

PERCEPTION OF WOMEN TOWARDS SELF HELP GROUPS AS A TOOL FOR WOMEN EMPOWERMENT.

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Abstract

In the globalization era with the increasing global disparity between the rich and the poor, Self Help Groups have shown the way forward to reduce this disparity and they provide the means to bridge the gap between the haves and the have-nots. They contribute to correct the mismatch of income across social groups as they are increasingly becoming a new poverty-fighting strategy.

The world over the growing identity of self help groups as an instrument of poverty alleviation in the society at large is being established by each passing day. The role of SHG in poverty eradication as well as empowerment of the poor and weaker sections has gained excellent recognition in many countries including a few developed nations too.

This apart, certain self help groups are exclusively being established and managed by women leading to women empowerment. Women who had limited means to empower themselves, started finding themselves in a position to command and demand respect in the business world due to the self help groups into which they have formed themselves. They are now in a situation where they are no longer at the receiving end in business transactions.

This paper attempts to draw out the perceptions of women on whether self help groups are a tool for their empowerment or do they consider self help groups managed by women turning out to be pawns in the hands of men who run the show from behind.

Keyword: Self Help Groups, women empowerment, Economic disparity and Inequality.

1. Introduction

Among communities, women commonly face higher risks and greater burdens in situations of poverty and the majority of the world's poor are women. Women's unequal participation in decision making processes often prevents them from fully contributing to aspects related to planning, policy making and implementation. The only way to transform the scenario is through women empowerment.

Women empowerment is a lively and multi-dimensional process which enables women to realize their potential and powers in all spheres of life. It is really important that as a society we all should come together and empower our women as this comes out as a tool for sustaining ourselves. The

INFLUENCE OF SOCIAL MEDIA ON THE BUYING BEHAVIOUR OF CONSUMERS: AN EMPIRICAL STUDY

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ABSTRACT

The influence of social media is all pervasive and is on the rise in almost every aspect or field of life and it has also become an essential part of our daily lives, where the netizens as they are called, are tweaking their life style to keep themselves in tune with what is trending and which products they should be seen using. The number of social media users is also increasing due to ease of access especially in the wake of the internet becoming a more common phenomena in these days and times of information era. Wide network coverage and formidable speeds have contributed immensely to an increase in the effective reach of the social media in the light of the fact that these days, every internet user of any age-group or generation, is more amenable to the use of social media. The companies are cashing in on this new found fascination of consumers towards social media and are not leaving any stone unturned to translate this into a tool for changing or tweaking the consumer behavior in a manner suitable to their interests. It is not any surprise that most of the companies are making use of this opportunity and are trying to promote their products through social media networks such as Facebook, Twitter and Instagram etc.

In the current research work, 600 consumers were selected at random to elicit their responses regarding the influence of social media on their buying behavior. The respondents were chosen from the Twin States of Andhra Pradesh and Telangana i.e. Hyderabad, Warangal, Vijayawada and Vishakapathnam.. Two cities were selected from each of the State, Hyderabad and Warangal from Telangana State and Vijayawada and Vishakapatnam (Vizag) from Andhra Pradesh. These cities were selected as they are the most upwardly mobile in the states concerned and are considered mega cities in the states. From each of these four cities, 150 respondents were selected randomly and the ratio of male and female consumers was consciously kept 50% to make the analysis more meaningful. The current paper highlights the influence of social media on the buying behavior of the consumers.

KEYWORDS:

Social Media, Consumer, Buying Behavior

INTRODUCTION

Technological advancement has given a new fillip to the way a product is marketed and the niche to which it caters to also due to the enhancement in the technology, the way of marketing the products is changing and almost all the companies have adopted themselves to the changing environment of competition and technology. Now, the trend of online marketing is on the boom and social media is emerging as the strongest tool to promote the brands.

AN EMPIRICAL STUDY ON INVESTMENT PREFERENCE OF WORKING WOMEN WITH RESPECT TO EQUITY BASED SECURITIES.

