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ON**

**“NEW HORIZON IN BUSINESS AND ECONOMICS IN THE LIGHT
OF DIGITAL WORLD”**

ORGANIZED BY



NKES College of Arts, Commerce & Science
Wadala (W), Mumbai
(IN ASSOCIATION WITH UNIVERSITY OF MUMBAI)

On 27th April, 2019



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Draksha Safdar Khan

RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT**Draksha Safdar Khan**

Assistant Professor, BGPS' Mumbai College of Arts, Commerce and Science, Wadala (E), Mumbai

ABSTRACT

Human Resource Management is one of the crucial areas of overall business management. In fact, it can be aptly called as the backbone of an organization because it provides the human capital without which it's impossible to conduct business. Changes in technology combined with a shift in industries' dynamics and attitudes of people have transformed the role of HR.

The aim of this article is to identify and discuss recent trends in human resource development and to review existing research with regard to these recent trends.

Keywords: Human resource management, Artificial Intelligence, Gamitification, Outsourcing, Downsizing, Benchmarking

AIM OF THE STUDY

- The main aim of this paper is to study the recent trends in human resource management.
- To study how human resource management to deal with effects of changing world of work.

INTRODUCTION

There are three basic components of any Organization - People, Purpose, and Structure. HRM is the studying activities regarding people working in an organization, a managerial function that tries to match an organization's needs to the skills and abilities of its employees.

HUMAN RESOURCE MANAGEMENT??

HRM is the management of human resource working in an organization. In simple words, it is the management of humans or people. Human Resource Management is responsible for Management of people in the organizations. It relates to bringing people in organization, to help them perform their work efficiently, compensation management for their work and solving problems arising out thereon.

In short, we can understand HRM as follows :

- Human – people/us
- Resource – assets/costs for organizations
- Management – co-ordinating and controlling to achieve set goals .

The Management Process

But unlike other resources, humans, in the context of work and management, cause problems. Because disobeying, misunderstanding, answering back, challenging, having our own ideas about how things might be done, having varying degrees of interest and motivations are all hallmarks of humans, thereby posing a challenge to management in terms of securing effective control. There can be many solutions to this problem. For one, human element can be eliminated from the workplace i.e. creating Automated work organizations. Automation and use of technologies So that the significance of people in some circumstances may be replaced or reduced. But simultaneously it may actually also require highly skilled and trained people to design, maintain and operate the technology. So Machines can be used to tightly specify and control the work of people. This may improve efficiency and control but alienation, resistance and conflict could be the result. Or Else ways could be find to seek maximize commitment of people by organizing their work and creation of attitudes and behavior which generate best outcomes. Hence, HRM is can be aptly called as a search for “best practices” for generation of high levels of employee commitment and performance.



RECENT TRENDS IN HRM



Human Resource Management has evolved considerably over the past century, and experienced a major transformation in form and function primarily within the past two decades. The role of human resource management in organisations has been evolving dramatically in recent times. HR is increasingly receiving attention as a critical strategic partner, assuming stunningly different, far reaching transformational roles and responsibilities. The world of work is rapidly changing. As a part of organization, Human Resource Management (HRM) must be prepared to deal with effects of changing world of work. The world of work is rapidly changing. As a part of organization, Human Resource Management (HRM) must be prepared to deal with effects of changing world of work. For the HR people it means understanding the implications of globalization, work-force diversity, changing skill requirements, corporate downsizing, continuous improvement initiatives, re-engineering, the contingent work force, decentralized work sites and employee involvement for which all and more have the financial implication to organization. Let alone on the employees side where engagement, satisfaction, motivation, retention, absenteeism, turnover have to be checked. As a rule human resource management has to venture into new trends in order to remain relevant corporate development partner. Following new trends has been identified and discussed below:-

1. HUMAN RESOURCE OUTSOURCING

One very important trend in the recent times has been the growth of human resource outsourcing. HR outsourcing is the outsourcing of peripheral but necessary administrative tasks such as payroll, benefits, education/training, recruiting personnel, administration, to realize economies of scale and achieve standardization of services.



Rapidly changing market dynamics and global competitive pressures have caused organizations to spend more time focusing on their core business. Organizations are fast realizing that they can't be all things to all people. So companies now, be it a software company, a service provider or a manufacturing firm, decide what they are good at and outsource everything else, i.e., focus on their core competency, and let someone else do the rest in a more efficient and cost-effective manner.

As a result, human resources outsourcing is becoming increasingly prevalent. The number of companies outsourcing HR activities continues to rise, and the scope of outsourced HR activities continues to expand. HR outsourcing can happen in HR functions, like payroll administration (producing checks, handling taxes, dealing with sick-time and vacations), employee benefits (Health, Medical, Life insurance, Cafeteria, etc), human resource management (hiring and firing, background interviews, exit interviews and wage reviews), risk management, etc. Outsourcing has become a common response to manage people and technology resources strategically, enhance services, and manage costs more effectively.

2. DOWNSIZING

In a business enterprise, downsizing is reducing the number of employees on the operating payroll.



Whether it is called downsizing, rightsizing, delayering, reduction in force, redundancy elimination, or any of a host of other terms, the expectation of lifelong employment with one employer has now become the exception rather than the rule. Both in the government and the private sector, the loss of that sense of security-combined with the familiar scenario in which the number of employees is reduced but the amount of work remains unchanged-can have devastating effects on the remaining employees, otherwise known as the "survivors." The basic GOAL for a successful downsizing is "work better and cost less".

