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Journal Paper No.: 96

Work life Balance of Women Faculty in Educational Institutions		
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The screenshot shows a web browser displaying the UGC-CARE List search results. The search criteria used is "2394-3114", resulting in one journal entry. The table below summarizes the data shown in the screenshot:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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Work life Balance of Women Faculty in Educational Institutions

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ABSTRACT:

Work Life balance is not a new concept. Working employee is having various areas where he/she has to face several problems. And if these problems are not getting handled properly then balance between personal life and professional life may get disturbed.

Now days in education field women are showing more interest and because of various challenges they are unable to maintain the balance between their professional and personal life. In this context, the paper analyzes the problems faced by women faculty while maintaining work life balance and it also suggests some ideas which will help to overcome the imbalance of professional and personal life by using secondary data.

Keywords : work life balance, problems, ideas, women faculty.

INTRODUCTION :

The factor “work Life Balance” describes balance between personnel life and professional life of individual. Work Life Balance is a term which is capable of making magic or miracle in the life of many working people. This factor Work Life Balance is use to design the strategies, policies which are helping in achieving the balance between professional and personal responsibilities. It is very important factor for achieving the individual as well as organizational success. It is very important assets of an organization. Women faculty members who are working in educational institutions faces a major problem of work life imbalance. Personal life and professional life are Interlinked and having interdependence also. And because of this interdependence and interlinking, women employees are facing multiple problems.

LITERATURE REVIEW:

Vijaykumar Bharathi, Padma Mala and Sonali Bhattachrya (2015) Studied work life balance of women employees in the IT sector. The main challenges in the professional life were found to be extended / odd working hours, travel time between home and workplace. In personal life the main stress were guilty of not being able to take care of self and elders at home. As a result most women would prefer flexible timings.

Dr. Saloni Pahuja (2016), Studied work life balance of women employees in the Banking Sector. Maintaining harmonious work –family life is more difficult for female employees of Bank sector. This study analyzed the work life balance of female employees of the Axis Bank and its impact on their personal and professional lives. Here in this study researcher has suggested that management should frame certain policies which will help employees to have balance between their personal and professional lives.

Gayatri Pradhan (2016), explores the ways in which working women balance their work and family life. Work-Family experience is not universal, but rather culture-specific which is evident in the literature. Thus there is need to analyze how working women balance work family issues across different countries.

R.Balaji (2014), studies work life balance of women in IT sector. Family-work conflict are more likely influences in the family domain resulting in lower life satisfaction. Here in this study, various variables like size of family, age of children, work hours, Level of social support are considered to find out its impact on psychological distress and wellbeing of the working women. The findings of the study emphasized the need to formulate guidelines for the management of work life balance at organizational level as it is related to job satisfaction and performance of the employees.

OBJECTIVES OF THE STUDY:

- 1) To identify the problems faced by women faculty while maintaining work life balance.

- 2) To suggests some ideas which will help to overcome the imbalance of professional and personal life.

METHODOLOGY:

The secondary data from various forms is used to know the problems of work life balance of women faculty in educational institutions.

WORK LIFE BALANCE: PROBLEMS FACED BY WOMEN FACULTY WORKING IN EDUCATIONAL INSTITUTIONS.

1. **FLEXITIME FACILITY:** Institutions are not providing different facilities like flexi timing, reduced hours, compressed work week and many more. Which may supports negative factors like absenteeism, late coming, dis-satisfaction. Flexi time facility id beneficial for employees as well as employer also.
2. **GENDER DISCRIMINATION:** Gender discrimination is one common threat in maximum institutions. And it creates differences in employees, and overall result is negativity in employees mind which may affect efficiency.
3. **WORK ENVIRONMENT:** Work environment includes relationship between employee and employer, different factors which are helping to boost motivation level of employees, job demands. The environment which provides good balance between these factors is called healthy and good environment. And if environment is not able maintain the balance between these factors then job dis-satisfaction, absenteeism, depression, negativity all such negative factors are increasing.
4. **WORK LOAD:** Long work hours increases conflict, dis-satisfaction, stress, health problems etc. More the work load more will be interference in personnel life. And which may result poor performance in class room.

5. **PRESSURE OF ACCREDITATION:** Now a days many of the educational institutions are attempting to get accreditations of AICTE, NAAC, UGC etc. and in order to get it done, institutions are pressuring the employees to put more efforts, work overtime, work in vacations and in holidays. This decrease the time to spend with the family members. And indirectly affects the work life balance.
6. **JOB SATISFACTION:** Work life balance is having direct relation with job satisfaction. If women employee is getting good environment at office as well as at home then she may put maximum efforts at personal and professional front. And as a result job satisfaction level of such employees is at high level.
7. **RESPONSIBILITIES IN PERSONAL LIFE:** Women need to take care of their dependents like children, senior members of family by giving highest priority. And it may be the disturbance or limitation to work for more time at office.
8. **ROLE OVERLOAD:** Sometimes individual may be over burdened at work place or at home. When one role becomes overburdened then it shoes its impact on other role. And it disturbs both professional and personal life.
9. **ORGANIZATIONAL CULTURE:** Organizational culture includes rules, regulations, policies, procedures, work environment, superiors' cooperation, and relationship between colleagues. All these factors are having great impact on work life balance of employees. If these factors are not up to mark then family conflict, dis-satisfaction increases and as a result of this women faculty members may not perform well in the class rooms.
10. **MULTIPLE ROLES:** Women need to perform various roles in life such as wife, daughter, mother, daughter-in-law, employee, colleague, Teacher, Guide, Mentor. She tries to satisfy everyone with full care and concern. While managing these roles priority may not be equally distributed to everyone. Due to this her work life balance may get affected.

- 11. HEALTH PROBLEM:** Work life balance causes short term or long term health problems to women. Some Long term health problems are cardiac, blood pressure, diabetic, psychiatric problems etc. and short term problems means headache, body ache, various deficiencies, Low hemoglobin, tiredness etc.
- 12. PROBLEMS OF REACHING YARGETS OF THE INSTITUTIONS :** Sometimes stiff targets of the institutions pressurizes women to put additional efforts at work place, or sometimes work for more time which causes disturbance to their personal life, and so disturbs work life balance.
- 13. PROBLEM OF ACHIEVING SCHEDULES:** Many institutions have strict timetable and schedules. Every staff member has to follow and fulfilled these schedules successfully, and if it is not achieved then management may take certain action like reduction in salary, demotion, memo which leads to distress in the employees.
- 14. PROBLEM OF HARASMETS:** Sometimes women faculty members feels harassed at the work place by superiors or by opposite gender peers which leads to work life imbalance.
- 15. LACK Of FAMILY SUPPORT:** If there is lack of support from family then women faculty cannot do her professional work in a pleasant mood.
- 16. LACK OF MATERNITY LEAVE:** Many mothers are forced to return to the work only after some days after the birth of her child. And because of this she may not be able to work whole heartedly in professional life.

IDEAS WHICH WILL HELP TO OVERCOME THE IMBALANCE OF PROFESSIONAL ANDd PERSONAL LIFE :

1. **TIME MANAGEMENT AND PLANNING:** Prepare and fix the timetable of personal and professional activities.
2. **RELAXATION:** Relaxation is a best remedy for stress. Take out some small portion of time for relaxation. Person wise, relaxation activities may get vary. One has to find her own relaxation activity. Some relaxation activities are play or watch sports, meditation, fishing, and swimming, go in nature which will refresh you.
3. **REDUCE FAMILY TIME STRESS:** One can reduce the family stress by several activities like playing with children, going out with partner, chatting with senior members of family, sometimes prepare some special dish for your dear ones.
4. **DON'T GET DIS-APPOINTED BY FAILURES:** If you set some goal in your personal or in professional life then works hard to get success. But if failure occurs don't get dis-appointed. Try it once again to get success.
5. **HANDLING OF UNEXPECTED SITUATIONS:** Try to handle unexpected situation calmly.
6. **WORKOUT TO REDUCE STRESS:** Activities like Meditation, Yoga, and Morning Walk will help you to reduce the stress level and increase your stamina.
7. **INITIATIVES BY THE EMPLOYER :** Employer need to take initiatives like Flexible Working arrangements, Compulsory Leaves, Maximum Working Hour, Healthy and open environment, paid parental leave. Flexi working hours are for those women employees who has a new born child.
8. **ONSITE CHILD CARE FACILITY :** Employer must provide facility like crèches, medical facility so that women employee may feel comfortable at work place.

- 9. PART TIME WORK FACILITY:** Employer should provide the part time facility for women employees. It is beneficial for those employees who are the parents for younger child, who has to take care of senior members of family.

CONCLUSION:

From the above study it is concluded that “Work life imbalance” can have serious implications on the life of individual. “Work life imbalance” occurs when personal life and professional life work becomes incompatible. So it is important for the employees to maintain healthy balance between personal and professional lives. This will help them to achieve personal and professional goals.

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A Study of Students Engagement in Business School

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Abstract: The nature of teaching-learning must be innovative, interesting and participative. In business school, students are more techno-savvy. Students are getting lot of information from different sources. Now a day's social media is playing an important role in the life of young generation. Teacher should know the requirement of modern youngsters. Teacher also required to up-date themselves with modern techniques. Theoretical sessions are boring this generation. It should be practical oriented. Business school faculties are worried about involvement of students in classes. This study tries to find out students' perspective about teaching-learning methodology, their expectation from teacher and the institute. This is the responsibility of business school to develop managerial skills in their students. Make them engage throughout the course, so students can survive in busy industrial life. This study collected primary as well as secondary data. A Business School student of Pune City is the population, students from the selected business schools are the respondent. Judgment sampling method is used to collect opinion from the students. This study tries to focus on the changing culture of the business schools.

Keywords: Students Engagement, Teaching learning method, changing culture of business schools.

Introduction

Students Engagement

Students engagement is an active involvement of students in different types of activities conducted by teacher, which are directly linked with high-quality learning. Learning is highly influenced by how an individual participates in educationally purposeful activities. Students show their attention, curiosity and passion when their teacher taught them in the classroom. So teacher can get motivated to explain the subject matter in different perspectives.

Engaged students are more inquisitive about their learning and passionate about their career planning. Increasing engagement of students in the Business Schools activities improve their motivation and, in turn Educational Institutes get successes to achieve their programme outcomes.

Teaching Learning Method

Create a suitable environment for teaching and learning in the campus of educational institute. When institutes provide opportunities for students for peer-group learning, students share their ideas to others and they develop their skills of working in a group. In a participatory teaching student-centered approach of teacher is required. Different modern technologies used by teacher in the classroom create student engagement. Smart classroom equipment's help teacher to meet new challenges. Teachers can use Internet projector, online video clip, Google link, Apps on mobile phones, LCD projector to show PPTs, etc. to make teaching more effective. Students feel more comfortable and confident when they use all those familiar technologies in the classroom. In present era students study the subject matter independently outside the class also by using, multimedia, pre-recorded videos, and content available on internet. Teacher can use students' collective intelligence by conducting group discussion on current issues in the classroom.

Culture of Business School

Business School Culture should match to the actual Business Culture. Business School should develop and maintain environment just like corporate culture. Business School tests students' adaptability and make them ready to fit into corporate world. Business Schools paves the path towards career development of the students. Teacher and students both are responsible for constructing future career planning of the students. Students' interest, involvement, devotion is required towards their career planning. Teacher must play a role of guide, mentor, friend and facilitator in career building of students.

Corporate culture is changing drastically because of the new philosophical ideas and technological advances. Because of the globalization different cultures and ideas transferred to each other. Market oriented cultures are result oriented; they use strategy of "getting the job done". Business School Students also try to achieve their goal in stipulated time period, participate in different type of management events, competitions and reach to their destiny.

Objectives of the study

1. To study students' perspective about classroom teaching.
2. To find out students' expectations about teaching learning methodology.
3. To find out different strategies of students engagement in the Business Schools.
4. To study changing technology and changing culture of corporate world, and how it affect to the Business School students.

Literature Review

Craig Bain & others (2012), Active teaching learning techniques focus on improving student engagement with the expectation that this will increase student success and retention.

Cynthia Shavers, Robert Mitchell (2019), this study surveyed to determine what innovative high-impact activities are integrated into their business programs to increase student engagement beyond learning in the traditional classroom.

Debbie Haski-Leventhal (2014), this study focused on the role of business school in the development of ethical and responsible business leaders. Based on the global movement towards sustainable development and social responsibility among corporations, it is a need of institutes to develop the same qualities among students.

Lauren B. Eder & others (2019), this study correlates student engagement with team dynamics, also focused on Learning goals & outcomes. This research investigates the relationship between student engagement, team dynamics and individual student learning outcomes. They used simulation game techniques as a tool for their study.

Leah Taylor, Jim Parsons (2011), this study focused on how to make changes upon disengaged students to engaged students.

Matthew, Katrina, Kate (2018), this study address student engagement in academic activities is a critical factor contributing to the overall success of students studying in higher education institutions. Student connectedness with peers and teachers, motivation to study and student engagement in academic activity was correlated in this study.

Nick Zepke (2015), stressed on, while neo-liberalism is dominant, student engagement will be strong. This paper identifies that how conforming, reforming and reframing these three different scenarios could affect the student engagement.

Robert M. Carini & others (2006), this study tried to find out the relationship between student engagement and academic performance. They concluded that learning outcomes are based on different factors; student engagement is only one out of it.

Tina Fleming and Alicia Stanway (2014) focused in this study that facilitators and learning advisors contributes to an environment where students can actively engaged in their learning. This study gives priority to student engagement and its impact on student success.

Research Methodology

This study is based on Descriptive Research Design and involved in administering questionnaire as a tool for research work. In order to fulfill the objectives of the study, the data have been collected from both the primary and secondary sources. Primary data have been collected from the selected Management Colleges affiliated to Savitribai Phule Pune University, Pune. Judgment Sampling Method was used to select sample. So the desired sample size was 200 students. Five point Likert Scale was the instrument to measure responses. To analyze the data percentage method was used.

Data Analysis

Sr. No.	Research Questions	Very much Disagree	%	Disagree	%	Neutral	%	Agree	%	Very much Agree	%
1	Are you satisfied with the teaching method of your teacher?	12	6	43	21.5	17	8.5	74	37	54	27
2	Is your teacher using traditional methodology of teaching?	78	39	57	28.5	20	10	33	16.5	12	6
3	Is your teacher using modern technology for teaching?	10	5	35	17.5	20	10	60	30	75	37.5
4	Are your teachers always following	23	11.5	41	20.5	56	28	42	21	38	19

	same teaching methodology?										
5	Are your teachers tried to make learning interesting, motivating and challenging?	8	4	32	16	40	20	76	38	44	22
6	How satisfactory was the information and guidance you received from the classroom study?	9	4.5	35	17.5	10	5	94	47	52	26
7	Are you believed that what teachers are teaching in the classroom is applicable in business life?	6	3	4	2	10	5	120	60	60	30
8	Do you feel that your classroom study is supported to make your future plans?	14	7	20	10	12	6	98	49	56	28
9	Are your teachers providing you freedom to ask	6	3	31	15.5	52	26	84	42	27	13.5

	your queries?										
10	Are your teachers clarifying your queries?	8	4	32	16	50	25	84	42	26	13
11	Are your teachers' focuses on the current affairs?	12	6	46	23	48	24	66	33	28	14
12	Are you believed different activities organized by institute added more values in your skills?	0	0	0	0	20	10	96	48	84	42
13	Are there any practical oriented activities run by the institute?	22	11	46	23	65	32.5	38	19	29	14.5
14	Are your institute focuses on the extra-curricular activities?	4	2	14	7	47	23.5	69	34.5	66	33
15	Are the institute arranges guest lecturers frequently by industrial resource	26	13	24	12	38	19	58	29	54	27

	person?										
16	Are you thinking that guest faculties from industries give you more practical knowledge?	7	3.5	6	3	21	10.5	108	54	58	29
17	Are your institute gives you opportunity to take experience from industry?	0	0	0	0	5	2.5	124	62	71	35.5
18	How good are the facilities that the institute has provided for you in the campus?	14	7	64	32	59	29.5	41	20.5	22	11
19	Is your institute providing you smart classes?	12	6	26	13	32	16	52	26	78	39
20	Are you agreeing that the existing syllabus is suitable to develop your skills, knowledge	4	2	12	6	32	16	136	68	16	8

	and ability?										
21	Do you think your course is flexible to suit your needs?	8	4	14	7	38	19	103	51.5	37	18.5
22	Are your institutes providing you certification courses in addition to your curriculum?	16	8	76	38	36	18	48	24	24	12
23	Are your institute organized management games to improve your managerial skills?	15	7.5	17	8.5	14	7	97	48.5	57	28.5
24	Is there soft skill classes conducted by your institute?	7	3.5	22	11	40	20	81	40.5	50	25
25	Are your institutes taking efforts to improve your business communication?	18	9	36	18	35	17.5	88	44	23	11.5

26	Is there any value added courses included in your course regarding business ethics?	66	33	34	17	44	22	22	11	34	17
27	Is the Students' Association and Class Representative system active in your institute?	4	2	12	6	6	3	86	43	92	46
28	Do you feel that you are getting opportunity to participate in the decision making process of the institute?	42	21	48	24	30	15	40	20	40	20
29	Do you get opportunity to organize any event for your institute?	36	18	44	22	20	10	62	31	38	19
30	Overall, are you satisfied with your institute?	6	3	8	4	12	6	136	68	38	19

Findings

- Above chart shows that 64% students are satisfied with their teachers' teaching methodology.
- Most of the teachers of Business Schools are using modern technology, like LCD Projector to show PPTs, Videos, Google link. But it is observed that many teachers continue same method of teaching every time, so the students get bored.
- To make teaching interesting, teachers try their best, but it is not the cup of tea of everyone. Teachers always motivate students for doing good things. 60% students accepted that teachers motivating them and guide them to face challenges.
- In the classroom study, whatever information and guidance students are getting is applicable in business life. Theoretical information and knowledge from experience are equally important. More than 90% students agree with this, and they believe that all these things make them confident to prepare their future plan.
- Students are not that much happy with their freedom to ask queries in the classroom, some of the teacher allow asking and gives solution to the queries but some of the teachers are very much reluctant to allow students to ask queries in the classroom. So 50-50% opinion came from the students.
- 47% students are agreeing that teachers are focusing on the current affairs, at the time of teaching. 24% students did not say anything; where as 29% students are disagree with the same. It shows that some of the faculties of business school exercise present examples in their explanation.
- No one denied the importance of different activities organised by their institute for the purpose of skill development. Most of the students are agreeing that such kind of activities add more value in their skill development.
- As per students opinion Business Schools are not giving more practical oriented activities to the students. But many Business Schools organizes extra-curricular activities.

- To give the idea to the students about corporate world many institutes arrange Guest lecturers of industrial person, so can students get more practical knowledge and became familiar with corporate culture.
- As Summer Internship is the part of curriculum, all students of Business School complete two months training programme in the industry and they get work experience for their career planning.
- Students are neutral about the facilities provided by their institutes in the campus. Some of the institutes provide very good facilities of Library, Reading Room Computer Lab, Internet, Wi-Fi facility, ATM, Cafeteria, Hostels for boys and girls, Canteen, Play ground, Gym, Mess, transport, etc.
- Most of the Business Schools have smart classes with computer and LCD Projector, Internet facility, Smart Board, Audio/visual capabilities, assistive listening devices, audience response technology, etc.
- Most of the students are agree that existing syllabus is suitable to develop their Skills, Knowledge and Abilities.
- Institutes are least interested to provide certification courses in addition to the curriculum.
- Most of the Business Schools conducted management games and soft skill classes to improve communication skills of the students. Whereas there is no any special efforts taken by the institute for Business Ethics.
- Most of the Business Schools have Student Association and Class Representative System, but there are very less participation of students in the decision making process and event organisation.
- Overall, students are satisfied with their Institutes.

Strategies to improve student's engagement in the class

Find out students' interest area:

1. **Students expect new method of teaching:** As per student's expectation teacher should make changes in their teaching method. Starting with some small stories based on real life situation encourage student to participate in the class room, some fun activity also create interest to engage with teaching- learning process. Case based teaching develops thought process of students. Live project enhance students' knowledge in different aspects.
2. **Students are interested in new technology:** Students are more technical savvy than their teachers. They get a lot of information from many media. So teacher should not repeat the same thing in the class, otherwise they get bored. Teacher has to facilitate the learning process. Hence teachers should use andragogy tools like case study, review of the chapter of text book, group discussions, debate etc. For example "Indian Economy is going towards the slowdown". Give such topic for discussion. Teacher should co-ordinate and control and add his/her inputs.
3. **Students are attracted towards modernisation:** Moreover modernisation is making the youngster restless. They think their world is mobile and latest technological gadgets and they are wasting their precious time in the social media. Technology gadgets should be used to groom their talents. Give them task of enrolling for a SWAYAM course or NPTEL course. They can enrich their knowledge as well as happy playing with smart phone. Tell them to watch a video on the subject topic or personality development. Tell them to create a linked in and follow the employees of their dream company. They can understand the latest strategies of the organisation.
4. **Students want Practical knowledge with enjoyment:** Theoretical sessions are boring this generation. It should be practical oriented. Field work. Tell them to observe a small business or manufacturing unit or service unit. Let them go and discuss with a small shop. How the shop grows in two years. They can learn all the management principles by

this activity. What was capital invested? How did he raise the money? If the business grows how the owners raise the money? How the numbers of employees grow when the business scales new heights? What is the feedback of the customer? How the process can be improved to meet the customer expectation. If such practical activity is given, they get a lot of insights and it will enhance their skills.

5. **Business School students are quite matured and they believe on self study:** Teacher should not adopt Pedagogy, they can use Andragogy. Students' energy, talents and expertise, experience should be utilised. There is a lot of gap between the faculty and the student. Try to understand students' perspective. Mentor and mentee activity can help to bridge the gap. Student should feel his teacher as worthy person to seek their advice and share his doubts as well as professional issues.

Conclusion

All Business Schools frames their special strategies to develop student engagement. This study tries to highlight some issues and the probable solution for the same. Though the students are satisfied with their institutes and teaching learning methodology, students engagement in the Business School is less; there is a scope to improve it.

At the time of survey researcher came to know that there are some different issues other than classroom study and institute facilities, of the less engagement of the students. Like, poor financial condition of the family is one of the main reasons in such institute where students came from rural areas, Language is also one barrier and there are some Psychological aspects. There is a vast scope to do further study in this area. To deal with student engagement it is essential to study with distinct facets like: Social, Economical, Cultural, Demographic, Behavioral, and Psychological.

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Journal Paper No.: 98

A study on Student Engagement & Retention in Maharashtra Universities		
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The screenshot shows a web browser window displaying the UGC-CARE List search results. The search criteria are "2394-3114", resulting in 1 journal entry. The table below summarizes the search results:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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A study on Student Engagement & Retention in Maharashtra Universities

Author-Dr.Yogesh Bhowte

Abstract :

Despite the attention given to student retention for nearly half a century, college graduation and persistence rates have not improved in over two decades. Furthermore, time to degree rates suggest that it is taking more time to earn degrees. Consequently, there is a significant amount of individual and financial expense required to earn a college degree. Higher education has the responsibility to the society it serves to make postsecondary education a successful experience for students. Is higher education measuring up to meet the learning needs of society? The purpose of this paper was to examine academic success of today's college students. It is important to know if students are graduating from college. Determining whether or not colleges and universities are meeting the learning needs is critical for higher education. This research study was an archival quantitative, data mining study using data from the Integrated Postsecondary Education Data System of the National Center for Education Statistics. This study identified the graduation numbers during the years 2009 to 2014 according to available data at public, private, and for-profit 2-year and 4-year universities in the Maharashtra State. Findings revealed that for-profit 2-year and 4-years institutions saw the greatest increase in institutions and students graduating from 2009 until 2014.

Key words: retention, universities, learning, education etc

Introduction

Student engagement is fundamental for student success in college (Fredin, Fuchsteiner, & Portz, 2015). Student engagement is a concept that is approximately three- quarters of a century old and refers to how engrossed or attentive students seem to be in their learning or

how integrated they are with their classes, colleagues, and colleges. The measure of student engagement is considered a defensible gauge of academic distinction and carries more weight than the size of the college library (Axelson & Flick,2011).

According to Axelson and Flick (2011), the answer could be students, instructors, or cultures. Furthermore, this question could be debated indefinitely without reaching a consensus. A more appropriate question should be to ask about the aspects that impact student engagement during the learning process, as maintained by Axelson and Flick.

In spite of the ongoing focus on student retention for over four decades, college graduation and persistence rates have not improved over the past 20 years. Furthermore, time to degree rates indicate that it is taking more time rather than less time to earn degrees. As a result, there is a considerable amount of individual and financial expense needed to earn a college degree. Ongoing attention in higher education on enhancing student success is prompted by monetary responsibilities. Attempts to recognize and increase retention rates are also reasonable in light of the need for earning a degree. Earning a college diploma is tied to students' commitment to their college and the level of commitment to their college is tied to students' level of campus social and academic integration. Slanger, Berg, Fisk, and Hanson (2015) claimed that there are four variables for predicting academic success and retention, which are (a) secondary educational performance, (b) demographical and socio-economical characteristics, (c) collegial integration, and (d) institutional support, financial aid conditions, and overall quality of instruction. According to Slanger et al. (2015), student motivation seems to be linked to both academic success as well as college persistence.

Higher education is conscious of the need for learning. Student learning in colleges and universities is assessed through a number of variables. These variables may indicate the amount of learning that was achieved but they do not address the students' ability to change. Change is inevitable and is necessary for students for to be able to develop into whom students would like to become. Likewise, Sternberg (2015) maintained that higher education overall needs to learn to be able to change in order to be prepared for the future. Confronted with the

stress of guaranteeing admission and financial cutbacks in conjunction with criticisms over escalating educational costs and student debt, institutions have changed their attention to discovering more appropriate budgeting procedures (Ribando, & Evans, 2015). Unfortunately, changes are challenging and complicated. Change is not easily accomplished (Sternberg,2015).

Review of the Literature

Also according to the United States Department of Education, National Center for Education Statistics(2015),theretentionrateswere79%foryears2011-12and80%foryears2012-2013 in 4-year institutions while 59% for years 2011-12 and 60% for years 2012-2013 in 2- year institutions. The actual graduation rates were only 59.2% for years 2011-12 and 59.4% foryears2012-2013in4-yearinstitutionswhile31%foryears2011-12and29%f or years 2012-2013 in 2-year institutions. Therefore, retention rates can not be the means for assessing college or student success. If higher education assesses college or student success according to retention numbers and rates only, then there is no incentive to ensure that students actually earn a degree (Strayhorn,2015).

Those in higher education are dedicated to teaching excellence. Assessments are in position at all stages and approaches of learning to guarantee success, such as a mixture of program, curriculum, course and instructor, and student learning outcomes assessments. These assessments involve student, colleague, and expert responses and critiques by means of observing, testing, evaluating electronic portfolios, completing questionnaires, etc. (Andrade, 2015).

Assessing College Success

These are chaotic times for colleges due to more and more incoming students being placed into developmental courses, the governmental concentration on completion rates, and the ubiquitous risk of financial cutbacks. Assessing the success of a college, or lack of success, is most often completed through student retention rates. Conversations regarding successful

retention and graduation numbers and rates often become remorseful and sorrowful. Ostensibly, able students drop out from college to care for family members, pay the bills, separate from bad grades, or accept defeat due to falling behind. Ascertaining what changes are needed to achieve improved completion rates is dependent upon a research methodology and administrative attitudes that searches not only numbers and rates of retention and graduation but the contributions of successful students, as maintained by Trucker (2014).

Graduation rate from (a) first institution attended within 150 percent of normal time for first-time, full-time degree or certificate-seeking students at 2-year postsecondary institutions by selected cohort entry years 2000 through 2010 in public, private, and for-profit universities in the Maharashtra States and first institution attended for first-time, full-time bachelor's degree-seeking students at 4-year postsecondary institutions by selected cohort entry years 1996 through 2007 at public, private, and for-profit universities in the Maharashtra can be seen in Table 1, as calculated by the Integrated Postsecondary Education Data System (IPEDS) of the National Center for Education Statistics, IPEDS is a system of interrelated surveys compiled each year by the National Center for Education Statistics. IPEDS gathers from colleges, universities, and technical and vocational institutions that are involved in federal student financial aid programs. The Higher Education Act of 1965, as amended, requires institutions that are involved in federal student aid programs to submit data on enrolment, program completion, graduation rates, faculty and staff, finances, institutional prices, and student financial aid (The Higher Education Act of 1965). These data are made available to the public through the IPEDS Data Centre. IPEDS reported the data shown in Table 1.

