LUX MONTIS

Vol. 9 No. 1 January 2021
ISSN 2321-8053

Refereed Interdisciplinary Research Journal
(Published Bi-annually in January and July)

Publishers

Girideepam Institute of Advanced Learning (GIAL)
Bethany Hills, Vadavathoor P. O.
Kottayam Dist. Kerala
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Editorial

Dear Readers

India is well known for its generosity and sharing is caring philosophy. This philosophy was well evident in the manner the country has taken on the challenge posed by COVID-19. Our scientific and medical fraternity worked hard and went through all difficulties and ironies paused by the pandemic and became successful in bringing out vaccine against Corona virus in hardly one year. The country now supply vaccine to many neighbouring countries too underlining the fact that sharing is caring.

The pandemic has significantly disrupted the higher education sector also, which is a critical determinant of a country's economic future. The pandemic has transformed the centuries-old, teaching model to one driven by technology. In this time of crisis, a well-rounded and effective educational practice is what is needed for the capacity-building of young minds. It will develop skills that will drive their employability, productivity, health, and well-being in the decades to come, and ensure the overall progress of India.

I take this opportunity to thank all, who have contributed to this issue. Expecting your continued cooperation I am presenting this issue of LUX MONTIS'.

Dr. C Jayachandran
Chief Editor

ORGANIZATIONAL CHANGE AND MANAGING RESISTANCE TO CHANGE

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ABSTRACT

The business world is constantly changing and the rate of change is becoming faster and faster with every passing year. If a company wants continuous long term success, it should be able to adapt and transform itself along with the market. This makes change management critical in keeping a business competitive. When an organization undertakes projects or initiatives to improve performance, seize opportunities or address key issues, it often require changes; changes to processes, job roles, organizational structures and types and uses of technology.

However, it is actually the employees of the organization who have to ultimately change the way they do their jobs. If these individuals are unsuccessful in their personal transitions, if they don't embrace and learn a new way of working, the initiative will fail. If employees embrace and adopt changes required by the initiative, it will deliver the expected results.

Organizations do not change, people do. While all changes are unique and all individuals are unique, decades of research shows, there are actions we can take, to influence people in their individual transitions. Change management provides a structured approach for supporting the individuals in the organization to move from their own current states to their own future states.

INTRODUCTION

No organization has ever been immune from implementing organizational changes. In today's world , organizational leaders must be vigilant about their organizational climate and be very much attentive to the changes in the general and task environment. Organizational change can be challenging . It requires high level of cooperation from various independent entities within an

organization. Effective communication is one of the most important success factors for effective change .Organizational change is a comprehensive and structured approach which involves the transition of the all people associated with the organization from a present scenario to a future state which focuses on the business progress and benefits. Organizational change is a new position that brings the organization to a successful path.

Just like change is inevitable, resistance to change is also inevitable. Resistance to change may take many forms, including individual or organised,overt or covert , active or passive etc. Resistance to change is caused by the attitudes of workers which are influenced by the economic, social and psychological factors.

ORGANIZATIONAL CHANGE

Organizational change can defined as change from a current state to a future state, through new projects and programs with the coordination and cooperation of all employees from the top level to bottom level in the organization.

Figure - 1

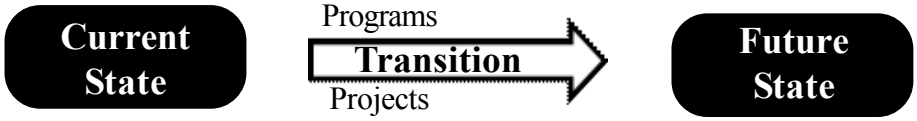
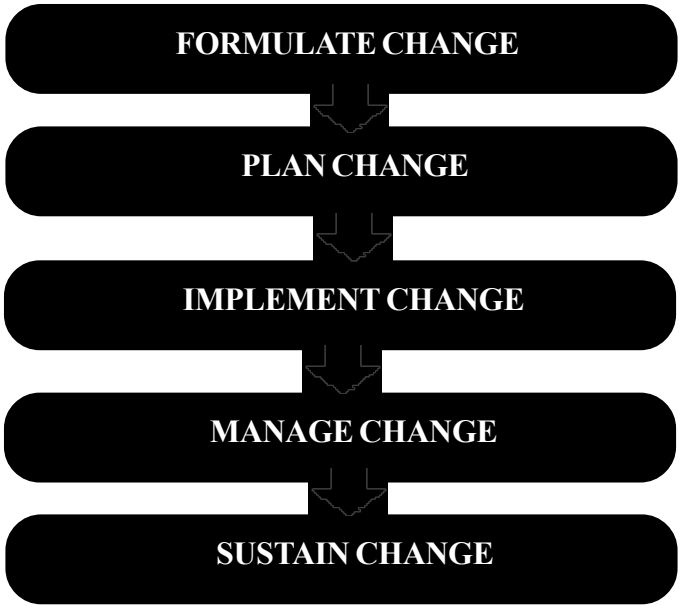


Figure - 2

CHANGE LIFE CYCLE FRAMEWORK IN ORGANIZATIONS



Change life cycle framework is a common strategy which is followed by every organizations for managing change.

1. Formulate change

It is the first step in the process of management of change. The manager must identify the need for change in terms of those internal as well as external factors which demand the change. He/she has also to ascertain whether the change is strategic, process oriented, people oriented or a minor one. The change may take place in relation to the objectives, organization structure, process or people**.**

2. Plan change

Preparing a plan for the change such as, when, how, where and by whom the change is to be introduced. For making the change successful it must be introduced at a right time. Such plan facilitates proper and smooth implementation of the change with least resistance on the part of the affected members of the organization.

3. Implement change

It is necessary to communicate it to the concerning employees of the organization, and convince the member about its need, objectives, nature and possible benefits of change. An effective and proper communication definitely helps in reducing resistance and receiving all support for implementation of the change**.**

4. Manage change

The transition process links the change initiative with the operations side of the business and business-as-usual. It incorporates the measures to enable the organization to sustain long-term changes. It is concerned with successfully delivering project outputs to the business rather than just throwing them over the fence. It also incorporates the measures to enable the organization to sustain long-term changes.

5. Sustain change

The success of any change initiative lies in the benefit value for the organization and its stakeholders; therefore, it is important to sustain the change through a number of ongoing activities that exceed the traditional scope of projects and programs.

RESISTANCE TO CHANGE

Resistance to change is the unwillingness to adapt to altered situations. It can be organized, or individual. Employees may realize they don't like or want a change and resist publicly, and that can be very disruptive. Employees can also feel uncomfortable with the changes introduced . They resist sometimes unknowingly, through their actions, language and in the conversations they share

with the co workers in the workplace. In certain cases, employees can be forceful in their refusal to adopt any changes, bringing confrontation and conflicts in the organization.

BARRIERS TO CHANGE IN ORGANIZATIONS

1.Non Recognition of need for change

Many organizations feel that their position in the market is good and they do not need any change even though their position in the market is eroded. Some organizations are unware about the changes happening in the surrounding environment. They don't find it mandatory to cop up with it.

2. Behavioral factors

The unwillingness to acknowledge the existence or emergence of a problem or need for change even when the existence/emergence of the problem or need for change is really recognized. This unwillingness may be due to the lack of self-confidence to solve the problem.

3. Environmental Factors

This may be in the form of the technology adopted, product mix,labour policies etc…arguments can be raised against the developments and amendments in these areas from the Public. Natural factors can also acts a barrier for organizational change.

4. Lack of adequate resources

There comes situations when the company finds it difficult to mobilize fund s and also there comes lack of availability of adequate personnel for the new projects and all. This creates a constraint for the change .

MANAGING RESISTANCE TO CHANGE

Managing resistance to change is actually a challenge for the management. It wont be the problem with the management that they are the reason behind the resistance. They can only cause serious resistance when they repeatedly introduce change to the organization.

Organizations are constantly growing with the dynamic environment, which means change is inevitable. But introducing changes without consulting the people they affect, explaining the need for change, and providing support through the process of change to that people can cause a serious issue. When the top level authorities are ready to listen to how employees talk about the change in meetings and through interactions with them, helps the authorities to know more about any resistance they are experiencing. Some employees may come directly to take initiative for helping the organization in navigating the changes.

Organizations where trust, transparent communication, employee involvement and engagement, and positive interpersonal relationships exist ,resistance to change is very easy and much less likely to occur.

In such a work environment, employees feel free to talk to their boss what they think and have open exchanges with managers about how they think the changes are going to affect them. They are also more likely to share their feelings and ideas for improvement. In a trusting environment, employees think about how to make the change process go more smoothly.

When a change is introduced in these types of environment, with a lot of discussions and employee involvement, resistance to change is minimized. If there is a widespread belief that the changes are needed and will have a positive effect, taking employee feedback into account can help improve the chances of success for the change.

CONCLUSION

Today's business environment is one characterized by rapid change. The forces of change come from external and internal forces. The external environment includes things such as rapid technology advancement, increased globalization, political and regulatory currents, innovation and shorter product lifecycles and the list goes on. The internal forces of change include such things as the need to drive costs out of the business through better efficiencies to improve bottom-line results, pressures to accelerate growth, and the need for higher levels of organizational agility. Adapting and embracing these forces of change requires ongoing organizational change, which adds it owns management issues. The changes adopted when properly communicated with the employees in the organization gives them a chance to express their view points and ideas regarding changes going to be made and resistance to change can also be eliminated.

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A STUDY ON BITCOIN

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ABSTRACT

In this digital era the concept of digital currency is also getting importance. The digital currencies don't have any physical existence. It is not a tangible asset like cash or other commodities. Digital currency is purely in digital form which is transferred by using electronic codes in the computers. The emergence of cryptocurrency marked a change in the digital currency market. Nowadays it gets wide acceptance from the investors. Cryptocurrencies are the virtual currencies which are secured by cryptography. There are different types of cryptocurrencies are in use they are Bitcoin (BTC), Ethereum (ETH), Ripple, Bitcoin cash (BCH), EOS, Litecoin (LTC), Stellar (XLM), Cardano (ADA). Bitcoins are the most popular cryptocurrency and it is growing fast. Bitcoin was the first cryptocurrency which was introduced in 2009. It created a boom in the market. It is a form of digital money which fulfils the primary functions of currency. Bitcoin is a medium of exchange, unit of account and a store of value. In addition to that it is scare, unduplicable and portable. It is gaining popularity as an alternative to mainstream investment options. The wide acceptance of this currency is reflected in its currently traded price. It has recently reached to $22000, having gone up nearly 175 % in this year. Bitcoins have no boundaries for their transaction but still it is illegal or banned in certain countries.

KEY WORDS

Bitcoin, Block chain, Mining, advantages, opportunities and challenges.

OBJECTIVES

The objective of this article is to provide an idea about Bitcoin and its opportunities and challenges.

INTRODUCTION

Cryptocurrency is the next evolution of financial services. It is a better wat to trade money and to store money which can be done on a global basis. The first cryptocurrency is Bitcoin which was introduced in 2009. It is the first decentralized peer-to-peer payment network that is powered by its users with no central authority or middlemen. Bitcoin is a new form of money that uses cryptography to control its creation and transactions, rather than depending upon a central authority like banks, government etc. Bitcoin is controlled by the users themselves. The price of Bitcoin is highly volatile. Because of this price volatility Bitcoins are considered as a gambling instrument rather than an alternative to real money. Bitcoin has not been made legal in many countries because of the high risk associated with the Cryptocurrencies. Countries like Singapore and Switzerland use Bitcoin as an advance payment mode. The developed countries like the U.S, U.K, Australia, Japan and the European Union have taken a positive stance towards Bitcoin. While Bitcoin is welcomed in many parts of the world, a few countries like China, Russia, Bolivia, Vietnam, Columbia, and Ecuador are legally prohibited this currency because of its volatility, decentralized nature, perceived threat to current monetary systems and links to illegal activities like drug trafficking and money laundering. In the last few months, especially due to the COVID-19 pandemic situation, the value of the Cryptocurrency has been on the rise. In this year there has been a 175% hike in the price of Bitcoin. Which also leads to the change in the value of other Cryptocurrencies. An open mindedness can be observed with regard to Cryptocurrency in general public and in the finance industry.

BITCOIN

Bitcoin is a new form of currency which is not like everyday paper currency, it is a digital currency that is secured by cryptography. Bitcoin is a decentralized digital currency without a central bank or single administrator and that can send from one user to another user on the peer-to-peer Bitcoin network without the need for intermediaries. It was created in January 2009 following the 2008 global financial crisis. The concept of Bitcoin was introduced by an unknown person known as Satoshi Nakamoto. The identity of the person or persons who created the technology is still a mystery. It was created with an aim to create a peer-to-peer system for online payments. Peer to peer means decentralized, which works independent. Bitcoin offers the promise of lower transaction fees than traditional online payment mechanisms. Bitcoin is fully open-source this means that anyone has access to the entire source code at any time. It uses cryptographic protocols that encrypt sensitive data transfers, to secure their unit of exchange. It's supported by

a source code that uses highly complex algorithms to prevent unauthorized duplication or creation of Bitcoin units. The code's underlying principles, known as cryptography, are based on advanced mathematical and computer engineering principles. It's virtually impossible to break Bitcoin's source code and manipulate the currency's supply. Bitcoins are stored in digital wallets. The wallet is a kind of virtual bank account which exists either in the cloud or on a user computer. The wallet allows users to send or receive Bitcoins. Each Bitcoin transaction is recorded in a public ledger called Blockchain. The public key and the private key are the tools required to ensure the security of the crypto economy. Every Bitcoin is secured by a private key, which is a whole number between one and seventy-eight digits in length. Private keys confirm their owners' identities and allow them to spend or receive Bitcoin. The public key is created from the private key through a complicated mathematical algorithm. However, it is near impossible to reverse the process by generating a private key from a public key. The users enter into the transactions without disclosing their identity. It is difficult to find out who is the sender and who is the receiver. Cryptocurrencies are illegal by legislation in some of the countries. It is mainly because of the price volatility of the Bitcoins.

