks and jobs, and changing the skills that organizations are looking for in their people. These momentous changes raise huge organizational, talent and HR challenges- at a time when business leaders are already wrestling with unprecedented risks, disruption and political and societal upheaval. The pace of change is accelerating. Competition for the right talent is fierce. And ‘talent’ no longer means the same as ten years ago; many of the roles, skills and job titles of tomorrow are unknown to us today. Two powerful forces are shaping our workforces and workplaces: the growing adoption of artificial intelligence in the workplace and the expansion of the workforce to include both on and off-balance sheet talent, often referred to as the open talent continuum. These shifts could lead us to reconsider the roles of individuals, organization, and societies at work. Technological advances, demographics shifts, and consumer pulls seems to be fundamentally changing the way people work and the way organizations designs job and environments. Some see this as a challenge, but it can be an opportunity to re-imagine talent models, organizational practices, and business models.

**Key words:** Automation, artificial intelligence, workforce, workplace & technological advances.

### I. INTRODUCTION

The future of work asks us to consider the biggest questions of our age. What influences will the continuing march of technology, automation and artificial intelligence (AI) have on where we work and how we work? Will we need to work at all? What is our place in an automation world? Many commentators focus on technology and the role that automation is predicted to have on jobs and workplaces. We believe the real story is far more complicated. This is less about technological innovation and more about the manner in which humans decide to use that technology.

The shape that the workforce of the future takes will be the result of complex, changing and competing forces. Some of these forces are certain, but the speed at which they unfold can be hard to predict. Regulations and laws, the governments that impose them, broad trends in consumer, citizen and worker sentiment will all influence the transition towards an automated workplace. The outcome of this battle will determine the future of work in 2030.

## II. PURPOSE OF THE STUDY

Technology is designed with a purpose of solving problems; it has to meet human needs and wants. We use technology in so many ways; the simplest form of technology is the development and use of basic tools. Technology has many effects. It has helped develop more advanced economies (including today's global economy) and has allowed the rise of a leisure class. Though we have efficient technologies in today's world, it is said that the technology, new ideas, inventions and gadgets that will revolutionize the world as we know it and lead us head first into the future. The main purpose of this study is to think the future technologies that we should be paying attention to the workforce and workplace and how it is going to change the world vision.

## III. OBJECTIVE OF THE STUDY

Based on the secondary data, literature review and the gaps identified the objectives of the study was framed. The objectives of the study are as follows:

1. To study how the workforce are focusing towards the future of 2030.
2. To analyse the technological development competing the workforce
3. To discuss the upcoming technologies in the workplace

## IV. REVIEW OF LITERATURE

For companies to succeed, they must treat their employees with consideration and create a nourishing culture. Workplace experts Jeanne C. Meister and Kevin J. Mulcahy explain how to meet that standard in their report on how the workplace faces radical transformation. Today's most effective firms embrace the future, as uncertain and confusing as it seems to be. These companies address the future as learning organizations that cultivate flexibility, adaptability and pro-activity. Organizations that fail to anticipate the future will falter. Consider that "52% of Fortune 500 organizations have merged, been acquired or gone bankrupt since 2000".

Modern, successful firms accommodate and cater to their employees by developing workplace environments that are "transparent, connected" and "personalized". They offer their employees a menu of options. They fulfill the wishes of their staff members by creating workplaces with a culture and environment that resemble the lives people lead away from the office that's the true "future workplace experience".

### **The forces shaping the future**

#### **Megatrends:**

The megatrends are the tremendous forces reshaping society and with it, the world of work; the economic shifts that are redistributing power, wealth, competition and opportunity around the globe; the disruptive innovations, radical thinking, new business models and resources scarcity that are impacting every sector. Businesses need a clear and meaningful purpose and mandate to attract and retain employees, customers and partners in the decade ahead.

The megatrend identified by PwC from the foundation for all our scenarios. How humans respond to the challenges and opportunities which the megatrends bring will determine the worlds in which the future of work plays out. Some of the megatrends are:

- Technological breakthroughs
- Demographic shifts
- Rapid urbanization
- Shift in global economic power
- Resource scarcity and climate change.

### **Digital and artificial intelligence are changing work**

The potential for digital platform and AI to underpin and grow the world of work is unbounded. They already play an essential role in the development of **four worlds** of works, matching skills to employer, capital to investor and consumer to supplier. This platform brings a digital value chain and commoditization and automation of the back office- but comes with warning. While it can create a thriving marketplace, it can grow to take over the entire economic system. And with platform pervasiveness come vulnerability to cyber-attacks or wide – scale manipulation.

Finally AI: The digital assistants, chatbots, and machine learning, that understand, learn, and then act based on that information. It's useful to think of three levels of AI:

- Assisted intelligence
- Augmented intelligence
- Autonomous intelligence

### **Shaping our own destiny**

Megatrends provide the context for future worlds but they don't dictate their shape or feature at a specific point in time. How humans respond to the challenges and opportunities which the megatrends bring will determine the worlds in which the future of work plays out.

Public sentiment, and its impact, is difficult to predict, affected by culture, history and many other local factors. As we've seen in recent years, public sentiments can radically affect the approach of a nation in the space of a single election or referendum. But there's no doubt that governments and public sentiment will influence the forces underpinning each scenario. For this reason, we added some distinctly human dynamic into our scenario analysis: the 'push and pull' effect of collectivism versus individualism, and integration versus fragmentation.

## **V. THE FOUR WORLDS OF WORK IN 2030**

- The red world
- The blue world
- The green world
- The yellow world

### **INNOVATION RULES: THE RED WORLD**

Organization and individuals race to give consumers what they want. Innovation outpaces regulation. Digital platforms give outsized reach and influence to those with a winning idea. Specialists and niche profit-makers flourish.

#### **Red world: the road to 2030**

- ✓ **2020:** High-profile personal scandals and corruption by politicians and business leaders in a number of nations are unresolved, signaling to the world that 'anything goes' and creating a push block on turn-of-the millennium standards

- ✓ **2021:** A lifestyle app developed by six Taiwanese 17-years-olds for their final-year exam is sold for \$49m in a worldwide online auction organized by the student's school.
- ✓ **2022:** UK court of appeal rules that ideas developed outside business hours by colleagues of the same company remain its intellectual property, even if the workers are not permanent employees.
- ✓ **2025:** A decade of demerge and 'carve outs' across industry sectors speaks'.
- ✓ **2030:** The numbers of US workers in full-time 'permanent' employment drops to 9% of the workforce, an all-time low.

### **CORPORATE KING: THE BLUE WORLD**

Big company capitalism rules as organizations continue to grow bigger and individual preference trump beliefs about social responsibility. Global corporate take centre stage. Consumer choice dominates. A corporate career separates the haves from the have not.

#### **Blue world: the road to 2030**

- ✓ **2020:** The net worth of the top 1% of Chinese households overtakes that of the top 1% of US households for the first time.
- ✓ **2021:** Merger of the world's biggest social media sire and Africa's largest telecoms company becomes the biggest corporate deal ever recorded.
- ✓ **2022:** The world's biggest employer agrees unique 'borderless across its six biggest markets in a ground-breaking tax deal with their government.
- ✓ **2025:** UN agrees its ethical charter on Human Enhancement.
- ✓ **2030:** India's largest tech company announces a 24% increase in annual revenue, largely attributed to its introduction of cognitive –enhancing drugs for its workforce.

### **COMPANIES CARE: THE GREEN WORLD:**

Social responsibility and trust dominate the corporate agenda with concerns about demographic changes, climate and sustainability becoming key drivers of business. The need for a powerful social conscience is paramount. Workers and consumer show loyalty towards organization that do right by their employees and the wider world.

#### **Green world: the road to 2030**

- ✓ **2020:** 'Stop the Bots' marches against job losses attract tens of millions of demonstrators in Detroit, Toronto, Mumbai and London.
- ✓ **2021:** A year-long drought in eastern Pakistan and northern India causes the deaths of two million people. More than 30 million are displaced.
- ✓ **2022:** The # water waste social campaign targets organizations that have failed to reduce their water consumption since international guidelines were agreed in 2020. The share price and revenue of a dozen multinationals plummet.
- ✓ **2025:** International accounting standards require a 'Natural Capital and Social Capital impact' balance sheet from all listed companies.
- ✓ **2030:** The European Union introduces legislation that bans all companies trading within the EU from using petrol and diesel vehicles.

## **HUMANS COME FIRST: THE YELLOW WORLD**

Social –first and community businesses prosper. Crowd funded capital flows towards ethical and blameless brands. There is a search for meaning and relevance with a social heart. Artisans, makers and ‘new workers guilds’ thrive. Humanness is highly valued. Fairness and social good are dominant. Businesses with a heart and artisans thrive in a bustling and creative market with a strong emphasis on ethics and fairness.

### **Yellow world: the road to 2030**

- ✓ **2020:** European commission agrees the Fair pay directive.
- ✓ **2021:** The world’s largest taxi company bows to public pressure and introduces a ‘human driver please’ option to its app.
- ✓ **2022:** The shanghai stock exchange announces that all listed companies must be free from the use of conflict minerals by the end of 2025
- ✓ **2025:** Brazil becomes the last of the G22 nations to renationalize its water and energy supply.
- ✓ **2030:** The ‘Made by Me’ quality mark-indicating that no machines have involved in production- achieves worldwide recognition

## **VI. METHODOLOGY**

Primary method of data collection was used in this study. The primary data consists of well-structured Questionnaire and personal interview were used for the purpose of this research. The decision to structure the questionnaire is predicted on the need to reduce variability in the meaning possessed by the questions as a way of ensuring comparability of responses.

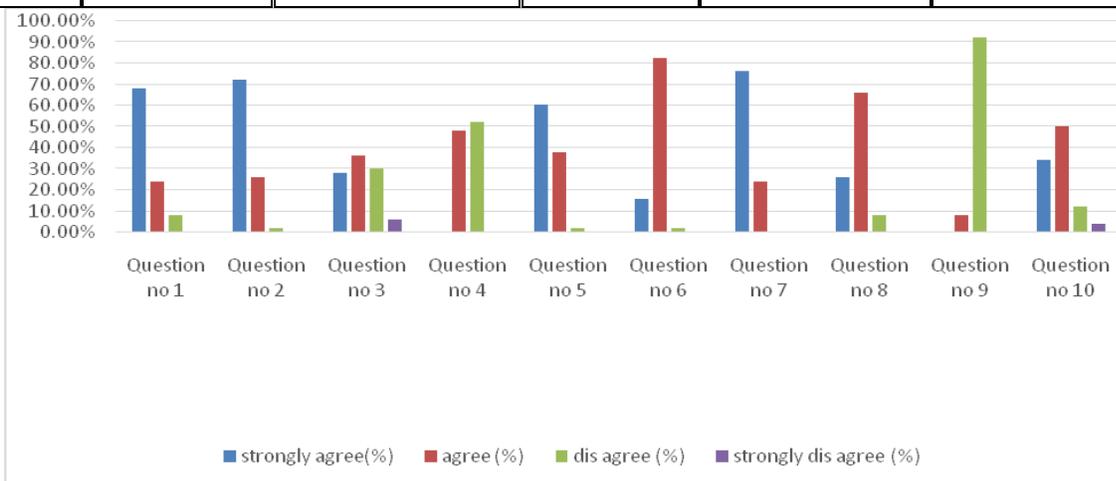
## **VII. DATA PRESENTATION AND ANALYSIS**

Table 1 and chart of this context, portrayed primary data collected through the use of questionnaire to the respondents. The data was presented in a tabular form ad simple percentages were employed to analyzed each question from the table. A total of fifty (50) copies of questionnaire were administered to various respondents. The respondent record was presented below:

- Q1: The technology is designed with purpose of solving problem.
- Q2: In future the organizations are only technology oriented.
- Q3: As compared today, the job opportunities in future will be less.
- Q4: Social responsibilities and trust dominates the corporate agent with concerns about demographic change, climate & sustainability becoming key drivers of business.
- Q5: Artificial intelligence will slow down the human activities.
- Q6: The human skills and attributed will be considered in job for future.
- Q7: The concept of Green world will be raised in upcoming years.
- Q8: Technology breaks down too often to be of very much use.
- Q9: The education system will be only based on technology.
- Q10: The future technology will be easily adaptable.

**TABLE 1: RESPONDENTS VIEW ABOUT THE ABOVE MENTIONED QUESTIONNAIRE**

Questions	strongly agree(%)	agree (%)	dis agree (%)	strongly dis agree (%)	Total	Total(no.)
Question no 1	68.00%	24.00%	8.00%	0.00%	100.00%	50
Question no 2	72.00%	26.00%	2.00%	0.00%	100.00%	50
Question no 3	28.00%	36.00%	30.00%	6.00%	100.00%	50
Question no 4	0.00%	48.00%	52.00%	0.00%	100.00%	50
Question no 5	60.00%	38.00%	2.00%	0.00%	100.00%	50
Question no 6	16.00%	82.00%	2.00%	0.00%	100.00%	50
Question no 7	76.00%	24.00%	0.00%	0.00%	100.00%	50
Question no 8	26.00%	66.00%	8.00%	0.00%	100.00%	50
Question no 9	0.00%	8.00%	92.00%	0.00%	100.00%	50
Question no 10	34.00%	50.00%	12.00%	4.00%	100.00%	50



Sources: Field work, 2020

The TABLE 1 represents that the respondents were highly agree about 68%, 72%, 60% & 76% for the technology were used for solving problems, organizations ruling, raise in artificial intelligence and green world improvement going to be held in future. Agree about 36%, 82%,

66% & 50% for decline in job opportunities due to raise in technology, consideration of human skills and attributes, technology breaks down often very much use and the technology will be easily adaptable. Disagree about 52% & 92% for social responsibilities and trust will be key drives of business and the education system is based only on technology.

## **VIII. FINDINGS**

This research work has been able to evaluate the view how the people look over for technological improvement. The analysis of data found out the improvement of technology with human participation and harmless society will make welfare for everyone.

## **IX. CONCLUSION**

Four different models with huge implication for the world of work are outlined in this paper. The forces shaping these four worlds-the impact of megatrends, and automation in particular-cannot be ignored by governments, organizations or individuals. None of us can know with any certainty what the world will look like in 2030, but it's very likely that facets of the four worlds will feature in some way and at some time. Some sector and individuals are already displaying elements of the Blue and Green worlds; the Yellow and Red worlds are more radical, but no less plausible. Those organization and individuals that understand potential futures, and what each might mean for them, and plan ahead, will be the best prepared to succeed.

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## **SELF –EFFICACY – A ROUTE TO ENHANCE HUMAN CENTRIC WORKPLACE**

**Ms. Anitha .K**

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### **Abstract**

Talented and empowered human capital is becoming the prime ingredient of organizational success. Increasing employee engagement, productivity, satisfaction and retention is the key to a successful business. To achieve this, workforce optimization needs to be practiced by the organizations to create a powerful workplace. The global workforce in 2030 has to be people centric rather than task centric leading to an optimization of employee efficiency. It is of utmost important to outline new sustainable workplaces where the human aspect is a key cornerstone, emphasizing workers' perspective to create workplaces that fit to their vibrant needs. In order to create human centric workplace organizations should empower their employees to feel free to take decisions at the right time thus refining their interest towards work. This can be done by improving the self – efficacy of employees on a day to day basis. The study was undertaken among 30 samples with various backgrounds including IT, ITES, Manufacturing & Electrical industry. The paper implements regressions analysis to test the facilitated relationship. This study therefore highlights the importance of creating human centric workplace across organizations to have better efficiency and to sustain organizational effectiveness.

