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Editorial

Greetings from the family of Institute of Management and Information Science (IMIS), Bhubaneswar

In the last few years, the happenings in the political and economic front of India have been making other nations take a close watch on us. The events have also gone beyond and started making the image of India as an emerging powerhouse of sports and entertainment as well. The developed world has started taking the Indian technocrats seriously, thanks to certain blockbusters like Dangal and the sequel of Bahubali. Now in such a scenario, the competitions to innovate will keep on creating challenges in terms of sustaining and going along.

We at IMIS are no exception. As a practice, we have been striving to understand, discuss and refine the way the business and economic environment understands creativity and innovation. In our pursuit of updating and acquiring the knowledge, we have successfully organized an International conference with the prime focus on the sustainability factor of innovations and trends. The event has been highly acclaimed by all the stakeholders. In this issue of Pratibimba, we are proud and privileged to mostly publish some selective papers presented by the esteemed writers during the Conference.

To start with, the paper titled “Odisha Handicrafts: A Study on Customer Perception and Marketing Issues” by Sunil Kumar Das Bendi and Tushar Kanta Pany has made an investigation on the success factor of certain handicraft items, like Pattachitra, Appliqué, Silver Filigree, Horn work. The authors have made a study on the performance of various factors like institutional infrastructure and artisans which subsequently made the success of these products.

Ritu Sinha, Pooja Kamthe and Abhinay Jain, in their paper titled “Sustainable VALS: Dynamics of Green Consumption among Gen Y” have tried to understand the mind set of Gen Y in regard to their growing concern on ecosystems due to the use of their own lifestyle products. They have also suggested various factors related to retailers to make an environmentally sustainable practice and subsequent outputs for the time to come.

In the paper titled “Factors Influencing in Selection of Online Banking Products: A Conceptual Paper on Bangladeshi Customer”, Bashir Uddin, Ahasanul Haque and Dindayal Swain have chosen Bangladesh market to understand the impact of components on clients of electronic banking services. They have also tried to find out answers to several questions related to the usefulness and influential factors in this process of banking services.

Gitanjali Panda, in the paper titled “An Analysis of Environmental Laws in India and Challenges for its Effective Implementation: A Case of Violation of Environmental Laws in the Mining Sector”, has made an attempt to examine the legislative and the constitutional status given to environment in the context of India as well as various environmental laws enacted for protection of the environment. She has also highlighted the factors responsible for poor implementation of this legal framework.

In the paper titled, “Paradigm shift of 5As in FMCGs Sustainability-A Study with Special Reference to Patanjali”, Cristina Mary Alexander and Meda . Srinivasa Rao have explored the current state of FMCG industry and various determinants essential for existing players to survive in the FMCG sector. They have also cited the paradigm shift in the determinants to study the impact of these determinants on Patanjali in the FMCG market.

“Sustainability in Indian Banking Sector - An Approach towards Internet Banking & Green Banking”, contributed by Birenjan Digal made an attempt to understand and appreciate the importance of internet banking and green initiatives for the attainment of goals for sustainable banking and determine the various attempts that have been made by the top public and private sector banks in India in the said direction.

In the paper titled “Estimating the impact of SHG outreach on Financial Inclusion and Women Empowerment: Evidence from Telangana State”, Seema Ghosh has examined the outcome of perceived benefits of financial inclusion through SHG, access of financial services by means of SHG and the effectiveness in the operation of Self help group for financial inclusion on economic empowerment of women.

“Sustainability of Khadi: The SEEC Approach”, written by Dr. Pallabi Mishra and Dr. Biswajit Prasad Chhatoi identifies the awareness among customers and non users regarding different sustainability impact of using Khadi. The study has also tried to find out if Khadi leads to sustainable development under certain sustainable parameters like social, environmental, economic and cultural dimensions.

We feel immense pleasure on the contributions of the esteemed authors to make PRATIBIMBA- The Journal of IMIS an endless journey of success in enriching the world of wisdom and knowledge and hope to satisfy the expectations of all the responsible stakeholders time and again.

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Research
ARTICLES & PAPERS

Odisha Handicrafts: A Study on Customer Perception and Marketing Issues

Authors

SUNIL KUMAR DAS BENDI ¹

TUSHAR KANTA PANY ²

Abstract

Handicrafts are unique expressions of a particular culture or community through local craftsmanship and materials. With increased globalization, however, products are becoming more and more commoditized and artisans find their products competing with goods from all over the world. “Consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world.”

For the present investigation, Odisha state is purposively selected. The present research has been conducted for four handicraft items, i.e Pattachitra, Appliqué, Silver Filigree, Horn work. The required data for the present study have been collected both from primary and secondary sources. Primary data have been collected through the “Survey Method” with the help of structured questionnaire. 128 artisans and sellers were covered in this survey.

The performance of the existing institutional infrastructure both for financing and marketing of handicrafts is far from satisfaction. Artisans are depending on the middlemen for raw materials, finance and market for the finished products because of their illiteracy, ignorance and poverty. The success of handicrafts depends on how well the artisans can produce the articles in keeping with the tastes and preferences of consumers.

Keywords: handicrafts, marketing, artisans, perception

Introduction

Handicrafts are unique expressions of a particular culture or community through local craftsmanship and materials. With increased globalization, however, products are becoming more and more commoditized and artisans find their products competing with goods from all over the world. It is no longer possible to look at traditional artisan communities and their products in isolation from global market trends and competition. Handicrafts are part of a much larger home accessory market, which includes handcrafted, semi handcrafted, and machine-made goods. The home accessory market is strongly influenced by fashion trends, consumer purchasing patterns, and economic conditions in end markets. In many cases,

artisans are out of touch with those end markets, which presents a challenge to those seeking to export their products. The response of consumers to handicrafts is unpredictable and lends itself less to research and generalization than does the response to other products. “Consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world.”

Handicraft production is a major form of employment in many developing countries and often a significant part of the export economy. With increased globalization, however, products are becoming more and more commoditized, with artisan producers facing increased

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competition from producers all over the world, particularly in China and other Asian countries. The All India Handicrafts Board assisted the state governments in setting up their Design and Technical centres in Uttar Pradesh, Bihar, Kashmir, Rajasthan, Punjab, Andhra Pradesh, Tamil Nadu, Kerala, Himachal Pradesh, Madhya Pradesh, Gujarat, Orissa, Manipur, Tripura, Haryana, West Bengal and Goa. In these canter, craftsmen and the artists jointly work out new designs and items in selected crafts. These artists strive to combine the traditional with modern. The handicraft items are carefully made so that they retain the ethnic value, while they can be put to modern day use. The designers have to keep in mind the changing needs of the consumers, especially the foreign markets. High priced goods are at times an obstacle to their sale. Moreover, imitation products are cheaper and easily available.

Literature Review

According to Bal and Dash (2010, p.25) high income people living in urban areas are more likely to buy handicrafts with religious interpretations, low income people living in rural areas are more likely to buy handicrafts with non-religious interpretations.

Rao, (1990) in his book “Marketing of Handicrafts” observed that “Handicrafts offer solution to India, which is characterized by unemployment and foreign exchange crunch”.

Pathy, (1990) in his book entitled “Traditional painting of Orissa” beautifully explains the origin of the famous painting art of Orissa especially of Puri district. He says that it is most natural to think that these are the painters who are the descendants of people who once painted for the Buddhists, Jains and Sikhs and who also

now paint for vaishnavas or the devotees of Jagannath.

Mitra’s (1980) book “The Antiquities of Orissa” has been the earliest reference about the craft. Among other aspect of Orissa antiquities he has briefly dealt with the patta painting. He has said that the painters are a hereditary sub caste of Chitrakaras and that most of the pictures painted on cloth are produced in Puri itself.

Kannungo, (1964) in “Utkalana Chitrakara” (the art and craft of Orissa) has briefly describes the patta painting as one of the old paintings is typical in its style where the theme basically depicts the religious tradition of India. It is closely associated with the culture of Jagannath.

Mohapatra, (1987) in his book has given a clear picture about Orissa and focuses on the Orissa handicrafts elaborately.

Samal, (1994) has done her research work in “Applique craft tradition of Orissa and change”. She has describes about position of appliqué in Orissa and its development according to time.

Handicrafts of Odisha

Odisha is rich in handicrafts. Government of Odisha identified and approved 50 categories of handicrafts which employment more than one lakh artisans. These crafts have been divided into four groups in terms of development potential as follows:

- Crafts with high development potential
- Crafts with declining development potential
- Languishing craft
- Newly emerged craft

Table 1 : 50 Crafts of Odisha State of India increasing, decreasing, languishing and newly emerging development potential

Sl No.	Crafts with Development Potential	Sl. No.	Development potential in declined trend	Sl. No.	Languishing Craft	Sl. No.	Newly Emerged Craft
1	Stone Carving	1	Wooden painted Toys	1	Horn Work	1	Coconut Shell
2	Brass Bell Metal	2	Artistic Footwear	2	Lacquer Work	2	Root Craft
3	Dhokra Casting	3	Artistic Mat	3	Solapith	3	Straw Craft
4	Silver Filigree	4	Batik Printing	4	Bettle-nut craft	4	Carpet Weaving
5	Cane and Bamboo	5	Cloth Flower	5	Art Leather	5	Artificial Bonsai
6	Applique and Patchwork	6	Durry Carpet	6	Clay Toys	6	Soft Toys
7	Pottery and Terracotta	7	Embroidery	7	Theatrical Dress	7	Surah Painting
8	Wood Carving	8	Copa Craft	8	Paddy Craft		
9	Palm –leaf Engraving	9	Sea Shell	9	Jai Khadi Works		

10	Art Textiles (Fie & Dye)	10	Keora Leaf Product
11	Tribal Jewellery	11	Metal Craft
12	Fiber Craft	12	Palm Leaf Decorative
13	Coir Craft	13	Paiper Mache
14	Costume Jewellery	14	Sabai Grass Craft
15	Gem Stone Processing	15	Wooden Craft
16	Golden Grass	16	Zari Works
17	Patta & Tasar Painting		
18	Jute Craft		

Source : Action Plan on Self-employment through Development of Handicrafts in Odisha State, Directorate of Handicrafts & Cottage Industries, Odisha, India.

Pattachitra

Pattachitra is a traditional painting of Odisha, India. These paintings are based on Hindu mythology and specially inspired by Jagannath and Vaishnava sect. All colours used in the Paintings are natural and paintings are made fully old traditional way by Chitrakaras that is Oriya Painter. Pattachitra style of painting is one of the oldest and most popular art forms of Odisha. The name Pattachitra has evolved from the Sanskrit words patta, meaning canvas, and chitra, meaning picture. Pattachitra is thus a painting done on canvas, and is manifested by rich colourful application, creative motifs and designs, and portrayal of simple themes, mostly mythological in depiction. The traditions of pattachitra paintings are more than thousand years old.

The painting the ‘pattachitra’ resemble the old murals of Odisha especially religious centres of Puri, Konark and Bhubaneswar region, dating back to the 5th century BC. The best work is found in and around Puri, especially in the village of Raghurajpur.

Applique Craft of Orissa

Applique’ is a French term that refers to an art form of superimposing patches of colored fabrics on a piece of basic fabric/cloth to give it an altogether a new look. Though this form of art is not unknown in other parts of India, it is Orissa and especially in Pipli that the craft has a living and active tradition continuing over centuries. In fact applique works are a vivid expression of Orissa Crafts. It is generally accepted that appliqué works of Orissa date back to more than 850 years. The process of making the products has remained unchanged over the past few centuries. However during the last two to three decades, both the applique products and their style have undergone a tremendous change.

Among the traditional applique work, Chandua, Chhati, Trasa, Alata, Adhoni, Mandant and

Bana, used at the time of Dola Jatra for deities are quite well-known. The use of all these products are associated with the religious ceremonies of Lord Jagannath. So it can be safely concluded that this art form ascribes its origin to the Jagannath cult. Patronized by kings and nobility of Orissa, appliqué work at one time had reached the artistic heights of excellence. The kings of Puri engaged craftsmen in the service of Lord Jagannath and set up village Pipli for them to live in. They were specially skilled in designing the canvas cloth that is used to cover the chariots of Lord Jagannath, Lord Balabhadra and Devi Subhadra.

Silver Filigree in Odisha

Filigree is a unique craft. It has its own intricate design and superb craftsmanship. Cuttack district has a long tradition of meticulous and sophisticated craftsmanship in silver filigree works. Locally known as “Tarakasi”, the silver filigree of Cuttack is famous for its delicateness and intricate workmanship. The art is ancient which has its origin in Persian countries since 15th century. This craft had sufficient patronage during the Moghul period but subsequently suffered for lack of encouragement and marketing facilities. Most of the artisans engaged in the trade had to seek other avenues for their livelihood under difficult conditions. However, the State Govt.’s initiative in 1952 to bring the craft into cooperative fold has ameliorated the conditions of the artisans.

Horn work

Horn work was originally well known among the tribals of Paralakhemundi zamindari. In Paralakhemundi fifteen families of Maharanas consisting of about twenty women prepared different varieties of horn combs, horn fancy articles, such as models of birds, animals, caskets, boxes, snuff boxes, tea trays, walking sticks, etc. Ornamental effect was given on combs with a mixture of quick silver and tin. The horn work of Paralakhemundi

were one of the important products of cottage industry. In the early part of 20th century Mr. K. Apparao Chetti of 'Home Stores' Paralakhemundi, was the only Sowcar who financed this industry.

All fancy horn articles were made to his order. He had financed the workers to the extent of about Rs.1,500. Buffalo horns require for preparing these articles were purchased by these workers at Rs.4 to Rs.8 a mound from local Muhammadans who dealt in skins and horns. The average annual out turn in the early part of 20th century was about Rs.3,000 worth of articles if the demand was good and the supply of raw material was uniform and sufficient. But in 1930, about Rs.1,500 worth of horn products were exported from Paralakhemundi to Tanjore, Coimbatore, Trichinopoly, Madurai and Madras by Mr. K. Apparao Chetti. Solid models were generally purchased by Europeans and wealthy Indians. The horn articles prepared by these workmen were undoubtedly artistic and exquisite workmanship.

Objective of the Study

- To identify the Marketing issues with respective to Odisha Handicrafts.
- To identify the problems of Artisans in making of Handicrafts

Research Methodology

Sampling

For the present investigation, Odisha state is purposively selected, mainly because of the striking selection of decorative and utilitarian art and craft and special creative and imaginative craftsmanship of Odisha. The present research has been conducted for four handicraft items, i.e Pattachitra, Appliqué, Silver Filigree, Horn work.

Data Collection

The required data for the present study have been collected both from primary and secondary sources. Primary data have been collected through the "Survey Method" with the help of structured questionnaire. 128 artisans and sellers were covered in this survey. We have interviewed each artisan who was engaged in one of the chosen four craft items. We have collected data for Pattachitra from Raghurajpur, for Applique from Pipili, for Silver Filigree from Cuttack and for Horn Work from Paralakhemundi. For finding of the objective and drawing of the conclusion, percentage as the statistical tool has been used.

Empirical Findings

Demographic Information

In our questionnaire we have three parts, first part contains the questions regarding attitude and intention towards handmade crafts, second part contains the factors that affect buying handicrafts and last part contains the general information (Age, Gender) of the respondents. We distributed our questionnaire and conducted the survey among 128 respondents.

Gender

Handicraft could be decorative type and furniture type of products so both male and female have their interest to buy it. In the analysis shows that we get slightly less than half of responses from the female which is 39.1 percent (50 female respondents) and 60.09 percent (78 male respondents) from male respondents.

Your gender

Table 2: Gender of Respondents

Your gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	78	60.9	60.9	60.9
Female	50	39.1	39.1	100.0
Total	128	100.0	100.0	

Age

In our questionnaire we have grouped the age in five different categories. Through this we tried to figure out the purchase decision and factors that influences those age groups. We started at age 18 and made a new category each 10 years. We got 50 responses from the first group "18 – 27", 58 responses from the second group "28 - 37", 10 responses from the third group "38 - 47", 4 responses from the fourth group "48 - 57" and the last group are all people above 58, where we got only 6 responses. From the cumulative percentage of responses we can see that 84.4 percent responses we got are from the first two groups.

Your Age (In Years)

Table 3: Age of Respondents

Your Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-27	50	39.1	39.1	39.1
28-37	58	45.3	45.3	84.4
38-47	10	7.8	7.8	92.2
48-57	4	3.1	3.1	95.3
58+	6	4.7	4.7	100.0
Total	128	100.0	100.0	

Marketing Problems

Table 4: Marketing Problems

Particulars of Marketing Problems	Pattachitra (Raghurajpur)		Applique (Pipili)		Silver Filigree (Cuttack)		Horn Work (Parlakhemundi)		Total	
Rapid Changes in Consumer Tastes and Preferences	5	14.71	5	16.67	12	33.33	4	13.33	34	26.56
Inadequate Advertisement and Promotion	15	44.12	7	23.33	8	22.22	12	40.00	30	23.44
Exploitation by middlemen	6	17.65	6	20.00	4	11.11	4	13.33	36	28.13
Unremunerative Pricing	8	23.53	12	40.00	12	33.33	8	26.67	28	21.88
Total	34	100	30	100	36	100	30	100	128	100

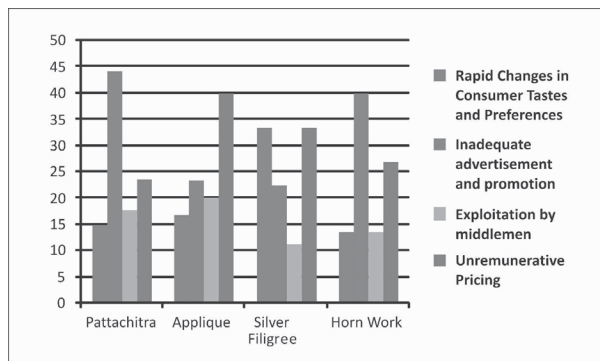


Figure 1: Percentage of marketing issues in handicrafts

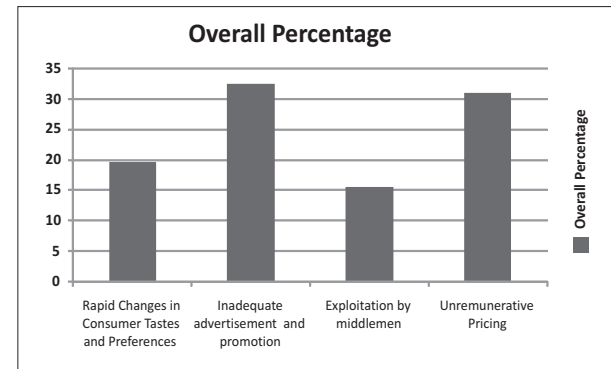
From the above Table 4, it is observed that a majority of the respondents (44.12 percent) in Pattachitra have said that they have faced the marketing problems due to inadequate advertisement and promotion. 23.53 percent of the respondents have said that they have marketing problems due to unremunerative pricing. In the Applique, one third of the respondents have faced the problem of unremunerative pricing which is 40 per cent. The other marketing problems in this are due to inadequate advertisement and promotion which is 23.33 per cent. In Silver Filigree, 33.33 per cent of the respondents face in both rapid changes in tastes and preferences and unremunerative pricing as marketing problem. In Horn work, 40 per cent of the respondents face the

Table 5: Overall Percentage of marketing issues in handicrafts

Marketing Problems of Handicrafts	Handicrafts	Overall Percentage
Rapid Changes in Consumer Tastes and Preferences	78.04	19.51
Inadequate advertisement and promotion	129.67	32.41
Exploitation by middlemen	62.09	15.52
Unremunerative Pricing	123.53	30.88

marketing problems due to inadequate advertisement and promotion. 26.67 per cent face the marketing problem in horn work.

Figure 2: Overall percentage of marketing issues in handicrafts



From the above Table 5 it is observed that a majority of the respondents (32.41 percent) face the marketing problem with inadequate advertisement and promotion. It is followed by unremunerative pricing which is 30.88 per cent. The other marketing issues were rapid changes in consumer tastes and preferences and exploitation by middlemen which is 19.51 per cent and 15.52 per cent respectively. From this study it is revealed that the biggest market issues is with regard to inadequate advertisement and promotion.

Problem of Artisans in making handicrafts

Problems of artisans in making Pattachitra and suggestions

After interactions and interview with the artisans of Pattachitra at Raghurajpur in Puri district of Odisha. We have interviewed 34 Pattachitra artisans. Pattachitra market is not at all organized. Large scale inflow of machine made products at lower prices compete with the

hand made products of pattachitra. Fear of copying is a big issue. Due to social networking sites and photography genuine works of artisans are copied. There is no copyright for these products. Marketing of the finished products is a problem for the craftsmen. Aged craftsmen are not being protected by the State Government i.e. pensions, financial assistance etc. Lack of capital in the hands of the craftsmen to modernize the patta painting is a great hindrance in the progress of the craft. Due to uncertain & low income from this craft, most of the craftsmen are switching over to other profession. Without assessing the marketing of their items, they prepare on their own and keep in their house. Sometimes their rare and very beautiful creations get wasted. There is lack of capital in the hands of the craftsmen to modernize the craft. Pattachitra cannot be sold online due to threat of being copied.

Production and marketing of patta painting items should be organized and streamlined. Loans at low interest rate should be provided to the member craftsmen. Regular exhibitions should be organized and advertisements should be made in media. The patta paintings should be standardized through scientific quality control. Intellectual property rights and copy rights should be included to patta paintings. The artisans should get royalty if their designs are used for some textile industry. There should be restriction on machine produced patta painting in the market. Marketing of the patta painting should be properly organized. Different and various new products and designs should be introduced in this craft. Workshops to be conducted to train and encourage artisans.

Problems of artisans in making Appliqué and suggestions

There is no control over quality. Lack of publicity of appliqué craft leads to lower demand. As there is no directory containing the address of the sellers, customers find it difficult to place orders for their desired appliqué craft. To attract more customers cheap materials are used. This affects the genuine of the product among customers. Imitation of designs is a common problem of the appliqué craftsmen. Many master craft persons are now in empty hand, not willing to make any new designs, due to fear of copying. The raw materials for appliqué industry are not available in the local market. The quality of the materials is also not good. Non-availability of loans, delay in sanction of loans, inadequacy of amount of loans, absence of cash loans is major difficulties.

The State Government should take steps for preventing duplicating of designs. On the other hand steps on Design registrations of artisans should be undertaken.

The Govt. should provide opportunity to all producers to participate in different exhibitions. The Govt. should bring a Directory of Orissan Handicrafts with related craftsmen, and place under different Tourists Offices, Airports and Luxury Hotels. The foreign buyers can get more details about our products and enable them to purchase the goods directly from artisans. The Govt. should provide necessary assistance to the artisans willing to take part in the National and International Exhibition where they can be able to bring their products directly to foreign buyers. The Govt. should arrange workshop for master crafts persons on colour combination and design development by which they can able to make new designs and earn more at Pipili. The Govt. should require (demand) minimum five new products from the artisans who are willing to participate in the exhibitions organized by Handicrafts Department. In this way, the inspirations for making new products can be raised among the artisans. The Govt. should take action to set up a colour-processing unit at Pipili to make easier and cheaper cloth to be used in their products. The Govt. should set up strong rule and heavy penalties to copy of the designs in appliqué craft. The daily wages for the artisans should fix by the government, so that the artisan are not exploited and can earn actual earning against their labour. To encourage the artisans, the Govt. should open a shop of raw materials at Pipili, by which the artisans can get their necessary raw materials with reasonable prices. The Pipili Applique Society should accept unemployed artisans as the member and the Govt. should provide bank loans to these artisans. The artisans are facing the Sales Tax problems, while taking their goods for the exhibition in different states. So, the Sales Tax should be exempted by the Govt. on appliqué products.