BLOCKCHAIN

Bitcoin's block chain is vital to its functioning. The blockchain is a public distributed ledger of all prior Bitcoin transactions, which are stored in groups known as blocks. It is a decentralized database that stores a registry of transactions across a peer-to-peer network. It is a public registry which records who owns what and who transfers what. New Bitcoin transaction technically isn't finalized until it is added to the Block chain. As long as miners continue their work and record recent transactions, the Bitcoin block chain will always be a work in progress. There's no predetermined length at which the block chain will stop growing. Here transactions are secured through cryptography and over a period of time this transaction history is locked in blocks of data. Once the transactions are recorded in the block chain then it is irreversible. This creates an unchangeable record of all transactions across the network. This record will be replicated on every computer that uses the network. It allows a user's computer to verify the validity of each transaction.

MINING

Mining is a process through which new Bitcoins are created. Bitcoin mining is done by specialized computers. The role of miners is to secure the network and they process every Bitcoin transaction. Miners achieve this by solving a complex mathematical problem. For this service, miners are rewarded with newly-created Bitcoins and transaction fees. Miners have an important role in the Bitcoin ecosystem; they perform incredibly complex mathematical tasks in an effort to obtain new Bitcoin, which they then keep or exchange for fiat currency. They also

receive transaction fees paid by buyers. They keep the entire Bitcoin community honest and indirectly support the currency's value.

How does one acquire Bitcoins?

- ⊗ As payment for goods or services.
- ⊗ Purchase bitcoins at a Bitcoin exchange like Coinbase, Bitstamp and Bitfinex
- ⊗ Exchange bitcoins with someone near you.
- ⊗ Earn bitcoins through competitive mining.

ADVANTAGES

⊗ **Payment freedom** - It is possible to send and receive Bitcoins anywhere in the world at any time. The Bitcoins are more economical in the foreign fund transfer. Because it doesn't charge any fees and takes only ten minutes which is a very less time compared to one to two days that a bank takes.

⊗ **Choose your own fees** - There is no fee to receive bitcoins. Fees are unrelated to the amount transferred, so it's possible to send 100,000 bitcoins for the same fee it costs to send one Bitcoin. Additionally, merchant processors are there to convert Bitcoins to real money and depositing it directly into merchants' bank accounts daily. As these services are based on Bitcoin, they charge lower fees than with PayPal or credit card networks.

⊗ **Fewer risks for merchants** - Bitcoin transactions are very secure, irreversible, and do not contain customers' sensitive or personal information. This protects merchants from losses caused by fraud. lower fees, larger markets, and fewer administrative costs are other advantages enjoyed by the merchants.

⊗ **Security and control** - Bitcoin users have full control in their particular transactions. Bitcoin payments can be made without disclosing personal information. This offers strong protection against identity theft. Bitcoin users can also protect their money with backup and encryption.

⊗ **Transparent and neutral** - All information concerning the Bitcoin money supply itself is readily available on the block chain for everyone in the network. They can verify and use it in real-time. No individual or organization can control or manipulate the Bitcoin protocol because it is cryptographically secure. This allows the core of Bitcoin to be trusted for being completely neutral, transparent and predictable.

DISADVANTAGES

⊗ **Degree of acceptance** - Many people are still unaware about Bitcoin. Bitcoins gained acceptance from a small group of investors because of the high risk associated with the

transactions. Many countries legally banned the use of cryptocurrencies because of its volatility, decentralized nature, perceived threat to current monetary systems.

⊗ **Volatility** - The total value of bitcoin is highly volatile. The price of the bitcoin is determined by its demand and supply. There is only a limited number of Bitcoins in circulation. 18 Million Bitcoins are extracted in the world. It is predetermined that only 21 Million Bitcoins can be extracted. Because of this limited supply, Bitcoin is still a relatively small market compared to what could be. It made the price of a bitcoin still very volatile.

⊗ **High risk-** The risk related to Bitcoin is really high because the price is highly volatile and it varies according to the changes in the market. which either gives high return or causes huge losses. Every bitcoin is protected with a private key. When dealing with cryptocurrency, a user is usually given a public address and a private key to send and receive coins or tokens. If the user lost his private key, they cannot retrieve it.it also creates risk to the investors.

⊗ **Cybertheft** - Cryptocurrency is technology-based, which leaves this investment open to cyberattacks. Hacking is a serious risk, since there is no way to retrieve your lost or stolen Bitcoins. Many reports suggest that many buyers lose their investments on exchanges and mining losses. Exchanges are more likely to be hacked - even if you have the protection of a smart wallet.

⊗ **Can be used for illegal transactions** – Since the privacy and security of cryptocurrency transactions are high, it's hard for the government to track down any user by their wallet address or keep tabs on their data. Bitcoin has been used as a mode of exchanging money in a lot of illegal deals, such as buying drugs on the dark web. Cryptocurrencies are also used by some to convert their illicitly obtained money through a clean intermediary, to hide its source.

⊗ **No refund or cancellation policy** – If there is a dispute between concerning parties, or if someone mistakenly sends funds to a wrong wallet address, the coin cannot be retrieved by the sender. This can be used by many people to cheat others out of their money. Since there are no refunds, one can easily be created for a transaction whose product or services they never received

⊗ **Little or No Regulation-** Currently, the Bitcoin market is operating without any major regulations. The government doesn't have a regulation on cryptocurrency. It is not taxed, which can make it enticing as an investment opportunity. However, a lack of taxation could lead to problems should Bitcoin pose as competition for government currency. It is perceived as a threat to current monetary systems.

⊗ **Technology Reliance** -Bitcoin is an online exchange that is reliant on technology. Coins are digitally mined, exchanged via smart wallet and kept in check using various systems. Without that technology, cryptocurrency is worth nothing. Unlike other forms of currency or investment,

there is no physical collateral to back it up. With gold, real estate, bonds or mutual funds, you own something that can be exchanged. With a currency that is 100% technology-based, bitcoin owners are more vulnerable to cyberthreats, online fraud and a system that can be shut down.

⊗ **Ongoing development** -Bitcoin software is still in beta with many incomplete features in active development. New tools, features, and services are being developed to make Bitcoin more secure and accessible to the masses. Some of these are still not ready for everyone. Most Bitcoin businesses are new and still offer no insurance. In general, Bitcoin is still in the process of maturing.

LEGALITY OF BITCOIN IN INDIA

Reserve Bank of India clarified through its press release dated on December 24, 2013 that the creation, usage and trade of the digital currencies are neither recommended nor authorized by the RBI. Cryptocurrency had never been directly banned in India. RBI merely blocked the banking access of the crypto ecosystem. RBI took this step because cryptocurrencies have been used mainly for illegal purposes and it may affect the monetary system of the country. But in March 4 ,2020 the supreme court declared that there is no legal prohibition on cryptocurrency trading and investment in India. Now crypto transactions are not illegal in India.

CONCLUSION

No one knows what will be the future of Bitcoin. It is unregulated in some countries, but some countries like Japan, China and Australia have begun weighing regulations. Governments are concerned about taxation and their lack of control over the currency. Each Bitcoin transaction is recorded in a public log, names of buyers and sellers are never revealed, only their wallet IDs. While that keeps bitcoin users' transactions and identity private, it also lets them buy or sell anything without easily tracing it back to them. That's why it has become the currency of choice for the people for buying drugs and conducting illegal activities. Both advantages and disadvantages are there so the investor needs to move more cautiously.

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INDUSTRY 4.0 AND INDIA: AN INTERFACE

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ABSTRACT

The 4th Industrialization or Industry 4.0 refers to the new age of connected technology and data driven insights. Industries world over have been able to improve consistency, quality and productivity. Artificial Intelligence (AI), mass automation, Big Data, 3D printing, etc., are the latest trends in manufacturing All those mundane tasks have been allocated to robots and computers which can even learn through continues operation. In order to remain competitive in the future market the country must be willing to adopt the latest technology to achieve international levels of production quality and efficiency. The lower computing costs, cheaper storage and less costly bandwidth will make this transition easier. Like the previous industrialization this brings with its own pit falls. This article aims to find out how India copes up to this technology and what it can do to turn the tide in its favour. The study is descriptive in nature making use of data collected from UNCTAD, Deloitte and other secondary sources. The data confirms that India is one of most potential economies. Cheaper labour makes India an attractive investment destination. However the lack of infrastructure, ease of doing business and rigid labour laws are hindrances to the ambitious targets India has set for itself. Make in India, Skill India, Digital India and smart cities are all steps in the right direction. But to reach targets the system needs to be overhauled. All the sectors must come together to develop technology and skills to use this technology.

KEYWORDS: Industry 4.0, Artificial Intelligence, 3D printing, Automation, Robotics

INTRODUCTION

Industry 4.0 or the fourth industrial revolution in manufacturing is the latest advancement in the manufacturing sector. The first industrial revolution was characterized by use of water and

steam power for manufacturing, this was succeeded by the second industrial revolution with use of electricity, this was followed by the invention of computers in manufacturing in the third industrial revolution and now the major producers of the world are ever inching forward with the use of technology for better efficiency and sustainability with use of artificial intelligence in manufacturing processes. The technology has advanced so far that machines that can make decision without human intervention is here. The Internet of Things or IoT is quite prevalent even in consumer items like smart bulbs, air-condition systems, fridges, etc. and with time every household tech will be connected to the internet. This technology allows us to do is leave mundane everyday tasks to computers. The computers will recognize the pattern of how things are done and emulate it without or with minimal human intervention. The greatest example of this can be seen in Tesla cars where it allows the owner to switch on "auto-pilot" on specified stretch of roads, on activation this feature will take hold of the entire car. The car will drive itself to the destination obeying all traffic rules which includes recognizing other cars, speed limits, road signs, etc. The car makes use of sensors and cameras to monitor all these parameters to drive safe. In-addition to this the car records driving data to constantly update itself to changing environment. This is what is essentially happening in advanced manufacturing plants. The jobs which are mundane will be robotized. If an activity is predictable we can code that into computer and let job be done by a computer and like the Tesla cars the machines can be programmed to record data and make calculated decision according to the changing dynamics.

Countries like Canada, Japan, Germany, Austria and Switzerland have already taken steps towards industry 4.0. A common factor that we see in all these countries is that they are developed countries with sufficient funds to make use and acquire advanced technology. These countries are pushing themselves towards high tech manufacturing process. But when we talk about global manufacturing index things change slightly. Ranked according to competitiveness it is dominated by China, USA, Germany and Japan in the first four places and India comes eleventh according to Deloitte. If we look into the global manufacturing output the first four places are held by the same countries as quoted above but India comes sixth here. In this article we are going to find out how India's manufacturing sector holds up when compared to other countries. Industry 4.0 is especially relevant for a country like India which has a lot of potential and skill. What are the factors which are hindering our progress? How we can take steps to overcome these obstacles and what we should expect in the future in the manufacturing industry.

India is a favoured destination for production due to availability of cheap labour and skill. The future of the industry hinges on adopting artificial intelligence and Industrial Internet of Things (IIoT) in the manufacturing sector. This seems far off as the economy as a whole is suffering now. However there is still hope as Make in India and Skill India campaigns are promoted. Of recent there has been an increase in the push for locally made goods and services. This can be seen in the recent (June 1, 2020) order on the ban of imported products in Central Armed Force Canteens.

The confrontation with China on Ladakh border seems to have evoked anti-China sentiments among Indians leading to people boycotting Chinese made mobile applications and products. The country is already capitalizing on these sentiments to promote locally made products giving a boost to the manufacturing sector. Logistics and transportation costs are high at 14.4 percent of the GDP compared to 8% of other emerging countries. India has one of the most rigid labour markets in the world. Delays in environmental clearances have stalled many projects. ICRA estimated gross non-performing assets to rise to 11.3-11.6% by March 2021 from an estimated level of 8.6% for March 2020.

LITERATURE REVIEW

An emerging country like India would have to leverage its comparative advantages, critical strengths and core competencies to turn the tide in its favour. The capability to address these challenges would depend upon upgrading human resource, adopting latest technology and developing a suitable ecosystem to support manufacturing says (Iyer, 2018). According to Global manufacturing competitive index by Deloitte (Aleda V. Roth Ph.D, Craig A. Giff, Michelle Drew Rodriguez, Tim Hanley, Bharath Gangula Ph.D, 2016) Transport and power network is India is still questionable compared to its peers in the manufacturing industry. The logistics and transportation cost is high at 14.4% of GDP compared to 8% spent by other emerging countries. India figures in as one of the top exporters of services just behind China when developing economies are taken into context. However when it comes to merchandise trade India does not come in the top five says the handbook published by (UNCTAD, 2019). Developing countries lack state policy of formation of industry 4.0, financial barriers and they have to seek economic goals at the same time. In developed countries have larger flexibility and effectiveness as these decisions are taken by the companies rather than being a state initiative (Aleksei V. Bogoviz, 2018).

There will be a threatening of jobs but people will need to be trained and retrained to acquire new forms of skill which will be a major policy challenge for the state as well as companies (Balwant Singh Mehta, 2019). Awareness about Industry 4.0 is still low in small and medium enterprises in India. The government should support establishment of joint industry 4.0 collaboration platforms, centres of excellence and incubators to promote and speed the spread of knowledge (Holtkamp, 2017).

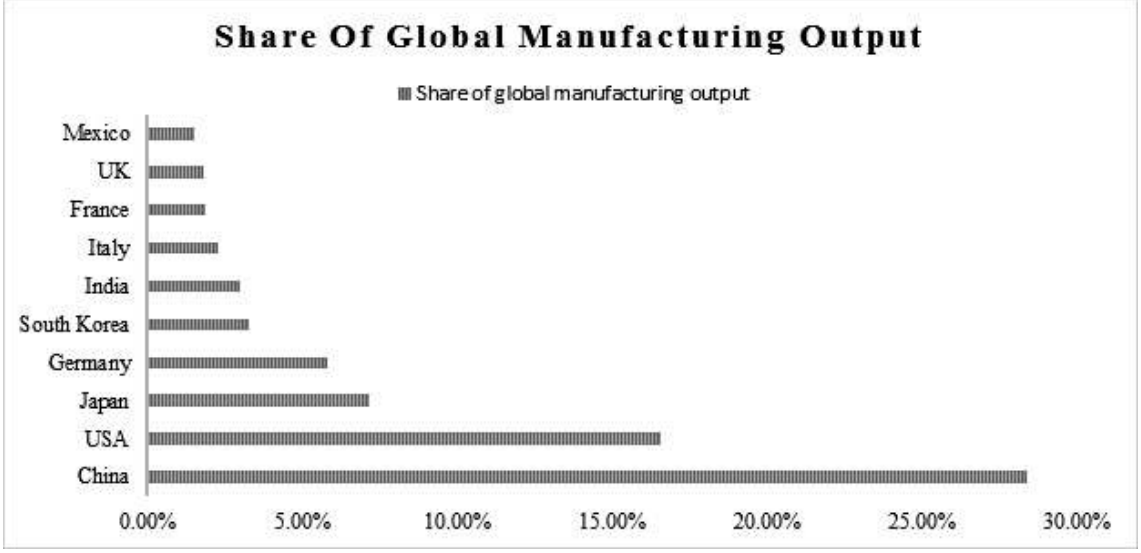
METHODOLOGY

The study is theoretical in nature making use of data related to industry 4.0 from reputed sources like UNCTAD, Deloitte, etc. from their respective websites. The information so collected were compiled to arrive at the conclusions given below.