Over the past decade downsizing has been in full swing and reductions in the work force became a fact of life in the world of work. For many organizations, these actions were necessary to improve profitability, eliminate obsolete functions and reduce overstaffed areas. Downsizing began as the strategy of sickly companies shedding workers in the face of weak demand, but soon strong firms looking to boost shareholder value also adopted the policy, as a strategic option that management can exercise in order to boost equity value. Downsizing sometimes called "rightsizing" refers to the planned elimination of positions, operations or jobs.

METHODS OF DOWNSIZING

Lay-off: It is a temporary measure to reduce workforce in case the organization faces problems like shortage of fuel or power, accumulation of raw material and finished stock due to recession, shortage of working capital,

breakdown of machinery or natural calamity. The reasons under which employers can layoff workers are very specific and limited in number such as shortage of Power or natural calamity.



RETRENCHMENT

Under the Industrial Dispute Act, 1947, an organization can retrench employees for any reason other than termination of employment due to disciplinary action. It does not mean retrenching all the employees due to closure. The employer can prune the workforce using this method and pay them the retrenchment compensation as stipulated in the Act. But the employer has to retrench the junior- most employees even if they are competent based on the LIF (Last in First out) principle.



CLOSURE

An employer can close down the whole or part of a unit if the circumstances that lead to closure are beyond the control of the employer. The Government has to be notified at least 90 days before the intended closure, citing reasons there for. Section 2 (cc) of the Industrial Disputes (Amendment) Act, 1982 defines “closure” to mean “the permanent closing down of a place of employment or part thereof”. Section 25 (FFF) imposes a liability on the employer who closes down his business, to give one month’s and pay compensation equal to days’ average pay for every completed year of continuous service or any part thereof in excess of six months



One of the most important drawbacks of these methods of downsizing is that they cannot be used at the discretion of the employer in case of large organizations (where the number of employees exceed 100). Approval of the Government before layoff, retrenchment and closure is compulsory. In a country like India, where unemployment is a big problem, the Government is very reluctant to give permission for cutting jobs even if the reasons are genuine.

3. HRM BENCHMARKING

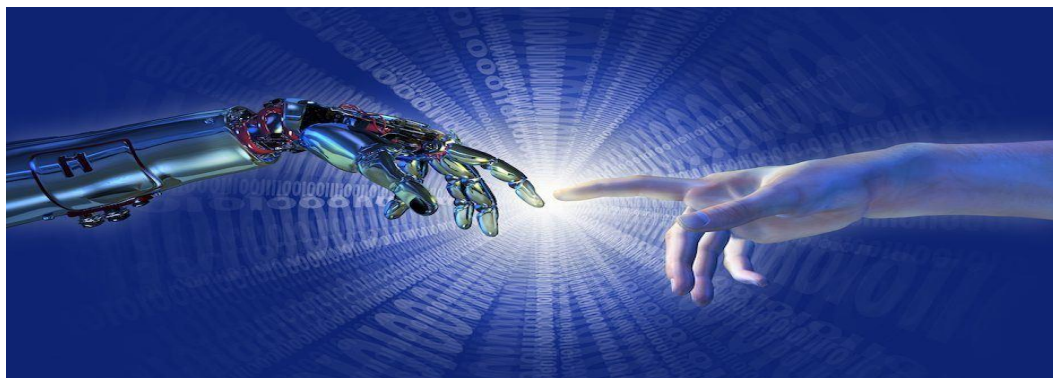
The term ‘benchmark’ originally meant a surveyor’s mark out in a rock used as a point of reference, therefore, benchmarking mean setting standards which acts as a point of reference. In business, benchmarking has come to mean variety of things. It is now recognized as an effective approach towards improvement of productivity, quality and other dimensions of performances that are determinants of competitiveness. Benchmarking is one of

the many techniques that one can employ to gather management information. The benefits of using benchmarking are that functions are forced to investigate external industry best practices and incorporate those practices into their operations.



In the HRM context, benchmarking can provide a useful way to identify and assess the contribution of people management practices to an organization's corporate performance. By helping organizations learn from other organizations' high performance standards, benchmarking provides an incentive for organizations to adapt, where appropriate, that learning to improve the quality of their own people management practices

4. USING ARTIFICIAL INTELLIGENCE



Another interesting HR trend to focus in 2018 is AI (Artificial Intelligence) driven human resources. Even though it is not expected to eliminate the usual human HR, it will transform and help to analyze the data. It will also assist in the primary repetitive HR tasks. When you use Artificial intelligence to recruiting the workforce, you will be able to eliminate bias. It will help to access the candidates based on their requirements without favoritism. In fact, the giant Unilever is already using virtual reality technology to select candidates for launch positions. And this is not at all the same thing as the traditional method of scanning resumes, organizing interviews and validating candidates (which can take several weeks). The use of algorithms and data management helps to reduce the proportion of unsuccessful hiring, since it assesses the abilities and qualities of candidates as accurately as possible.

5. CANDIDATE-EXPERIENCES CONCEPT



The fact is that the scope of HR today is managed by candidates. The market is so lacking in qualified specialists that the organization must “hook” on each of them even if he was not hired.

An organized selection process, a clear and precise passage of the stages of reception, feedback and answers to the candidacy - all this makes an impression about you and remains in the memory of a potential employee or even a client.