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Abstract

The financial services sector over the years tended to overlook the needs of women due to many intricate factors. With the change in times attributed to women empowerment and the policies of the Government of the day, women are now in the forefront in all the fields and it is becoming increasingly important that the industry target women as individuals with their own financial needs. A growing number of leading-edge financial institutions have been taking steps to develop products and services, aimed at almost half of the world's adult population – women. This paper focuses on identifying the factors affecting investment attitude of working women in India. It is found from the research that, majority of women who invest in equity belong to much younger age group, also still majority of the women are afraid of investment in equity based securities the reason being high risk involved in it and lack of knowledge. However, capital appreciation is the advantage that attracts majority of the working women towards equity based investment.

Keywords: Investment, Equity, Working Women

A STUDY ON BRAND AWARENESS OF SELECT FAST MOVING CONSUMER GOODS (FMCG) WITH SPECIAL REFERENCE TO RURAL MARKETS OF TELANGANA STATE

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Abstract

Telangana State's Rural Part, with population of about 2 crore is India's 14th most rural populous state. There are 31 districts in the state, among them Mahabubnagar Rural is the most populous district with rural population of about 22.4 lakh and Warangal Rural is the least populous district with rural population of about 1.1 lakh. The brand awareness particularly for Fast moving consumer goods in urban areas of Telangana is increasing manifolds. The purpose of this study is to examine the brand awareness in rural areas of Mahabubnagar, Telangana's most populous District, across different income groups in particular and to study the interest of consumers in branded products of Fast Moving Consumer Goods (FMCG) in general. This study also is undertaken to highlight the role and influence of Advertising on creating or increasing brand awareness in rural areas of Telangana State. Some other pertinent findings intricately related to the study are also presented.

Keyword: Brand Awareness, Advertisements, Rural Consumers, Segmentation

1. Introduction

A report by India Brand Equity Foundation states that the Indian Rural Segment is growing at a healthy pace of 8-10 percent per annum and is expected to add US\$100 billion in consumption demand by 2017. The report further claims that the Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 100 billion by 2025. The rural FMCG market is anticipated to expand at a CAGR of 17.41 per cent to US\$ 100 billion during by 2025. Rural FMCG market accounts for 40 per cent of the overall FMCG market in India, in revenue terms and amongst the leading retailers, Dabur generates over 40-45 per cent of its domestic revenue from rural sales. Hindustan Unilever Limited's (HUL) rural revenue accounts for 45 per cent of its overall sales while other companies earn 30-35 per cent of their revenues from rural areas. (www.ibef.org) This goes to show that the Rural market cannot be ignored when it comes to creating brand awareness amongst the rural consumers.

Fast Moving Consumer Goods are those retail products that are purchased with an intention of using them up with a short period of time. They are not purchased with an intention of reselling them. They have to be differentiated with consumer durables that have a longer shelf life and might be resold after their utility in the eyes of the consumer has diminished to a point where they are no longer desirable.

Creating brand awareness is a very important factor. It is a fact that the consumer is seen as a passive audience and not active, who has very limited or little time for making a purchase decision and deciding on a product. Nevertheless the FMCG segments are also little different, even in this sphere consumers decisions are partly based on brand names, brand symbols and advertising as well. When looking for steps in building a brand, there are many steps which



BUYING AT ORGANISED STORES- FACTORS INFLUENCING CUSTOMERS- AN EMPIRICAL STUDY

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Abstract

Customer satisfaction will vary from person to person and product or service to product or service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors. Hence, in order to diagnose the customers' choice of amenity goods of retails this research has been conducted. It is found during the research that, there is no interaction effect of gender and qualification on monthly purchase of customers and hence we conclude that there is no interaction between gender and qualification of customers on his/her monthly purchase.

Keywords: Customer Satisfaction, Retail Stores, Buying preference.

Introduction

Indian retail market backed by favorable conditions like increase in income level of people, increasing fashion awareness, increase in customers, increase in competition and many more is witnessing a massive growth. With more disposable income, people are shopping more. To back this increasing demand, more corporate are entering into organized retail. But the entry of a new player and their sustainability is not easy in the current scenario. Many factors are hampering the growth of retail in India

Retail Market Mix

A retail marketing mix is similar to a marketing mix and has four parts, each directed towards the target audience. The way marketing mix is designed affects the value proposition and the way customers perceive about the store. Retail marketing mix varies based on the type of customers one serves and the market in which one operate. Finding the correct marketing mix is an important part of positioning for retail stores to stand out



EMPLOYEE INVOLVEMENT IN DECISION MAKING AMONG IT COMPANIES IN HYDERABAD- A FOCUSED STUDY

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Abstract

Employees play an important role in the IT industries of the country. Hence, organisations have to secure the cooperation of employees in order to increase the production and to earn higher profits. The cooperation of employees is possible only when they are fully satisfied with their employer and the HRM Practices on the Company. This study is conducted within IT industries of Maharashtra. There is a good scope for the study as Maharashtra has all the IT firms from all over the world located at different IT parks. As attrition is a serious problem concerning the companies, the study will help to have overlook. It is found that, all the Human Resources Management practices were positively correlated to continuance organizational commitment, except for selection, induction / socialization, and training. These relationships were significant.