DISCUSSION

China is the largest exporter and second largest importer in the world. This can be attributed

to China's increasing spend in research and development, advanced electronics manufacturing, growing middle class, robust raw material supply base and the physical infrastructure base. The figure below shows the top 10 countries by share of global manufacturing output in 2018



Source: Secondary data (https://www.statista.com/chart/20858/top-10-countries-by-share-of-global-manufacturing-output/)

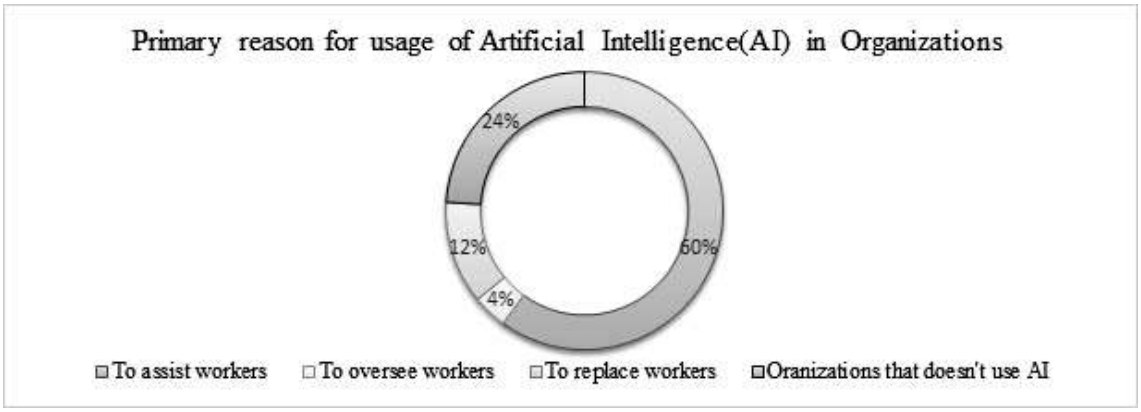
China is the most comparable country to India both being developing countries with large population and cheap labour. These are the two countries who has the potential to lead the world in terms of trade. The country which adopts most progressive policy measure will come upon top. The labour cost is rising in China and this could make India more attractive for potential investors. There is also lack of productivity, regulatory inefficiency, slowing economic growth and a challenge in the form of IP protection enforcement.

India is fast becoming a hotspot for investment. It has a cost effective rich talent pool of scientists and researchers offering cost efficient R&D, abundant availability of English speaking engineers, high economic growth and with the government coming up with Make in India campaign and Skill in India campaign it holds promise for a formidable future. However poor infrastructure and governance issues is still widespread and very prevalent. In order to move towards industry 4.0 India needs have a clear roadmap, talent development, and customer oriented approach. Small steps must be taken to have dedicated cross-functional teams of business, operations and IT and must scaled up as they progress. If India has to achieve its target of 25% contribution by manufacturing towards GDP from 16% in 2022, which already impended by the COVID-19 crisis we need to overhaul the system. The 'Make in India' is already providing the base work for

small and large industries develop advanced manufacturing capability and technology upgradation.

Pitfalls of Industry 4.0

Artificial intelligence is finally here. Despite the threats it brings forward there is high hope for efficiency and productivity.



Source: Secondary data (Deloitte Global Human Capital Trends survey, 2020, https://www2.deloitte.com/global/en/insights/focus/human-capital-trends/2020/human-ai-collaboration.html)

According to a survey conducted by Deloitte Insights on the primary reason for use of AI in respondents organization was to assist workers. So this industry 4.0 might not replace humans after all. The organizations have found ways to use this technology to assist humans instead of replacing them. It is also worth noting that there is a large portion of organizations not using artificial intelligence which is not surprising considering this is next generation technology and only those companies who pursue bleeding edge tech are adopting this. There is also new category of jobs being created due to this tech call "Superjobs" and teams called "Superteams". The workers with the use of technology can widen the scope of their jobs leading to "superjobs". Workers having superjobs collaborate to form superteams. Some jobs being lost to this technology is inevitable like when computers replaced some humans. In future all routine jobs will be taken over by AI and computers. So it is necessary to reskill and teach the existing workforce to survive in this new age.

CONCLUSION

Government initiatives like Make in India, Smart Cities, Digital India and Skill India are all steps towards Industry 4.0. But the economy begs an enabling ecosystem. There should be proper encouragement for companies and industries adopting latest tech. Proper advancements should be made in the IT sector to support this as vulnerability increases with used of connected

technology. Education sector should take up and promote ideas of developing technology and bring out skilled candidates. For industry 4.0 to become a reality in India it must be supported by all sectors academia, public and private industry as well as service sector as this is a collective effort and not an individual one. US$ 5 trillion economy by 2025 is the target set by India, we must rise up to it.

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EFFECTIVENESS OF ADVERTISEMENT WITH REFERENCE TO MERIIBOY ICE CREAM (SUPEREME FOOD INDUSTRIES)

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ABSTRACT

Advertisement is one of the direct ways of an organization to reach the public and communicating valuable information in limited time. It is an important element of marketing. It plays a vital role in the purchase decision of customers. Now-a-day's advertisement importance is increasing because it is one of the strongest weapons for fighting against competitors because most of the uniqueness of the product or services could be easily shown through the advertisement. Different Medias can be used to reach huge number of public in same time. The invention of the traditional and modern media helps to support the advertisement in an effective way. This study is conducted to determine the effectiveness of advertisement towards purchase of Meriiboy ice cream. The organization selected for the purpose is Meriiboy ice cream. It is an entity of Supreme food industries in Perumbavoor. This study at Meriiboy ice cream Company focuses on the effectiveness of advertisement towards purchase of Meriiboy ice cream to know that Meriiboy advertisement is necessary or unnecessary expense of the company and whether advertisement has any influence towards increase in sale of ice cream.

KEYWORDS: Effectiveness, Advertisement

INTRODUCTION

Advertising is an art not a science. Effectiveness of which cannot be measured with a

mathematical or empirical formula some advertisers argue that advertising efforts go waste, but every advertiser is keenly interested in measuring or in evaluation of advertisement effectiveness. Testing for effectiveness of advertisement must be done before the advertisement has been launched and one is referred to as cost testing which is done after launching the advertisement campaign. The basic purpose of advertising effectiveness is to avoid costly mistakes, to predict the relative. Advertising is a form of promotion and like a promotion, the objective of advertisement should be specific. This requires target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated. This study has been conducted in order to understand "the effectiveness of advertisement towards purchase of Meriiboy ice cream". Advertisement is one of the direct ways of an organization to reach the public and communicating valuable information in limited time. It is an important element in marketing; it plays a vital role in the purchase decision of customers. This study helps to understand which all are the advertisement strategy affect the purchase decision of the respondents.

OBJECTIVE OF STUDY

1. To study the effectiveness of advertisement towards purchase of Meriiboy ice cream.

2. To understand whether media is effective for advertisement of Meriiboy ice cream.

3. To known about which advertisement motivates the customers to purchase the Meriiboy ice cream product.

4. To suggest some measures to improve advertisement of Meriiboy ice cream

REVIEW OF LITERATURE

Ludi (2004) defines advertising is a way of announcing what the organization wants to sell. Its primary aim is to encourage potential consumers to react positively to the propositions of the organization. Schroeder (2005) in his study on the relationship between art, advertising and brand management has pointed out that "advertising depends on the language of painting that celebrated wealth and private property and is often nostalgic, referring back to a golden age" and that specifically "advertising uses art conventions of form-genre, poses and symbols as well as techniques borrowed from painting and photography. Wellset a1 (2006) describes advertising as a form of persuasive communication that is paid for and that makes use of the mass media to reach target audiences. Contemporary advertising is the persuasive, structured and composed non-personal communication of information about product offerings and it is paid for by the organization (Arens, 2011). According to Nikolas Georgantzis, Christian Boris Brunner (2016), the term advertisement effort refers to all strategies aimed at broadening a firm's market scope through the establishment if a larger and more loyal consumer basis

RESEARCH PROBLEM

The research problem under the study is to know the "Effectiveness of Advertisement

with Reference to Meriiboy Ice Cream (Supereme Food Industries)"

RESEARCH METHODOLOGY

Research Approach And Design : A research design is the arrangement of conditions for collection of data in a manner that aims to combine relevance to the research purpose with economy in process. Questionnaire survey is the method adopted for conducting this study along with other tools and techniques such as personal interview, market study, situation analysis, conversations, opinion survey, technical advice etc. based on the primary and secondary data were collected, tabulated and analyzed to reach the conclusions.

Sources Of Online Data : In this study, the primary data was collected through questionnaires which were sent to customers using Google Form. The secondary data were collected from departmental manuals, enquiry, past records and from company s website

Population : The group of individuals under study is known as population or universe. Population is the aggregate of all units in any field of enquiry. It is the collection of individuals or of their values which can be numerically specified. A population may be definite or infinite. The Population of the study includes the customers of the Meriiboy ice cream.

Sampling Design : In the theory of finite population sampling, a sampling design specifies for every possible sample its probability of being drawn. Sample design is also a critical component of marketing research and employee research for many organizations.

Sample Size : The number of sampling units selected from the population is called a sample size. The sample size taken for the study is 100 respondents.

Sampling Method : Sampling method used in the project study is convenience sampling. A convenience sampling obtained by selecting a convenient population.

Data Analysis Tools : Percentage analysis - Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

DATA ANALISYS AND INTERPRETATION

Table: 1. Table showing the opinion about the awareness of Meriiboy ice cream.

Opinion	No. of respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

(Source: Primary data)

INTERPRETATION : In this graph, 100% of the respondents are aware about the Meriiboy ice cream.

INFERENCE : 100% respondents are aware about the Meriiboy ice cream.

Table: 2. Table showing the advertisement motivation to purchase the product.

Opinion	No. of respondents	Percentage
Strongly agree	24	24
Agree	44	44
Neutral	18	18
Disagree	10	10
Strongly disagree	4	4
Total	100	100

(Source: Primary data)

INTERPRETATION: 44% respondents agree that advertisement motivated them to purchase the product. 24% strongly agree that advertisement motivated them to purchase the product. 18% respondents have neutral opinion about this statement. 10% respondents disagree and 4% strongly disagree with this statement.

INFERENCE: It can be inferred that 68% of the respondents have positive opinion that advertisement motivated them to purchase the product.

Table: 3. Table showing respondents rating the advertisement of Meriiboy ice cream with other brands.

Opinion	No. of respondents	Percentage
Excellent	28	28
Good	34	34
Neutral	32	32
Average	6	6
Poor	0	0
Total	100	100

(Source: Primary data)

INTERPRETATION: From this figure, 34% of the respondents said that the advertisement of Meriiboy ice cream is good. 32% of the respondents have neutral opinion about this statement. 28% of the respondents said that the advertisement of Meriiboy ice cream is excellent. 6% opinion is average.

INFERENCE: It can be inferred that 62% of the respondents have positive opinion that the advertisement of Meriiboy is good and excellent.

Table: 4. Table showing respondent's opinion about the presence of celebrity influence in the effectiveness of Meriiboy ice cream.

Opinion	No. of respondents	Percentage
Strongly agree	30	30
Agree	32	32
Neutral	24	24
Disagree	8	8
Strongly disagree	6	6

(Source: Primary data)

INTERPRETATION: From this figure, 32% of the respondents agree with the statement that the presence of celebrity influence the effectiveness of Meriiboy ice cream. 30% of the respondents strongly agree with the statement. 24% of the respondents have neutral opinion. 8% disagree and 6% strongly disagree.

INFERENCE: It can be inferred that 62% of the respondents have positive opinion that the presence of celebrity influence the effectiveness of Meriiboy ice cream.

Table: 5. Table showing the advertisement effectiveness in persuading the customers.

Opinion	No. of respondents	Percentage
Strongly agree	12	12
Agree	56	56
Neutral	24	24
Disagree	6	6
Strongly disagree	2	2
Total	100	100

(Source: Primary data)

INTERPRETATION: 56% of the respondents agree that the advertisement rendered by Meriiboy ice cream is effective in persuading the customers. 24% of the respondents have neutral opinion. 12% of the respondents strongly agree with the statement. 6% disagree and 2% strongly disagree with the statement.

INFERENCE: It can be inferred that 68% of the respondents have positive opinion that the advertisement of Meriiboy ice cream is effective in persuading the customers.

Table: 6. Table showing the present advertising techniques of Meriiboy ice cream.

Opinion	No. of respondents	Percentage
Strongly satisfied	22	22
Satisfied	38	38
Neutral	34	34
Dissatisfied	4	4
Strongly dissatisfied	2	2
Total	100	100

(Source: Primary data)

INTERPRETATION: It is clear that 38% of the respondents are satisfied with the present advertising techniques of Meriiboy ice cream. 34% of the respondents have neutral opinion with this statement. 22% of the respondents are strongly satisfied with the statement. 4% disagree and 2% strongly disagree.

INFERENCE: It can be inferred that 60% of the respondents are satisfied with the present advertising techniques of Meriiboy ice cream.

Table: 7. Table showing the factors that influence purchasing.