Table 1. Graduation Rates from first institution attended for first-time at 2-year and 4-year Institutions

Cohort Year	2-yr Total Institutions	2-yr Public Institutions	2-yr Private Institutions	2-yr For-Profit Institutions	4-yr Total Institutions	4-yr Public Institutions	4-yr Private Institutions	4-yr For-Profit Institutions
1996					33.7	26.0	48.6	21.8
1997								
1998								
1999								
2000	30.5	23.6	50.1	59.1	36.1	29.0	50.3	25.7
2001	29.3	21.9	49.1	57.1				
2002	29.1	21.5	49.0	57.2	36.4	29.9	51.0	14.2
2003	27.8	20.3	44.4	58.2	37.0	30.7	51.6	14.8
2004	27.5	20.6	48.2	57.7	38.0	31.4	52.6	20.6
2005	29.2	20.4	52.8	58.3	38.3	32.0	52.2	20.0
2006	29.8	20.3	51.0	60.6	39.0	32.8	52.9	22.8
2007	31.2	20.2	56.6	61.7	39.4	33.5	52.8	22.5
2008	31.0	19.8	62.3	62.8				
2009	30.5	19.5	53.6	62.8				
2010	29.4	23.6	50.1	59.1				

Table 1 indicates from the graduation rates that 2-year institutions have experienced some fluctuation between the years 2000 to 2010 but remained the same overall or experienced minimal decline (total institutions experienced nearly a one percent decline). However, the graduation rates at 4-year institutions have experienced some improvement overall of approximately three percent, except the for-profit institutions that realized close to a three percent decline.

College honors programs are major impellent powers in depicting college success, as suggested by Johnson (2015). Honors programs assist colleges in identifying and nurturing the best and brightest students. These students, for example, earn national and international recognition for themselves and their respective colleges through the awards of prominent scholarships. They also earn recognition through first-rate academic success and surpassing what is expected of them. Honors students graduate with the knowledge and know-how that prepares them for on the spot employment or acceptance into the finest graduate programs. These assessment outcomes result in tangible and intangible benefits for colleges and students.

Assessing Student Success

Student success, or assessing student learning outcomes in colleges, has been given national and global interest. A major aspect of these assessments, both nationally and globally, is that the results of assessments and utilization of the results generally remain only within the department, program, or discipline even though the results may have important consequences for colleges as a whole. The results and utilization of these assessments, therefore, end up having no benefit for the students. It is for that reason that students' motivation for taking assessments becomes problematic and the lack of follow through of these assessments leads to questions of reliability and validity (Liu, Rios, & Borden, 2015).

Research indicates that there is a connection between mindfulness, "specific practices used to focus a person's attention" (Leland, 2015, p.19), and student success. Mindfulness in education seems to have an encouraging influence on student success by assisting students' with engaging, organizing, planning, performing, and thinking critically. Students skilled in mindfulness are more apt to conduct themselves according to the college standards. Mindfulness is valuable in all programs, for all ages, and for levels of students. During a time of budgetary cutbacks, including mindfulness teaching in the classroom can be completed at minimal or at no cost. Including mindfulness teaching can also be incorporated into the curriculum in current classes or as a new class. Assessments of incorporating mindfulness teaching into the college curriculum results in improved "skills in focus, problem-solving, impulse control, relationship-building, and stress reduction" (p. 23).

Assessing Teaching Success

Pinpointing successful teachers and teaching has motivated a great amount of academic exploration during the past 100 years. Thus far, consensus of what constitutes successful teachers and teaching has been difficult to pin down. Also, teachers vary in success leading to a disparity of achievements. Years of investigation, however, continually suggest that there is a clear association linking first-rate teaching to student success. Furthermore, particular

teaching approaches are more successful than others and teachers differ in the employment of those approaches (von der Embse & Putwain, 2015).

There has been a reliance on student test performance for assessing teachers. Student test performances have been widely used due to the disparity of teaching and the lack of valid instruments for assessing teaching (von der Embse & Putwain, 2015). Furthermore, student test grades are currently utilized for rating teachers for tenure, career advancement, compensation, recognition, and employment decisions (Dodeen, 2013; von der Embse & Putwain, 2015). Test performance grades may be impacted by variables other than teaching, as cautioned by von der Embse and Putwain (2015). The use of test performance grades, moreover, has been criticized for creating student and teacher stress as well as unsuccessful teaching in the classroom.

Teacher successfulness is a blend of individual abilities, comprehending learning theories and subject matter, being able to change teaching methods, and working in partnership with colleagues. In contrast, teaching successfulness is teaching that encourages learning by meeting students where students are and by meeting students' needs. Teaching successfulness is both teacher successfulness and providing a successful teaching environment. In other words, one must consider the context of teaching to be able to assess teaching successfulness. Successful teachers, for example, may undertake substandard practices when confronted with pressures to increase test scores, as maintained by von der Embse and Putwain (2015). Scholars have pinpointed the strength of the teacher-student relationship and psychological support received from administrators as leading to academic success.

Student Perceptions of Student Assessments

Student perceptions of how they will be assessed may affect how they study, their interest in learning, their expectations, and their educational accomplishments. Therefore, Doménech-

Betoret and Fortea-Bagán (2015) maintained that it is essential for teachers to find out how students perceive they will be assessed early in the semester. Finding out how students perceive they will be assessed is essential so that teachers can address any concerns or questions in order to alleviate any potential problems and to correct incorrect perceptions. Finding out student perceptions will provide opportunities to impact student contentment and learning. In addition, finding out about student perceptions early can minimize any test anxiety and result in more positive learning outcomes (Betoret & Fortea-Bagán, 2015; Contreras-Higuera, Martínez-Olmo, Rubio-Hurtado, and Vilà-Baños, 2016; Stelnicki et al., 2015; Zapata, 2016). Feedback from students corroborates the value of finding out about their perceptions regarding assessments (Zapata,2016).

When assessing the use of loans to fund a college education, McKinney et al., (2015) claimed that college students do not fully take into account the outcomes of borrowing and repaying college debts. College students forced to borrow funds often lack the knowledge of the obligations from this financial decision. Many students would be unable to enroll in college without these loans. Moreover, students often rely on this money to fund their transportation costs to and from class. By taking out college loans students can work reduced hours at a job, invest more time with their studies, and become more integrated in college activities. College loans ought to enhance, not worsen, a students' economic position. According to the United States Department of Education, National Center for Education Statistics (2015), the average student loan amount was \$6,900 for the years 2011-2012 and \$7,000 for the years 2012-2013. The loan default rates were 14.7% for the fiscal year 2010 and 13.7% for the fiscal year 2011.

In summary, a review of the literature revealed that: (a) retention rates are the measure used most often for assessing college success; (b) retention numbers and rates does not provide incentive for graduating students; (c) assessments are important and requires the ability to assess effectively student learning; (d) self-regulation is essential for academic success; (e) formative self-assessments increase self-regulation which is linked to student success; (f) mindfulness is connected to student success; (g) pinpointing successful teachers and teaching

is difficult; (h) first-rate teaching is linked to student success; (i) particular teaching approaches are more successful than others and teachers differ in the employment of these approaches (j) student test performance has been used for assessing teachers even though the practice has been criticized; (k) teacher successfulness is a blend of individual abilities with comprehending learning theories and subject matter, being able to change teaching methods, and working in partnership with colleagues; (l) teaching successfully is teaching that encourages learning by meeting students where students and meeting students' needs; (m) assessing teacher effectiveness is typically completed through student evaluations of teaching and in some cases it is the only means for assessing instructional quality; and (n) student perceptions of how they will be assessed may affect how they study, their interest in learning, their expectations, and their educational accomplishments.

Method of Procedure

This research study was an archival quantitative, data mining study using data from the Integrated Postsecondary Education Data System (IPEDS) of the National Center for Education Statistics (National Center for Education Statistics, 2014). IPEDS is a system of interrelated surveys compiled each year by the National Center for Education Statistics. IPEDS gathers information from colleges, universities, and technical and vocational institutions that are involved in federal student financial aid programs. The Higher Education Act of 1965, as amended, requires institutions that are involved in federal student aid programs to submit data on enrollment, program completion, graduation rates, faculty and staff, finances, institutional prices, and student financial aid (The Higher Education Act of 1965). These data are made available to the public through the IPEDS DataCenter.

This study identified the graduation numbers during the years 2009 to 2014 according to available data at public, private, and for-profit 2-year and 4-year universities in the Maharashtra .Data were extracted according to institution type in public, private, and for-profit 2- year and 4-year universities in the Maharashtra .

Findings

The findings revealed the following information as shown in Table 2 about the graduation numbers during the years 2009 to 2014 according to available data at public, private, and for-profit 2-year and 4-year universities in the Maharashtra. Graduation numbers during the years 2009 to 2014 revealed that public 2-year institutions had an increase of 12 institutions (1.19%) and 499 students graduating (1.85%) and 4-year public institutions had an increase of 14 institutions (2.18%) and 1,853 students graduating (6.54%) during the years 2009 to 2014. Private 2-year institutions saw a small decline of 10 institutions (-7.45%) and 1,080 less students graduating (-13.52%) during the same years while 4-year private institutions experienced a marginal increase during the same timeframe of 19 institutions (1.54%) and 543 students graduating (0.81%). For-profit 2-year and 4-years institutions saw the greatest increase, with 2-year for-profit institutions having the largest increase in actual numbers of students graduating 6,328 (12.74%) vs. 3,535 (22.00%) respectively and institutions 139 (17.51%) vs. 129 (32.00%) reporting data from 2009 until 2014.

Table 2. Graduation Rates for Public, Private, and For-Profit 4-year and 2-year Maharashtra Institutions.

Variable	Number	Sum	Minimum	Maximum	Average	Median
2-year Public - 2014	1,017	27,542	0	100	27	22
2-year Public - 2013	1,021	27,286	0	100	26	22
2-year Public - 2012	1,012	27,390	0	100	27	22
2-year Public - 2011	1,010	27,660	0	100	27	22
2-year Public - 2010	1,011	27,928	0	100	27	22
2-year Public - 2009	1,005	27,043	0	100	26	22
2-year Private - 2014	124	6,911	0	100	55	56
2-year Private - 2013	128	7,480	0	100	58	60
2-year Private - 2012	129	7,848	0	100	60	67
2-year Private - 2011	124	7,091	0	100	57	58
2-year Private - 2010	132	7,699	0	100	58	61
2-year Private - 2009	134	7,991	0	100	59	63
2-year For-Profit - 2014	926	56,012	0	100	60	62
2-year For-Profit - 2013	939	58,512	0	100	62	64
2-year For-Profit - 2012	906	56,765	0	100	62	64
2-year For-Profit - 2011	857	54,157	0	100	63	64
2-year For-Profit - 2010	814	51,349	0	100	63	64
2-year For-Profit - 2009	788	49,684	0	100	63	64
4-year Public - 2014	655	30,187	4	94	46	45
4-year Public - 2013	654	29,705	2	93	45	44

4-year Public - 2012	646	29,117	4	100	45	44
4-year Public - 2011	641	28,718	6	95	44	43
4-year Public - 2010	642	28,493	4	100	44	43
4-year Public - 2009	641	28,334	2	93	44	43
4-year Private - 2014	1,253	67,707	0	100	54	54
4-year Private - 2013	1,254	68,053	0	100	54	55
4-year Private - 2012	1,254	67,471	0	100	53	55
4-year Private - 2011	1,241	67,391	0	100	54	55
4-year Private - 2010	1,227	67,782	0	100	55	56
4-year Private - 2009	1,234	67,164	0	100	54	55
4-year For-Profit - 2014	532	19,598	0	100	36	34
4-year For-Profit - 2013	515	18,336	0	100	35	33
4-year For-Profit - 2012	466	17,143	0	100	36	34
4-year For-Profit - 2011	445	16,409	0	100	36	34
4-year For-Profit - 2010	429	15,797	0	100	36	33
4-year For-Profit - 2009	403	16,063	0	100	39	38

Discussion and Conclusion

Even though retention numbers and rates do not provide incentive for graduating students they are the measure used most often for assessing college success. While assessments are important for measuring learning, they require the ability to assess student learning effectively. Self-regulation is essential for academic success and formative self-assessments increase self-regulation behaviors, which is linked to student success. Mindfulness is also connected to student success. Student perceptions of how they will be assessed may affect how they study, their interest in learning, their expectations, and their educational accomplishments.

Pinpointing successful teachers and teaching is difficult, particular teaching approaches are more successful than others, teachers differ in the employment of teaching approaches, and first-rate teaching is linked to student success. Assessing teacher effectiveness is typically completed through student evaluations of teaching and in some cases it is the only means for assessing instructional quality. Student test performances are also used for assessing teachers even though the practice has been criticized. Teacher effectiveness is a blend of abilities, comprehension of learning theories and subject matter, ability to change teaching approaches,

working in partnership with colleagues, and is teaching that encourages learning by meeting students where students are and meeting students' needs.

Graduation numbers during the years 2009 to 2014 revealed that public 2-year and 4-year institutions had a small increase of institutions and students graduating. Private 2-year institutions saw a small decline of institutions and students graduating during the same years while 4-year private institutions experienced a marginal increase during the same timeframe of institutions and students graduating. For-profit 2-year and 4-year institutions saw the greatest increase, with 2-year for-profit institutions having over 17% increase in institutions and over 12% of students graduating while 4-year for-profit institutions experienced 32% percent growth in institutions and 22% growth in student graduating from 2009 until 2014.

Implications

The implications from this research are numerous. To begin with, ascertaining whether or not colleges are meeting the learning needs is critical for higher education. Colleges have the duty to the society to make postsecondary education a successful experience for students to be able to do well in school, to graduate, and to become what they want to become in life. It is important to know if students are graduating from college. Also, assessing the success of a college or the lack of success is paramount. Of equal importance is the ability to accurately assess (a) student learning—determining if students have the ability to self-regulate and be mindful and (b) teaching effectiveness—determining the appropriate teaching approaches and the best teachers. Colleges and universities need to determine if they are meeting the learning needs of students and encouraging learning. It appears from this research that for-profit colleges and universities are experiencing the most growth in graduation rates. Therefore, public and private institutions need to examine what for-profits are doing to increase student graduation rates at their respective institutions.

Limitations .

The quantitative data for this study were obtained from the 2009 to 2014 academic years of institutions that reported to IPEDS. An examination of previous or subsequent years may have yielded different results. Additionally, data were only gathered from institutions that report to IPEDS. Although the IPEDS Data Center provided large sample sizes in all sectors of institutions, the inclusion of institutions that do not report to IPEDS may have altered the results of this study. In addition, as with all self-reported data, it is possible that data were reported to IPEDS incorrectly. If this were the case, the information would yield inaccurate results.

Recommendations

It is recommended that this study be replicated to validate these findings. Further research could be conducted examining why these graduation numbers exist in the first place. Moreover, why is there more growth in for-profit institutions than in public and private institutions? It is also recommended that studies be conducted to determine if the graduation numbers for the years of 2009 to 2014 were impacted by other factors than student graduation numbers. In addition, studies could be conducted to ascertain if similar numbers exist in other countries regarding college graduations today. It is further recommended that ongoing studies be conducted to monitor graduation numbers in the United States.

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Journal Paper No.: 99

The study on CSR activities performed in Asian Paints in India: A comparative study

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Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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The study on CSR activities performed in Asian Paints in India: A comparative study

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Prof. Lata Bajare** (Assistant Professor, SKN Sinhgad School of Business Management)

Abstract:

Corporate social responsibility (CSR) is a subject which has gained importance after many multinational corporations formed the term stakeholders, meaning those on whom organization activities have an impact. Firms are increasingly evaluating outcomes not by conventional financial measures as a means to ensure positive public relations and strengthen stakeholders trust. This paper is an attempt to highlight the fundamentals of CSR and specifically discuss a case of Asian Paints Ltd. With regard to CSR compliances, Asian Paints Ltd. aims to be a forerunner of inspiring décor to actively empower customers to create their dream home by painting it in different shades. Asian Paints, included in the list of India's super 50 companies by Forbes India continuous to be Asia's 3rd largest paint firm. In country like India, where there exist socio economic disparity and wide income gap among sections of people there is a dire need that these giant sized corporations discharge their ethical duties towards country so as Asian Paints. Keywords: Corporate Social Responsibility, Sustainability, government, NGOs, manufacturing plants.

Keywords: Corporate social responsibility (CSR), Paint Industry.

1. Introduction and Conceptual Background

Corporate Social Responsibility (CSR) assumes significance as it permits companies to engage in projects or programs related to activities related to social welfare and improvement enlisted under the terms of Companies Act, 2013.

The term Corporate Social Responsibility or CSR has been defined as under, but is not limited to:

- Projects or programs with reference to activities that are specified in the Schedule; or
- Projects or programs related to activities undertaken by the Board in pursuance of recommendations of the CSR Committee according to the declared CSR policy subject to the condition that such policy covers subjects explained in the Schedule.

The following activities can be performed by a company to accomplish its CSR obligations:

- Eradicating extreme hunger and poverty
- Promotion of education

- Promoting gender equality and empowering women
- Reducing child mortality
- Improving maternal health
- Combating human immunodeficiency virus, acquired, immune deficiency syndrome, malaria and other diseases
- Ensuring environmental sustainability,
- Employment enhancing vocational skills, social business projects
- Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development, and
- Relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed.

2. Literature Review

Corporate Social Responsibility in India

Corporate Social Responsibility is required for all companies viz. private limited company, limited company. The following companies are necessary to constitute a CSR committee:

- Companies with a net worth of Rs. 500 crores or greater, or
- Companies with a turnover of Rs. 1000 crores or greater, or
- Companies with a net profit of Rs. 5 crores or greater.

If any of the above financial strength criteria are met, the Corporate Social Responsibility (CSR) provisions and related rules will be applicable to the company. These companies are required to form a CSR committee consisting of its directors. This committee oversees the entire CSR activities of the Company.

3. Research Methodology

Literature review regarding the concept of CSR and company's sustainability reports has been done. For the purpose of this study secondary data was used from various books, newspapers, CSR reports and other data available on company's website.

4. Objectives

1. To study the various aspects of corporate social responsibility.
2. To highlight the various activities implemented by Paint Industry to discharge its social responsibility.
3. To assess the performance of Paint Industry in context of social responsibility

5. Asian Paints Limited (Company Profile)

Asian Paints Limited is an Indian multinational company headquartered in Mumbai, Maharashtra. Since its foundation in 1942 as a partnership firm of four partners, the company has established itself as India's leading and Asia's third largest paint manufacturing company. The company has operations in 16 countries globally with consumers servicing facilities in 60 countries through its subsidiaries Berger International (Singapore), Apco Coatings (Fiji), SCIB Paints (Egypt) Taubmans (Fiji), Causeway Paints (Sri Lanka) and Kadisco (Africa). Asian Paints also operates through PPG Asian Paints Pvt. Ltd. (50:50 JV between Asian Paints and PPG Inc, USA). Vertical integration has seen the company diversify into chemical products such as Phthalic anhydride and pentaerythritol, which are used in paint manufacturing. In order to enter into home décor and home fittings the company acquired 51% stake in Sleek group, kitchen solution provider in August 2013. In 2017 Sleek became wholly owned subsidiary of the company. Asian Paints also acquired Ess Ess Bathroom products Pvt. Ltd. in 2014. The company has also announced setting up of two Greenfield facilities in Vishakhapatnam and Mysuru with capacities of 3,00,000 KL per annum. These large plants would give the capability to manufacture paints at lowest cost in future.

6. Corporate Social Responsibility in Asian Paints Ltd.

CSR Policy focuses on four thrust areas

- **Education**

In education the company aspires to improve and facilitate the literacy levels in various sections of the society by not only limiting to developing infrastructure for educational centers but also conducting educational programmes and livelihood enhancement projects. The company not only socializes the importance of education among children and community leaders but also grants scholarship for higher education.

- **Skills Development**

Asian paints Ltd. also works at enhancing employable skills and knowledge of workforce so as to enable the youth to contribute to India's economic growth. The company aims at building a talent pipeline that can be fostered along its values. The company also provides great learning opportunities and career development platforms to its employees. The organization taps talents from country's best educational institutes and helps the employees by nurturing a culture of commitment and development. Healthcare/Hygiene and Water Management.

- **Healthcare and Hygiene**

With growing population, healthcare and hygiene become central to India's development agenda. The company thus focuses on promoting primary health care services through diagnosis and treatment, building awareness about sanitation and providing monetary

support, setting of rehabilitation centers, medical camps, and creating awareness through various programs.

- **Water management**

In a country like India, water scarcity continues to be a serious problem affecting the livelihoods, food security and local socio-economic development. Asian Paints Ltd. being a paint manufacturing company is conscious of scarcity of this precious resource and makes efforts to optimize water consumption. Company's approach includes providing support and infrastructure at each stage of water conservation, preservation, water recharge and waste water treatment.

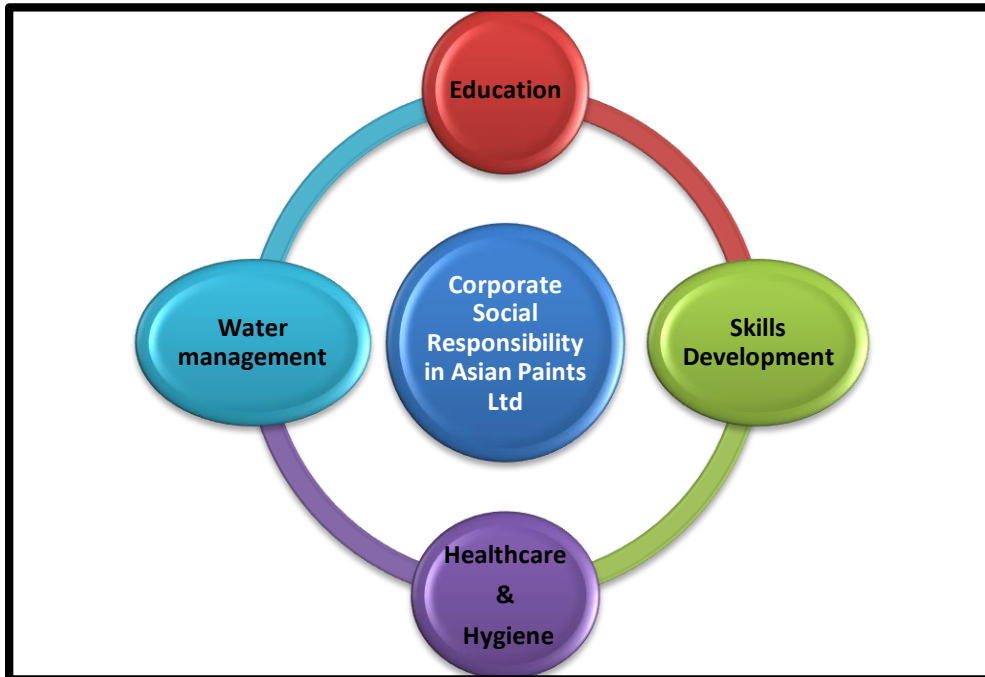


Fig: Corporate Social Responsibility in Asian Paints Ltd

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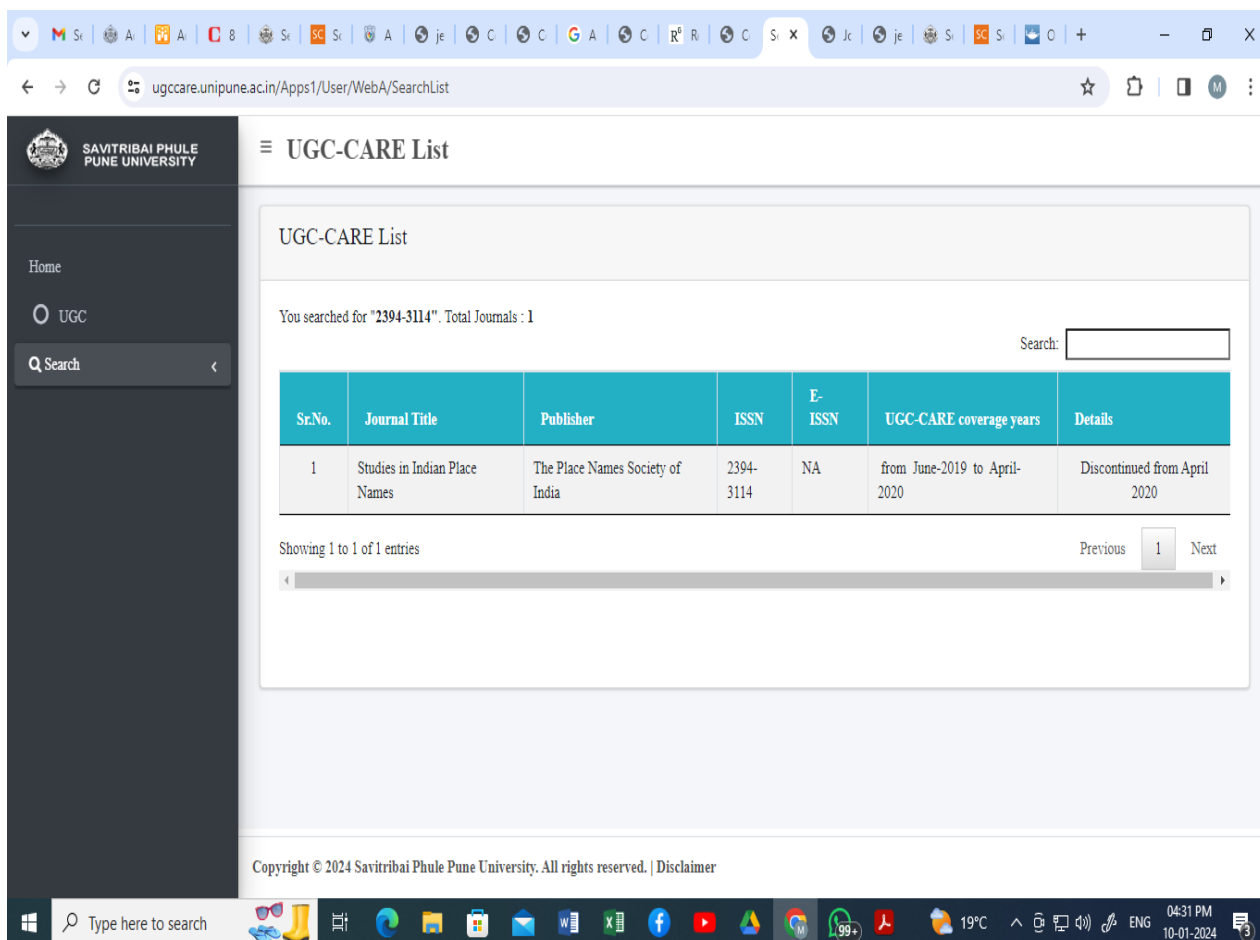
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Job Satisfaction among nurses working in General hospitals, Pune.

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Abstract

Healthcare market in India has been growing very rapidly. According to Indian Healthcare analysis, It may reach 372 billion US dollars by 2022(October 2019). The key contributors to this growth are greater health awareness among people, increased preference of lifestyle diseases and also improved access to insurance. This budding healthcare market makes the nursing profession proud for providing service to the real lives. The statement, “Nurses love what they do” given by Marcia Faller who was chief clinical officer for AMN Healthcare (2015). Research shows that the quality of showing selfless concern for the well-being of others is inbuilt in nurses. They enjoy by bringing a real difference in health and lives of people. That works as job rewarding and makes them happy. This study discusses about the Nurses’ work from various departments in general hospitals and the factors that influence their Job satisfaction to sustain in their professions.

Key words: Healthcare, well-being, Nurses, General hospitals, Job satisfaction.

Introduction

The people who are sick and in need of medical treatment, “Hospital is a home away from home” for them. It is a complex organization that involves interaction between various departments for care and the needy patients. Most of the general hospitals have the facilities to admit all types of patients. They provide treatment for all types of medical and surgical cases, and they concentrate on patients with acute illnesses needing relatively short-term care. Nursing department places a vital role in patient care. They relentlessly observe the condition of the patients very closely and take care of them. They are the first and closest attendant to the patient and also their relatives. Nurses’ job is to satisfy the patients with their service and provide healthy lives to them. They not only treat the patients’ physical ailments but also their emotional needs. They find out root causes, symptoms of health problems by showing empathy and maintaining good relationship with patients. Patient care for the nurses helps them to win the trust of patients and improves their health literacy. Nurses may have satisfaction at the times their caring towards patients has had an impact on their healthy lives. Job Satisfaction refers to an employee, how much motivation and satisfaction he/she has with his/her job. Many facets of job are to be considered in Job satisfaction such as work, pay, promotions, recognition etc. It is always said that high job satisfaction lead to higher results.

Objectives

Main Objective of this study is to find out various factors that influence Job satisfaction and the level of job satisfaction of nurses at work.