**Key words:** workforce, human centric, self-efficacy

## **I. INTRODUCTION**

### **Workforce optimization**

Various researches imply that the strategies are used to create more human centric workplaces. Employees retort positively when they feel cared for and valued. This is where workforce optimization comes into existence. Workforce optimization (WFO) is a series of business strategies that focuses on improving employee efficiency. Cedar Crestone (2012) researched that organizations with workforce management applications show 33 per cent of higher operating income growth. The success of an organization trusts greatly on human capital management drivers, which includes: leadership practices, employee engagement, knowledge accessibility, workforce optimization and learning capacity.

Through workforce optimization employers can benefit the employees in numerous ways. It helps to create a more people centric workplace. Employees should feel at ease to provide a consistent and efficient work throughout the year. This can be done by engaging them in all best possible ways which will boost their confidence and interest towards work. Employers can inculcate the concept of empowering their employees which will eventually increase their efficiency, thus developing the organization to the next level.

## **Self-Efficacy**

Empowerment is the oil that lubricates the exercise of learning. “Empowerment is any process that provides greater autonomy through the sharing of relevant information and the provision of control over factors affecting job performance.” Apart from the fact that employee empowerment can be effective in motivating employees, and creating more satisfying and meaningful jobs, its other benefit is that it means decisions can be made more quickly. Role of decision making plays a vivid role in employees to overcome their daily hurdles. Self-Efficacy is to be considered as the prime factor involved in an employee decision making process. Self-efficacy is a widely used concept in studies of the Humanities. It was first introduced by Bandura (1997). He defines self-efficacy as a person’s belief in his capabilities to achieve a certain goal. Ever since it was introduced by Bandura, various studies in self-efficacy and its related factors have been conducted.

In fact, today the organizations are run in a highly competitive environment transformed constantly by marvellous developments. In a situation like this, managers do not have much time to control their employees; they try to spend most of their time trying to understand the environment outside and inside the organization and leave the daily tasks to the employees. People need to be continuously engaged and should be given the priority level to take up challenging tasks and decide on their own for solutions.

## **II. STATE OF THE ART**

Employee empowerment (or empowering employees) involves increasing both the authority levels and accountabilities for regular employees so they can make more day-to-day decisions without consulting management. Empowerment was subsequently viewed as a relational construct (Conger and Kanungo, 1988; 1989). Empowerment is defined as having power in the organization (Burke, 1986; Kanter, 1983). Conger and Kanungo (1988) developed this view point; they equated empowerment with a sense of self-efficacy. Self-efficacy represents judgments made regarding individual capabilities necessary to perform in their jobs (Jungert et al., 2013).

In a Malaysian retail industry study carried out with full-time employees working in supermarkets and department stores, Ayupp and Kong (2010) found a direct influence of self-efficacy on employees’ cooperation and effort behaviours which led them to conclude that self-efficacy involves a motivational potential toward work behaviours which were mainly contributive to their organizations. In general, studies report that self-efficacy and performance are strongly associated. As an example, Stajkovic and Luthans (1998) conducted a thorough meta-analysis that included 114 studies that examined the relationship between self-efficacy and work-related performance. Overall, the meta-analyses results have demonstrated that self-efficacy was strongly and positively related to work-related performance.

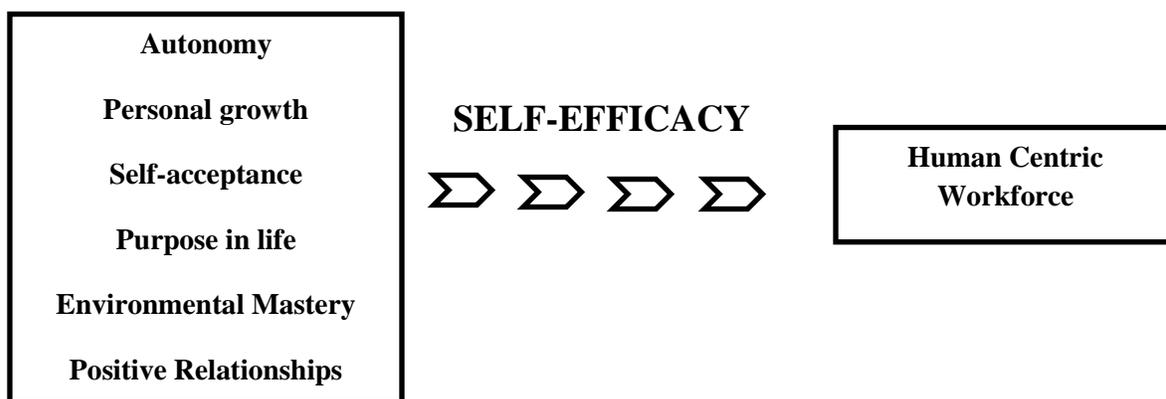
Bandura (1986) stated “Self-efficacy is the extent to which an individual believes him or herself capable of successfully performing a specific behaviour”. Bandura claims that self-efficacy is a constitutive proficiency which organizes cognitive, emotional, social and behavioral skills. He

asserts that not only awareness, skills and massive successes are not suitable predictors for individual's future performance but it is belief in abilities which is effective in performance. He states that there is a strong variance between having different skills and ability for combining them with suitable methods to perform duties. "Individuals accurately know what duties they must do and they have required skills for this purpose but they are not successful in suitable performance (Bandura; 1997: 75). It is necessary to mention that self-efficacy has different aspects including:

- A. **Social self-efficacy**: means individual's perception from his abilities in reaching social criteria and social communications.
- B. **Educational self-efficacy**: means individual's perception from his ability in learning, problem-solving and achieving educational success.
- C. **Emotional self-efficacy**: means individual's perception from his ability in controlling and managing emotions and negative thoughts.
- D. **Physical self-efficacy**: means perception physical ability, confidence in doing physical activities and skills and confidence in positive physical influencing on other people(Richard, 1999).

### III. CONCEPTUAL FRAMEWORK

Conceptual framework is a pictorial representation where, descriptive categories are systematically placed in a broad structure of explicit propositions, statements or relationships between two or more empirical properties to be accepted or rejected (Were, 2013). Tzafir (2006) concluded that the aim of employee engagement practice is to improve the relationship between employees, the organization, teams, and work requirements, so as to create a better work environment. Research conducted by Odong & Were in 2014 implies that the workforce optimization processes and procedures implemented at the banking industry supports knowledge accessibility within the organization. Results also prove that optimization is an important determinant of organizational performance.



Self-efficacy enhances workplace well-being in many ways. According to Ryff and Keyes (1995) well-being is the strive for perfection that represents the realization of one's true potential. Human centric workplace approach relates to six facets such as autonomy, personal

growth, and self-acceptance, purpose in life, environmental mastery and positive relations with other employees. It is assumed that high levels of self-efficacy subsidize to high levels of employee engagement and life satisfaction. This will ultimately have a positive effect in the organizational effectiveness.

#### IV. METHODOLOGY

This study is an empirical research with a sample of 30 employees in Chennai, Tamil Nadu. The sample constituted of various industry like IT, Manufacturing, Power, Electrical etc. between the age group of 30 to 40. Simple Random sampling technique was used. The data was collected through a structured questionnaire from the respondents. The following hypothesis was formulated.

*H<sub>1</sub> Employees with higher self-efficacy propose towards human centric workplace.*

#### V. FINDINGS & RESULTS

##### Regression analysis between self-efficacy and Human Centric Workplace

Independent variable	R <sup>2</sup>	Adjusted R <sup>2</sup>	F Value	Beta Value	Significance
Self-efficacy	.751	.751	1.341	.867	.000

On examination of the standardized beta coefficients, it is found that self-efficacy is significant and positively enhances human centric workplace. The results support the hypothesis H<sub>1</sub>.

Self-efficacy has a positive effect on personal and professional decision-making processes throughout the course of one’s life (Betz and Klein, 1996; Markman et al., 2002). Hence, we can argue that self-efficacy is a key driver of workplace well-being. Self-efficacy builds a greater confidence among employees and tries to create a more powerful and human centric workplace in organisations which eventually enhance the organisational efficiency.

##### Multiple regression analysis

Self –efficacy	Standardized coefficient	Sig
	Beta	
I am confident that I could deal efficiently with unexpected events as I am surrounded with people.	.823	.000
If someone opposes me, I can find the means and ways to get what I want as I am always engaged at work.	.632	.000

I can always manage to solve difficult problems as I have all the support from my management.	.579	.000
It is easy for me to stick to my aims and accomplish my goals as I have the autonomy to do what I need to do for my job.	.829 *	.000
I can solve most problems if I try adapting new solutions.	.756	.000
I can remain calm when facing difficulties because I can rely on my coping abilities	.685	.000
I am pretty good about pacing myself so as to get things done on time.	.328	.000
I get success in my work due to my own abilities.	.571	.000

Based on beta coefficient it is found that “It is easy for me to stick to my aims and accomplish my goals as I have the autonomy to do what I need to do for my job.” is the strongest item in self-efficacy that positively influences an employee to be empowered in an organization which proposes for a more human centric workplace.

Self-efficacy assists to fight and manage with stressful situations, while motivating the individual to face imminent challenges in life. Wirtenberg et al. (2007) suggests that human resources play a prominent role in achieving firms’ sustainability. Sustainable workplace practices ensure endurance and overall well-being of the workforce (Willard, 2009). Sustainable employment practices include work/life balance programs such as flexible scheduling, career development programs, initiatives to maintain a motivated and engaged workforce, inclusive leadership and providing strategic training programs. Sustainable HR practices create work that engages and motivates employees, as employees derive strong employee motivation toward work (Al Mehrzi and Singh, 2016). Hence, various researches have proved that employees who perceive high levels of self-efficacy may demonstrate positive behaviour in the workplace.

An extraordinary degree of self-efficacy upholds the awareness that one is responsible for one’s destiny and that one can do what one wants to do (Kuijer and Ridder, 2003). In this context, human centric workplace well-being involves developing an attitude that enables the employee to have self-confidence, self-respect and to be emotionally resilient (Singh, 2009). Researches claim that self-efficacy helps an individual to gain personal mastery while giving necessary strength to face contrary situations in life (Markman et al., 2002).

**Percentage analysis on effectiveness of organization in engaging workers**

<b>Content</b>	<b>Not Effective</b>	<b>Somewhat Effective</b>	<b>Effective</b>	<b>Very Effective</b>
<i>Positive Work Culture</i>	8 %	33 %	45 %	14 %
<i>Opportunities for Growth</i>	14 %	39 %	34 %	13 %

<i>Leadership trust</i>	10 %	41 %	38 %	11 %
<i>Management Support</i>	10 %	44 %	39 %	7 %
<i>Sense of employee well being</i>	8 %	37 %	43 %	12 %

It is evident from the above analysis that most of the workers opt for a positive work culture which enhances their growth towards human centric workplace. Support from the top management plays a prominent role in engaging workers at workplace. Employees prefer that their sense of well-being towards the organization enhances their support towards people centric workplace.

**Methodologies to adopt human centric workplace:**

- **An Inclusive Culture**  
 Human Centric workplace goes with the saying “Happy wife, happy life.” In the workplace, when an employee is happy it is mirrored in the happiness of the employer. Globoforce’s study revealed that 83% of those surveyed are more actively engaged when their efforts and voices are recognized. This led to 81% of higher commitment to their employer. Leaders recognize that organizational success is hinged on diversity in the workplace. A room for empowerment stimulates the employees to sense organizations as their home and take decisions as head of family. Empowerment comes from respect and having a voice, eventually marks up to a healthy and positive workforce.
- **A Mobile Workplace**  
 Workspaces are regularly being transformed to meet the lively needs of employees. Employees can collaborate with teams in a cluster room and then move to a quiet space to complete projects that require more emphasis and discrete work. This workspace may be a coffee shop or a car or on train but it depends on the convenience of the employees. A more human-focused work environment recognizes and accommodates these diverse desires of the employees to meet higher productivity and efficiency.
- **Intuitive workplace tools**  
 Employees feel their productivity could be boosted through the implementation of more intelligible business tools. Organizations need to be updated to get the most out of technological innovations. Operative software and mobile applications should not require assistance from IT or a help desk on a daily basis rather should be user-friendly for the employees to handle on their own.
- **Healthy Employees are more productive**  
 As organizations travel near a more human-centric, flexible working environment, many employees discover that their real estate being underutilized. When making the transition, employers work with employees to identify how this space can be organized to enhance their wellbeing. Various strategy like fitness centers to concierge desks and meditation rooms, helps improve work-life balance, enables workers to better focus on the task at hand. The only element that remains constant in the domain of business is that there is no one-size-fits-all model for every organization. Thoughtfully designed facilities and workplace strategies are directly tied to employee empowerment, engagement, and, ultimately, performance. Prioritizing the human experience is essential to organizational success and the benefits are immeasurable.

## VI. CONCLUSION

Organizations should create more human workplaces, that employer and their employees stand to reap abundant benefits through it as it improves the work environment. Organizations should try to build a workplace that meets the emotional needs of its employees, which clearly identifies with their motivations and encourages them to perform their best. Workplaces can be empathetic towards the needs of its diverse set of employees through the various touch points that they interact with every day such as programmes, spaces, amenities, services etc. According to Deloitte’s 2018 Global Human Capital Trends report, 61% of business leaders said that an increased focus on well-being improves employee productivity and bottom-line business results.

### Suggestions to grow towards Human Centric Workplace

For The Employee	For The Employer
Trying new things and facing challenges.	Share information about the organization and its strategy.
Accepting failures and criticisms positively	Provide decision-making discretion and autonomy.
Approaching the goals slowly and not over-stressing about results.	Create a civil culture with positive relationships.
Identify obstacles, thought blocks, and reframe or replace them with positive interventions	Boost employee well-being.

It is therefore mandatory for the organizations to concentrate on the well-being of employees to sustain in the competitive environment. Happy employees stay longer and contribute more for the effectiveness of the organization. Organizations should consider investing in creating human centric workplaces. It is undoubtedly an investment! Employers needs to listen to, and understand the precise needs of their people and then build the environment that will be most suitable to them, their culture and their business. It is an investment that will yield noticeable and tangible benefits that will fuel the organization’s growth.

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## DIGITAL TECHNOLOGY TRANSFORMING INDIAN AGRICULTURE AND ITS ROLE IN DOUBLING FARMERS INCOME

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### **Abstract**

In agriculture, India is a land of contradictions. The country produces 11 percent of total global agriculture and, at the same time, is host to the world's largest number of malnourished people. Agriculture provides livelihoods for about half of the Indian population, most of whom are smallholder farmers, yet a majority of government agricultural subsidies are used by medium- and large-scale farmers. Parallel to India's tremendous successes in the modernization of agriculture, smallholder farmers have been marginalized. Given the complexity of Indian agriculture, no single policy change or technology shift will move the country toward its dual goals of raising income for smallholder farmers and continuing to strengthen the competitiveness of Indian agriculture, the biggest question right now is how to give opportunities to the smallest of the smallholder farmers. The digital transformation of agriculture occurring worldwide holds some promise for progress. Prime Minister Narendra Modi launched Digital India on July 1, 2015, to create a digital infrastructure for empowering rural communities by accessing equitable markets and rural businesses to offer value-added services. This article presents reflections on digital technology to modernize and organize agricultural activities in rural India in a bid to double farmers' income by the year 2022.