Opinion	No. of respondents	Percentage
Advertisement was interesting	24	24
Curious about the product	20	20
Wanted to imitate the actors in the advertisement	16	16
It was familiar	22	22
Awareness about the product	18	18
Total	100	100

(Source: Primary data)

INTERPRETATION: It is clear that advertisement is the most important factor that influences the purchasing, 24% of the respondents agree with the statement. 22% of the respondents said that familiarity is the factor. 20% said that curiosity is the factor. 18% of the respondents said that awareness is the factor that influenced purchasing. 16% said that actors in the advertisement influenced purchasing.

INFERENCE: It can be inferred that 46% of the respondents said that advertisement and familiarity is the factor that influenced purchasing.

Table: 8. Table showing the preference of looking forward in the advertisement.

Opinion	No. of respondents	Percentage
Brand familiar	26	26
Quality of ad	28	28
Celebrity branding	30	30
Price	12	12
Others	4	4
Total	100	100

(Source: Primary data)

INTERPRETATION: From the figure, 30% of the respondents gave preference to the celebrity branding to forward the advertisement of Meriiboy ice cream. 28% of the respondents said that the preference of looking forward in the advertisement of Meriiboy ice cream is quality of ad. 26% of the respondents gave importance to brand familiarity. 12% and 4% gave importance to price and others.

INFERENCE: It can be inferred that 58% of the respondents look forward in Meriiboy ice cream is celebrity branding and quality of ad.

Table: 9. Table showing the type of advertisement that the respondents like most.

Opinion	No. of respondents	Percentage
Funny	10	10
Creative	30	30
Simple	26	26
Unique	16	16
Informative	18	18
Total	100	100

(Source: Primary data)

INTERPRETATION: It is clear from the figure that 30% of the respondents like creative advertisement. On the other hand, 26% of the respondents mostly like simple advertisement. 18% of the respondents mostly like informative advertisement. 16% and 10% of the respondents mostly like unique and funny advertisement.

INFERENCE: It is clear that 56% of the respondents mostly like creative and simple advertisement.

Table: 10. Table showing the effectiveness of media in advertisement.

Opinion	No. of respondents	Percentage
Strongly agree	20	20
Agree	50	50
Neutral	22	22
Disagree	6	6
Strongly disagree	2	2
Total	100	100

(Source: Primary data)

INTERPRETATION: 50% of the respondents agree that media is effective for advertisement. 22% of the respondents have neutral opinion about this statement. 20% of the respondents strongly agree that media is effective for advertisement. 6% and 2% of the respondents disagree and strongly disagree with the statement.

INFERENCE: It can be inferred that 70% of the respondents have positive opinion that media is effective for advertisement.

FINDINGS

1. 100% of the respondents are aware of Meriiboy ice cream.

2. 68% of the respondents have positive opinion that advertisement motivates them to purchase the product.

3. 62% of the respondents have positive opinion that the advertisement of Meriiboy is good and excellent.

4. 62% of the respondents have positive opinion that the presence of celebrity influences the effectiveness of Meriiboy ice cream.

5. 68% of the respondents have positive opinion that advertisement rendered by Meriiboy ice cream is effective in persuading the customers.

6. 60% of the respondents have positive opinion about the present advertising techniques of Meriiboy ice cream.

7. 46% of the respondents said that advertisement and familiarity is the factor that influences purchasing.

8. 58% of the respondents have of the opinion that they look forward in Meriiboy ice cream is celebrity branding and quality of ad.

9. 56% of the respondents like creative and simple advertisement.

10. 70% of the respondents have positive opinion that media is effective for advertisement.

SUGGESTIONS

· The customers of Meriiboy are occasional users of ice cream and the company is concentrating on seasonal advertisement. Company has to put more regular advertisement for increasing awareness as well as to position the product in the minds of the customers.

· 46% of the respondents said that advertisement and familiarity are the factors that influence purchasing of the customers. The company has to concentrate more on these factors in order to influence the buying behavior of customers.

· The company has to make more creative and simple advertisement in order to increase the awareness level of the customers.

· The customer gets motivated to use the Meriiboy ice cream not only through the advertisement, but also through the personal preference like taste, quality, etc., so the company needs to focus on customer feedback.

· The company can increase the sale by influencing the customers through celebrity branding. The customers are preferring celebrity branding. So, it will be more effective that if the company will do more promotional activities with keeping the celebrities in focus.

· The respondents view that Meriiboy having decent ad, so if the advertisement is more creative, unique and informative, it will be more effective and outstanding than competitors ad and attractive to the customers.

CONCLUSION

Advertisement is a paid mass mediated attempt that is persuasive in nature. Advertisement is the back bone of the industry, they act as a glue to retain their customers and target the prospectus. Also the consumer's preference and the attitude change with the passage of the time

and age; medium of advertisement also plays an important role in promoting the products among the masses. From this study, it is understood that advertisement of Meriiboy ice cream is very effective towards purchasing the product. The celebrity branding has a great influence in persuading the customers. It is also understood that media is the best factor for the effectiveness of advertisement. Advertisement of Meriiboy ice cream is very effective in persuading the customers. Advertisement plays an important role in changing the consumer's preference. So, it is concluded that the advertisement of Meriiboy ice cream is effective towards purchasing the products

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OPTIMAL PREDICTOR COMBINATION FOR BRAND AWARENESS OF A NEW BANK IN A SATURATED MARKET: ANALYSIS OF BANDHAN BANK IN A MODEL BANKING STATE IN INDIA

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ABSTRACT

Creating a strong brand awareness is quintessential to any new entrant in a market, especially in a dynamic sector like banking. This is even more difficult in a region which is declared as saturated with respect to financial inclusion. The study aims to generate the optimal combination of predictors which would influence brand awareness analysing the endeavours of Bandhan bank, which has joined the Indian banking league in the year 2014. Using the discriminant analysis method, the classification of people on the level of their brand awareness was attempted using a sample size of 276 respondents. Findings brought out an optimal combination of key predictors which are beyond the conventional marketing promotion with which the brand awareness could be measured. Concentrated marketing activities on the specified factors of awareness will enable the bank to penetrate and reach out to a larger customer base more effectively.

KEYWORDS: Brand awareness, brand perception, discriminant analysis, new bank awareness, saturated market.

INTRODUCTION

Bandhan Bank Ltd. is an Indian banking and financial services company headquartered in Kolkata, West Bengal. The bank currently offers a variety of asset and liability products and services designed for micro banking and general banking. Bandhan Bank has 4,288 banking

outlets pan India serving more than 1.9 crore customers. Of these outlets, 1,009 are bank branches, 3,084 Doorstep Service Centers (DSCs) and 195 GRUH centres. The bank also has 485 ATMs. Bandhan Bank has a significant presence in under-penetrated East and North East India. Considering the fact that, Bandhan bank is a relatively new entrant in the banking scenario and trying to carve a space for itself in Kerala, it is quite essential to know how people perceive this bank. Kerala is considered as a model state for financial inclusion and Ministry of Finance had declared it as " 100 per cent saturated state" (Centre for Financial Inclusion 2016) Though the bank has actively come up with various brand awareness endeavours, with a learned market, there is a need to look beyond the conventional marketing communication-based brand awareness. How well each of these has contributed to the brand awareness level among people of Kerala is unknown due to the lack of any structured research in this regard. The study aims to analyse the brand awareness and segregate the Kerala market based on their perceptions toward Bandhan Bank concerning their knowledge and recall.

THE OBJECTIVE OF THE STUDY

The primary objective is to identify the factors that discriminate the level of brand awareness of a new bank in a saturated market. The second objective is to develop a predictor combination of factors which could be used to measure the brand awareness of a new bank in such a market.

LITERATURE REVIEW

Brand awareness is the ability to recall and recognize a brand from a product category (Aaker 1996). It is the act of creating public awareness of a specific brand to maximize its recognition, successful brand awareness strategies should define a company's uniqueness and set it apart from competitors (J.N.Kapferer 2008). The scope of brand awareness is very wide as it influences the customer's perceived risk assessment as well as confidence to make a buying decision. It has far-reaching significance for a bank marketer since customers often choose a committed long term relationship with a bank, buying cross-sold products as well as doing a word mouth advocacy for the services received from the bank (Bapat 2015) . Therefore, the brand awareness of a bank is a measure of its target market.

Research Methodology

The study followed a descriptive design with primary data collected from a sample of 276 respondents. The sample units were chosen through street sampling since Bandhan bank was aiming at all segments with their array of product offerings. The sample profiling showed that 77% of respondents have a savings bank account, 14% of respondents were current account holders and 10 % were term account holders.

The data was collected using a self-administered questionnaire with multiple constructs of brand awareness. The questionnaire was attempted on a pilot study and content validity was

established. The scale showed a reliability of 0.949 in Cronbach alpha value. Discriminant analysis using IBM-SPSS was used to group the responded based on their brand awareness.

Discriminant Classification on Brand Awareness

The likelihood that consumers recognize the existence and availability of a company's product or service is attributed very much on the perceptions created around the brand. For a new entrant like Bandhan bank, it is quite essential to assess the perceptions that create market classifications based on brand awareness. To achieve this objective of assessing the adequacy of brand-aware and not aware public groups, discriminant analysis was attempted. Discriminant analysis is a statistical method that is used by researchers to help them understand the relationship between a "dependent variable" and one or more "independent variables." A dependent variable is a variable that a researcher is trying to explain or predict from the values of the independent variables. Discriminant analysis is a technique that is used by the researcher to analyze the research data when the criterion or the dependent variable is categorical and the predictor or the independent variable is interval in nature.

The multiple variables considered for the analysis with their respective mean values are presented in the table below.

Table 1. Group Statistics

Brand awareness		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
yes	reliable	3.6580	.90885	231	231.000
	safe to use	3.6797	.81373	231	231.000
	good quality	3.6840	.89911	231	231.000
	high security	3.6797	.87052	231	231.000
	high-quality services	3.7359	.89173	231	231.000
	high-quality infrastructure	3.6234	.93305	231	231.000
	Value-added features	3.6667	.92627	231	231.000
	customer service	3.7100	.87865	231	231.000
	Technological innovation	3.7229	.89508	231	231.000

no	reliable	3.0952	.65554	42	42.000
	safe to use	3.2619	.76699	42	42.000
	good quality	3.1667	.62143	42	42.000
	high security	3.0714	.67690	42	42.000
	high quality services	3.1190	.73923	42	42.000
	High quality infrastructure	3.1190	.77152	42	42.000
	Value added features	3.1190	.67000	42	42.000
	customer service	3.1429	.87154	42	42.000
	Technological innovation	3.1429	.68330	42	42.000
Total	reliable	3.5714	.89701	273	273.000
	safe to use	3.6154	.81938	273	273.000
	good quality	3.6044	.88133	273	273.000
	high security	3.5861	.87074	273	273.000
	high-quality services	3.6410	.89693	273	273.000
	high-quality infrastructure	3.5458	.92688	273	273.000
	Value-added features	3.5824	.91232	273	273.000
	customer service	3.6227	.89963	273	273.000
	Technological innovation	3.6337	.88983	273	273.000

SUMMARY OF CANONICAL DISCRIMINANT FUNCTIONS

Table 2: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.093[a]	100.0	100.0	.291

a. First 1 canonical discriminant functions were used in the analysis.

As two categories were used here, the canonical function of 1 was obtained which acts as projections of the data onto a dimension that best separates or discriminates between the groups

which are otherwise considered as the "latent variable" that constructed (i.e., the discriminant function), which helps to differentiate between the groups. The eigenvalues are related to the canonical correlations and describe how much discriminating ability a function possesses. The magnitudes of the eigenvalues are indicative of the functions' discriminating abilities, as it is 0.093 here, there is moderately high discrimination power.

Table 3: Wilk's Lambda Score

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.915	23.577	9	.005

Here is the multivariate test—Wilks' lambda, just like in MANOVA. Because $p < .05$, we can say that the model is a good fit for the data. This multivariate test is a goodness of fit statistic, just like the F-test is for regression. The Wilks' Lambda of 0.915 shows the correlation as expressed by the canonical function.

Table 5: Standardized Canonical Discriminant Function Coefficients

	Function
	1
q1:reliable	.396
q2: safe to use	-.454
q3: good quality	-.080
q4:high security	.574
q5: high-quality services	.219
q6:highquality infrastructure	-.129
q7:Value added features	.059
q8:customer service	.185
q9:Technological innovation	.321

These "discriminant function coefficients" work just like the beta-weights in regression. Based on these, we can write out the equation for the discriminant function:

DF(brand awareness) =.396*q1+-.454*q2+-.080*q3+.574*q4+.219*q5+-0129*q6+.059*q7+.185*q8+.321*q9

Using this equation, given respondents' scores on q1, q2, q3, q4, q5, q6, q7, q8, and q9 their respective brand awareness score could be calculated on the discriminant function. To figure out what that DF score means, look at the group centroids, below.

Table 6: Functions at Group Centroids

Brand Aware	Function
	1
yes	.129
no	-.711

Unstandardized canonical discriminant functions evaluated at group means

Here are the group centroids. If the score on the discriminant function is closer to .129 then those answers were probably that they have heard about the bank. If the person's score on the DF is closer to -.711, then the data probably is that they have not heard about the bank. In practical terms, we usually figure out which group a person is in by calculating a cut score halfway between the two centroids:

Cut Score = (.129 + -.711) / 2 = -0.2265

If a person's score on the DF (calculated by plugging in their scores on q1, q2, q3, q4, q5, q6, q7, q8 and q9 to the DF equation we wrote out above) is above-0.2265, then they were probably aware of Bandhan bank. If their DF score is below-0.2265, then they were probably have not heard about Bandhan bank. Here while we calculated the individual DF score of respondents it has concluded that most of DF value is above the cut score, so there is a high range of awareness among the respondents about Bandhan bank in Kerala.

DISCUSSION

Building and managing a strong brand awareness is key to every marketer. This is more crucial to a bank brand since its awareness level has multiple dimensions which decide the strength of a committed customer base with longstanding relations. Hence it is necessary to look beyond the conventional marketing communication method to create brand awareness. This study aims to understand the underlying aspects of a new bank, which would develop strong brand awareness among its target market customers.