The task of a modern company in the selection of personnel is to make sure that any candidate can be invited at another time to a suitable vacancy. And for this, a summary database should be formed and organized,

6. GAMIFICATION

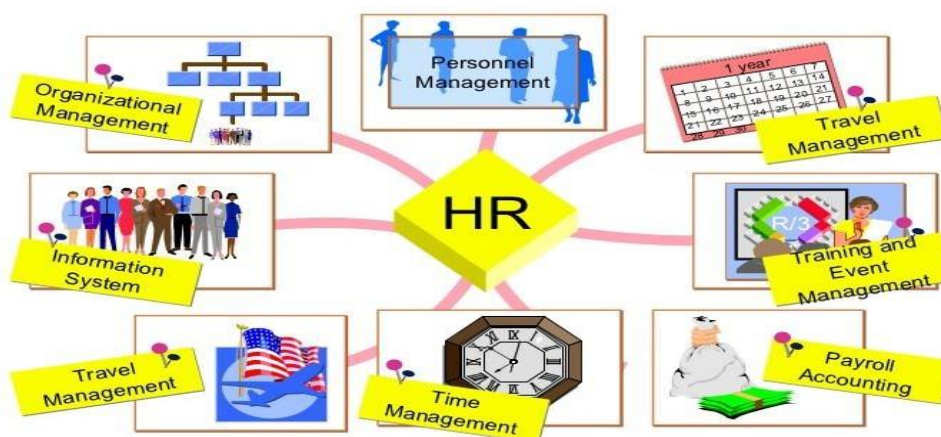


Gamification in HRM uses triggers and other tools to motivate and provide the best results.

This can often resemble loyalty programs: ratings, leaderboard, badges and titles. This approach creates a sense of play and pleasure that motivates employees to new victories. In addition, in this way you can strengthen the team and ensure the synergy of teams and departments.

7. E-HR

The new HR destination is very modern. HR today speaks e-language and operates e-related systems and procedures.



All HR-procedures are e-based as follows

E-HR basically ensures that all the major HR transactions in organisations are carried out through intranet and internet. All HR related policies, systems, facilities and rules are made available to people in the company's website and employees can access those by logging on the website without taking the trouble to personally meet and request for that information. Information such as leave benefits, compensation related queries, promotional procedures, transfers, developmental issues are all made available on the company's website. The process makes all the information available to the employees very easily and smoothly.

E-recruitment systems help matching people with jobs more accurately and efficiently.

In-house commerce sites help the employees in choosing their holiday destinations, reservation of air and plane tickets, purchase of company allocated facilities etc. through company's internet facilities.

E-health sites enable the employees to confidentially discuss the health problems. E-education helps the employees in career advancements. Organisations are developing in-house computer based education training facilities to enable their employees to learn and progress. E-commerce enables the enterprise to communicate with employees on different issues relating to the organisation's projects, work schedules, problems etc. Chat facilities are provided between the employers and their superiors as also their customers to clarify their doubts.

CONCLUSION

In the recent years, significant changes have been noticed in the economic, social, technological and political environment of business all over the globe. The economies of the world witnessed changes brought about by the creation of WTO, economic liberalisation and trend towards globalisation thereby bringing many opportunities and threats for the modern organisation.

These changes cannot be overlooked by the organisations, and there is a need that the human resource managers must design and execute innovative mechanism for developing skills and competencies of human resources in order to prepare them to accept the emerging challenges. The basic idea must be to focus on the needs of the employees, their empowerment, well-being, etc. by employing newer technologies, creating new horizons in HRM.

DECLARATION

I, Asst. Prof. Draksha S. Khan, hereby declare that this Paper titled “Recent trends in HRM”, contents and the matter used in this article is hereby collected and prepared by me and submitted to be published and presented in the One day Multi Disciplinary International Conference on “New Horizons in Business and Economics in the light of Digital world”.

I, further declare that this paper has not been submitted to any other Institute for publication.

Asst. Prof. Draksha S. Khan

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Interpersonal Communication Skills

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Abstract

It is not an exaggeration to say that communication is the life line of a teacher. Communication is as much a matter of human relationships as it is about transmitting messages. This fact is most appropriate to teachers because a teacher earns reputation not because of her degrees or accolades but because of the students. The teaching faculty is continuously facing challenges from pressure of workload, working with groups, teams, stakeholders and changing workplace environment. Teachers with excellent interpersonal skills rise to the top in their personal effectiveness and Professional growth. Bonding among the various types of students need to be strong and it is possible if the interpersonal communication is ineffective. Teachers are far more than transmitters of information and instruction. They communicate with their students, colleagues and superiors on a day-to-day basis through interpersonal communication channels. Just as intrapersonal communication motivates an individual, interpersonal communication leads to everlasting relationships among the employees of an organization.

Key Words : Communication, Communication Process, Interpersonal Communication skills, Stages, Tips for improving interpersonal communication

Conceptual Details

"The meeting of two personalities is like the contact of two chemical substances ; if there is any reaction both are transformed" —Carl Jung

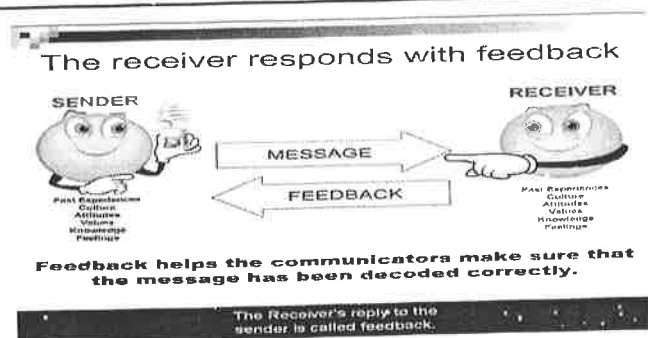
Introduction

What Is Communication

The word 'communication' is derived from Latin word 'communis', which means common. It is a process of exchange of facts, ideas, opinions and a means that individuals or organizations share the meaning and understanding with one another.

Communication is sharing of ideas and feelings in a mood of mutuality- Edgar Dale.