Problems of artisans in making Silver Filigree and suggestions

Silver filigree is losing its attraction from the buyers due to its impurity. There is no control over its quality. Machine made filigree products at lower making charges have been brought from Kolkata and other places to the Cuttack market. As a result, it is becoming very difficult for the local hand-made products to compete with the outside products. Lack of education among the craftsman may be a factor for the backwardness of the craft. The silver filigree craftsmen, therefore, have remained backward and tradition bound. They do not think like a modern businessman.

Silver filigree should be produced through scientific quality control. The craftsmen should be encouraged by providing with better wages and old age pension. Loan should be provided to the craftsmen for up gradation

of the tools used in filigree work. Regular exhibitions should be organized and advertisements should be made in media. Both the production and marketing of silver filigree should be organized by the government and some government agency.

Problems of artisans in making Horn Work and suggestions

Horn Work is losing its attraction from the buyers due to lack of raw materials. Lack of publicity of horn work craft leads to lower demand. Non-availability of loans, delay in sanction of loans, inadequacy of amount of loans, absence of cash loans is major difficulties. Due to uncertain & low income from this craft, most of the craftsmen are switching over to other profession.

The Govt. should take action to promote the old age traditional crafts and market the products. Different and various new products and designs should be introduced in this craft. The Govt. should provide opportunity to all producers to participate in different exhibitions. The Govt. should bring a Directory of Orissan Handicrafts with related craftsmen, and place under different Tourists Offices, Airports and Luxury Hotels. The foreign buyers can get more details about our products and enable them to purchase the goods directly from artisans. Easy availability of loans at

Conclusion

We present the impressions about the craft and possible suggestions for the improvement of the crafts of the famous craftsmen who have devoted their entire life in the pursuit of all artistic crafts. They are the masters of the handicrafts, which they have been pursuing relentlessly with great devotion for years. As far as the silver filigree market is organized and quality of products is controlled, the craft will soon perish. In case of appliqué many of the master craftsmen are not willing to make any new designs due to fear of copying. So government should take steps for preventing duplicating of designs. Design registration should be done. Government should help the artisans to take part in different exhibitions etc.

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Sustainable VALS: Dynamics of Green Consumption among Gen Y

Authors

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Abstract

Gen Y or millennial are now becoming apprehensive of the climate change and global warming. According to Nielsen global study, the growing concern for environment has got a lot of attention from Gen Y or the millennial. This segment values environmental attributes and exhibit ecological conscious behaviour. Almost 75% of Gen Y believes that there is impact on the environment by their individual lifestyle and willing to pay more for the brand offering sustainable products. They are searching for stores and manufacturers who are involved in environmentally friendly practices and believe in green principles. Fashion industry is always known for its creativity but the trends of fast fashion have resulted in increased textile waste generated from production, consumption to disposal. Thus various activities of apparels industry have its detrimental impact on environment. The purpose of this study is to examine the role of personal values and lifestyle of Gen Y in developing attitudes towards the various sustainability initiatives adopted by various fast fashion retailers. The paper suggests various insights that retailers can incorporate into their practices by taking into consideration factor like eco-centrism, anthropocentric, environmentally conscious behaviour and biospheric values that emerged through this study. It can offer solutions and economic systems that foster healthy, sustainable lifestyles and set the agenda for future research needs for sustainable lifestyle solutions.

KEYWORDS: Gen Y, Sustainable environment, green apparel clothing

Introduction

Sustainability represents the endurance of systems and processes that are indispensable for the long- term functioning of society. It is becoming one of important issue that is catching the attention of growing fashion and apparel industry. Even this aspect is extending to individual level across societies (Cooke & Fielding, 2009). This is due to the fact that individuals play an essential role in determining society's impact on the

environment (Buenstorf&Cordes, 2008; Jackson,2005). Currently, Indian textiles and apparels industry contributes to industrial output, employment generation and export earnings. However, the textile manufacturing has significant environmental and social impacts. The clothing products add footprints to the environment where each step of the clothing life cycle generates environmental and occupational hazards. In line with other industrial activity,

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the manufacturing activities of the textiles and apparels industry also has its detrimental impact on environment. Usage of chemicals like dyes, pigments and finishing agents, emissions from textile processes, corrosive acid mists, solvent vapours, dust and lint and odour are some of the pollutants from the textile manufacturing process.

The growing concern for environment has got a lot of attention from not only organizational but also customers also. Shoppers are accepting the reality of climate change. Awareness regarding the sustainability issues has made a significant portion of consumers considering the social and environmental benefits of the product value and its purchasing decisions. They believe that there is a link between the climate change and individual lifestyle. They understand that there is a need of action in this context and is a personal responsibility of individuals to be accountable for their planet. This led to the interest of shoppers towards the sustainable, green and organic products. They are searching for stores and manufacturers who function by using environmentally friendly methods and green principles. Current research on pro-environmental behavior among shoppers has put more pressure on manufacturers and retailers to adopt green approach to their businesses. Hence, understanding the shopper's motivation behind pro-sustainable attitudes and behaviors will help the retailers to develop future proponents of sustainability.

Sustainability

Green issues have become the major societal issue that threatens retailers in recent years (Cannon, 1992; Piacentini et al., 2000). It is catching the attention of retailers and slowly findings its place in overall retail strategy. The approach of sustainability is more prominent in operation management and retailers are approving green retailing strategies to improve their environmental performance and value chain (Tang, Lai, & Cheng, 2011). Also, the content analysis of academic literature suggests that sustainability is getting increased attention in the recent years. Therefore, it is not limiting itself to manufacturing industries but also entering into the retail sector. Based on the study of sustainable development of the top 20 retailers in UK, Jones et al., (2005) suggested that many retailers (namely Marks & Spencer and Tesco) has worked to address a number of environmental issues including emission, energy and water consumption, waste management and food safety in a way of cooperation with both suppliers and customers.

Green or environmental issues are considered as an integral part of broad framework of sustainability, of which the notion was originally proposed by the World

Commission on Environment and Development (WCED 1987) as one "that meets the needs of the present without compromising the ability of future generations to meet their own needs" and was extended by Kleindorfer et al., (2005) to include the environmental management and the triple-bottom-line thinking (profit, people and the planet) (Pullman et al., 2009; Wu and Pagell, 2010). Thereby, retail sector is also realizing the importance of following eco-friendly practices. Brady, Hendry and Kanchwala, 2010, report, suggests that in general retailers are serious about improving their environmental and social performances. Hence the retailers need to understand their customers with respect to their green orientation and their intention to patronage those green retailers who undertake pro-environmental practices.

India Apparel Industry

As per the Ministry of Textiles, 2013 the Indian textile industry contributed about 14% to the Index of Industrial Production, 4% to the country's GDP and 17% to the country's export earnings. The industry currently is estimated at around US \$108 billion and aiming to reach US \$ 141 billion by 2021. The industry offers employment to 45 million people directly and 60 million people indirectly. The share of textile industry to India's export is approximately 13.5 percent of the country's total export of 42.2 billion dollars. The Indian textile industry is composed of composite mills, non-integrated spinning, weaving and knitting, fabric finishing, and apparel-making enterprises. Apparels are produced by domestic manufacturers, manufacturer exporters, and fabricators. According to a report by Wazir Advisors, India and China are the fastest growing markets, growing in double digits and have a potential to capture 27% in the world's apparel market. The textiles and apparels industry is broadly classified into cotton and cotton textiles, jute and jute textiles, silk and silk textiles, wool and woollen textiles, hand crafted textiles, technical textiles and readymade garments.

Readymade garments (RMG) manufacturing is being characterized by least capital intensive segment of the textile value chain. It has low entry barriers, labour-intensive and requires skilled, unskilled and semi-skilled manpower. According to CARE research, the domestic apparel industry in India grew at a CAGR of 9% from 1,360 billion in year 2008 to 2,115 billion in year 2013. For the year 2012, apparels had a 69% share of the overall market; textiles contributed the remaining 31%. As per report of Planning Commission, India's manufacturing exports during 12th Five Year Plan (2012-17) predicts India's exports of textiles and apparels at US\$ 64.41 billion

by the end of March, 2017. The major textiles and apparels zones in India are Kashmir, Ludhiana and Panipat for 80% woollen, Delhi, Gurgaon for readymade garments, Ahmedabad, Mumbai, Rajkot, Indore, Vadodara for cotton and Mumbai and Nagpur for readymade garments, Tirupur, Coimbatore and Madurai for hosiery, Bengaluru, Mysuru and Chennai for silk, Madurai and Salem for readymade garments.

As the Indian textile sector continues to flourish, sustainability presents the next frontier of development by providing potential cost savings as well as competitive differentiation, in addition to eco-efficiency. The use of chemicals and dyes and the effluents from factories have a negative impact on the environment and community. Minimizing emissions from toxic gases and optimizing the resources such as water and energy remain the utmost priorities for the industry. The textile firms are also looking for ways and means to adopt international standards of sustainable manufacturing. In 2014, Century Rayon, the fabric and yarn manufacturer became the first textile company in India to be awarded with the STeP (Sustainable Textile Production) certificate by OEKOTEX. STeP is the new OEKO-TEX certification system for brands, retail companies and manufacturers from the textile chain who want to communicate their achievements regarding sustainable production to the public in a transparent, credible and clear manner. Hence, textile manufacturing requires alternative process solutions that are sustainable, ecofriendly and cost effective while meeting the demands of the ever-growing and competitive market. Assessment of the impact on the environment and society may be done through techniques such as life cycle assessment, measuring carbon foot print, water foot print and resource utilisation of water, energy and chemicals and assessment of social responsibility. This will help in devising ways to ensure sustainable textile manufacturing in all segments of the industry.

Sustainable fashion in apparel has become a hot topic in the current era. Vegan designer Stella McCartney received Britain's Designer of the Year Award without making use of leather, which is practically unheard of in luxury fashion. Giant global brands like Victoria's Secret and Zara have promised to detox their production practices. Even H&M has launched an eco-friendly Conscious Collection. An eco-friendly clothing store sells products that are made from sustainable fabrics such as hemp, bamboo fiber, organic cotton and reclaimed fabrics. There is even a type of "green" silk called peace silk or vegan silk. This fabric is made from silkworm casings gathered only after the moths have emerged, meaning no silkworms are harmed in the creation of the material.

Natural and organic dyes are used in eco-friendly clothing and careful attention is paid to the manufacturing process to ensure it follows the green mandate as well. An eco-friendly clothing store sells products that are made from sustainable fabrics such as hemp, bamboo fiber, organic cotton and reclaimed fabrics. Natural and organic dyes are used in eco-friendly clothing and careful attention is paid to the manufacturing process to ensure it follows the green mandate as well. The paper proceeds as follows. It begins with describing the main study constructs of sustainability, lifestyle and personal values, and develops the theoretical dimensions for each of these to reflect the broad domain of sustainability. The paper is concluded with a discussion of the practical implications of this research.

Literature Review

The purpose of this research is to examine the role of personal values and lifestyle of shoppers in developing attitudes towards the various sustainability initiatives adopted by various apparel retailers. Personal values have relevance across multiple levels of analysis (Agle and Caldwell 1999; Rokeach 1973). Williams (1979) theorized that values affect consumers' judgments, preferences, and choices and become unconscious and conscious criteria in guiding behavior (Lascu et al. 1996). Value is defined as "a centrally held, enduring belief which guides actions and judgments across specific situations and beyond immediate goals to more ultimate end-states of existence" (Rokeach 1968). According to Schwartz & Bilsky values are concepts or beliefs about the desirable end states or behaviors that transcend specific situations. They differ from attitudes as attitudes are more positive or negative evaluations of something quite specific. The value is more general in nature and attitude is more specific in nature.

Dewey suggested that values are used to help make decisions when preferences conflict. Beliefs are understandings about the state of the world; they are facts as an individual perceives them. Many studies have explored the role of values in their theoretical work related to sustainability (Hemingway and MacLagan 2004; Shrivastava 1995; Unsworth et al. 2013), and support the argument that values are significantly related to particular sub-dimensions within the sustainability arena. For example, with respect to the environmental domain numerous studies have confirmed that certain values underlie a range of pro-environmental behaviours (Thøgersen and Ölander 2002) at both the individual (Karp 1996) and organizational levels (Andersson et al. 2005). Values have been shown to influence ethical decision making (Fritzsche and Oz 2007).

Values refer to moral standards of human behaviors

in the society. They are the essence of personality that impacts the decision making process of customer (Axelrod, 1994; De Young, 1993; Grasmick et al., 1991). Many studies have confirmed the importance of values in the development of environmentally friendly behaviors (Schultz and Zelezny, 1999). It also supports the relationship between values and behaviors (Thøgersen and Ölander, 2002). The personalities, lifestyles, culture and demographic characteristics affect the decision making process of individuals for consumption in addition to the personal values. These values affect attitudes in addition to the cultural and social norms in shaping individual values. There are four different types of scales for measuring the values in the literature ie. List of Values (LOV; Kahle 1983), the Rokeach Value Survey (RVS; Rokeach 1968, 1973), Values and Life Style (VALS), and Activities, Interests, and Opinions (AIO; Plummer 1974).

Rokeach Value Survey (RVS) consists of 18 instrumental and 18 terminal values. Instrumental values determine desirable behavior; terminal values define desirable end-states. AIO (Activities, Interests, and Opinions) was designed to operationalize consumers' lifestyles. It concentrates on activities like how people spend time and money; interests like what they see as important in their surrounding environment; and opinions that what they feel about themselves and their world (Tai and Tam 1996). VALS (Values and Life Style) has been used as an alternative to RVS based on Maslow's (1954) hierarchy of needs and on social character. Operationally, it uses 34 demographic and attitudinal measures to classify respondents into one of nine lifestyle categories, which provide a distinct profile of people in each category (Kahle 1996; Kahle, Beatty, and Homer 1986). Kahle developed a fourth operationalization, the LOV (Beatty et al. 1985; Kahle 1983) and incorporated the elements of social adaptation theory (Kahle 1983). The LOV includes nine items: self respect, security, warm relationship with others, sense of accomplishment, self fulfillment, sense of belonging, being well respected, fun and enjoyment in life, and excitement, operationalized by Likert scales.

Study Objective

Consumer involvement in sustainability practices is an important issue because it determines the amount of effort the whole society makes towards sustainability practices (Harcar and Kaynak, 2007). Many marketers felt the need of understanding lifestyle of customers to understand their decision making process (Hawkins et al., 2004; Senauer et al., 1991). This would enable the marketer to comprehend the upcoming trends of consumerism of shoppers (Chaney, 1996) and profile

them in term of activities, interests, and opinions (AIO) (Wells & Tigert, 1971). Hence sustainability lifestyle will lead as an essential element of environmental action and of a holistic approach to sustainability (Cooke & Kelly, 2009).

Shoppers look for tangible and intangible benefits from shopping experiences (Tauber, 1972; Westbrook and Black, 1985; Hirschman and Holbrook, 1982; Babin et al., 1994; Babin and Darden, 1995; Sandikci and Holt, 1998; Zeithaml, 1988; Baker, 2006). In addition to problem solving and pleasure seeking, shoppers try to build and maintain their self and identity by choosing where to shop and which products to consume (Crawford, 1992; Falk and Campbell, 1997; Sandikci and Holt, 1998; Baker, 2006). For instance, possessions of different brands can be seen as extension of self and can be used to represent various social roles (Belk, 1988) (and particular identity (Solomon, 1983; Leigh and Gabel, 1992).

The real lives of shopper's results in the generation of footprints through the way people live, consume, move, and spend their time. It also get impacted by why they do it that way; what are their values and how much they are important to them, what motivates them to do so, how they think about people around them and how they feel about change set in future. This study is an attempt to connects peoples' aspirations and ideas about the sustainable life and futures. The objective of this paper is to identify the different motives, values and realities behind the everyday consumption choices and behaviour of Indians shoppers. The study is an attempt to propose the dimensionality of sustainability value and lifestyle practices with exploring the following sub-objectives:

- To understand the attitudes and behavior concerning sustainable practices of fast fashion retailers.
- To study the values and lifestyle of consumer that impacts the buying behavior of green apparel clothing.

Research Methodology

The proposed study is descriptive in nature based on primary and secondary data analysis. The secondary data is collected from the online databases viz Ebsco, ProQuest, Google Scholar and reports published by leading research consultants. A structured questionnaire was designed and administered to gather data on the various factors affecting the sustainability and lifestyle values of Gen Y consumers. Stratified sampling was used, and questionnaires were distributed among 184 respondents in various parts of Mumbai and satisfactory response rate of 84.2 per cent

was achieved, leaving 155 questionnaires for the analysis. The raw data was captured in a Microsoft excel database to ensure accuracy. The spreadsheet was then imported into statistical software package (SPSS) 16.0. Factor analysis was used to find out important factors that affect the sustainability and lifestyle values.

Demographic Profiling of respondents

The preliminary analysis of data reveals that the sample has more number of female (56.1 percent) than male (43.9 percent) respondents. 78.7 percent of respondents belong to the age group of 19-30 years and 12.7 percent belong to 31-45 years of age group. Both these groups constitute 91.4 percent of the total respondents. 1.3 percent belongs to 46-60 age groups and 2.7 percent constitutes more than 60 years. 65.8 percent of the respondents were students whereas 20.7 percent were professional and 13.5 percent represented others. As majority respondents belong to the age group of 19-30 years and also there are 65.8 per cent students, the paper caters to understand the perception of Gen Y towards the sustainability with respect to green clothing.

Instruments

The given study has used an instrument based on the study of Stern et al., 1998; Stern and Dietz, 1994;

Karp, 1996 for measuring environmentally sustainable consumption behavior. To measure values, we asked respondents how important or unimportant in their lives (on a five-point scale) each of the 23 items from Schwartz's Value Survey was. To measure sustainable consumption behavior we asked how often (on a five-point scale of 'never', 'rarely', 'sometimes', 'often' and 'always') they carried out each of 14 environmentally friendly behaviors that we adapted from Thøgersen and Ölander (2002).

Factorization of Gen-Y perception towards environment

Compared to earlier generations Gen-Y is liberal and follows its heart when it comes to protect the environment. Most of the youngsters are pro-environmental. They follow the rules that prevent degradation of environment. Use of eco-friendly products is increased more in youngsters. A comparison of mean values and standard deviation along with the dimensions of Gen-Y perception are represented in Table 1. High mean value shows the factors most preferred by Gen-Y. These factors give deep insights about the thinking process of Gen-Y and can help the marketers to understand their target audience.

Eighteen statements are listed to have an idea about the perception of Gen-Y towards the environment. There may be some similarities between items. Respondents may have the same feeling about these items.

Table 1: Descriptive table showing the factors that affect the Gen-Y perception

S.No.	Statements	Mean	Std. Deviation	Rank
1	I believe in protecting natural resources	4.25	0.62	1
2	I try to prevent pollution	4.23	0.76	2
3	I like to protect the environment	4.21	0.69	3
4	I prefer to fit into nature rather than control nature	4.16	0.96	4
5	I anticipate preserving nature	4.15	0.75	5
6	I consider the balance of nature is delicate and easily upset	4.11	0.79	6
7	I prefer the green campaign or programs in the clothing and textile industry	3.52	0.72	7
8	I would pay more for eco-friendly clothing	3.51	0.91	8
9	I am interested in a company's green campaign and its affects our environment	3.48	0.86	9
10	I buy product packaged in glass, paper etc. for environmental reasons rather than packed in plastic	3.47	1.07	10
11	I recycle glass and paper	3.46	1.14	11
12	When buying I pay attention to fair trade labels		3.45	0.85
13	I have preferred green program for a product or brand	3.41	0.75	13
14	I usually read the labels on product packages to see if the contents are environmentally friendly	3.32	0.96	14

15	I am interested in how eco-labels relate to how clothing is made	3.30	0.97	15
16	I buy clothing from socially responsible business to support their business practice	3.26	1.08	16
17	I buy organically grown products	3.12	0.81	17
18	I can recognize a particular green campaign for a product or brand.	3.08	0.75	18

Factor analysis is employed to group various items under one head. Table 2 shows results of KMO and Bartlett's test. It is recommended that KMO values should have a cut-off value of 0.6. Table 2 shows the value to be 0.700 which means the data is adequate for factor analysis.

KMO and Bartlett's Test

Table 3 Displays results of total variance explained.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	1.536E3
	df	136
	Sig.	.000

Total Variance Explained

Table 3: Total Variance

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	4.294	25.259	25.259
2	3.274	19.261	44.520
3	2.571	15.126	59.646
4	1.421	8.360	68.006
Extraction Method: Principal Component Analysis.			

Factor analysis has categorized the seventeen items into four factors. Variance explained by the first factor is 25.25 percent, while the second factor explains 19.26 percent, the third factor explains 15.12 percent of variance, and the fourth factor explains 8.36 percent of variation. All these four factors collectively explain 68 percent of variance, which is sizeable. Hence, these four factors can be taken for future analysis.

Principal components factor analysis with *Varimax* rotation was conducted to extract a number of linear combinations of the original variables. Further analysis was performed to show the size and order of importance of factors, based on the percentages of variance explained by each factor. The four factors explained 68 per cent of the variance of the data. Thus four important factors of a values, attitudes and lifestyles of consumer that impacts the buying behavior of green apparel clothing were identified from the empirical data. Only items that loaded significantly (above 0.5) on the factors were used for further statistical analyses.

Factor one was named *Eco-centrism* (ECOC) because all the five factors expected to measure environmental moral concern are loaded significantly on this factor. The loading of first five items onto the ECOC factor can explain through their eco-friendly relationship with environment. Preferring the green campaign, product or brand, reading labels on product packages to see if the contents are environmentally friendly and showing interest in eco-labels indicates the environmentalism attitude towards the nature.

Factor two was named *Anthropocentric* (ANTH) because all the five factors acknowledge themselves as having anthropocentric view. People having anthropocentrism view justifies protecting the environment for human needs, whether it is in the form of aesthetic, economic, or social benefit. Since humans are the most important factor and value in the universe, hence they should take up the responsibility of protecting environment, believing in protecting natural resources, anticipating preserving nature, try to prevent pollution and prefer to fit into nature rather than control nature.

Table 4: Factor analysis-Loading factors

Component	Statements	Loading Factor
Eco-centrism	I am interested in a company's green campaign and its affects our environment	0.912
	I usually read the labels on product packages to see if the contents are environmentally friendly	0.877
	I prefer the green campaign or programs in the clothing and textile industry	0.871
	I have preferred green program for a product or brand	0.714
	I am interested in how eco-labels relate to how clothing is made	0.539
Anthropocentric	I like to protect the environment	0.849
	I believe in protecting natural resources	0.791
	I anticipate preserving nature	0.768
	I try to prevent pollution	0.748
	I prefer to fit into nature rather than control nature	0.622
Environmentally Conscious behaviour	I would pay more for eco-friendly clothing	0.847
	I buy product packaged in glass, paper etc. for environmental reasons rather than packed in plastic	0.844
	I recycle glass and paper	0.835
	I buy clothing from socially responsible business to support their business practice	0.715
	I buy organically grown products	0.523
Biospheric values	I do not think plants and animals exist primarily to human use	0.758
	I consider the balance of nature is delicate and easily upset	0.609

Factor three was named *Environmentally Conscious Behaviour* (ECB). The consumers under this factor believe in adopting that behaviour that is pro-environmental. For example, consumers are ready to pay more for eco-friendly clothing, buy product packaged in glass, paper etc. for environmental reasons rather than packed in plastic, recycle glass and paper, buy clothing from socially responsible business to support their business practice and prefer to buy organically grown products.

The fourth factor has been labeled as Biospheric values (*BIO*) as it values nature and the environment. People respect the earth and nature, such that they harmonize the species in the nature.

Conclusion

Environmental concern has been considered the necessary prerequisite for global sustainability.