Findings throw light on the fact that a potential buyer associates a new bank brand on his /her knowledge concerning the practical utility dimensions offered by the bank. In a market like Kerala which is saturated with financial inclusion, more than any communication gimmicks, a real difference which is tangible to the customers needs to be brought in by the new bank through every customer touchpoints. This will create a long-lasting impression in customer minds and thereby carve a space in the market as well. Bandhan bank has achieved this through its brand awareness endeavours and set an example.

Future research needs to focus on mapping the customer journey and generating a positive impact in every touchpoint a bank can have in its interface with the customer.

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PROBLEMS & PROSPECTS OF CASHLESS ECONOMY IN INDIA

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ABSTRACT

Digital economy or cashless economy is increasingly influencing our social and economic activities and even the way we live. The internet and its accessory activities including Information and Communication Technologies gave birth to new products, services, and even markets. But the risks associated with electronic payment instruments are far more diverse and severe. There are many problems involved in a cashless economy.

Cash is like water a basic necessity without which survival is a challenge. Moreover it has been found that around 8.5% of global payments are still made using cash. The main reason for this is that there is nothing to truly compete with the flexibility of notes and coins. The digital era is going embrace and new methods of payments will be continue to be introduced.

KEYWORDS: Cashless economy, global payments, Information and Communication Technologies (ICT), Payment instruments, prospects.

INTRODUCTION

Cashless economy is a situation in which the flow of cash within an economy is non-existent and all transactions are done through electronic media channels such as direct debit, credit and debit cards, and electronic clearing and payment systems such as Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS). Today, credit cards and online payment services are becoming increasingly popular in urban India, paper currency notes are still an essential part of daily life. One saying is revenue is

vanity, cash flow is sanity but cash is king. Cash may be defined as any legal medium of exchange that is immediately negotiable and free of restrictions.

There are many problems involved in a digital economy so that Indians need to recognize the risks and benefits of different payment instruments and also the risks associated with electronic payment instruments as they are far more diverse and severe. As most of the people are illiterate, poor, engaged in small transactions and having less banking habits, for them cash is the most convenient and easy form of medium of exchange. A cash transaction is immediate and doesn't involve any intermediary. Cash provides individuals and families with liquidity. One needs not to worry about a computer system crashing, power going off, and losing transaction midway. Use of cash doesn't involve any extra cost as in the use of debit/credit cards.

SIGNIFICANCE OF THE STUDY

This paper discusses about the current scenario of Cashless India after demonetization. It also strives to describe the focuses on the impact of devaluation on our economy, problems and prospects towards a digital economy in India.

THE OBJECTIVES OF THE STUDY WERE BASED ON

1. To study the current position of Cashless India.
2. To understand the advantages of Cashless India.
3. To understand the disadvantages of Cashless India.
4. To suggest the future prospects of Cashless India.

MEANING & DEFINITION OF CASHLESS ECONOMY

Cashless Economy can be defined as a situation in which the flow of cash within an economy is non- existent and all transactions must be through electronic channels such as direct debit, credit cards, debit cards, electronic clearing, and payment systems such as Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS) in India.

In a cashless economy most of the transaction will be done by digital means like e banking, debit and credit cards, PoS (point of sales) machines, digital wallets etc. In simpler words no liquid money or paper currency will be used by the people in a given country. In a cashless economy the third party will be in possession of your money. He will allow you to transact that money whenever it is needed. If it is not needed then the third party can use that money. Third party can be a government or any other public or private sector bank.

CURRENT POSITION OF CASHLESS INDIA

*The cash centric informal sectors like agriculture, real estate, etc., have been affected by demonetization. However the experts say that it's a short term scenario and this move will give positive long term consequences.

*The government of India is promoting digital economy with a vision to transform India into a digitally empowered society and knowledge economy. "Faceless, paperless, cashless" is one of the professed role of digital India.

*As part of promoting cashless transactions and converting India into less-cash society, various modes of digital payments are available. These modes are: mobile wallets, banks pre-paid cards, internet banking, mobile banking etc…

*To bring the economy on track again, government is promoting cashless economy because scrapping of cash needs an alternative to cash.

*India's black money has been estimated by the World Bank in 2010 to be worth about one fifth of the GDP. In a country where 90% transactions are carried out on cash basis it was a revolutionary move to transform from cash to cashless transactions.

*In 2014, the NDA government announced Jan Dhan Yojna to increase the financial inclusion of those who never had an account in a bank.

*Under this scheme, 250 million bank accounts have been opened in two years. As per RBI reports bank branches increased by 5% per year but ATMs, debit cards and card swiping machines have doubled in four years and online transactions have grown 20 times in six years to 2016.

*All these data shows a gradual shift towards cashless economy. Demonetization has speed up this transition.

ADVANTAGES OF CASHLESS PAYMENTS

India remains to be a very cash reliant economy than any other country in the world. By adopting the policy of demonetization, many people are left in confusion. How would a cashless economy be beneficial is the question of many.

The cashless transfer is soon becoming the most preferred option and there are a number of benefits of going cashless. The digital or electronic transaction of the capital by using net banking, credit cards etc. is called cashless transfer. People can easily pay their bills online, shop and schedule transactions and manage all the finances using their laptops or smart phones.

Going cashless not only eases one's life but also helps authenticate and formalize the transactions that are done. This helps to curb corruption and the flow of black money which results in an increase of economic growth. The expenditure incurred in printing and transportation of currency notes is reduced.

PROBLEMS OF DIGITAL ECONOMY

1. Internet cost: The internet cost in India is still substantially high. There is no Wi-Fi at public places and if people do not get their monthly data packs recharged, there is no way they can be connected to make online payments. Internet connectivity is needed even for the e-wallets. In order to convince people to do cashless transactions, the cost of the internet should be lowered and free Wi-Fi should also be provided at public places.

2. Charges on cards, online transactions: There are additional charges that are levied by the vendors when they offer an online payment facility which is not even going to the govt as tax.

3. Not enough bank accounts: Most people still do not have bank accounts. Most often there is just one account per family which also limits the number of cards people can have individually. A family of even four people cannot be dependent on just one card for all household expenditure.

4. Smart phone affordability: Several companies have come up with new and inexpensive phones, but they still not affordable for most of the population in the country. More affordable options should be launched by the government for people to buy smart phones for cashless transactions.

5. Non-tech-savvy: While the new generation is glued to their phones and gadgets, computer literacy among the people in the over-50-age group is still low. Not many people are comfortable using computers or mobile phones and depend on their children when it comes to using.

6. Encourage people to spend: Spending by cards often encourages people to spend more. But giving cash by hand helps people to keep a check on their expenses.

7. Network connectivity: Since the day demonetization was announced, people are trying to use more of card transactions to save the last penny of the hard cash in hand. However, a sudden surge in card transactions has led to connectivity issues. Several people have faced trouble while standing in line to pay for a transaction at a shop when the card machines have stopped working due to an overload on the network. Connectivity issues must be resolved before dreaming about a cashless society.

A cashless society is a welcome idea but not without preparation. Otherwise there would be more harmful than being beneficial. A cashless society, for now, seems like a distant dream but a less cash society can be appreciated.

FUTURE PROSPECTS OF CASHLESS PAYMENTS IN INDIA

Smooth, simple and secure payment processes will help to bring about behavioral changes and faster adoption of digital payments and banking among un-banked segments. When new players enter the market, each with a slightly different take on the market and with differing business models, the increased competition will help the environment and offer more options for consumers to choose from. A larger pie with more players is definitely good for the changing dynamics of the payments industry, which is still nascent in India.

Indian consumption is still dominated by cash, with cards contributing only 5 per cent of the personal consumption expenditure. In developed countries, 30-50 per cent of spends happen through cards. So there is huge growth opportunity.

The rapid growth of smart phones, Internet penetration and e-commerce is complementing these; card payment volumes have been growing in excess of 25 per cent y-o-y. We expect this trend to continue, aided by the continued increase in debit card activation and usage; debit card transactions have been growing at 31 per cent each year.

The credit card industry in India sees greater acceptance among consumers this year. According to Worldline India Card Payment Report 2014-15, the credit card base grew at 9.8 per cent in the past year. Alternative methods like mobile wallets and prepaid cash cards accounted for 3 per cent of digital transactions. This industry has been growing steadily over the past few years. Card transactions, both by debit and credit cards, are on an upward trend. There are interesting dynamics at play in the Indian payments industry.

CONCLUSION

The government needs to take the necessary steps and make some policy considerations when they are preparing for a cashless economy. The payment systems have to be protected from the cyber-attacks which are the major threat for cashless transactions.

Also, the government should be able to serve the under banked as well. Everyone from the society should have access to an electronic system that they can use for such transactions.

Government should take measures to increase liquidity into the system so that people face less inconvenience. Government should also try to improve overall infrastructure so that more and more people can come into banking network and internet.

Society has also to play its part. They have to understand the importance of cashless economy and appreciate measures taken by the government.

As a conclusion, it can be said that going cashless provides a lot more benefits than just convenience to people, businesses and the government in particular.

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ETHICAL AND LEGAL ISSUES IN E-COMMERCE

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ABSTRACT

Transaction security has become very important in e-commerce since more and more number of merchants doing there business online. At the same time merchants are facing threats against their valuable documents transacted over internet. Consumers are not prepared to provide credit card payment due to lack of security. Changes can be made in documents without leaving any visible signs. There are many different types of internet transaction that make security difficult. Therefore in order to protect consumer from various forms of fraud and misconduct, security and verification are necessary for all types of data .in providing security in the e-commerce environment there should be a successful integration of manual and technical controls appropriated to control various tasks

In order to succeed in the highly competitive ecommerce environment, business organization must become fully aware of internet security threats so that they can take the advantage of the technology that overcomes them and thereby win customers trust. Many studies reveal that majority of web users fears that lack of security made them uncomfortable sending credits card numbers over the internet. So the merchants who can win the confidence of the consumers will gain their loyalty and it opens up vast opportunity for expanding market share.

In this module we will discuss about the security issues in e-commerce such as spoofing, unauthorized disclosure, Eavesdropping, data alteration, phishing, guessing password & unauthorized actions. As wells as the solutions for security risks in e-commerce.

DIFFERENT TYPES OF SECURITY ISSUES IN E-COMMERCE

Spoofing

Spoofing is the act of disguising a communication from an unknown source as being from a known, trusted source. Spoofing can apply to emails, phone calls, and websites, or can be more technical, such as a computer spoofing an IP address, Address Resolution Protocol (ARP), or Domain Name System (DNS) server.

Types of spoofing attacks

1. Email spoofing. Email spoofing is when an attacker sends emails with false sender addresses, which is typically part of a phishing scam.

2. Caller ID spoofing.

3. GPS spoofing.

4. Website spoofing.

5. IP spoofing.

6. Text message spoofing.

UNAUTHORIZED DISCLOSURE

When information about transaction is transmitted in transparent way hackers can catch the transmission to obtain customers sensitive information.

UNAUTHORIZED ACTION

A competitor or unhappy customer can alter a website so that it refuses services to potential clients or malfunctions.

EAVESDROPPING

The private content of transaction, if unprotected, can be intercepted when it go through the route over the internet.

SNIFFING THE NETWORK

Here the attacker monitors the data between the shopper's computer and the server. He collects the data about shoppers or steals personal information such as credit card numbers.

SNOOPING

Snooping, in a security context, is unauthorized access to another person's or company's data. The practice is similar to eavesdropping but is not necessarily limited to gaining access to data during its transmission. Snooping can include casual observance of an e-mail that appears on another's computer screen or watching what someone else is typing. More sophisticated snooping uses software programs to remotely monitor activity on a computer or network device.

SECURITY TOOLS

Encryption

Data encryption translates data into another form, or code, so that only people

With access to a secret key (formally called a decryption key) or password can read it. Encrypted data is commonly referred to as cipher text, while unencrypted data is called plaintext. Currently, encryption is one of the most popular and effective data security methods used by organizations. Two main types of data encryption exist - asymmetric encryption, also known as public-key encryption, and symmetric encryption.

DIGITAL SIGNATURE

Digital signatures are not only used to verify the authencity of the message and claimed identity of the sender but also to verify the message integrity.

DIGITAL SIGNATURE CERTIFICATE

Digital Signature Certificates or DSC or Digital Signature are being adopted by various government agencies and now is a statutory requirement in various applications.

Capricorn offers different class of certificates to help organization and individuals secure online transactions with legal validity as per the Indian IT Act, 2000.

Capricorn certificates conform to x.509 standard of Public Key Infrastructure (PKI) in India where in additionally these are issued as per IVG and IOG guidelines issued by the office of Controller of Certifying Authorities.

There are various Types and Class of DSC, the information below would help you to arrive to the right certificate for your needs.

REGULATORY FRAMEWORKS OF E- COMMERCE IN INDIA

The Indian government enacted the Information Technology Act 2000 (the IT Act) in June 2000 to address a need for legislation to accord legal recognition to transactions carried out by means of electronic communication. Discovery of insufficiencies in the law based on judicial scrutiny resulted in the government amending the IT Act in 2008 by introducing provisions regarding, inter alia, validity of electronic contracts, security of electronic signatures, punishments for computer-related offences, identity theft, violation of privacy and publishing and transmission of obscene material in electronic form.

With the advent of growth in the IT sector, especially the increased role of internet service providers (ISPs) and payment intermediaries in India, the government crystallized the role and responsibilities of 'intermediaries' under the Information Technology (Intermediaries Guidelines) Rules 2011 (the IT Intermediary Rules) to grant sanctity to the safe-harbor provisions under the IT Act, with a view to protecting service providers with respect to third-party data.

However, there have been other instances for which the government has come under sharp criticism. For instance, there have been discussions around pre-screening of content, particularly over social media websites. The purview of 'objectionable content' also seems to have been expanded to include criticism of the government.

In our view, while the government's stance on issues in connection with information technology has been positive on the legislative front, the enforcement of these IT laws has been inconsistent and leaves a lot to be desired.