*Keywords: Digital technology, Indian agriculture, ICT, Farmers and Income*

### **I. INTRODUCTION**

Indian agriculture is at a very interesting crossroads. Despite the complexities and diversities, they have a remarkable success story in agriculture. Production continues to grow, export markets for agriculture are strong, and domestic demand has become a huge opportunity. They also have an excellent foundation of institutions and one of the largest forces of human resources working in agriculture. The agriculture sector has progressed. But here is the challenge—the majority of farmers have not. The biggest question right now is how to give opportunities to the smallest of the smallholder farmers.

Farmers in India or farmers in any country don't farm because they are interested in a country's food security. They farm because they are interested in income and profitability. But if you look at the history of large agricultural reforms in India, they have been farm-centric or production-centric and have not necessarily focused on income gain for the farmers. But our systems are still set up predominantly for production-centric initiatives within agriculture. What is going to be needed is a shift from a production-centric infrastructure to a market-centric infrastructure and

giving market access to smallholder farmers. This is the right shift at the right time, and farmers have been waiting for it. It will require moving away from business-as-usual and toward market orientation for agriculture—from agriculture as a welfare sector, to a business sector.

## **II. AIM OF THE STUDY**

In March 2016, Prime Minister Narendra Modi announced doubling farmer incomes by 2022. This policy replaced increasing food production as the main focus. But the goal of doubling farm incomes was criticized by many experts as unachievable even as they lauded the shift in priorities. Since the onset of the Green Revolution in the late 1960s, India has pursued policies focused almost entirely on ensuring national food security. By the early 2000s, productivity per hectare of staple crops wheat and rice had grown steadily and total food grain production had more than doubled. The Green Revolution policies have, however, failed in raising farmer incomes, especially for the small and marginal cultivators. Various government initiatives have been announced, many based on digital innovations, to give small and marginal cultivators greater access to finance, technology, markets, and risk management tools. This study analyses the government's new policy focus on increasing farmer incomes.

## **III. OBJECTIVE & METHODOLOGY**

This paper focuses on understanding the concept of digital agriculture and how it propels the development of Indian agriculture. This paper also examines the how Indian agriculture might be transformed through digital innovation and critical areas of agricultural which should be focused. The research is descriptive in nature. The study is conceptual and based on secondary data collected from company websites, newspapers and journals. The scope of the study is restricted to agricultural sector only.

### **ICT in Indian Agricultural sector**

Milestones in agriculture development in India include: Green revolution, Evergreen revolution, Blue revolution, White revolution, yellow revolution, Biotechnology revolution and the most recent one is the Information and communication technology revolution.

Digital Agriculture can be defined as ICT and data ecosystems to support the development and delivery of timely, targeted (localized) information and services to make farming profitable and sustainable (socially, economically and environmentally) while delivering safe, nutritious and affordable food for ALL. Rural connectivity will be key to providing low-cost data and access to information. IT supports new methods for precision agriculture like computerized farm machinery that applies to fertilizers and pesticides. Farm animals are fed and monitored by electronic sensors and identification systems. It also enables him to get better prices through the information on the change in price in different markets.

ICT is becoming the facilitator of socio-economic development in rural India with its obvious facilities by way of health, education, financial services, and employment avenues, etc. It can help bridge gaps by providing 'e' and 'm' services. ICT offering meant for the rural sector can be classified into three categories:

- Those solutions which aim are aimed at empowerment
- Those which would do enablement.

- Those for market expansion.

In India, there have been several initiatives by State and Central Governments to meet the various challenges facing the agriculture sector in the country. E-Agriculture is part of the Mission Mode Project, which has been included in NeGP (under National E-governance Plan) in an effort to consolidate the various learning's from the past, integrate all the diverse and disparate efforts currently underway, and upscale them to cover the entire country.

The MMP is to be operationalized by the Department of Agriculture and Cooperation (DAC) and aims to provide services, such as:

- Information to farmers on seeds, fertilizers, pesticides
- Information to farmers on Govt. Schemes
- Information to farmers on Soil recommendations
- Information on crop management
- Information on weather and marketing of agriculture produce

### **Key components of Digital Agriculture**

The key components to support the implementation of Digital Agriculture is Spatial (and Temporal) Data Infrastructure (SDI) and low-cost smartphones and tablets to support the bi-directional flow of data and information to rural consumers. SDI has been the key driver to support modern farming in the US, Australia and Europe as well as emerging economies of China and Brazil. Agriculture is a data-intensive enterprise when one considers soil variability, moisture and nutrient levels, rainfall variability, and timing of key operations like planting and harvesting, and market price volatility. Advanced agriculture industries help farmers manage these production and market risks through the application of spatial/temporal databases that are cloud-enabled and integrated through Application Programming Interfaces (APIs). This creates a rich and dynamic data ecosystem that enables advanced analytics to inform farmers of the best economic options to maximize profitability and minimize risk - the two critical variables farmers in India would also like to manage.

Smartphone's are the other key intervention as they are equipped with GPS to track where photos of field infestations or hail damage have taken place for technical support or insurance claims. Mobile phones also enable farmers to integrate into structured markets based on approved grades and standards that can be verified using calibrated photos and settlements made through mobile money. While India has over 960 million mobile phones, only 17 percent of the population has a Smartphone but this is changing quickly with over 204 million Smartphone users projected for 2016. This percentage is much lower for rural consumers but this too is changing as the price point for Smartphone manufactured in India is dropping as are phablets (phones and tablets that support rural education and extension).

Indian agriculture might be transformed through digital innovation and policy reforms in four critical areas.

### **Productivity focus**

Caught in the grip of Green Revolution policies and incentives, much of India's farmland remains devoted to growing wheat and rice. With the focus ironically on better irrigated and

market-connected regions, farmers growing single crops of paddy and rice in rainfed areas are the most disadvantaged by the ‘green revolution era’ policies.

Today, greater returns to farming are possible where cropping is more diversified. Small and marginal cultivators, in particular, improve their incomes by growing vegetables and fruits and raising livestock.

To diversify, small farmers need less costly and readier access to the financing, technology, and inputs, and fewer barriers to the sale, storage, and transport of those more perishable products. Digital innovations and government-issued soil health cards can offer that access. Credit can be extended to small farmers at lesser risk and cost through digital channels.

Digital extension services can provide real-time advice to help farmers transition to new crops. Mobile phones, especially through the use of WhatsApp, make it possible for farmers to determine the price and time at which to sell their crops and possibly to enter into sales contracts.

### **Post-production**

The single greatest challenge is enabling farmers to realize better prices for their produce. That, in turn, requires a shift from production-centric incentives to market-centric incentives.

Most farmers face many obstacles to better monetization of their production. These include the distance from markets, dependence on local moneylenders and traders for access to capital, little knowledge of price movements, the need for ready cash at harvest, the cost of transport to markets, the control of markets by trader cartels, and the lack of nearby and inexpensive storage facilities.

Digital solutions are seen as a way to overcome many obstacles. Digital lending could help break the linkage between local sources of production credit (and another lending) and the farmer’s ability to sell for the best price. Online price discovery and marketing platforms would provide farmers transparency and unmediated market access.

The Modi government is working to create an electronic national agricultural market (eNAM) and has enlisted about a third of the country’s regulated wholesale markets in the scheme, but its effectiveness depends on the so-far-incomplete participation of traders in those markets who remain resistant for the obvious reason that it would lessen their price-setting power.

A more promising possibility is the creation of local or regional farmer producer organizations (FPOs) through which over a thousand local farmers could gain market power and better price realization. To be effective, the FPOs result from the initiative of the producers themselves and when they achieve some scale, they have professional management. This may be a case where the government could provide an enabling regulatory environment and perhaps initial financing.

### **Risk management**

In recent years, farmers have faced extreme fluctuations in weather patterns.

Many Indian farmers now also face the risk of increased price volatility due to cycles of over- and under-production of certain crops. The impact of these supply-demand imbalances and resulting price swings is, in part, a problem of success, the increases in total production of many crops.

For small and marginal farmers who lack access to early warnings of weather and production shifts, the risks are magnified. The risk is greater for those growing perishable commodities such as fruit and vegetables, which have no access to storage. Nor do the great majority of farmers have any form of crop insurance to guard against sudden and sometimes total losses.

Digital innovations offer much promise for buffering both weather and price risks. The government has developed large-scale weather forecasting capabilities which have been shown in limited use to reduce losses by 5-10 percent and propose to develop price forecasting models.

The next and critical step is to make these forecasts accessible to large numbers of farmers in terms they can apply readily to their locations and crops. Additionally, the government announced in 2016 a crop insurance scheme underwritten in part by government subsidies and enabled by digital technologies for verifying crop losses and connecting insurers with small and marginal farmers.

It is not clear if these digital platforms are in widespread use. One of the most promising responses is not digital — encouraging the construction and operation of local, inexpensive crop storage facilities through financing guarantees and/or tax incentives.

### **The digital potential**

There is much promise in digital applications to improve farmer livelihoods. Indian agriculture needs to be made more market-oriented through reform in existing policies, even as the government provides enabling environments for digital innovation.

The government should focus on regulating sensibly rather than intervening directly in markets, removing constraints on the operation of digital systems across agency and state boundaries, facilitating local infrastructure development (such as storage facilities and irrigation), and removing any legal or bureaucratic obstacles to the scalability of digital innovations when they appear.

### **Precision agriculture**

Precision agriculture is adopted by the farmers to optimize their use of resources—be it water or fertilizer—aiming to bring efficiency to the farm in terms of cost, yield, etc. Further, it will support decision making in irrigation, crop management, water optimization, and the like. Precision agriculture technologies ranging from robots, sensors, drones, satellite imagery, big data and the Internet of Things (IoT), among others, are employed in various stages of agriculture from environmental analysis, irrigated landscape mapping, soil analysis, to crop health analysis. These technologies bring in reliable quality data that help in timely crop damage assessment, advance crop planning, diversification and contingency planning.

### **Benefits**

Digital technology will be key to increasing agriculture productivity by delivering tailored recommendations to farmers based on crop, planting date, variety is sown, real-time localized observed weather and projected market prices.

With the Direct Benefit Transfers system and the unique identification number, Aadhaar, to support the transfer of government subsidies to citizens, India is uniquely positioned to leverage these platforms to support the earlier interventions around soil health, Prime Minister Krishi Sinchayee Yojana, national markets and weather indexed insurance. When combined with

spatial/temporal data infrastructure, subsidies can be validated (for example, application of fertilizer on a specific field under a targeted fertilizer subsidy programme) and targeted (e.g. digital soil map and crop to be cultivated and rainfall anticipated) to increase farm profitability and manage production and market risks that in turn give farmers confidence to invest in their farms to further increase productivity.

Digital Agriculture will also leverage social media platforms to build human capacity. One of the best examples originating from India is Digital Green. It uses participatory videos that have farmers explain best management practices to other farmers. This approach is ten times more cost-effective than traditional extension services as farmers trust other farmers more given they can better relate to someone like them who are building a livelihood under similar circumstances.

In terms of digital innovation, India, like elsewhere in the world, has seen the mobile phone transform the lives of rural households. Twenty years ago, only 10 percent of the population had any kind of telecommunication. Now, we have close to 80 percent of households with access to a cellphone. This technology revolution has been driven by the people themselves, and it is especially benefiting smallholders and the poorest of the poor. As one example, think about farmer-driven uses of digital platforms like Whatsapp. In Bihar, for example, 98 percent of the goat rearing is done by women, and these are the poorest of the poor because they can't even afford half an acre of land. Instead, they graze their goats. We know that they are using their cell phones now to upload photos of their goats on eBay-like sites to increase their potential market, where buyers can now be up to 700 to 800 kilometers away. They are fetching anywhere from 20 to 47 percent more per head for their goats. This is an illustration of how the new digital innovations, which we primarily think of as having created efficiencies for larger farming operations, have been also benefiting the very poorest farmers.

As a second example, important impacts of digital innovation are being seen in the use of data to inform decision making, policymaking, and operational efficiency of governments at both federal and state levels in India. Historically, most of the emphasis was on data collection, not data utilization, with a focus on production data. So, state-by-state, we have a tremendous amount of data, but we have gaps, and we aren't using what we have well. We have a lot of crop-cutting data, for instance, but we often don't know how much the farmer is earning. Ideally, we would have the data to understand a potential income gap, not just a potential yield gap. But in general, we are being more intentional about the data we need and how we use it to make good decisions. We are making the shift from "what data" to "data for what."

Highlights of some key digital technologies transform India's agribusiness sector

- A range of service providers on the Farming-as-a-service (FaaS) model is leveraging digital technology to provide innovative farm-to-fork solutions to farmers and agribusinesses.
- Numerous innovators with solar-powered phase change enabled materials are offering products for irrigation and cold storage, with the aim of catering to smallholder farms and regions with limited or no electricity.
- Eco-friendly crop protection methods are also coming up, that have the potential to minimize a significant proportion of the damage caused by pests and diseases without

overdosing crops and plants with chemicals, thus preventing soil and water contamination.

- Electronic National Agricultural Market (e-NAM), a technology-driven unified market platform, coupled with associated ecosystem development including robust electronic warehouse receipts and insurance & cash flows based financing for farmers, has the potential to radically transform the price discovery & transaction efficiency of farm markets in India. Complementary to this is the digital payments space which is fast evolving the way food processing companies engage with farmers for offering a transparent and robust payment mechanism. Many dairy companies have already started making same-day payments instead of the traditional 10-day cycle.
- An Uber Pool for farmers takes their fresh fruit and vegetable produce to the market. Farmers enter their location and the type and quantity of produce, which is then picked up by vans and transported to the nearest market or grocery store.
- Plantix uses artificial intelligence to help identify diseases in crops, with farmers able to upload a picture using their smartphones to get a diagnosis and treatment plan. It also offers online guides on pesticides, fertilizers, and nutrition. The app is currently able to identify more than 450 diseases in around 50 different crops, and those numbers are growing rapidly.

### **Problems in effective use of Technology**

Though lots of problems like technical feasibility of connectivity in rural areas, the cost involved in ensuring services, the need for basic computer literacy and literacy hinders the fast development of e-Agriculture, it will definitely be an engine of growth in Rural India once the initial hiccups are overcome. Some of those problems are:-

- The reach of the technology is still a very poor and large chunk of farmers are still ignorant about such advancements.
- The distribution of technologies is not uniform throughout the country. Farmers of prosperous states are at the receiving end like- Punjab, Haryana, Maharashtra and the farmers of backward states still practice their age-old techniques and knowledge.
- The use of technology is being used by the already rich farmers and utilizing these services they are further prospering. The small and marginal farmers are again being left out in the process of development.
- Due to the low literacy rate among farmers and the digital divide, there is a rise of a new class of middle man, who provide ICT services to farmers. They are also believed to distort the information for their own benefit.
- The rural infrastructure for the use of ICT is also not uniform and a lot of regional disparity persists.

### **IV. CONCLUSION**

Now days the penetration of market forces in rural India is increasing and is the potential market. With diverse cultures and languages in India, ICT provides a good platform here. Thus in the future, there would be substantial upliftment and sustainable development in rural areas. ICTs are changing all the spheres of human lives and agriculture cannot be an exception. ICTs now may act as an agent for changing agrarian and farmer's life by improving access to information

and sharing knowledge. The ICT tools can change the ideas, activities and knowledge of the farmers. Farmers feel empowered and can adopt appropriate measures at the time of need. Hence it can be concluded that the technology platform will bring the desired outcomes in agricultural sector like reduced costs, improved productivity and quality, improved prices, reduced risks and ultimately sustainable ecosystem. Many software companies (including Microsoft) have entered into agreements with various State Governments in India to help build this digital transformation. Policies need to adapt to this changing Digital world to ensure that the challenges mentioned above are overcome and lead to increased efficiency in the production, distribution and consumption of agriculture produce.