Scope

This study considers the nurses from various departments in general hospitals from Pune city. For this study, Ten general hospitals were chosen and the information has been collected from the sample, irrespective of gender, experience, time of work, salary.

Limitations

1. Sample was limited to the nurses working in general hospitals only.
2. Any other specialty hospitals were not considered for collecting data.

Literature Review

A satisfied employee is always important for an organization as he/she aims to deliver the best of their capabilities. The study of Lai Chai Hong, Nik Intan Northan Abd Hanid and Norliza Mohd Salleh (2013) analysed the level of job satisfaction among non administrative employees based on the demographic factors like age, gender, wages and level of education. The result indicated that the company does not have a significant impact on employees' job satisfaction. According to the study of Dr. M. Sanjoy Singh, L. Kirankumar Singh, The effect of satisfaction will be on motivation at work and also career decisions relationships, with others. They found that the people have job satisfaction by doing their work itself. Though there is a link between Job satisfaction and motivation, they came to know that they are different. Job satisfaction is essential for Nurses to motivate them for interacting with the patients. They play main role in caring for patients. According to the study of Mohua Chatterjee and Poushali Roy (2018), Nurses maybe the best friends of patients. Though they are paid, sometimes they show their concern towards the patients more than what they are paid. Job dissatisfaction causes employee low morale, and leads to psychological strain. The study of Mousazadeh et al (2018) mentions that the job dissatisfaction spoils emotional and physical health of nurses and also can affect the quality of their lives. Hence, it stops their personal and social development. The research of Ramajanaki Doraiswamy Iyer, recommended to conduct triangulation study as well as in-depth interviews to get views and opinions of participants. According to them, Organizational values are important predictors of job satisfaction. To avoid confusions, nurses should perceive harmony between their personal values and organisational values at work. Work values can influence the employees' career path and job satisfaction. Alignment of value system with their job makes employees more satisfied. In the study of Nicholas G Castle, the author evaluated the job

satisfaction of nurse aides , using “the Nursing Home Nurse Aide Job Satisfaction Questionnaire”. The results indicated that the nurse aides love to work with residents and their peers but they are not satisfied with pay. Nursing job duties include communicating between patients and doctors, caring for patients, administering medicine and supervising nurses. Being fair helps nurses to distribute care to the patients. According to the study of Diane M. Norris (1998), seven characteristics predict job satisfaction of nurses and also these job characteristics and job satisfaction do not influence nurses’ ethical practice. The problem of Judith K. Walsh, RN, MS (1998)’s study was to find out the relationship between the job satisfaction of patients and the job satisfaction of nurses in a private for-profit and a private not-for-profit emergency department (ED). Patients’ satisfaction depends on the caring attitude of the nurses. If nurses feel satisfied with their work environment, they can provide better service to patients. The results of Ali Bassam Mahmoud and William D. Reisel(2014)’s research indicates that the Job security influences positively on job satisfaction and Obedience Organisational Citizenship Behaviours. Both Obedience OCBs and Job satisfaction mediate the relationship indicate that job security positively influences both job satisfaction and obedience OCBs. Both job satisfaction and obedience OCBs fully mediate the relationship between job security and patient satisfaction. Obedience OCBs partially mediate the affiliation between Patient satisfaction and Job satisfaction. Job satisfaction and organizational commitment are different in relation to employee attitudes about their work. Job satisfaction is more focused on the individual's response to the **job** or to specific aspects of the **job**, such as pay, supervision, and working conditions. The study of Abisola adeyomibo santos (2015), examined the relationship between organisational commitment, job satisfaction, job dissatisfaction and mentoring to know the influence of mentoring on job satisfaction, job dissatisfaction and organisational commitment on Nurses. The study found that the two components of job satisfaction 1. Professional status 2. Pay and administration having great impact on Organisational commitment. Job satisfaction and job dissatisfaction were mediated by mentoring and also influenced organisational commitment.

Research Methodology

Research Approach:

Descriptive approach is used in order to achieve the objectives of this study. It focuses on describing the nature of a demographic segment.

Research Setting:

The study was conducted in Pune city from the selected general hospitals.

Population:

Total population of this study includes all nursing staff from the selected general hospitals.

Sample:

Total 500 Questionnaires were circulated among nurses for collecting the information. But, only two hundred and thirty filled Questionnaires were received.

Sampling Technique:

Non probability Convenience sampling technique was adopted for this study.

Sources of Data Collection:

Primary: A structured questionnaire is used for collecting first hand data. Also collected some information through telephonic interviews.

Secondary: It has been collected through published research papers, articles , theses etc.

Data Analysis

Data was entered, edited and analyzed with the help of Microsoft excel.

Table No.1

Sr.No	Factor	Highly Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Highly satisfied
1	Type of work	0	08	11	40	161
2	Freedom in work	7	12	9	172	30
3	Variety in job	0	0	62	163	5
4	Working conditions	2	21	32	154	21
5	Responsibility Given	6	2	10	174	38
6	Recognition at work	0	9	22	101	98

7	Relations with peers	0	14	0	180	36
8	Supervision	05	13	13	145	54
9	Working hours	3	7	9	140	71
10	Job security	0	8	6	100	116
11	Career growth	0	4	15	174	37
12	Challenges at work	0	10	42	79	99
13	Work life balance	21	35	22	90	62
14	Salary	0	6	12	128	84
15	Rewards	27	32	10	90	71
16	Supportive hospital	5	8	7	142	68

	culture					
17	Vacation	15	30	11	90	84
18	Participation in Decision making	4	18	7	101	100

Results and Discussions

A Total of 230 respondents participated in this study. 18 components were used to find out the nurses' level of job satisfaction. Table 1 indicates that the nurses highly satisfied with their work itself were 161 (70%). There were very few nurses dissatisfied with their work. Total number of nurses who satisfied with the Freedom in work was 172 (74.7%). Only 7 nurses expressed that they were highly dissatisfied with the given freedom at work. The nurses who could satisfy and find Variety in job were 163 (70.8%). Some of the nurses were unable to express of finding variety in their jobs. Total 154 (66.9%) nurses satisfied with working conditions at work. There were 174 (75.6%) nurses satisfied with the given responsibility. 101 (43.9%) nurses were satisfied with the recognition at work. The nurses who satisfied with the Peer relations were 180 (78.2%). There were 14 nurses who dissatisfied with peer relations. Total 145 (63%) nurses were satisfied with the supervision. The nurses who satisfied with their working hours were 140 (60.8%). Though they have shifts in their timings, they were called to attend emergency cases many times. The results were similar between satisfied nurses and highly satisfied nurses. Total number of nurses who could highly satisfy with their job security was 116 (50.4%). Satisfied nurses in their Career growth were 174 (75.6%). Total 99 (43%) nurses were highly satisfied with the workplace challenges. The number of nurses who satisfied with work life balance was

90 (39.1%). Salaries made the nurses satisfied were 128 (55.6%). The nurses who satisfied with the rewards provided by their hospital were 90 (39.1%). The number of satisfied nurses with the supportive hospital culture was 142 (61.7%). Most of the nurses expressed the negative feeling about having vacation. Since their job is most crucial to save lives of the people, they couldn't utilize their vacation properly. Total nurses who satisfied with the provision of vacation were 90 (39.1%). Nurses who satisfied with the provision of Participation in decision making were 101 (43.9%).

Recommendations

1. Total 21 Nurses felt that they were dissatisfied with their working conditions and 32 nurses were in dilemma to say about this. Though there were good working conditions provided by many general hospitals, once again a rigorous check should be done to consider the need of providing good working conditions in working environment.
2. Total 24.3% of nurses felt balancing work and life very difficult. Maintaining a healthy work life balance will lead to higher productivity and personal growth of the nurses. It is required for the nurses to improve their work life balance.
3. Having a good rewarding system makes nurses to be happy, motive, being loyal to the hospital. It helps them to work harder to move up the ladder.

Conclusion

Job satisfaction is very essential in nursing profession. Though nurses perform their core duties like giving medicines and changing dressings to the patients, the great nursing impact comes from their emotional and social work. Job satisfaction is an essential component for them. It can impact on the productivity and performance of nurses, their quality of care towards patients, commitment in their jobs and profession. Nurses with higher job satisfaction are more likely to provide more satisfactory services in hospitals. Higher job satisfaction of nurses results in higher patient satisfaction, lower medical costs and also making a hospital more competitive. Now a

days, most of the general hospitals in Pune city are giving importance to the employee job satisfaction through implementing various strategies. They celebrate International Nurses day every year, recognizing their talents, appreciating them alike. In future, Nursing will be a most demanding career as are most medical professions.

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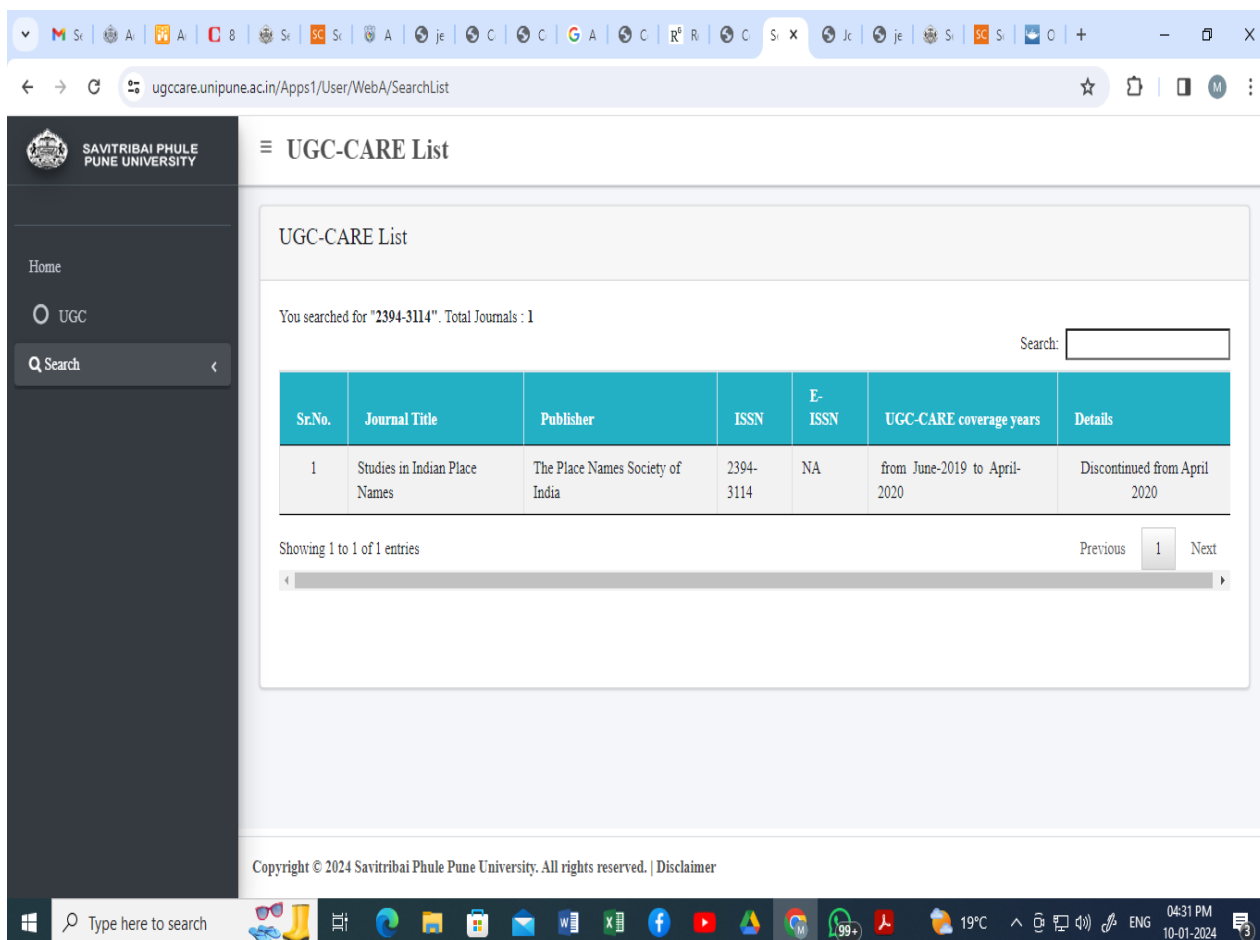
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Journal Paper No.: 101

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“A Study on Electric Vehicle’s: Market Potential & Government Policies in India”

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Abstract:

Due to the problems caused by the gasoline engine on the environment and people, the automotive industry has turned to the electrical powered vehicle. This report explains how an electric vehicle Market in India Growing Fastly and steadily. The report provides some of the advantages and disadvantages of the electric vehicle with this how the Government policies and Initiatives affecting Indian Electric Vehicle market. In addition, a brief future view of the technology is given.

Introduction:

The growing threat of global warming, excessive petrol dependence, ever increases prices in fuel, and driving trends are just a selection of reasons which have accelerated the development of Electric vehicles (EV). As a means to meet ambitious CO2 reduction targets defined by politics, to avoid penalty fees and to account for changes in the awareness of customers concerning environmental issues, a variety of different propulsion concepts are developed.

The purpose of this report is to describe the trends in electric vehicles how the electric vehicle concept is growing in the present market and the reason it is a necessity to better the world today. The report describes the key technology development in electric vehicle, electric vehicle in the Indian market, government initiatives in the EV space benefits of increased electric vehicle deployment challenges in electric vehicle. The study begins with a trends in the electric vehicle, growth in the trend, Government Action to promote electric vehicles, benefits of increased electric vehicle deployment and the challenges in the electric vehicles. Electric Vehicles (EVs) have been on the radar of the government and globally.

According to the 2015 Global Automotive Executive Survey done by KPMG International, by 2020, less than one in 20 vehicles is expected to be equipped with electrified powertrains. The plug-in hybrid and battery EVs are expected to capture a smaller portion of the pie, followed by fuel cell electric cars that have the least share. By 2020, only 0.01 per cent of cars are expected to be equipped with fuel cells i.e. about 16,000 units per annum.

The automobile market in the world of 2018 offers more buying options than in any year before, meaning different sizes, styles, quality and luxury levels or performance. The era is, however, special in another optional area, namely the vehicle's type of fuel. The classical, conventional gasoline and diesel-powered cars are no longer the only consumer's options, while picking up a car on the market and the electricity is more in the game than ever before. It is certainly a nice gesture from an environmental perspective to decide for an eco-friendly driving machine, however, how expensive does it become to drive sustainably is another question.

Objectives:

1. To study the potential of Indian buyers and Barriers to Development of EVs
2. Which markets where you currently do business have untapped potential
3. To study the Government initiatives taken for promoting Electric Vehicles and subsidies provided on Electric Vehicle batteries.
4. To study the current expectations of consumers with respect to Electric Vehicles, this will lead to its potential for future.
5. To study the current threats, this is causing slow growth of Electric Vehicles.
6. To analyze and forecast the size of India electric vehicle market.
7. To identify drivers and challenges for India electric vehicle market.
8. To identify market trends and developments in India electric vehicle market.
9. To profile leading players operating in India electric vehicle market.
10. To know why electric vehicle couldn't get enough consumer attraction.

Significance:

On the environment front, Three of the world's ten most polluted cities are in India. According to a World Bank study and the United nations', the health cost of ambient air pollution may amount into billions of dollars in Delhi alone, it is US \$100-400 million per year. It is, therefore, not surprising that the Supreme Court of India felt compelled to issue Dead lines for several environment-friendly measures that the relevant governments and public sector organizations must obey.

There is practically a unanimity of opinion among industry representatives that a limited-time holiday from excise and duties on EV or its components would by itself have almost no impact on the growth of the EV market. According to them, the real barriers lie elsewhere.

The perceived barriers may be broadly classified as economic (e.g. high costs of EV), technological (e.g., low energy battery, low speed and low range per charge),

knowledge-related (e.g., lack of awareness about EV), legislative (e.g., lack of legislative mandate), and financial (e.g., lack of creative and innovative financing mechanism) barriers.

In India's case, there is another specific barrier to EV that the industry representatives talk of, and that is the psychological barrier. In most of India, power supply is so unreliable that it is hard for people to think of a personal transportation device that will be dependent upon it. Of course, from a larger perspective, it can be construed that the power supply situation in India is bad also because of man-made reasons, and not because of any inherent reason like shortage of resources.

Literature Review:

EV has shown its great potential to conventional vehicles in the reduction of Greenhouse Gas emissions. Research shows that replace conventional vehicles to electric vehicles can save 1.5 tons of CO₂ per year which were produced by conventional cars. This is very important considering road transportation is one of the most significant sources of both air quality and climate pollutants. Some of researches prove that using EVs can greatly reduce air pollutant emissions. With well-designed grid, EVs could achieve better performance. Besides, EV actually can bring other goods to the environment, such as reducing noise made by conventional cars considering EVs are significantly quieter.

Future of EVs in India:

The year 2017 will be remembered as a significant one for defining India's mobility architecture. From big ticket announcements on the marquee Ahmedabad-Mumbai high-speed rail project to Hyperloop, India has seized its moment in the sun to announce big plans for finding next generation transportation solutions. But nothing has caught the imagination of the industry and policy makers quite like the government's ambitious plans for a mass scale shift to electric vehicles (EVs) by 2030 so that all vehicles on Indian roads by then—personal and commercial—will be powered by electricity. While the transformative push for electric vehicles has become a cause célèbre for India and the world, it presents challenges along with opportunities. With Volvo's July announcement that it would phase out the internal

combustion engine and manufacture only electric or hybrid vehicles by 2019, many believe India's EV moment has arrived. It won't be long before major automakers in India follow Sweden-based Volvo's lead in phasing out internal combustion engines and electrifying their line-ups to meet the 2030 deadline.

India's game plan

State-run firm Energy Efficiency Services Ltd (EESL) has been tasked with the job of triggering early adoption of electric vehicles. The newly-created firm, which made a name for itself by reducing the price of LED lights for home lighting by 86%, floated a tender for procuring 10,000 electric cars, the largest such procurement in the world. Tata Motors Ltd won the EESL contract, with Mahindra and Mahindra Ltd matching its bid and winning 30% of the order. "There is a need to kick-start the market and that is what we have done with this 10,000 vehicles tender. It's a trigger in many ways," EESL managing director Saurabh Kumar said in an interview before the EV bid results were declared.

The vehicles will be procured at a per-unit price of Rs11.2 lakh with the aim of laying the foundation for a mass shift to EVs by 2030.

EESL's business model is to make these vehicles available on lease to the government and its agencies for around Rs45,000 per month, which is Rs5,000 less than what is currently paid for petrol and diesel cars. Sending a clear signal that India is firmly moving towards electric vehicles, the goods and services tax (GST) Council has set a tax rate of 12% for electric vehicles, compared with 28% plus cess for petrol and diesel cars and hybrid vehicles.

Passenger cars vehicle type projected to gain significant market share during the assessment period:

The most common type of vehicles found on the road, the passenger cars segment is projected to gain nearly 3400 basis points between 2017 and 2025, expanding at a CAGR of

90.7% over the forecast period. The passenger cars segment is expected to create total incremental \$ opportunity worth US\$ 7,255,686 ('000) between 2017 and 2025. This segment is expected to dominate the India electric vehicles market, with more than 40% market revenue share in 2017. The segment is expected to increase by 174X in terms of value, and is predicted to be the most attractive segment in the India electric vehicles market during the forecast period.

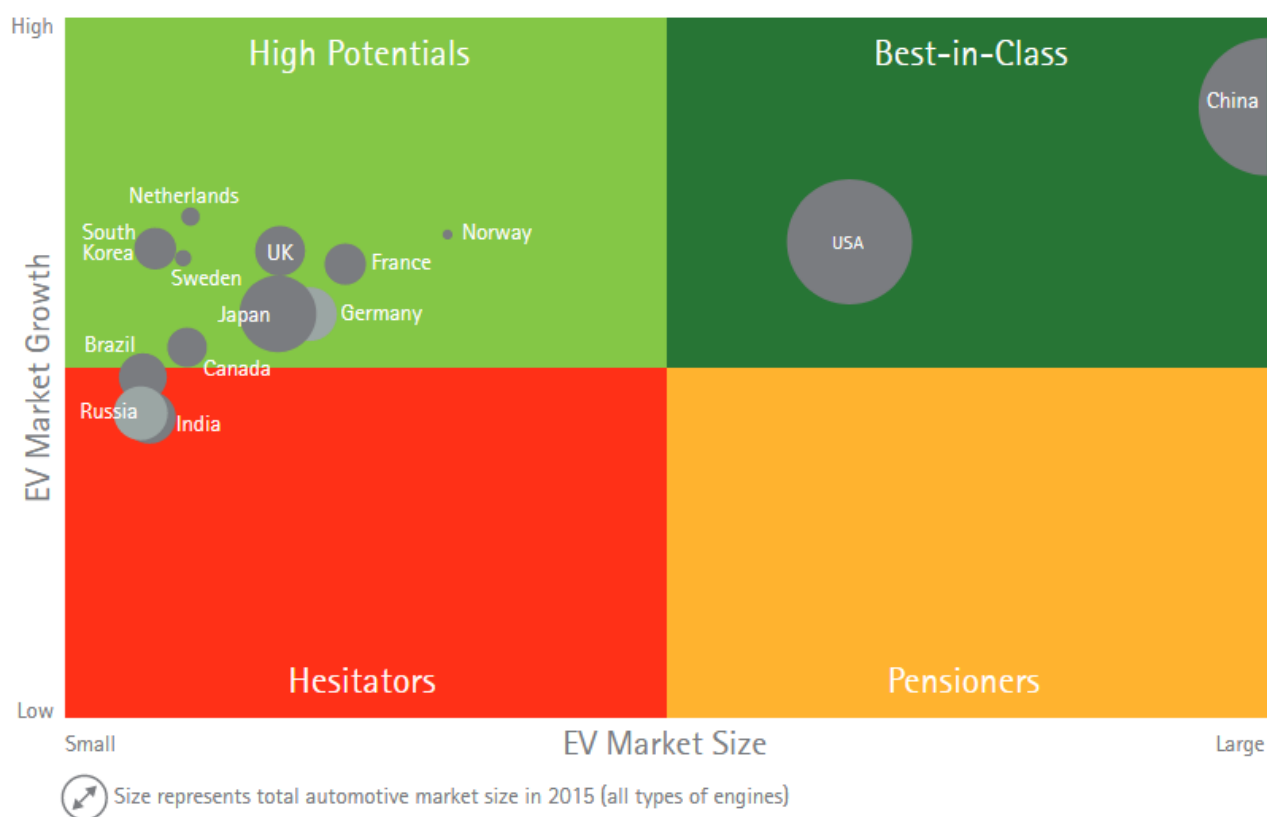
The recent trend of growth of hybrid electric vehicles over conventional vehicles to fuel the India electric vehicle market during the projected period

Consumers frequently face the problem of selecting between conventional vehicles and hybrid electric vehicles. Although it has been anticipated that petroleum reserves will dry down in the years to come, owing to the present rate of consumption, consumers still see conventional vehicles as a better option. The reason of this is higher flexibility and practicality that they offer with hybrid vehicles. This has led automobile manufacturers to develop vehicles that offer the benefits of both conventional and electric vehicles. This is the hybrid electric vehicles category. These vehicles come with an internal combustion engine and rechargeable batteries to drive the vehicle.

Apart from this, additional benefits associated with hybrid electric vehicles is the significant reason behind the tremendous growth of hybrid electric vehicles. The batteries of hybrid vehicles can be recharged through an internal combustion engine. Due to this, it has been witnessed that there is growth in the sales of hybrid vehicles which is much higher than pure and plug-in hybrid vehicles.

“In 2015, the government of India introduced a scheme – Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) – to promote clean fuel technology cars. This scheme was introduced under the National Electric Mobility Mission Plan (NEMMP) to mobilize a fleet of six million electric vehicles on Indian roads by 2020. For achieving their targets, the Indian government is planning to replace petrol and diesel variants being used by its agencies with electric vehicles.

This plan is to be executed by the government in the next three to four years. For making it possible, the Energy Efficiency Services Ltd (EESL), under the administration of the Ministry of Power and the government of India has taken an initiative by placing an order of 10,000 electric vehicles. Tata Motors has won this tender and is likely to supply these Electric Vehicles (EVs) in two phases; first 500 electric cars will be supplied to Energy Efficiency Services Ltd (EESL) in phase one and the rest 9,500 electric vehicles will be delivered in the second phase.”



High Potentials:

High Potentials have high growth prospects but a currently low EV market size. In these markets, governments usually have plans in place to invest significant amounts to make EVs more attractive, but their policies have not yet been fully implemented (e.g., the charging infrastructure needs further development). It is likely that High Potentials will see significant growth until 2020.

Hesitators:

Markets with a small market size and an expected low growth rate are defined as Hesitators. Typically, public charging infrastructure is not available, and low fuel prices make EVs economically unattractive.

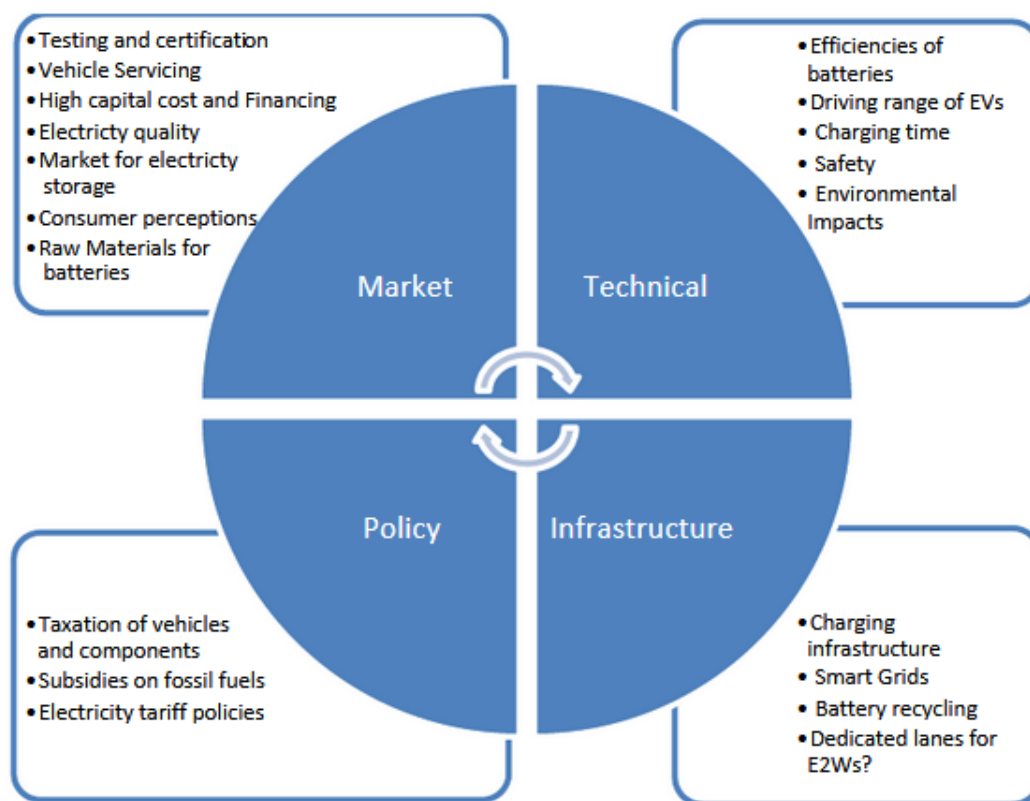
Pensioners

Pensioners are among the leaders in terms of EV market size. Typically, monetary subsidies for buying EVs are no longer provided. The market is highly saturated and expected growth is low.

Best in Class:

Market with a high market size and large growth rate are defined as best in class. In these markets, governments usually have plans in place to invest significant amounts to make EVs more & more attractive, and their policies are fully implemented.

Barriers to Development of EVs in the India:



Large scale introduction of Plug-in electric vehicles (PEVs), including plug-in hybrid electric vehicles (PHEVs) and Battery Electric Vehicles (BEVs) have the potential to improve Indian energy and environmental landscape of personal transportation. Central government should start enforcing necessary measures to install EV charging infrastructure.

Initial step could be to encourage international market players to make case studies on potential locations and adequate quantity of Electric Vehicle Supply Equipment (EVSE). With a projection of EVs, the effects on current energy production, transmission and distribution scheme, road traffic density, emission level and parking space requirement need to be analysed.

Operation and maintenance of installed infrastructure should be maintained properly. Instead of direct involvement of Govt. body, private players should be tendered in order to maintain the smooth work flow. Central management through Charging Station

Selection server (CSS) will play a vital role in information transfer between EVs-Server-Control centres.