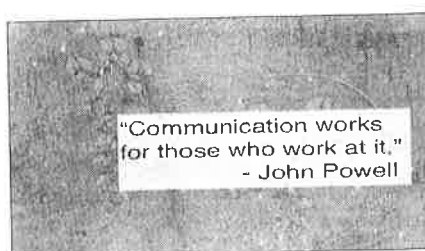
Communication is a process of sharing experience till it becomes a common possession. It modifies the disposition of both parties who partakes it - - John Dewey. Development



Communication Skill For Teacher

Teaching is generally considered as only fifty percent knowledge and fifty percent interpersonal or communication skills. For a teacher, it is not just important to give a quality lecture but it is more important for the presentation of a lesson or lecture in class. Communication skills for teachers are thus as important as their in-depth knowledge of the particular subject which they teach.

Teachers should be aware of the importance of communication skills in teaching. They must also realize that all students have different levels of strengths and weaknesses. It is only through communication skills that a teacher can introduce creative and effective solutions to the problems of the students. Thus, a teacher can enhance the learning process



Effective Communication Skills For Teachers

Following are some of the communication skills that a teacher must possess so that they interact properly with the students -

Positive Motivation

This is one of the important things that a teacher must possess. In a class, students always have different kinds of taste and preferences over subjects. So it is the job of the teacher to create enthusiasm and interest in the minds of the students towards a subject. It is also a teacher's role to remove any fear and inhibitions that a student may have towards a subject.

Effective Body Language

This is the most powerful communication skill that a teacher must possess. Good presentation skills include a powerful body language supported by verbal skills. This can create a long lasting impression in the

minds of the students. Thus, a teacher's lecture will inevitably become more interactive and interesting for the students. Besides, a teacher should maintain the volume, tone and rhythm of their voice during a lecture.

Sense of Humor

The importance of this factor has been regularly underestimated. A good sense of humor keeps the students active and interested in the teacher's class. A teacher who is dull and lacks humor does not contribute to the overall well-being of the students.

Understanding the Students

Teachers should encourage students to communicate openly. There should be emphasis on cultivating a dialogue rather than a monologue. So while solving any kind of problems in the classroom, it is always wise to hear the opinions of the students also.

Team Formation

This is a good method where you can divide the classroom into small teams and ask them to solve different problems or complete assignments. This practice will increase not only the interaction among the students but also among the teacher and students.

Technical Skills

It is also important that teachers should be up to date with all the latest teaching aids like computers, video conferencing and especially the use of internet. This will also help the students to keep up their interest in the learning process.

Interpersonal Communication

Relationships never die a natural death. They are always murdered.

Either by Ego or by lack of Communication.

goodmorningwisdom.com

Communication can be classified into three major categories: intrapersonal, interpersonal and mass. While intrapersonal communication refers to the communication within a person, interpersonal communication involves at least two persons. Though mass communication also is interpersonal in nature, it is between one on one side and many on the other side and hence interaction will be nil or meager. Mass communication needs a print, electronic or digital channel to communicate. As far as interpersonal communication is concerned, face-to-face is the best channel and the best form is oral. Meetings, group discussions, lectures, interviews, sales visits, etc., are forms of interpersonal communication. However, the pervasive impact of technology has opened up several other forms such as emails, cell phones, discussion forums, video conferencing, etc., for interpersonal communication.

Interpersonal communication generally refers to spoken communication between two or more individuals on a personal, face-to-face level to send and receive information. It can also stand for written and nonverbal forms of communication that involves two or more people. It is called dyadic (dyad=two) communication if there are two participants and small group communication if there are few more participants. Conversations, meetings, project discussions, lectures, etc., are some forms which the interpersonal communication assumes.

Interpersonal communication competence includes a set of skills, knowledge about communication and self evaluation.

Why Do We Need Interpersonal Communication?

We cannot be human alone. We live in a world filled with other people. We live together, work together and play together. We need each other for security, comfort, friendship and love. We need each other to mature through dialogue. We need each other to achieve our goals and objectives. None of these needs could be addressed without interpersonal communication. We communicate in order to: Get acquainted Express emotions to others Share information Persuade others to understand our personal views Build relationships Interpersonal Communication is the lifeblood of every relationship. Good relations are nurtured by open, clear and sensitive communication. We are able to send messages from the moon, but we find it difficult to relate to those we love. Ineffective communication causes loneliness, conflicts, family problems, professional dissatisfactions, psychological stress, physical illness and even death, when communication breaks down.

It would be a perfect world if communication would work as in the Science Fiction movie "Star Trek", where Mr. Spock, by touching skulls, transferred information from one mind to another in a faultless process – free of errors, emotional content and personal perspectives. Unfortunately in our world, mind melting is not available. We have to struggle with an imperfect system containing considerable opportunities for communication breakdowns. Many people are fatalistic about their communication skills.

Essential skills

Both verbal (using words) and nonverbal skills are important for successful interpersonal communication. For instance, when the TEACHERS wish to influence their STUDENTS, they need to use persuasive and motivating words / phrases such as amazing, impressive, superb, can do , sure, potential, empower, interesting!, Wow!, etc. Similarly, when they wish to express their concern, they can use words / phrases such as, I understand, I feel bad, sorry, can't believe, let me understand, etc.

Let us reflect for a moment. What sort of oral or nonverbal greeting do we receive from complete strangers? Do they greet orally or give some form of recognition? Do they make eye contact? As our intimacy with another person increases, the kinds of verbal exchanges also change. We speak about weather, family, news, movies; we nod, use "hello", smile; Only after sharing of pleasantries do both of us begin to open up and make public our views.

When it comes to nonverbal skills, it is important to use appropriate facial expressions, postures, and

gestures during the communication process. Eye contact, personal appearance and personal space are also vital for effective interpersonal communication. In addition, voice that conveys our determination, enthusiasm, confidence, concerns and excitement, etc., should be used with utmost effectiveness.