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A STUDY ON THE ROLE OF SOCIAL MEDIA IN TOURISM MARKETING WITH SPECIAL REFERENCE TO KERALA STATE

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INTRODUCTION

Social media refers to the means of interactions among people in which they share, create, or exchange information and ideas in virtual communities and networks. Today social media plays a very important role in almost every segment. Social media has made an enormous impact on the tourism industry. It plays a significant role in tourism promotion and helps the tourism service providers in focusing on best practices through the feedback they get from tourists and public through social media. Emergence of social media has disrupted the traditional customer service models – for hotels and travel agencies alike. Social Media has also made tourism companies accountable for what they promote and promise through its various channels. Travellers and tourists today are more prompt and often voice their opinions actively through social media tools like Facebook, Twitter, etc. and websites such as Yelp, TripAdvisor, etc.

SIGNIFICANCE OF THE STUDY

Tourism is one of the largest industries globally, both in terms of size and employment. Growth of tourism depends upon development of unique tourism products and their effective marketing. For effective marketing of tourism, it is important to create innovative marketing techniques as the tourists always on the outlook for new experiences. Social media has the ability to create brand knowledge over shorter duration of time and allow new and innovative brands to take the risk of establishing themselves in the competitive environment. Most of the companies which are using social media for branding, consider it to be an important and useful tool. In this context, there is a need for undertaking rigorous studies on the role of social media in tourism marketing with special reference to Kerala.

SCOPE OF THE STUDY

The study aimed to review the impact of social media had on tourism consumers with respect to brand awareness, brand engagement and brand loyalty. This study will be helpful for tourism organisations in the district to understand how the population of the district uses and reacts to firm, based on the social media activities. This will provide adequate support to the Government and tour companies in their marketing efforts.

OBJECTIVES OF THE STUDY

1. To study the components of marketing tourism services using social media networks.
2. To analyze the role and effectiveness of social media towards marketing Kerala tourism.
3. To study the impact of marketing using social media on consumer behaviour.

RESEARCH METHODOLOGY

I. Type of research/Research design

This study is exploratory in nature.

II. Sources of data

The study was conducted based on secondary data from the reliable sources along with primary data were collected from the respondents with the help of a structured interview schedule. All discussions were recorded during telephonic conversation. Extensive secondary data were collected from books, published government reports, related articles in journals, newspapers and electronic sources.

LITERATURE REVIEW

Jones R. (2009) defines social media as a platform where individuals interact, network, convey, and share their thoughts, updates, news, and features with one another and which motivate people to initiate discussions and exchange feedback.

Rodriguez I.L (2009) in his dissertation on ¯Social media in tourism behaviour was studied the consumer behaviour in the tourism industry and the results recommended that consumers use social media as the primary source of information before and while they are travelling but questions of biasness and reliability of the content posted on these platforms have raised doubts while using social media.

According to **Safko and Brake** (2009) social media is the ¯activities, practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media which allows users to upload and share content in the form of words, photos, video or audio files.

Stileman (2009) conducted a study ¯To what extent has social media changed the relationship between brand and consumer and according to the author, the purpose of advertising is still the same; only the environment in which it operates has changed i.e., people have the freedom and flexibility to make and convey their own brand related content.

Camilla B. (2010) conducted a study on ¯Engagement with social media and outcomes for brands: a conceptual framework and the study explain that the outcomes generated from social media engagement were to generate awareness regarding the brands.

Tommasi M. (2012) wrote an article on ¯50 definitions of social media. The author defines social media as ¯ user generated content that is shared over the internet via technologies that promote engagement, sharing and collaboration.

Howison, Finger and Hauschka (2014) commented that Internet technology has disturbed the traditional business models of many industries, including media, finance and retail and this has had great implications in the tourism industry.

Fotis J. (2015) studied ¯The impact of social media on consumer behaviour: focus on leisure tourism services and the study showed that social media platforms are used across all the stages of the holiday planning where there is a strong relationship between social media as an influence in order to decide the destination and accommodation along with any changes in the holiday plans before the final decision is taken.

TOURISM DEVELOPMENT IN KERALA

Kerala has been witnessing rapid growth in tourism for the last 30 years. The centre of attraction is the combination of the equitable climate and a wide range of biodiversity, wildlife and scenic beauty in high ranges. The long shorelines, rivers, backwaters and lagoons are also a supplementary support to the natural advantage of tourism in Kerala. The development of tourism in Kerala state is delineated in this article on the basis of an in-depth study in this regard.

MAJOR TOURIST PRODUCTS IN KERALA

Popularly known as 'Gods own Country', Kerala state is enriched with historical, religious and natural attractions. There are well-known places which attracts large number of tourists in Kerala. Early times, through its abundance of spices, it had fascinated travellers and traders of Greeks, Romans, Jews, Arabs and Babylonians (Menon, 1998:189). Kerala is also a land of heritage monuments like, Hindu temples of Dravidian architecture, Jewish centres and Christian and Muslim structural designs which provides an experience of multi-religious pilgrimage.

Kerala embraces the misty range of Western Ghats, the rolling green strip mid lands and the 560 km stretching coastal belt which have been connected with a chain of rivers and backwaters. The houseboat cruising in the backwaters is another most popular tourist attraction in Kerala. Being considered as an educational hub, Kerala has been highest in literacy rate in India is an important support for tourism development. All the way Kerala comprises much possibilities of tourism promotion in India with long stretched golden beaches, natural destinations for honeymoon, healing Ayurvedic treatments, rich spices, fragrant tea and coffee gardens and wildlife parks with varieties of flora and fauna.

WELLNESS TOURISM

Ayurveda is practiced in India to manage and restore the status of health and productive state of mind. Many foreign nationals visit India to get Ayurvedic treatment which has become a prominent alternative medicine in modern times. Kerala has been well equipped in Ayurvedic treatment techniques, primarily through hospitals, resorts and spas. Recent times, hopefully there has been an unparalleled escalation in health tourism practices around the globe.

PILGRIMAGE TOURISM

Kerala, the land of communal harmonised people, attracting tourists from various religious background for pilgrimage tourism. Kerala is a preferable place for both orthodox and secular pilgrimage tourists for religious purpose and recreation. Kerala has several temples which are legendary in the world for their architectural beauty. From the market perspective, divine and belief is arguably a major source of income for tourism industry in Kerala.

HERITAGE AND CULTURAL TOURISM

Over the centuries, the civilizations passed though the land of Kerala has been enriched it with magnificent heritage. Ancient temples, forts, mosques, palaces and monuments are reflecting the Kerala's rich heritage. Nowadays, the heritage and cultural tourism practices are well recommended for understanding, learning and preserving the cultural harmony of a particular destination. For various reasons, native folk-art forms are socially signified in a bigger way.

WILDLIFE, ECO-TOURISM, HILL STATIONS

Kerala has numerous wildlife sanctuaries where both flora and fauna are found in abundance. It comprises two biosphere reserves and 17 wildlife sanctuaries as highly protected areas. Eravikulam National Park, Idukki Wildlife Sanctuary, Aralam Wildlife Sanctuary, Thattekad Bird Sanctuary, Chimmony Wildlife Sanctuary, Muthanga Wildlife Sanctuary and Tholpetty Wildlife Sanctuaries are leading in preserving Kerala as a green destination.

BEACH, BACKWATERS AND WATERFALLS

The Kerala's 580 km stretched coastlines have enticed travellers and traders since ancient times. Backwater tourism is always functioned as the backbone of tourism industry in the state. Backwaters in Kerala, interconnected with waterways, lakes, lagoons and canals are reflecting an alternative lifestyle. The thick forests in Western Ghats are sprinkled with large number of small and big waterfalls. The glittering cascades, especially Athirappally waterfalls are promoted highly through being location for various regional and national movies.

NICHE TOURISM

Like every tourism place in the world, Kerala also seeking possibilities of niche tourism practice. Being an agricultural dominated state, Kerala is offering various tourism experience of farm tourism. Kerala tourism department is supporting the village tourism activities of indigenous villages like Aranmula, Udayagiri, Cheppad, Teekoy and Udayanoor. Especially foreign tourists are fascinated in the simple way of life, leading the indigenous people with their own craft and lifestyle.

Social Media as a Marketing Tool for Tourism

Social media is a way through which individuals interact to produce, convey and pass on content and ideas through this platform (Garton, Haythornthwaite, Wellman 2006). Social media includes online applications such as blogs, podcasts, reviews and wikis (Charlesworth, 2009). According to Marketo (2010), social media is a virtual platform where information is produced, consumed and exchanged between the users. McConnell & Huba (2007) recommends that it includes all the users who generate information or content which is available online for other users

and also interact with them. It is an interactive communication tool and individuals spend lot of their time for using it.

Social Network Sites (SNSs) like MySpace, Facebook, Instagram, WhatsApp, etc. have attracted millions of people worldwide, who use these sites on a routine basis. Traditional marketing rules cannot be applied to social media because, social media is not a marketer's platform; it belongs to the consumers. Companies prefer this medium over other tools because of its cost - effectiveness as compared to the traditional form of marketing. Marketers need to focus on the objective behind the use of social media.

INFORMATION TECHNOLOGY INITIATIVES UNDERTAKEN BY KERALA GOVERNMENT (2018-19)

In this internet era, information is sought through 'online search'. Most of such searches happen through the Google search engine. YouTube comes immediately after it. Kerala is to search using keywords 'Kerala' or 'Kerala Tourism' in search engines for the desired information. It is interesting to note that the Kerala Tourism website ranks second in search results if we search for 'Kerala'.

The successfully implemented major ICT projects in Kerala and their results till date are as given below:

1. Website Maintenance

This project aimed at revamping first 1000 pages which are most commonly accessed (pages that have got maximum views) and making it responsive such that it gives optimal viewing experience when accessed through other devices like mobile, tablet, etc.

2. The Kerala Tourism YouTube Channel

At present, the YouTube channel has more than 38,869,088 (more than 3 Crore) viewership and over 1 lakh subscriptions.

3. International Children's Painting Competition 2018 in memory of Clint

This international painting competition had been one of the largest ever campaigns in the previous three years. The competition was able to garner 38,975 registrations from over 133 countries. There were more than 6000 registrations from abroad and more than 26,000 registrations from various states in the country excluding Kerala.

4. Kerala Tourism Microsites

As part of the Kerala Tourism ICT initiatives, microsites were developed and integrated to the Kerala Tourism website. The microsites will be based on a particular theme like Padayani, Neelakurinji, etc.

5. Post Flood Campaign

With the unexpected flood of 2018, Kerala's tourism sector started moving towards an alarming situation and hence it was necessary to work out campaigns to meet the challenge. The same was successfully implemented and able to garner even more than what was proposed.

6. Accommodation Units

In this project, the idea was to create a list of 1500 accommodation units so as to make it easy for travellers to find an accommodation at a place according to his own choices. At present, 1575 units have been listed and their details can be accessed online through the official website of Kerala Tourism.

7. Geotagged mobile camera photographs for QR Code

Kerala Tourism sets a mechanism to upload photos directly from mobiles. Photographs, preferably geotagged ones can be uploaded via mobile. The photos will be verified by Kerala Tourism before publishing. Travellers can reach the website of Kerala Tourism by scanning the QR code or directly typing the URL. By sharing location information, they can get photographs of places, properties or events within a given perimeter of their geo location. The photos can also be shared on social media.

MAJOR FINDINGS

Majority of the respondents always use the *social media* to convey various information and it means that social media has become a part of people's daily life.

Majority of the respondents use their *smart phones* to surf social media. The popularity of smart phone and affordable telecom services has led to increased usage of social media.

The study revealed that the respondents spent their maximum time on *Face book followed by YouTube,* as they have the highest user base and they offer the best user experience on social media.

The results indicate that the promotion done through social media had a significant impact on brand awareness and purchase decision.

The study also revealed that customers no longer rely on advertisements or commitments made by the marketers or companies regarding their brands. A positive customer feedback posted on social media will lead to Electronic Word-of-Mouth (eWOM).

Most of the respondents revealed that social media does have any impact on the choice of tourism service. This enables them to find out the best suited service as per their judgement.

Social media gives the companies an opportunity to act as a grievance redressal platform to respond the customer complaints and can take rectification measures at a faster pace than the traditional way of communication.

RECOMMENDED STRATEGIES

Based on the major findings of the study, following could be the recommended strategies for promotion of tourism in Kerala:

The Department of Tourism, Government of Kerala is still using the traditional methods for tourism promotion. In this competitive era, it has to shift its traditional methods of promotion to e-tourism initiatives and it should be a part of '*State Tourism Policies'* as top priority for its faster execution.

Recently, the state tourism department of Kerala has chalked out an outreach campaign on social media to attract the tourists, mostly foreigners. However, it has not been executed properly. More promotional activities of Kerala tourism need to be undertaken via Facebook, Twitter, Linkedin, Pinterest, Youtube and Instagram. Facebook dominates the social media and many people are accessing Facebook frequently on their mobile phones. Hence, more emphasis should be given on Facebook for tourism promotion. Promote more YouTube channels for marketing our tourism produts.

Information is a competitive advantage in the global tourism market, but only the destination that can provide information faster, with greater emotional appeal and lower cost can enjoy this advantage. So, the department of tourism, Government of Kerala must take the advantage of technological development and globalization of media for creating new possibilities for information sharing among visitors in tourism through web blogs, websites or destinations´ assessment sites (such as www.tripdviser.com, www.booking.com).

The web pages and products/services liked/ shared by consumer and their connected members should be updated on a regular basis. These things can be posted on social media to increase the visibility of their products & services.

Marketers can study the usage pattern on the basis of their age and gender and accordingly promote their brands on social media.

To create awareness about a particular destination of the state, photography and video competition about that destination by using social media should be held among the people like "Snow at First Sight" in 2009 to raise awareness for Colorado State in USA as a winter sport destination.

To implement social media in its marketing campaign, The Canada Tourism Commission launched a website and application for i Phone or Android smart phones - Explore Canada like a Local in 2011". Kerala Tourism also must lunch a similar campaign. The aim of the campaign will be to enhance the experience of Kerala by sharing insider information on spots of interest, by enabling visitors to plan their journey, and serving as a comprehensive guide during their trip through various social media channels and the application. This will of course led to travellers sharing travel tips, photos, videos, and new venues that were not featured anywhere.

Live internet channels can be setup of key destination at Kerala by installing cameras and allowing users to watch real time activities through social medias. By providing live coverage to users would also promote local events, traditional festivals and other activities. This would paint a realistic picture of the destination and may result in augmenting customer satisfaction as the expectations would be built on facts. This will also foster to build social communities around the destination as consumers of wide interests can easily find information relevant to their interests in an entertaining manner.