It aims at supporting human well-being and preventing environment problems. Many apparel fashion brands have developed eco-labels/indices and implemented

corporate environmental sustainability drives to influence consumers' value and belief, as well as to encourage sustainability practices in their everyday lives. Eco-centrism approach suggests that our planet Earth and its systems should be valued. It provides moral guidance to corporate, government policy makers and individuals to build the economic systems and communities that are in harmony with the laws of the Ecosphere. Anthropocentric beliefs have shaped the consumer's behaviors toward and the treatment of the Earth's natural environment. The anthropocentric actions should be in the interests of the human species like believing in protecting natural resources, anticipating preserving nature, try to prevent pollution and prefer to fit into nature rather than control nature. Environmentally friendly behaviour can be adopted at the individual level, the community level and, the business level. Each can do their part to conserve the environment in their own unique way. As people have stronger biospheric values, they are more likely people are to hold pro-environmental attitudes and act sustainable.

This paper contributes towards roadmap for strategic action that identifies opportunity spaces for retailers and society to take action for sustainable lifestyles across India. The paper suggests that Gen-Y consumer behaviour with respect to apparel buying highlights their concern for the eco-centrism, anthropocentric, environmentally conscious behaviour and biospheric values. This can help the retailers to adapt their marketing strategies to suit these Gen-Y needs. They can plan their future practices and policies based on factors like eco-centrism, anthropocentric, environmentally conscious behaviour and biospheric values that emerged through this study. This approach can offer solutions and economic systems that foster healthy, sustainable lifestyles and set the agenda for future research needs for sustainable lifestyle solutions.

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Factors Influencing in Selection of Online Banking Products: A Conceptual Paper on Bangladeshi Customer

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Abstract

The study has been led to research the components that impact the clients of electronic banking services to utilize internet banking in Bangladesh. In this study there has been utilizing diverse compelling components that has an extraordinary effect to rouse or impact the internet banking client in determination of their web based banking framework in Bangladesh will be examine and with different analytical procedures. It has been seen from the result of the literature that, the ease of usefulness is the most critical component that impacts the client in choice of internet banking. Different questions will be asked to determine the most influencing term under use of usefulness. On perception, a proper policy may go a long way to increase the ease use online banking system with the improvement of other related facilities which will help the online banking system to attract the new clients.

Keywords: Ease of usefulness, online bank, Security and Privacy, Customer satisfaction

Introduction

For the change of an economy and the persistence of any country, the financial services institution range is thought to be a foremost spine. The banks are considered as the most outrageous persuading fragment regarding financial related part in any country. The most significant exercises, for example, disentangling introduce of goods and services and giving liquidity to advancement of new enterprises, have been performed by banks. These are the channels through which banks offer ascent to work, relegate the capital into productive ventures and engage a nation to start global exchanges and exchange which is a commitment in the flourishing of the nation. As modernization has been updated and people are more given toward playing out their typical life practices with the help of the web, the financial division has similarly

enhanced the openness of its organizations by clearing up its degree of contention toward an e-domain close by the service of online banking.

The need of internet banking has been broke down to give attractive administrations to the customers who make them a pleasure. In overall, the web has been found and used as a system to secure overhauls giving the services, particularly in the banking industry, and likewise in other service areas (Bar et al., 2009). In customary banking, the significant stains are the accommodation and working hours of physical bank offices. The branches of banks are just serving clients for eight hours, and a large portion of the clients feel strengthening in going to physical branches of banks since they need to sit tight for their turn, particularly

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if there should arise an occurrence of installment of service bills. Another issue with conventional bank is that banks are shut on paper occasions. The service gave by online banks are more appealing for the clients, as it gives the usability, availability, comfort and adaptable working hours. These days, the internet is analyzed as a part of a key arrangement by the banks. As the competitive advances of conventional networks of branches are expeditiously, the innovative progression in the online is useful to change the way banks work, convey and cope (Sadeghi and Hanaee, 2010).

Consumer satisfaction is considered as a measure of the execution of an organization's product or service in correspondence to the necessities and prerequisites of clients. For all organization, whether they have a place with service sector, producing segment, and so forth. Consumer satisfaction has been developed as a principal goal of working in the relative business (Slope and Alexander, 2006). Consumer satisfaction is likewise depicted as the capacity of an organization to accomplish the emotion, business and mental needs of the potential clients (Pairot, 2008) According to particular research related to the attitude of customers and their choice of online based financial benefit, it has been viewed that diverse determinants influence the perspectives of customers in the gathering of web banking benefit which consolidate demography, conduct and motivational level (Laforet and Li, 2005). Then again, when the choice of web based financial is isolated, the variables, for instance, trust, protection and security are portrayed as genuinely basic components from the point of view of customers (Benamati and Serva, 2007).

In prior time, numerous exploration contemplates identified with the acknowledgment and execution of online banking by the clients have been directed (Polatoglu and Ekin, 2001; Eriksson et al., 2005; Musiime and Ramadhan, 2011). A few researchers have performed the study on what are the view of clients toward the appropriation of online banking service (Sathye, 1999; Al-Hajri, 2008); However, a portion of the analysts have likewise measured the level of consumer satisfaction by considering the measurements of online banking benefit quality (Jun and Cai, 2001; Bar et al., 2009; Nupur, 2010).

In today's financial or banking environment, the Bangladeshi banks are continually looking for better usage of innovation by endeavoring to move low-value trades a long way from the branch counter to ATM arranges and to the on the web and phone banking (Roy, 2011). Subsequently, most business banks have driven

sites to offer online support of the bank customers. They are beginning to use the web as scattering occupy in the conviction that the possible destiny of administration lies in the internet banking services. This is energized by the Bangladesh government's support for the economy by moving it towards electronic exchange as laid out in the Ninth National Monetary and Social Improvement Arrange (Boonruang, 2000).

In Bangladesh, a lot of private and public commercial online bank with huge potential are performing their services to satisfied and as convenient facilities. The electronic banks have recently presented online banking facilities in all its branches. The services are now needs to choose whether the customers have acknowledged and comprehended web based saving money framework or not. Keeping this target in view, they have chosen to go for a social research on the internet banks utilization of the current clients.

In this study, the specialists wish to analyze the relationship among perceived usefulness (PU), Perceived ease of use (PEU), Perceived enjoyment (PE), information of online banking, security and privacy and online banking use of the Bangladeshi online banking facilities. Electronic banking is developing at a surprising speed around the globe. In the process it is making impressive instability about the fitting administrative reaction to these recently developing services.

Researchers set out a structure for considering the outline of control of electronic banking. Since it lies at the interface between financial service and telecoms, online banking service additionally raises rivalry strategy and interoperability issues that are talked about in his paper. At long last, by unbundling installments service into its segment parts, internet banking gives vital lessons to the plan of budgetary direction all the more for the most part in created and in addition creating economies. (Klein, 2011)

The utilization of internet to effective banking transaction is bound to increase in a significance way in near future. This development in internet banking service relies on upon innovative advances, as well as on consumer confidence in the provided services. Electronic banking service can be partitioned into online banking service and internet banking payment system; in this way, legal faith must be set up with reference to what supervisory service applies to the different exercises including banks and non-banks. Online banking exercises fall inside the extent of the banking business, and oversight is given by the skillful monetary market power for prudential supervision, if the definition of online banking exercises incorporates

all significant online banking activities. Moreover, legal perspectives additionally assume a part in the advancement of internet banking similarly as the need to improve client confidence in the offered service is concerned. Real issues emerge in connection to information security and customer assurance. In addition, the outsourcing of certain key exercises to versatile administrators merits facilitate consideration, as online service can, under particular conditions, turn out to be profoundly required in online banking (Weber, 2010).

New electronic channels are replacing the more conventional ones. Electronic services are replacing in recent in online banking area. An exploratory study was directed on experienced electronic banking clients by utilizing a subjective as a part of profundity talking strategy. The discoveries increment the comprehension of client perceived esteem and esteem creation on the premise of properties of portable services and client saw detriments of online in electronic banking services. The discoveries permit specialists to enhance their services and promoting systems and pass on data to the scholastics about fascinating future research regions (Laukkanen, 2005).

In Bangladesh, the extension of online banking is best with a few infrastructural, institutional, and regulatory requirements. Such as, insufficient accessibility of reliable and secure telecommunication infrastructure, absence of a backbone network interfacing the entire nation, poor ICT entrance in the banking sector, absence of skilled labor and preparing offices, nonappearance of strong strategies, rules, principles and controls identifying with e-exchanges and so forth. Despite the constraints, endeavors by the Bangladesh Bank in modernizing the nation's installment framework and responsibility by the legislature in building 'Advanced Bangladesh' have conveyed rivalry among the booked banks to enhance online banking service and quickly receive e-banking on a more extensive scale. This note gives a basic outline on improvement of online banking in Bangladesh and future prospects for better comprehension the issue that incorporates idea of e-banking, exhibit status of planned banks in receiving online banking services, and prospects of e-banking in Bangladesh on the premise of current pattern in building up the ICT network in the nation and additionally ICT entrance in the bank segment that takes after some arrangement proposals for BB, Govt. of Bangladesh and reserved banks with the goal that ideal advantage through e-banking might be acquired. Based on discussion the purpose of this study is to determine the factors that influence customer in selecting online banking in Bangladesh.

Significance of the study

The immensity of doing this investigation is that there are relatively few researches have done in Bangladesh in this specific field. The discoveries from this study will profit (1) the banking institutions (2) the government and in enriching their knowledge and idea. This will help in comprehension in more prominent profundity the variables affecting the determination procedure by the understudies while using online banking in various kinds of banking products. It will help both the organizations and the government to develop new technology adopted banking to attract more customers in these services in Bangladesh. Additionally, this will help the high technology using institutions to create sustainable competitive advantages in which their marketing strategies should be based to attract more potential customers for the purposes to make them satisfy.

Review of Literature

Theoretical Framework

There can be boundless reasons why diverse clients decision distinctive banking framework to improve their standard finance related request. This will be clearer in the "Decision Theory" by Glasser (1998). Decision Theory shows that the mind gives everybody the self-coordinating capacity that is required to satisfy life needs. "Conduct is picked in a proceeding with endeavor to make life the sort of experience that everybody needs it to be – a "great life" (Glasser, 1998). To guide us in this life trying, we have an implicit arrangement of essential needs that require nonstop fulfillment. Decision Theory expresses that, with these ever show needs, clients approach the work of living. They decide to exertion, play, eat, rest, talk, run, rest and do countless different things that make up the everyday stream of life. As they take part in every movement, they take in the scene around them by gathering data with their eyes, ears, nose, and skin – their tangible framework. They utilize this contribution to help them figure out whether what is happening around them addresses their issues (Quality Service Program, Inc. 2005). C is an iterative idea (Foskett, 1999) which is obviously a complex and multi-factorial process including an extensive variety of impacts that bear upon a choice. Early basic models (Ryrie 1981) clarify decision with regards to institutional, financial and social requirements forced upon choosers whose choices can be anticipated along financial, social and ethnic lines. Such models have been utilized to anticipate and clarify support and movement of clients utilizing of web Choice based banking framework. (Payne, 2003).

Hemsley-Brown (1999) has endorsed this view in her

study in which she concluded that while pupils often give utilitarian reasons for making choices, these were usually filtered through layers of preconceptions emanating from influences in family background, culture and life history. (Mamun Vai article Theoretical framework)

The theory of consumer satisfaction created by Oliver (1980) recommends that satisfaction level is the consequence of the contrast amongst expected and perceived performance. There are various theories encompassing the satisfaction and service model. Satisfaction happens when an item or administration is superior to anticipate. By and large, satisfaction is the sentiment happiness or disillusionment accomplished from looking at an item's apparent execution or result in connection to a client's desires. On the off chance that the execution misses the mark regarding desires, the client is disappointed. On the off chance that the execution coordinates the desires, the client is fulfilled. Various hypothetical methodologies have been used to clarify the relationship amongst disconfirmation and satisfaction (Kotler et al., 2006, 2009; Oliver, 2010). On the off chance that execution surpasses desires, the client is exceedingly fulfilled. Hoyer and MacInnis (2010) expressed that satisfaction can be connected with sentiments of acceptance, happiness, relief, excitement and delight.

Client satisfaction is described as a measure of the execution of an affiliation's thing or fulfillment in correspondence to the necessities and essentials of customers. For all affiliations, whether they have a place with administration division, fabricating range, and so forth. Buyer fulfillment has been raised as a crucial focus of working in the relative business (Slope and Alexander, 2006). Buyer satisfaction is also depicted as the limit of an association to accomplish the enthusiastic, business and mental needs of the potential customers (Pairot, 2008).

As indicated by various researches identified with the state of mind of clients and their selection of online based banking service, it has been observed that different determinants affect the viewpoints of clients in the reception of internet banking service which incorporate demography, conduct and inspiration level (Laforet and Li, 2005). Conversely, when the appropriation of banking is broke down, the factors, for example, trust, privacy and security are depicted as strongly critical variables from the perspective of clients (Benamati and Serva, 2007).

Empirical Study

(Ali and Akter 2010 stated that a transitional period in the banking part of Bangladesh has been experiencing

since moving from the conventional banking framework to the internet banking structure. These comments exhibit that dynamically electronic banking is seizing its immensity in Bangladesh. Presently banking sector is modernizing and growing its deliver distinctive financial occasions each day. In the meantime the banking procedure is turning out to be speedier and simpler. With a specific end goal to make due in the aggressive field of the banking sector commercial banks are searching for better service chances to give their client.

Essential services of e-banking are: viewing account balance and exchange histories, paying bills, exchanging reserves between records, gaining standing requests and requesting checks. E banking can give speedier, quicker and solid service to the clients for which they are generally cheerful. Online banking service is not just can make new competitive advantage; it can enhance its relations with clients. (Jannatul , 2010)

Electronic banking includes a wide range of sorts of exchanges; it is a type of banking where funds are exchanged through a trade of electronic circlets between financial institution, as opposed to trade of cash, checks or other debatable instruments. Electronic conveyance channels give other options to quicker conveyance of banking service to a more extensive scope of clients. Online banking is the latest conveyance channel of banking services. (Kaleem and Ahmad, 2008).

Bangladesh banking industry is developing to a great extent than the earlier period. It has created wonderful image in their different exercises including electronic banking. Presently cutting edge online banking services have pushed by some multinationals and new nearby private business banks. Electronic banking is a standout amongst the most requested and most recent innovations in banking area. (Shamsuddoha, 2008).

Nupur (2010) played an examination on the web based financial institution and the satisfaction level of customers in Bangladesh. The specialist has picked a sample of 250 respondents. The SERVQUAL demonstrate has been considered to measure the relationship among the level of shopper satisfaction and web based banking. It has been seen through the aftereffects of the examination that a relationship exists between internet banking services and consumer customer satisfaction. The principal estimations assessed are dependability, compassion, responsiveness and confirmation which realize adequately fulfillment the customers; however the significant quality estimation does not have any association with consumer satisfaction. It has been proposed that the web based managing an account framework ought to be made more dynamic, and the

service of Bangladesh should expect a fundamental part in empowering the structure of information technology in Bangladesh.

Sadeghi and Hanzae (2010) have explored the factors of consumer satisfaction in the use of online banking benefits in Iran. The study has been directed to decide the components which analyze the consumer satisfaction with the service of online banking. The significance of the study exposes that reliability, design of the web site, image, accuracy and impression of the service of bank are found to have the most critical effect on the satisfaction level of clients. The factors of privacy and security additionally affect consumer satisfaction, but their effect is very least. It has been recommended that to investigate an immediate relationship among the instructive level of clients and how much the electronic service of banks are utilized by the clients, the learning and apprehension of clients can be decisive variables to heighten how much clients utilize these service, and additionally how frequently they are utilizing it.

Ahmad and Zu'bi (2011) performed exploration identified with how the usefulness of online banking is related with the results of consumer satisfaction. The research has been done by considering banks of Jordan. Through the random sampling method, the sample gathered by the analysts is made out of 185 respondents. It has been found that the factors which incorporate protection, openness, outline, accommodation, substance and security have been raised to impact the consumer satisfaction. Of these factors, three factors, to be specific, privacy, content and security, have the most various effect on consumer satisfaction.

Ankit (2011) has decided the variables of online banking which affects consumer loyalty in India. For the study, the information of 250 respondents has been gathered through polls. Aftereffects of the study demonstrate that the keeping money needs which incorporate comfort, protection, hazard and issue determination are observed to be the most vital determinants that positively affect consumer loyalty, while the accessibility of elements and client continuation are found to have an exceptionally slight effect on consumer loyalty. The analyst has recommended that giving well-disposed services to the clients will assume an indispensable part in the upgrade of the general level of consumer satisfaction in the utilization of online banking services.

Kadir et al. (2011) investigated the impact of service quality of online banking on the satisfaction level of clients in Malaysia. The impact of service quality on consumer satisfaction has been measured through the

measurements of SERVQUAL. The example size of the study includes 500 respondents who are understudies of Malaysian colleges and are holders of individual financial balances. The dimension of responsiveness and empathy are observed to be inconsequential in reacting to the prerequisites of clients. The rest of the measurements of SERVQUAL which are tangible, reliability quality and accessibility have a significant and positive influence on the satisfaction level of customer. It is approved that the service of online banks should to think on making improvements in the dimension of empathy and responsiveness, with the goal that they can be fit for satisfying the necessities of clients.

Kumbhar (2011) exactly examined the view of service quality and satisfaction of clients identified with the online banking benefit in the banks of public and private sector. A total of 190 respondents have been chosen as the sample size of this study from both the general population and private area banks. The result of the study demonstrate that responsiveness, problem handling, e-satisfaction and contact factors of service nature of internet banking are unique for people in general and private area banks, while different factors which incorporate effectiveness of the framework, accessibility of the system, convenient, security and compensation are observed to be comparable in the banks of both open and private divisions. These determinants are not just coordinated toward the use of online banking but they also affect the satisfaction level of clients in internet banking context. It has been recommended that on the grounds that there is a convincing refinement in the impression of clients with respect to online banking service gave by the banks of public and private sectors, there is a requirement for banks of public areas to upgrade their services of online banking by considering the requests of their clients. Several studies addressed the issues the selection of online banks criteria and identified several determinants. These are briefly discussed below:

Perceived Usefulness

Perceived convenience is characterized as how much a man trusts that using a particular system would service his or employment performance (Davis, 1989). As we commented over, the acknowledgment that the customers should play out an activity "since it is seen to be instrumental in finishing regarded comes about that are particular from the development itself, for instance, upgraded business execution, pay, or advancement" (Davis et al., 1992).

In applying TAM to use of internet, Anandarajan et al. (2000) found that perceived usefulness was related

to time spend on internet perceived usefulness of TAM model was originally referred to job related productivity, performance, and effectiveness (Davis, 1989). This is an imperative trust recognized as giving demonstrative knowledge into how client disposition toward utilizing and aim to utilize are impacted – perceive usefulness directly affects goals to use well beyond its impact by means of state of mind (Davis et al., 1989; Davis, 1993; Taylor and Todd, 1995). Consolidating the ideas utilized as a part of anticipation hypothesis, Triandis (1980) suggested that an essential element of impacting conduct is the normal outcomes of conduct. With regards to client acknowledgment, the idea of perceived usefulness is, in this manner, extended to incorporate both close term outcomes and long term consequence. Improvement in productivity, effectiveness, job performance or satisfaction is considered traits of near term result. Triandis' clarification for near term consequences is proportionate to the apparent value in TAM. Long-term outcome refers to significant result in one's vocation prospects or societal position. This meaning of long term result mirrors the idea of image in Rogers' (1983) diffusion of developments. Rogers contended that the desire to increase societal position is a most vital inspiration for receiving a development. Decomposing usefulness explicitly into close term and long term gives more insightful information in understanding user perception of usefulness.

Along this stream of thought, Chau (1996) split the developed of perceived usefulness in his adjusted TAM show into two sections: perceived close term helpfulness and perceived long term usefulness. He hypothesized that behavioral goal to utilize a specific innovation is reliant on the above two factors and also on perceived ease of use. The experimental discoveries upheld his hypothesized relation between perceived near term and perceived long term usefulness, and intention to use. The relation between perceived close term and long term value and state of mind to utilize was not explored here in order to simplify the model. Moreover, in the process of this research, we may find that most of the customers prefer the perceived usefulness as well as to get the benefits of using the online banking system in Bangladesh.

Perceived ease of use

The perceived ease of use indicates to how much an individual trusts that using a particular structure would be free of physical and mental exercises (Davis 1989). It is an imperative elements to choose the utilizing the of web based financial institution as a part of Bangladesh on the grounds that the mass individuals of this nation is not all that training as they can openly utilize the web based banking exercises without blunder free. In

TAM, as TRA, an individual's conviction chooses the attitude toward using the system and, in this manner; the perspective develops the desire to use. Finally, this point impacts the decision of genuine system utilize. Especially, with the increase of the web and e-exchange, examiners have gotten and adjusted TAM to demonstrate the test affirmations of TAM in the new Internet (WWW) setting. Perceived alludes to how much the customer expects the usage of the structure to be anything but difficult to utilize. Since exertion is a constrained resource that a person may dispense to different exercises (Radner and Rothschild, 1975), it infers that all else being equivalent, an application perceived to be less demanding to use than another will probably be acknowledged by clients. Past research has by and large confirmed that specious usability can impact PC utilization specifically (Davis, 1986; 1989). In general, if a framework is anything but difficult to utilize, it requires less effort with respect to the clients, along these lines improving the probability of appropriation and utilization.

On the other hand, outlines that are mind confusing or hard to utilize are less motivated to be received since it requires critical effort and enthusiasm with respect to the client. With regards to the internet, the simple to utilize programs have generally been in charge of the quick development in the number of internet users. The ease of use are basically different to the depend of the service providers the banking organizations who are basically able to provide the good services as well as the error free service then the clients of that bank will be more satisfy and also they will be more loyal towards that online banking services. From the previous researchers it is found that the most clients are using their online services because of they can be affordable the ease using facilities instruments to conduct their transactions. So basing on their needs the customers select their online banking services.

Perceived enjoyment

Davis et al. (1992) accepted that consumer satisfaction straightforwardly affected computer use reason (i.e. a word preparing program). Furthermore, Igbaria et al. (1996) inspected the effect of perceived fun satisfaction. In this study, support was found for a positive relationship between perceived fun-enjoyment and structure use among chief and specialists who either had a microcomputer around their work region or had straightforward access to one in the ordinary execution of their occupation.

Perceived enjoyment could be considered as how much the development of using the computer is seen to charm in its own specific right, beside any execution results that may be anticipated (Carroll and Thomas, 1988;

Deci, 1971; Malone, 1981a). Accordingly, individuals who experience fast enjoyment and fulfillment from using the computer will most likely use it more broadly than others. This thought is supported by Triandis (1971, 1980) who proposed that impact “the feeling of happiness, delight, pleasure or depression, disgust disappointment and hate overtone by a person with a specific demonstration” – affects conduct. Moreover, inquire about on the part of delight in working environment registering (Webster, 1989; Webster and Martocchio, 1992) and computer diversions (Holbrook et al., 1984; Malone, 1981, 1981) have recommended the significance of enjoyment on use expectations and practices of the online banking in Bangladesh. In a comparable vein, Davis et al. (1992) found that perceived enjoyment have significant effect on intention to utilize a word processing program as well as the selection criteria of the online banks.

By extending these outcomes to the setting of the internet, we can in this way expect perceived enjoyment will positively affect utilization exercises, for example, messaging, browsing, downloading and purchasing to know the system of online banking system. So it is very clear that, the perceived enjoyment of using the online banking system is vital to select online or internet banking in Bangladesh for the clients.