Besides verbal and nonverbal skills, emotional intelligence also comes in handy in making interpersonal communication more successful and enduring. Understanding our and others' emotions is certainly an essential skill in empathizing with others during interpersonal communication. The same idea has been expressed by Henry Ford when he says:

If there is any great secret of success in life, it lies in the ability to put yourself in the other person's place and to see things from his point of view—as well as your own.

Above all, listening skills are extremely important. Only when we listen to others, we can react meaningfully to communication situations. Understanding, paraphrasing, asking questions, sending nonverbal responses, reflecting implications, eliciting further information, etc., are key skills of listening. "When being criticized you should listen, paraphrase and clarify what is said; if you agree apologize or explain what you will do differently".

Styles of interpersonal communication

Parties involved in interpersonal communication adopt different kinds of styles for transmitting and interchanging their communication messages:

Controlling Style: One Way Communication. Here, the senders keep the control with them and leave little or no room for the receivers to provide feedback or reply. Although this style might prove to be an efficient form of communication during crisis situations, it can intimidate the receivers and can actually create a communication gap.

Democratic Style: As against the controlling style, this style facilitates a healthy two-way communication wherein information is shared mutually. By encouraging participants to express their ideas freely, this style of interpersonal communication creates a co-operative and healthy atmosphere.

Structured Style : Here, the senders plan and structure their messages in such a way that they are well understood by their audience. For instance, a teacher who wants to communicate the specific goals of a project or Visit to his/her team members can follow this style.

Dynamic Style : This style allows senders to use motivation to influence the receivers. It is a high-energy approach involving the use of motivating words and phrases to encourage the audience to get inspired and achieve a certain goal

Quitting Style : When the senders know that the receivers are also equally interested in achieving the objectives through interpersonal communication, they can adopt this style. Also known as relinquishing style, this type of interpersonal communication is highly open for ideas to the extent that it can transfer the responsibility of the communication to the receiver. In fact, such an interpersonal communication paves way for

enhanced commitment as well. 8

Tips for effective interpersonal communication

- Adapt your message to your listeners. In other words, consider their background before you present your message.
- Refer to your audience by name in order to make them feel that you are specifically addressing them to communicate your point
- Avoid being dogmatic if you are the senior most among the participants. Remember that interpersonal communication is mainly aimed at developing and sustaining human relationships. Your audience will be receptive to even difficult tasks if they are communicated in a friendly manner.
- Remember to include all necessary details in your message so that there is no ambiguity and your audience can understand completely.
- As far as possible avoid using "I" "me" frequently during interpersonal communication with your students, peers or superiors.
- Try to understand the feelings hidden behind your audience's words. Similarly learn to express your feelings of sincerity, enthusiasm, etc., while communicating.

Conclusion

The procedure of communication is dynamic concept and not a stationary. It takes presence of mind and courage to face people with the power to prove what we want to convey through communication. A communication can be said successful only if he/she is able to convince people for whatever they wanted to convey. Depending on the environment and circumstances the effectiveness of speech changes. It is therefore a dynamic interaction both affecting and being affected by many variables. It is a basic social process required for the growth and development of individuals, groups, society and people. Knowing good communication skills are really important in every walk of life.

Effective teachers recognize the increasing importance of technology as a tool for student learning and as a major communication resource to be developed. Technological media, classroom environment, and the teacher's verbal and nonverbal communications should all work together to send the students clear and consistent messages.

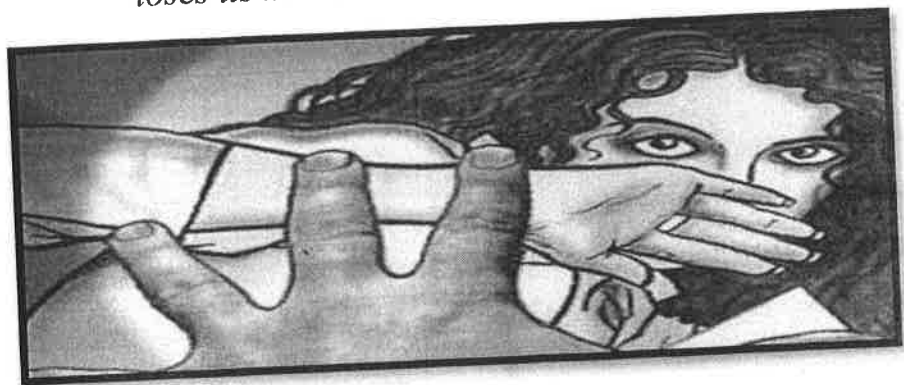
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9. Crime against Women

Mrs. Draksha Safdar Khan
Asst. Professor

"A society that is unable to respect, protect and nurture its women and children loses its moral moorings and runs adrift."



Woman found hanging, rape-murder suspected

TNN | Updated: Feb 19, 2018, 14:21 IST

KORAPUT: Tension gripped Kashipur in Rayagada district after the body of a tribal woman, who went missing on February 14, was spotted by local villagers hanging from a tree in a forested area on Sunday. Alleging that the deceased was raped and murdered, locals staged a protest, demanding immediate arrest of the culprits. The victim left home on Wednesday and didn't return. Her family lodged a complaint in Kashipur police station on Saturday. Family of the victim suspects that the two youths murdered her after raping her. "The manner in which the body was hanging with a towel from a tree branch indicates that she was murdered and then hanged by the culprits. "The law and order situation in the district has plunged to a new low as miscreants have no fear for police. Crime against women, especially tribals, is being committed with impunity," he added.