Research Methodology:

Research methodology is descriptive. For this study data and information has been collected with the help of Books, Magazines, Newspapers, Research Articles, Research Journals, E-Journals, etc.

Suggestion:

1. Government Should Provide tax incentives for purchase of Ev's.
2. Government Should Invest in chargers in public spaces (inexpensive).
3. Automobile sector should Develop a consumer education plan.
4. The Private Organizations can provide incentives for Installation of chargers.
5. Transition government fleets to PEVs.

• Reduce

- Use of oil
- Emissions

• Reuse

- Existing vehicles without burning oil
- Oil infrastructure

• Recycle

- Used components from old automobiles

Conclusion:

The automotive industry in India caters to many varied segments of end customers across two wheelers, three wheelers, passenger cars, off-road and commercial vehicle segments. Moreover, there are differences based on end use as a private or public vehicle. Beyond end customers, three key stakeholders could play an integral role in the EV transition in India government, infrastructure (power, oil and gas) and automotive industry players (OEMs, auto component manufacturers and battery-makers). As an integral part of this ecosystem, auto component manufacturers can influence its evolution, which in turn could shape the road ahead for them.

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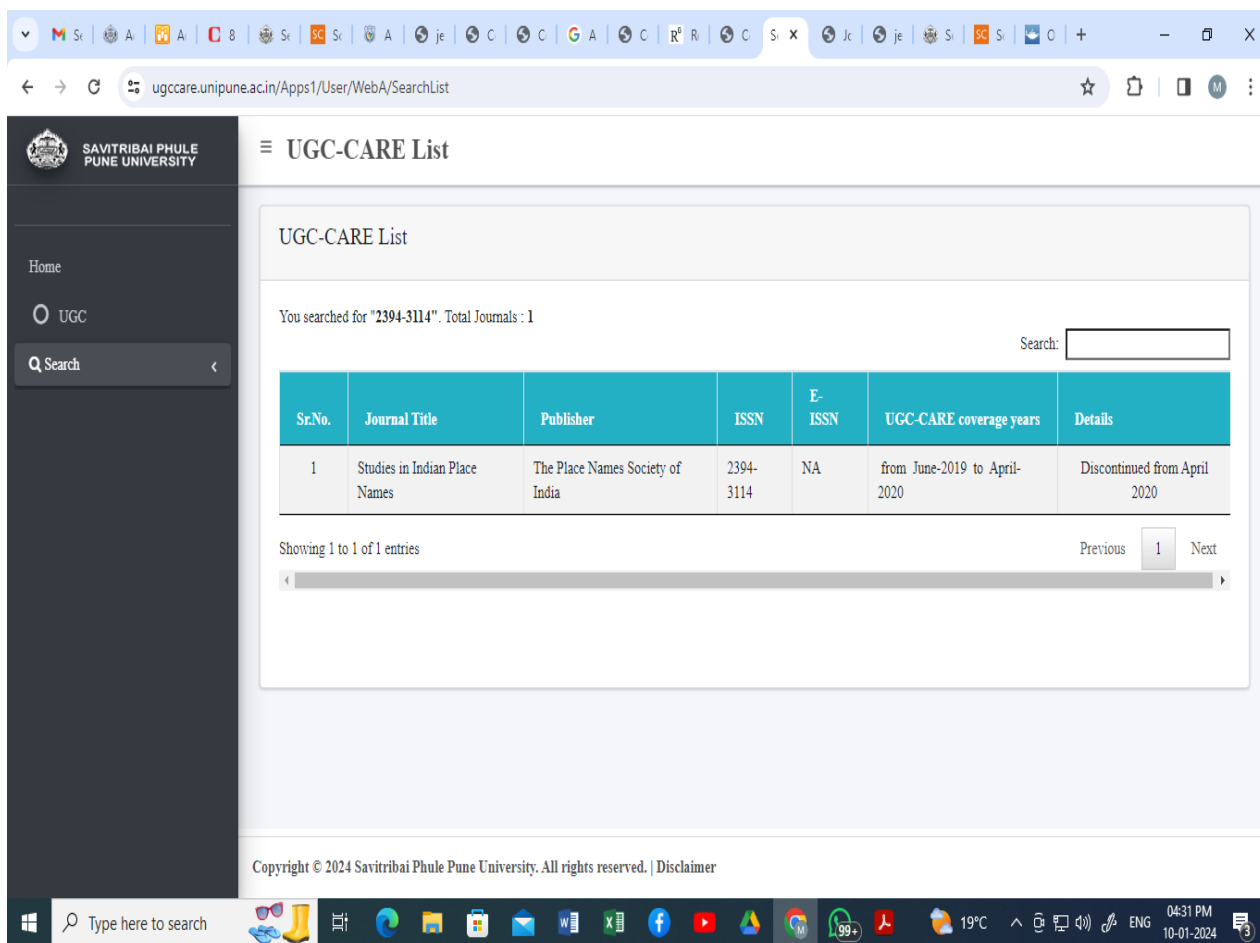
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Journal Paper No.: 102

ANALYTICAL STUDY OF CSR EDGES IN ONGC FOR THE PERIOD OF 2013 TO 2019 IN INDIA		
Author: Sheetal Sarnot	Year of Publication: 2019-20	Journal Name: Studies in Indian Place Names
ISSN: 2394-3114		Indexed in UGC CARE LISTED
<p style="color: red; font-weight: bold; font-size: 1.2em;">Link of the Paper:</p> <p style="color: blue; text-decoration: underline;"> https://www.tpnsindia.org/index.php/sign/article/view/3576 </p>		



The screenshot shows a web browser window displaying the UGC-CARE List search results. The search criteria used is "2394-3114", resulting in 1 journal entry. The table below represents the data shown in the screenshot.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

Showing 1 to 1 of 1 entries

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ANALYTICAL STUDY OF CSR EDGES IN ONGC FOR THE PERIOD OF 2013 TO 2019 IN INDIA

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ABSTRACT

Corporate Social responsibility mandated by government to all the corporations. When an organization is said to be socially responsible, it means that the organization conducts its dealings with high standards of ethics and with the interests of the larger community in mind. It should respond to social expectations and to take a proactive step in addressing issues which concern society. To adopt strict measures in issues such as those pertaining to the environment or fair trade practices on its own instead of being forced to do so by a regulatory body. ONGC is a socially responsible company with specially health care initiatives, rural development ,cleaning and environment preservatives. Present paper focus on various CSR activities supported by ONGC and amount funded to support the activities overall in India .Data was collected from secondary sources to knows various activities and money spend by ONGC.

Keywords: CSR activities, funding amount

INTRODUCTION

“It’s better to go one mile in the right direction than five miles in the wrong one” –

Anonymous

CORPORATE SOCIAL RESPONSIBILITY (CSR) can be defined as the obligation for an organization to commit resources and efforts in goals, activities and in some cases infrastructure that are in the higher interests of society as a whole. These investments are usually not directly related to profit or in creating financial wealth for the company. Besides, these are usually beyond the legal norms and economic principles.

This can involve a commitment from the organization to maintain high ethical standards and care for its employees and their families.

Importance of CSR :

- Development of remote areas
- Improvement in blurred areas
- Development of environmental activities
- Up gradation of standard of living of the people
- Create awareness about hygiene in the area

Objectives of the study

1. To recognize the concept of CSR
2. To study the CSR initiatives undertaken by ONGC for the period the 2014 to 2019
3. To study funds supported by ONGC to initiate various CSR activities in India.

Research Methodology:

The data for the study is collected from secondary data. Information is collected from books, magazines, and internet. For the present study ONGC is selected to understand various activities undertaken by the company. Comparative study done for the period of three years for the study i.e. 2016 to 2019.

Data Analysis and Findings :

For the study OIL AND NATURAL GAS CORPORATION LIMITED.(ONGC) is considered . ONGC began in 1956, with the mandate for exploration and production (E&P) of hydrocarbons in India. Over the past 50 years, ONGC has discovered nearly six billion tonnes of Oil and Gas reserves in India. The Corporation is now implementing a Strategic Plan to double the reserve-base in the next 20 years. Simultaneously, major investments are being undertaken to improve recovery from the producing fields, and to bring additional reservoirs into accelerated production. A major campaign for deep-water exploration has been initiated.

Awarded Asia's Best Oil and Gas Company, Oil and Natural Gas Corporation Limited is seen as the flagship for oil and gas companies (public sector) in India. Its competitive strength lies in Strong intellectual property base, information, knowledge, and skilled and experienced human resource base

CSR Vision of ONGC is to support responsible and sustainable initiatives, while taking care of the concern for People, Planet and Profit .The Mission is continually enhance the triple bottom line benchmarks of economic, environmental and social performance through committed involvement of the employees , develop social wealth for the communities engage with and Promote efficient usage of scarce resources, encourage green energy initiatives and develop innovative solutions to fulfill the vision by stepping beyond the mandatory provisions.ONGC achieve will achieve vision and mission through various objectives like to understand the stakeholder expectations through structured engagement process and communication strategy and leverage this understanding to develop and implement outcome based and impact oriented projects in the select areas ,to adopt Environmentally Sustainable business practices in ONGC's normal operations with a view to gradually reduce our carbon and water footprint, innovative

management of waste, prudent energy management and biodiversity conservation, to envision, execute and manage long enduring projects with a wide geographical spread and larger social impact with focus on inclusive growth of marginalized and deprived sections of the society, to create adequately empowered organizational structure and a system of management oversight, review and control, to persuade our business partners for adopting similar practices for CSR and Sustainable development.

As per company's Act 2013, the process of corporate governance through CSR has been preserved by the Parliament of India and the notification of the same in the Gazette of India on 30th August 2013. The Ministry of Corporate Affairs (MCA) vide notification dated 27th Feb 2014 has made the provisions of section 135 and amended schedule VII of the said Act applicable w.e.f. 01.04.2014. Schedule VII lists the activities to be undertaken under CSR.

ONGC is one of the leading organizations taking CSR plans under framework of the Companies Act, 2013, ONGC CSR and Sustainability Policy 2014. The CSR activities of providing various facilities can be implemented by entities out of Section 25 Company, Foundation, Trust or a NGO/Society registered under the Societies Registration Act 1861.

As per data received from secondary sources it has been observed that ONGC's governance has ensured that as per the Government's mandate, 33% of the CSR budget is spent on Swachh Bharat projects and 65.90% of the projects in the last three years were implemented in the priority focus area of Education and Health Care. ONGC has recognized 20 Aspiration districts and is dedicated to raise the social and economic condition of these districts by implementing strategic CSR projects. And the cost of projects worth more than Rs 31 Cr has been successfully implemented till FY 2018-19. It is also observed that in the year 2018-19, ONGC has implemented more than 4000 projects covering every nook and corner of the country. It has a positive impact to the society in focus areas of Health Care, Education, Skill Development, Swachh Bharat and Rural Development.

Areas focus by ONGC for CSR Activity :



A. Health Care activities:

1. ONGC set up a 300 bed Multi-Speciality for the underprivileged people rural area in Northeast - Sivasagar, Assam and the services of same is opened for public from first week of March 2019 (50 Beds) . It is expected that the cost incurred is Rs.313 cr. which will be benefited to more than one lakh patients in a year. The Outpatient Department (OPD) and Inpatient Department (IPD) charges is much lesser than the market rates and further additional discounts would be extended to BPL families. Currently, there are 2 Operation theatres, 4 General wards, 5 Private VIP Rooms, 1 Dialysis unit with 4 beds, Dental OPD, Pharmacy, Ultrasound, X Ray, etc are working to serve for society.
2. ONGC set up A Cancer Institute at Nagpur, a 455 bedded quaternary care oncology centre. It will provide world-class oncology treatment facility at affordable rates to the general public of Central India. It will give benefit to more than 10,000 people in 2019.
3. ONGC provides an Exclusive Door Step Medical Treatment for the Elderly in the remotest villages of our country. 31 Mobile Medical Units (MMUs) have been engaged in 9 states catering to the needs of 371 villages”. In FY 2018-19 and 592301 number of treatments have been extended to 17260 numbers of recipients.
4. ONGC stretched financial support of Rs.12.78 Cr towards construction of new ‘ONGC-MRPL Wing’ for Government Lady Goschen Hospital (established in 1849), Mangalore.

At an average 500 women are admitted and treated for pre/ post-natal care every month. The new hospital building has been inaugurated in February 2019.

5.ONGC provides support to visually impaired . 17522 patients were treated in 62 eye screening camps organized across India, where 2579 cataract operations were performed by expert doctors and 11313 spectacles were distributed in 20 districts across the country through a specialized agency in FY 2018-19.Trimurti Hospital Balwa located in around 30 kms from Ahmedabad has been supported by company with medical equipment and infrastructure for a 10 bedded ICU and State of the Art operation theatre to deal with complex medical conditions and trauma patients with serious injuries.In Kerala ONGC sponsored project for up gradation and renovation of **Sree Sudheendra Medical Mission** hospital located at Ernakulam Kerala.

B. Swachh Bharat and Environment preservation:

- ONGC ensuring clean drinking water facilities across India by installing 2309 nos. of tube well and hand pump ,121 nos. of Water RO's,26 nos. of Water ATM's, Open Defecation Free (ODF) Initiative33,662 numbers and IHHL, 412 numbers school toilets and 43 numbers community toilets have been built across the country with an objective to facilitate declaration of ODF village.
- Cleaning activities conducted in various places like Tripura ,Himalaya ,Varanasi,Sabarmati cleaning of river, remote areas
- Safeguarding Clean and Sustainable Street Lightning Solution in Remote Villages
The remote villages of our country where there is no access to regular electricity, ONGC has successfully installed 36,597 nos. solar street lights.
- Project Sakhi – Promoting Menstrual Hygiene through Sanitary Vending Machine
'Project Sakhi – a ray of hope', is a Swachh Bharat Initiative implemented at Sivasagar towards ensuring menstruation hygiene for the girl child.
- Green Sole – A Unique Initiative for Providing Shoes to the Underprivileged
Through this initiative, used shoes donated by ONGC employees and others were remoulded and transformed into new footwear for school going students belonging to underprivileged families.
- Bio-CNG Plant at Haridwar
ONGC has undertaken an unique initiative in Haridwar to convert cow dung to useful

fuel and value added products by setting up Bio-CNG cum Fertilizer & Bottling Plant at Haridwar.

- An Informal School with a Single Teacher 970 Ekal Vidyalayas have been supported by your company in different parts of the country with an objective to provide informal education to children who could not avail formal education due to various reasons.
- ONGC set up an Engineering Entrance Coaching Institute “ONGC Super 30” Sivasagar(Assam) trains 30 students belonging to economically weaker families to get admission in premier engineering institute of the country.
- Development of education Infrastructure in Northeast School Education is one of the main focus for ONGC in Northeast
- ONGC promoted Samskrit Language with an objective to revive the ancient Samskrit language for developing Sanskrit content for all classes of CBSE schools, translating and publishing text book of different subjects to samskrit, developing online portal, organizing Sambadshala, training of teachers and many more such initiatives.
- Accommodation Facilities for Economically Weaker Meritorious Students of Karnataka Your company, funded the project for construction of a hostel building at Tapas P.U.College, Bangalore for accommodation of students of Karnataka. Skill Development Initiative.
- A Skill Development Institute in Ahmedabad, Skill Development Institute at Ahmedabad has been started as a part of Petroleum Section Skill Initiative.
- With support of Army youth of Baramulla in Jammu & Kashmir, , 300 boys were trained in retail sales and hospitality and another 60 girls were trained in fashion designing and cutting & sewing.
- Project Green Hub training of 20 youth every year in wildlife videography and documentation
- Enabling women of Assam through Water Hyacinth craft Women of Sivasagar district in Assam are trained in water Hyacinth craft to become self –sustainable.

- Training related to Welding and Gas Cutting done at Welding Institute of India at Sivasagar.
- Job Oriented Training in Hospitality for Youth of Northeast and Uttarakhand 40 youth from Assam and Uttarakhand were selected to undergo a specialized residential training program at Delhi with 100% job guarantee.
- Skill Development in Plastic Technology 500 youth belonging to socially and economically weaker section of the society from Tripura, West Bengal, Odisha, Rajasthan and Delhi were qualified through CIPET in plastic technology.

C. Rural Development

1. ONGC CSR Tracks in Villages of Arunachal Pradesh for emerging the rural infrastructure of Arunachal Pradesh, intervention in the field of education, health care and community development. Funding was extended for construction of a B Ed College at Nirjuli and a girls hostel at Naharlagun.
2. Financial assistance was provided for Ambulances and X-Ray machines for upgrading the health care infrastructure of two rural community health centres in Papum Pare district. At the newly formed Lower Siang Districts two Ambulances were delivered in two remote blocks. At Upper Subansiri 15 Solar Street Lights were connected and maintenance extended for construction of 10 community centres. At West Siang District, ONGC supported for X-Ray Machine, Ultra Sound Machine, Dental X-Ray machine, Ambulances and other equipment for upgradation of Aalo Govt. Hospital and Basar CHC besides funding for construction of school building, toilets, teachers quarter and 10 community centres. In Ziro, funding was provided for Ultra Sound Machine, X-Ray machine and Ambulance for Ziro Govt. Hospital and construction of a school building.
3. An Organic Farming Training Centre was framed to promote organic farming through training and capacity building at Tandur and Vikarabad Mandal of Telangana.

4.Solar Electrification of Rural Household to the residents of Narayanpur Rail Basti Village in Silchar District of Cachar District (Assam) were facing hardship for decades because of non-availability of electricity.

5. ONGC has funded the project for setting up of a documentation centre at Roing, in Lower Dibang Valley of Arunachal Pradesh.

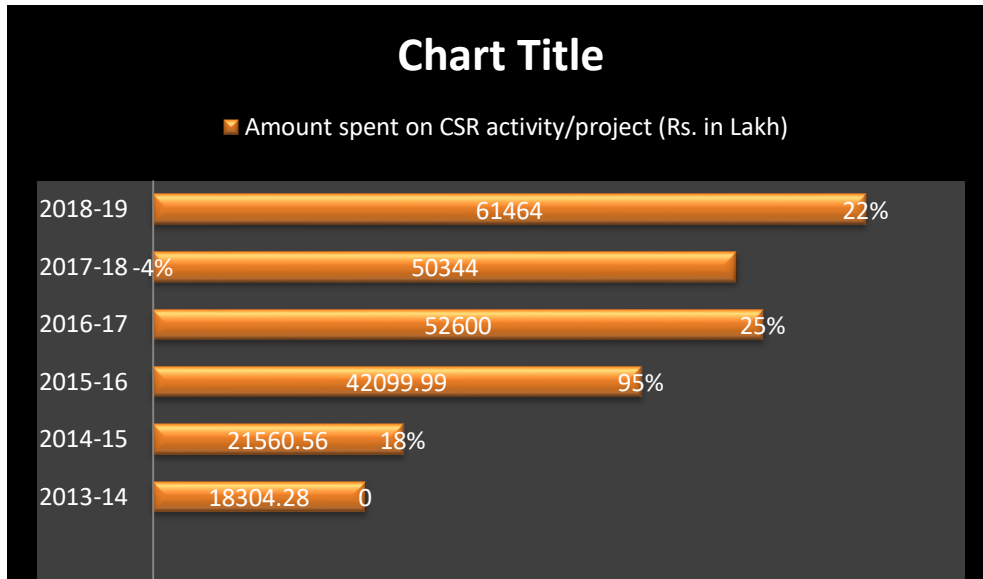
6.ONGC is taking up large scale CSR projects in 20 Aspirational Districtsof the country. At Dahod District in Gujarat, multiple interventions have been undertaken after carrying out a detailed need valuation survey. These interventions spread across seven talukas of Dahod in the field of safe drinking water, irrigation, rural development, construction of IHHL, developing Anganwadis , smart digital classes and many more projects.

Fund used by ONGC in CSR Projects for the period of 2013 to 2019

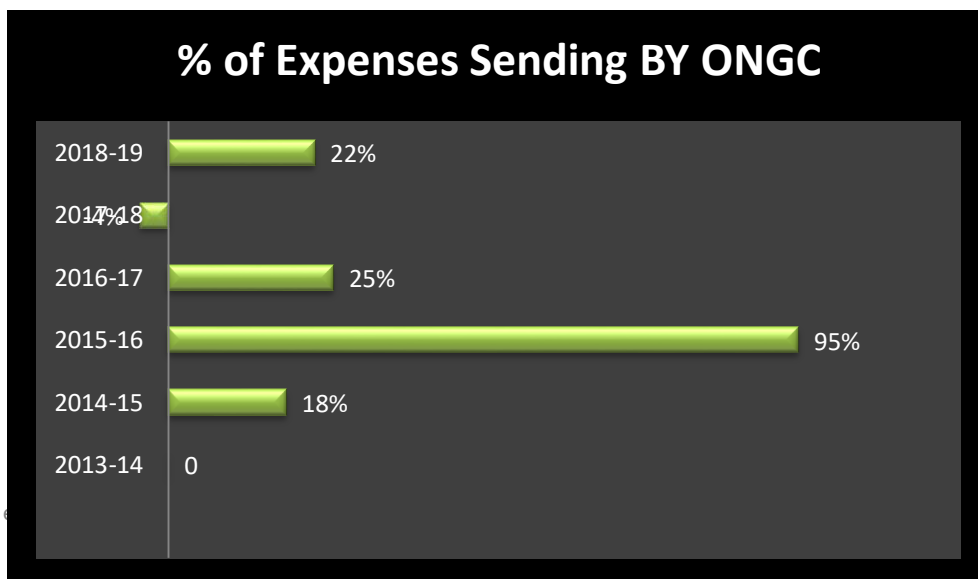
TABLE No. 1 - YEARLY DATA OF CSR CONTRIBUTION OF ONGC

Year	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Amount spent on CSR activity/project (Rs. in Lakh)	18304.3	21560.6	42100	52600	50344	61464
No. of CSR activity/project conducted during the period(Rs. in Lakhs)	1841	1049	692	474	1257	1758
Estimated Project Cost (Rs. in Lakhs)	NOT available	NOT available	NOT available	87816.6	89423	98235
Increase /decrease	NOT available	3256.28	20539.43	10500.01	-2256	11120
% Increase	NOT available	18%	95%	25%	-4%	22%

(Source : Authors calculation)



Graph no. 1- Year wise Amount spent on CSR activity/project (Rs. in Lakh)



Graph No. 2- Year-wise Percentage increase or decrease

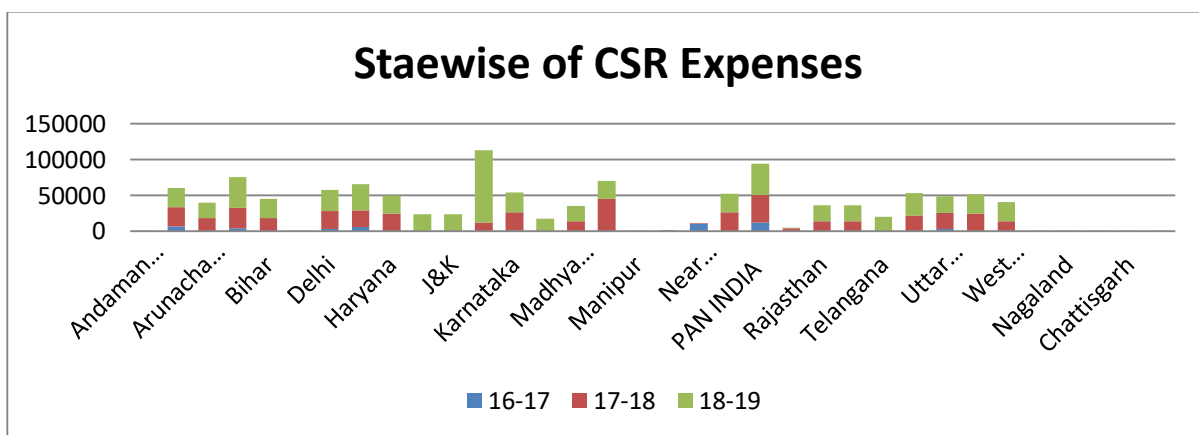
Table No. 2 State wise distribution of expenses for the period of 2016 to 2019

State	16-17	17-18	18-19	Increase /Decrease (2016-17 and 2017-18)	Increase /Decrease (2017-18-2018-19)
Andaman & Nicobar	0	5.52	4	5.52	-1.52
Andhra Pradesh	7201.23	26211.1	26866	19009.84	654.93
Arunachal pradesh	468.62	17771.5	21920	17302.92	4148.46
Assam	3703.46	29119.1	43195	25415.65	14075.89
Bihar	201.76	18590.6	26059	18388.84	7468.4
Chhattisgarh	12.69	7.74	600	-4.95	592.26
Delhi	3112.29	24932.3	29835	21819.97	4902.74
Gujarat	5794.39	23615.3	36800	17820.92	13184.69
Haryana	54.44	24627.2	25050	24572.75	422.81

Himachal Pradesh	40.23	73.56	23251	33.33	23177.44
J&K	73.58	90.88	23170	17.3	23079.12
Jharkhand	300.31	11916.6	100815	11616.29	88898.4
Karnataka	1448.23	24864.3	28056	23416.11	3191.66
Kerala	247.88	83.75	17520	-164.13	17436.25
Madhya Pradesh	82.4	13789.1	21633	13706.72	7843.88
Maharashtra	293.09	44733.3	25339	44440.22	-19394.31
Manipur	10	11.8	19	1.8	7.2
Meghalaya	217.61	18.45	136	-199.16	117.55
Near ONGC Operational Area	10696.23	8.24	0	-10687.99	-8.24
Odisha	554.59	26180.5	25754	25625.91	-426.5
PAN INDIA	12142.77	38206.6	44504	26063.87	6297.36
Puducherry	20.18	4384.08	10	4363.9	-4374.08
Rajasthan	137.02	13363.6	22870	13226.61	9506.37
Tamil Nadu	383.67	13869.7	22221	13486.04	8351.29
Telangana	9.2	292.64	19569	283.44	19276.36
Tripura	128.27	21855.2	31400	21726.88	9544.85
Uttar Pradesh	2766.73	22996.9	23160	20230.16	163.11
Uttarakhand	349.13	24618.3	26350	24269.15	1731.72
West Bengal	98.96	13614.5	27486	13515.54	13871.5

Admissible Administrative Expenditure	2108.54	2137	277900	28.46	275763
Goa	0	261.2	0	261.2	-261.2
Nagaland	0	9.74	10	9.74	0.26
Punjab	0	11.8	20	11.8	8.2
Chattisgarh	0	0	20	0	20
Mizoram	0	0	7	0	7
total	52657.5	442272	971522	389614.65	529249.85

Source : Authors Calculation based on secondary data



Graph. No. 3 State wise distribution of Expenses

Observations:

1. ONGC spreading CSR projects in various states. Company keeps trying to develop untouched area of India. It has been observed that ONGC is contributing in CSR every year before obligation by Law

2. ONGC covers education , health care, environmental preservation , rural development , Swachta Bharat concept , skill development activities conducted in remote areas for deprived youth.
3. Company is maintaining proper record of various regions , activity conducted and expenses spend for societal development.
4. . Since Financial year 2016-17 onwards ONGC started projecting CSR ACTIVITY Cost And started planning accordingly.it is seen that every year CSR PROJECTED FUNDS has been increased but 2017-18 it has been declined .
5. After 2016-17 company formed proper policy for disbursement of CSR activities in across India.
6. Initially activities were more in the year 2013-14 and 2014-15 but later on 2015 onward. They have change the policy of CSR activities and more emphasis on major projects.
7. Major states benefited through CSR funding are Karnataka, Haryana, Uttarakhand, Maharashtra , Delhi , West Bengal , Telangana and Gujarat.

CONCLUSION

ONGC ensures a combination approach of medication, innovation and psychosocial intervention in health initiatives, education , rural development , swach and environmental preservation in India . A proactive approach towards socio-economic development is adopted i.e. projects are identified by ONGC at the plant level by involving the district administration, local representatives and recognized voluntary organisations. It has been observed that ONGC continuously following government guidelines and identify various problems in remote areas to be progress. Major states benefited through CSR funding are Karnataka, Haryana, Uttarakhand, Maharashtra , Delhi , West Bengal , Telangana and Gujarat.