Amount of information of online banking

The measure of information customer has about web based banking has been recognized as a principle thought influencing the apportionment. According to Sathye (1999) while the usage of web based financial institution service is truly new experience to various people, low awareness of web based banking is a fundamental thought in achieving people not to grasp online based banking. In an exploratory examination of Australian clients, Sathye (1999) found that the buyers were oblivious to the possible results, inclinations/disadvantages required with web banking. The expected benefit of the using the internet banking is not more high informative to the mass people of Bangladesh. It is essential to the common customers for the purposes to know about the online banking that is plays a vital role for purposes of the selection procedures of the potential customers. There are some expected information of online banking information will be more motivated to the customers of the banking organizations in their final decision to use the online banking in Bangladesh

Security and Privacy

The consequence of security and assurance to the reaction of web based banking has been noted in various

financial institution exercises (Roboff and Charles, 1998; Sathye, 1999; Villa and Strube, 2000; Tan and Teo, 2000; Polatoglu and Ekin, 2001; Dark et al., 2002; Giglio, 2002; Howcroft et al., 2002). To be more correct, protection and security were seen to be wonderful obstructions to the determination of internet banking in Bangladesh (Sathye, 1999). Roboff and Charles (1998) found that people have a feeble information of web based managing an account security dangers in spite of the fact that the way that they think about the risks.

In addition, they found that the customers routinely depend that their bank is more stressed over security issues and their guarantee. Finally they battle that in spite of the way that purchasers' faith on their bank was solid; their trust in development was fragile (Howcroft et al., 2002). As the measure of items and administrations offered by method for the web turns out to be rapidly, the customers are progressively stressed over security and assurance issues. When in doubt, various clients are unwilling to give private information through telephone or the web, for example charge card information (Hoffman and Novak, 1998). According to various studies (Westin and Maurici, 1998; Cranor et al., 1999) security issues have exhibited key limits to the usage of online services. In a general sense, the clients are not willing to acknowledge that they don't have full control over their own specific lead. They have to great their own particular shows and to know the causes and results of their own and others' exhibitions (Baronas and Louis, 1988). The customers need to control what kind of documents is assembled, for what purposes, to what degree information is recorded for, how and for what purposes their data is taken care of (Kobsa, 2001; Kobsa, 2002). Gathering and recording customer records without customers' care concerns them (DePallo, 2000).

As trust, security, and insurance are multidimensional creates and need encourage elucidation, in this article we concentrate just on the points of view the buyers are most stressed over. We are utilized with the level of trust in the development and web based banking benefit advantage supplier. The effect of security and protection has an extraordinary effect of choice web based banking in the point of view of Bangladesh. Past research proposes that the more vital things are the security and the protection that is most required to the web based banking clients. As like as the other Asian countries, in Bangladesh, the influence of perceived ease of use on the customers about online banking are also very high. As Bangladeshi customer is not very much tech-savvy so the ease use of technology is very much important for the clients.

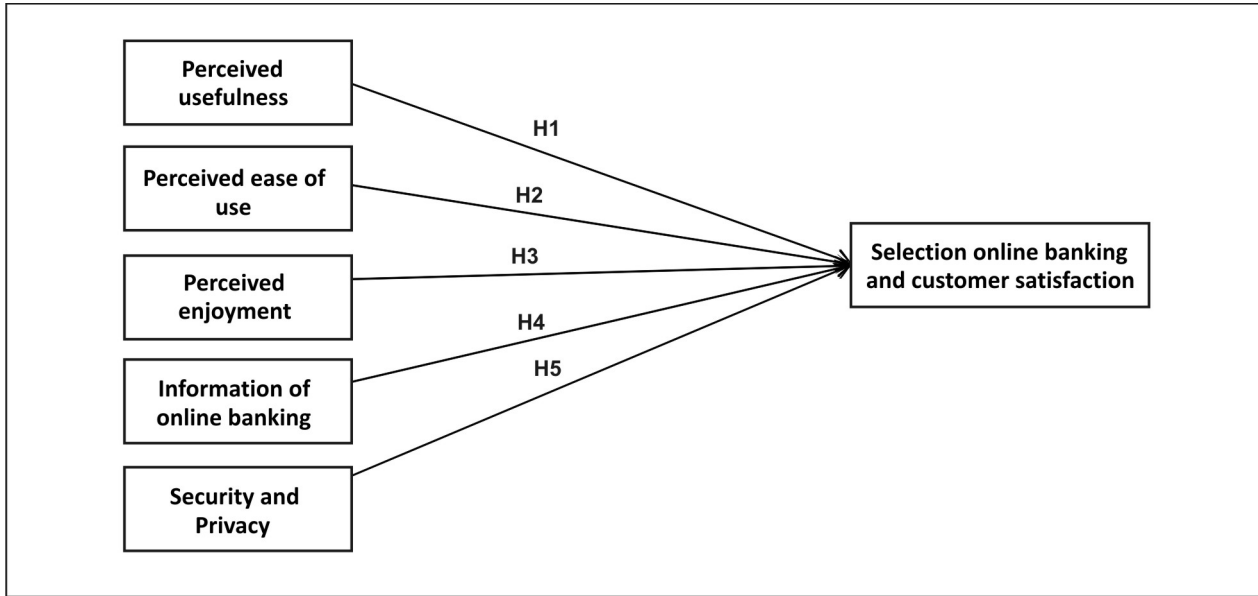
So, in any decision, the influence of ease use comes first. We may find out that, Bangladeshi customers are

more concuss about the ease usefulness opinion whereas the other perceived usefulness are a little less. Beside this, perceived enjoyment' influence is also important as they get much information about online banking where his relatives as well as friends is still use.

Research Framework

Based on the literature review, following research framework is developed.

Figure1: Research Framework



Hypothesis of the study

On the basis of the literature review, this study hypothesize that perceived usefulness, perceived ease of useful, perceived enjoyment, amount of information of online banking and security and privacy are the factors that influence the customers to make satisfy of online banks

H1: There is a relationship with the perceived usefulness and online banking customer satisfaction

H2: There is a relationship with the perceived ease useful and online banking customer satisfaction

H3: There is a relationship with the perceived enjoyment and online banking customer satisfaction

H4: There is a relationship with amount of information and online banking customer satisfaction

H5: There is a relationship with security and privacy to the online banking customer satisfaction

Conclusion and scope of further research

This study looks into on the recent confrontation concerning the diverse decision criteria influencing the understudies on their online banking using. The discoveries of this study might possibly speak to the general effects of

the online banking customer in Bangladesh. The findings of this may or may not consider the different sorts of parts of determination criteria that are connected with the using intention of online banking in Bangladesh. The present study has considered only few components, of online banking selection criteria for example; perceived ease of use, perceived usefulness, amount of information of online bank and various facilities provided by the online bank in spite of the fact that there might be numerous more vital components. Then again, past researchers considered excessively numerous measurements of decision criteria, just a few pointers of those have been considered in this concentrate on. Subsequently, future research on the linkages of the rest of the segments that address all the more comprehensively will contribute towards a more noteworthy comprehension of what really are the purposes for of the different decision criteria. Similarly, future research needs to be more done on the overall customers' choice criteria to understand it better.

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An Analysis of Environmental Laws in India and Challenges for its Effective Implementation: A Case of Violation of Environmental Laws in the Mining Sector

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Abstract

In this paper an attempt has been made to examine legislative and the constitutional status given to environment in the context of India and discusses the various environmental laws enacted for protection of the environment in a chronological order since the enactment of Water Act, 1974 along with the latest provision of Environmental Impact Assessment as a formal process for identifying the likely effects of particular activities or projects on the environment and on human health and welfare. Even the judiciary has generally been highly pro-active and given landmark judgments upholding environmental concerns. Despite the existence of plethora of constitutional provisions, there has been poor implementation caused by inadequate mechanism for its effective implementation, lack of political will, absence of adequate public awareness, and lastly due to severe developmental pressures caused by exploding population pressures. As an instance of such flawed implementation, the large-scale violations of environmental rules and regulations due to rampant mining activities in Odisha are discussed in this context. Lastly, some conclusive suggestions are given for better implementation in future to achieve green India goal. The importance of accounting for the environmental costs in our macro-economic indicators such as GDP has been highlighted. It is emphasized that such policy measures need to be institutionalized to develop in a sustainable manner in the long run. The study is based on secondary sources of data such as books, reports, laws and data on mining sector are collected from Statistical Abstract of Odisha, and Odisha Economic Survey. It is both descriptive and analytical in nature.

Key-words: Environmental Protection Act, 1986, Environmental Impact Assessment (EIA)

1.1 Introduction

In a changing climate scenario, sustaining a healthy environment is the prime concern not only for the environmentalists but also for the policy makers, executives and the public all over the world. Conservation, protection and improvement of human environment are the major issues faced by all the nations. The increasing

population and their need for food, shelter, clothing, employment and adequate living standards puts a heavy burden on the natural environment by depleting the natural resources and by causing pollution of land, water, air and oceans. Deforestation to meet developmental needs results in loss of habitat and biodiversity. Any developmental

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efforts will definitely bring environmental deterioration as it involves increasing urbanization, intrusion into the forest land, rising pressure on natural resources which demands adequate steps for proper environmental management, resulting in least damage to the environment.

India employs a range of regulatory instruments to preserve and protect its natural resources as well as to protect her environment. The legislature has enacted number of laws to regulate development whether it is industrial development, uncontrolled urbanization, deforestation, mining etc., for protection of environment. However, there has been lack of effective implementation of environmental laws owing to inadequate mechanism for such implementation, lack of political will, severe developmental pressures due to exploding populations particularly in urban areas, lack of awareness and such other factors.

In the present paper, an attempt has been made to briefly outline the Constitutional status of Environment and norms laid down by our Honorable Court on a famous verdict and various laws and rules primarily meant for protection and improvement of the environment along with the discussion on Environmental Impact Assessment. Violations of its enforcement of some of the laws in the context of rampant mining activities in Odisha have been examined.

1.2 Constitutional Provisions and Norms for Environmental Protection in India

The Indian Constitution is amongst the few in the world that contains specific provisions for environmental protection. The Directive Principles of State Policy and the Fundamental Duties chapters explicitly enunciate the national commitment to protect and improve the environment. Judicial interpretation has strengthened the constitutional mandate.

Stockholm Declaration of 1972 was perhaps the first major attempt to conserve and protect the human environment at the international level. As a consequence of this, the 42nd amendment of the constitution in 1976 added article 48A to the Directive Principles of State Policy and declares that “the state shall endeavor to protect and improve the environment and to safeguard the forests and wildlife of the country”. Article 51 A(g) in a new chapter entitled “Fundamental duties” imposes a similar responsibility to all citizens to protect and improve the natural environment including lakes, rivers, forests and wildlife and to have compassion for all living creatures.

1.2.1 Division of Legislative Authority

Under India’s federal system, governmental power is shared between Union or Central Government and 26 State Govts. Part XI of the Constitution governs the legislative and administrative relations between the union and the states. Parliament has the power to legislate for the whole country, while the state legislatures are empowered to make laws for their respective state. Article 246 of the constitution divides the subject areas of legislation between the Union and the states. The Union List (I) in the seventh Schedule to the Constitution contains 97 subjects over which Parliament has exclusive powers to legislate. The State Legislatures have exclusive power to legislate with respect to 66 subjects in the State List (List II), such as public health and sanitation, agriculture, water supplies, irrigation, drainage and fisheries. Under the Concurrent List (List III), both Parliament and the State Legislatures have overlapping and shared jurisdiction over 52 subjects areas including forests, protection of wildlife, mines and minerals development not covered in the Union List.

From an environmental standpoint, the allocation of legislative authority is an important one: Some environmental problems such as sanitation and waste disposal are best tackled at the local level. Others, like water pollution and wildlife protection, are better regulated by uniform national laws.

The Constituent Assembly that framed India’s Constitution did not specifically consider the question of whether Parliament or the State Legislatures should regulate environmental matters. Instead, the distribution of environmental subjects within the three lists was influenced by the Government of India Act of 1935 and by the conflict between those who wished to create a strong center and others who preferred to secure more power for the states. Understandably, there was a tussle for control over natural resources such as forests and fisheries which were important economic subjects.

In certain situations, this division of power under India’s federal structure has led to tensions between the center and the states in matters concerning regional development and preservation of natural resources. The areas of stress include coastal development and the commercial exploitation of mineral resources.

1.3 Environmental Legislation in India

Until the 1970s there was an absence of specific laws for environmental protection though there were over two hundred central and state statutes that had some

bearing on the environment. However, during the 1970s the evolution of national environmental policies resulted in Parliament enacting comprehensive laws in the fields of wildlife protection and water pollution. The important enactments concerning environment have been briefly summarized below:

1.3.1 The Water (prevention and control of Pollution) Act 1974:

One of the first environmental enactments is the “Water Act”, which was enacted in 1974 with the primary intention of controlling effluent discharges into water. The Act vests regulatory authority to State Pollution Control Boards and empowers these boards to establish and enforce effluent standards for factories discharging pollutants into water bodies. The Boards control sewage and industrial effluent discharges by approving, rejecting or conditioning applications for consent to discharge. The state boards also minimize water pollution by advising state governments on appropriate sites for new industries. Through an amendment in 1988, the Act’s implementation provisions were further strengthened. Now, a board may close a defaulting industrial plant or withdraw its supply of power by an administrative order. However, after more than 30 years of enactment of the Water Act, most of our rivers, including the holy Ganga, are severely polluted due to sewage discharges, industrial effluents, and solid waste disposal. Most of the urban water bodies such as lakes, ponds etc. are now either encroached for developing layouts, apartments etc., or are filled with sewage or industrial discharge. This only is indicative of the fact that merely constituting an administrative authority through the enactment of laws do not suffice for the mammoth challenge of environmental protection in light of massive population growth and urbanization.

1.3.2 The Air (prevention and control of Pollution) Act 1981:

The Air Act, 1981 was enacted with the objective of preventing, control and abatement of air pollution. The Air Act’s framework is similar to the one created by the Water Act. To enable an integrated approach to environmental problems, the Air Act expanded the authority of the Central and State Pollution Control Boards to include air pollution control. Under the Air Act, all industries must obtain ‘consent’ from the state boards. The states are required to prescribe standards for industries and automobiles after consulting the Central Pollution Control Board. In the case of non-compliance with prescribed standards, the boards may close down a defaulting industrial plant or may stop its supply of

electricity or water. But today many of the Indian cities including the national capital suffer from severe air pollution causing respiration problems leading to many deaths as well. Clearly, the legislation and the mechanism for its implementation have not been effective to the desired extent. This again leads to the fact that in matters of environmental protection, it is not adequate only to create legislations or authorities, unless a sense of collective responsibility prevails in the society at large.

1.3.3 The Wildlife (Protection) Act, 1972:

The Wildlife Protection Act provides for constitution of National Board for Wildlife, State Wildlife Boards, regulations for hunting wild animals and birds, the establishment of National Parks and Sanctuaries, regulation for trade in wild animals, animal products, and trophies, and provides for strict penalties for violation of the Act. The Act has been further made more stringent through an amendment in 2002 by which the punishment or penalty, for offences relating to wild animals (or their parts and products) included in schedule-I or part II of Schedule- II, and those relating to hunting or altering the boundaries of a sanctuary or national park have been enhanced, the minimum imprisonment prescribed is three years which may extend to seven years, with a minimum fine of Rs. 10,000/-. However, the enforcement of the Act still suffers due to lack of adequate evidence resulting in a poor rate of conviction.

1.3.4 The Indian Forest Act, 1927:

The Indian Forest Act was enacted during the British period and hence embodies the colonial policies of the pre-Independence era. It continues to be in force and provides for four categories of forests, namely, Reserved Forest, Protected Forests, Village Forests and Private Forests. Any unauthorized felling of trees, quarrying, grazing and hunting in Reserved Forests is punishable by a fine or imprisonment, or both. However though the forests of India have been relatively well preserved in comparison with countries such as Indonesia, Brazil, Philippines etc., it is far from achieving the desired forest policy of having 33% of total area under forest and tree cover for maintenance of environmental balance. According to the India State of Forest Report (ISFR) 2015, the total forest and tree cover is 79.42 million hectare, which is 24.16 percent of the total geographical area. With increasing pressures of urbanization and development requirements, the forests of India are constantly under threat and require an unequivocal support from all quarters of the society for long-term conservation.

1.3.5 The Forest (Conservation) Act, 1980:

Alarmed at India's rapid deforestation and the resulting environmental degradation, the Central Government enacted the Forest (Conservation) Act in 1980. The Act requires the approval of the Central Government before a state 'dereserves' a reserved forest, uses forest land for non-forest purposes, assigns forest land to a private person or corporation, or clears forest land for the purpose of reforestation. Though the Act has been often labeled as draconian by many, the Act could halt the pace of deforestation in India.

1.3.6 The Mines and Minerals (Regulation and Development) Act, 1957:

The thrust of this law is to promote the prospecting of minerals and the development of mines. Recognizing the devastating environmental impact of mining activity in several regions across the country, Parliament amended the Act in 1986 to introduce provisions which would require greater environmental sensitivity while conducting mining operations.

Section 4A permits the government to terminate a prospecting license or mining lease in order to preserve the natural environment or prevent pollution or harm to public health, monuments, buildings, and other structures. Section 13 and 15 empower the center and the states to frame rules to restore vegetation destroyed by mining operations in any area. However, it is common knowledge that the mining licenses have been abused to the detriment of the environment in most of the mining states of India including Odisha, Chhattisgarh, Goa, Karnataka, Jharkhand etc.

1.3.7 The Environment (Protection) Act, 1986:

As an aftermath of the Bhopal gas disaster that occurred in the year 1984, there have been a plethora of legislations on every aspect of the environment including noise, vehicular emissions, hazardous waste, transportation of toxic chemicals, coastal environment as well as Environmental Impact Assessment. The Environment (Protection) Act, 1986 was enacted in the aftermath of the Bhopal gas tragedy to implement the decisions of the UN conference on the human environment 1972 to protect and improve the human environment. The Environmental Protection Act, 1986 is an umbrella legislation designed to provide a framework for central Government coordination of the activities of various Central Government and State Government authorities established under the previous laws such as Water Act and Air Act. It is also an 'enabling

act' which articulates the essential legislative policy on environmental protection and delegates wide powers to the executive to enable framing of rules. For conservation of forests, wildlife and biodiversity the Indian Forest Act, 1927, the Wildlife (Protection) Act, 1972, the Biodiversity Act, 2002 have been enacted that are very stringent and prescribe severe penalties for violations.

Due to rapid urbanization, there are unmanageable waste material getting generated and hence rules have been promulgated to manage these wastes such as Plastic Waste Management Rules, e-waste (Management) Rules, Bio-Medical Waste Management Rules, Construction and Demolition Waste Management Rules, Hazardous and Other Wastes (Management and Transboundary Movement) Rules, Solid Waste Management Rules.

For regulating development so as not to harm the environment, the Environment Impact Assessment Regulations have been framed under Rule 5 of the EPA first in 1994 that have been amended in 2006. The EIA regulations lay down the procedure for environmental clearance of major projects such as nuclear power related projects, river valley projects, ports, harbors, airports, petroleum refineries etc. These regulations provide for the assessment of impacts of major developmental activities and also prescribe for the imposition of checks and balances for mitigating the harmful impacts of development. An environmental management plan needs to be developed and approved for undertaking the project. There is also a provision for undertaking public consultations for ascertaining the public opinion on projects enlisted in the EIA regulations.

1.4 Role of Judiciary in environmental protection

In a famous case between the miners and Sariska sanctuary in the Alwar district of Rajasthan the court viewed its own constitutional role by stating that the issues of environment must and shall receive the highest attention from this court by quoting a great American judge, having emphasized the imperative issue of environment. He placed Government above big business, individual liberty above government and environment above all.

This approach has led the Supreme Court to derive, adopt and apply a range of principles to guide the development of environmental jurisprudence. The notable norms are the following;

1. Every person enjoys the right to a wholesome environment, which is a facet of the right to life guaranteed under article 21 of the Constitution of India. The first

indication of the right to a wholesome environment may be traced to the Dehradun Quarrying case. (Rural Litigation and Environmental Kendra, Dehradun Vs State of Uttar Pradesh AIR 1988 SC 2187). In Subhash Kumar Vs State of Bihar, the court held that the right to life includes the right to enjoy unpolluted water and air.

2. The 'Polluter Pays Principle' which is a part of environmental law of the land requires that a polluter bears the remedial or clean-up cost as well as the amount payable to compensate the victim's of pollution.

3. The 'precautionary principle' requires Government Authorities to anticipate, prevent, and attack the causes of environmental pollution. This principle also imposes the onus of proof on the developer or industrialist to show that his or her action is environmentally benign.

4. Government agencies may not plead non-availability of funds, inadequacy of staff or other insufficiencies to justify the non-performance of their obligations under environmental laws. Government Development Agencies charged with decision making to give due regards to ecological factors including a) the environmental policy of Central and State Government. b) the sustainable development and utilization of natural resources c) the obligation of present generation to preserve the natural resources and pass on to the future generation and environment is as intact as one we inherited from the previous generation.

5. Stringent actions ought to be taken against contumacious defaulters and persons who carry on industrial and development activity for profit without regard to environmental laws. The power conferred under environmental statute may be exercised only to advance environmental protection and not for a purpose that would defeat the object of the law.

6 The State is the trustee of all the natural resources which are by nature meant for the public use and enjoyment. The public at large is the beneficiary of the seashore running water, air, forest, and economically fragile lands. These resources cannot be converted into private ownership.

The above norms laid down by the Honorable Supreme Court should be carried out in its true spirit to achieve environmental sustainability.

1.5 Rampant Mining Activities in Odisha its consequences and Violation of Environmental Laws

Minerals have been major natural resource exploited by humans from times immemorial. The rapid industrialization and infrastructure development has

resulted in increased demand and large scale exploitation of the mineral resources. The state of Odisha, is no exception to it. Large scale illegal mining in Orissa has caused damages for the economy as a whole, particularly the life of tribal who are the inhabitants of mining area by violating their rights over land as well as causing environmental damage in the surrounding area. Mining in Orissa has generated controversy, which spans encroachment of forest areas, underpayment of government royalties, and conflict with tribals regarding land-rights. The spill-over of the effects of illegal mining into problems such as Naxalism and the distortion of Indian democracy by mixed political and mining interests, has gained international attention. Bauxite and coal mining by Vedanta Resources in tribal areas of Orissa have led to conflicts in land rights. Coal mining has run into trouble as well in Angul district over land issues. There have been severe ecological changes due to illegal mining. Certain species of animals and medicinal plants disappear due to large-scale mining. It is reported that the area surrounding the mining area is denuded of greenery and agricultural activity gets affected in mineral-based districts.

One of the major causes is the existence of irregularities in executing the rules and regulations formulated by the State Government and Central Government. Any business unit that is involved in mining activities has to comply with the rules & regulations formulated by the state Government as well as Central Government. Before giving permission for mining activities, the government authorities need to cross check number of statutory clearances from different organizations like approved Mining Plan, clearance in respect of Forest & Environment, State Pollution Control Board etc.

Mining activities have taken place without necessary clearances like Forest Preservation Act and Environmental clearance of Pollution Control Board. There has been large-scale violation of environment and forest laws, rules and notifications. Out of 192 mining leases of iron and manganese ores in the state, 130 leases were noted to be doing production without lawful authority in violation of Environmental Impact Assessment notifications 1994 and 2006.

1.6 Conclusion

Despite all the laws, policies, rules and regulations as well as considerable judicial activism in matters related to protection of forests, wildlife and environment, the condition of the environment is rapidly declining due to heavy developmental pressures, lack of enforcement and general public apathy towards conservation and

protection of environment. The expenditure on forests and environment remains abysmally low. Compared to the daunting task of protecting the forests, wildlife, biodiversity, lakes, air quality, water quality etc., the infrastructure, manpower and resources of the Government agencies are highly inadequate. Lack of political support and corruption has also caused considerable damage to our fragile ecosystems and environment.