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## AN OVERVIEW OF SOCIAL MARKETING

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### **Abstract**

Social marketing has the primary goal of achieving social good. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour. The most common use of social marketing in today's society is through social media. Social marketing is the use of commercial marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live. It is a carefully planned, long-term approach to changing human behavior. This paper attempts to provide an overview of social marketing.

**Keywords: Social Marketing, Changing Human behaviour and Improvement of society.**

### **I. INTRODUCTION**

Social Marketing works to help people to change their behaviors to become healthier or to improve society or the world in some way. We can say that social marketing is the use of commercial marketing methods to persuade people to change their behaviors for reasons that go beyond the rational facts to appeal to their core values. Social marketing a new marketing tool can be a great asset if used properly. The beneficial effects of social marketing for a business can be tremendous, but one must remember that it must be used in the most efficient possible way. Social marketing allows businesses and web sites to gain popularity over the Internet by using different types of social media available, such as blogs, video and photo sharing sites, social networking sites and social bookmarking web sites.

### **II. REVIEW OF LITERATURE**

Many scholars ascribe the beginning of the field of social marketing to an article published by G.D. Wiebe in the Winter 1951-1952 edition of Public Opinion Quarterly. In it, Wiebe posed a rhetorical question: "Why can't you sell brotherhood and rational thinking like you can sell soap?" He then went on to discuss what he saw as the challenges of attempting to sell a social good as if it were a commodity, thus identifying social marketing as a discipline unique from commodity marketing. A decade later, organizations such as the KfW Entwicklungsbank in Germany, the Canadian International Development Agency, the Ministry for Foreign Affairs in The Netherlands, UK Department for International Development, and the World Bank began sponsoring social marketing interventions to improve family planning and achieve other social goals in Africa, Sri Lanka, and elsewhere.

The next milestone in the evolution of social marketing was the publication of "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing by Philip Kotler and Gerald Zaltman. Kotler and Zaltman coined the term 'social marketing' and defined it as "the design, implementation, and control of programs calculated to influence the acceptability

of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research." They conclude that "social marketing appears to represent a bridging mechanism which links the behavior scientist's knowledge of human behavior with the socially useful implementation of what that knowledge allows." Craig Lefebvre and June Flora introduced social marketing to the public health community in 1988, where it has been most widely used and explored. They noted that there was a need for "large scale, broad-based, behavior change focused programs" to improve public health and outlined eight essential components of social marketing that still hold today:

1. A consumer orientation to realize organizational (social) goals
2. An emphasis on the voluntary exchanges of goods and services between providers and consumers.
3. Research in audience analysis and segmentation strategies
4. The use of formative research in product and message design and the pretesting of these materials.
5. An analysis of distribution (or communication) channels.
6. Use of the marketing mix using and blending product, price, place and promotion characteristics in intervention planning and implementation.
7. A process tracking system with both integrative and control functions.
8. A management process that involves problem analysis, planning, implementation and feedback functions.

In recent years there has been an important development to distinguish between "strategic social marketing" and "operational social marketing". Much of the literature and case examples focus on operational social marketing, using it to achieve specific behavioral goals in relation to different audiences and topics. However, there has been increasing efforts to ensure social marketing goes "upstream" and is used much more strategically to inform policy formulation and strategy development. Here the focus is less on specific audience and topic work but uses strong customer understanding and insight to inform and guide effective policy and strategy development. Social marketing in most cases stands in contrast to business marketing and serves for society wellbeing. The techniques of this marketing are used for change of attitudes and behaviors of different audiences in public life.

The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem and the product, and to determine how important they feel it is to take action against the problem.

### **III. OBJECTIVES OF SOCIAL MARKETING**

- In social marketing, the goal is to improve a condition of public health or safety.

- We need to pay attention to a communication objective, identify a target audience, design a compelling message, find support for it and look for success indicators.
- We also need to spend some money, not a lot necessarily, but some.
- In using persuasion and the media to affect social change, those in the public health and prevention fields have entered a new era.
- In the great noise and clutter of life, we need to borrow a page from our friends in marketing in order to capture people's attention and listen to our message: "Hey, look at this.
- The challenge of social marketing is that there is an agenda beyond choosing brand X over brand Y. It's more complex than that—we want people to change their behavior. And we want to use communication systems to do it.
- 'A communication system is totally neutral', said the late Edward R. Murrow of CBS Broadcasting. "It has no conscience, no principle, no morality. It has only a history. It will broadcast filth or inspiration with equal facility.

### **Applications of Social Marketing**

- Health promotion campaigns in India, especially in Kerala and AIDS awareness programmes are largely using social marketing, and social workers are largely working for it. Most of the social workers are professionally trained for this particular task.
- Anti-tobacco campaigns.
- Anti-drug campaigns.
- Anti-pollution campaigns.
- Road safety campaigns.
- Anti-dowry campaigns.
- Protection of girl child campaign.
- Campaign against the use of plastic bags.
- Green marketing campaign.

Social marketing applies a customer-oriented approach, and uses the concepts and tools used by commercial marketers in pursuit of social goals such as anti-smoking campaigns or fund raising for NGOs.

### **Advantages of Social Marketing**

There are six distinct advantages of social marketing that make it a vital tool to any marketing campaign:

- ❖ Promotes consumption of socially desirable products.
- ❖ Promotes health consciousness in people and helps them adopt a healthier lifestyle.
- ❖ It helps in green marketing initiatives.
- ❖ It helps to eradicate social evils that affect the society and quality of life.
- ❖ Social marketing is one of the cheapest ways of marketing.
- ❖ One of the best advantages of social marketing is that anyone can take advantage of it, even from their own home.
- ❖ Traditional Marketing vs Social Media Marketing

## **Social Marketing P's**

- **Price**

'Price' refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product is much greater.

- **Place**

'Place' describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system--including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. This may include doctors' offices, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

- **Promotion**

Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, as can be seen by the previous discussion, it is only one piece. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, 'Tupperware'-style parties or in-store displays. Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.

## **Additional Social Marketing P's**

- **Publics**

Social marketers often have many different audiences that their program has to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

- **Partnership**

Social and health issues are often so complex that one agency can't make a dent by itself. You need to team up with other organizations in the community to really be effective. You need to figure out which organizations have similar goals to yours--not necessarily the same goals--and identify ways you can work together.

- **Policy**

Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

- **Purse Strings**

Most organizations that develop social marketing programs operate through funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to the strategy development--namely, where will you get the money to create your program?

Each element of the marketing mix should be taken into consideration as the program is developed, for they are the core of the marketing effort. Research is used to elucidate and shape the final product, price, place, promotion and related decisions.

#### **IV. CONCLUSION**

Social marketing is also being explored as a method for social innovation, a framework to increase the adoption of evidence-based practices among professionals and organizations, and as a core skill for public sector managers and social entrepreneurs. It is being viewed as an approach to design more effective, efficient, equitable and sustainable approaches to enhance social well-being that extends beyond individual behavior change to include creating positive shifts in social networks and social norms, businesses, markets and public policy. Social marketing helps build brands, loyalty, customer base and much more

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## ARTIFICIAL INTELLIGENCE MARKETING

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### **Abstract**

In recent years, AI has become an emerging trend in different field: science, business, medicine, automation, & education. AI has also reached marketing. This conceptual study will emphasis the detailed note on how deeply artificial intelligence is applied in marketing & what implications there are for marketing practitioners. It focuses on the overall impact of AI on businesses from research innovation, market deployment to future shifts in business models. AI is widely introduced into the marketing field, through the applications are at the operational level. It is constantly work on the background of popular products and services such as Netflix, Amazon, and, Google. In, AI has paved its way deeper into marketing, helping brands to enhance every step of the customer journey.

**Keywords:** Artificial Intelligence, Marketing Strategy, pros&cons, Benefits of AI

### **I. INTRODUCTION**

Artificial intelligence (AI) marketing is a method of leveraging customer data to anticipate the customer's next move and improve the customer journey. AI offers the way to bridge the gap between data science and execution by sifting through and analyzing huge dumps of data which was once an insurmountable process.

Artificial intelligence can process both structured and unstructured data with exponentially more speed and accuracy than any human could. It is a key point of interest for companies struggling to organize their consumer data in a simple way. Marketers are leveraging the ability of machine learning to make connections between data points in order to gain insights into their customer base. These systems can analyze speech to determine emotion from spoken language, create visual renderings to show social media trends, and crunch data to make predictions.

Therefore, it is necessary to pay attention to the wide-ranging implications of AI on governments, communities, companies & individuals. This paper will address the influential academic achievement & innovations in the field of AI, its influence on the global market & the strategic objectives of organizations and the shaping of business contexts with AI.

### **II. LITERATURE REVIEW**

The core of marketing hasn't changed, but the way we communicate has changed marketing. It is morphing every day. That's where the big shift has happened. The art of storytelling is very much there but how we tell the story and the medium through which we tell the story is the key. The big changes that will happen in marketing, just as in business, is artificial intelligence and machine learning. – Sanjiv Mehta, CEO & MD of Hindustan Unilever Ltd. (*Corporate citizen, February 16-28, 2018, Page 20 to 25*)

It's not that difficult to argue that marketing in the future will make increasing use of AI. Even today, the components of an AI – based approach are largely in place. Contemporary marketing is increasingly quantitative, targeted, and tied to business outcomes. Ads and promotions are increasingly customized to individual consumers in real time. Companies employ multiple channels to get to customers, but all of them increasingly employ digital content. Company marketers still work with agencies, many of which have developed analytical capabilities of their own. - Thomas H. Davenport (*Artificial Intelligence for Marketing by Jim Sterne, Page 18*)

In the 21st century artificial intelligence (AI) has become an important area of research in virtually all fields: engineering, science, education, medicine, business, accounting, finance, marketing, economics, stock market and law, among others (Halal (2003), Masnikosa (1998), Metaxiotis et al. (2003), Raynor (2000), Stefanuk and Zhozhikashvili (2002), Tay and Ho (1992) and Wongpinunwatana et al. (2000)). The field of AI has grown enormously to the extent that tracking proliferation of studies becomes a difficult task (Ambite and Knoblock (2001), Balazinski et al. (2002), Cristani (1999) and Goyache (2003)). – S.A.Oke(International Journal of Information and Management Sciences Volume 19, Number 4, Page 535, 2008)

For over two thousand years philosophers have been trying to understand and resolve two big questions of the universe: how does a human mind work, and can non-humans have minds? However, these questions are still unanswered. Some philosophers have picked up the computational approach known as artificial intelligence and hence according to the father of Artificial Intelligence John McCarthy, it is “The science and engineering of making intelligent machines, especially intelligent computer programs” that is a branch of computer science concerned with the study and the design of the Artificial Intelligence is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think.

However there has been a lot of myths, and also criticisms by other scientist claiming that such highly sophisticated behavior as love, creative discovery and moral choice will always be beyond the scope of any machine. Some even believed the AI was the way to a rule by machines. Some say AI is nothing but nonsense cladded in technical terms but today it is an essential base for modern technology and solves many difficult problems in computer science. While AI will be accomplished by studying how human brain thinks, and how human learn, decide, and work while trying to solve a problem, and then using the outcomes of the study as a basis of developing intelligent software and systems. – Maria Johnsen.

### **III. OVERVIEW OF ARTIFICIAL INTELLIGENCE MARKETING**

Artificial Intelligence is defined as computerized systems that intake data to perform tasks of intelligent beings in a way that maximizes its chances of success. AI is an umbrella term for a wide variety of manifestations. Within the umbrella of AI includes subcategories, such as machine learning and deep learning that produce real – world applications of AI, such as voice recognition, image recognition, virtual assistants, and search suggestions.

## **Artificial Intelligence, Machine Learning and Deep Learning**

Artificial intelligence is a branch of computer science that deals with building intelligent machines that can think and responds like humans. The Turing test, proposed by English Mathematician Alan M. Turing in 1950, was a test that determined the intelligence of computers and was taken in order to identify whether the computer could achieve human level performance in all cognitive tasks

Machine learning is a subset of AI that enables machines to automatically learn and improve from experience. Specialized systems are created for this purpose and no explicit programming is needed to add new definitions to the database.

Deep learning is a subset of machine learning comprised of extremely large neural networks and a massive collection of algorithms that can mimic human intelligence.

The return of the direct answer by Google is powered by machine learning and the return of the “people also ask” section is powered by deep learning. Google is constantly learning and mimicking human intelligence without the need for humans to feed all the answers into its massive database.

### **How Artificial Intelligence works?**

Artificial intelligence systems work on the basis of algorithms which are a set of rules followed in problem-solving operations, especially by a computer. When digital marketers come across the word “artificial intelligence”, they immediately think of the “Rank Brain” algorithm. Rank Brain is a machine learning system rolled out by Google in 2015 which is capable of returning answers to users. It uses the power of artificial intelligence to understand and respond to user queries in the same manner as a human would. Moreover, it also returns a set of similar questions that people often type into Google. The accurate returns of the answer along with a similar set of questions are all powered by artificial intelligence.

### **Marketing Strategies in Digital Era**

In this modern era, there are many businesses that grow rapidly because of the availability of assistive technologies. The most popular use of technology in marketing is social media. Social media has been a very important asset in marketing development and is necessary in business growth. Not only because today is digital era, but also because it is easy. With all these new technologies, there are some new marketing strategies for business people to promote their product. Some of them are discusses below.

- **Content Marketing** – Content marketing is now a major focus for many brands because of its important role in social media, multimedia, and mobile search. Many companies still don’t understand the importance of trend and how content marketing underlies almost all digital marketing. It is actually very important to create brand awareness.
- **Mobile Marketing** – A lot of people now use smart phones and tablets because it is easy and time productive because they can bring it everywhere and access it anytime they want. The continuously increase of smart phones and tablet users make the availability of

marketing content for mobile platform because a necessity. Companies should redesign their website to make it responsive to mobile devices.

- **Integrated digital marketing** – Integrated marketing is important to ensure that all messaging and communications strategies that used in marketing are unified across and centered on customer. For eg: Google has invented Google + with many reasons, but one of them is to able to see and catch social signal and pattern.
- **Continuous Marketing** – Actively and continuously reminding the customer about the product is one of the popular marketing strategies right now. But it is also important to balance the promotion of the product in offline mode.
- **Personalized Marketing** – The marketing approach through traditional media such as television becomes less effective because of media saturation. Now there is a new marketing strategy called personalized marketing. Using computer software to read and craft individual messages. Computer will read customer’s behavior and provide them with relevant information.
- **Visual Marketing** – Instagram, Pintrest,slideshare and much more can be used for this strategy. It is necessary to be able to put marketing message and signal in an object or image. This new marketing trend is used to raise the involvement of digital marketing.

### **Advantages in adapting Artificial Intelligence systems**

#### **To customers:**

1. AI systems can assist customers 24x7.
2. Search sessions get easier as AI easily tracks user behavior and predicts their future web behavior and decisions, which would lead to better keywords and even, increases use of semantic keywords. .
3. They can retain customer data and they don’t have to repeat with every interaction.
4. They are friendly and always treat customers politely and with patience.
5. They can handle several customer requests simultaneously, so that the waiting time is reduced to nil.