A content calendar is required to be prepared by Kerala tourism which will be an essentially planning tool to guide the content that will be promoted using social media and timings of undertaking the promotion.

Further the promotion can be extended by manipulating interactive videos and pictures. Kerala tourism can circulate several video clips and pictures in social networks and blogs of various attractions of the destination. If a customer likes any restaurant, shopping mall, festival in a picture or a video clip, he simply clicks on the object to get further details of it.

Another aspect that has to be taken to be carefully monitored is that information displayed about the promotions and happenings of the destination should be consistently updated as users are very regular on social media. This will satisfy the functional need of the tourists. Functional needs are met when community members go online to fulfil specific activities. It encompasses information collection for both learning purposes and facilitates decision-making.

CONCLUSION

The use of internet and other information communication technologies leads to a new era of tourism industry. Social media, as one of most powerful online networking tools, has been integrated into a part of social and economic life in the real world. The findings of the study revealed that social media plays an important role on consumers which leads to brand awareness, brand engagement and brand loyalty. However, social media as a marketing platform should not only be used for gaining information but also for knowing more about the customers and their preference towards the brand.

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STUDENT ENTREPRENEURSHIP SCHEMES IN KERALA

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ABSTRACT

An entrepreneur is one who organize and conduct a business or businesses by taking risk with the intention of earning profit. Entrepreneurship plays an important role in order to ensure the economic development of a nation. Entrepreneurship not only contributes to employment, but also creates an innovative and competitive power. One of the major solutions to graduate unemployment is to create self-employment. Student Entrepreneurship is gaining more importance in Kerala. Large number of students has innovative business ideas, but lack proper support and necessary environment. Government of Kerala has declared various policy and schemes relating to student entrepreneurship with the objective of ensuring the growth of student entrepreneurship.

KEYWORDS : Entrepreneurship, student entrepreneurship

INTRODUCTION

Students over Kerala have numerous entrepreneurial ideas, which face lack of support to germinate. As a result, the Government of Kerala developed various schemes to promote

student entrepreneurship. The schemes of Kerala Government cover Schools, Colleges and other young entrepreneurs. The aim of the scheme is to develop entrepreneurial ecosystem in Kerala.

The Kerala Start up Mission (KSUM) was started as Techno park Business Incubation Centre in Technopark in the year 2002 and later it was recognized as Techno park Technology Business Incubator (T-TBI). They actively promote the innovative ideas in Kerala. In 2015 The Technopark Technology Business Incubator was rebranded as Kerala Start up Mission. And also Government gave more consideration to the youth and as a result Youth Entrepreneurship Development Program (YEDP) was formed.

LITERATURE REVIEW

· **Dr. Uma Rani Bade, P. Divakara Rao, Dr. B. Ratan Reddy (2017)**, observed that the personal characteristics significally influence the student to become entrepreneur. And also proper infrastructure, managerial competency and support is required to achieve them.

· **Irene Fafaliou (2012)**, in his study he identified that more than 30% of the respondents have clear idea of the type of business they would like to find. And more than 40% of them express their desire to find their business.

OBJECTIVES OF THE STUDY

1) To study the student Entrepreneurship schemes in Kerala.

2) To study the role of Kerala Startup Mission (KSUM)

METHODOLOGY

The study was conducted by using secondary data. The data was collected from different journals, articles and from websites.

KERALA STARTUP MISSION

Kerala Start up Mission (KSUM) is a central agency of the Government to promote entrepreneurship, and has been initiating various programmes to develop student entrepreneurship. Its headquarters is at Thiruvananthapuram and was formed in 2006. In order to develop Youth Entrepreneurship Development Programme, KSUM has made partnership with various centers for Bits and Atoms, Massachusetts Institute of Technology, USA (setting up Fablabs and mini Fablabs), Kerala Technological University, Cochin University of Science and Technology etc.

KSUM have successfully implemented Innovation Entrepreneurship Development Center (IEDC) in more than 180 colleges. Government of Kerala has initiated various schemes and

innovative grants such as Idea grant and Production grant.

OBJECTIVES / ROLE OF KSUM

- To coordinate the functions of various incubators
- To strengthen the entrepreneurship development activities
- To promote technology based startup
- To encourage IEDCs
- To develop Research and Development facilities

ELIGIBILITY CRITERIA

Eligibility criteria to register in KSUM are:

- A student studying in Kerala
- An innovator based out of Kerala
- A startup registered in Kerala

SCHEMES FOR PROMOTING STUDENT ENTREPRENEURSHIP

1) **Incubation/ Acceleration Scheme**
2) **Knowledge/ Skill Enhancement Schemes**
3) **Funding Schemes**
4) **Exchange and Global Immersion Schemes**

INCUBATION/ ACCELERATION SCHEME

Incubators and Accelerators are developed to promote entrepreneurs and make them capable of developing innovative ideas. Experts and business mentors will be provided to the startup founders. And also they will be provided with various central and state government grants.

KNOWLEDGE / SKILL ENHANCEMENT SCHEME

It includes the following features:

Future Technologies Lab is an initiative by KSUM with the objective of providing tools, equipment, and necessary infrastructure.

FABLAB Programme was formed with the objective of promoting startups in printed electronics and other such areas.

FUNDING SCHEMES

INNOVATION GRANT

· **Idea grant**: Provided for converting an idea into a prototype. These are given through IEDC/ Incubator. Limited to 2 lakh per idea.

· **Productisation grant**: Provided to people who received idea grant as well as for others who have a working prototype available with them. Limited to 5 lakhs.

EXCHANGE AND GLOBAL IMMERSION SCHEME

This is provided with the objective of giving the students and young entrepreneurs with maximum exposure to International startup ecosystem. It helps them in providing International exposure to their product.

TECHNOLOGY BUSINESS INCUBATORS (TBI)

Department of Science and Technology has developed the Technological Business Incubators across the country with the objective of nurturing entrepreneurs with varied knowledge and with advanced technologies. Business Incubators will provide supportive services in order to develop entrepreneurial companies. A typical incubator provides not only the rental space, but also technological, and other infrastructural services. Technology Business Incubators are an effective tool for technology transfer, developing innovations, and providing skill based training. Incubators have strict admission and exit criteria.

INCUBATION PROCESS

1) Ideation stage

In this stage, an expert committee will evaluate the ideas and they will interview each entrepreneur and they will analyses the feasibility and potential for business.

2) Teaming and company formation

This is the second stage, here the team should register as a private limited company or as a limited liability partnership or as a legally recognized entity.

3) Prototype developed/ Business started

This is the third stage, and in this stage the product is ready for commercialization and

wants to be certified by experts. If the business is service oriented, they must be legally recognized.

TBIs in Kerala approved by NSTEDB, Department of Science and Technology, Government of India

1 **Technopark TBI, Thiruvananthapuram**

2 **NITK-TBI, Kozhikode**

3 **ITIH TBI (Start-up Village), Kochi**

4 **College of Engineering TBI, Thiruvananthapuram**

5 **Amritha TBI, Kollam**

6 **Central Institute for Fisheries Technology TBI, Kochi**

7 **NRI TBI, Kollam, Kochi and Kozhikode**

STUDENT SELECTION PROCESS:

1) Each college should have a faculty as Entrepreneurship coordinator.

2) Each University shall assign a faculty member as an Entrepreneurship Coordinator.

3) The Student Entrepreneur have to apply for any of the TBIs:

Technopark TBI, Thiruvananthapuram

NITK-TBI, Kozhikode

ITIH TBI (Start-up Village), Kochi

With a recommendation by the Entrepreneurship Coordinator, the concept needs to be submitted for evaluation.

4) TBI, Technopark will provide guidance to the student.

5) The TBI shall adopt the student for assistance.

6) The TBI will provide adequate assistance to the student and introduce them to other consultants or mentors for the development of plans.

7) An expert committee will evaluate the plan submitted by the student entrepreneur. The expert committee includes financial expert, infrastructure expert, marketing expert etc.

MEASURES TAKEN FOR PROMOTING STUDENT ENTREPRENEURSHIP IN KERALA

Inorder to encourage student entrepreneurship in Kerala, the Government has taken various initiatives. The policy provides 20% attendance relaxation and 5% grace mark to the students to encourage innovative business ideas.

Grace mark will be provided by the university to the student entrepreneur who are incubated in the TBIs which is approved by the;

· National Science and Technology Entrepreneurship Development Board

· Department of Science and Technology

· Government of India

SI.NO	STAGES	Grace MarkMax 4%	AttendanceMax 20%
1	Ideation Stage	1%	5%
2	Teaming & Company formation	1%	5%
3	APrototype	2%	10%
3B	Service based firm	2%	10%

FINDINGS

· From the study it was found that the Government of Kerala has initiated various schemes for the development of Student Entrepreneurship.

· There are around 7 Technology Business Incubators (TBI) for providing supportive services.

· Attendance relaxation and grace mark will be awarded to the students by the University for the Innovative Ideas.

CONCLUSION

From the study it was found that the Government of Kerala has initiated various schemes through their nodal agency Kerala Startup Mission (KSUM) with the objective of encouraging Student Entrepreneurship in Kerala. There are large numbers of students having various innovative business ideas, but they lack adequate supports. Thus the schemes of KSUM ensured the students to germinate their business ideas.

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A STUDY OF PSYCHIC TRAUMA IN THE MOVIES *RATSASAN* AND *THE DARKKNIGHT*

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ABSTRACT

Human beings are controlled by their Psyche. The behavioural pattern of each human being is constructed for the society. The people hide their inner feelings and emotions for the sake of smooth life. Even if they produce their true inner self to this outer world they considered as Human Psychos. They are completely treated as an outcaste from the society. Psychological trauma is a type of damage to the mind that occurs as a result of a distressing event. Trauma is often the result of an overwhelming amount of stress that exceeds one's ability to cope or integrate the emotions involved with that experience.

The purpose of this study is to address the traumatic conditions especially psychological traumas in films. This paper mainly sheds light on Ramkumar's film *Ratsasan* and Christopher Nolan's film *The Dark Knight* on the basis of the theory of Villainy and Psychic Trauma.

Films are the medium to convey the social things and natural human behaviour in a wide way. All the films contain certain hidden messages and meanings. The directors are very cunning to use the props and materials which are suitable for their films. Even the makeup has certain importance and message to convey to their audience. In both the films *The Dark Knight* and *Ratsasan* the directors promote a perfect project through the characters, background music, and through their plot.

The title of the film *The Dark Knight* signifies the hero Batman but the movie mainly focus

on the extra ordinary villain. Director Christopher Nolan creates the villain the Joker in a psychological way. Basically Joker is a comic character but through this film Nolan makes a different shade of Joker. The character Joker reinvents himself everyday in this particular movie. That's why sometimes he is a harmless clown, a monster, a gangster, a psychopath. Just like Mark Richard Hamil an American actor said, there is no one way to do Joker. Mostly we interpret Joker as a comic character. But Nolan presents Joker as a differently abled man. He became the king of chaos.

The Joker in *The Dark Knight*, even with Heath Ledger's acting aside, was such a phenomenally written character. It has to do with the basics of storytelling, as lessons from the screenplay points out. Ledger's Joker was a powerful character who attacked Batman's weaknesses, made his strengths powerless and forced him to make tough choices. The brilliance of the writing is in how well Batman and the Joker are balanced. Neither side can ever win. There will always be one force creating chaos and another striving for peace and that struggle, one with no clear winner, is what compels us to watch.

The Joker is a homicidal, psychopathic, ruthless, sadistic, maniacal, lunatic, manipulative, intelligent and diabolical master criminal who wants nothing but chaos and anarchy wherever he goes, as well as revealing in the suffering of others. The Joker or Jack Napier, has been casually diagnosed with a plethora of mental illnesses, such as schizophrenia, dissociative identity disorder and post-traumatic stress disorder. But mostly he goes referred to as just 'crazy' and 'insane'. Heath Ledger referred to him as 'a schizophrenic clown.'

Heath Ledger described the Joker as a psychopathic, mass murdering and schizophrenic clown with zero empathy. Highlighting the opportunity for freshness, the actor aimed for a new and different interpretation of the character, separate from previous film incarnations.

Ledger and Christopher Nolan both explained seeing eye-to-eye on the Joker's appearance in the film, sharing common reference points for who the character was going to be. Based on philosophical ideas of anarchy and chaos, they looked at art by Francis Bacon for visual reference and they talked about Malcolm McDowell's performance as Alex in Stanley Kubrick's film *A Clockwork Orange*, and who Alex is in Anthony Burgess novel of the same name. Ledger was given Alan Moore's graphic novel *Batman: The Killing Joke* for preparation for the role, as well as Grant

Morrison's graphic novel *Arkham Asylum: A Serious House on Serious Earth*. In an interview with MTV done by Joe Mac Cabe, Ledger said he regarded the experience playing the Joker as the most fun he ever had, and probably will ever have.

The Joker's hair is stringy, unkempt, and dyed green. His face is covered in a cracked and runny layer of white clown makeup, with his sunken eyes thickly rimmed in black. A sloppy red grin is painted on the Glasgow smile beneath the makeup, extending from the mouth to the cheeks. Film critic Peter Travers wrote about the Joker as having the grungy hair and the yellowing teeth of a hound fresh out of hell.

The Joker is more mercenary, interested in money, though he still retains his nihilistic essence. That essence, though, wouldn't find full expression until Heath Ledger's disturbing performance in 2008's *The Dark Knight*. The Joker came into his own as a character: truly frightening, ugly and oddly plausible; a force of chaos let loose in the 21st century, devoid of logic or pretense of cause and effect.

With Jared Leto playing the criminal with the rictus grin in *Suicide Squad*, the tradition looks to continue, as the Joker continues to walk the earth, attempting to convince others that they are just like him. As the laughing man said in Alan Moore's 1988 work *Batman: The Killing Joke*, "All it takes is one bad day to reduce the sanest man alive to lunacy. That's how far the world is from where I am. Just one bad day" (*The Killing Joke* 1.10.16).