Blaming the government as usually done by the NGOs and activists for non-implementation of environmental laws due to ineffective mechanism cannot bring much improvement to the society. The Chipko movement, the Niyamgirirtribal movement etc., are instances which symbolize public opinion has the power of altering decisions. The onus of responsibility of environmental protection lies equally on scientists, academicians, teachers, NGOs, corporate, industry and the common citizen of the country. The 'Swachh Bharat' mission envisages this activation of all Indians to achieve a clean environment. There is a need for institutionalization of behavior pattern, internalization of environmental norms by the citizens, particularly the youth, for achieving the goal of environmental sustainability which is possible with proper guidance and right direction.

Also it is important to appreciate that a paradigm shift is required in the way growth and development are perceived. Conventional measures of national income and wealth do not account for environmental and social

costs of development. World Resource Institute (1989) has estimated that nearly half the increase in gross national product of Indonesia during the period 1971-84 was on account of unsustainable liquidation of their natural resources. Hence we should go for green accounting which is increasingly being accepted and promoted by national and international organizations.

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Paradigm shift of 5As in FMCGs Sustainability-A Study with Special Reference to Patanjali

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Abstract

India's FMCG sector has undergone a phenomenal change since liberalization and emerged as the 4th largest sector contributing to the GDP of the country. Several drivers in that has contributed to the changing landscape of FMCG sector in India Includes; the change in the purchasing behavior of Indian consumers, Growth of e-commerce, rising disposable income, lifestyle changes and a huge untapped market in rural India .In order to cope up with these changes FMCGs in India are looking for new business models, sustainable innovation, new products that suit the markets and competitive strategies to reach the huge potential in India. Earlier it was modern trade that influenced the consumer behavior, then e-commerce buzz and now inclination of consumers towards health and wellness products especially Ayurvedic based products has intensified the competition between FMCG giants fighting for their share. In the recent past a surprising turn the FMCG Sector has witnessed the rise of a truly Indian FMCG, Patanjali has shaken the roots of FMCG giants in India. With this back drop this study intends to explore the current state of FMCG industry, Different determinants that are needed for existing players to survive in the FMCG sector, Paradigm shift in these determinants in the recent past and to study the impact of these determinants on Patanjali in the FMCG market. The study Intends to conduct an empirical investigation to identify the determinants and its relevance in the current FMCG business in India.

Keywords: FMCG Industry, 5 As, Patanjali, Competitiveness

Introduction

Indian FMCG sector have been a play ground for both domestic and foreign players, grown tremendously since the liberalization policy. It is now the fourth largest sector in India estimated to grow to \$74 billion industry by 2018 ,as per the report by A C Nielson.However,unlike other sectors volume growth in FMCG is less vulnerable to changes in macro-economic factors. Indian FMCG sector has a huge potential for further expansion in Rural and Urban India alike. The reasons for the growth of

FMCG sector can be attributed to factors like globalization that has bought life style changes(urbanization and nuclearization),Change in tastes and preferences of Indian consumers which is witnessing an interesting change towards health and wellness products, Increasing discretionary purchasing power due to the emergence of Middle class,As per FICCI report,2015,share of consumption of affluent and elite households to double to 48% by 2025 and that of tier 2,3 and 4 will account

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for approximately 45% of consumption by 2025. Today's customers are more aware of products and brands, as per A C Nielson report about 71 percent of Indians look for labels of packaged goods for nutritional information when compared to that of past. Untapped markets in rural pockets where 70 percent of Indian population are distributed they are estimated to contribute 50 percent of sales, highly fragmented market with unbranded, unpacked food, giving scope for branded products, Improvement in distribution system due to the boom in the retail sector. FMCG major, However respond to these huge changes by making their products adaptable to Indian consumers and new positioning strategies. For Instance, The Increasing demand for ayurvedic and natural based products has made giants like Colgate-Pamolive, HUL etc to change their ingredients that suits Indian Taste.

Changing landscape of FMCG sector

Over the years, Indian FMCG Companies have overtaken MNC giants in different front, companies like Godrej, Dabur, ITC, Marico, Parle Agro has grown leaps and bounds. One of the first MNC company is that has foothold in India was HUL, even now holds the number one position. HUL Initially failed to understand the Indian customer and their business model catered to only affluent customers in India, leaving a huge need gap with the middle class and lower middle class. The confidence of this FMCG major was shaken when a small entrepreneurs (eg: Nirma) started hitting back with a "value for money" products even to reach the lower strata of the consumers. Another company that has threatened FMCG company was regional company like Joythi Laboratories with its detergent and toothpaste. This is when HUL realized the ground realities of rural potential in India. Since then the FMCG majors like HLL, Godrej, Marico, Henkel, Colgate to name a few are in a race to build rapid expansion strides in rural India. Companies like Nestle which has its presence in India for more than 100 years catering to mostly urban customers have now realized the need for reaching the mass customers, for Instance Nestle Maggi noodles were widely accepted as India's own food, was available in affordable packets even in deeper pockets of India.

FMCG companies have adopted several strategies to survive in India in tune with the changing needs of Indian consumers. One phenomenal change in the FMCG sector in the recent past is the low volume packs (Sachets), which have the power to attract new customers and induce trials. The evolving categories in FMCG sector in recent past include the beauty, Health and Wellness products. According to the PwC-

FICCI report winds of change, 2013: the wellness consumer, nutrition foods, beverages and supplements comprise a INR 145 billion to 150 billion market in India, is growing at a CAGR of 10-12%. According to CII National FMCG summit 2015, report Re-Imaging FMCG in India, FMCG in sector in India is expected to reach approximately 220-240 USD by 2025. Survival of companies depends upon setting new imperatives that include creating scales, capable partners, with strong governance, invest differently in consumer offers an assortments, leveraging IT, bottom-up market view with an optimal, cost effective distribution model, strategic approach to new emerging channels supported with strong marketing channels. Understanding the demand of consumers provides opportunities for FMCG companies to provide innovative solutions to customers.

Rise of Patanjali as an FMCG company

The growth of an Indian Saint yoga guru Baba Ramdev into meteoric height as an FMCG giant in a span of 8 years of establishing his business branded Patanjali has shaken the roots of many FMCG companies who have been in Indian land for two decades or more. It was a new awakening for FMCG giants, to look back to the roots of Indian Tradition; Ayurveda the world's oldest healthcare system has been given new lease of life by Baba Radev. Many FMCG companies in India focused only on providing a solution to customers but failed to understand that a sustainable and affordable solutions that meets the requirements like durability, quality, competitiveness globally and meeting local requirement is needed for today's customers. Baba Ramdev's Biggest advantage is his brand name as a yoga guru, With many followers who completely trust in him he can easily educate the customers.

Review of Literature

Many Studies focused only on rural market, however it is evident that the factors that are contributing to FMCG competitiveness are common for both Rural and urban market. Gopal(2011) found that 4 As are important for the marketers hence, it is important to create value for the marketers. Kumar N(2009) In His study done on rural market has identified that the purchase decision of rural customers is based on the four A's (Affordability, Availability, Awareness and Acceptability). Dhupal M N(2009) studied the consumer behavior and decision process found that availability and convenience are important aspects in making a purchase. A study

conducted by Chandok B.J and Sundar G.H(2010) found that domestic companies are competitive enough to fight with their foreign counterpart. Indian companies can adopt strategies that are unique to India and capture the Indian customers. The factors that help the companies to survive in a competitive scenario was found by Corte V.D, Piras and Zamparelli G.(2010). In their study they identified quality, identity, image and brand as a leverage for promotion. Mahesh & Dharod, 2009 in their study highlighted the importance of distribution network as an important aspect for the success of an FMCG. CII National FMCG summit, 2015 report states FMCG companies need to rethink their approach to go to market by increasing the reach in cost effective manner, improve quality of coverage and develop the platform to drive next wave of growth.

Scope of the study

The study has identified 5 As (Awareness, Adaptability, Acceptability, Affordability and Availability) as the essential dimensions that contribute to the success of FMCGs in India. Out of which, four dimensions are found to be essential for rural markets. A 5 point likert scale questionnaire is prepared to include all the indicators of the constructs identified for the study.

Acceptability: Product or service offering must meet or exceed the needs and expectations of customers. If the product or service meets the expectation customer will be satisfied with the product and accept the product wholeheartedly. A model developed by Jadish Sheth identified that acceptability can be of functional and psychological. The objective performance attributes of the products are given in functional acceptability like the features, reliability and performance expectation of the customer. Psychological acceptability is more subjective and hence tries to identify the acceptability of customer in terms of his/her prestige or status in owning a product or service.

Affordability: this refers to whether the customers are capable of paying and willing to pay for a product. Willingness to pay depends upon the customer's perception of the value he or she will obtain from a product or service when compared to the money they spend on product or service. Hence, affordability also have an economic and psychological perspective.

Awareness: Another important component of competitiveness is whether the customers are adequately

informed about a product's attributes and benefits. It also involves persuading the potential customers and persuading the existing customers.

Adaptability: It refers to how well the product is innovative for the changing needs and wants of the customers. This is especially true in the case of urban customers because the usage of the product and the experience derived by the customer will largely influence the purchase decision of the customers in future.

Availability: this refers to the product present in the outlet when the customer is searching for the product. It also means the channels through which the product is made available to the target group. i.e., how easily they can acquire the product. With the mounting competition availability of product is an important aspect because customers are not willing to spend more on search and acquiring the product, when they have more choices.

Objectives

- This study intends to explore the current state of FMCG industry.
- To understand the role of Patanjali in FMCG sector.
- Identify the determinants that are critical for Patanjali's success in the FMCG sector.
- To study the impact of these determinants on acceptability of Patanjali in the FMCG market.

Research Methodology

The study is conducted among urban customers in Andhra Pradesh who use Patanjali products. 200 respondents were administered the questionnaire online. The instrument consisted of 21 measurement variables. The variables relate to the five factors that influence customers to purchase FMCG products like, availability, affordability, accessibility, acceptability and adaptability. These factors are measured for validity and reliability. The items were assessed on a 5-point likert scale where 1 stands for "strongly disagree" and 5 for "strongly agree". Other data included demographic characteristics of the sample.

As shown in Table 1, the demographic profile of respondents revealed that majority of the customers who prefer Patanjali is between the age group of 31-40. Most of them are females and post graduates. Composition is more and predominantly private employees accept Patanjali and many of them are in the income group of 2lac to 3lac.

Sample Profile

Table 1

Characteristics	Category	No of Respondents
Age	20 -30	52(25.2)
	31-40	117(56.8)
	41-50	37(18.0)
Gender	Male	91(44.2)
	Female	115(55.8)
Educational qualification	Post Graduate	143(69.4)
	Graduate	40(19.4)
	SSC	23(11.2)
Occupation	Private employee	157
	Government employee	26
	Self Employee	23
Monthly Income	Upto 1 Lac	23
	1lac-2lac	46
	2lac-3lac	98
	3 lac >	38

Data Analysis

The data collected was processed and suitably analyzed to bring out precise results with the help of appropriate statistical tool SPSS v20. Reliability of the data collection instrument was checked using Cronbach's Alpha test. The Cronbach alpha coefficient for the selected questions was .791 (Table 2) showing high reliability.

Reliability Statistics

Cronbach's Alpha	No of Items
.791	17

Factor Analysis

Factor analysis helps in the reduction of innumerable variables into limited number of factor. The present study used factor analysis tools to identify the factors influencing FMCG competitiveness. Principle component analysis was conducted to extract the set of factors. Sampling adequacy test (KMO) and sampling adequacy and Bartlett test of sphericity confirmed significant correlation among the variables. A value close to 1 indicates that patterns of correlations are relatively compact so factor analysis should yield distinct and reliable factors. KMO measures the sampling adequacy and the Bartlett's test of sphericity determine the factorability of the correlation matrix. For

this study the value is .69 which indicates good sampling adequacy, so factor analysis is appropriate for this data. All variables whose communalities less than .6 are eliminated

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	6635.014
	df	231
	Sig.	.000

as it is a prerequisite for sample size more than 300. The average communality in this case is .84 which satisfies the Kaiser rule. The result of the calculation is presented in the Table 1.

Analysis of the factors influencing urban customers to purchase Patanjali products is done through a Principal Component method with Varimax(orthogonal) rotation of 22 likert scale questions from this attitude survey questionnaire was conducted on data gathered from 200 respondents. A fixed number i.e. 4 factors are extracted which reveals the factors influencing the competitiveness of Patanjali products.

Table 4

Rotated Component Matrixa						
Factors	VARIABLES	Component				
		Factor load-ings	Mean	SD	Comm	Cronbach Alpha
ACCEPTABILITY Factor-1	Products are different from other FMCG products	.895	3.32	1.416	.964	.757
	I prefer because of ayurvedic base	.869	3.88	1.103	.902	
	I know Patanjali because of Baba Ramdev	.894	3.17	1.228	.855	
	More economy than other FMCG products	.766	2.76	1.268	.823	
	Meet my specific needs	.718	3.23	1.238	.829	
	I prefer Patanjali because it is well advertised	.662	2.47	1.494	.913	
Accountability Factor -2	I prefer Patanjali because it is Indian	.784	4.08	.755	.850	.793
	It produces environmental friendly products	.703	4.04	.608	.575	
	It is socially responsible	.691	3.85	.847	.814	
	Its products are pure	.594	3.90	.811	.928	
Adaptability	I am well aware of where Patanjali products are available	.896	4.08	.934	.932	.805
	I has good experience with Patanjali products	.856	4.29	1.055	.826	
Availability	I never faced out-of-stock situation	.935	2.29	1.207	.932	.776
	Available in package of different sizes	.862	3.58	.692	.889	
	All Patanjali products are available in store I purchase from	.694	2.56	1.263	.960	
Initial eigen values		5.167	2.563	2.252	1.958	
Total variance explained %		34.44	17.088	15.010	13.055	79.60
Extraction Method: Principal Component Analysis.						
Rotation Method: Oblimin with Kaiser Normalization.						

The results of an orthogonal rotation of the solution are shown in Table 4. When loadings less than 0.5 were excluded, the analysis yielded a 4 factor solution with a simple structure (factor loadings \Rightarrow .30). These factors accounts for 79.60 percentage variance in the data.

Analysis and Discussion:

In the light of factor loadings and communalities, factor-wise analysis and discussions are given below:

Factor 1: Acceptability:

Acceptability exhibits heavy loadings for six variables ,out of which product distinctiveness (Products are different from other FMCG products)contributes

the highest. The second and third important variable is because of the products ayurvedic base and the belief in Baba ramdev as a brand ambassador. The Fourth variable is the economy of the products when compared to other FMCG products are the reason for the demand of the Patanjali product. The sixth variable advertisement also influences in convincing the customer in making a purchase decision.

Factor 2: Accountability

Accountability of the company towards customer is tested through specific variables and it provides the result that the customer's inclinations towards Indian products have increased which is supported by the ayurvedic base and the credibility of yoga guru. The second variable is

environmentally responsible products also shows the change in the attitude of customers towards products that are non-toxic and renewable. The third variable that supports accountability is the social responsibility of the company by providing sustainable solutions to farmers and entrepreneurial model build by the company is well accepted the customers. The Fourth variable is the trust in the product that it is pure and chemical free plays a important role on positioning the company as accountable in the hears of customers.

Factor 3: Adaptability

The variable that has influenced adaptability of the product is identified to be Awareness of the product and the

good experience customer has after using the product.

Factor 4: Availability

Availability exhibits heavy loading for three variables, out of which the availability of the products obtained the highest loading factor, thus indicating that the availability of the products throughout without an out-of-stock situation is important factor for acceptance of a company. The second variable under this factor with high loading is that the product is available in different variants and packets as required by the customers and the last variable that supports availability is the intensive availability of the products.

Regression Test:

Table 5 : Multiple regression Analysis-Criterion Variable Acceptability

Significant predictors of acceptability	Standardized Beta	t	Sig.
Accountability	.424	8.287	.000
Adaptability	.119	2.325	.021
Availability	.576	11.307	.000
Adjusted R2=0.481 Fvalue= 62.523 (p<0.000)			

In order to understand how adaptability, accountability and availability of Patanjali products influence “acceptability” regression was performed. It helps in understanding the factor that has maximum influence on “acceptability” of Patanjali product. Regression analysis result suggested that all three factors significantly predicted acceptability of Patanjali products. From Table 5 Adjusted R2=0.481, From adjusted R2 value it is clear 48.1% of variation in acceptability of product is due to accountability, adaptability and availability of the product. Fvalue= 62.523, (p<0.000).Beta value of .576(p<.000) indicated maximum influence of availability on the acceptance of Patanjali products followed by accountability .424(p <.00).However, adaptability did increase the prediction of the model only to a limited extent.

Conclusion

FMCG products are low involvement products that require continuous promotional activities. In the recent past there was a tremendous change in the consumer behavior towards products that are healthy and sustainable. The entry of Patanjali products at the right time with the right product mix was widely accepted by consumers in India. The competitiveness factors may differ for urban and rural customers. Several

variables were identified to finally extract the factors that influence Patanjali’s competitiveness. It was evident from the factor analysis that the important competitiveness variables like differentiation in the product, ayurvedic base, the brand ambassador, economy and the ability of the company to meet the specific requirement of the customers have resulted in pan India acceptance of Patanjali products, accountability of the company also played a major role in positioning the product, the third factor was identified as adaptability of the customers by experiencing the product and finally availability of the product with the well penetrated distribution system was also a major factor influencing the Competitiveness. Further, regression analysis results suggested that the significant roles of availability, accountability, adaptability on acceptance of Patanjali products. The model of Patanjali in Indian market was successful and is giving cutthroat competition to many established companies in India. The model is build on sustainability by providing the best value, pure products available near to the customers, the experience of using the product creates loyal customers for the brand Patanjali. It is thus implied that existing players cannot build the traditional tag and acceptance build by Patanjali, established foreign players failed to identify the deep rooted value system of Indians.

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Sustainability in Indian Banking Sector - An Approach towards Internet Banking & Green Banking

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Abstract

Many countries are changing their approach because of turbulence in environmental issues like weather shocks, climate change, cost of fossils and fuels to basic infrastructure and industrial planning, desire to design more sustainable, resilient pathways to economic growth and are taking Green steps. Considering the benefits, the banks all over the globe have implemented the internet banking and banking organizations in India are no

exception. Still the concept of internet banking is a new one to Indian consumers as compared to its developed counterparts. The present study is an attempt to understand and appreciate the importance of internet banking and green initiatives for the attainment of goals of sustainable banking and determine the various attempts that have been made by the top public and private sector banks in India in the said direction. The methodology consists of secondary sources like Bank websites, RBI reports, etc. The findings are that the banks have taken on the green initiatives in a big way. Banks have gone beyond just paperless banking to solar energy sources for ATM's.

Key words: Sustainable Development, Green banking, Online Banking, Economic Growth.

Introduction

Sustainable development, as interpreted generally, implies achieving economic development in such a way that it can continue and is not a onetime phenomenon. It, thus suggests the use of current resources in such a way that such resources are replenished for future requirements and future is not compromised in the process of meeting the needs of the present. The financial sector of the economy has a significant role in the economic development of a country and in India, the banking sector being a significant part of the financial system of the country, its role in sustainable development becomes obvious. With increasing concerns regarding the environmental protection, the banking sector can play a significant role in

the direction. Green Banking is an umbrella term referring to practices and guidelines that make banks sustainable in economic, environment, and social dimensions. It aims to make banking processes and the use of IT and physical infrastructure as efficient and effective as possible, with zero or minimal impact on the environment. It is being observed that the banks all over the world are adopting such practices (apart from financial concerns) that would have positive implications for the environment. Hence, the banks are attempting to be environmentally as well as socially conscious and thus, giving emphasis to the ethical aspects of doing business.

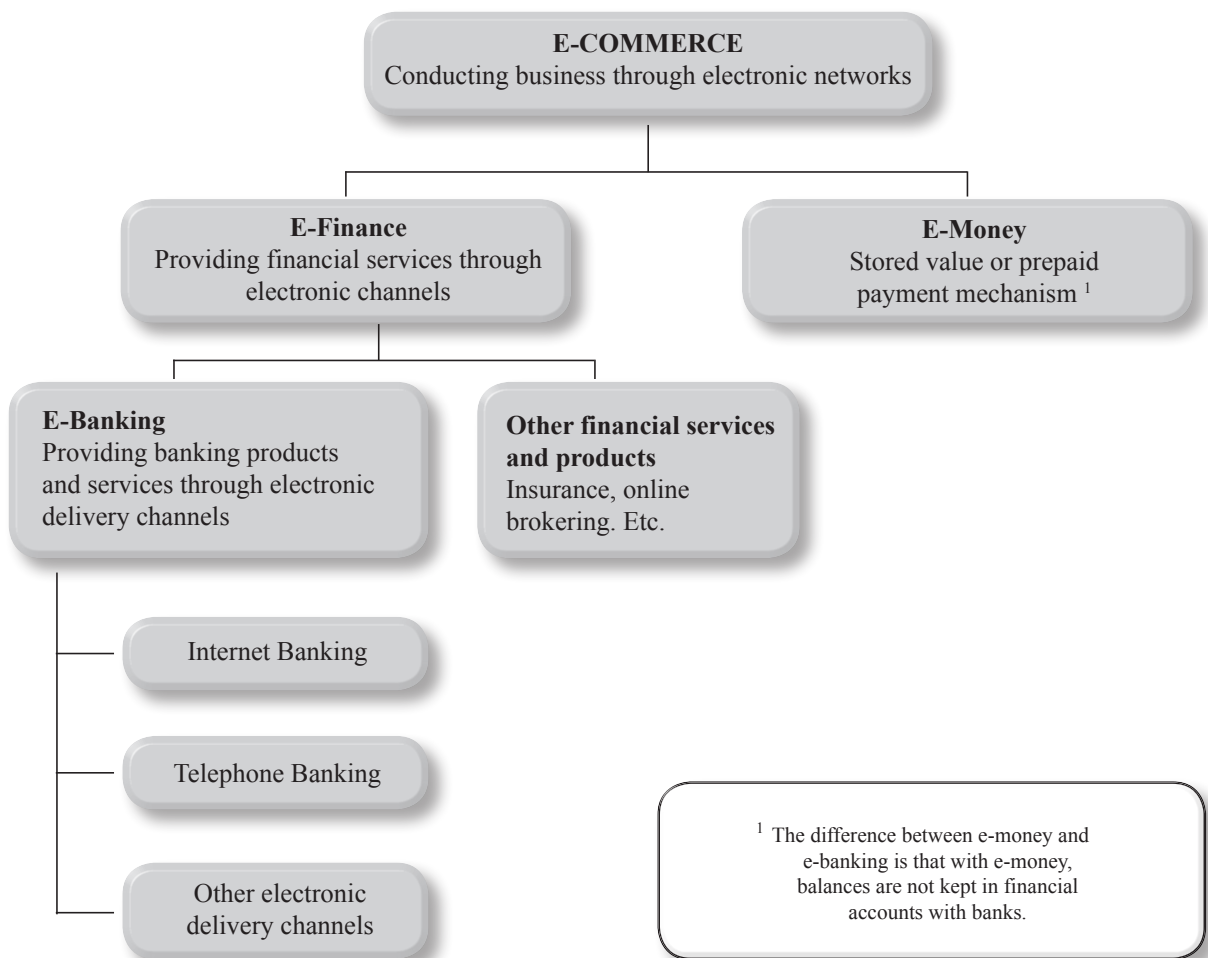
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In general, Green Banking refers to the efforts of the banking sector to keep the environment green and to minimize green house effects through in-house operational activities and green finance. Two major approaches of Green Banking are green transformation of internal operations and environmentally responsible financing (Md Shafiqul and Prahalled -2013). Green Banking internal operations includes online account opening, online banking, mobile banking, SMS banking, net banking, e-fund transfers, as well as the use of ATM, cash and cheque deposit machines, credit and debit cards, e-statements, SMS alerts, email correspondence, image statements and more. The purpose of green finance is to provide financial assistance to green technology and pollution reduction projects to reduce external carbon emissions. Major steps involved in Green Banking are online banking which involves paying bills online, online

fund transfer, e- statements etc. Green accounts, Green financing, power saving equipment, Green debit cards/ credit cards, save paper and mobile banking.