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A Study of Green HRM activities as a part of initiative towards Sustainable Development in the Contemporary Business Environment

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Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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A Study of Green HRM activities as a part of initiative towards Sustainable Development in the Contemporary Business Environment

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Abstract:

Sustainable Development has become the buzzword among the globe to protect the existence ecosystem. The concept of sustainability advises us to make optimum use of renewable and nonrenewable resources in a manner that satisfies our current needs but does not compromise the future availability of resources. In recent time, awareness about green business policies and practices are increased among business because massive environment degradation. Business houses are keener to adopt green practices in every aspects of a business like Green Marketing, Green production etc. and having Green HRM as comprehensive solution. Adopting Green Human Resource Management as key business strategy as it creates awareness towards protection of environment and a small step towards fighting against one of major sustainability issues, climate change. The paper fundamentally focuses upon different Green HRM practices applied by business organizations all over the world. How these environment friendly policies and practices of Green HRM to be included in job description and specification, job design, human resource planning, recruitment, selection, induction, performance appraisal, incentive management, training and development, discipline management, health and safety management and employee relationship. The study also complements to the existent literature by conversing future track of some Green HRM function and utilities. Finally, the paper explores some possibly innovative and creative HR practices initiated by Green organizations.

Key words: Sustainable Development, Green HRM, Ecosystem, Renewable and Non Renewable Resources.

Introduction: Traditional or conventional management practices which doesn't take into account the environmental aspect on priority. It is need of hour that all human being should start living life which should be environment approach and supports sustainability. When we study growing trends to adopt green practices to save our earth, a management discipline plays a significant role contributing to moving conventional to green practices. To support overall green business initiatives, the support from various domain is extended such as Green Marketing,

Green Production, Green Finance and Green Human Resource Management (Green HRM). Green HRM is an evolved as arena of research in the organizational studies from last two decades. In this paper efforts were made to explore existing theoretical and empirical study carried by different researchers in this field.

The term Green HRM has established as one of the noteworthy topic in the world since awakened world is trying to reduce carbon footprint. This will help to the economic well-being of both the organization and the employees within a broader framework of sustainability. Following are the details of objectives under study:

- 1) To study the concept and significance of Sustainable Development in the contemporary business environment.
- 2) To study strategies to Go Green in broader context
- 3) To study Green HRM Policies and Practices and its contribution to Go Green initiatives and Sustainability at large.

Sustainable development is a broader term and talks about three key element People, Planet and Profit. The scope of this paper is limited to the 'People' element and that to creating the awareness of sustainability among the employees of the organization in the contemporary business environment.

Literature Review: Sustainable Development has become the imperative among the globe to protect the balance between ecosystems and protect existence of it. The concept of sustainability advises us to make optimum use of renewable and nonrenewable resources in a manner that satisfies our current needs but does not compromise the future availability of resources. According to United Nation Sustainable Development meets the needs of the present without sacrificing the ability of future generations to meet their own needs. The broader parameters of Sustainability are People, Planet and Profit. To be more precise Society, Environment and Economy these are the core elements. Environment includes taking care of biodiversity, materials and energy. Economy is nothing but dealing with capital, money employment, technological growth, investment and market forces. The third element, society covers human diversity: cultural, linguistic and ethnic, equity in terms of dependence and independence, quality of life, institutional structures and organization, political structures. To conclude broader agenda is managing all the three element viz. environment, society and economy without disturbing the 'Health' factor, well-being of these three.

Before moving further let us understand the term Green HRM. It is referred to all the activities involved in growth, execution and on-going maintenance of any system of organization which aims at making employees of an organization green, environment conscious. It is the initiative and support of HRM that is concerned with transforming normal employees into green employees so as to achieve organizational environmental goals and finally contributes to

environmental sustainability. Now we focus on some of the selected definitions of Green HRM coined by different author. “Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability”¹ Other view is “It refers to the policies, practices and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business”². Green HRM is directly responsible for creating working environment that appreciates and takes cognizance of eco-friendly objective through the Human resource management process of Recruiting, Training, Hiring, and Compensating, developing, and advancing the firms human capital. All these practices will not only help the Individuals but also to the business, society, natural environment and ecosystem at large. The priority of human being should be to protect their own existence by saving the earth. The mentioned concern of protecting our existence is growing and result of which is many business houses started adopting Go Green Strategies³ which are discussed as follows:

Strategies to Go Green

1. 3R Model of Green Management: An organization which wants to go through the path of Green HRM must adopt the model of 3R-REDUCE, RECYCLE & REUSE. Material like office stationary, glass, trash, water and other things always be recycled as far as potential is there.
2. Energy and power saving strategy adaptation is important to adopt Green HRM for this consultation is available in market company should take advise from them. Improve insulation, automatic timers to turn of light to reduce electricity consumption. To have annual planning for the energy savings and periodic control over that plan and annual assessment
3. Carpooling must be norm in an organization to avoid additional expenses, Traffic and to free more parking spaces. Carpooling also enhance the bonding among the employees. To encourage this organization has to create awareness among the employee.
4. Biological and toxic chemical wastages like batteries and copier toner, E –waste, printer ink must be dispose with proper vendor. Organization should sign MOUs with these vendors who are expert in disposing these wastages.
5. Business travels must be a part of your strategy, if possible try to avoid business tours. Replace these business tours with teleconferencing or video conferencing.
6. When you decide to go for adoption of Green Management you have to cover all functions of Management i.e. Marketing, Finance, Operations, and HRM etc.

¹Marhatta&Adhikari, 2013, p. 2

²Opatha, 2012; Opatha and Anton Arulrajah, 2014

³ Go Green Startegies

After understanding 'Go Green' initiatives of business houses in broader context, further efforts were made to understand the objectives of Green HRM to establish the link between: Go Green Business Strategies, Green HRM and finally to meet Sustainability Goal. The objectives of Green HRM are 1) To build sustainable work environment 2) To save the additional cost 3) To fascinate the people 4) To build employer brand 5) To conserve the time 6) To maintain Elasticity 7) To have Ecological balance

To implement Green HRM, an organization has to convert all the HRM functions into Green HRM Functions. Following is the list of some of the Functions of Human Resource Management is as follows: 1) Job Analysis and Design 2) Human Resource Planning 3) Recruitment 4) Selection 5) Induction and on boarding activities 6) Performance Management System 7) Training and development 8) Reward Management 9) Health and Safety Management 10) Employee Discipline 11) Employee Relations

Job Design and Analysis: In this day and age many corporations have intended ecological concerned fresh jobs or positions in order to emphasis absolutely on environmental management facets of the organizations. Employees who are doing their regular duties and responsibility at their workplace have to do any one duty which is related to protection of environment. An organization has to add any task, duty or responsibility in each job in order to protect the environment. Job descriptions and Job Specifications may include environmental, social, personal, and technical necessities of the company as far as possible. Duties for environment protection must be added in addition to environmental reporting roles and health and safety tasks⁴. In addition some companies imparted teamwork and cross-functional teams as job design techniques to successfully manage the environmental issues of the company⁵. Use environmental dimension as a duty in job description and by using green competencies as a special element in job specification.

Green Human Resource Planning (GHRP): As per the ISO 14001, this includes cleaner production and responsible care etc. HRP plays major role in engaging in anticipating number of employees and types of employees, needed to implement the corporate environmental management initiatives, programs and activities. Also HRP can add to deciding strategies to meet the forecasted demand for environmental works. e.g. appointing consultants, experts to perform energy or environmental audit etc.

Green Recruitment: Environment concerned companies have their own environmental policy framework to implement this companies need environmentally oriented workforce. For this company have two options. First company have to focus on green recruitment second is provide

⁴Crosbi and Knight, 1996; Wehrmeaer, 1997; Nort, 1998; Revil, 2001

⁵May and Flannery, 1996; Florida, 1995; Clement, 1998; Palmer and Andrews, 1998; Beard and Rees, 2001; Griffiths and Petrick, 2002; Daily and Huang, 2003; Govindarajulu and Daily, 2005; Jabbour, Santos, and Nagano, 2011

required environmental protection related awareness, education, training and development to the existing workforce. Between both the option first is more proactive and more cost effective. Therefore going for green recruitment is essential and beneficial for the organization.⁶The benefits are 1) Decrease Agency Costs 2) Increases Employer Branding 3) Diminish Paper and Processing Costs 4) Enhanced Candidate Experience 5) Better Ethics 6) Greener Approach 7) Improved Interviewee and Interviewer Performance. When communicating recruitment messages, efforts to be made to communicate employer's concern about greening through recruitment efforts. Articulating the inclination of the organization towards recruiting those candidates who have competency and attitude to participate in corporate environmental management initiatives to be added in the recruitment message itself⁷.

Green Selection: The literature review shows that at the time of selection interviewer asks the questions related to environment and checks the candidates concern and interest with the environment. Selecting people who are environment friendly in addition to selection criteria relating to the specific duties of the job being concerned is best practice. Picking interviewees, who are adequately conscious of greening to fill job vacancies. Selecting candidates who have been performing greening at the private life as a consumer is the best solution.⁸

Green Induction: Employee must understand the seriousness of Green Practices. The awareness of adopting the same to be added as an additional component of Induction For eg.GeneralJob specific induction and green induction. After choosing the applicants for the posts, organization must provide essential, necessary simple information about the corporate environmental management policy, system and practices. Making new employees aware about greening efforts of the organization and encourage them to engage in green interpersonal citizenship behavior.⁹

Green Performance Evaluation: Measuring employee performance of job is one of the key functions in green HRM. Without this practice any organization cannot ensure the realistic environmental performance at firm level on long term basis. Corporate Environmental Objectives to be added as one component of target of performance evaluation system of the organization. Setting up green targets, goals and responsibilities to be done meticulously. To ensure contribution benchmarking in corporate-wide environmental performance to be developed. Performance Appraisal must be evaluation of Job Performance with go green related

⁶.The Benefits of Green Recruitment published by A. Catherine Diana (CSMTSA-2016)

⁷. Clarke, 2007; Wehrmeyer, 1997; Oates, 1997 , CIPD, 2007; Renwick et al, 2009; Jackson et al, 2012; Phillips, 2007; Stringer, 2009; Renwick et al, 2013

⁸. Renwick et al, 2009; Renwick et al, 2014, Crosbie and Knight, 1996; Wehrmeyer, 1997; North, 1998; Revill, 2000, Opatha, 2013

⁹. Crosbie and Knight, 1996; Wehrmeyer, 1997; North, 1998; Revill, 2001; Renwick et al, 2008; Renwick et al, 2013; Opatha, 2013

criteria. Organization must launch Environmental Management Information System (EMIS) and environmental audits¹⁰

Green Training and Development: In order to educate the employees about the green practices green training and development is important. Providing environmental training to the employees to develop required skills knowledge is essential function in Green HRM. Providing environmental awareness training that leads to change of attitude and behavior among managers and non-managerial employees. Providing training to learn environmental friendly best practices like e.g. reducing long-distance business travel and recycling. Giving training to the staff to produce green analysis of workspace. Smearing of job rotation to train green managers of the future. Training needs analyses to identify green training needs of employees order to make them more environmental concerned. Everybody must get an opportunity to be trained on environmental management aspects.

Green Reward Management: Green Reward Management is another important function of Green Human Resource Management. The sustainability of organization's environmental performance is very much dependent on the green reward management practices of the organizations. As usual there are two types of reward system one is financial and another is nonfinancial reward system. Some companies have effectively rewarded extraordinary environmental performance, practices and ideas by including environmental criteria into salary reviews.¹¹ In some organization financial rewards are not possible to give due to scarcity of finance therefore non-financial rewards such as recognition of extraordinary work is established. The details of good practices are as follows: Rewarding employee environmental performance by dividing as good/excellent and extraordinary. If availability of finance is there then financially rewarding for employee for good environmental performance like incentive and salary. Other than finance, Non-financially rewarding for employee good environmental performance like recognize at higher level. Providing Team excellence awards for better environmental performance. Introducing awards for innovative environmental initiative or performance. Communicating with the employee environmental excellence through website, magazines. Providing incentives to encourage environmentally friendly activities and behaviors like recycling and waste management. Giving rewards to the employee who acquires green skills successfully.¹²

Green Health and Safety Management: The important role of green health and safety management is to make certain a green workplace for all. Green workplace is defined as a

¹⁰Wells et al, 1994; Carpenter, 1954; Schwalm,1996; Milliman and Clair,1997, Wehrmeyer, 1996, Milliman and Clair, 1997; Renwick et al, 2009; Renwick et al, 2014, Renwick et al, 2009; Renwick et al, 2014

¹¹Crosbie and Knight (1996)

¹²Crosbie and Knight, 1995; Renwick et al, 2008 and 2013, Bhushan and Mackenzie, 1995, Berry and Randinelli, 1999; Jackson et al, 2011

workplace that is environmentally sensitive, resource effective and socially accountable¹³ At current situation there are many companies where traditional health and safety functions was prolonged to include environmental management/protection. These companies have continually tried to find out various environmental related initiatives to decrease employee stress and some of the disease caused by harmful work environment. In direction to improve health and safety of workforces, some companies have used different strategies e.g. green factory/green zone to maintain a favorable environment and to avoid different health problems. These strategies can be considered as some examples for green health and safety management practices of the organizations. The appreciated initiatives are: Taking different environmental related initiatives to decrease employee stress and work related disease caused by harmful work environment. Make certain green workplace for all¹⁴

Green Employee Discipline Management: Wehrmeyer (1997)¹⁵ stated that green discipline management is a pre-requisite in corporate environmental management. At workplace by ensuring green employee behavior organizations may need green discipline management practices to achieve the environmental management objectives and strategies of the organization. Renwick et al, (2008)¹⁶ suggests that setting penalties for noncompliance on targets in environmental management, discipline dismissal for environmental management breaches, and developing negative reinforcements in environmental management like criticism, warnings, and suspensions for lapses are also meaningful practices under the function of green employee discipline management. The existing and certain new Human Resource Management practices under the green employee discipline management are listed as follows: 1) Setting punishments or penalties for noncompliance on targets in environmental management. 2) Setting forfeits for environmental management breaches. 3) Framing and issuing rules of conduct relating to greening and Developing a progressive disciplinary system to punish employees who violate the rules of green conduct.

Findings and Discussions:

¹³(SHRM, 2009).

¹⁴Ditz et al, 1995; SHRM, 2009

15 GREENING PEOPLE edited by Walter Wehrmeyer, 1996. Greenleaf Publishing, 416 pp, £29.50 (hbk). ISBN 1 874719 15 2

¹⁶ Dr. Douglas Renwick, University of Sheffield Management School, Discussion Paper No 2008.01, Green HRM: A review, process model, and research agenda

- 1) Sustainable Development has become the imperative among the globe to protect the balance between ecosystems and protect existence of it. It aims to achieve profit by protecting planet and people.
- 2) The concept of sustainability advises us to make optimum use of renewable and nonrenewable resources in a manner that satisfies our current needs but does not compromise the future availability of resources.
- 3). All of the mentioned study suggests that by understanding and increasing the scope and depth of Green HRM practices, organizations can improve their environmental performance in a more sustainable manner than before.
- 4). An organization which wants to go through the path of Green HRM must adopt the model of 3R-REDUCE, RECYCLE & REUSE. Material like office stationary, glass, trash, water and other things always be recycled as far as its potential is there.
- 5) Though the Green Movement and Green HRM are still in the nascent stage, rising consciousness within organizations of the significance of green issues have compelled them to embrace eco-friendly HR practices with a specific focus on waste management, recycling, reducing the carbon footprint, and using and producing green products.
- 6) We can certainly create awareness about going green attitude of organization and sustainable development among the employees of the organization with the help of Green HRM initiatives like encouraging green performance, green behaviors, green attitude, and green competencies. In absence of Green HRM practices, it is difficult to create and maintain sustainable environmental performance in an organization.
- 7) In other words, converting mere HRM function in Green HRM functions will reduce negative environmental impacts of the organization and improve the positive impacts. Hence we are sure by understanding the scope and depth of Green HRM practices organizations will have a capability of performing in more environmentally friendly manner than ever before

Conclusion:

Green color signifies peace, growth, greenery & is definitely in fashion these days as organizations today are realizing the fact that going green is not only noble and a responsible thing to be done but can also be upright for the community image of the organization. So, herewith we suggest that organization across the world should take care that each function of HRM must convert into Green in order to help environment and sustainability. Last, but not the

least, Green Human Resource Management has significant opportunity to contribute to the organization's green movement and plays important role in enthusing, facilitating, and motivating employees for taking up green practices for greener business.

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Journal Paper No.: 104

A Confirmatory Factor Analysis Approach to study Shopping Behaviour of Young Consumers in India

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A Confirmatory Factor Analysis Approach to study Shopping Behaviour of Young Consumers in India

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ABSTRACT

Consumer purchase decision making research is always a very attractive field for the researchers working in the field of consumer research. These researches not only produce substantive understanding of the consumer characteristics and help the marketers in formulating better strategies. The present study deals with the decision-making aspects of the consumer behaviour. Consumers show the different styles of their behaviour while making their purchase decision. The study focuses on the apparel purchase behaviour of the young consumers of India. The concept of young consumers has emerged as a dignified social class in the last decade as a consequence of the development and modernization. In India today, the young consumers have become the focus for all the stakeholders in the economy and their choice of apparel shows their economic and social status and influences their lifestyles. This study is based on the primary data which was collected from college through a self-administered questionnaire. This study also tries to validate the CSI Scale of Sproles and Kendall (1986). The study shows the different styles of the purchase decisions among young consumers in India and discussed about them in detail. Further a Confirmatory Factor Analysis approach is used to understand the shopping behaviour of young consumers.

Key Word: Decision Making Styles, Young consumers, CSI, CFA

Introduction:

The natural determinants of how and why individuals buy has been a subject of study and directing examination for a long time, since typologies of shopping styles were created. These investigations have been effective up to a degree that a few buyers show steady shopping directions that can be oppositely contradicted to one another, for instance, the utilitarian customer versus the recreational customer.

In India the geographical and demographical classification is very much diverse in nature. By that the needs and preferences of the consumers from the different part of the nations are different. Their life-styles, Psychology, decision characteristics are not same for everybody. Hence the results of one study cannot be applied for other areas easily or we can say that generalization of any study related with the consumer is quite difficult. In this study we are focusing on the study of consumers of U.P. especially on their decision making styles for purchasing goods and services.

The population of U.P. is 200 million presently and it has one-sixth population of the overall nation so the study can give us some inputs which can be applicable for the larger segment of the nation and give a lead to further studies regional wise not only in Uttar Pradesh but in the rest of the States of India for drawing an all India pattern of Purchase Decision Making Styles of Young Consumers.

The present study deals with apparel purchase decisions of young consumers of the Lucknow city a million capital city of Uttar Pradesh where the urban population is more than 10 lakhs. Apparels constitute the larger segment in the non-durables of the daily of the consumers. The purchase behaviour of the consumer regarding the apparel is not static but it keeps on changing with the changing patterns of the individuals' characteristics. The influence of the gender on the different shopping styles is also studied in this research.

Literature Review:

Consumer Decision Making:

Consumer decision-making is defined as the behaviour patterns of consumers that precede, determine and follow the decision making process for the acquisition of need satisfying products, ideas or services (Du Plessis & Rousseau, 1999). During the consumer decision-making process, not only do consumers make decisions regarding which brand options to choose but they also decide what quantity of the good to purchase. Consumers make decisions in order to reach their goals, which include making the best choice among alternative possibilities, reducing the effort in making the decision, minimizing negative emotions, and maximizing the ability to justify the decision. In summary, consumer decision-making is a constructive process (Mowen & Minor, 2006).

Consumer Decision Making Process:

The recent studies signified that as consumer's preferences and purchase patterns constantly changing, marketers, retailers, and other stakeholders need to have a comprehensive knowledge of the consumer decision-making process and the entire purchase process not only just the purchase decision (Schiffman & Kannuk, 2007:526). The consumers show the variations regarding their undergoing purchase decision process. A review of the literature in the purchase decision-making process is provided in order to facilitate comparisons in an attempt to find common ground. Later in the model of consumer decision making provides an overview of the consumer decision-making process within the context of various factors that may influence the purchase process.

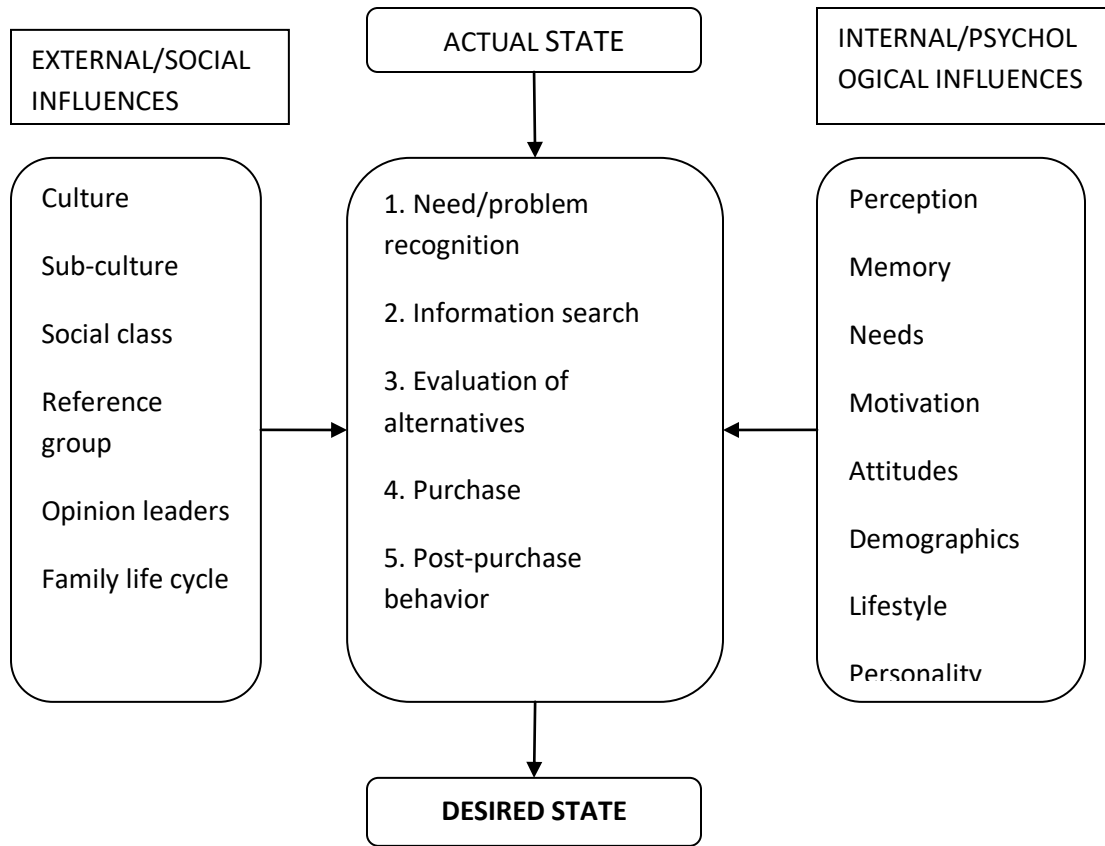


Fig 1: Consumer Decision Making Process & Factors Influencing Consumer Decision-Making
Source: Adapted from Lamb et al 2004:152 and Schiffman & Kanuk 2000:443

Consumer Decision Making Styles:

Decision-making style refers to a mental orientation describing how a consumer makes choices (Durvasula et al. 1993). Sproles and Kendall (1986) have defined it as "a mental orientation characterizing a consumer's approach to making choices." As it has cognitive and affective characteristics, it is a basic consumer personality (Sproles and Kendall 1986). According to Sproles and Kendall (1986), the research on consumer-decision making styles can be categorized into three main approaches: then psychographic or life style approach (Wells 1974; Lastovicka 1982), the consumer typology approach (Stone 1954; Stephenson and Willett 1969; Darden and Ashton 1974; Moschis 1976), and the consumer characteristics approach (Sproles 1985; Westbrook and Black 1985; Sproles and Kendall 1986; Sproles and Sproles 1990; Walsh et al. 2001). Lysonksi et al. (1996) indicated that among these three approaches, the consumer characteristics approach seemed to be the most powerful and explanatory as it focused on the mental orientation of consumers in making decisions. Thus decision-making styles can be determined by identifying the consumer's general orientations toward purchase decisions. In this context, Sproles (1985) and Sproles and Kendall (1986) have been the pioneers in developing and testing Consumer Styles Inventory (CSI). Sproles (1985), on the basis of his review of previous literature, identified 50 items related to consumers' cognitive and affective orientation towards shopping activities. Sproles and Kendall (1986) further refined this inventory and accordingly developed a more refined scale consisting of 40 items.

The Consumer Style Inventory (CSI), that they developed, consisted of eight consumer decision-making style characteristics, these characteristics are in brief: -

Perfectionism or high-quality consciousness- characteristic that measures the degree to which a consumer searches carefully and systematically for the highest or very best quality in products.

Brand consciousness- measures a consumer's orientation to buying the more expensive and well known brands in the belief that the higher price of a product is an indicator of better quality.

Novelty-fashion consciousness- characteristic that identifies consumers who like new and innovative products and gain excitement from seeking out new things.

Recreational, hedonistic consciousness- characteristic measuring the degree to which consumer finds shopping a pleasant activity and shops just for the fun of it.

Price conscious and "value-for-money" shopping consciousness- A characteristic identifying those consumers who have a high consciousness of sale prices and lower prices in general.

Impulsiveness- A characteristic that identifies those consumers who tend to buy on the spur of moment and appear to be unmindful of the amount they spend on getting "best buys".

Confused by over choice- A characteristic identifying those consumers who perceive too many brands and stores from which to choose, and thus experience an information overload.

Habitual, brand-loyal- A characteristic indicating consumers who have favorite brands and stores, who have formed habits in choosing these repetitively.

The CSI has pointed towards a new direction in the consumer decision-making research. The CSI provides a good base for additional comparative work as it is a robust questionnaire and it can be used to compare the results with prior research (Sproles and Kendall 1986; Hafstrom et al. 1992; Durvasula et al. 1993; Lysonski et al. 1996; Fan and Xiao 1998; Mitchell and Bates 1998; Walsh et al. 2001).

Young Consumers at a glance:

Young-adult consumers provide an interesting topic for the consumer research for at least four reasons (Grant and Waite 2003). First, at the period of transition from adolescence to early

adulthood, the young people seek to establish their own individual personas and form behaviour patterns, attitudes, and values, hence their own consumption patterns. They make purchases to define themselves and to create an identity of their own making (Holbrook and Schindler, 1989). Many of these patterns are carried well into individual's lifetimes (Moschis, 1987). Secondly, young people are able to influence the purchase and decision-making of others (Grant and Waite 2003). Thirdly, they act as a change agent by influencing society and culture (Leslie et al., 2001). And finally, from a marketing perspective, young adults are recognized as a specialized market segment that forms a powerful consumer spending group in their own way (Moschis, 1987; Grant and Waite 2003). In our study we have taken the young consumers from 18 years to 32 years. This age group is further divided into 3 sub groups. These are 18-22, 23-27, and 28-32 years respectively. These groups cover the young consumers in urban cities at large and these are the true representation of the urban young consumers. These age groups are previously taken as young consumers in different study worldwide.

Research Methods:

Objectives of the study:

- 1- To explore the different decision making styles of young consumers with respect to their apparel purchase
- 2- To validate the CSI (Consumer Style Inventory) scale for the young consumers with respect to their apparel purchase.

The above three are the main objectives of this research by the validation of the CSI scale is the main objective of this research paper which fix the important shopping styles regarding the apparel purchase of the young consumers across city of Lucknow.

Research Design and Construct Development- The present study is exploratory in nature where the researcher has tried to find out the various decision making styles of apparel purchase by young consumers. And in the second phase of the study the confirmatory approach is followed to validate the CSI scale. The study started with the original 8 factor model of Sproles and Kendall (1986) which includes the factors Quality Consciousness, Brand Consciousness, Price Consciousness, Impulsiveness, Hedonic or Recreational consumers, Brand/ Store loyalty, Novelty or Fashion Consciousness and confused by over-choice consumers. This study will try to validate this scale by using the structural equation modeling and establishing the various fit of the scale.

Scale development-

The data is collected by adopting survey method by the self-administered questionnaire. The questionnaire has two sections, in the first sections the demographic indicators like their gender, age group, marital status, education, occupation and their apparel shopping spending and frequency were asked. In the second section the CSI (Consumer Style Inventory) scale is used to measure the responses of the young consumers regarding their apparel purchase across Lucknow City. The CSI scale is originally developed by the Sproles and Kendall (1986) which contains 40 items on the decision making styles of the young college going students of USA. In the present questionnaire the 40 items were asked mainly to the college going students of the Lucknow city to know their decision making styles regarding apparel purchase.

Sampling and Data Collection:

The population for this study was the young consumers of Lucknow, the capital of Uttar Pradesh. Uttar Pradesh is the largest state of India in terms of population (Census: 2011). The city of

Lucknow has close to 3 million urban populations in which half of the population belongs to the category which has been chosen for the study.

The University students were the target sample for the present study. The proportionate sample from the three faculties Art, Commerce and Science were chosen and a total 390 respondents were contacted. Out of which the responses of 375 respondents were complete and useful for the present study. Then the final sample size for this study is 375.