Keywords: HRM Policies, Employee retention, IT industry, etc.

Introduction

Even a single day without computers leaves us feeling paralytic. Information Technology (IT) has made us completely dependent for even the simplest day to day task. The recent incident of system failure at key Swiss government ministries has brought Geneva to a standstill. This proves how information Technology has drastically transformed the way we carry out day to day activities.

India's much-vaunted Information Technology (IT) sector is composed of two parts: the software sector, and the IT-enabled sector (ITES). In both cases, work that was earlier done in the developed world, particularly the US, has been 'outsourced', or contracted out, to locations in India. In the case of the ITES, the activities outsourced include call centres, medical transcription, data entry, ticket-reconciliation, claims processing, credit card administration, and such other routine office work as can be performed at remote locations. While this work requires knowledge of English, it does not require superior education or

Impact of GST on E-Commerce: A Pragmatic Study

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Abstract

E-Commerce Business is growing very quickly in India. It presently occupies third position after China and US. Earlier indirect tax laws created numerous perplexities and prosecutions and acted as a hindrance in the development of E-Commerce Business in India. Government too has lost a great deal of revenue due to improper linkages of different indirect taxes and tax evasion. Presently GST is supposed to control the loopholes existing in earlier indirect tax laws, rearrange the tax structure, lower overall tax rate. However impact of GST will be different for E-Commerce sector from the other sectors of the Economy. The fundamental objective of this paper is to evaluate the impact of GST on E-Commerce Business in India, from the perspective of every interested party.

Key words: VAT, CST, Registration, Return, Service tax

Introduction

Indian E-Commerce industry is the third largest industry after China and US. It is growing at an average growth rate of 40% annually. For the last 2 to 3 years its growth rate is on the rise and is hovering around 60% Significant E-Commerce companies in India are Amazon, Amazon India, Flipkart, Snapdeal, Mynta, FirstCry.com, Home Shop 18, Shopclues, Jabong, ebay India, Naapto!, Yepme etc. The old indirect tax structures in India were obstacles in the growth of E-commerce industry. Actually old laws were not framed keeping as a main priority the online business. The provisions of VAT, Service tax, CST were creating perplexities and unending suits. In spite of huge growth of E-Commerce business in India, the growth in tax revenue to the Government from this sector was not encouraging. Meanwhile respective State Governments were additionally amending their VAT laws to plug the loopholes and leakages to revenue. The new GST law has been framed keeping as a main priority the requirements of online business. It is expected to remove disarrays and suits, plug the loopholes and increase the Government tax revenue from this sector.

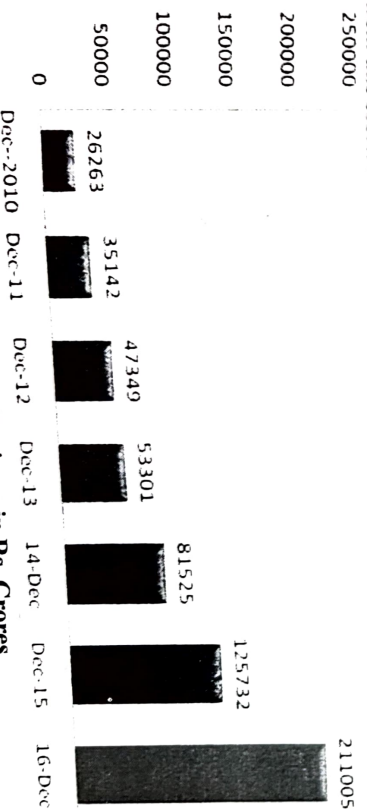


Figure 1.1 Revenue of E-Commerce Business in Rs. Crores