#### **To Marketers:**

1. AI is the base for digital help. Armed with big data insights, digital marketers can greatly boost their campaign’s performance and return on investment.
2. Minimal manual work and accounts for lesser errors.
3. It ensures the right message is being delivered to the right person at the right time, via the channel of choice.
4. It promotes brand image of the company and builds more prospective customers which increases the sale of goods and services.
5. Personalized advertisements can be created for the users to boost up sales.
6. They have the power to track customer purchase patterns which allows the business to revamp existing marketing strategy and increase sales.
7. It acts as an effective way to create a relationship with the consumer that has depth and relevance.

### **Risks and Limitations in Artificial Intelligence Marketing**

1. AI is limited only by the availability of data.
2. Recurring tasks can easily be shifted over to AI systems but tasks that need human intervention will still rest on the shoulders of people.
3. Like any form of new technology, there can be a significant cost of purchase and maintenance. The return on investment needs to be carefully considered by our company before an AI system is implemented.
4. Implementation of AI systems is time consuming.
5. Algorithms can be wrong as computers cannot do it without humans.
6. Customer privacy is not considered.

### **Future Benefits of AI in Marketing:**

Artificial Intelligence has enthralled marketing teams all over the world. These are only a few aspects of marketing that AI has the potential to improve the following

- Improved product and content recommendations
- Better social engagement & customer service
- Improved search engines
- Better Ads

### **Necessity of adapting AI as a marketing strategy:**

Effective marketing strategy will take the right decisions to make a company successful online. To achieve a successful marketing strategy, it is necessary to follow up on new social trends and to keep interacting with the customer. Thus the power of artificial intelligence systems in digital marketing strategies enables a marketer to market his products or services and succeed in his business operations.

## **IV. CONCLUSION**

All technology is changing everything from marketing to transport, finance, healthcare, IT, etc. it is morphing every day and that's where the big shift has happened. The big change that is happening in marketing, are artificial intelligence and machine learning. It creates new opportunities for storytelling and marketing. It will change how people interact with information, technology, brands and services. Thus marketers must adapt artificial intelligence systems in their marketing strategies to succeed in the present era of digital marketing. It saves both time and money for the marketers, customers, prospects; and occupies the minds of customers without human intervention.

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## **THE RATIONALE BEHIND CREATING QUALITY JOBS FOR ECONOMIC GROWTH - A VITAL COMPONENT OF SDG**

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### **Abstract**

Creating jobs and generating remuneration are crucial for development. Most developing countries struggle with high unemployment or underemployment. Many people cannot afford to live from what they earn. This is why creating new jobs, but also improving incomes and working conditions for existing jobs, is important. Pro-development integration into global trade as well as foreign direct investment can facilitate this process. SDG is a roadmap for ending global poverty, building a life of dignity for all and leaving no one behind. It is also a clarion call to work in partnership and intensify efforts to share prosperity, empower people's livelihoods, ensure peace and heal our planet for the benefit of this and future generations, underscored UN Secretary-General Mr. Ban Ki-moon. The SDGs are a bold commitment to finish what we started, and tackle some of the more pressing challenges facing the world today. All 17 Goals interconnect, meaning success in one affects success for others. Dealing with the threat of climate change impacts how we manage our fragile natural resources, achieving gender equality or better health helps eradicate poverty, and fostering peace and inclusive societies will reduce inequalities and help economies prosper. In short, this is the greatest chance we have to improve life for future generations.

### **I. INTRODUCTION**

The SDG coincided with another historic agreement reached in 2015 at the COP21 Paris Climate Conference. Together with the Sendai Framework for Disaster Risk Reduction, signed in Japan in March 2015, these agreements provide a set of common standards and achievable targets to reduce carbon emissions, manage the risks of climate change and natural disasters, and to build back better after a crisis. The SDGs are unique in that they cover issues that affect us all. They reaffirm our international commitment to end poverty, permanently, everywhere. They are ambitious in making sure no one is left behind. More importantly, they involve us all to build a more sustainable, safer, more prosperous planet for all humanity.

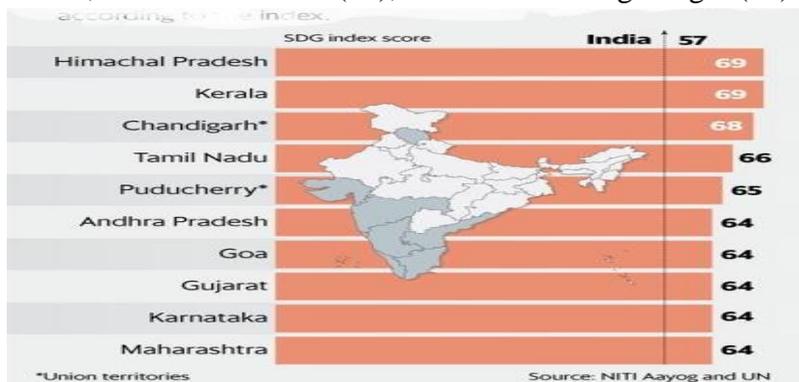
The new agenda is people-centered, universal, transformative and integrated. It calls for action by all countries for all people over the next 15 years in five areas of critical importance: people, planet, prosperity, peace and partnership. The agenda recognizes that ending poverty must go hand-in-hand with a plan that builds economic growth and addresses a range of social needs, while tackling climate change

## II. INDIA AND SDG INDEX

### Highlights of the report and performance of various states

According to the SDG India Index, the nation as a whole has a score of 58, showing the country has reached a little beyond the halfway mark in meeting the sustainable development goals adopted by India and 192 other nations in 2015. The SDG Index Score for Sustainable Development Goals 2030 ranges between 42 and 69 for States and between 57 and 68 for UTs.

Top 3 states in terms of being on track to achieve the United Nations' Sustainable Development Goals (SDG): Himachal Pradesh, Kerala, and Tamil Nadu. Among the UTs, Chandigarh is the front runner with a score of 68. Tamil Nadu has a score 66, and is the top scorer on the goals to do with eradicating poverty and also providing clean and affordable energy. Kerala's top rank is attributed to its superior performance in providing good health, reducing hunger, achieving gender equality and providing quality education. Himachal Pradesh ranks high on providing clean water and sanitation, in reducing inequalities and preserving the mountain ecosystem. Among the UTs, Chandigarh takes the lead because of its exemplary performance in providing clean water and sanitation to its people. It has further made good progress towards providing affordable and clean energy, generating decent work and economic growth, and providing quality education. The toppers in gender equality, Sikkim and Union territories Andaman and Nicobar islands and Chandigarh have crossed the half way mark in reaching the goals. Jharkhand, Odisha and Nagaland are also among the states that have a lot more ground to cover in the overall rankings. Overall, the average score for the States was the worst when it came to gender equality (36), in creating sustainable cities and communities (39), in enabling industry, innovation, and infrastructure (44), and in eradicating hunger (48)



## III. TAMIL NADU AND SDG INDEX

Tamil Nadu may have been ranked third among states under the Sustainable Development Goals Index but officials are not happy with ranking given by the Union government as they feel certain indicators do not reflect the actual status of the state as the data on the Union government site has not been updated. It is learnt that during a high-level meeting, the secretaries have been

asked to check with the Centre if the data provided by the State was actually incorporated into the report.

Officials are not happy with the ranking given by Union government for indicators such as social protection benefits under maternity benefit, ratio of rural households covered under the Public Distribution System, pupil-teacher ratio, and maternal mortality. They say the ranking does not reflect the actual status as the State is way ahead of other states in these areas.

Sources said top officials from various departments were requested to update the data in the Union government's website and the relevant data sources so that the actual status is reflected in the Union government report. This comes as the State is planning to boost its ranking under the targets fixed for 2020. It is learnt that the Tamil Nadu e-governance agency has developed a dashboard to look into the targets, goals and composite index of districts for various indicators.

Currently, as per indices brought out by Niti Aayog, the state ranks second in Public Affairs Index, Child Rights Index and India Innovation Index and fourth in Ease of Living Index. Last year, departments were asked to include the 17 sustainable development goals (SDGs) that aim to build a more prosperous, more equal, and more secure world by 2030 in its 'policy notes.'

Niti Aayog, the Union government's premier think-tank, which has been entrusted with the task of coordinating the SDGs, has asked the States to map their schemes, including Centrally sponsored schemes, which relate to sustainable development goals and its target. Sources indicated that all secretaries of various departments of the State have been asked by the state planning department to include the SDGs in the policy note as part of capacity development initiative mooted by the Central planning agency. The 17 SDGs and 169 targets are part of the 2030 Agenda for Sustainable Development adopted by 193 member-states at the UN General Assembly Summit in September 2015, which came into effect on January 1, 2016. 17 sustainable development goals were given to government departments last year to build a more prosperous world by 2030. 2020 is the year by which the government plans to boost its ranking under the sustainable development goals index.

This paper however tries to analyse the prospects and move taken by the Government of Tamilnadu towards realising atleast some of the components of the Sustainable Development Goals (SDG)

### **Decent work and Economic Growth**

According to the International Labour Organization (ILO), decent work involves opportunities for work that are productive and deliver a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.

This ensures to promote inclusive and sustainable economic growth, employment and decent work for all. Over the past 25 years the number of workers living in extreme poverty has declined dramatically, despite the long-lasting impact of the economic crisis of 2008/2009. In developing countries, the middle class now makes up more than 34 percent of total employment – a number that has almost tripled between 1991 and 2015.

However, as the global economy continues to recover we are seeing slower growth, widening inequalities and employment that is not expanding fast enough to keep up with the growing labour force. According to the International Labour Organization, more than 204 million people are unemployed in 2015.

The Sustainable Development Goals (SDGs) aim to encourage sustained economic growth by achieving higher levels of productivity and through technological innovation. Promoting policies that encourage entrepreneurship and job creation are key to this, as are effective measures to eradicate forced labour, slavery and human trafficking. With these targets in mind, the goal is to achieve full and productive employment, and decent work, for all women and men by 2030. Decent work is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development. An integrated approach is crucial for progress across the multiple goals.

### **Quality or Decent work indicators**

- Adequate earnings and productive work
- Decent working time
- Combining work, family and personal life
- Work that should be abolished
- Stability and security of work
- Equal opportunity and treatment in employment
- Safe work environment
- Social security
- Social dialogue, workers' and employers' representation

### **Factors that affect Economic Growth**

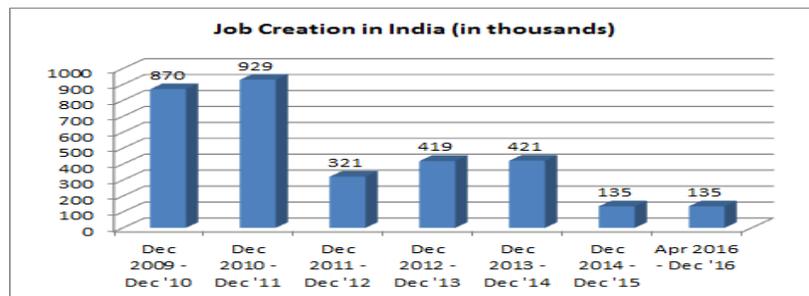
- Natural Resources. The discovery of more natural resources like oil, or mineral deposits may boost economic growth as this shifts or increases the country's Production Possibility Curve
- Physical Capital or Infrastructure
- Population or Labor
- Human Capital
- Technology
- Law.

#### IV. DECENT WORK COUNTRY PROGRAMME-ILO

ILO India released the third five-year 'Decent Work Country Programme' (DWCP) for the years 2018-2022, outlining how the government, worker and employer organisations will work together for the next five years to ensure a progressive and just future of work-for-all. India, a fast-growing middle-income country, is at a critical juncture in its development trajectory. It has the world's largest youth population, sees overlapping shades of industrialisation and has a large informal economy. There have been persisting challenges such as workers in low-paid jobs, poor working conditions and the risks of climate change that can put millions in danger of job losses..

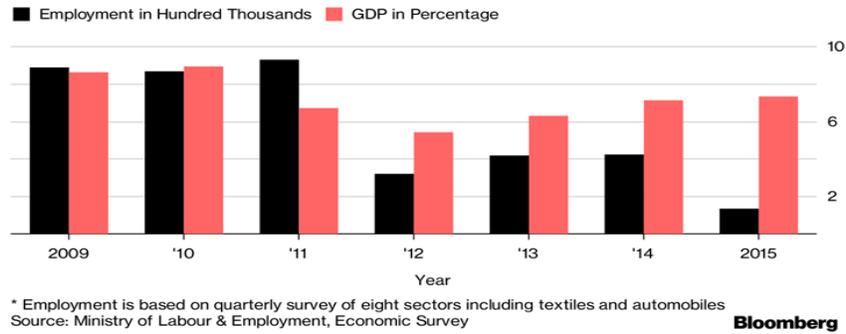
##### Creation of jobs in India

The creation of new jobs had been declining over the past eight years. As the statistics show that in the year 2009 about 8.70,000 jobs were created in India and the very next year ie 2010 the jobs created was found to be higher at 9,29,000 and thereafter the jobs created began to decline as in 2016 the jobs created was found to be just 1,35,000. The reason has been to reduce the fiscal deficit, lack of production, lack of investment and other contractionary policies of governments.



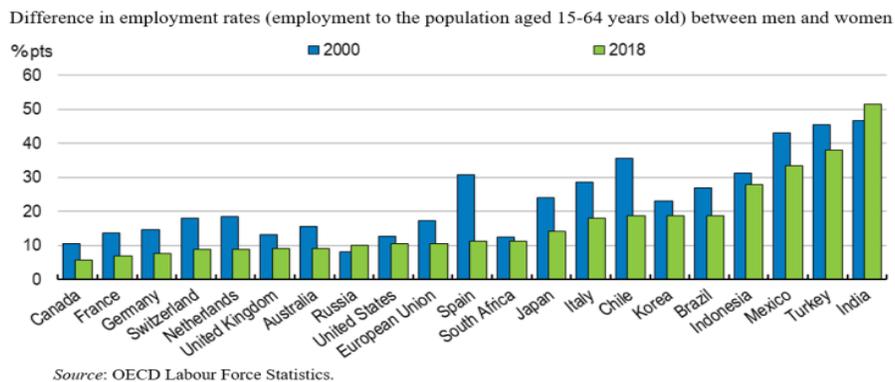
##### Jobless growth of GDP

In the recent past the rate of growth of employment had been found to be far less than the growth in GDP. While in 2011 the rate of employment generation was found to be excelling the GDP. Therefore as GDP is growing the government should also give adequate attention to increasing the employment and thereby maintain the quality of output as well as make the worker feel comfortable and feel the job to be decent.



### Gender employment gap

The quality of work has been affected by the gender gap which has been high among the developing countries like India, Turkey, Mexico, Brazil and Chile. On the other hand the gender gap in employment has been very low among the developed countries like Canada, UK, US, European union, France and Russia.



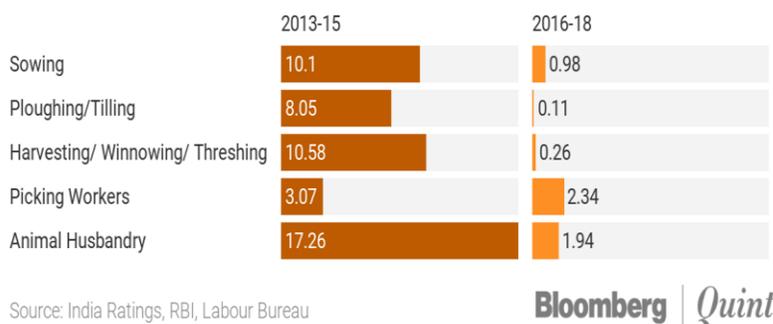
### Distribution of employment according to usual status

Among all self employed male and female the self employed have been high at around 50 % while the regular salaried were almost half of them at 24% and the casual labour constituted about 26% . It is worthy to note that about 31.7 % of females served as helpers in self employed enterprises. This could be identified from the following table.