Data Analysis and Interpretations:

Demographic Profile of the Respondents: The following table discusses the demographic indicators of the respondents of the present study:

Demographic Indicators	category	Frequency	Percentage
Gender	Male	268	71.5
	Female	107	28.5
	Total	375	100
Age-group in years	18-22	129	34.4
	23-27	191	50.9
	28-32	55	14.7
	Total	375	100
Marital Status	Single	324	86.4
	Married	38	10.1
	In a relationship	13	3.5
	Total	375	100
Education level	Senior Secondary	2	.5
	Graduation	114	30.4
	Post Graduation	234	62.4
	Ph. D. and above	25	6.7
	Total	375	100
Occupation	Private sector	48	12.8
	Public Sector	8	2.1
	Self employed	26	6.9
	Students	287	76.5
	Others	6	1.6
	Total	375	100
Income (in Rs.)	Less than 10,000	219	58.4
	10,000-20,000	83	22.1
	20,000-30,000	52	13.9
	30,000-40,000	15	4.0
	40,000-above	6	1.6
	Total	375	100
Frequency for shopping in a month	Less than once	101	26.9
	once	127	33.9
	Twice	104	27.7
	Thrice	23	6.1
	Four or more	20	5.3
	Total	375	100

Accompanying at the time of apparel shopping	None	55	14.7
	Friend	182	48.5
	Family member	116	30.9
	Boy/Girl Friend	16	4.3
	Others	6	1.6
	Total	375	100
Average amount spend on apparels in a month in Rs.	Less than 1000	109	29.1
	1000-2000	138	36.8
	2000-3000	73	19.5
	3000-4000	30	8.0
	More than 4000	25	6.7
	Total	375	100

In this study where gender is to be considered an important demographic factor, the data comprised of both the gender male and female but the percentage of male is higher than the female. The ages of the respondents were categorized into 3 categories but the age between 23-27 years is dominating in this sample having more 50 % stake. The most of the respondents of the study were the college going students so the majority of them were unmarried having post graduate qualifications are pursuing their Ph.D. from different departments. The main source of income was the scholarships or the pocket money which they are getting from their families. It is good for the marketers that the young consumers of Lucknow city have measurable apparel shopping patterns and their spending reasonable amounts for their apparel purchasing.

Results of Exploratory Factor Analysis:

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.536	18.841	18.841	7.536	18.841	18.841	2.957	7.394	7.394
2	3.147	7.868	26.708	3.147	7.868	26.708	2.868	7.169	14.563
3	2.612	6.529	33.237	2.612	6.529	33.237	2.823	7.058	21.621
4	1.748	4.371	37.608	1.748	4.371	37.608	2.743	6.857	28.477
5	1.485	3.712	41.320	1.485	3.712	41.320	2.700	6.749	35.227
6	1.425	3.564	44.883	1.425	3.564	44.883	2.332	5.831	41.057
7	1.317	3.292	48.176	1.317	3.292	48.176	2.154	5.384	46.441
8	1.238	3.094	51.270	1.238	3.094	51.270	1.931	4.828	51.270

Factor Loadings and Reliability Analysis

Factors and the items under each factor	Factor Loadings	Reliability Analysis Cronbach's Alpha of Factor
<p>Confused by over-choice consumers</p> <p>There are so many brands to choose from that I often feel confused</p> <p>Sometimes, it's hard to choose which store to shop</p> <p>The more I learn about apparels, the harder it seems to choose the best</p> <p>At the information I get on different products confuses me</p>	<p>.732</p> <p>.713</p> <p>.689</p> <p>.613</p>	.765
<p>Hedonistic/Recreational Consumers</p> <p>Shopping for apparel is not a pleasant activity to me</p> <p>Shopping apparel in store wastes my time</p> <p>A product doesn't have to be perfect, or the best, to satisfy</p>	<p>.722</p> <p>.684</p> <p>.554</p>	.640
<p>Quality Conscious Consumers</p> <p>In general, I try to purchase the best overall quality apparel</p> <p>When it comes to purchasing apparel. I try to get the best or perfect choice</p> <p>Getting very good quality is important to me</p> <p>I make a special effort to choose the very best quality apparel</p>	<p>.824</p> <p>.818</p> <p>.777</p> <p>.542</p>	.791
<p>Novelty-Fashion conscious consumers</p> <p>I keep my wardrobe, up-to-date</p>	<p>.741</p>	.658

with the changing fashion		
I usually have one or more outfits of the very newest style	.678	
Fashionable, attractive styling is very important for me	.652	
It's fun to purchase new and exciting apparel	.592	
Brand- conscious Consumers		.701
The more expensive brands of apparel are usually purchased by choice	.687	
The well known brands of apparel are best for me	.593	
Nice departments and specialty stores offer me the best apparel	.535	
I prefer purchasing the best selling brands of apparel		
The most advertised brands are usually very good choices	.511	
	.500	
Brand-loyal/habitual Consumers		.667
Once I find a brand of apparel I like, I stick to it	.711	
I have favourite brands I purchase over and over	.583	
Impulsive consumers		.646
I carefully watch how much I spend on apparels	-.768	
I take the time to shop apparel carefully for best buys	-.702	

The KMO measure of the sampling adequacy is .840 for the present data set which is a good statistical limit (Hair et al., 2009) to run the factor analysis on the sample. The Bartlett's test of sphericity is also significant to perform the factor analysis.

The tables show the results of the factor analysis on the present data set. The varimax rotation on the Principal Component Analysis is performed for the analysis. The objective of the study to validate the 8 factor model of the Sproles and Kendall so the factors were restricted to 8 only. The Eigen values for the different factors were from 7.536 to 1.238 and all the factors which had more than 1 Eigen value were considered to the independent factor for the study.

The above matrix explains more than 50% of variances which are above than the acceptable limits so this is an appropriate table of the factor extraction for the present study. The 8th factor had only one item so that was discarded at the time of naming of factors for further study. In the above factor loading matrix all the factor loadings are higher than the .5 which is acceptable limit for a items to be included under any factor. In the terms of reliability analysis all the alpha values are higher than .6 which is also a very good statistic to be noted means the items under each factor have a good internal consistency.

Confirmatory Factor Analysis

Further the confirmatory analysis is performed through structural equation modeling to test the validity of the CSI scale. In this the researcher considered 7 factor model for the model testing. These 7 factors have included 24 items under them.

Model Fit Statistics:

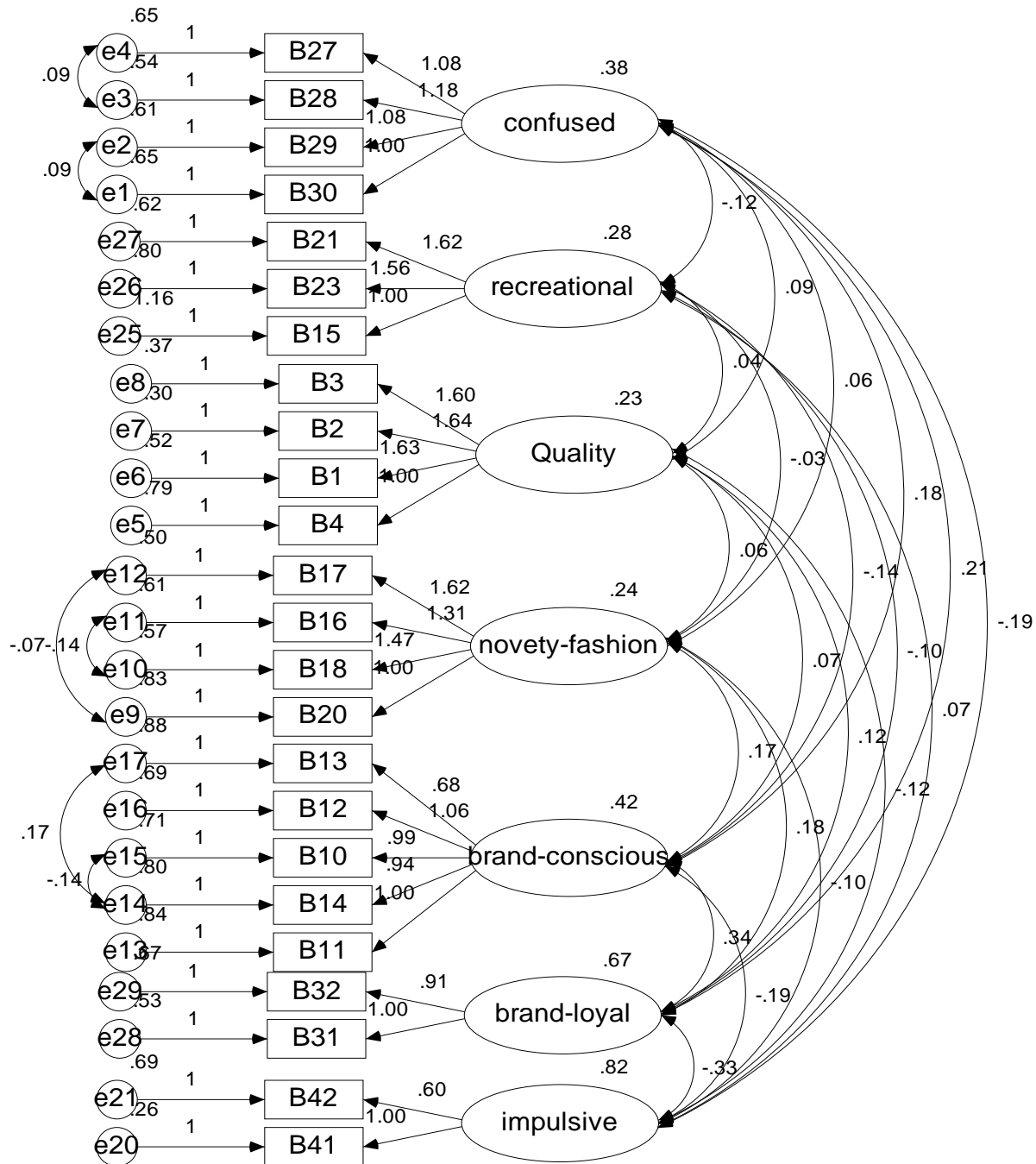
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	75	375.914	225	.000	1.671
Saturated model	300	.000	0		
Independence model	24	2540.111	276	.000	9.203

Model	RMR	GFI	AGFI	PGFI
Default model	.060	.923	.897	.692
Saturated model	.000	1.000		
Independence model	.223	.503	.460	.463

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.852	.818	.935	.918	.933
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.042	.035	.050	.956
Independence model	.148	.143	.153	.000



The Confirmatory Model of the Decision Making Styles with standardized factor loadings

The above tables clearly show the model fit of the proposed 7 factor CSI model with 24 items. The indicators of a good model fits are CMIN/DF which should be less than 3 (Hair et al., 2012), in this case it is 1.671. The values of GFI, AGFI AND CFI should be greater than .90 (Hair et al., 2012) for a good model fit. In this result these are .923, .897 and .933 respectively which shows a good model fit for CSI scale. The RMSEA value is .042 which is less than .05 also indicate towards a good model fit.

Reliability and Validity of performed CFA

The composite reliability of all the factors are more than .70 which is a good indicator of the internal consistency and good reliability. The rest of the measures of the validity are also significant in nature. The AVE value for all seven factors are close or more than .50 and these all AVE are greater than MSV and ASV values which show the discriminant validity and convergent validity measures are good for the present model.

Factors	CR	AVE	MSV	ASV
impulsive	0.782	0.530	0.200	0.095
confused	0.745	0.502	0.191	0.124
recreational	0.758	0.507	0.158	0.068
Quality	0.804	0.515	0.092	0.066
novelty-fashion	0.734	0.505	0.291	0.114
brand-conscious	0.700	0.520	0.404	0.200
brand-loyal	0.769	0.543	0.404	0.188

Conclusion and Implications-

The first objective of this study was to explore the consumer decision styles of young consumers in India. There are seven decision making styles are found for the young consumers of Lucknow. These are Confused by over-choice consumers, Hedonic/Recreational consumers, Quality Conscious consumers, Novelty-fashion conscious consumers, Brand conscious consumers, Brand/store loyal consumers and impulsive consumers. These styles are mainly common from the other similar studies but the price conscious consumer decision style is not prevalent in the young consumers of this population. Further by the confirmatory factor analysis these 7 factors model of the CSI scale is further validated for the Consumer Style Inventory Scale (CSI) for the young consumer's sample. The model fit of the present CSI model is also very good for the valid model. The validity and the reliability of the proposed scale is also very high which implicates the internal consistency of the items very well.

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Journal Paper No.: 105

“A Study on Impact of Digital Payment System on Urban Consumers With Reference To Maharashtra”

Author: Dr. Ganesh Yadav	Year of Publication: 2019-20	Journal Name: Studies in Indian Place Names
ISSN: 2394-3114		Indexed in UGC CARE LISTED

Link of the Paper:

<https://www.tpnsindia.org/index.php/sipn/article/view/2384>

The screenshot shows a web browser displaying the UGC-CARE List search results. The search criteria are "2394-3114", resulting in 1 journal entry. The table below summarizes the search results:

Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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“A Study on Impact of Digital Payment System on Urban Consumers With Reference To Maharashtra”

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Abstract:

The digital payment system has grown progressively more from last ten years because of the rising demand of internet-based banking and shopping. As the world is progressing along with technology development, we can see the growth of electronic payment systems and payment processing devices. As this increase, develop, and endow with ever more safe online payment transactions the proportion of check and cash transactions will shrink in near future.

Demonetization in India gave rise to digital payment system. It was already there in the market but came in focus during demonetization. Current study makes and attempts to study the extent at which digital payment system have the impact on urban consumer's financial transactions. This study restricted to Maharashtra customers only. Hypotheses were formulated and tested using Hypothesis testing.

Key Words:- Digital payment, Demonetization, Financial transactions, Payment applications, Internet based banking etc.

1. Introduction:-

An efficient payment system reduces the cost of exchanging goods and services, and is necessary to the smooth execution of various markets, especially interbank, money and capital markets. A frail payment system on the other hand may rigorously impede the strength and developmental power of an economy; its failures can result in unproductive use of economic assets, unequal risk-sharing among agents, tangible losses for participants, and loss of assurance in the financial system.

India's Payment Systems are measured to be resourceful, safe and sound and secure. The payment and settlement systems are also sufficiently in harmony. From last ten year, a number of innovations have taken place in banking and its payments system. These have changed and invented payment processes and changed the retail payments situation by motivating users in their selection of payment instruments. The innovations and changes have minimized costs and have enlarged social welfare.

After the demonetization retail consumer's transactions traditional method has been changed especially in urban consumers. Cashless as well plastic cashless payment system arrived in

Article Info:

India. In this research paper attempt has been made to understand the impact of digital payment on the consumers with reference to Maharashtra customers.

Need and Importance of the study:-

A Digital payment system is a way of doing transactions or paying for products and services through an electronic medium, without the use of cash or other mode of transactions. In other words it is called as an electronic payment system or online payment system. Read on to learn more.

Objective of the Study:-

1. To understand Trends in digital payments systems
2. To analyse the growth in electronic payment system.
3. To identify the impact of digital payment system on customers point of view.
4. To identify the impact of advanced electronic payment system on Indian banking sector.
5. To find out the benefits of digital payment systems for customers.
6. To find out the challenges in front of electronic/digital payment systems.
7. To study the awareness and usage of electronic payment systems among customers.
8. To study uses pattern of different electronic payment application and motives behind that.

Hypothesis:-

H1:- “Occupation and Usage of payment systems/Modes are positively correlated”.

H2: “Usage of digital payment modes provides better benefits to the users”

Scope: -

Current study will consider geographical scope and functional scope.

Geographical scope: - Study will be conducted in Maharashtra which includes urban areas. Specifically data will be collected from the consumers residing in Pune, Nagpur, Amaravati, Nashik, Solapur, Aurangabad, Nanded, Kolhapur, Thane and Mumbai.

Functional Scope: - Indian banking sector witnessed considerable changes in the recent past when considered to past two decades. This is because of much financial innovation in the sector and across the sector. This study will envisage on the recent innovations with the technological advancements in the case of digital payments in India and will assess the advantage of electronic payments and benefits.

Study will also have the scope to understand the impact of advancement in electronic payment system on banking sector along with end user i.e. customers.

2. Literature Review:-

From being basically a cash-obsessed economy, India's digital payment story is latest but interesting. It is driven by progressive regulatory policies and continuous rise in use of mobile internet, Indian traditional payment industry is going through a transformational phase. The coming five years will witness a complete new way of how money is moved in the Indian economy.

Digital transactions are highly beneficial to the customers and banks need to create awareness of it among the customers. (Vidyashree & Pralhad, 2015). The first ever internet banking services known as Homelink was established by Bank of Scotland in 1983. However, it was ICICI Bank in early 1997 that brought the phenomenon of internet banking in India. (Dimpay Handaa Gaurav Sehrawat, 2014). The study observed that India having high score in using mobile for payment system when compared to other countries in the world. As per the statistics, excluding voice messages, most of the mobile owners turn to their mobile phones for bill payments, bank transactions and for setting up a new account. (ET 2012). The Indian fintech software market is forecasted to touch USD 2.4 billion by 2020 from a current USD 1.2 billion, as per NASSCOM. (KPMG & Nasscom REPORT). There are a numerous number of benefits because of cashless or electronic payments. It drives economic growth, increases financial inclusion, reduces the shadow economy, and enables digital commerce. (Vinod Kumar). Information technology has played a key role in financial inclusion. Technology has enabled more effective, lower cost and real-time delivery of financial services. Younger people are rapid technology adopter, whose use of the Internet and mobile phones is growing. The sinking cost of Internet access has facilitated the adoption of digital technologies. The data rate in 2013 was double than what it was in 2016. (Dr. Vrajlal Sapovadia). The Govt. of India, soon after demonetisation, came up with the UPI based BHIM app on December 30, 2018. This facilitated e-payments directly through the banks as a part of the demonetization of Indian currency notes which drove towards cashless transactions. The faith of people in this app led to an increase in UPI based transactions so much so that an AGR of 600% was realised in the December 2016. (Aalia Shirin). Online shopping, payment of utility bills (like electricity, mobile bills, water bills, etc.) and movie tickets are the three things that an Indian user primarily pays for through digital platform. An interesting angle to India's digital payment story is that it is going to be dominated by micro transactions (transactions of value lower than Rs 100). In fact, 50% of person-to-merchant transactions are to be under Rs.100, says the Google-BCG report. Alternate digital payment instruments like digital wallets, UPI, payment banks, Bharat QR are expected to grow fiercely and estimated to double their contribution to 30 per cent in the digital payment industry.

Mobile/Digital wallets: The digital payment industry growth will be led by the digital/mobile wallets. According to the Capgemini's World Payment Report, mobile wallets will witness a compound annual growth rate (CAGR) of 148 per cent over the next five years and will be \$4.4 billion by 2022. The digital wallets are also supposed to outshine UPI. (IBEF 2019)

3. Research Methodology:-

Research Design:-

Research design will be of Descriptive research design. Descriptive research is used to describe characteristics of a population or phenomenon being studied. Researcher will study and describe the characteristics of digital payment system, its impact and challenges before electronic payment systems by collecting the primary as well as secondary data.

Data Sources:-

Primary Data:-

Primary data will be collected by using structured questionnaire. Questionnaire designed on the basis of objectives and hypothesis of the study. Questionnaire distributed amongst the customers in urban area of Maharashtra.

Secondary Data:-

Secondary data collected and analyzed from various sources. Banks websites, Bank reports, RBI Bulletins, earlier research reports and thesis, news papers and magazines will be the sources of secondary data.

Sampling Design:-

Sample Size:- Customers: - 250 Customers

Sampling Technique: - Area Sampling used to collect the information. Areas decided on the regional basis of Maharashtra. From each region two cities were taken to approach the respondents.

4. Data Analysis:

1. Demographics

Sr. No.	Factor		Frequency
1	Gender	Male	173
		Female	87
2	Age	Below 20	37
		20-30	83
		30-40	76
		40-50	43
		50 and above	11
3	Occupation	Student	32
		Farmer	21
		Service	143
		Businessman	54
4	Income	Below 1 Lakh	37
		1-3 Lakhs	137
		3-5 Lakhs	42
		5-7 Lakhs	32
		7 Lakhs and above	2

From the above table it has been observed that the survey was dominated by male respondents as compare to female respondents as out of 250 respondents 173 were male and 87 were female. Most of the respondents were observed from younger age as around 200 respondents were under the age group of 40 years. Respondents occupation was reveal that most of the respondents were from service category followed by businessman, students and farmers. In Income category near half of the population was belong to the income group of 1 to 3 lakhs, followed by the income group 3 to 5 lakhs, 1 to 3 lakhs, 5 to 7 lakhs and only two respondents were from more than 7 lakhs etc

1. Usage of UPI Payment Gateway

Sr. No.	Name of Payment Gateway	Frequency
1	Bhim	136
2	Paytm	178
3	Google Pay	165
4	Amazon Pay	34
5	Phone Pay	165
6	Other	76

From the table it has been observed that most of the respondents are using either any one UPI payment application in their cell phone. It is lead by Paytm and Google pay followed by BHIM, Phone pay and other payment applications.

2. One-Way ANOVA analysis between respondent’s occupation and usage of the different payment systems/modes.

H1: “Occupation and Usage of payment systems/Modes are positively correlated”.

Awareness of Technological payment systems	F value	P value
Debit Card	3.386	.002*
Credit Card	.640	.573
ECS Debit/Credit	1.768	.0540
NEFT	8.657	.000*
IMPS	11.672	.000*
RTGS	1.864	.034

One way ANOVA was tested run to identify the relation between respondents occupation along with usage of different payment systems. Here almost all the possible modes of payment transactions were included. It has been observed from the above data that usage of NEFT and IMPS are heavy among the respondents followed by usage of debit card for swipe. Hence it shows the positive relation between both the factors therefore Hypothesis is accepted.

2:- “Usage of digital payment modes provides better benefits to the users”

Test:- Chi-Square test

Sr. No.		Benefits	P-Value
1	Usage of Digital payment systems	Saves Time	0.000
2		Safe and Secure	0.042
3		User Friendly	0.002
4		Highly Reliable	0.047

5		Comfort and Convenient	0.001
6		Accessibility	0.032
7		Instant Acknowledgement	0.000

Above table shows that all the benefits of received by the respondents due to usage of digital payment systems shows positive correlation with the usage of digital payment as p-value of all the benefits is less than 0.05. Hence it favours the given hypothesis. Therefore the hypothesis i.e. “Usage of digital payment modes provides better benefits to the users” is accepted.

Result and Discussion:-

From the responses of the respondents and data analysis it has been observed that there is a great and positive impact of digital payment systems on consumer’s financial transactions. Now in Maharashtra customers are using payment applications for most of the transactions rather than using credit cards, debit cards or cash. Specially the transactions up to rupees 2000 to 3000, customers are preferring digital payment applications. Bhim, Paytm, Google pay are some of the popular payment applications among the customers. Though there are numerous advantages of digital payment systems, still there are some concerns like security, safety in transactions. Age, occupation and education were some demographic factors which have impact on intention to use digital payment applications for financial transactions.

Conclusion:-

Study concludes that demographic factors specially occupation and education of the customers is positively correlated with the use of digital payment applications. Digital payment provides many advantages over the traditional payment systems. Easy transactions, convenience, acknowledgement of transactions, user friendly, accessibility, highly reliable were the benefits observed through the data collection. Overall digital payment system got a momentum especially demonetization occurred in India. It will enlarge its scope in coming future time.

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Journal Paper No.: 106

The study on CSR activities performed in Asian Paints in India: A comparative study

Author: Rosy Kalia	Year of Publication: 2019-20	Journal Name: Studies in Indian Place Names
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Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

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The study on CSR activities performed in Asian Paints in India: A comparative study

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Abstract:

Corporate social responsibility (CSR) is a subject which has gained importance after many multinational corporations formed the term stakeholders, meaning those on whom organization activities have an impact. Firms are increasingly evaluating outcomes not by conventional financial measures as a means to ensure positive public relations and strengthen stakeholders trust. This paper is an attempt to highlight the fundamentals of CSR and specifically discuss a case of Asian Paints Ltd. With regard to CSR compliances, Asian Paints Ltd. aims to be a forerunner of inspiring décor to actively empower customers to create their dream home by painting it in different shades. Asian Paints, included in the list of India's super 50 companies by Forbes India continuous to be Asia's 3rd largest paint firm. In country like India, where there exist socio economic disparity and wide income gap among sections of people there is a dire need that these giant sized corporations discharge their ethical duties towards country so as Asian Paints. Keywords: Corporate Social Responsibility, Sustainability, government, NGOs, manufacturing plants.

Keywords: Corporate social responsibility (CSR), Paint Industry.

1. Introduction and Conceptual Background

Corporate Social Responsibility (CSR) assumes significance as it permits companies to engage in projects or programs related to activities related to social welfare and improvement enlisted under the terms of Companies Act, 2013.

The term Corporate Social Responsibility or CSR has been defined as under, but is not limited to:

- Projects or programs with reference to activities that are specified in the Schedule; or
- Projects or programs related to activities undertaken by the Board in pursuance of recommendations of the CSR Committee according to the declared CSR policy subject to the condition that such policy covers subjects explained in the Schedule.

The following activities can be performed by a company to accomplish its CSR obligations:

- Eradicating extreme hunger and poverty
- Promotion of education

- Promoting gender equality and empowering women
- Reducing child mortality
- Improving maternal health
- Combating human immunodeficiency virus, acquired, immune deficiency syndrome, malaria and other diseases
- Ensuring environmental sustainability,
- Employment enhancing vocational skills, social business projects
- Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development, and
- Relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed.

2. Literature Review

Corporate Social Responsibility in India

Corporate Social Responsibility is required for all companies viz. private limited company, limited company. The following companies are necessary to constitute a CSR committee:

- Companies with a net worth of Rs. 500 crores or greater, or
- Companies with a turnover of Rs. 1000 crores or greater, or
- Companies with a net profit of Rs. 5 crores or greater.

If any of the above financial strength criteria are met, the Corporate Social Responsibility (CSR) provisions and related rules will be applicable to the company. These companies are required to form a CSR committee consisting of its directors. This committee oversees the entire CSR activities of the Company.

3. Research Methodology

Literature review regarding the concept of CSR and company's sustainability reports has been done. For the purpose of this study secondary data was used from various books, newspapers, CSR reports and other data available on company's website.

4. Objectives

1. To study the various aspects of corporate social responsibility.
2. To highlight the various activities implemented by Paint Industry to discharge its social responsibility.
3. To assess the performance of Paint Industry in context of social responsibility

5. Asian Paints Limited (Company Profile)

Asian Paints Limited is an Indian multinational company headquartered in Mumbai, Maharashtra. Since its foundation in 1942 as a partnership firm of four partners, the company has established itself as India's leading and Asia's third largest paint manufacturing company. The company has operations in 16 countries globally with consumers servicing facilities in 60 countries through its subsidiaries Berger International (Singapore), Apco Coatings (Fiji), SCIB Paints (Egypt) Taubmans (Fiji), Causeway Paints (Sri Lanka) and Kadisco (Africa). Asian Paints also operates through PPG Asian Paints Pvt. Ltd. (50:50 JV between Asian Paints and PPG Inc, USA). Vertical integration has seen the company diversify into chemical products such as Phthalic anhydride and pentaerythritol, which are used in paint manufacturing. In order to enter into home décor and home fittings the company acquired 51% stake in Sleek group, kitchen solution provider in August 2013. In 2017 Sleek became wholly owned subsidiary of the company. Asian Paints also acquired Ess Ess Bathroom products Pvt. Ltd. in 2014. The company has also announced setting up of two Greenfield facilities in Vishakhapatnam and Mysuru with capacities of 3,00,000 KL per annum. These large plants would give the capability to manufacture paints at lowest cost in future.

6. Corporate Social Responsibility in Asian Paints Ltd.

CSR Policy focuses on four thrust areas

- **Education**

In education the company aspires to improve and facilitate the literacy levels in various sections of the society by not only limiting to developing infrastructure for educational centers but also conducting educational programmes and livelihood enhancement projects. The company not only socializes the importance of education among children and community leaders but also grants scholarship for higher education.

- **Skills Development**

Asian paints Ltd. also works at enhancing employable skills and knowledge of workforce so as to enable the youth to contribute to India's economic growth. The company aims at building a talent pipeline that can be fostered along its values. The company also provides great learning opportunities and career development platforms to its employees. The organization taps talents from country's best educational institutes and helps the employees by nurturing a culture of commitment and development. Healthcare/Hygiene and Water Management.