Keywords: Crime against women, Crime under IPC, Crime under SLL, Violence, Facts and figures, Suggestions

Introduction

**"Let's start a movement —
a movement of men who
aren't afraid to stop
violence against women."**

— Carlos Andrés Gómez
The Guardian

Centuries have come, and centuries have gone, but the plight of women is not likely to change. Time has helplessly watched women suffering in the form of discrimination, oppression, exploitation, degradation, aggression, humiliation. In Indian society, woman occupies a vital position and venerable place. The Vedas glorified women as the mother, the creator, one who gives life and worshipped her as a 'Devi' or Goddess. But their glorification was rather mythical for at the same time, in India women found herself totally suppressed and subjugated in a patriarchal society. Indian women through the countries remained subjugated and oppressed because society believed in clinging on to orthodox beliefs for the brunt of violence—domestic as well as public, Physical, emotional and mental. Male violence against women are worldwide phenomenon. Fear of violence is an important factor in the lives of most women. Fear of violence is the cause of lack of participation in every sphere of life. There are various forms of crime against women. Sometimes it is even before birth, some times in the adulthood and other phrases of life. In the Indian society, position of women is always perceived in relation to the man. This perception has given birth to various customs and practices. Violence against women both inside and outside of their home has been a crucial issue in the contemporary Indian society. Women in India constitute near about half of its population and most of them are grinding under the socio-cultural and religious structures. One gender has been controlling the space of the India's social economic, political and religious fabric since time immemorial. The present study felt the need that in the era of globalization and modernization the present trends of crimes against women is on increase. Recently the brutal rape and murder against a tribal woman in Kashipur of Rayagada District again sparked the debate on Indian mental set up and existing law and order in the Country.



1. The Crime under Indian Penal Code (IPC):

- i. Rape (Section 376 IPC)
- ii. Kidnapping and abduction for specified purpose (Section 363-373 IPC)
- iii. Homicide for dowry, Dowry death or their attempts. (Sec. 302/304-B IPC)
- iv. Torture both mental and physical (Sec.498-A –IPC)
- v. Sexual Harassment (Sec. 509 IPC)
- vi. Importation of girls (Up to 21 years of age) (Sec. 366-B IPC)

2. The Crimes under the Special and local Laws (SLL)- Gender specific laws - include
seventeen crimes, of which the important ones are:

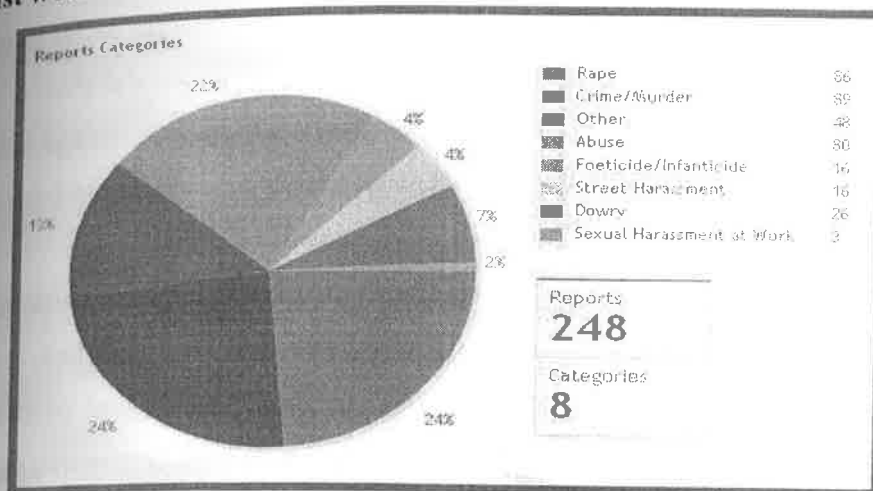
- i. Immoral Traffic (Prevention) Act, 1956.
- ii. Dowry Prohibition Act, 1961
- iii. Indecent Representation of Women (Prohibition) Act, 1986.
- iv. Commission of Sati (Prevention) Act, 1987.

Violence

It is equally important to clarify the concept of 'violence' against women. If we take 'violence' as "conduct which incurs the formal pronouncements of the moral condemnation of the community," or "deviation from conduct norms of the normative groups", the scope of cases of 'violence against women' becomes too broad.

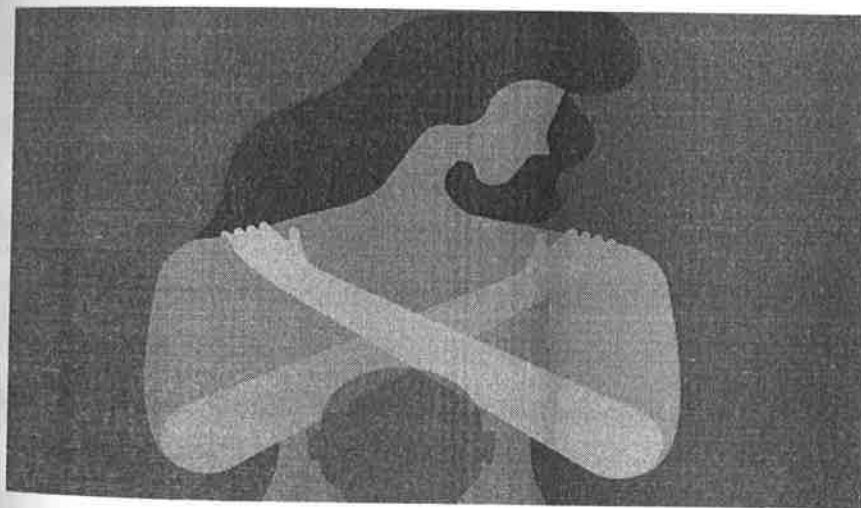
'Violence' must be recognised as a human phenomenon in as much as it consists of an act of one person which encroaches upon the freedom of another (Domenach, 1981: 30).