E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E- banking is still evolving. E-banking facilitates an effective payment and accounting system there by enhancing the speed of delivery of banking services. While E-banking has improved efficiency and convenience, it has also posed several challenges to the regulators and supervisors. There are also many opportunities that are available in E-banking in the Indian Banking sector. E-banking concept has been clearly shown by the diagram.

What is electronic banking ?



Objectives of the Study

- The present study is conducted with the objective of assessing the role of banks in sustainable economic development through Green Banking activities.
- To Study the importance and concept of 'Green Banking'.
- To identify the various initiatives taken by the selected banks in India.
- To identify the Green Banking Practices in India.

Literature Review

According to RBI (IRDBT, 2014), green banking is to make internal bank processes, physical infrastructure and IT infrastructure as effective and efficient as possible, with zero or minimal impact on the environment. They had introduced green rating standards for Indian banks, which are termed as 'Green Coin Ratings'. Under this rating system, banks are judged on the basis of carbon emissions from their operations and on the amount of recycling, refurbishment and reuse material being used in their building furnishings and in the systems used by them like servers, computers, printers, networks, etc. They are also being judged on the amount of green projects finance by them and rewards or recognitions given to borrowers for turning their businesses greener.

Bhardwaj, BrotoRauth, and Aarushi Malhotra define "Green Banking", as an effort by the banks to make the industries grow green and in the process restore the natural environment. This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only will "Green Banking" ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future. The paper aims to study the various models of green banking practices adopted by Indian companies to grow. The research methodology is based on case study method. The findings of the research study show that the banks which are adopting the green banking practices influence the performance of the organization.

Constantine Lymperopoulos, Ioannis E. Chaniotakis, Magdalini Soureli, in their article "A model of green bank marketing" the article has provided a logical framework consisting of Green Corporate Social Responsibility, Green Processing, Green Product development and Green Marketing leading to a Green Brand Image (GBI). They have defined Green Banking as a tool for Sustainable Development. The model was tested to confirm the dimensions of green bank marketing and investigate its

impact on a GBI, thus providing statistical evidence of the relationship between the two variables.

Md Shafiqul and Prahalad (2013) - In general, Green Banking refers to the efforts of the banking sector to keep the environment green and to minimize green house effects through in-house operational activities and green finance. Two major approaches of Green Banking are green transformation of internal operations and environmentally responsible financing.

National Environmental Policy (NEP) in 2006 brings out clear policies, principles and also rules to implement environmental rules and regulations. The impact of banking services on the environment is huge because, banks consume natural resources which add to the pressure on the environment (Srivatsa H. S., 2011). ATMs have been widely adopted but the level of adoption of other electronic banking means despite their potential are yet to pick in a big way (Joshua A J & Koshy M P 2011).

According to Krebsbach (2005), the banks, which adopted socially and environmentally responsible lending and investing strategies were altering their processes of bond underwriting, investment banking and corporate lending. These banks were enjoying a competitive advantage over others as society is aware about the environmental issues. But the author had suggested that banks should adopt the green lending principles in such a way that a customer base will not be affected. The author said "Credibility comes from having high standards, but if you push the standards too high too quickly, it may stop some banks from lending and have a serious impact on companies that need capital".

Jha & Bhome (2013) did the empirical study on the steps that can be taken for going green in the banking sector and to check the awareness among bank employees, associates and the general public about green banking concept. They did this study by collecting data from 12 bank managers, 50 bank employees and 50 general customers. The authors were of the opinion that online banking, green loans, power saving equipment, green credit card, use of solar and wind energy and mobile banking were some of the strategies that should be followed for going green. The results of the study were

- For implementing Eco friendly business practices, banks should adopt environmental standards of lending, which results in improving the asset quality of banks.
- The rate of interest on loans given for green projects should be comparatively less than the normal rate of interest.

- Companies can increase their profitability by reducing or recycling of waste generated and also by adopting sustainable measures to go green.

According to Dharwal & Agarwal (2013) green banking is a key in mitigating the credit risk, legal risk and reputation risk. The author had suggested some green banking strategies like carbon credit business, green financial products, green mortgages, carbon footprint reduction (paperless banking, energy consciousness, mass transportation system, green building), and social responsibility services towards the society.

Goyal & Joshi (2011) in their study “A study of Social and Ethical issues in Banking Industry” highlighted social and ethical issues such as social Banking, ethical Banking, green Banking and rural Banking. which facilitate the achievement of sustainable development of banking and finance. They concluded that banks can act as a socially and ethically oriented organization by disbursement of loan only to those organizations which have environmental concerns.

Bahl, Sarita (2012) conducted an empirical study on “Green Banking – The new strategic imperative” tried to find out the most significant strategies while going ahead with green banking by using Garrett’s ranking technique. Researcher found that Carbon footprint reduction by Green building had been given top priority in green banking strategies and green banking financial products has also been given due weightage. However, Paper less banking and using mass transportation system has been rated low as green banking strategies.

Rationale of the Study

To implement green banking, the scheduled banks must follow the policy guideline. Specific deadline should be followed mentioned in the policy guidelines for effective implementation of green banking. Green banking considers all the social and environmental factors along with financial priorities with an aim to protect the environment as well as to foster the economic development in a more environment friendly way. It is an opportunity to make a positive contribution to environmental and social concerns by creating policies designed so that the business operations do not degrade the environment or is not harmful to society. It covers a multitude of areas from a bank being environmentally friendly to how their money is invested. In line with global development and response to the environmental degradation, the financial sector should play an important role as one of the key stakeholders. The banking sector took steps in this regard particularly in the field of green financing but the activities gained new

momentum after the issuance of policy guidelines for Green banking. As a consequence, the study investigates the present status of green banking in schedule commercial banks in India.

Research Methodology

This article is mainly based on secondary data collected from several reliable sources. The sources

of secondary data are annual reports of various Commercial Banks, and related articles. In addition, the data is also collected from companies’ corporate profiles, daily newspapers, different journals & articles, banks’ websites. The data are analyzed in aspect of practices and problems of green banking. The findings of the study are as reliable as the authentic sources of data. The major limitation of the study is that no primary data is involved in the study.

Green Initiatives by Banks

Banks include both public sector banks and private sector banks. Public sector banks are those where majority stake (more than 50%) is held by the government and public sector banks are those where majority stake is held by the private shareholders. Various green initiatives had taken by public sector and private sector banks in India.

A. Initiative by Public Sector Banks in India

State Bank of India

On the occasion of State Bank Day, the bank had launched ‘Green Channel Counter’ (GCC) facility on 1st July 2010 at 57 select branches spread across the country and the same was expanded to more than 5000 branches in 2011. This is a pioneering concept which is eco-friendly as it avoids use of paper and convenient as it saves time and employee effort. SBI became the first bank in the country to venture into generation of green power by installing windmills for captive use in 2010. As part of its green banking initiative, SBI installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat. It has become a signatory to the Carbon Disclosure Project in which they undertake various environmentally and socially sustainable initiatives through its branches spread across the length and breadth of the country (WWF-INDIA, 2014).

Punjab National Bank

According to Corporate Social Responsibility Report 2010-11 (PNB, 2011), they had taken various steps for reducing emission and energy consumption.

- The bank introduced Green Banking by completing transformation into Core Banking Solutions (CBS) Banking.
- The bank has introduced “Green practices” to conserve resources “Green audit” of all our functional units to sensitize the staff towards sustainable practices. Efforts for rainwater harvesting in existing buildings and new constructions are being made along with promotion of wind and solar energy usage in rural areas.
- The organization had signed a ‘Green Pledge’ with Ministry of New and Renewable energy under which they had set up the butterfly park at the compound of Guruvayur temple which houses 18 types of medicinal plants.
- They had formulated guidelines to ensure that all the necessary approvals and permissions, including from Pollution Control Board has been obtained before disbursement of term loans and for the project loans, compliance with environment and social safeguards including rehabilitation and resettlement of project affected people is to be ensured as pre-disbursement condition.
- The organization had sanctioned nine wind energy projects with an aggregation limit of 185.81 crore and they were also awarded with a second prize for ‘Best Wind Energy Power Financer’ by wind power India 2011.

Bank of Baroda

- As a part of green initiative, they had made changes to desktop virtualization, backup consolidation and server virtualization improve data centre operational efficiency.
- The bank gives a due weightage while financing commercial projects, to green projects such as windmills and solar power projects which helps in earning the carbon credit.
- The bank insisted to implement water treatment plant and obtain NOC from central/ state government pollution control board while lending the loan to manufacturing units which emit toxic polluting substance.

Canara Bank

- As a part of green banking initiative, the bank had adopted environmental friendly measures such as mobile banking, internet banking, tele-banking, solar powered biometric operations etc.

- Canara bank had set up e-lounges for high-tech banking facilities like internet banking, pass book printing kiosk, ATM, online trading, tele-banking and cash/cheque acceptor.
- In terms of Lending policy, they are giving due preference and weightage to projects which can earn carbon credits like solar energy projects, windmills, etc.
- Canara Bank initiated paperless banking and is the highest financier for solar energy related projects. The bank is also known to be conducting carbon financing in Delhi and Mumbai.
- To drive the Sustainability Development and Corporate Social Responsibility agenda of the Bank, following committees have been constituted: a) Sustainable Development & Corporate Social Responsibility (SD & CSR) committee of the Board; b) ED-SD & CSR Committee; c) GM-SD & CSR Committee AGM-SD & CSR Committee.

Punjab National Bank

- The bank introduced Green Banking by completing transformation into Core Banking Solutions (CBS) Banking.
- Bank has started using energy efficient appliances & conducting the electricity auditing of their offices. On the other side the bank is also accenting on green infrastructure. A separate green audit sheet is being employed by the bank to access the impact of various green banking initiatives implemented in the bank.
- The bank introduced e-solutions by paperless dealings in complaint & vigilance procedures by a speedier communication system through e-network which drastically cuts down cost & time.
- The bank has introduced “Green practices” to conserve resources “Green audit” of all our functional units to sensitize the staff towards sustainable practices. Efforts for rainwater harvesting in existing buildings and new constructions are being made along with promotion of wind and solar energy usage in rural areas.

B. Initiative by Private Sector Banks in India

HDFC Bank

- The bank is encouraging their employees to prevent any wasteful use of natural resources and emission of greenhouse gasses.

- They are reducing the use of paper through issuing e-transaction advices to their corporate customers, communicating through electronic media with their high net worth customers and encouraging e-statements to their retail customers.
- They are also managing their waste by tying up with vendors for recycling of paper and plastic.
- The bank is procuring green products which are compliant with the norms of the Central Pollution Control Board and which are rated by Energy Star.
- Conserving energy replacing conventional lighting options with Compact Fluorescent Lamps (CFLs), switching off signage lights past 11:00 pm at branches and setting up Green Data Centres with state-of-the-art technologies.

Axis Bank

- The bank uses renewable energy to power emergency lights, generated through a solar power plant. It has also installed motion sensors for reducing energy usage, rainwater harvesting system and a sewage treatment plant for maintaining a green environment. Even the furniture in the bank is made out of a high percentage of recycled materials.
- Facility of e-statement and for each e-statement registration by a customer, Axis bank will donate a note book to the needy and poor. Axis Bank encourages its customers to subscribe for e-statements and other electronic formats of communication, thus significantly reducing paper consumption.
- The corporate office of the bank, located in Mumbai, is designed and constructed as a Platinum LEED certified 'Green Building'.
- They are also encouraging their customers to use e-statements and other electronic communications to reduce paper consumption.

ICICI Bank

- ICICI Bank has extensively capitalized on the existing internal media- statements, inserts, and Credit Card Charge slips- to reach out to the customers and seek their collaboration in the Go Green movement. ICICI Bank also initiated a programme to sensitise corporate bodies, institutions, banks and government agencies involved in project planning on issues like biodiversity, wildlife habitats and environmental laws.
- ICICI Bank also works with various institutions to help them find alternative cleaner solutions for their

general operations. For instance, in coal technologies, ICICI Bank introduced innovative concepts like deep beneficiation of coal (coal washeries) and coal bed methane. It also assisted a company develop a product that provides an eco-friendly air-conditioning alternative to conventional air conditioners (ACs).

- Green Products and Services: The bank is offering green products and services like
 - (i) Instant banking: - It is a service which gives convenience to the customers to do banking anywhere and anytime through internet banking, mobile banking, IVR banking, etc. This reduces the carbon footprint of the customers as they do not require the physical statement or travel to the bank branches.
 - (ii) 'Vehicle Finance': - They are offering 50% waiver on processing fee of auto loans on the car models which uses alternate sources of energy like the Civic Hybrid of Honda, Tata Indica CNG, Reva electric cars, Mahindra Logan CNG versions, Maruti's LPG version of Maruti 800, Omni and Versa and Hyundai's Santro Eco.
 - (iii) Home Finance – The bank had reduced the processing fee for the customers who are purchasing homes in LEED certified buildings.
- Green Communications: The bank always insists their customers for online bill payment, online funds transfer and subscription to e-statements which promote 'paperless' and 'commute free' modes of banking transactions.

Kotak Mahindra Bank

- The Bank's 'Think-Green' initiative encourages customers to sign-up for e-statements and discontinue paper statements, thereby saving the environment. It levies Rs. 100 for cash payments for credit card dues. At Kotak Securities, e-contracts have been introduced to save paper, the number of pages in the Account Opening Forms has been reduced by 20 sheets and multiple client updation forms have been integrated into one.
- Grow-Trees.com is a web-enabled service where you can plant trees in large reforestation projects and dedicate the trees to honour friends/ family on important occasions -birthdays, new births, weddings, anniversaries or to offset carbon emissions. By planting trees, you restore the productivity of the land benefitting rural communities and wildlife. Besides, trees offer myriad benefits to mankind and our planet. Under the arrangement with the bank, Grow-Trees.com plants a tree for every e-credit card statement on behalf of the customers.

- To reduce the paper consumption, the bank is encouraging their customers to sign for e-statements and also they have become partners with 'Grow-Trees.com' to plant one sapling for every e-statement on behalf of its customers. 16,623 saplings were planted FY 2012-13.
- The organization had established the 'Social, Environmental Management System Plan' (SEMSP) to evaluate the environmental and social risk of borrowers which is based on an IFC sustainable framework and performance standards.

RBI guidelines regarding Green Banking:

The Institute of Development and Research in Banking Technology (IDRBT) established by Reserve Bank of India (RBI) has proposed the introduction of

standard rating for green efficient banks and banking practices among Indian Banks. Under this rating system, both the infrastructure and operations of the banks are being considered. IDRBT has coined the term of Green Rating Standard as "Green Coin Rating". Banks' primary business must not be money making only, but it should also keep in mind social and environmental issues relating to its operations. Green Coin Rating will be in line as energy star rating given for appliances. Banks will be judged based on the rate of carbon emission out of their operations, the amount of reuse, refurbish and recycling concept being used in their building furnishings and in the systems used by them such as computers, servers, networks, printers, etc. They will also be evaluated on the number of green projects being financed by them and the amount of rewards and recognition they are paying for turning businesses green.

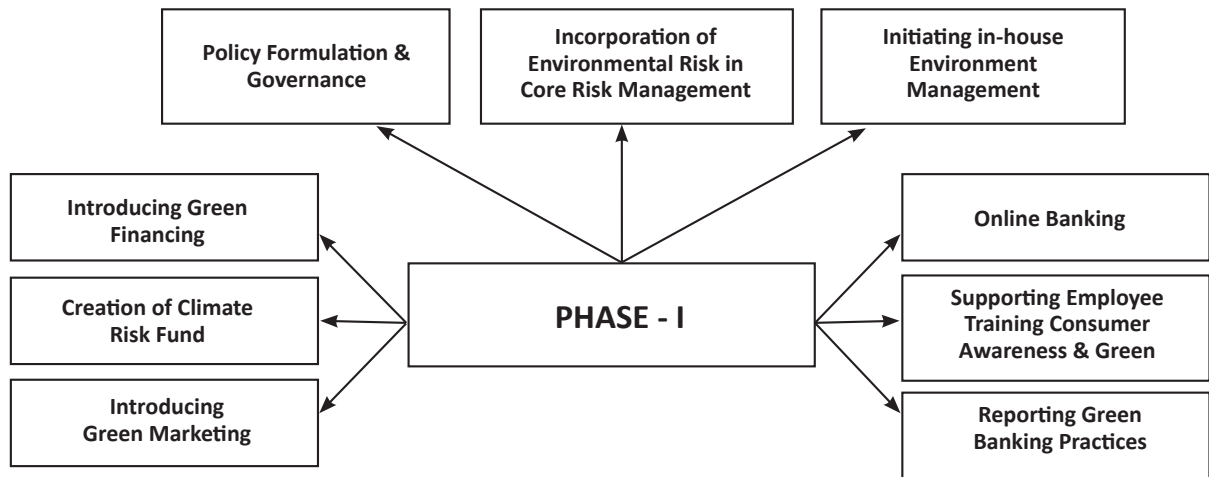


Source: Institute of Development and Research in Banking Technology, 2013

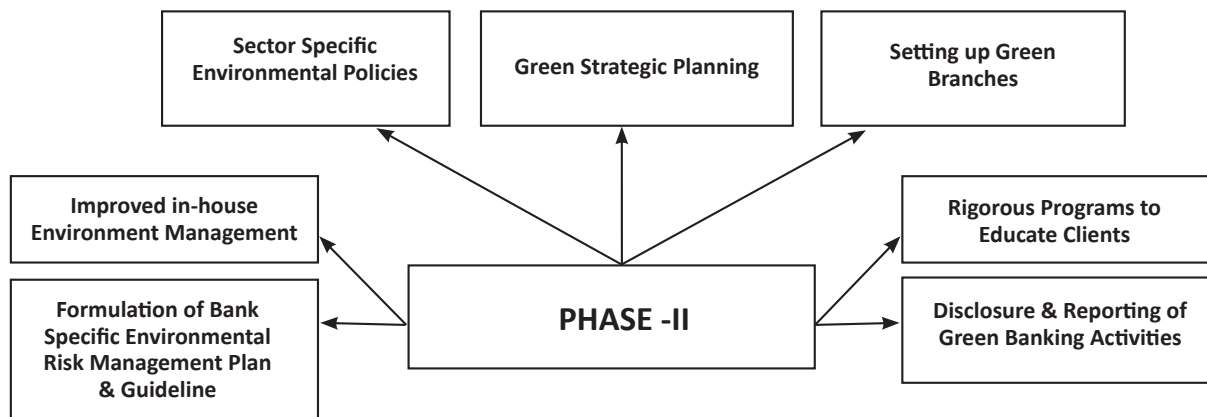
Adaption of Green Banking Policy

Now it is the high time for the banks to adopt a comprehensive Green Banking Policy in a formal and structured manner in line with global norms so as to protect environmental degradation and ensure sustainable banking practices. With a view to developing green banking practices in the country, an indicative Green Banking Policy and Strategy framework has been developed for the banks. Green Banking Policy needs to be covered through time frame work which will be segregated into 3 phases.

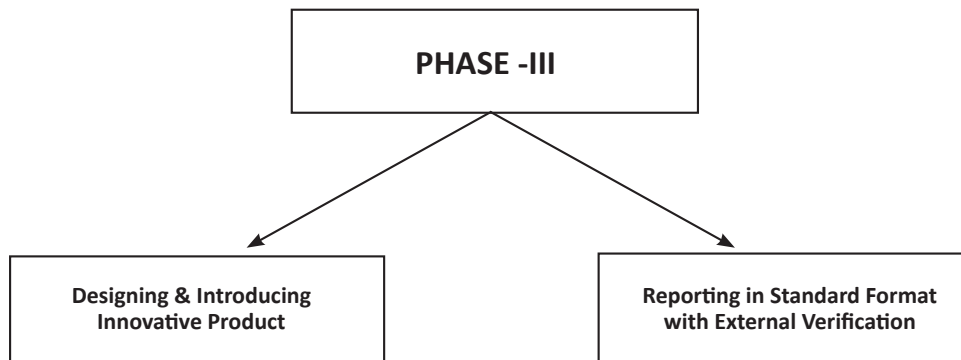
PHASE – I



PHASE – II



PHASE – III



Convenient Process

Green Banking provides convenience to the bank and also to the bank customers.

Due to various green banking initiatives like ATM, online banking, mobile banking etc., the foot fall of the customer reduces to a larger extent in the branches of the banks and this leads to reduced cost and effort in the management of the banks activity. These banking activities also provide convenience to the consumers in terms of time management, energy and fuel conservation as they need not visit the branch for every transaction.

Future of Green Banking

Indian economy is an emerging economy and there is a huge potential of growth of Indian banks by adoption of innovative approach in their strategy making process. There is a need of an approach towards paradigm shift by setting up of the business model which would consider all the three aspect of triple bottom line approach i.e. the people, the planet and the profit. The future of green banking seems to be very promising in India as lots of green products and services are expected in the future. Green excellence awards and recognitions, Green rating agencies, Green investment funds, Green insurance and Green accounting and disclosure are some of the things that would be heard and seen in operation in the near future. Proper green banking implementation will act as a check to the polluting industries. Banks can act like a guideline towards the economic transformation and create a platform that would create many opportunities for financing and investment policy and contribute towards creation of a low carbon economy.

Suggestion

- The perception towards complying with environmentally-safe norms and standards is changing over time. People are gradually becoming more conscious about environmental issues. Therefore, the banks have huge scope to attract them to adopt environment friendly green banking practices.
- Environmental friendly or green technologies also make economic sense for the banking industry.
- Today it is believed that adopting environmentally sustainable banking saves costs and time, minimizes the risk, enhances the reputation of banks and contributes to the common good of environmental sustainability. So it serves both the purposes of commerce as well as social responsibility.
- Realizing its importance, more and more people are

gradually becoming computer literate and number of mobile and internet users is increasing day by day, thereby, facilitating widespread implementation of green banking practices throughout the country.

- Bank should change their daily routine work through the paper less banking, online banking, mobile banking, mass-transportation system etc.
- Banks can conserve energy and natural resources by paying bills online, remote deposit, online fund transfers, and online statements. Online banking can create savings from less paper, less energy, and less expenditure of natural resources from banking activities.
- There is an urgent need to create awareness and follow green banking in today's business world of innovative technologies so as to make our environment human friendly.
- Green banking if implemented sincerely opens up new markets and avenues for product differentiation. In India there has not been much initiative in this regard by banks and financial institutions.
- Banks can introduce green funds for customers who would like to invest in environment friendly projects.

Discussion & Conclusion

The term 'green banking' has gained popularity all over the world in recent times. Green banking is defined as the operation of banking activities while giving special attention to social, ecological and environmental factors with the aim of the conservation of nature and natural resources. Without changing its main banking functions, a green bank can grow through applying environmentally friendly policies throughout every sector of its activities. One way they can do this, for example, it is through the elimination or reduction of the carbon foot print of its premises. Such green initiatives can be implemented by facilitating the support and cooperation of its clients, human capital and stakeholders. It can also increase the good will of the organization and promote a 'green and social consciousness image' in the community. Although this theme has been implemented in several developed countries promoting the slogan 'Be green, Go green', it is a very useful starting point for developing countries. The banking and financial sector should be made to work for sustainable development. As far as green banking is concerned, India's banks are running behind time and there is need to motivate the banks so that they can promote Green Banking for the sustainable growth of the nation.

Sustainability reporting is also one area which is facing paucity in Indian banking sector, more formal frameworks and clear policies are required for reporting in a sustainable way. There is a big problem amongst the bankers that many people are not well trained and equipped with the modern automated system as a result of which the results are not as we are looking for. Hence training and development of relevant skills within bank employees are important to speed up the reforms. RBI has to play more proactive role by passing the mandates, rules, regulations to tackle this critical issue of climate change.