- **Healthcare and Hygiene**

With growing population, healthcare and hygiene become central to India's development agenda. The company thus focuses on promoting primary health care services through diagnosis and treatment, building awareness about sanitation and providing monetary

support, setting of rehabilitation centers, medical camps, and creating awareness through various programs.

- **Water management**

In a country like India, water scarcity continues to be a serious problem affecting the livelihoods, food security and local socio-economic development. Asian Paints Ltd. being a paint manufacturing company is conscious of scarcity of this precious resource and makes efforts to optimize water consumption. Company's approach includes providing support and infrastructure at each stage of water conservation, preservation, water recharge and waste water treatment.

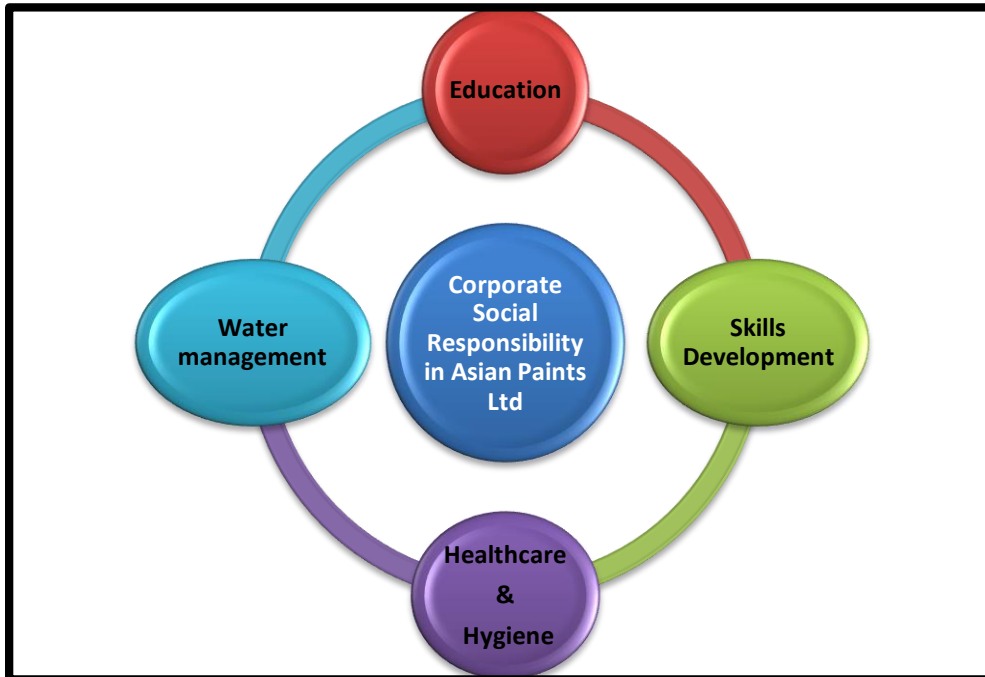


Fig: Corporate Social Responsibility in Asian Paints Ltd

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Ethical climate in Organizations: A review of Literature		
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Ethical climate in Organizations: A review of Literature

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Abstract:

Purpose: The purpose of the paper is to know dimensions of Ethical Climate and its effects on Job satisfaction and Organizational Commitment of employees in various organizations.

Design/methodology: Present study is review and analysis of literature to know the effects of Ethical Climate.

Findings:

1. In most of the organizations egoist ethical climate is negatively related to job satisfaction while Benevolent and principled Ethical climate is positively related to job satisfaction.
2. Ethical climate has no impact on satisfaction with pay.
3. Ethical Climate is related to Job satisfaction which in turn leads to Organizational Commitment.
4. Female employees have more job satisfaction as compared to male.

Practical Implication: This study provides insights that would help the managers of organizations to focus on specific Ethical Climate dimension or different dimensions that will help them to increase job satisfaction and commitment of employees towards organization.

Keywords: Ethical Climate, Job satisfaction, Organizational Commitment

Paper Type: Research paper

Introduction:

Climate and Culture are often used as synonyms, but are two different concepts. Organizational culture is defined as underlying beliefs, assumptions, values, the ways of interacting that contribute to the unique social & psychological environment of an organization. Organizational climate is defined as how organizational members perceive and make sense of organizational policies, practices & procedures in psychologically meaningful terms (Schneider & Rentsch). In today's competitive business environment organizations constantly strives for achieving excellence by enhancing employees efficiency through job satisfaction. One such way, organization can achieve this objective is providing good ethical climate in the organization. Ethical climate are broadly of three types: Egoist, Benevolent, Principled. According to Martin & Cullen "Ethical climate referred to as type of organizational work climate that is best understood as a group of prescriptive climate types reflecting the organizational procedure, policies, and practices with moral consequences. Ethical Climate may differ for individual level and for organizational level. Ethical climate is gaining more importance now a days because it leads to ethical behavior of employees which in turn contribute to success of organization.

a. Ethical Climate:

Ethical climate is referred to as "the shared perceptions of what is ethically correct behavior and how ethical issues should be handled" (Victor and Cullen, 1987) . Ethical climate referred to as type of organizational work climate that is best understood as a group of prescriptive climate types reflecting the organizational procedure, policies, and practices with moral consequences (Martin & Cullen 2006).

Ethical climate as the prevailing perceptions of typical organizational practices and procedures that have ethical content Parboteeah and Kapp (2008). Organizational ethical climate as the prevailing perceptions among employees of organizational practices and procedures that have ethical content Victor and Cullen (1988)

Ethical Climate construct model developed by Victor & Cullen (1987,88) is a Two-Dimensional Matrix, which include Ethical criteria as one dimension and Locus of Analysis as another dimension. These two main dimensions form a 3* 3 matrix, showing nine ethical climate dimensions.

Victor & Cullen's Table	Individual Locus	Local Locus	Cosmopolitan Locus
Egoism	Self-Interest	Company Profit	Efficiency
Benevolence	Friendship	Team Interest	Social Responsibility
Principle	Personal Morality	Company Rules and Procedures	Laws and Professional Codes

Threotical Ethical Climate types:

Derived Ethical Climate types by Victor & Cullen 1988

Types of Ethical Climate:

1) Caring: Based on the benevolence ethical criterion, where individuals have sincere interest in well-being of others and decisions are made keeping the interests of a large base. It indicates a concern for the joint welfare of individuals or the organization as a whole (Filipova, 2011)

2) Instrumental: Entails to egoistic criterion, based primarily on maximizing self-interest. This climate type includes decisions which help an individual to gain personal benefits or organizations' interests (Filipova, 2011).

(3) Rules: Associated with principled ethical criterion and emergence of company rules and procedures as a guide for taking organizational decisions (Appelbaum et al., 2005; Filipova, 2011).

4) Law-and-code: It is related to the principle ethical criterion requiring the employees to adhere to the codes and regulations laid by the competent authority (Filipova, 2011; Victor and Cullen, 1987)

5) Independence: Focuses on an individual's belief that they should act on their deeply held, personal moral convictions to make ethical decisions. Individuals work according to their own personal moral beliefs based upon a set of well-considered principles. It works by "reliance on personal moral beliefs, values, and ethics when making ethical decisions" (Filipova, 2011, p. 46).

b. Job Satisfaction:

In simple words, job satisfaction can be defined as the extent of positive feelings or attitudes that individuals have towards their jobs. When a person says that he has high job satisfaction, it means that he really likes his job. Feels good about it and values his job highly.

Job satisfaction is feeling, and collection of beliefs people have about their current job.

Job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely, you will experience high job satisfaction. If you dislike your job intensely, you will experience job- dissatisfaction (Andrew Brin).

Job satisfaction as the extent to which employees like their work (Ellickson and Logsdon 2002).

Job satisfaction is the feeling that a worker has about his job or a general attitude towards work or a job and it is influenced by the perception of one's job (C.R. Reilly 1991).

Facets of job satisfaction:

A. Co-worker relations: The extent to which a worker has formed close relationships with colleagues.

- B. Supervisor relations: Perceived quality and quantity of feedback, encouragement, and helpful support from a supervisor.
- C. The nature of the work itself: Nature of the work experience as well as the sheer quantity of tasks to be done and the time frame in which to do them.
- D. Working conditions: Includes both the structure of the work experience (flexibility of hours, teacher-child ratio, adequacy of breaks, substitutes, and teaching materials) as well as the context (aesthetic quality of the physical environment; overall noise level; adequacy of heat, ventilation, and light; and spatial arrangement).
- E. Pay and promotion opportunities: It covers pay as well as compensation policies, opportunities for advancement. Also includes the worker's perceived job security.

Objectives:

1. To study Ethical Climate in various organizations.
2. To study the effect of ethical climate on job satisfaction of employees of various organizations.

Research Methodology:

This study is totally based on secondary data. Secondary data from different research papers is used.

Literature Review:

Sr. no.	Topic & author	Objectives	Sample	Findings	Gap
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1	Rosaria Laratta : Ethical Climate in Nonprofit Organization & Government Sector: The case of japan	To know the Ethical Climate dimensions in Nonprofit & Government Sector. 2. To determine the extent to which similarities and differences exists in Ethical climate dimensions.	Sample is of 442 executive directors from Nonprofit organizations and 331 government official from 10 Municipal Local government	1. Government mostly adopts Nonprofit Organization. 2. Rules & laws ethical climate is required for NPO & Government. 3. Social Caring, Individual caring are mostly observed in NPO and government sector.	1 To know which type of Ethical climate is predominant in IT sector.
2	Satish P. Deshpande(1996) :Impact of ethical climate on facets of job satisfaction	1. To examine the impact of six different types of ethical climate on various facets of job satisfaction.	1. Sample for the study was 252 middle level managers of large non-profit charitable organizations..	1 Professionalism was most reported and efficiency was least reported ethical climate. 2. Employees were most satisfied with their work but least satisfied with their pay.	There is no impact of ethical climate on satisfaction with pay
2	John Cullen, K.Praveen Parboteeah,Bar t Victor (2003):The effects of ethical climates on	1.To study egoist ,Benevolent, Principled ethical climate and its effect on organizationa l	Respondents were employees of local mid-western telephone company. 3.For second study respondents	1.Egoist ethical climate is negatively related to commitment, while benevolent and principled climate were	To find impact of egoist, benevolent and principled climate on organizationa l

	organizational commitment: A two-study analysis	commitment.	were 90 accountants from two large national firms	positively related to commitment	commitment in IT/ITeS sector.
3	Hain Chye Koh, Alfred H.Y. Boo (2004): Organizational ethics and employee satisfaction and commitment	1.To find relation between Organizational ethics and employee satisfaction.	2.Data is collected from 237 managers of Singapore.	1.Favourable Organizational ethics produces organisational outcome, reduces absenteeism. Setting organisational code of ethics can influence the ethical behavior among employees of organization and can lead to employee satisfaction.	There is link between organisational ethics ,job satisfaction and organizational commitment
4	Ming-Tien Tsai, Chun-Chen Huang(2007): Relationship among ethical climate types, facets of job satisfaction and three components of organizational commitment	To find the impact of different types of Ethical climate on Job satisfaction & organizational commitment	Questionnaire were distributed to 352 nurses in Taiwan.	Law & Code was most highly rated Ethical climate in hospitals. Caring climate has positive influence on overall job satisfaction of nurses	Law & Code was highly rated type which indicates principled climate is important in such organizations , similarly we can find out for IT /ITeS sector.

5.	William Shafer (2008): Ethical climate in chinese CPA firm	1.To know the perception of accountants of ethical climate ,importance of corporate ethics and social responsibility	Data was collected from 211 respondents from different companies of Hong Kong.	Presence of Benevolent/Cosmopolitan, Principled /Cosmopolitan climate dimensions. 2.Ethical climate is associated with accountants attitude towards importance of corporate ethics and social responsibility.	To study the Ethical climate mix and its implications in IT sector
6	Ahmed Hunjra, Sher Alem, Muhammad Azam (2010) Factors effecting job satisfaction of employees in Pakistani banking sector.	To determine impact of Human resource management practices like job autonomy, team work, leadership on job satisfaction.	Sample consist of 450 employees working in different banks of Pakistan	Here the impact of Human resource practices like job autonomy, team work on job satisfaction are considered. Study shows that good team leads to less absentism	
7	Khalizani Khalid, Hanisah Salim, Siew Phaik Loke, Khalisani Khalid (2011): Demographic profiling on job satisfaction in malaysian utility sector	To determine influence of demographic factors of age and gender on job satisfaction.	T total of 689 employees of Malaysian Utility sector participated in this study.	Female experience greater level of job satisfaction as compared to male. 2.Overall job satisfaction increases with increase in age.	In this demographic factors of gender and age are considered only so can focus on other factors too. The result revealed that female

					employees experience more job satisfaction than male employees
8	Jehad Mohammad et al (2011): Job satisfaction and OCB: An empirical study of higher learning institutions	To find relationship between job satisfaction and OCB.	2. Sample of 110 people is collected from different institutions.	There is an impact of job satisfaction on OCB	
9	Weihui Fu, Satish P. Deshpande (2012): Antecedents of Organizational Commitment in a Chinese Construction Company	To examine the impact of ethical climate and job satisfaction on organizational commitment.	A sample of 144 employees from Chinese construction company was used	Caring & Independence climate had positive impact, while Instrumental climate had negative impact and Professional, Rules and Efficiency climate had no impact on organizational commitment	Very less research has been done considering ethical climate as one of the antecedent of job satisfaction & organizational commitment
10	Fariba Borhani, Tayebeh Jalali (2012) Nurses perception on Ethical climate and job satisfaction	To determine correlation between perception of ethical climate and job satisfaction	The sample consisted of 275 nurses working in four different hospitals affiliated to Kerman university.	There is strongest correlation between caring, independence, rules climate and job satisfaction	The study shows the high score for professionalism, followed by Rules, caring, Independence

					ence ,Instrumental Climate, similarly research can be done to know the score in IT sector.
11	William E. Shafer (2013):Ethical climate, Social responsibility and earnings management	To determine the corporate accountants perception towards ethical climate in their organization	Data is collected from 211 Accountants from different companies.	Ethical climate is associated with accountants attitude towards importance of corporate ethics and social responsibility.	The study documents the presence of benevolent/cosmopolitan and principled/cosmopolitan climate dimensions. Similarly there is a scope to focus on other remaining ethical climate mix
12	Preeti Thakur (2014): Effects of employee engagement on job satisfaction in IT sector	1.To study employee engagement in IT sector. 2.To study effect of employee engagement on job satisfaction	Sample consist of 120 employees of IT sector.	There is positive relationship between employee engagement and job satisfaction. 2.At clerical level rewards and sanctions are associated with job satisfaction	The researcher can find out different factors of job satisfaction for different level of employees.
13	Mehmet Gencoglu,M.S ait	The study is to examine	Data is collected from 161 respondents of	The study is to examine ethical climate, job	Study did not

	Dinc (2014) Ethical climate, Job satisfaction, and Affective Commitment relationship in the shoe manufacturing sector.	ethical climate, job satisfaction, affective commitment in shoes manufacturing sector.	10 different companies	satisfaction, affective commitment in shoes manufacturing sector.	find relationship between instrumental climate and job satisfaction, reason may be absence of this type of ethical climate in shoe manufacturing sector.
14	Prof Anton Grobler :An adapted measure of ethical climate in organisations- A South African study.	To analyse the ethical climate typology of the Ethical Climate	Questionnaire empirically, in order to develop a unique South African typology . 2.The population consisted of employees of 21 organisations in South Africa	1.First ethical climate is Institutionalized ethics . 2.second ethical climate type is Instrumental . 3.Personal Morality	

Findings:

1. Some of the researcher have considered three ethical climate types only ie. Egoist, Benevolent, Principled.
2. Some of the researchers have considered Caring, Independent, Law & Code, Rules, Instrumental Ethical climate for study.
3. Ethical climate has no impact on satisfaction with pay.
4. Ethical Climate is related to Job satisfaction which in turn leads to Organizational Commitment.
5. Most of the papers have concluded that egoist climate is negatively related to job Satisfaction and benevolent, principled climate have positive impact on job

Satisfaction.

6. Law & Code is highly rated type of Ethical climate in Hospitals.
7. Some researchers have concluded that factors of job satisfaction vary according to level of employees.
8. Job satisfaction level also changes according to gender and age.
9. Some researcher found that job satisfaction level of female is more as compared to male.
10. Ethical climate mix also affects job satisfaction.

Research gap:

From the above literature review

1. It is found that research in Indian context is less on the concept Ethical Climate.
2. Researcher found that Research on Ethical Climate is done in various sectors like Manufacturing, Construction, Nonprofit, Tourism, Institutions, Hospital, etc. but very less research has been done on Information Technology Sector.
3. As IT and ITeS is a growing sector have to study these sectors from ethical context. trough studying Ethical Climate.

Conclusion:

Ethical climate has become one of the important factor in organization. As climate is different in different sectors as per the need of work and also varies from one organization tor the other. The literature review concludes that in some organizations there are basically three ie. Egoist, benevolent and principled ethical climate. But in some other sectors there are five ie. Instrumental, efficiency, caring, professional rule, independence climate. So sector wise dimensions vary and even has different impact on different sector.

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The screenshot shows a web browser displaying the UGC-CARE List search results. The search criteria are "2394-3114", resulting in 1 journal entry. The table below summarizes the search results:

Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Studies in Indian Place Names	The Place Names Society of India	2394-3114	NA	from June-2019 to April-2020	Discontinued from April 2020

Showing 1 to 1 of 1 entries

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“A Study on Electric Vehicle’s: Market Potential & Government Policies in India”

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Abstract:

Due to the problems caused by the gasoline engine on the environment and people, the automotive industry has turned to the electrical powered vehicle. This report explains how an electric vehicle Market in India Growing Fastly and steadily. The report provides some of the advantages and disadvantages of the electric vehicle with this how the Government policies and Initiatives affecting Indian Electric Vehicle market. In addition, a brief future view of the technology is given.

Introduction:

The growing threat of global warming, excessive petrol dependence, ever increases prices in fuel, and driving trends are just a selection of reasons which have accelerated the development of Electric vehicles (EV). As a means to meet ambitious CO2 reduction targets defined by politics, to avoid penalty fees and to account for changes in the awareness of customers concerning environmental issues, a variety of different propulsion concepts are developed.

The purpose of this report is to describe the trends in electric vehicles how the electric vehicle concept is growing in the present market and the reason it is a necessity to better the world today. The report describes the key technology development in electric vehicle, electric vehicle in the Indian market, government initiatives in the EV space benefits of increased electric vehicle deployment challenges in electric vehicle. The study begins with a trends in the electric vehicle, growth in the trend, Government Action to promote electric vehicles, benefits of increased electric vehicle deployment and the challenges in the electric vehicles. Electric Vehicles (EVs) have been on the radar of the government and globally.

According to the 2015 Global Automotive Executive Survey done by KPMG International, by 2020, less than one in 20 vehicles is expected to be equipped with electrified powertrains. The plug-in hybrid and battery EVs are expected to capture a smaller portion of the pie, followed by fuel cell electric cars that have the least share. By 2020, only 0.01 per cent of cars are expected to be equipped with fuel cells i.e. about 16,000 units per annum.

The automobile market in the world of 2018 offers more buying options than in any year before, meaning different sizes, styles, quality and luxury levels or performance. The era is, however, special in another optional area, namely the vehicle's type of fuel. The classical, conventional gasoline and diesel-powered cars are no longer the only consumer's options, while picking up a car on the market and the electricity is more in the game than ever before. It is certainly a nice gesture from an environmental perspective to decide for an eco-friendly driving machine, however, how expensive does it become to drive sustainably is another question.

Objectives:

1. To study the potential of Indian buyers and Barriers to Development of EVs
2. Which markets where you currently do business have untapped potential
3. To study the Government initiatives taken for promoting Electric Vehicles and subsidies provided on Electric Vehicle batteries.
4. To study the current expectations of consumers with respect to Electric Vehicles, this will lead to its potential for future.
5. To study the current threats, this is causing slow growth of Electric Vehicles.
6. To analyze and forecast the size of India electric vehicle market.
7. To identify drivers and challenges for India electric vehicle market.
8. To identify market trends and developments in India electric vehicle market.
9. To profile leading players operating in India electric vehicle market.
10. To know why electric vehicle couldn't get enough consumer attraction.

Significance:

On the environment front, Three of the world's ten most polluted cities are in India. According to a World Bank study and the United nations', the health cost of ambient air pollution may an into billions of dollars in Delhi alone, it is US \$100-400 million per year. It is, therefore, not surprising that the Supreme Court of India felt compelled to issue Dead lines for several environment-friendly measures that the relevant governments and public sector organizations must obey.

There is practically a unanimity of opinion among industry representatives that a limited-time holiday from excise and duties on EV or its components would by itself have almost no impact on the growth of the EV market. According to them, the real barriers lie elsewhere.

The perceived barriers may be broadly classified as economic (e.g. high costs of EV), technological (e.g., low energy battery, low speed and low range per charge),

knowledge-related (e.g., lack of awareness about EV), legislative (e.g., lack of legislative mandate), and financial (e.g., lack of creative and innovative financing mechanism) barriers.

In India's case, there is another specific barrier to EV that the industry representatives talk of, and that is the psychological barrier. In most of India, power supply is so unreliable that it is hard for people to think of a personal transportation device that will be dependent upon it. Of course, from a larger perspective, it can be construed that the power supply situation in India is bad also because of man-made reasons, and not because of any inherent reason like shortage of resources.

Literature Review:

EV has shown its great potential to conventional vehicles in the reduction of Greenhouse Gas emissions. Research shows that replace conventional vehicles to electric vehicles can save 1.5 tons of CO₂ per year which were produced by conventional cars. This is very important considering road transportation is one of the most significant sources of both air quality and climate pollutants. Some of researches prove that using EVs can greatly reduce air pollutant emissions. With well-designed grid, EVs could achieve better performance. Besides, EV actually can bring other goods to the environment, such as reducing noise made by conventional cars considering EVs are significantly quieter.

Future of EVs in India:

The year 2017 will be remembered as a significant one for defining India's mobility architecture. From big ticket announcements on the marquee Ahmedabad-Mumbai high-speed rail project to Hyperloop, India has seized its moment in the sun to announce big plans for finding next generation transportation solutions. But nothing has caught the imagination of the industry and policy makers quite like the government's ambitious plans for a mass scale shift to electric vehicles (EVs) by 2030 so that all vehicles on Indian roads by then—personal and commercial—will be powered by electricity. While the transformative push for electric vehicles has become a cause célèbre for India and the world, it presents challenges along with opportunities. With Volvo's July announcement that it would phase out the internal

combustion engine and manufacture only electric or hybrid vehicles by 2019, many believe India's EV moment has arrived. It won't be long before major automakers in India follow Sweden-based Volvo's lead in phasing out internal combustion engines and electrifying their line-ups to meet the 2030 deadline.

India's game plan

State-run firm Energy Efficiency Services Ltd (EESL) has been tasked with the job of triggering early adoption of electric vehicles. The newly-created firm, which made a name for itself by reducing the price of LED lights for home lighting by 86%, floated a tender for procuring 10,000 electric cars, the largest such procurement in the world. Tata Motors Ltd won the EESL contract, with Mahindra and Mahindra Ltd matching its bid and winning 30% of the order. "There is a need to kick-start the market and that is what we have done with this 10,000 vehicles tender. It's a trigger in many ways," EESL managing director Saurabh Kumar said in an interview before the EV bid results were declared.

The vehicles will be procured at a per-unit price of Rs11.2 lakh with the aim of laying the foundation for a mass shift to EVs by 2030.

EESL's business model is to make these vehicles available on lease to the government and its agencies for around Rs45,000 per month, which is Rs5,000 less than what is currently paid for petrol and diesel cars. Sending a clear signal that India is firmly moving towards electric vehicles, the goods and services tax (GST) Council has set a tax rate of 12% for electric vehicles, compared with 28% plus cess for petrol and diesel cars and hybrid vehicles.

Passenger cars vehicle type projected to gain significant market share during the assessment period:

The most common type of vehicles found on the road, the passenger cars segment is projected to gain nearly 3400 basis points between 2017 and 2025, expanding at a CAGR of

90.7% over the forecast period. The passenger cars segment is expected to create total incremental \$ opportunity worth US\$ 7,255,686 ('000) between 2017 and 2025. This segment is expected to dominate the India electric vehicles market, with more than 40% market revenue share in 2017. The segment is expected to increase by 174X in terms of value, and is predicted to be the most attractive segment in the India electric vehicles market during the forecast period.

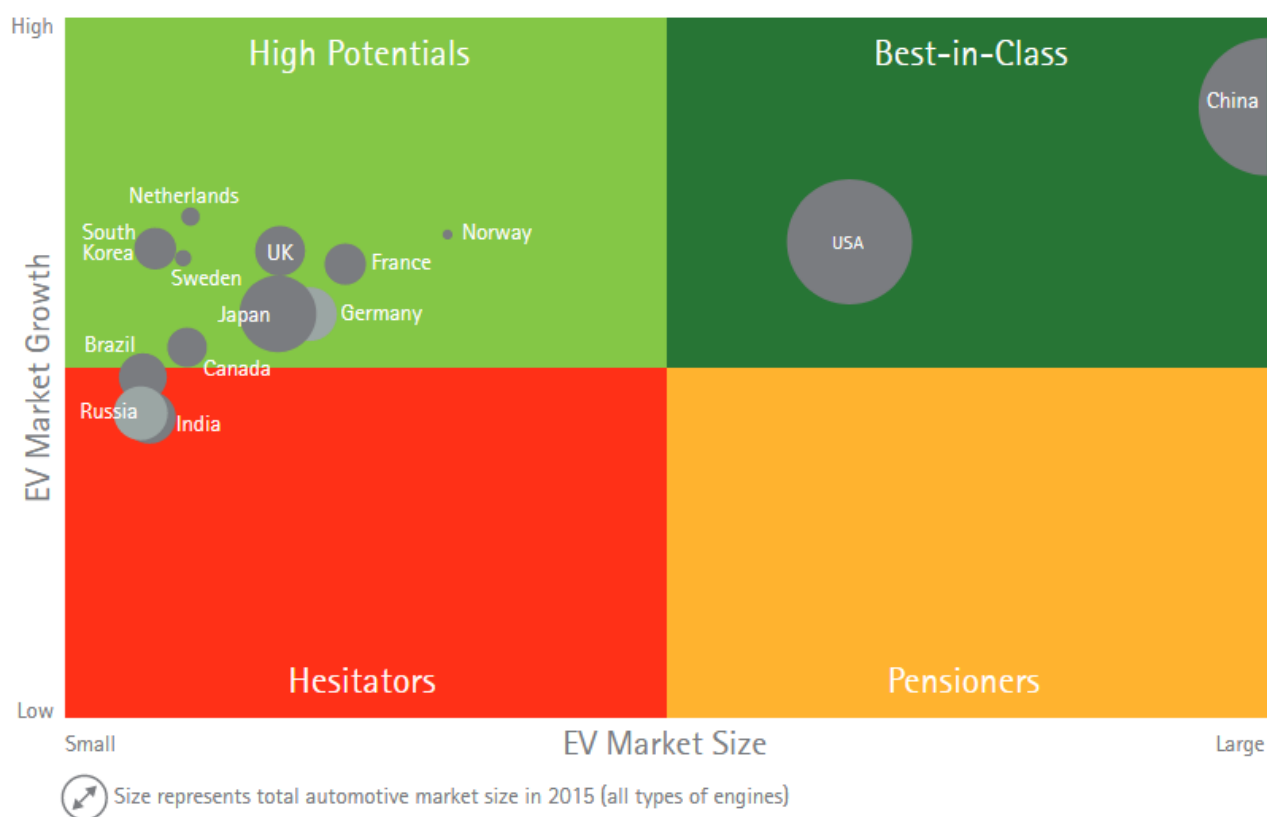
The recent trend of growth of hybrid electric vehicles over conventional vehicles to fuel the India electric vehicle market during the projected period

Consumers frequently face the problem of selecting between conventional vehicles and hybrid electric vehicles. Although it has been anticipated that petroleum reserves will dry down in the years to come, owing to the present rate of consumption, consumers still see conventional vehicles as a better option. The reason of this is higher flexibility and practicality that they offer with hybrid vehicles. This has led automobile manufacturers to develop vehicles that offer the benefits of both conventional and electric vehicles. This is the hybrid electric vehicles category. These vehicles come with an internal combustion engine and rechargeable batteries to drive the vehicle.

Apart from this, additional benefits associated with hybrid electric vehicles is the significant reason behind the tremendous growth of hybrid electric vehicles. The batteries of hybrid vehicles can be recharged through an internal combustion engine. Due to this, it has been witnessed that there is growth in the sales of hybrid vehicles which is much higher than pure and plug-in hybrid vehicles.