Category of Persons	Category of Employment				
	Self-Employment			Regular/Wage Salary	Casual Labour
	Own-account worker & employer	Helper in household enterprise	All self-employed		
Male	44.1	8.2	52.3	23.4	24.3
Female	20.2	31.7	51.9	21	27

### Agricultural activities real wage growth

The wage increase in sowing has declined by 10 % points as in 2013-15 it was 10.1% which has come down to 0.98% in 2016-18. Similarly the wage rate has declined in the case of ploughing and tilling from 8.05% to 0.11% during the same period. The wage hike for harvesting, winnowing and threshing also had a big set back in terms of wage hike as it went down from 10.58% to 0.26% . Among all these the animal husbandry was found to be very pathetic as the wage rate had a steep fall from 17.26% to 1.94%



### Industry as a vital component of job creator

In the industrial arena the major jobs so called decent and qualitative was offered by consumer internet companies, professional services, life science, consumer products, automobile vehicle manufacturing, hi-tech information technology, chemicals and energy were all among the top 10 which had a salary hike of 10 to 11 %

#	Industry	Proj Salary Increase (2019)	#	Industry	Proj Salary Increase (2019)
1	Consumer Internet Companies	11.1	11	Engineering/ Manufacturing	9.5
2	Professional Services	11.1	12	Entertainment/Publication/ Communication	9.5
3	Life Sciences	10.1	13	Hospitality/ Restaurants	9.5
4	Consumer Products	10.1	14	RE & Infrastructure	9.4
5	Automotive/ Vehicle Manufacturing	10.1	15	Metals	9.3
6	Hi Tech/ Information Technology	9.9	16	Financial Institutions	9.2
7	ITeS	9.8	17	Engineering Design	8.7
8	Retail	9.8	18	Cement	8.7
9	Chemicals	9.8	19	Telecommunications Services	8.7
10	Energy (Oil/ Gas/ Coal/ Power)	9.6	20	Transportation & Logistics	8.2

### Tourism as a generator of employment

India is able to accommodate only 8.7% of the job seekers in travel tourism related jobs . On the other hand Maldives stands on the top by generating employment to the tune of 62.1% followed by Cambodia at 26.4%

Travel & Tourism's Total Contribution to GDP	2014 (% share)	Travel & Tourism's Total Contribution to Employment	2014 (% share)
Maldives	78.1	Maldives	62.0
Cambodia	29.9	Cambodia	26.4
Thailand	19.3	Thailand	14.1
Malaysia	14.9	Malaysia	13.0
Philippines	11.2	Philippines	11.1
Sri Lanka	11.1	Sri Lanka	10.0
World	9.8	World	9.4
Indonesia	9.3	India	8.7
Vietnam	9.3	Asia Pacific	8.5
Asia Pacific	9.2	Indonesia	8.4
India	6.7	Vietnam	7.7

Source: World Travel and Tourism Council, Country Rankings

### Employment generation through services sector

In terms of contribution to GDP service sector stands on the top followed by Industry and agriculture but when it comes to employment generation agriculture continues to be on the top but when it comes to quality jobs it is the service sector which offers huge employment opportunities as in 2016 it catered to 28.6% of the total jobs in various sectors of the economy. US and UK stand on the top with 80% during the same year.

	Services growth rate year-on-year 2015	Share of services sector in			Services export growth rate year-on-year 2016
		Gross value added 2015	Employment 2016	Total exports 2016	
India	9	53.20	28.60	3790	<b>3.60</b>
China	8.30	49.70	42.40	9	<b>-4.30</b>
Mexico	3.60	60.40	61.20	6.1	<b>5.30</b>
Brazil	-2.70	72	68.90	14.90	<b>-1.30</b>
UK	2.40	79.90	80	44.60	<b>-4.90</b>
US	2.80	79.30	80	33.50	<b>0.30</b>

\*Construction sector is excluded in services GDP

Source: Economic Survey 2016-17, Volume 2

## V. CONCLUSION

Therefore decent work involves opportunities for work that are productive and deliver a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men. The Decent Work Agenda requires national and international actors to commit to the objective of creating quality jobs globally and to pursue cooperative solutions to this challenge. However, governments struggle to convince their public that development and job creation abroad is imperative to prosperity and employment at home. Some governments also face the temptation to close markets and lower labor standards to remain competitive in a world economy that is blamed for depressing wages and working conditions. Further the general public should give up getting anything free like free rice or oil from ration, free noon meals, free dothis or sarees from politicians but instead can raise their voice for decent jobs or quality and respectable employment or placement from the government or authorities. This will certainly be a positive move towards economic development.

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## DIGITAL ABUSE OF CRIME AGAINST WOMEN IN INDIA

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### Abstract

This article examines women's fear of Digital Crime. The semantic meaning of "crime against women" is direct or indirect, physical or mental cruelty to women. Today, criminals that indulge in Cyber Crimes are not driven by ego or expertise. Instead, they want to use their knowledge to gain benefits quickly. Cyber Crimes have become a real threat today and are quite different from old-school crimes. The term Cyber Crime against women in India is mostly used to cover sexual crimes and sexual abuses in the internet, such as morphing the picture and using it for purposes of pornography harassing women with blackmailing mails or cyber stalking. This is also evident from the fact that majority of the cases reported to the police are of the nature sexual crimes and most of them are looked under the rest section 67, which was meant to cover Pornography and obscenity in the internet of the information technology Act, 2000.

**Keywords:** cybercrime, Morphing, Pornography, Blackmailing, cyber stalking.

### I. INTRODUCTION

As internet usage is growing daily the world is coming closer. The worldwide web sounds like a vast phenomenon but surprisingly one of its qualities is bringing the world closer making it a smaller place to live in for its users. However, it has also managed to create another problem for people who spend long hours browsing the cyber world –which is cyber crime. While law enforcement agencies are trying to tackle this problem, it is growing steadily and many people have become victims of hacking, theft, identity theft and malicious software.

Cyber crime is much like climate change, its global phenomenon. The security and privacy of a person is at stake due to development and spread of technology. This technology has taken advantage of the basic animalistic characteristics of man and now poses a major threat to women on cyber space. India is one of the first and few countries to enact legislations to combat cyber crimes. However, the issues of women still majorly remain untouched. The act does identify a number of cyber based crimes, but much is left to lie desired of provisions for victimization of women. United states report on internet and computing trends says Indians are the second largest sharers of personal information over the internet after Saudi-Arabians, with the objective of protection and promotion of e-commerce. Government of India enacted the Information Technology Act 2000, but in terms of computer socializing communication and cyber crimes, which was amended in 2008 as Information Technology Amendment Act 2008, has been evolved along with already existing laws to complement in case of short comings. The sections 65,66 and 67 of Information Technology Act, 2000 to deal with the computer which was used as a tool to commit the various crimes. When a computer has been victimized by another computer the internet services provider acts as a witness. Its from the internet services provider (ISP) we

can retrieve the information regarding the mails, location , the telephone number and its internal provider address of the computer used in committing crime.

Today, criminals that indulge in cyber crimes are not driven by ego or expertise. Instead they want to use their knowledge to again benefits quickly.

### **CYBER CRIME AGAINST WOMEN IN INDIA**

The term Cyber crime against women in India is mostly used to cover sexual crimes and sexual abuses in the internet, such as morphing the picture and using it for purposes of pornography, harassing women with blackmailing mails or cyber stalking. This is also evident from the fact the fact that majority of the cases reported to the police are of the nature of sexual crimes and most of them are booked under the rest section 67, which was meant to cover pornography and obscenity in the internet of the Information Technology Act, 2000. Majority of cyber –crimes against women are reported for eve teasing.

Halder and Jaishankar (2008) have explored ten basic types of cyber crimes that happen to Indian women in the cyber space.

**Harassment via mail :** Intimidating or humiliating women by sending her abusive emails.

**Cyber stalking :** This crimes involves use of internet to harass someone especially women. It also includes false accusations, threats, cyber bullying etc.

**Cyber pornography :** Women and children are victims of sexual exploitation through internet.

**Hacking :** A hacker an unauthorized user who attempts to or gains access to any system. As hackers invade the privacy of data it is presumed to be a punishable offence.

**Cyber defamation :** Cyber defamation is publishing of defamatory material against another person with the help of computer or internet.

**Morphing :** Using image processing tools to modify pictures of women to defame her.

**Email spoofing :** Creation of email messages with a forced sender address.

**Cyber flirting :** Using internet to send provocative messages to a women.

**Cyber bullying :** Cyber bullying is the use of internet to harm or harass other people in an intentional repetitive and intimidating manner.

**Cyber sexual defamation :** Publishing obscene material to defame someone on internet.

### **REASON FOR THE GROWTH OF CYBERCRIME AGAINST WOMEN IN INDIA**

**Table- 1.1 Case registered under IT act all over India**

<b>S.NO</b>	<b>YEAR</b>	<b>CASES REGISTERED</b>
1	2002	1
2	2003	0
3	2004	1
4	2005	1
5	2006	0
6	2007	0
7	2008	7

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8	2009	0
9	2010	8
10	2011	23
11	2012	20
12	2013	24

Table 1.1 shows that the number of cases registered under IT act (section 67) from year 2002 to 2013 in India pictorially represents the data of table 1.1 whereas, the from the above figures it is evident that there is very minimal effect of IT act 2008 on society as the number of cases registered after 2009 when the law became operational is on rise in India as well as in all over India. There may be various reasons for the same. For example like people are not aware of cyber crime, people do not report their compliant to police stations, due to same family pressure etc.

## II. OBJECTIVES OF THE STUDY

- ❖ To analyze the present cybercrime trend rapidly increasing against women in India.
- ❖ To raise awareness on the issue of gender –violence and analyze the cause and factors of violence against women.

## III. SCOPE OF THE STUDY

With the increase in use of information technology and internet, there is a big increase in cybercrime. There are so many hackers in the world. As per JullusAssangea, internet is a biggest medium of spying. Over and above the spying, it is a platform of economy social, financialcheating.it’s advisable to limit uploading personal information photography on social sites. There is a big rise in the cybercrimes (as per information technology act,2000) in India, there was4192 cybercrimes in 2013. Which was 2761 in 2012, if one considers such crimes were 5500, and police has arrested 3301 criminals in this record.

The expanding reach of computers and the internet has made it easier for people to keep in touch across long distance. However, the means that enable the free flow of information and ideas over long distance also give riseto a worryingly high incidence of irresponsible behavior. The vulnerability and safety of women is one of the biggest concerns of any criminals and penal law, unfortunately women are still defense less in cyber space. Cybercrime against women is on at alarming stage and it may pose as a major threat to security of a person as awhole. **The world wide web**allows users video and sounds. The wide spread circulation of such content in particularly harmful for women. In recent years, there have been numerous report of women receiving undecided email which often contains absence and obnoxious language.

## IV. REVIEW OF LITERATURE

Chandra (2013) evaluates the problem of children’s vulnerability to cyber crime through social networking sites which has become a favorite pastime among them. Cyber bullying and stalking are a cause of concern for parents. Dr. JitendraNagpal, senior consultant,In-charge of institute of Mental health, MoolchandMedicitysaid, “around 60 to 70 percent cases of behavioral problems in children are associated with misuse of virtual space. Parents should talk with their kids and

give them instead of leaving them in the world of computer. “The article has caused turmoil in a parent’s mind who otherwise feels proud of their much technical savvy kids, it is a time when parents should guide their teenage wards about risks in the form of cyber through social networking sites.

## V. CHOICE OF THE STUDY AREA

In India, cybercrime victimization in the cyber space has remained a subject of great trepidation, but lacks awareness with the advent of technology, cybercrime and victimization of women are on the high and it loses of a major threat to the security of a person as a whole. Even though India is one of the very few countries to enact IT act 2000 to combat cybercrime, issues recording.

## VI. TOOLS OF ANALYSIS

Following are the important statistical and mathematical tools, which have been used in this study.

### TREND ANALYSIS

Straight –line trend equation has been used in the study. To fit the straight line in model of following type has been used.

$$Y=a+bt$$

Where,

Y is dependent variable

T is trend variable

A is the intercept term and b is the co-efficient

### PERCENTAGE ANALYSIS

Percentage analysis which method to represent raw stream of data as a percentage (a post in 100%) for better understanding of collected data.

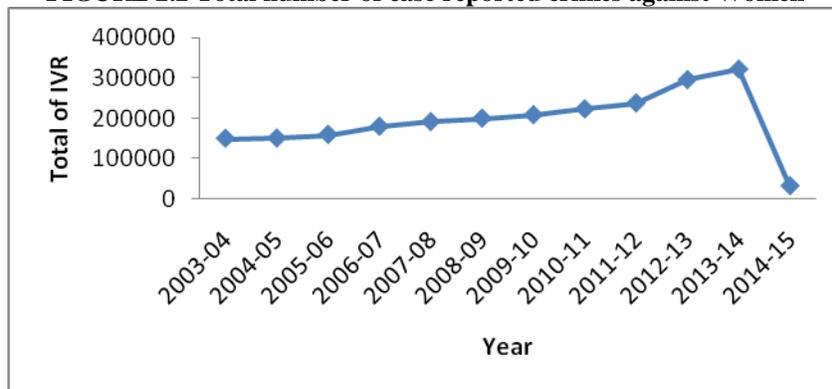
**Table 2.2 Incidence, Of Cybercrime Committed Against Women During 2003-2015**

YEAR	INCIDENCE	TREND VALUE
2003-04	150301	165387.2
2004-05	150814	176432
2005-06	159770	191415.3
2006-07	180009	208508.2
2007-08	191519	223148.8
2008-09	199171	238560.6
2009-10	208681	257639.5
2010-11	223091	281747.4
2011-12	237931	310657.4
2012-13	295930	348551.3
2013-14	321993	321993
2014-15	32328	32328

SOURCE: RGI/CENSUS COMMISSIONER,MHA

Table 2.2 shows that the total number of cases of cybercrime against women (both under various sector of IPC and SLL) were reported in the year 2003 as compared to 165387.2 incidence of crime reduce in 32328 during the year 2014-15. Women especially young girls inexperienced in cyber world. Who have been newly introduced to the internet and fail to understand the vices of internet, and hence most susceptible to falling in the bait of cybercrime. Madhya Pradesh had a leading flooded state of cybercrimes against women in India during the year 2003-2015.

**FIGURE 2.2 Total number of case reported crimes against Women**



**Table 2.3 Total Number Of Case Reported Of Cybercrimes Against Women**

YEAR	INCIDENCE	VICTIMS	RATES	TOTAL
2003-04	150301	15058	14.1	165373.1
2004-05	150814	15178	13.9	166005.9
2005-06	159770	13901	14.5	173685.5
2006-07	180009	18555	16.1	198580.1
2007-08	191519	19038	16.9	210573.9
2008-09	199171	19801	17.3	218989.3
2009-10	208681	21017	17.9	229715.9
2010-11	223091	21939	18.7	245048.7
2011-12	237931	23730	41.40	261702.4
2012-13	295930	30138	50.86	326118.86
2013-14	321993	30077	54.7	352124.7
2014-15	32328	32347	52.0	64727

SOURCE: RGI/CENSUS COMMISSIONER, MHA

Table 2.3 states that the year 2003-04 total numbers of cases reported of cybercrime against women in India like Incidence, Victims, and Rate. The total number cases reported by cybercrime I+V+R, 165373.1 in the year 2003-04. The common types of cybercrime may be discussed under the following heads; hacking, cyber stalking, cyber pornography, phishing, web

jacking software piracy, and cyber terrorism. These are all the various harmful heads which was involved the crimes against women in India. In the year 2014-15 the number of cases reported by cybercrime I+V+R were 64,727. Victims have been known to have complained against continues to exist online and spread quickly when people create several links that people continue to exchange. One such women has been fighting a cyber-defamation case for 6 years now after she was referred to as a ‘dance bar girl’, legal terrorist and a prostitute and has field several RI applications to find out the status for her own complaint. Incidence of online violence against women in India is quite high and these are believed to be on the increase. Cyber violence against women which is facilitated by internet and information technology .women are more prone to victimization then men in cyberspace and most of them receive mails from unknown men with disturbing contents or texts, friend requests etc, which may be the result of data mining.