Crime against women Percentage Distribution



Source: Crimes In India , NCRB

Facts And Figures



The semantic meaning of "crime against women" is direct or indirect physical or mental cruelty to women. Crimes directed specifically against women and in which only women are victims are characterised as "crimes against women". Some Facts and figures related to crimes against women are :-

- Sex Ratio 933
- Literacy Male 75.85
- Literacy Female 54.16
- 1 to 3% of executive positions only occupied by women

- 9 % of women in executive bodies of political parties
- 3 % of women as Supreme Court Judges
- 7 % of women in civil services
- 6 % women in trade unions
- Infant mortality is 67 for boys and 78 for girls
- 40 % women are assaulted by their intimate partners
- 65 % women reported some kind of abuse
- Rural women are paid 60% of what men are paid
- Urban women are paid 80% of what men are paid
- Less than 50% of the women are involved in decisions related to their own health care
- A woman is molested in the country every 26 minutes
- A rape occurs every 34 minutes
- Every 42 minutes, an incident of sexual harassment takes place
- Every 43 minutes, a woman is kidnapped
- Every 93 minutes, a woman is killed
- Every 102 minutes, a dowry death
- One out of every three women has experienced violence in marital life
- Physical abuse of Indian women is high ranging from 22-60 percent
- 71.5 percent increase in cases of torture and dowry deaths from 1991-1995
- 45 percent of Indian women are slapped, kicked or beaten by their husbands
- India also had highest rate of violence during pregnancy - 50 percent were kicked, beaten or hit
- when pregnant
- 74.8 percent of women who reported violence have attempted to commit suicide
- Highest rate of sexual violence were among highly educated men
- 32% - with zero education, 42% - primary school education, 57%-high school and college
- education
- 35% sexual violence by low economic groups and 61 % among the highest income groups
- Only 22% of women in rural India were recorded as workers

- Only 32% of the female labour force of the total labour force is accounted for
- In rural India, agriculture and allied industrial sectors employ as much as 89.5% of the total female labour

*Crimes against women have more than doubled over the past ten years, according to latest data released by the National Crime Records Bureau (NCRB).

*As many as 2.24 million crimes against women were reported over the past decade: 26 crimes against women are reported every hour, or one complaint every two minutes, reveals an **India Spend** analysis based on the last decade's data.

*Cruelty by husbands and relatives under section 498-A of Indian Penal Code (IPC) is the major crime committed against women across the country, with 909,713 cases reported over the last 10 years, or 10 every hour.

*Assault on women with intent to outrage her modesty (470,556), earlier classified as molestation under section 354 of IPC, is the second-most-reported crime against women over the last decade.

*Kidnapping and abduction of women (315,074) is the third-most-reported crime followed by rape (243,051), insult to modesty of women (104,151) and dowry death (80,833).

*More than 66,000 cases have been reported under the Dowry Prohibition Act, 1961, over the last decade.

*Ten cases of cruelty by husband and relatives are reported every hour across the country followed by cases of assault on women with intent to outrage her modesty (5), kidnapping & abduction (3) and rape (3).

*NCRB added three more heads under which cases of crime against women have been reported in 2014.

These include attempt to commit rape (4,234), abetment of suicide of women (3,734) under section 306 IPC and protection of women from domestic violence (426).

*As many as 66% of women reported experiencing sexual harassment between two and five times during the past year, a 2010 study in New Delhi had found.

***Andra Pradesh leads in crimes against women**

Andhra Pradesh has reported the most crimes against women (263,839) over the past 10 years.

The state ranks first in crimes reported for insult to modesty of women (35,733), second in cruelty by husband and relatives (117,458), assault on women with intent to outrage her modesty (51,376) and fourth among dowry-related deaths (5,364).

*West Bengal (239,760) is second, leading in crimes related to cruelty by husband and relatives (152,852), second in kidnapping and abduction (27,371) and fifth in dowry-related deaths (4,891).

*Uttar Pradesh (236,456) ranks third, followed by Rajasthan (188,928) and Madhya Pradesh (175,593).

These five states account for almost half of all the crimes committed against women across the country over the last decade.

***Kidnapping of women up three times**

Kidnapping and abduction of women is up 264% (a more than three-fold increase) over the past ten years, from 15,750 cases in 2005 to 57,311 cases in 2014. Uttar Pradesh is the worst-affected state, with 58,953 cases reported.

Police investigations have found that in places like Delhi, Agra, Madhya Pradesh and Rajasthan, denotified tribes (also known as criminal tribes), such as Bedia, Nat, Kanjar and Banjara, are involved in kidnapping minor girls, according to a report by the United Nations.

*Madhya Pradesh (34,143) reported the highest number of rape cases in the last decade followed by West Bengal (19,993), Uttar Pradesh (19,894), Maharashtra (19,177) and Rajasthan (18,654).

*Madhya Pradesh (70,020) also reported the most cases of assault on women with intent to outrage her modesty.

*Around 35% of women globally have experienced either physical or sexual intimate partner violence or non-partner sexual violence, according to a 2013 global review by UN Women.

Some national violence studies show that up to 70% of women have experienced physical or sexual violence in their lifetime from an intimate partner, the UN report said.

Source: National Crime Records Bureau; Figures represent cases reported.

WHAT TO DO??? (SUGGESTIONS)



1. Increase reporting of rape and assault cases: To increase the reporting of such cases at first we need to empower the women and children. They must be educate on their rights and encourage them to come forward to register the cases. There are many violent cases but due to stigma in the society very few are reported.