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Estimating the impact of SHG outreach on Financial Inclusion and Women Empowerment: Evidence from Telangana State

Author

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Abstract

In India, there has been a concerted effort to expand financial inclusion by manifold delivery initiatives and models of financial institutions. For instance, initiation of priority sector lending conditions for banks, setting up of regional rural banks (RRBs), and self- help group-bank linkage program. Today the SHG-Bank linkage Program stands as the World's largest microfinance initiatives. The object of this study is to examine the outcome of perceived benefits of financial inclusion through SHG, access of financial services by means of SHG and the effectiveness in the operation of Self help group for financial inclusion on economic empowerment of women. The study employs exploratory factor analysis to assess the factors describing financial inclusion through SHG and economic empowerment. The analysis is based on the primary data collected in Medak district of Telangana state by administering structured questionnaire with likert scale. To determine the relationship between financial inclusion and economic empowerment, multiple linear regression analysis is applied.

Key Words: financial inclusion, self help group, economic empowerment

Background

According to Global Findex, 2014 report, 89 percent of adults have an account at a formal financial institution in developed economies, whereas in developing economies, it stands at 41 percent only. The inability to access the financial services can be a cause for a lower economic development and continuing inequality of income in developing economies. In the world, two billion or 37 percent of adults do not even have traditional banking services and 73 percent of the poor people do not have any banking facilities due to costs, travel distances, inappropriate financial product, language barriers and also because of

long and sometimes complicated procedural fulfillment in opening a bank account. Among the adults, women are at a disadvantageous position as 47 percent of men have a formal account, only 37 percent of women do. Across all income groups, invariably there is a gender gap of 6 to 9 percentage points within developing economies.

Financial Inclusion in India

According to CRISIL, 2013 report, an inclusive financial system is a comprehensive monetary framework in numerous nations, a few of which believe that it is

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instrumental in accomplishing equitable growth. India has CRISIL score of 40.1 (on scale of 100). This low score reflects poor penetration of banking services across the country. The study indicates that out of two adult persons, only one person has a saving account and out of seven adult individuals, only one individual has access to the credit in the formal banking system. The number of loan accounts stands at 160 million whereas the saving bank accounts are 624 million, around four times the number of loan accounts. Among the regions, Southern region is ahead in the financial inclusion drive. 11 percent of the bank branches are located in six largest cities of the country, whereas there is only one branch in the four districts in the north – eastern region. This shows a wide divergence with regards to the access of financial services in the country.

In India, the first efforts towards financial inclusion were made in 1904, when the cooperative movement started. The next major action towards financial inclusion was in 1969, when 14 major commercial banks were nationalized and the lead bank scheme was, subsequently initiated. As a result, bank branches were opened in expansive numbers across the country, even in the areas that were until remained unbanked. The next policy decision on financial inclusion happened in early 2000, following the findings of series of studies about a direct correlation between poverty and financial exclusion. Many studies have proved that financial exclusion from the formal financial system results in one percent loss to the nation's gross domestic product (GDP).

Over the years, RBI efforts towards financial inclusion includes priority sector lending provisions for banks, setting up of regional rural banks (RRBs) and initiating SHG- bank linkage program to expand the accessibility of financial services to the poor and disadvantaged fragments of society. In recent years, RBI introduced no-frill accounts, business facilitators and business correspondent models to improve the outreach of the banking services to the unbanked areas. It has also fixed a target for the banks to give access to formal banking services to all 74,414 villages where the population is above 2000. As on March 2012, 99.7 percent of the targeted villages with population above 2000 were covered with banking services. With the revised Financial Inclusion plan 2013-2016, the banks are required to set up a guide map to provide banking services to all the unbanked villages with population below 2000.

The Government of India and the Indian Banks' Association (IBA) jointly launched Swabhimaan in February 2011. It is a countrywide program on financial

inclusion. This program has an objective to facilitate opening of bank accounts, giving need-based credit, providing remittances and to advocate financial literacy in rural areas. The present Government on 15th August 2014 launched Pradhan Mantri Jan Dhan Yojna as its national mission on financial inclusion. This revolutionary program is aiming to bring about a comprehensive financial inclusion to all the households in the country. The program visualizes at least one all inclusive banking account for every household, financial literacy, access to credit, insurance and pension facility (Mission document, PMJDY). According to the recent statistics, 2.8 crores accounts are opened so far with Rs. 39,152.86 crores deposits and 126 lac Bank mitras under PMJDY.

SHG Outreach

In India, the SHG movement started in 1992, an initiative by NABARD with its SHG- Bank linkage program. The program had started as a link between the unbankable rural poor and the formal banking system to cater to the micro credit needs of the poor. The journey started by linking a pilot of 500 SHGs of rural poor. Today the SHG-Bank linkage Program stands as the World's largest microfinance initiatives with over 7.4 million SHGs representing 97 million rural households directly becoming part of the program. It now boasts of a group savings of a whopping 33000 crores (70% of which goes for internal lending and the balance in the SB accounts of the groups), from a very miniscule proportion of total bank credit to a credit outstanding of 43000 crores (excluding nearly 23000 crores lent to members from groups' own savings). With over 84% of these being all women groups, the poor rural women in India now controls a financial business with turnover of nearly `1,00,000 crore (deposits + credit) – much more than most of the MNCs in India. (NABARD Report, 2014). SHG linkage program have been promoted by the government agencies and non-government agencies (NGOs). The fundamental aim of this program is to create self-employment opportunity for the rural women and thus enhance their income earning capacity.

Empowerment is a process result in the expansion of women's agency i.e. in their capacity to make decisions affecting their lives and circumstances (Malhotra, et al 2002). Furthermore, it implies removing the barriers – political, legal and social that work against particular groups and building the assets of poor people to enable them to engage effectively in markets. (World Development Report, 2001). Women have remained excluded from access to economic assets, which have resulted in social and political exclusions as well.

Review of Literature

A transaction or deposit account can be the stepping stone to full financial inclusion, giving a pathway to a scope of capable financial services provided through stronger and more diverse financial institutions (World Bank 2015). A comprehensive access to financial services was always a policy priority in India since the nationalization of banks. In other words, every individual should have the access of basic financial services like savings, credit and insurance depending upon his/her requirements. In the wide existing networks of financial institutions providing access to financial services, SHG-Bank linkage model has obviously demonstrated that the poor are bankable. Notwithstanding when the margins are low, high volumes can make the business productive (Joshi, 2008). The emergence of SHGs in delivering financial and non-financial facilities to its members has raised hopes that there can be effective financial linkage in rural India (Pati, 2009). SHGs are being considered as a promising option for broadening the extent of financial services towards the poor people. Another distinguishing feature of SHG- Bank linkage approach is that it confers the information of handling money to its members before they avail loans from the banks (Sajal, et. al., 2012). This reinforces the ability of SHGs to create an environment for basic financial awareness on managing credit risk for its members.

The all-inclusive access to financial services made available in accountable way has been built up to help needy individuals and other marginalized groups. The access of funds will engage needy individuals realize little scale business choices with a move onwards for social welfare. The immediate advantage of financial inclusion to the poor family units that are using loans or savings funds are the expanded consumption, household investments in durable goods, upgrading of houses, tackle problems related to health. (Collins, Morduch, Rutherford, Ruthven, 2010)

Apart from playing a crucial role of bringing financial inclusion, SHGs acting as financial intermediaries also plays a vital role in women empowerment, as 86 percent of the SHGs in India are female groups. In financing SHGs, the necessity of collateral has been interchanged by peer group pressure and this has empowered the social and economic inclusion of women. (Sajal, et. al., 2012). The SHG program helps the rural women to be associated in income generating activities, which have coined huge opportunity for them to be independent (Aruna and Jyothirmay, 2011). The income generating activities facilitate to enhance the household income and

it improves the consumption pattern and ways of life of their families (Navajas, et. al., 2000).

The outcome of the SHG program can be explained in three dimensions. Firstly, the effective intervention of SHGs for providing financial access to the rural women and making them financially empowered. Secondly, the program assist in creating employment opportunity, improve the economic status, provide economic security, builds assets and creates wealth for the rural family (Puhazhendhi and Badatya, 2002). Thirdly, the SHG program also brings the impact on social strengthening, mindfulness and instruction, self-regard, feeling of dignity, organizational and administration skills, preparation of aggregate qualities, and so forth (Pitt and Khandaker, 1996). The positive socio economic impact helps the rural women to become more financially sound and also to break through the vicious circle of poverty and indebtedness.

Research Problem

SHGs under micro finance are being considered as a promising option for expanding the base of financial services to the poor and weaker segments of the nation. Financial inclusion through self-help group will prompt the surplus rural income being changed into a pool of liquid assets for the economy. Economic independence of the poor people is the key driver towards eradicating poverty and inequality (Mujumdar, 2008). Rural Women are benefitted from the credit provided by the SHGs for their income generating activities and has become self reliant and economically empowered. Therefore, the exploration inquiries of this study are as per the following. (i) How do the perceived benefits of financial inclusion through SHGs effects the economic empowerment of women members? (ii) Is there any effect of access to financial services through SHGs on economic empowerment of women members? (iii) Does the effectiveness of operation of SHGs for financial inclusion influence economic empowerment of women members?

With the above research questions, the objectives of the present study are:

1. To understand the effect of perceived benefits of financial inclusion through self help group on economic empowerment of women.
2. To examine the impact of access to financial services through self help group on economic empowerment of women.
3. To analyze the extent of effectiveness of operation of self help group for financial inclusion on economic empowerment of women.

Hypotheses of the study

H1: Perceived benefits of financial inclusion through SHG have a positive effect on economic empowerment of women.

H2: Access of financial services through SHG has a positive impact on economic empowerment of women.

H3: Effective operation of SHG for financial inclusion has a positive influence on economic empowerment of women.

Methodology

The study is carried out in Medak district of Telangana State. The selection of Medak district was based on the criteria of its geographical location, its industrial proximity to the capital city of Hyderabad and active presence of SHGs in the area. A well structured questionnaire consisting of closed ended questions measuring the variables with a five point likert scale ranging from “1: strongly disagree to 5 ” strongly agree is used to collect the responses. The internal consistency and reliability was established for the study by the method of Cronbach alpha and the alpha coefficient obtained was 0.82. The criteria for selecting suitable indicators for measuring economic empowerment of women are taken from the study of Anne, et.al., (2011). Economic empowerment is measured using 17 items from four variables namely, access on income and savings, ability to expend, handling of the loan and ownership of assets.

Financial Inclusion is measured in terms of access of basic financial services facilitated by SHGs as financial intermediaries. The financial intermediation services of SHGs include access to savings and credit to its members. The access to financial services is operationalized using 12 items measuring access to loans and access to deposits. Practice related to savings and loans and information/ awareness measures the effective operation of SHG for financial inclusion, operationalized by 12 items. 13 items indicating direct and indirect benefits measure the perceived benefits of financial inclusion by SHG women.

Descriptive analysis is used to summarize the profile of the sample respondents. Multivariate Analysis technique such as Principal Factor Analysis with an orthogonal rotation (Varimax) using the SPSS statistical package is used to separate the factors for independent and dependent variables. The impact of independent variables (access to financial services, perceived reasons and effectiveness of operation of SHGs) on the dependent variable (economic empowerment of women) was tested through multiple regression.

Data Analysis

Table 2. Profile of the Sample Respondents

Variable	Frequency	Percent
Age (years)		
Below 20	3	1.4
20- 29	33	16.2
30 – 39	87	42.7
40 – 49	56	27.4
50 – 59	21	10.3
Above 60	4	2.0
Total	204	100
Marital Status		
Unmarried	16	7.7
Married	176	86.4
Widow	8	3.9
Divorced	4	2.0
Total	204	100
Education		
Illiterate	101	49.5
Primary	80	39.2
Secondary	12	5.8
Intermediate	6	3.0
Graduation	5	2.5
Total	204	100
Caste		
General	25	12.4
Backward class	87	42.6
Scheduled Caste	73	35.7
Scheduled Tribe	19	9.3
Total	204	100

Source – Primary Data

The sample size selected for the study and analysis is 204 self-help group women who are the members of a SHG for ten years or more. Most of the women respondents have taken loan more than once from their SHGs. The loan amount ranged from Rs. 3000 to Rs. 50,000. The savings of the women respondents ranged between Rs. 5000 to Rs. 12,000. Table 2 shows the profile of the sample respondents in terms of their age, marital status, caste and educational qualifications. Majority of the respondents (60.3 percent) are below 40 years. 86 percent of them are married. Almost 50 percent of the respondents are illiterates and 39 percent of them have primary level education. 42 percent of the sample respondents are from the backward class caste and around 36 percent belong to scheduled caste.

Table 3. Factor Determinants and Measurement- Perceived Benefits of Financial Inclusion

Variable Name	Eigenvalue	% Of Variance	Scale Items
I – Direct Benefits	5.57	48.54	Savings (.824), financial support in terms of loans (.891), initial capital for business (.778), reduces dependence on moneylenders (.741), Interest on savings (.714), withdraw savings in times of need (.710), safety of funds (.715).
II – Indirect Benefits	1.88	20.79	Low cost of opening of accounts (.614) decreases my indebtedness (.885), create assets (.846), awareness of other financial products (.652), use of savings at the time of emergencies (.627), improve my economic status (.510).

Extraction Method: Principal Component Analysis. Figures in parentheses are factor loadings. Source – Primary Data

Table 3 reveals the determinants of perceived benefits of financial inclusion identified as direct and indirect benefits of joining SHG for financial inclusion. Both the variables accounts for 69.33 percent of the variance in the data. Relatively high factor loadings for each item indicate that the variables are important to constitute the two variables. The communality values of the items associated with direct benefits are 0.806, 0.800, 0.772, 0.902, 0.606, 0.650, and 0.745. The communality values of the items of indirect benefits are 0.714, 0.841, 0.846, 0.694, 0.648 and 0.554. The higher communality values of the variables indicate that each variable is associated with the respective factor. The KMO and Barlett's test result is 0.724 shows the relevance of factor analysis.

Table 4. Factor Determinants and Measurement – Access to Financial Services through SHGs

Variable Name	Eigenvalue	% Of Variance	Scale Items
I – Access to Loans	6.18	61.89	Regular monthly repayment of loan (.792), Flexibility in the repayment amount (.877), fair interest on loans (.829), adequate duration of loan (.932), sufficient loan (.818), easy procedure for sanctioning of the loan (.877), reasonable time taken for sanctioning of the loan (.720).
II- Access to Deposits	1.28	12.38	Regular monthly savings (.799), Interest on savings (.729), flexible withdrawals (.778), low cost of opening of accounts (.720), insurance services (.692).

Extraction Method: Principal Component Analysis. Figures in parentheses are factor loadings. Source – Primary Data

Table 4 shows the variables related to the access to financial services through SHGs indicated as access to loans and access to deposits to the SHG member. Both the variables explain 74.28 percent of the variance. All the items have substantially high factor loadings indicating their importance in constituting the two variables. Each item of access of loan variable has high communality values of 0.818, 0.811, 0.840, 0.889, 0.716, 0.797 and 0.621. The items of the variable access to deposits also have high communality values of 0.708, 0.685, 0.701, 0.679 and 0.521. The KMO and Barlett's test result is 0.768, which supports the factor analysis.

Table 5. Factor Determinants and Measurement – Effectiveness of operation of SHG for Financial Inclusion

Variables	Eigenvalue	% Of Variance	Scale Items
I – Practice related to savings and loans	2.08	53.43	Regular monthly savings by members (.687), proper utilization of savings (.632), loans for productive purposes (.613), uniform interest rates on loans (.835), timely repayment of loans (.687), peer monitoring for repayment of loans (.626)
II –Information/ Awareness	1.279	17.53	Information on terms and conditions of loans (.699), sharing of information among group members (.875), information on other facilities of banks related to savings, loans etc (.714), awareness camps on other financial products of the banks (.721), financial support from NGO/Bank/MFIs (.711), literacy camps with banks/NGOs (.686).

Extraction Method: Principal Component Analysis. Figures in parentheses are factor loadings. Source – Primary Data

Table 5 indicates the elements concerning the effectiveness of operation of SHG for financial inclusion in terms of practice related to savings, loans, information and awareness provided by SHGs. Each variable explains 53.43 percent and 17.53 percent variance respectively. The KMO and Barlett's test result is 0.717, which seconds the factor analysis. Almost all items have higher factor loadings, indicating the importance of these items for determining the two variables. The communality values of the items representing practices related to savings and loans are 0.834, 0.808, 0.812, 0.727, 0.724, and 0.674. The communality values of items of information and awareness are 0.715, 0.804, 0.815, 0.767, 0.656 and 0.616.

Table 6. Factor Determinants and Measurement – Economic Empowerment of Women

Variables	Eigenvalue	% Of Variance	Scale Items
I – Access on income and savings	4.84	37.34	Access on increased income (.799), access on increased savings (.609), improvement in the consumption level of household (.800)
II – Ability to expend	2.40	18.57	To buy monthly provisions (.776), to spend for festivals and customs (.695), meet the emergencies (.646), meet additional requirements of the households (.669), meet expenses on hospital and health, (.762) and ability to help others financially (.755).
III – Handling of the loan	1.49	10.38	Discretion to use loan amount (.756), repay the loan on time (.891), able to pay the interest (.649), increase in credit capacity (.671), use of loan amount on IGAs (.804).
IV- Ownership of assets	1.02	7.33	No change in ownership status (.780), owner of some assets (.900), co-owner of assets (.635).

Extraction Method: Principal Component Analysis. Figures in parentheses are factor loadings. Source – Primary Data

Table 6 shows the results of exploratory factor analysis of economic empowerment of women. It is demonstrated by four variables such as access to income and savings, ability to expend, handling of the loan and ownership of assets. Individually each variable explains 37.34 percent, 18.57 percent, 10.38 percent and 7.33 percent of the variance. Higher factor loading shows the importance of each item to their respective variables. The KMO and Barlett's test result is 0.678, which is supportive of factor analysis. The communality values of each item of the variables are high.

Model Specification

The regression model used in the study is given as:

Economic Empowerment of Women (EEW) = f (Financial Inclusion Through SHGs)

Financial Inclusion through SHGs= (Perceived Benefits (PB), Access to financial Services

(AFS) and Effectiveness of Operation of SHG (EFO).

The economic empowerment variable and the financial inclusion variables are computed as the mean value of the items explaining each of the variables. Therefore, $EEW = \alpha + \beta_1 PB + \beta_2 AFS + \beta_3 EFO + \varepsilon$

Where; α = Intercept, β_1 to β_3 = coefficient of independent variable, ε = error term

Table 7. Correlation

Variables	Economic Empowerment of Women	Perceived Benefits	Access to Financial Services	Effectiveness of Operation
Economic Empowerment of Women	1			
Perceived Benefits	0.778**	1		
Access to Financial Services	0.605**	0.434**	1	
Effectiveness of Operation	0.717**	0.357**	0.401**	1

Note: **Pearson Correlation is significant at 0.01 level (2-tailed)

The result in table 7 shows the strength and direction of association between perceived benefits, access to financial services and effectiveness of operation of SHG and economic empowerment of women. The Pearson's correlation between perceived benefits and economic empowerment of women is $r = 0.778$, that between access to financial services and economic empowerment

of women is $r = 0.605$ and that between effectiveness of operation of SHG and economic empowerment of women is $r = 0.717$. All the correlation coefficients show a positive relationship and are significant ($p < 0.01$). The results suggest that all the independent variables are highly correlated to the economic empowerment of women.

Table 8. Coefficients/ Regression Results

Model	Coefficient	p – value
Constant	3.339	.000
Perceived Benefits	0.396	.002
Access to Financial Services	.0123	.020
Effectiveness of Operation	0.211	.013
R Square	0.599	.78591 (SE)
Adjusted R Square	0.574	
F	30.667	.000

Dependent Variable: Economic Empowerment of Women

Table 8 show that financial inclusion through SHGs variables (perceived benefits, access of financial services and effectiveness of operation of SHG) are significant predictors of economic empowerment of women with $R^2 = 0.599$, $F = 30.667$, $p < .01$. 59.9 percent of the variance in economic empowerment of women can be explained by financial inclusion through SHGs variables. Adjusted R^2 provides a less biased estimate (57.4 percent) of the extent of the relationship between the dependent and independent variables.

The regression equation is Economic Empowerment of Women = $3.339 + 0.396 * \text{perceived benefits} + 0.123 * \text{access to financial services} + 0.211 * \text{effectiveness of operation}$. The coefficients of all the predictors shows that perceived benefits, access to financial services and effectiveness of operation of SHG have positive impact on economic empowerment of women. As the magnitude of independent variables increases, the magnitude of dependent variables also increases.

Discussion

This study examines the impact of financial inclusion through SHGs on economic empowerment of women. The analysis is undertaken by testing a model wherein the perceived benefits of financial inclusion, access of financial services through SHGs and effectiveness of operation of SHG are considered as predictors that influence economic empowerment of women. The results of the study are based on the data collected by the researcher. The results of this paper empirically reveals that financial inclusion through SHGs is crucial for the

economic empowerment of women. It also consolidates the arguments of other researchers in the literature that SHGs are indeed an effective option for growing the base of financial services to poor people and weaker segments in the general public.

In hypothesis 1 (H1), it was conceptualized that perceived benefits of financial inclusion through SHG has a positive effect on economic empowerment of women. This hypothesis is supported as perceived benefits through SHG have a significant impact on economic empowerment of women with regression coefficient of 0.396 and p value is 0.002. This study establishes that the perceived benefits of financial inclusion actually help rural women to join a SHG as its member, which in turn make a path towards her economic empowerment. Thus the perceived benefits of financial inclusion through SHG provide rural women an opportunity to become economically empowered.

In hypothesis 2 (H2), it was predicted that access of financial services through SHG has a positive impact on economic empowerment of women. This hypothesis is also supported as access to financial services through SHG has a positive and significant relationship with economic empowerment of women with regression weight of 0.123 and p value is 0.020. This implies that with a deposit and credit facility support from SHG, a rural woman can utilize the same for any income generating activity, which makes her economically empowered. The results suggest that greater the access of financial services to rural women, greater is the prospects for her to become economically empowered. However, the benefits perceived by a woman for financial inclusion through SHG do not get converted

into the actual benefits as the coefficient value reduces from 0.396 to 0.123.

In Hypothesis 3 (H3), it is maintained that effective operation of SHG for financial inclusion has a positive influence on economic empowerment of women. This hypothesis is also affirmed as the effective operation of SHG for financial inclusion has a significant effect on economic empowerment of women with standard coefficient weight of 0.211 and p value is 0.013. The result indicates that if the SHG operates and functions competently and follows the practices related to financial inclusion systematically, provide adequate information and organize awareness camps for its members related to the usage of other financial products or financial literacy campaigns, then there is a higher possibility of rural woman to be economically empowered. This implies greater the efficiency and effectiveness of operation of SHG for financial inclusion, greater is the impact on economic empowerment of women.

Conclusion

In line with the objectives of the study, which sought to determine the impact of financial inclusion through SHG outreach on economic empowerment of women, the study concludes that SHG indeed act as an alternate financial intermediary for making accessible the basic financial services to the poor and vulnerable rural woman. With the SHG expansion, the poor rural woman who has remained unbanked for generations now has the opportunity to access the financial services and come under the fold of formal banking facility. Moreover, the study establishes that the financial services practices and awareness campaigns by SHGs on new financial products or financial literacy camps organized by banks/NGOs can reinforce the ability of SHG to act as a catalytic for financial inclusion.