Any writer could take a lesson from this: it's classic tragedy and so, in a way, it makes sense that the citizens of Gotham are enraged with Batman, who, as a tragic hero, has brought this on himself. But Bruce Wayne's conduct is selfish: the Joker fills the vacuum left by the crime Batman obsessively cleans up. The Superhero calls the Super-villain into being by disturbing the order and balance of good and evil. In this way, The Joker transcends the world he was created in and becomes a symbol, a troubling philosophical notion that obviously affects the audiences who continue to watch him, in his own words, 'chase cars'.

The character Joker is the definition of pure evil. He has a brilliant criminal mind who got bored with doing what normal criminals do. He made the world more chaos. As every human being he also born as a normal child but the childhood worse experience from his father made him an abnormal man. The childhood trauma affected him from the brutal treatment of his father. He didn't get any kind of love from anyone. He became an outsider in his family and in the society. He tells to the Gambol about the secret of his scars.

My father was a drinker. And a fiend. And one night he goes of crazier than usual. Mommy gets the kitchen knife to defend herself. He doesn't like that. Not. One. Bit. So, me watching, he takes the knife to her, laughing while de does it, turns to me and says why so serious? Comes at me with the knife, why so serious? He sticks the blade in my mouth. Lets put a smile on that face! And why so serious (*The Dark Knight* 30:14)

The things he faces in the childhood haunted him. So he decided to make chaos in everyone's

life. He treated everyone in a rude manner. He is not much concerned about anyone's life. In between the scenes we can see that he burned millions of currencies without any consideration. He is not bothered about the luxurious life.

Just like Joker the character Christopher from the film *Ratsasan* also faces certain rude behaviours in his childhood. Both the characters were using the playing cards in this movie. Joker itself is present in the playing cards. So to get perfection in his characteristics he uses cards. Christopher uses cards to play some magical show and we can also see that in climax he uses cards as a machine to attack his enemy, the hero Arun Kumar.

The childhood trauma of Christopher made him do such criminal activities in the society. Even he got good lessons in his childhood he never became such a psychopath. Through his magical talents and stage shows he selected the children and attracted them and became friendly with them. Later they were kidnapped and killed. The way he opted to kill his victims was very cruel and brutal.

The climax sequences that combine magical illusion with action is choreographed in a highly thrilling manner. The research work of a filmmaker coming in handy when handling the case is a clever and fresh infusion into the screenplay. To top it all the curiosity level is kept at a high level till the very end which is the biggest plus.

Both the characters are constructed with the full swing of villainess nature, but their villainy was not created by themselves but psychologically created through certain childhood experiences and childhood traumas.

The title "Unveiling the vicious: A study of Psychic Trauma in the movies of *Ratsasan* and *The Dark Knight*" is very significant because the both villains Christopher and Joker were hiding their cruel demonic self in front of the society by putting a mask or fake identity to their self. They were very strong outside but very weak inwardly. To portray themselves as strong they made brutal fiendishness in their behaviour. In their world they were both the creator and the destructor. They created destiny.

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PSYCHOANALYTICAL READING OF HUMAN PERSONALITY DEPLOYED IN FILMS

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ABSTRACT

Spring Summer Fall Winter Spring is a 2003 South Korean film directed by Kim Ki Duk, it is a beautiful elegant poetic movie with full of symbolism of man's spiritual journey. It symbolically represents that the changes in the perceptions of life as we grow from childhood to old age as inevitable like changes in season. *Neelakhasham Pachakadal Chuvanna Bhoomi* is also another film in its deeper sense, share common theme of man's journey through nature like *Spring Summer Fall Winter Spring*. Movie unfolds amidst their journey and showcase their experiences with different sort of men, whom they meet while on travel and how it transforms their personality. Both the films take their own techniques to bring out relation of humans with nature. Both of it focuses on mans journey through nature.

In midst of comparative study this paper takes on a psychoanalytic deduction on both of these films, filtering by applying emphasize on the influence of natural elements over human mind and the transformation happening to the human mind. It focuses on the extent to which both the films *Spring Summer Fall Winter Spring* and *Neelakhasham Pachakadal Chuvanna Bhoomi* has the structures of fascination strong enough to allow temporary loss of ego while simultaneously reinforcing ego. The protagonists of the films are enclosed with childish nature of ego. They are

screened as the divers to the reality of ego and super ego. They are left untamed and project as they wish. The experiences evolved out of their drive accelerate them to reality. Here the film frames the development of a man through a journey into the nature.

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Cinema reels together a number of relations that the audience are presented with at a face value. Acting and capturing of this and then the reaction of the audience works on the basics of a psychological transaction. Psychoanalytical film theory predominantly originates from the work of Jacques Lacan, his most famous aphorism is the "the unconscious is structured like a language". So, it's very evident this structure can be to cinema, which is the most unconscious structured language. Lacan is predetermined with structures, the subject is never purely enacted and in other words, the subject must always battle with its priori functioning of the self.

Spring Summer Fall Winter Spring stars Su-oh-Yeong, Kim Young-min, Seo Jae – Kung and Kim Jong-Ho. It is an elegant poetic movie of a young Buddhist monk and his older teacher with full of symbolism of man's spiritual journey. Film is divided into five segments [the titular seasons], each segment depict a stages in the life of the novice monk from innocence to love, pain, redemption and finally *nirvana* [ultimate goal of every Buddhist]. Finally it draws on the principle of 'impermanence' that means in reality everything that we do feel is in constant change and transformation including our character.

Neelakhasham Pachakadal Chuvanna Bhoomi is also another film in its deeper sense share common theme of man's journey thorough nature like *Spring Summer Fall Winter Spring*. It is 2013 Indian (Malayalam) thriller road movie directed and co produced by Sameer Thahir and written by Hashir Mohammed. The film stars Dulquer Salmaan, Dhritiman Chatterjee, Sunny Wayne and Surja Bala Hilam. The movie can said to be inspired by the 2004 movie, *Motorcycle Diaries*, based on early life and travels of Che –Guvara. The film is about two youngsters who go on a bike trip and how it transforms them. Dulquer and Sunny play the roles of Kasi and Suni who spells magic on screen assisted by the rhythmic rumble of their bullets. Kasi decides to go for a trip across the length of the country. He is unaware about the destiny, only he hopes is that a trip would transforms him without leaving traces of memories of his beloved. Kasi, undergoes bout of vacillation recurring moments where he strives to stabilize himself leading up to a self realization similar to the Buddhist monk. Movies unfolds amidst their journey and showcase their experiences with different sort of men, whom they meet while on travel and how it transforms their personality. Both the films take their own techniques to bring out relation of human with nature. Both emphasize the influence of natural element over human mind and the transformation happening to the human mind.

From the development of psychology it started the debates regarding 'how' and 'why' of changing behavioural patterns of the individual. The most enduring of these is perhaps the nature-nurture controversy. Today, virtually no one believes nature alone or nurture alone can completely determine the course of our development. Psychologist today agrees that development is shaped by the interaction of heredity and environment. Our genetic endowment provides us with the potential for developing certain traits. These traits develop in actuality depends on our experiences in the environment. Process of human development takes place as a result of two process-Maturation and Learning. Maturation is natural or innate development. Learning on the other hand the main theme shared in this films, refers to any changes in the behaviour that occurs as a result of practice or experience. Environment plays a vital part in this process. In fact, development of human personality can be seen as a product of interaction between heredity and environment. Social environment has a significant role in the development of personality. The process by which human learns to be social being is called socialization.

Both the films *Neelakhasham Pachakadal Chuvanna Bhoomi* and *Spring Summer Fall Winter Spring* capture the journey of human life and the process of transformation happening to them in co interaction with the natural environment. The topic films of this thesis showcases two protagonists from entirely two different cultures getting transformed in their personality with process of socialization. Here human personality and its development is drawn according to alternative natural seasons and natural elements. According to Sigmund Freud, *personality* is composed of three consecutive elements known as the id, ego and super ego. Human life is marked as a journey through these elements. Both these films have structures of fascination strong enough to allow temporary loss of ego while simultaneously reinforcing ego. The protagonists of the films are enclosed with childish nature of ego, screened as the divers to the reality of ego and super ego. They are left untamed and projects as they wish but the experiences evolved out of their drive accelerate them to reality.

In the film *Neelakhasham Pachakadal Chuvanna Bhoomi*, the 'Neelakhasham' which is considered to be the first element of universe created by the supreme power represents the infancy period of the protagonist Kasi. Here he is not shown in a baby figure but his innocence and immaturity creates a subtle image in the audience to view him as a kid. In, the initial state he is like the vast blue sky without any awareness of destination. Here, it is the id, primitive and instinctual part of mind that contains sexual and aggressive drives and hidden memories that works on him. Here, hero responds directly and immediately to the instincts, which is the key feature of id. This is screened through Kasi getting out of home in hesitate to the disapproval of the family to his love for Assi. Here he operates on the pleasure principle of id like a new born infant, which is the idea that every wishful impulse should be satisfied immediately, regardless of consequences.

While in film *Spring Summer Fall Winter Spring,* the id oriented personality of the monk is represented through the initial season of the universe the 'spring' and the developing phase of 'summer' his childhood and young age. Here, spring represents the bud starting to bloom to the reality of the world, where he engages in pleasure oriented erratic cruelties of tormenting the animals and the immediate satisfaction of erotic pleasure just after a few seconds of interaction with the girl. Here, both the protagonists are not affected by the reality, logic or the everyday world, as the id operates within the unconscious part of mind. Here both of them are unaware of the consequences. Like an infant they are curious about exploring the concealed factors and are completely ignorant of the moral responsibility. Kasi never thinks about his family when he leaves the home. He only foresees the enjoyment of the long ride on a motorcycle. Same is the case of the monk where he never thinks of consequences and leaves the hermitage monastery to the out modern world in search of the young girl and murdering her in the offence of cheating him. Here both are accelerated on the basics of pleasure oriented drive for affection. During this time both protagonist comprises everything that are inherited, that is present at birth is laid down in the constitution above all. Therefore, the instinct which finds a first physical expression here in forms is unknown to us. They have no judgements of human value which is clear through the child monk torturing the small creatures and Kasi letting his mother into a huge sorrow. They undergo instinctual cathexes seeking discharge- that, in our view. They works upon the instinctive drives to create the life instincts that are crucial to pleasurable survival.

Id marks the beginning of the life which is transformed into reality through the socialization. The reality principle of ego comes then, it is that part of id which has been modified by the influence of environment. The ego develops to mediate between the unrealistic id and the external real world. It is the decision making component of personality. Ideally, the ego works by reason, whereas the id is chaotic and unreasonable. It works out realistic ways of satisfying the id's demands, often compromising or postponing satisfaction to avoid negative consequences of society. The ego considers social realities and norms, etiquette and rules in deciding how to behave. Here the 'pachakadal' and the seasons fall represent the reality of the world. Here Kasi changing his destination of leisure trip toward Assi and his encounters with the communist bandit and changes happening to his perception of the world marks his transformation towards the secondary process thinking which is rational, realistic, and orientated towards problem-solving. This is the place where Kasi understands the feelings of his mother and consoles her. He now turns as a protector of his companions including Suni.

In the other film the young monk who encounters with murder of his beloved return to the hermitage and restores the inner peace by the reality principle of 'heart sutra' [basic principles of Buddhism such as emptiness are form, form is emptiness]. Here he is in an inner conflict between id and super ego. Thus the ego, driven by the id, confined by the super ego, repulsed by reality, struggles in bringing about harmony among the forces and influences working in and upon it, and

readily breaks out in anxiety. This is represented by the monk who confuses in murdering his beloved. He is in a conflict with the reality at the same time in emotionally down of being cheated. Here when he returns to hermitage he is so unstable that he can't cope up with the reality represented through the modern world. This is similar with the instance of Kasi too. His inner confusion is represented through the scene where he quarrels with Suni and return to home by leaving Suni on the way. He is in a conflict of to return home or toward Assi. He couldn't distinguish between his love towards both and whom should he serve first.

Here finally both reach in the perfection of life, ultimate reality or the final component of personality super ego. This is marked by the ultimate reality of universe the world and the season used to represent this is the 'Winter or Autumn' the self actualization period where a leaf experiences the whole of the life reality and finally falls on to the earth with self realization. Chuvanna bhoomi is the supreme reality of super ego. This personality is represented where Kasi returns to Assi and becoming her protector and saving her from the naxalites. Now he is the guardian of human kind. He is now at the epitome of self realization, as he has reached at his goal. The wholesome journey through the nature and the interaction with the society teaches him about the moral value of love, suffering and redemption. Kasi showing concern about the bandit village is a perfect example for this. Kasi rescuing the child in between a communal riot shows his personality of brotherhood nature of human. The resemblance of the lady crying in front of her dead husband with Kasi's mother represents that he is now aware of the moral values a human should posses. Kasi started his journey in his innocent state where he proclaims "my fates are my decision"(Thahir 3.38-3.48), but finally when the film ends we can see his life really contradicted to this statement and whole of his journey and fate are destined by natural law and other environmental elements.

On the other side the monk now restores his inner peace with moral value preached by the mentor. Now he is ready to accept the confinement for his mistake. He is now completely transformed as a mature spiritual monk like his own master. He through spiritual learning understands the sole mantra of Buddhism the *nirvana*. Here this personality trait reflects the internalization of cultural rules. Freud developed his concept of the super ego from an earlier combination of the ego ideal and the special physical agency which performs the task of seeing that narcissistic satisfaction from the ego ideal is ensured, what we call our conscience. Super ego is that trait of personality that is identification with the parental agency. Here now they transcends into a life of mentors who preaches moral values for others. The monk now becomes the mentor of his own child and Kasi in much a different way propagates moral value by saving Assi and offering a new life.

Finally, the personal traits are also cyclic, that is when one need arise out of id trait it is modified by ego and satisfied morally by super ego. The need as inevitable factor of human

journey of life, the need again arise and this personality cycle repeats. Now in the films Kasi is starting a new journey where the pleasure oriented needs again makes its presence and while in the other film the son the monk starts his life journey on ' id ridden' activities. This marks the rebirth and the cyclic process of human personality.

Thus the personality development of a human is marked with his social interaction and his innate traits of id, ego and super ego. This factors draws in a final image that human personality is a much complex thing like nature, thus the division of human personality according to the natural elements symbolize that man resembles nature. Man can develop, sustain and survive only through nature.

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