“In 2015, the government of India introduced a scheme – Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) – to promote clean fuel technology cars. This scheme was introduced under the National Electric Mobility Mission Plan (NEMMP) to mobilize a fleet of six million electric vehicles on Indian roads by 2020. For achieving their targets, the Indian government is planning to replace petrol and diesel variants being used by its agencies with electric vehicles.

This plan is to be executed by the government in the next three to four years. For making it possible, the Energy Efficiency Services Ltd (EESL), under the administration of the Ministry of Power and the government of India has taken an initiative by placing an order of 10,000 electric vehicles. Tata Motors has won this tender and is likely to supply these Electric Vehicles (EVs) in two phases; first 500 electric cars will be supplied to Energy Efficiency Services Ltd (EESL) in phase one and the rest 9,500 electric vehicles will be delivered in the second phase.”



High Potentials:

High Potentials have high growth prospects but a currently low EV market size. In these markets, governments usually have plans in place to invest significant amounts to make EVs more attractive, but their policies have not yet been fully implemented (e.g., the charging infrastructure needs further development). It is likely that High Potentials will see significant growth until 2020.

Hesitators:

Markets with a small market size and an expected low growth rate are defined as Hesitators. Typically, public charging infrastructure is not available, and low fuel prices make EVs economically unattractive.

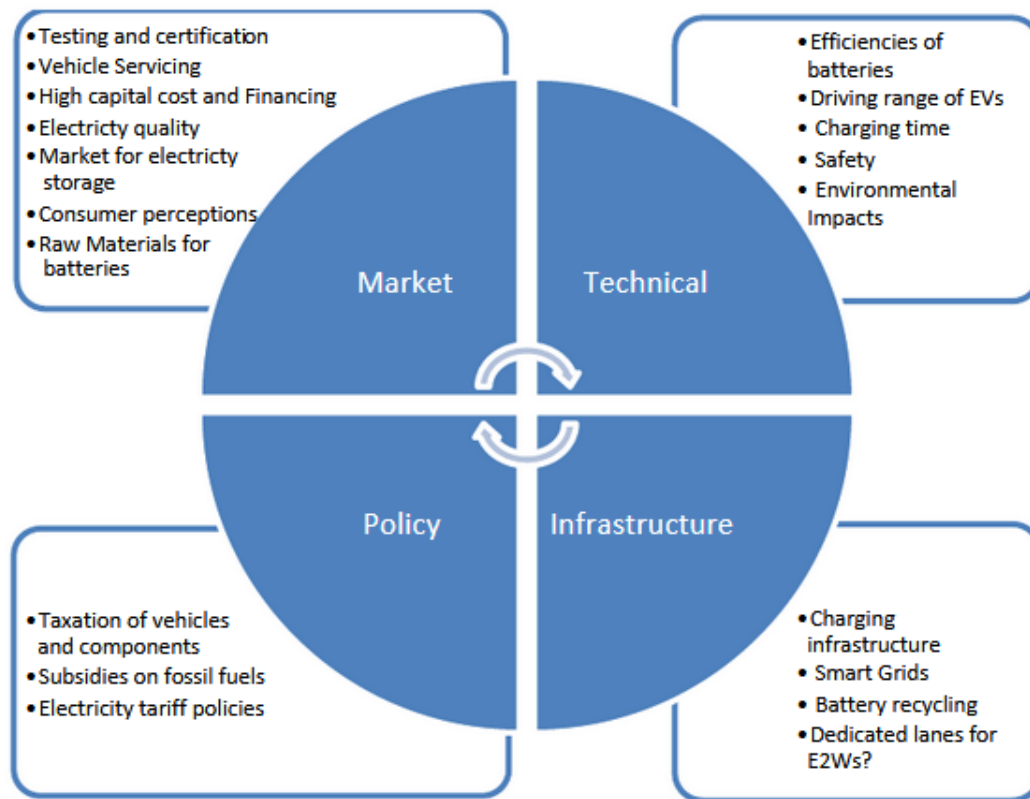
Pensioners

Pensioners are among the leaders in terms of EV market size. Typically, monetary subsidies for buying EVs are no longer provided. The market is highly saturated and expected growth is low.

Best in Class:

Market with a high market size and large growth rate are defined as best in class. In these markets, governments usually have plans in place to invest significant amounts to make EVs more & more attractive, and their policies are fully implemented.

Barriers to Development of EVs in the India:



Large scale introduction of Plug-in electric vehicles (PEVs), including plug-in hybrid electric vehicles (PHEVs) and Battery Electric Vehicles (BEVs) have the potential to improve Indian energy and environmental landscape of personal transportation. Central government should start enforcing necessary measures to install EV charging infrastructure.

Initial step could be to encourage international market players to make case studies on potential locations and adequate quantity of Electric Vehicle Supply Equipment (EVSE). With a projection of EVs, the effects on current energy production, transmission and distribution scheme, road traffic density, emission level and parking space requirement need to be analysed.

Operation and maintenance of installed infrastructure should be maintained properly. Instead of direct involvement of Govt. body, private players should be tendered in order to maintain the smooth work flow. Central management through Charging Station

Selection server (CSS) will play a vital role in information transfer between EVs-Server-Control centres.

Research Methodology:

Research methodology is descriptive. For this study data and information has been collected with the help of Books, Magazines, Newspapers, Research Articles, Research Journals, E-Journals, etc.

Suggestion:

1. Government Should Provide tax incentives for purchase of Ev's.
2. Government Should Invest in chargers in public spaces (inexpensive).
3. Automobile sector should Develop a consumer education plan.
4. The Private Organizations can provide incentives for Installation of chargers.
5. Transition government fleets to PEVs.

• Reduce

- Use of oil
- Emissions

• Reuse

- Existing vehicles without burning oil
- Oil infrastructure

• Recycle

- Used components from old automobiles

Conclusion:

The automotive industry in India caters to many varied segments of end customers across two wheelers, three wheelers, passenger cars, off-road and commercial vehicle segments. Moreover, there are differences based on end use as a private or public vehicle. Beyond end customers, three key stakeholders could play an integral role in the EV transition in India government, infrastructure (power, oil and gas) and automotive industry players (OEMs, auto component manufacturers and battery-makers). As an integral part of this ecosystem, auto component manufacturers can influence its evolution, which in turn could shape the road ahead for them.

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ANALYTICAL STUDY OF CSR EDGES IN ONGC FOR THE PERIOD OF 2013 TO 2019 IN INDIA

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ABSTRACT

Corporate Social responsibility mandated by government to all the corporations. When an organization is said to be socially responsible, it means that the organization conducts its dealings with high standards of ethics and with the interests of the larger community in mind. It should respond to social expectations and to take a proactive step in addressing issues which concern society. To adopt strict measures in issues such as those pertaining to the environment or fair trade practices on its own instead of being forced to do so by a regulatory body. ONGC is a socially responsible company with specially health care initiatives, rural development ,cleaning and environment preservatives. Present paper focus on various CSR activities supported by ONGC and amount funded to support the activities overall in India .Data was collected from secondary sources to knows various activities and money spend by ONGC.

Keywords: CSR activities, funding amount

INTRODUCTION

“It’s better to go one mile in the right direction than five miles in the wrong one” –

Anonymous

CORPORATE SOCIAL RESPONSIBILITY (CSR) can be defined as the obligation for an organization to commit resources and efforts in goals, activities and in some cases infrastructure that are in the higher interests of society as a whole. These investments are usually not directly related to profit or in creating financial wealth for the company. Besides, these are usually beyond the legal norms and economic principles.

This can involve a commitment from the organization to maintain high ethical standards and care for its employees and their families.

Importance of CSR :

- Development of remote areas
- Improvement in blurred areas
- Development of environmental activities
- Up gradation of standard of living of the people
- Create awareness about hygiene in the area

Objectives of the study

1. To recognize the concept of CSR
2. To study the CSR initiatives undertaken by ONGC for the period the 2014 to 2019
3. To study funds supported by ONGC to initiate various CSR activities in India.

Research Methodology:

The data for the study is collected from secondary data. Information is collected from books, magazines, and internet. For the present study ONGC is selected to understand various activities undertaken by the company. Comparative study done for the period of three years for the study i.e. 2016 to 2019.

Data Analysis and Findings :

For the study OIL AND NATURAL GAS CORPORATION LIMITED.(ONGC) is considered . ONGC began in 1956, with the mandate for exploration and production (E&P) of hydrocarbons in India. Over the past 50 years, ONGC has discovered nearly six billion tonnes of Oil and Gas reserves in India. The Corporation is now implementing a Strategic Plan to double the reserve-base in the next 20 years. Simultaneously, major investments are being undertaken to improve recovery from the producing fields, and to bring additional reservoirs into accelerated production. A major campaign for deep-water exploration has been initiated.

Awarded Asia's Best Oil and Gas Company, Oil and Natural Gas Corporation Limited is seen as the flagship for oil and gas companies (public sector) in India. Its competitive strength lies in Strong intellectual property base, information, knowledge, and skilled and experienced human resource base

CSR Vision of ONGC is to support responsible and sustainable initiatives, while taking care of the concern for People, Planet and Profit .The Mission is continually enhance the triple bottom line benchmarks of economic, environmental and social performance through committed involvement of the employees , develop social wealth for the communities engage with and Promote efficient usage of scarce resources, encourage green energy initiatives and develop innovative solutions to fulfill the vision by stepping beyond the mandatory provisions.ONGC achieve will achieve vision and mission through various objectives like to understand the stakeholder expectations through structured engagement process and communication strategy and leverage this understanding to develop and implement outcome based and impact oriented projects in the select areas ,to adopt Environmentally Sustainable business practices in ONGC's normal operations with a view to gradually reduce our carbon and water footprint, innovative

management of waste, prudent energy management and biodiversity conservation, to envision, execute and manage long enduring projects with a wide geographical spread and larger social impact with focus on inclusive growth of marginalized and deprived sections of the society, to create adequately empowered organizational structure and a system of management oversight, review and control, to persuade our business partners for adopting similar practices for CSR and Sustainable development.

As per company's Act 2013, the process of corporate governance through CSR has been preserved by the Parliament of India and the notification of the same in the Gazette of India on 30th August 2013. The Ministry of Corporate Affairs (MCA) vide notification dated 27th Feb 2014 has made the provisions of section 135 and amended schedule VII of the said Act applicable w.e.f. 01.04.2014. Schedule VII lists the activities to be undertaken under CSR.

ONGC is one of the leading organizations taking CSR plans under framework of the Companies Act, 2013, ONGC CSR and Sustainability Policy 2014. The CSR activities of providing various facilities can be implemented by entities out of Section 25 Company, Foundation, Trust or a NGO/Society registered under the Societies Registration Act 1861.

As per data received from secondary sources it has been observed that ONGC's governance has ensured that as per the Government's mandate, 33% of the CSR budget is spent on Swachh Bharat projects and 65.90% of the projects in the last three years were implemented in the priority focus area of Education and Health Care. ONGC has recognized 20 Aspiration districts and is dedicated to raise the social and economic condition of these districts by implementing strategic CSR projects. And the cost of projects worth more than Rs 31 Cr has been successfully implemented till FY 2018-19. It is also observed that in the year 2018-19, ONGC has implemented more than 4000 projects covering every nook and corner of the country. It has a positive impact to the society in focus areas of Health Care, Education, Skill Development, Swachh Bharat and Rural Development.

Areas focus by ONGC for CSR Activity :



A. Health Care activities:

1. ONGC set up a 300 bed Multi-Speciality for the underprivileged people rural area in Northeast - Sivasagar, Assam and the services of same is opened for public from first week of March 2019 (50 Beds) . It is expected that the cost incurred is Rs.313 cr. which will be benefited to more than one lakh patients in a year. The Outpatient Department (OPD) and Inpatient Department (IPD) charges is much lesser than the market rates and further additional discounts would be extended to BPL families. Currently, there are 2 Operation theatres, 4 General wards, 5 Private VIP Rooms, 1 Dialysis unit with 4 beds, Dental OPD, Pharmacy, Ultrasound, X Ray, etc are working to serve for society.
2. ONGC set up A Cancer Institute at Nagpur, a 455 bedded quaternary care oncology centre. It will provide world-class oncology treatment facility at affordable rates to the general public of Central India. It will give benefit to more than 10,000 people in 2019.
3. ONGC provides an Exclusive Door Step Medical Treatment for the Elderly in the remotest villages of our country. 31 Mobile Medical Units (MMUs) have been engaged in 9 states catering to the needs of 371 villages”. In FY 2018-19 and 592301 number of treatments have been extended to 17260 numbers of recipients.
4. ONGC stretched financial support of Rs.12.78 Cr towards construction of new ‘ONGC-MRPL Wing’ for Government Lady Goschen Hospital (established in 1849), Mangalore.

At an average 500 women are admitted and treated for pre/ post-natal care every month. The new hospital building has been inaugurated in February 2019.

5.ONGC provides support to visually impaired . 17522 patients were treated in 62 eye screening camps organized across India, where 2579 cataract operations were performed by expert doctors and 11313 spectacles were distributed in 20 districts across the country through a specialized agency in FY 2018-19.Trimurti Hospital Balwa located in around 30 kms from Ahmedabad has been supported by company with medical equipment and infrastructure for a 10 bedded ICU and State of the Art operation theatre to deal with complex medical conditions and trauma patients with serious injuries.In Kerala ONGC sponsored project for up gradation and renovation of **Sree Sudheendra Medical Mission** hospital located at Ernakulam Kerala.

B. Swachh Bharat and Environment preservation:

- ONGC ensuring clean drinking water facilities across India by installing 2309 nos. of tube well and hand pump ,121 nos. of Water RO's,26 nos. of Water ATM's, Open Defecation Free (ODF) Initiative33,662 numbers and IHHL, 412 numbers school toilets and 43 numbers community toilets have been built across the country with an objective to facilitate declaration of ODF village.
- Cleaning activities conducted in various places like Tripura ,Himalaya ,Varanasi,Sabarmati cleaning of river, remote areas
- Safeguarding Clean and Sustainable Street Lightning Solution in Remote Villages
The remote villages of our country where there is no access to regular electricity, ONGC has successfully installed 36,597 nos. solar street lights.
- Project Sakhi – Promoting Menstrual Hygiene through Sanitary Vending Machine
'Project Sakhi – a ray of hope', is a Swachh Bharat Initiative implemented at Sivasagar towards ensuring menstruation hygiene for the girl child.
- Green Sole – A Unique Initiative for Providing Shoes to the Underprivileged
Through this initiative, used shoes donated by ONGC employees and others were remoulded and transformed into new footwear for school going students belonging to underprivileged families.
- Bio-CNG Plant at Haridwar
ONGC has undertaken an unique initiative in Haridwar to convert cow dung to useful

fuel and value added products by setting up Bio-CNG cum Fertilizer & Bottling Plant at Haridwar.

- An Informal School with a Single Teacher 970 Ekal Vidyalayas have been supported by your company in different parts of the country with an objective to provide informal education to children who could not avail formal education due to various reasons.
- ONGC set up an Engineering Entrance Coaching Institute “ONGC Super 30” Sivasagar (Assam) trains 30 students belonging to economically weaker families to get admission in premier engineering institute of the country.
- Development of education Infrastructure in Northeast School Education is one of the main focus for ONGC in Northeast
- ONGC promoted Sanskrit Language with an objective to revive the ancient Sanskrit language for developing Sanskrit content for all classes of CBSE schools, translating and publishing text book of different subjects to Sanskrit, developing online portal, organizing Sambadshala, training of teachers and many more such initiatives.
- Accommodation Facilities for Economically Weaker Meritorious Students of Karnataka Your company, funded the project for construction of a hostel building at Tapas P.U. College, Bangalore for accommodation of students of Karnataka. Skill Development Initiative.
- A Skill Development Institute in Ahmedabad, Skill Development Institute at Ahmedabad has been started as a part of Petroleum Section Skill Initiative.
- With support of Army youth of Baramulla in Jammu & Kashmir, 300 boys were trained in retail sales and hospitality and another 60 girls were trained in fashion designing and cutting & sewing.
- Project Green Hub training of 20 youth every year in wildlife videography and documentation
- Enabling women of Assam through Water Hyacinth craft Women of Sivasagar district in Assam are trained in water Hyacinth craft to become self-sustainable.

- Training related to Welding and Gas Cutting done at Welding Institute of India at Sivasagar.
- Job Oriented Training in Hospitality for Youth of Northeast and Uttarakhand 40 youth from Assam and Uttarakhand were selected to undergo a specialized residential training program at Delhi with 100% job guarantee.
- Skill Development in Plastic Technology 500 youth belonging to socially and economically weaker section of the society from Tripura, West Bengal, Odisha, Rajasthan and Delhi were qualified through CIPET in plastic technology.

C. Rural Development

1. ONGC CSR Tracks in Villages of Arunachal Pradesh for emerging the rural infrastructure of Arunachal Pradesh, intervention in the field of education, health care and community development. Funding was extended for construction of a B Ed College at Nirjuli and a girls hostel at Naharlagun.
2. Financial assistance was provided for Ambulances and X-Ray machines for upgrading the health care infrastructure of two rural community health centres in Papum Pare district. At the newly formed Lower Siang Districts two Ambulances were delivered in two remote blocks. At Upper Subansiri 15 Solar Street Lights were connected and maintenance extended for construction of 10 community centres. At West Siang District, ONGC supported for X-Ray Machine, Ultra Sound Machine, Dental X-Ray machine, Ambulances and other equipment for upgradation of Aalo Govt. Hospital and Basar CHC besides funding for construction of school building, toilets, teachers quarter and 10 community centres. In Ziro, funding was provided for Ultra Sound Machine, X-Ray machine and Ambulance for Ziro Govt. Hospital and construction of a school building.
3. An Organic Farming Training Centre was framed to promote organic farming through training and capacity building at Tandur and Vikarabad Mandal of Telangana.

4.Solar Electrification of Rural Household to the residents of Narayanpur Rail Basti Village in Silchar District of Cachar District (Assam) were facing hardship for decades because of non-availability of electricity.

5. ONGC has funded the project for setting up of a documentation centre at Roing, in Lower Dibang Valley of Arunachal Pradesh.

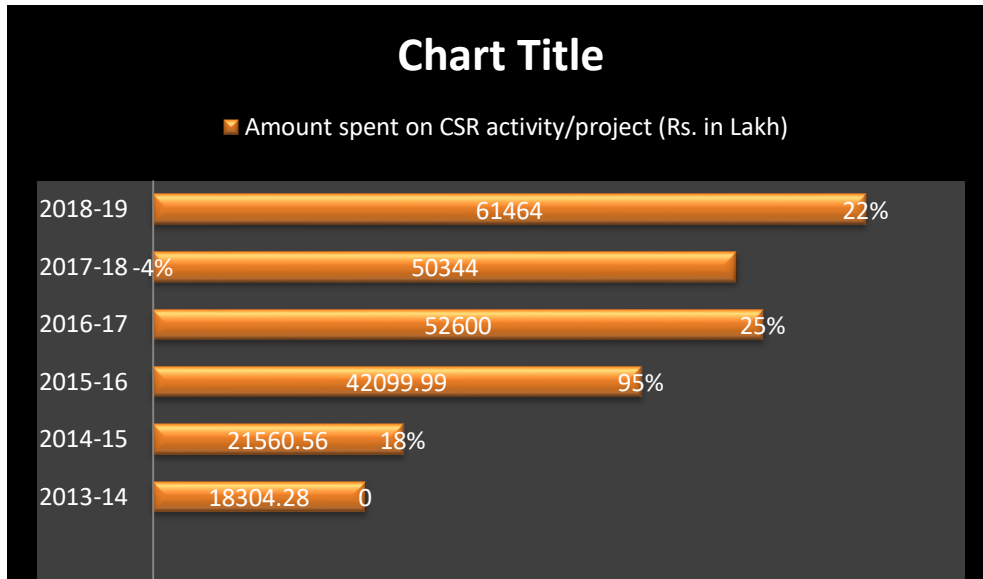
6.ONGC is taking up large scale CSR projects in 20 Aspirational Districtsof the country. At Dahod District in Gujarat, multiple interventions have been undertaken after carrying out a detailed need valuation survey. These interventions spread across seven talukas of Dahod in the field of safe drinking water, irrigation, rural development, construction of IHHL, developing Anganwadis , smart digital classes and many more projects.

Fund used by ONGC in CSR Projects for the period of 2013 to 2019

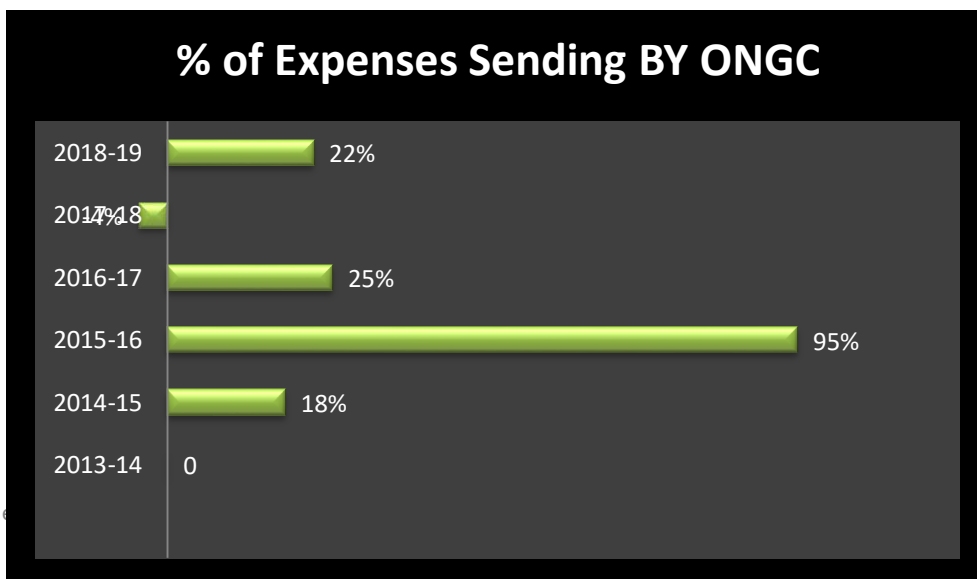
TABLE No. 1 - YEARLY DATA OF CSR CONTRIBUTION OF ONGC

Year	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Amount spent on CSR activity/project (Rs. in Lakh)	18304.3	21560.6	42100	52600	50344	61464
No. of CSR activity/project conducted during the period(Rs. in Lakhs)	1841	1049	692	474	1257	1758
Estimated Project Cost (Rs. in Lakhs)	NOT available	NOT available	NOT available	87816.6	89423	98235
Increase /decrease	NOT available	3256.28	20539.43	10500.01	-2256	11120
% Increase	NOT available	18%	95%	25%	-4%	22%

(Source : Authors calculation)



Graph no. 1- Year wise Amount spent on CSR activity/project (Rs. in Lakh)



Graph No. 2- Year-wise Percentage increase or decrease

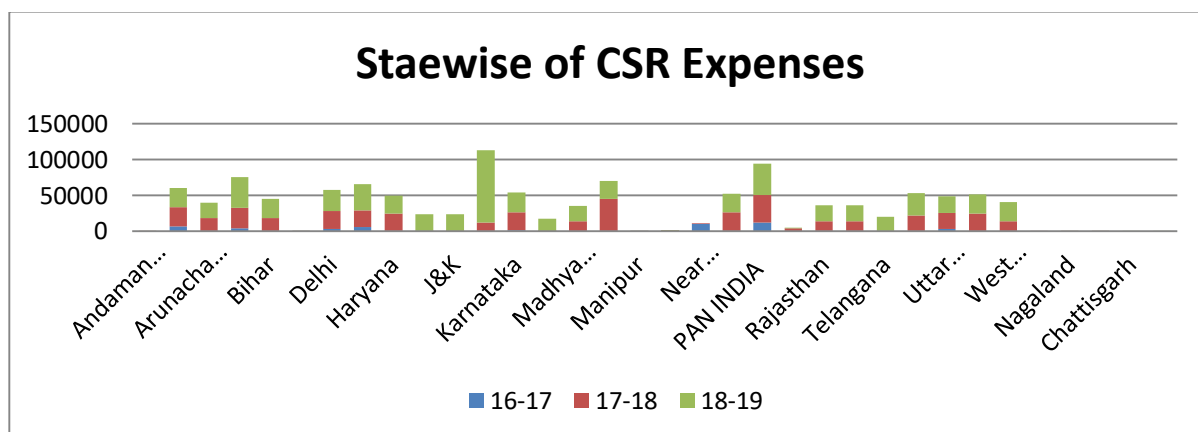
Table No. 2 State wise distribution of expenses for the period of 2016 to 2019

State	16-17	17-18	18-19	Increase /Decrease (2016-17 and 2017-18)	Increase /Decrease (2017-18-2018-19)
Andaman & Nicobar	0	5.52	4	5.52	-1.52
Andhra Pradesh	7201.23	26211.1	26866	19009.84	654.93
Arunachal pradesh	468.62	17771.5	21920	17302.92	4148.46
Assam	3703.46	29119.1	43195	25415.65	14075.89
Bihar	201.76	18590.6	26059	18388.84	7468.4
Chhattisgarh	12.69	7.74	600	-4.95	592.26
Delhi	3112.29	24932.3	29835	21819.97	4902.74
Gujarat	5794.39	23615.3	36800	17820.92	13184.69
Haryana	54.44	24627.2	25050	24572.75	422.81

Himachal Pradesh	40.23	73.56	23251	33.33	23177.44
J&K	73.58	90.88	23170	17.3	23079.12
Jharkhand	300.31	11916.6	100815	11616.29	88898.4
Karnataka	1448.23	24864.3	28056	23416.11	3191.66
Kerala	247.88	83.75	17520	-164.13	17436.25
Madhya Pradesh	82.4	13789.1	21633	13706.72	7843.88
Maharashtra	293.09	44733.3	25339	44440.22	-19394.31
Manipur	10	11.8	19	1.8	7.2
Meghalaya	217.61	18.45	136	-199.16	117.55
Near ONGC Operational Area	10696.23	8.24	0	-10687.99	-8.24
Odisha	554.59	26180.5	25754	25625.91	-426.5
PAN INDIA	12142.77	38206.6	44504	26063.87	6297.36
Puducherry	20.18	4384.08	10	4363.9	-4374.08
Rajasthan	137.02	13363.6	22870	13226.61	9506.37
Tamil Nadu	383.67	13869.7	22221	13486.04	8351.29
Telangana	9.2	292.64	19569	283.44	19276.36
Tripura	128.27	21855.2	31400	21726.88	9544.85
Uttar Pradesh	2766.73	22996.9	23160	20230.16	163.11
Uttarakhand	349.13	24618.3	26350	24269.15	1731.72
West Bengal	98.96	13614.5	27486	13515.54	13871.5

Admissible Administrative Expenditure	2108.54	2137	277900	28.46	275763
Goa	0	261.2	0	261.2	-261.2
Nagaland	0	9.74	10	9.74	0.26
Punjab	0	11.8	20	11.8	8.2
Chattisgarh	0	0	20	0	20
Mizoram	0	0	7	0	7
total	52657.5	442272	971522	389614.65	529249.85

Source : Authors Calculation based on secondary data



Graph. No. 3 State wise distribution of Expenses

Observations:

1. ONGC spreading CSR projects in various states. Company keeps trying to develop untouched area of India. It has been observed that ONGC is contributing in CSR every year before obligation by Law

2. ONGC covers education , health care, environmental preservation , rural development , Swachta Bharat concept , skill development activities conducted in remote areas for deprived youth.
3. Company is maintaining proper record of various regions , activity conducted and expenses spend for societal development.
4. . Since Financial year 2016-17 onwards ONGC started projecting CSR ACTIVITY Cost And started planning accordingly.it is seen that every year CSR PROJECTED FUNDS has been increased but 2017-18 it has been declined .
5. After 2016-17 company formed proper policy for disbursement of CSR activities in across India.
6. Initially activities were more in the year 2013-14 and 2014-15 but later on 2015 onward. They have change the policy of CSR activities and more emphasis on major projects.
7. Major states benefited through CSR funding are Karnataka, Haryana, Uttarakhand, Maharashtra , Delhi , West Bengal , Telangana and Gujarat.

CONCLUSION

ONGC ensures a combination approach of medication, innovation and psychosocial intervention in health initiatives, education , rural development , swatch and environmental preservation in India . A proactive approach towards socio-economic development is adopted i.e. projects are identified by ONGC at the plant level by involving the district administration, local representatives and recognized voluntary organisations. It has been observed that ONGC continuously following government guidelines and identify various problems in remote areas to be progress. Major states benefited through CSR funding are Karnataka, Haryana, Uttarakhand, Maharashtra , Delhi , West Bengal , Telangana and Gujarat.

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