In the wake of accessing basic financial services through SHG, the poor rural women are encouraged to get involved in certain income generating activities. The effective support from SHG enhances her ability to handle and manage the activities profitably, thus facilitating her to be economically empowered. The SHG outreach has considerably able to bring financial access to the poor rural women and thus providing her the opportunity to become self-reliant. Finally, the efficacy of SHG to act as an impetus for financial inclusion and its impact on economic empowerment of women is indeed constructive and progressive.

The study concludes that though the SHG- Bank linkage approach has an effective and productive

consequence, which is statically established, yet it fails in many aspects. Only 20 to 30 percent of the members of SHGs have graduated into individual savings bank account holder, as the transaction/timecost for accessing financial services at a formal banking branch is high, due to the physical distance. Most of the bank accounts are opened to avail the payment facility of the government schemes. Financial usage remains low among the SHG members due to lack of information and awareness on financial products. Thus, the paper suggests that the public sector banks with the support of NGOs should organize intensive financial literacy and education programs for the SHGs who have accounts with them for optimum utilization of SHG accounts. It will surely go a long way to make India an inclusive society.

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Sustainability of Khadi: The SEEC Approach

Authors

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Abstract

Purpose

Sustainability has become the essence of business and management. It is driven by inspiration, innovation, and inclusion which contribute to social, economic, environmental and cultural (SEEC) sustainability. A human being to thrive in this world has three basic necessities- food, shelter and clothing. For clothing we need textile which is an ever flourishing industry of the world. India being a tropical country has mostly a hot and humid climate which claims for the use of cotton based materials for apparels. Khadi is a hand-woven textile which comes basically in cotton, silk and cotton-silk. This paper aims to identify the awareness among customers and non users regarding different sustainability impact of using khadi. The study has tried to find out if Khadi leads to sustainable development. For achieving this purpose four types of sustainability-social, environmental, economic and cultural have been identified and the awareness of customers and nonusers of Khadi have been analysed.

Keywords: Sustainability, Khadi, Awareness

Introduction

Khadi is a household textile spun by the famous Charkha innovated by Mahatma Gandhi as a symbol of *swadeshi* movement. This hand-woven fabric is being produced in India's villages even before the 20th century. In the industrial policy resolution of 1948 and 1956 the small scale industries were given the special role of creating additional opportunity with low capital investment to solve the basic problem of unemployment. The small industries and village industries have been categorised in terms of capital and manpower. During 1950, the small scale industrial units were classified into two categories those using power but employing less than 50 persons and those not using power but employing less than 100 persons. All small scale enterprises during this period however had capital investment of less than

Rs 5 Lakhs. During 1997, on the recommendation of Abid Hussain Committee, the government had raised the investment limit on plant and machinery for small units from Rs 60/75 Lakhs to Rs 3 crore and that for tiny units from Rs 5Lakhs to Rs 25 Lakhs. After MSME Act 2006 the investment in small scale units in plant and machinery have been raised upto 5 crore. The small scale industries are classified into traditional small scale industries and modern small scale industries. Traditional small scale industries include Khadi and Village Industries, handicrafts, sericulture coir and industries which can be developed and generated at households. Modern small scale industries include electronics industries and plastic industries. (Mishra and Sharma, 1986).

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Khadi as a product/brand has been under threat from other handloom and synthetic textiles. Therefore sustainability of Khadi has of late become a prerogative issue for the government. Union Minister for Medium Small Micro Enterprises (MSME) Kalraj Mishra has said the Modi government will bring more sustainability and viability to Khadi and micro enterprises (Mishra, 2015). The word sustainability is derived from the Latin word *sustinere* (*tenure*, to hold; *sus*, up). Sustainability means to hold up, to maintain for present and into the future (<http://en.wikipedia.org/wiki/Sustainability>, p. 2). A business to be sustainable needs to attain economical, environmental and social sustainability (Svensson and Wagner, 2015). The primary focus on which sustainability of a product or brand or business strives is its customers. The awareness, loyalty and equity of a brand determine its level of sustainability (Mishra, 2014).

Literature Review

Choudhury and Agarwal, 2012 have tried to focus on growth of rural economy through development of Khadi and Village industries which is considered to be one of the major means for growth in a labour intensive country like India. Khadi has been proved to be the only true economic proposition in terms of the million of villagers. Khadi leads us to consideration of the economies of *Khaddar*. From the economic point of view the researcher opines that hand spinning is one of the India's oldest cottage industries which could not withstand the competition of machine goods and lack of state aid and thus was languished. Khadi served as auxiliary occupation to the farmers. These industries persisted till Mahatma Gandhi gave a boost to hand spinning as cottage industries through All India Spinners Association. Khadi and Village Industries check the exodus journey from the rural economy to urban economy by providing employment opportunity to the rural population.

Pandit, 2012 has opined that economic sustainability is the term used to identify various strategies that make it possible to utilize available resources to optimal advantage. The major idea is promotion and usage of resources both efficient and responsible which are likely to provide long-term benefits. In the case of a business operation, economic sustainability calls for using resources so that the business continues to function over a number of years, while reaping consistent profit. The goal of economic sustainability is establishment of long-term profitability. A profitable business is much more likely to gain stability and continue to operate smoothly year to year. From this perspective, economic sustainability can be foreseen as a tool to make sure that the business does have a future

and continues to contribute to the financial welfare of the owners, the employees, and to the community where the business is located.

Polese and Stren, 2000 regard social sustainability as growth or development that leads to the harmonious evolution of society. In addition social sustainability creates an environment that is well suited for the cohabitation of socially diverse groups, whilst promoting social cohesion and a better quality of life for the general population.

Holden, 2012 defines social sustainability as a process of urban development, supported by policies and institutions that ensure harmonious social relations enhance social integration and improve living conditions for all groups.

Gomma and Sakar, 2015 have found that the youth score high than other age groups in socializing which may in fact compromise social cohesion. They have also opined that maintenance and development of social and cultural activities leads to development of social sustainability.

Choi and Ng, 2011 have found that environmental sustainability has become increasingly important to the consumer as environmental issues have become larger since the 1980s, from local to global concerns, such as from acid rain in Eastern Europe to global climate change. Moreover, the number of environmental issues has proliferated. Globally climate change has led to high profile issues such as increased drought, habitat destruction, and rising sea levels.

Sheth et al., 2011 have articulated the meaning of the economic dimension of sustainability. They have identified two distinct aspects of economic sustainability: the first one relating to conventional financial performance like cost reduction, and the other relating to economic interests of external stakeholder, such as a broad-based improvement in economic well-being and standard of living.

Bedford et al., 2004 have cited that sustainable lifestyle includes everyday sustainable patterns of activities, interests and opinions of people. "Sustainable lifestyles are patterns of action and consumption, used by people to affiliate and differentiate themselves from other people, which: meet basic needs, provide a better quality of life, minimize the use of natural resources and emissions of waste and pollutants over the lifecycle, do not jeopardize the needs of future generations".

Rakic and Rakic, 2015 have found that younger consumers have more positive attitudes towards

sustainable lifestyle. Consumers' incomes have been seen to be directly proportional to more positive attitudes towards sustainable lifestyle. The more educated the consumers are, the more positive attitudes towards sustainable lifestyle. Informed, educated, younger people and the customers who have enough purchasing power, are more oriented towards sustainable lifestyles. It is necessary to educate the population in order to change existing unsustainable patterns of behaviour, and to make them realise and accept sustainable lifestyles. It is necessary to create opportunities that citizens can get income and increase purchasing power.

Gap in Literature

Extant literature has discussed the importance of sustainability for growth and development of human life

and nature as a whole. There has been different opinions on the economic contribution of Khadi to the country in terms of employment opportunity and economic growth. But the citizens of India, are we aware of the impact of Khadi on the various sustainability viz., social, economical, environmental and cultural is a question which has not yet been dealt with in previous researches. Moreover is there any significant differences between the social, economical, environmental and cultural sustainability of Khadi has also not been studied upon. To bridge these gaps the following objective has been devised.

Objective of the Study

To identify the awareness among customers and non users regarding different sustainability impact of using khadi

SEEC Sustainability Factors

Table 1

Variables of Different Sustainability	
Social sustainability	Environmental sustainability
<ul style="list-style-type: none"> Life style Social class Status Profession Income Social responsibility for weavers 	<ul style="list-style-type: none"> Environment friendly Skin friendly Woven fabric Responsibility towards environment
Economic sustainability	Cultural sustainability
<ul style="list-style-type: none"> Price Maintenance Durability Economic responsibility for weavers 	<ul style="list-style-type: none"> Depicts Indian culture Represents Gandhian culture Heritage of India Occasion wear Formal wear Responsibility towards saving culture

Factors of SEEC Sustainability of Khadi

The variables under SEEC sustainability are chosen from previous findings by the researchers (Mishra, 2014) and the opinion of around 20 experts from various backgrounds by Delphie technique. The last variable of all the sustainability factors SEEC have been analysed separately to study their awareness level amongst the respondents.

Research Methodology

The above research is analytical in nature and relied upon primary data. For the above purpose data was collected over three sample domain- cities of

Cuttack, Bhubaneswar and Puri. Data was collected disproportionately over the sample domain through convenient sampling. The study is limited to a sample size which may not lead to generalisation of its findings. 453 respondents belonging to various demographics were chosen for the survey. A structured close ended questionnaire was designed using 5-point Likert scale with 20 items. The data collected was put to analysis using descriptive and inferential statistics.

Data Analysis and Results

The collected data was analyzed using descriptive statistical tools like; Mean Standard Deviation, Skewness, Kurtosis and ANOVA, to arrive at any conclusion. These calculations are made in SPSS -20 and MS-Excel 2007.

Table 2

Demographic Details		No. of Respondents	% of Respondent
Gender	Female	128	28.3
	Male	325	71.7
	Total	453	100.00
Age(in years)	Less than 30	84	18.5
	30-39	174	38.4
	40-49	141	31.1
	50-59	38	8.4
	60 and above	16	3.5
	Total	453	100.00
Education level	Above Post Graduate	46	10.2
	Post Graduate	193	42.6
	Graduate	161	35.5
	Under Graduate	53	11.7
	Total	453	100.0
Education type	General	80	17.7
	Professional	199	43.9
	Technical	174	38.4
	Total	453	100.0
Occupation	Business	128	28.3
	Company	131	28.9
	Govt	49	10.8
	Professional	58	12.8
	Student	87	19.2
	Total	453	100.0
Income	Less than 2.5 lakhs	119	26.3
	2.5-5 lakhs	126	27.8
	5-10 lakhs	126	27.8
	10 lkhs and above	82	18.1
	Total	453	100.0

Demographic Details of Respondents

Table 2 shows the demographic profile of the respondents in regards to gender, age, education level and type, occupation and income. In gender 71.7% were males and 28.3% females. 38.4% respondents were aged between 30-39 followed by 31.1% in 40-49 category. The least number of respondents were in the age group of 60 and above with only 3.5%. The education was categorised under level and type. In educational level post graduates constituted the maximum respondents with 42.6% followed by graduates with 35.5%, undergraduate 11.7% and above postgraduate 10.2%. Coming to the

educational type three categories- general, technical and professional were taken for the study with the shares of 17.7%, 43.9% and 38.4% respectively. The occupation of the respondents were company service with 28.9%, business with 28.3%, student with 19.2% followed by professional with 12.8% and government officials as 10.8%. the last demographic factor taken was income which was categorised in accordance to the income tax slabs prevailing in India. 27.8% of the respondents were in the income categories of 2.5-5 lakhs and 5-10lakhs followed by 26.3% in less than 2.5 lakhs and 18.1% in 10lakhs and above category.

Table 3

Social sustainability	Mean	Std. Deviation	Skewness	Kurtosis	Rank
Income	4.5143	0.96757	-2.271	4.633	1
Profession	4.4260	0.94398	-1.624	1.823	2
Status	4.2141	0.94099	-1.111	0.671	3
Social class	3.6490	1.20213	-0.396	-1.023	4
Life style	3.5651	1.30971	-0.522	-0.876	5
Social responsibility for weavers	2.8764	1.35107	0.091	-1.129	6

Descriptive Statistics of Social Sustainability

The above table 3 shows the descriptive statistics of the variables under social sustainability in the form of mean, standard deviation and normality by skewness and kurtosis. The variables have been ranked from 1 to 6 considering the mean value. Income is ranked the first followed by profession, status, social class, lifestyle and social responsibility for weavers which comes last.

Table 4

Economic sustainability	Mean	Std. Deviation	Skewness	Kurtosis	Rank
Durability	4.2583	0.88095	-0.958	-0.016	1
Maintenance	3.8896	1.21612	-0.729	-0.691	2
Price	3.3863	1.30807	-0.373	-0.963	3
Economic responsibility for weavers	2.7042	1.28501	0.145	-1.114	4

Descriptive Statistics of Economic Sustainability

Table 4 represents the descriptive statistics of economic sustainability. The skewness and kurtosis are found within the limits of -3 to +3 (Hair et al., 2007) showing normal distribution of the data. Durability has been ranked 1 by respondents in terms of awareness followed by maintenance, price and economic responsibility for weavers.

Table 5

Environmental sustainability	Mean	Std. Deviation	Skewness	Kurtosis	Rank
Environment friendly	4.2822	0.96389	-1.370	1.200	1
Skin friendly	4.1523	1.02241	-1.232	0.940	2
Woven fabric	3.5519	1.20841	-0.492	-0.744	3
Responsibility towards environment	2.9647	1.01910	-0.950	-0.163	4

Descriptive Statistics of Environmental Sustainability

The descriptive statistics of Environmental sustainability is represented in table 5. The four variables have been ranked with the highest rank given to environment friendly followed by skin friendly, woven fabric and finally responsibility towards environment. The range of standard deviation is between 0.96-1.2 which is not very high.

Table 6

Cultural sustainability	Mean	Std. Deviation	Skewness	Kurtosis	Rank
Represents Gandhian culture	4.6468	0.71873	-2.194	4.325	1
Depicts Indian culture	4.4702	0.87346	-1.529	1.232	2
Heritage of India	4.3267	0.90159	-1.277	0.754	3
Formal wear	3.6623	1.15149	-0.684	-0.271	4
Occasion wear	3.3400	1.24414	-0.299	-0.885	5
Responsibility towards saving culture	2.6623	0.76327	1.466	2.589	6

Descriptive Statistics of Cultural Sustainability

Cultural sustainability has six variables whose descriptive statistics is shown in table 6. The variable Khadi represents Gandhian culture is ranked 1 by the respondents, followed by depicts Indian culture (2), heritage of India (3), formal wear (4), occasion wear (5) and responsibility towards saving culture (6).

H01: There is no significant difference between awareness of respondents on different variables of social sustainability of Khadi.

Table 7

		Sum of Squares	df	Mean Square	F	Sig.
Social sustainability	Between Groups	893.210	5	178.642	139.227	0.000
	Within Groups	3,479.757	2,712	1.283		
	Total	4,372.967	2,717			

ANOVA Summary of Social Sustainability

The result of ANOVA summary of variables of social sustainability presented in Table 7. The mean square between the groups was 178.642 and within the groups was 1.283. The obtained value of 'F' for difference of Social sustainability on variables is $139.227 < .05$ indicating numerator of F ratio greater than the denominator. The test carried out at total df of 2717 where 5 (n1) and 2,712

(n2) degrees of freedom at 95% confidence level for the mean score of all the six variables. The significance value is 0.001 which is less than 0.05. Since the p-value < significance level (0.05), the difference in the mean value of different variables of social sustainability is statistically significantly different. So the null hypothesis (There is no significant difference between awareness of respondents on different variables of social sustainability of Khadi) is rejected with 95% confidence.

H02: There is no significant difference between awareness of respondents on different variables of economic sustainability of Khadi.

Table 8

		Sum of Squares	Df	Mean Square	F	Sig.
Economic sustainability	Between Groups	615.543	3	205.181	146.106	0.000
	Within Groups	2,539.020	1,808	1.404		
	Total	3,154.563	1,811			

ANOVA Summary of Economic Sustainability

The result of ANOVA summary of variables of social sustainability presented in Table 8. The mean square between the groups was 205.181 and within the groups was 1.404. The obtained value of 'F' for difference of Economic sustainability on variables is $146.106 < .05$ indicating numerator of F ratio greater than the denominator. The test carried out at total df of 1811 where 3 (n1) and 1808 (n2) degrees of freedom at

95% confidence level for the mean score of all the four variables. The significance value is 0.001 which is less than 0.05. Since the p-value < significance level (0.05), the difference in the mean value of different variables of economic sustainability is statistically significantly different. So the null hypothesis (There is no significant difference between awareness of respondents on different variables of economic sustainability of Khadi) is rejected with 95% confidence.

H03: There is no significant difference between awareness of respondents on different variables of environmental sustainability of Khadi.

Table 9

		Sum of Squares	df	Mean Square	F	Sig.
Environmental sustainability	Between Groups	497.637	3	165.879	148.289	0.000
	Within Groups	2,019.114	1,805	1.119		
	Total	2,516.751	1,808			

ANOVA Summary of Environmental Sustainability

The result of ANOVA summary of variables of environmental sustainability presented in Table 9. The mean square between the groups was 165.879 and within the groups was 1.119. The obtained value of 'F' for difference of environmental sustainability on variables is $148.289 < .05$ indicating numerator of F ratio greater than the denominator. The test carried out at total df of

1808 where 3 (n1) and 1805 (n2) degrees of freedom at 95% confidence level for the mean score of all the four variables. The significance value is 0.001 which is less than 0.05. Since the p-value < significance level (0.05), the difference in the mean value of different variables of environmental sustainability is statistically significantly different. So the null hypothesis (There is no significant difference between awareness of respondents on different variables of environmental sustainability of Khadi) is rejected with 95% confidence.

H04: There is no significant difference between awareness of respondents on different variables of cultural sustainability of Khadi.

Table 10

		Sum of Squares	Df	Mean Square	F	Sig.
Cultural sustainability	Between Groups	1,336.974	5	267.395	289.100	0.000
	Within Groups	2,505.611	2,709	0.925		
	Total	3,842.586	2,714			

ANOVA Summary of Cultural Sustainability

The result of ANOVA summary of variables of cultural sustainability presented in Table 10. The mean square between the groups was 267.395 and within the groups was 0.925. The obtained value of 'F' for difference of cultural sustainability on variables is $289.100 < .05$ indicating numerator of F ratio greater than the denominator. The test carried out at total df of

2714 where 5 (n1) and 2,709 (n2) degrees of freedom at 95% confidence level for the mean score of all the six variables. The significance value is 0.001 which is less than 0.05. Since the p-value < significance level (0.05), the difference in the mean value of different variables of cultural sustainability is statistically significantly different. So the null hypothesis (There is no significant difference between awareness of respondents on different variables of cultural sustainability of Khadi) is rejected with 95% confidence.

H05: There is no significant difference between awareness of respondents on different variables of SEEC sustainability of Khadi.

Table 11

		Sum of Squares	df	Mean Square	F	Sig.
SEEC sustainability	Between Groups	27.675	3	9.225	7.238	0.000
	Within Groups	2,304.199	1,808	1.274		
	Total	2,331.874	1,811			

ANOVA Summary of SEEC Sustainability

The result of ANOVA summary of variables of SEEC sustainability is presented in Table 11. It consists of four variables one from each sustainability- social responsibility for weavers, economic responsibility for weavers, responsibility towards environment and responsibility towards saving culture. The mean square between the groups was 9.225 and within the groups was 1.274. The obtained value of 'F' for difference of SEEC sustainability on variables is $7.238 < .05$ indicating numerator of F ratio greater than the denominator. The test carried out at total df of 1811 where 3 (n1) and 1808 (n2) degrees of freedom at 95% confidence level for the mean score of all the four variables. The significance value is 0.001 which is less than 0.05. Since the p-value < significance level (0.05), the difference in the mean value of different variables of SEEC sustainability is statistically significantly different. So the null hypothesis (There is no significant difference between awareness of respondents on different variables of SEEC sustainability of Khadi) is rejected with 95% confidence.

Findings And Discussions

The results of the study have tried to achieve the objective to identify the awareness among customers and non users regarding different sustainability impact of using khadi. The findings are as follows.

All the hypotheses are rejected as found from ANOVA. The findings from social sustainability of Khadi show that there is a significant difference in the awareness level of respondents amongst income, lifestyle, status, social class and profession. Income has been given the top most priority in case of awareness as our position in the society is mostly a function of income.

Economic sustainability of Khadi shows a clear demarcation between the variables taken with durability of the material adding maximum contribution as per the results. Maintenance took the second position as it is more economical than other similar materials. Khadi clothes are expensive but when compared with others they are cheaper.

The sustainability of the environment by Khadi is discussed under four variables with environment friendly, skin friendly and woven fabric securing the first three positions in the awareness rank amongst the respondents. Khadi does not pollute the environment at all as the whole process starting from spinning the thread till weaving the yarn is manual driven. Moreover the colours used in dying

the yarn is vegetable in nature which does not harm our environment. The material being porous in nature is made of natural fibres which is soothing for the skin. It absorbs the sweat in tropical climate of India and is good for hypersensitive skin. The awareness of Khadi being a hand woven fabric is not well known to users and nonusers. The government should promote these qualities of the fabric to inform the customers and increase its adaptability.

The last factor chosen by the researcher to study its impact on awareness level of respondents about Khadi is cultural sustainability. The variables represents Gandhian culture holds the first rank as customers are well aware that Khadi means Mahatma Gandhi who was its creator. Khadi also depicts Indian culture which contributes to its cultural sustainability is ranked second by the respondents. India has numerous cultural heritages, Khadi being one of them. Heritage of India variable is ranked third in awareness level of respondents which should be promoted by the government. Khadi can be both formal wear and occasion wear. Readymade garments companies can sew formal wear both for males and females to dress in to their jobs. These can be in the form of western wear as well as Indian wear. It should be positioned in the consumers' minds not only as a wear for politicians and senior citizens as found from the studies of Mishra, 2014 but as a corporate wear too. All the states of India have their own culture and even subculture. We have different religions and national and religious occasions to celebrate all the year round. During these occasions new clothes are bought and put on by us. But do we buy Khadi clothes during these occasions. Perhaps yes during national occasions like Independence Day and Republic Day but what about others. Respondents are not much aware about the inclusion of Khadi as an occasion wear in creating cultural sustainability. These can be designed and promoted by ready wear garments companies and fashion designers. Celebrities and icons should themselves wear Khadi so that their followers follow them.

The SEEC sustainability consists of social, economic, environmental and cultural sustainability impact of Khadi and their awareness levels. As seen from results significant differences have been found between the awareness of these four sustainability amongst the respondents. The last variable of each sustainability talks about social responsibility towards weavers, economic responsibility towards weavers, responsibility towards the environment and responsibility towards saving our culture as citizens of India. It was found that users and nonusers are most aware towards the role of Khadi in providing environmental sustainability. The government and KVIC should encash this finding and promote Khadi in this era

of global warming. As per the study of Choi and Ng, 2011 sustainability of environment has become a critical factor to be considered by the human race if they want to survive. The second most important sustainability is social responsibility towards weavers. As a part of society, corporate social responsibility can include activities for the social upliftment of the weavers as discussed by Polese and Stren, 2000 regard social sustainability as growth or development that leads to the harmonious evolution of society. Further considering the views of Gomaa and Sakr, 2015 who have considered the youth to play a major role in social sustainability KVIC and other companies can use the youth to promote the use of Khadi and build up entrepreneurial enterprises for income and employment generation.

Conclusion

Khadi would be known as the national dressing material for any occasion if it can be properly implemented by the government, KVIC and other agencies and companies associated with it. As seen from the findings of this research Khadi has a contribution towards the SEEC sustainability comprising of social, environmental, economical and cultural sustainability of the weavers, society and the country with an integrated and holistic approach. Customers should be made more aware of the benefits of using Khadi as a material to dress in on any occasion and to any place. It is high time we need to implement and practice petty but crucial steps and methods to save the environment and human race from dooms day.

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