**Figure 2.3 Total Number Of Case Reported Of Crimes Against Women**

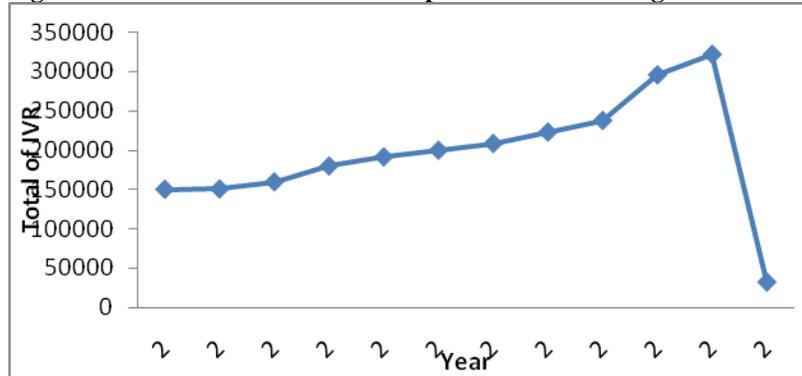


Table 2.4 shows that the internet may be considered the facilitators of crimes like cyber pornography, women and children are being the main victims of cybercrimes. Women at the age group of 12 to 16 years. Most of the cybercrimes cases reported by Maharashtra around 102 victims at Mumbai slum children and then forced them to appear for absence photographs, which they took and then uploaded those photographs to websites specially designed for pedophiles. In Andhra Pradesh number of case s reported by only one. Because of Andhra Pradesh is one of the pioneer states to set up the cybercrime police station to deal with cyber offence effectively. The police station has jurisdiction of whole Andhra Pradesh and deal with cyber offence, with come under Information Technology Act.

## OBJECTIVES -2

To raise awareness on the issue of gender-violence and analyze the causes and factors of violence against women. The principle characteristic of gender based violence is that it occurs against women precisely because of their gender. Gender –based violence involves power imbalance where, most often men are the perpetrators and women the victims. Flip chart with the ecological model of factors associated with gender-based violence.

**2.4 Victims Of Rape(Also Incept Rape Cases) Under Different Age-Groups**

s. no	State/UT	Incest Rap									
		Number of victims									
		No cases reported	below 6 years	6years & above-below 12 years	12yrs& above-below 16 yrs	16 yrs& above-below 18 yrs	18 yrs&ab ove-below 30 yrs	30 yrs&ab ove-below 45 yrs	45 yrs&ab ove-below 60 yrs	60 &yrs&a bove	total victims
1	Andhra pradesh	1	0	1	0	0	0	0	0	0	1
2	Arunachal Pradesh	6	1	1	1	2	1	0	0	0	6
3	Assam	21	0	0	0	0	21	0	0	0	21
4	Bihar	4	1	0	2	0	1	0	0	0	4
5	Chattisgarh	11	1	2	3	3	6	4	0	0	19
6	Goa	3	0	1	3	0	0	2	1	0	7
7	Gujarat	11	1	0	4	2	3	3	0	1	14
8	Haryana	22	3	1	14	0	3	1	0	0	22
9	Himachal Pradesh	24	1	3	8	10	2	0	0	0	24
10	Jammuandkasmir	0	0	0	0	0	0	0	0	0	0
11	Jharkhand	6	0	0	0	0	6	0	0	0	6
12	Karnataka	7	0	2	2	2	2	0	0		8
13	Kerala	62	3	14	26	6	7	4	1	2	63

14	Mathyapradesh	59	0	3	12	11	30	9	1	1	67
15	Maharashtra	94	0	0	8	0	0	0	0	0	102
16	Manipur	0	0	0	0	0	0	0	0	0	0
17	Mehalaya	7	0	0	6	0	0	0	0	1	7
18	Mizoram	21	0	8	10	2	0	1	0	0	21
19	Nagaland	2	1	0	1	0	0	0	0	0	2
20	Odisha	8	0	1	3	1	2	1	0	0	8
21	Punjab	13	0	1	6	1	4	1	0	0	13
22	Rajasthan	59	0	1	3	26	20	8	1	0	59
23	Sikkim	2	0	3							4
24	Tamil nadu	5	0	0	2	1	2	0	0	0	5
25	Telangana	1	0	0	1	0	0	0	0	0	1
26	Tripura	2	0	0	0	0	0	0	0	0	2
27	Uttar Pradesh	51	1	1	19	11	13	5	1	0	51
28	Uttarkhand	5	0	0	1	2	1	1	0	0	5
29	West Bengal	19	0	0	0	0	19	0	0	0	19
	Total states	526	17	66	169	91	159	48	6	5	561

Source : RGI/Census Commissioner,MHA

The model can be visualized as four concentric circles. The inner most circle represents the biological and personal history that affects an individual’s behavior in his/her relationships. The second circle represents the immediate context in which gender-based violence takes place frequently the family or other intimate or acquaintance relationship. The third circle represents the institutions and social structures, both formal and informal, in which relationships are embedded, neighbourhood workplace, social networks and peer groups. The fourth, outermost circle is the economic and social environment including cultural norms.

**ECONOMIC AND SOCIAL IMPACT**

- Rejection ostracism and social stigma at community level
- Reduced ability to participate in social and economic activities
- Acute fear of future violence, which extends beyond the individual survivors to other members in community
- Damage to women’s confidence resulting in fear of venturing in to public spaces (this can often curtail women’s education, which in turn can limit their income-generation opportunities)
- Sole loss due to absenteeism as a result of violence.
- Negative impact of women’s income generating power.

**Morphing:**

Morphing is editing the original pictures by unauthorized user or fake identify. It was identified that female’s pictures are downloaded by fake users and again re-posted uploaded on different websites by creating fake profiles after editing it. This amounts to violation of IT Act 2000 and attracts sec.43 and 66 of the Act. The Violator (an also be looked under IPC also. The Times of India reported that in October a Delhi-based beautician told the police their photograph was flashed on a porno portal along with her mobile number.

Internet has provided a medium for the facilitation of creation like pornography. Cyber porn as it is popularly called is widespread. Almost 50% of the Websites exhibit pornographic materials on the internet today. Pornographic materials can be reproduced more quickly and cheaply on new media like hard disks, floppy discs and CD-ROMs. The new technology is not merely an extension of the existing forms like text, photographs and images.

**2.7 Awareness Of Cyber Culture Among Indian Internet Users**

<b>Awareness of cyber among Indian internet users</b>	<b>YES</b>	<b>NO</b>
1. knowledge of minimum age to join cyber communities like face book, Orkut, my space etc	56.2%	43.8%
2. allow others to use one’s own email id/password etc	46.6%	53.4%
3. use safety tips like filtering emails, locking personal albums an information personal walls of social networking sites etc	69.9%	30.1%
4. mail back to unknown senders of spam/ pornography / erotic/ phishing mails	37.0%	63.0%
5. share personal information / emotion with virtual friends / chat room partners etc whom you don’t know in real life	74.0%	26.0%
6. believe in controlling free speech while communicating in the cyber space	37.0%	63.0%
7. Read policy guidelines of social networking sites ,ISPs etc	28.8%	71.1%
8. use pseudo names	45.2%	54.8%

The reasons for the growth of cybercrime rate against women can be categorized into two folds: legal and sociological reasons.

### **Legal Reasons**

The objective of the IT Act is crystal clear from its preamble which confirms that it was formed largely for improving e-commerce, hence it covers commercial or economic crimes i.e. hacking, fraud, and breach of confidentiality etc. but the drafters were unacquainted with the protection of net users. As we deliberated above that majority of cybercrimes are being prosecuted under section 66 (Hacking), 67 (Publishing or transmitting obscene material in electronic form), 72 (breach of confidentiality). The most of the cybercrimes other than e-commerce related crime are being dealt with these three sections. Cyber defamation, cyber defamation, email, spoofing, cyber sex, hacking and trespassing into one's privacy is domain is very common now days but IT Act is not expressly mentioning them under specific sections or provisions 11. Whereas IPC, Criminal Procedure Code and Indian Constitution give special protection to women and children for instance modesty of women is protected under section 509 and rape, forceful marriage, kidnapping and abortion against the will of the woman are offences and prosecuted under IPC. Indian constitution guarantees equal right to live, education, health, food and work to women, however until recently there were no specific penal provisions protecting women specifically against internet crimes. Ever since the 2012 Delhi Gang Rape case (Nirbhaya case) there has been a huge outcry over bringing out new reforms and penal provisions so as to protect women against the criminally minded. The 2013 Criminal Law Amendment Ordinance contains several additions to the Indian Penal Code, such as to sections 354, 354 A, 354 B, 354 C & 354 D, with the assistance of these now the issues of MMS scandals, pornography, morphing defamation can be dealt in proper manner.

### **Sociological reasons**

Most of the cybercrimes remain unreported due to the hesitancy and shyness of the victim and her fear of defamation of family's name. Many times she considers that she herself is accountable for the crime done to her. The women are more vulnerable to the danger of cybercrime as the perpetrator's identity remains anonymous and he may constantly threaten and blackmailing the victim with different names and identities. Women fear that reporting the crime might make their family life difficult for them; they also question whether or not they will get the support of their family and friends and what the impression of society will be on knowing about them. Due to these fears women often fail to report the crimes, causing the spirits of culprits to get even higher.

## **VII. SUGGESTIONS**

Cyber crimes against women is on at alarming state and it may pose as a major threat to the security of a person as a whole. In India the term cybercrime against women include sexual crime and sexual abuses on the internet. India is considered as one of the very few countries to enact IT act 2000 to combat cybercrimes. This act widely covers the commercial and economic crimes. Which is clear from the preamble of the IT act 2000 now days, cyber criminal indulge in cybercrime not only for expertise but for various other reason like ego, hatred money laundering, exploitation, betrayal in love etc. although law enforcement agencies are trying to tackle his problem but growing and changing face of technology and our love for social networking makes it different for them to control it. To avoid lying victims.

## **VIII. CONCLUSION**

We all celebrate the international women day on 8 March every year showing our respect, love, affection and appreciations towards women for their economic, political and social achievement in various fields. Even in India women are worshiped as goodness (Devi, Kanya, Mata etc) that reality shows a break and worsening pictures of this. In fact, women are worshiped only at religious places or on religious programmes or festivals, but in the common life they are exploited in various ways and have always been victims of physical,

psychological, sexual exploitation etc. India has become a worst place in the world for women exploitation. It feels proud itself because its considered the largest democracy in the world, but recent Delhi fang rape of women running bus, wife bettering dowry harassment, dowry death, molestation, kidnapping, domestic violence, female infanticide, honor-killing, cyber violence, revealed the actual picture of India that have difficult life of women in the Indian democracy.

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## **EFFECTIVENESS OF GRIEVANCE HANDLING PROCEDURES ON EMPLOYEE JOB SATISFACTION - WITH REFERENCE TO AUTOMOBILE SECTOR IN PALAGHAT, KERALA**

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### **Abstract**

A grievance is a precise complaint or distress that has been created by an employee towards the other employees or the employers within the workplace .A grievance is an sort of complaint or discomfort which will be faced by an employee who is working in the organization that an employee faces in the organization. This paper deals with the grievance handling procedure which is referred to automobile sector . An organization should concentrate on the harmony of employee that will maximize the productivity and performance of the employee. In order to maintain harmonious workspace relationship in an organization, they should maintain an active grievance handling system. Also it is essential that the grievance should be handled at the earliest. By doing this kind of action around employees, they will feel that their importance is being considered. This creates a positive impact on the employees morale which is highly essential for increasing the organizational performance. Each of the employees need their grievance to be addressed and resolved immediately. Grievances if not identified and redressed on time may have adverse effects on the organization such as low quality production, increase in wastage of material, increase in cost of production per unit etc. .It can also have adverse effect on employees like, increasing absenteeism rate and turnover, lack of sincerity, commitment and punctuality. Active grievance handling is an essential part of cultivating good employee relations and running the organization smoothly, successfully and gaining the good productivity of work.

### **I. INTRODUCTION**

Grievances are concerns, objections or complaints that employees raise among their employers. Problems may arise for anyone in a business regarding their work, working conditions or relationships with colleagues. Each one want their grievance to be addressed and resolved immediately. Before developing into major difficulties, resolvance of a problem is completely in the hands of the management's interest. Issues that may cause grievances include

- Terms and conditions of employment
- Health and safety
- Work relations
- Bullying and harassment
- New working practices
- Working environment
- Organizational change
- Discrimination

Grievances may occur at all levels of seniority within a business.

### **Causes of Grievances**

#### **1. Economic**

Employees may feel that they are paid less than others and may demand for individual wage increments. For example, grievance may arise on wage fixation, bonus, overtime, wage revision.

If these causes of grievances could be solved successfully, it will act as an active motivator for the staff, as most of them get motivated for good amount of wages and facilities.

#### **2. Work environment**

Workers may feel unsatisfactory if the physical condition of the workplace is poor. The tight production norms, defective tools and equipment, unfair rules, poor quality of material, and lack of recognition all leads to grievances in an organisation.

#### **3. Supervision**

The attitudes of the supervisor towards the employees also acts as a cause of grievance. Supervisors attitudes towards the employees on the basis of perceived notions of bias, favoritism, nepotism, caste affiliations, regional feelings are some of the reasons .

#### **4. Organizational change**

Implementation of the new organizational policies can result in grievances. For example, the implementation of revised company policies or new working practices.

#### **5. Employee relations**

Employees are unable to adjust with their colleagues, feeling of negligence and victimization and become an object of ridicule and humiliation, or other inter- employee disputes.

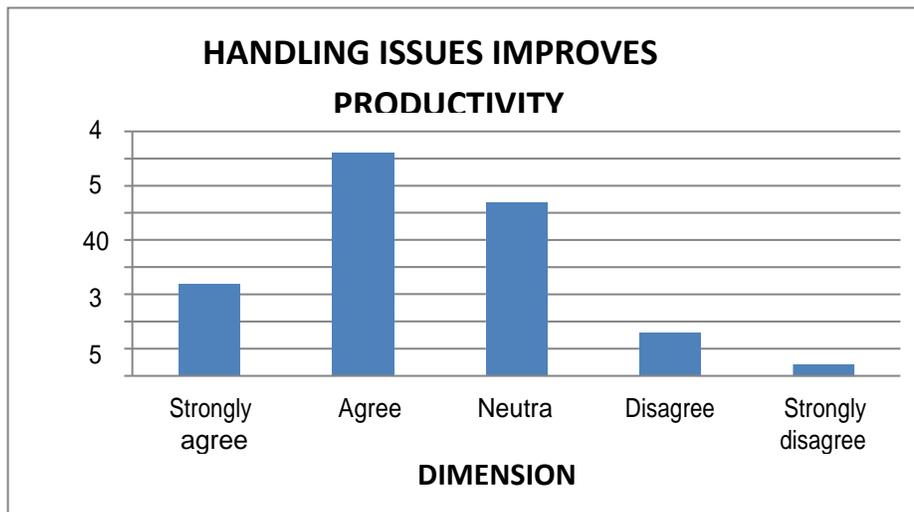
A grievance is any discontent or feeling of unfairness in the workplace. Grievances if not identified and redressed on time may have adverse effects on the organization such as low quality production, increase in wastage of material, increase in cost of production per unit etc .It can also have adverse effect on employees like, increasing the rate of absenteeism and turnover, lack of commitment, sincerity and punctuality. Active grievance handling is an essential part of cultivating good employee relations and running the organization smoothly, successfully and gaining the good productivity of work.

This paper aims to Study the “Activeness of Grievance Handling Procedure at “Automobile sector in Palaghat, Kerala”. The primary value of grievance procedure is that it can assist in minimizing discontent and dissatisfaction that may have adverse effects upon cooperation & productivity. An employee grievance handling procedure is very important for each organization so that the managers are able to know the employees and employer problem. The findings with grievance handling procedures may be useful for the improvement of workers’ satisfaction in any organization.

The table below shows the influence of various grievance handling on employees

	Time taken to solve a grievance affects satisfaction of workers	Decision provided by management after grievance handling process is active	Freedom provided by supervisor to speak about employee decisions and view	Confidentiality maintained by supervisor in grievance and redressal matters
Strongly agree	17%	24%	16%	25%
Agree	51%	43%	37%	38%
Neutral	22%	24%	23%	22%
Disagree	6%	7%	21%	11%
Strongly disagree	4%	2%	3%	4%

The graph shows the influence of grievance handling procedure in increasing the productivity of the organisation. When an aggrieved persons grievance is handled, the productivity is increased remarkably.



## II. REVIEW OF LITERATURE

Lawrence Nurse, Dwayne Devenish, (2007) focused on his study “Grievance Management and its Links to Workplace Justice” .According to the paper, it helps to explore more knowledge in the influence of workers based on demographic characteristics on their perceptions of procedural justice from grievance management. The aim of which is to determine if procedural justice perceptions have an impact on perceptions of distributive justice.

According to Walker, Bernard and Hamilton, Robert, (2011) in their article “Employee–Employer

Grievances” The focus of industrial conflict which was earlier from collective confrontation shifted to grievances between employee and employer. The paper is reviewed in four key levels

(1) the incidence of grievable events; (2) the response of employees to a potential grievance issue; the activeness of grievance processing; and(4) outcomes. As most of the grievances are either not pursued by the employee or are settled informally, the incidence of grievable events cannot be estimated precisely (and so not recorded). Most of the research has been done on its second level, when investigating when a grievance will be pursued. The focus of which was on the employee perspective, and it is now timely to broaden the focus, to modeling a progression through a sequence of stages and giving special value to the role of employers in designing and managing grievance processes which are active and fair.

### **III. OBJECTIVES**

- To study about the significant difference in the Employees job satisfaction on active grievance handling procedures.
- To find out the relationship between existing active grievances handling procedures and employee job satisfaction

### **IV. RESEARCH METHODOLOGY**

#### **Research design**

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research.

#### **Descriptive research**

Descriptive research is a theory-based design method which includes surveys and fact- finding, inquiries of different kinds, analyzing, and presenting collected data. This type of research focuses on casting light on current issues or problems using data collection which enables them to describe the situation more completely than was possible without employing this method. It explains the state of affairs as it exists at present. Both qualitative and quantitative research methods can be used in descriptive research. The main features of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. This type of research is used to describe characteristics or behaviour of sample population. These are closely connected with observational studies, where as they are not limited with observation data collection method. The researchers attempts to discover causes even when they cannot control the variables using ex post facto studies.

### **METHODS OF PRIMARY DATA COLLECTION**

In this study primary data has been collected using questionnaire method.

#### **SAMPLE UNIT**

The executives of automobile sector are taken as sample unit.

#### **SAMPLING SIZE**

The sampling size were taken 100 .

#### **CORRELATION METHOD**

Correlations					
		TIME TOTAL	DECISION TOTAL	ATTITUDE TOTAL	JOBSATISFACTION TOTAL
TIME TOTAL	Pearson Correlation	1	.257**	.379*	.436**
	Sig. (2-tailed)		.010	.000	.000
	N	100	100	100	100
DECISION TOTAL	Pearson Correlation	.257**	1	.289*	.357**
	S. (2-tailed)	.010		.004	.000
	N	100	100	100	100
ATTITUDE TOTAL	Pearson Correlation	.379**	.289**	1	.370**
	Sig. (2-tailed)	.000	.004		.000
	N	100	100	100	100
JOB SATISFACTION TOTAL	Pearson Correlation	.436**	.357**	.370*	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## V. LIMITATIONS

- The study is qualitative nature. So there is a chance of personnel bias from the part of respondents that many hinder the reliability of the data.
- If the dispute is not resolved to the employee’s satisfaction they have no further appeal except to our legal system.

## VI. FINDINGS

The results of the study reveals a positive and significant relationship between time taken for solving grievances and employee job satisfaction (0.436). Meanwhile a moderate and positive relationship between attitude of the superiors and employee job satisfaction (0.370), and also it indicates a positive and significant relationship between decision taken for the grievances and employee job satisfaction (0.357). The below table represents a regression model summary for the relationship between grievance handling procedures and employee job satisfaction .

## **VII. SUGGESTIONS**

- Supervisor and employees should have more interaction so that it can build stronger cooperation and understanding among them.
- A positive nature develops when employees are acknowledged and admired.
- Open door policy can be used. A personal contact or mutual understanding can break the barrier existing between various categories.
- Suggestion boxes can be installed, which can be used to bring the problem or conflict of interest to light. Informal counseling helps to manage

## **VIII. CONCLUSION**

Administration should ensure that the grievances are received and stable promptly, so that the workers get satisfied. As stated, redressal of the grievances is a must to preserve good labor management relations and industrial peace. Thus, the management should guarantee that the grievance should be received and settled accordingly, so that the workers get the essential sense of satisfaction. Job satisfaction is articulated to organizational culture, grievance handling procedures and the style of leadership in organizations. From the findings, the study can conclude that employees easily lose morale and loyalty when their matters are not solved and get dissatisfied. This eventually contributes to limited productivity which affects other employees in the same department or organization. Therefore, this study concludes that employee productivity is directly proportional to job satisfaction and if grievances presented for address are not duly solved, then these results to employee dissatisfaction which leads to low productivity.

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## **CONSUMER PROTECTION AND PECUNIARY/TERRITORIAL JURISDICTION**

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### **Abstract**

In technological parlance, "online shopping" is a prevalent mechanism for purchasing products and for availing of various services through the Internet. Online shopping and use of online services have become increasingly prevalent, due to convenience and often, lower prices and discounts offered. There are numerous advantages and conveniences provided by online service providers. However, there are certain disadvantages that are tagged along with the same, which inter alia include the perils of inaccurate or deficiency in goods / services provided to the consumers. In the event a deficiency in service arises, the issue of jurisdiction for the purpose of referring and resolving disputes/complaints is a crucial issue to be addressed on behalf of consumers using the online services through the internet.

### **I. INTRODUCTION**

In India, the Consumer Protection Act, 1986 ("Act") is one of the important legislation enacted by the Parliament, in order to safeguard and enforce the rights of 'consumers'. The Act provides for provisions relating to jurisdiction, which primarily encapsulates pecuniary jurisdiction and territorial jurisdiction. A complaint, inter alia, can be filed before the District Forum, State Commission and/or National Commission as per their respective pecuniary jurisdiction. The Act also provides that in case of any complaint before the District Forum and State Commission, the same can also be filed within the local limits of whose jurisdiction the opposite party or any of the opposite parties actually and voluntarily resides or carries on business or has a branch office or personally works for gain or the place where the cause of action arises, wholly or in part. However, nothing in the said Act specifically refers to e-commerce consumers.

### **Jurisdiction with reference to Civil Procedure Act 1986**

Another widely used legislation is the Civil Procedure Code ("CPC") which governs the functioning and procedures relating to a civil court. A civil court has inherent jurisdiction to try all types of civil disputes unless its jurisdiction is barred expressly or by necessary implication, by any statutory provision and conferred on any other tribunal or authority. Subject to the laws of limitation, every suit shall be instituted in a court within the local limits

of whose jurisdiction the defendant(s) resides or cause of action, wholly or in part arises. Simply stated, the expression 'jurisdiction', would inter alia mean the power conferred by statute upon a court or authority to look into and decide on matters, depending on

- (i) the place where the issue / dispute has arisen; or
- (ii) depending on the location of the place of business; or
- (iii) pecuniary jurisdiction i.e. based on the value of the goods or services and compensation, if any, claimed in the complaint.

## **II. COMPETENT FORUM**

One of the most important barrier faced by a consumer whilst having his grievance redressed, and which also forms the basis of any legal recourse to be adopted by the consumer, is to choose the correct forum which has the 'jurisdiction' to hear and try the matter at hand. Unless the complaint of an online consumer is filed before a competent forum, the complaint is prima facie liable to be rejected on ground that the forum has no jurisdiction to try, hear and decide on the matter.

The Meghalaya State Commission-vide its ruling dated 7 December 2013, passed in Consumer Appeal No. 7 of 2007 has taken a liberal view on the aspect of jurisdiction, thereby, strengthening the recourse available to the new age 'online consumers' for the purpose of having their grievance addressed before a Competent Forum. The said order has dealt in depth with the aspect of determining jurisdiction, considering various landmark rulings of the Courts of India in respect of the issue of jurisdiction and by referring to international conventions with respect thereto.

## **III. CASE HISTORY**

The complainant in the matter had purchased two airline tickets for himself and his wife through an online website, from his office at Shillong in Meghalaya, for a trip from Delhi to Jaipur. When the

Complainant and his wife alighted at Jaipur, their baggage was not traceable and a report to that effect was registered by them with the airport authorities after much deliberation. The luggage was later traced at Guwahati on two different dates. The Complainant requested the airlines to deliver the baggage to him in Shillong, which request was refused. Aggrieved by the deficiency in service, the Complainant lodged a complaint before the Shillong District Forum. The airlines in the said complaint challenged the jurisdiction of the Shillong District Forum to adjudicate the dispute for a travel on the Delhi-Jaipur sector. The District Forum overruled the objections raised by the airline's in respect of its territorial jurisdiction and concluded that it had jurisdiction to try and decide the complaint and that there was a deficiency in service on part of the airlines.

Aggrieved, the airlines appealed before the Meghalaya State Commission. Their primary

contention as to jurisdiction was that the complaint could only be filed at Delhi, Jaipur or at most Guwahati (where the baggage was traced) and not at Shillong, where the complainant merely booked the tickets over the internet. The Meghalaya State Commission held that since the complainant, being a resident of Shillong, booked the air tickets over the internet from his residence at Shillong, the amount for air fare was debited from the complainant's banks account at Shillong and that the airline dispatched the air tickets by email, which was received by the complainant at Shillong, the District Forum at Shillong has territorial jurisdiction to try the matter.

#### **IV. IMPACT OF THE RULING**

The Meghalaya State Commission seeks to grant territorial jurisdiction in contractual matters, over consumer complaints, besides other places, at any place where any of the following causes of action arises viz.

- (i) where a contract is made; or
- (ii) where acceptance of a contract is communicated; or
- (iii) where a contract is performed or is to be performed; or
- (iv) where money under the contract is either payable or paid; or
- (v) where repudiation of a contract is received. The ruling recognizes Section 11(2) of the Consumer Protection Act i.e. provisions dealing with the jurisdiction of a district forum being akin to Section 20 of the CPC i.e. relating to suits to be instituted where the defendants resides or the cause of action arises. The Forum has gone a step ahead and expanded the interpretation of the term jurisdiction, to now include the 'place of residence', in addition to the 'place of business', which proves beneficial for orders placed by students, housewives etc., not having an office as their 'place of business'. Therefore, a consumer making purchases online can now also file a complaint at the place where he / she have concluded the transaction. By this ruling much needed relief has been given to consumers with respect to the jurisdiction of the competent forum in which they can file for redressal of their grievances.

In order to understand the law relating to the territorial jurisdiction in contractual matters, the Meghalaya State Commission has relied upon the ratio given in ABC Laminart Pvt. Ltd. v/s. A.P. Agencies, Salem and has thus observed that Section 11(2) of the Act being akin to Section 20 of the CPC, the law relating to territorial jurisdiction would apply with full force to the Consumer Fora.

Further, in the case of M/s. Swastik Gases Pvt. Ltd. v/s. Indian Oil Corporation Ltd. ,the Hon'ble Supreme Court dealt with the aspect relating to jurisdiction clause in agreement, whereby parties to a contract may confer exclusive jurisdiction on one of the many courts having jurisdiction to try a particular matter. The Meghalaya State Commission has taken a path-breaking stand deviating from the age-old interpretation given to the term 'jurisdiction', keeping in mind the difficulties faced by the consumers using the e- commerce services. This not only gives much needed relief to the consumers making online purchases and utilising the

services but also strengthens the position of the consumers making them truly, the 'Kings' of the market.



**Sourav Shah** • 1st  
Head of E-commerce at flydubai | LinkedIn Power Profile 2018 &16 | On 50 most i...  
5h • Edited • 

2003 - Mortality rate Sars 10% (affected 26 countries)  
2009 - Mortality rate Swine Flu 4.5% (affected 57 Mn)  
2014 - Mortality rate Ebola 25%, killed 11,310 people  
2020 - Mortality rate Coronavirus 2%, killed 3,052\* in 78 days

Yet why does Covid-19 seem like such a scarier pandemic than anything before?

Why is the **#global #economy** crashing under the impact of covid-19?

The way we consume news today has changed!

2003 - (During Sars) No Facebook, No whatsapp!  
2009 - (During Swine Flu) FB had just 150 Mn users  
2014 - (During Ebola) Whatsapp had just 450 mn users  
2020 - Covid-19 - Whatsapp 2 Billion users, FB - 1.69 Billion users!!

The power of **#socialmedia** in amplifying bad news is unprecedented with 3 Bn people on **#social**-platforms

Whether it is a communal clash or a virus outbreak, it feels like it's happening in your living room

Your school friends group, relatives group, distant cousins group, everyone is sharing the same forward!

If you are < 50, mortality rate for covid-19 is 0.2%  
The global mortality rate outside China is 1.55%  
Of 89,000 infected ppl, 80,000 are in China

There is no denying that Coronavirus is a killer but, the shivers it has sent down **#globeconomies** is unprecedented!

Let's take precautions, be careful but not panic!

\*Source:WHO/Visalist.io

## V. CONCLUSION

Consumers can cheer as the Consume Protection Act, 2019 has recently replaced the three decade old Consumer Protection Act, 1986. The new Act proposes a slew of measures and tightens the existing rules to further safeguard consumer rights. Introduction of a central

regulator, strict penalties for misleading advertisements and guidelines for e-commerce and electronic service providers are some of the key highlights and the new Consumer Protection Act, 2019 allows consumers to file their complaint with the court from anywhere. This comes as a big relief as earlier they were required to file complaint in the area where the seller or service provider was located. This is a fitting move considering the rise in e-commerce purchases, where the seller could be located anywhere. In addition, the Act also enables the consumer to seek a hearing through video conferencing, saving him both money and time.

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