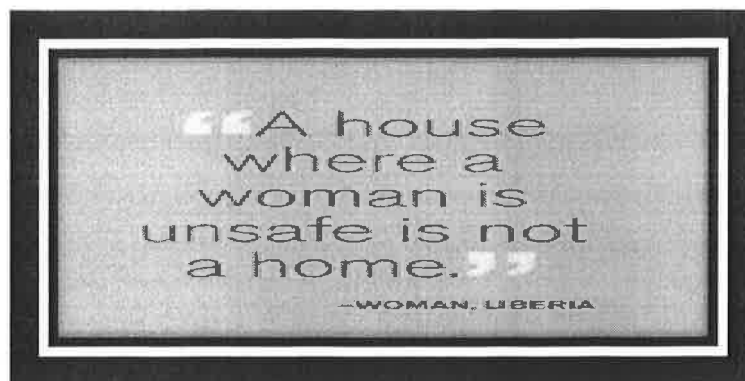
2. Law enforcement agencies: Low enforces should be well trained to react swiftly and with sensitivity towards the women and children cases.

3. Exemplary punishment: Punishment of every culprit need to be exemplary. Campaigning of "Zero- tolerance" of sex offenders. More and more fast track court should establish.

4. Proper planning of the city: Every city should be planned in a very specific manner. According to Ranjana Kumari, director of Delhi 's Centre for Social Research, only 37% of the city was ever planned. "The rest is . . . slums, villages, with no proper lighting or development," she said last week. "There are many pockets of crime."

5. Indian Police system: Neither the Centre nor States have been proactive in improving the quality of Policing. Official records shows that only 14 states have either enacted the New Police Act or amended their existing laws to incorporate SC's suggestion.

Finally, a nationwide campaign is needed to reignite India 's core values and traditions that respect and nurture women and children. This can only be borne out of consensus in society. Awareness amongst men of the scope of this issue is critical. Men who turn a blind eye to such brutal acts in their own neighborhoods, communities and families are just as culpable as those that perpetrate these acts. Action from courts and police will not suffice if the community remains defiantly opposed to change. Boys should be taught that boys do not make anyone cry (ladke rote nahi) instead of Boys do not cry (ladke rote nahi) and a proper support mechanism for females in the male dominated society. Stand by them....



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THE STUDY ON CONSUMER BEHAVIOR AND MARKETING STRATEGIES TOWARDS

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ABSTRACT

The urban consumers are known to earn high income, have high level of literacy, high level of brand awareness, adequate communication and transportation facilities. The urban markets are growing rapidly. In this study, urban areas of Mumbai with a sample size of 100 respondents. The study intends to identify the level of influence of various factors on the purchase of FMCG products among the urban consumers. The study emphasized that urban consumers gave more importance to the 'quality' of the FMCG-products they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media.

KEYWORDS

Consumer behavior; urban consumer; FMCG Products; Attitude.

INTRODUCTION

Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) are products that are sold quickly and at relatively low cost. Though the profit margin made on FMCG products is relatively small (more so for retailers than the producers/suppliers), they are generally sold in large quantities; thus, the

cumulative profit on such products can be substantial. FMCG is probably the most classic case of low margin and high volume business. Introduction to Fast Moving Consumer Products (FMCG) The Indian FMCG sector is the fourth largest sector in the economy with an estimated size of Rs.1,300 billion. The sector has seen tremendous average annual growth of about 11% per annum over the last decade.

Approximately 12-13 million retail stores exist across India, the large percentage of which around 9 million are kirana stores. India FMCG sectors' comprises of few significant characteristics like well-connected distribution network, high level of competition between the organized and unorganized FMCG players, and low operational cost. In India, FMCG companies have privilege of having easy availability of raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage.

Products which have a swift turnover and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG items are those which generally get replaced within a year. Examples of FMCG commonly include the range of daily consumed items such as toiletries, soap, detergents, cosmetics, oral care products, shaving products, packaged food products and

digestives as well as other non-durables such as bulbs, batteries, paper products, glassware and plastic goods.

PROBLEM STATEMENT

The study explores the relationships between the urban consumers and new marketing strategies in the area of FMCG. In the case of FMCG companies, the marketing polices as well as consumer relationship tactics shows that another approach to marketing. It also state the different FMCG products available in the market and various strategies planed for marketing it aware as it has to be sold on regular basis and as soon as possible. It also contains the things that make a customer loyal customer. Therefore the problem developed is "The Study on Consumer Behavior towards FMCG Products among the urban areas."

OBJECTIVES OF THE STUDY

- * To analyze key aspects, product attributes media, sales promotion & moderating the purchase attitude-behavior of urban consumers.
- * Examine influence of buying motive and attitude on the purchase behavior.
- * Understand the new strategies used by FMCG marketers to influencing the purchase behavior of urban consumers.
- * Provide suitable conclusion and suggestions for the study.

RESEARCH METHODOLOGY

Secondary Data:

The secondary data is collected from newspaper articles.

There are many books on marketing which are referred for collecting the data.

There are many journals relating to marketing strategies for purchasing FMCG products.

The researcher has also used internet sites for

latest data for the study.

Primary Data:

The primary data for the study will be collected through the questionnaire method. The questions developed will be open ended or multiple choices for collecting the reviews of the consumer towards the FMCG products.

Sample Size:

Category of the Customers	Male	Female	Total
Upper Class	10	10	20
Middle Class	10	10	20
Lower Class	10	10	20
Total	30	30	60

LITERATURE REVIEW

FMCG scenario

The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018.

Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share.

Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector.

Urban trends

With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to

international markets.

Consumer attitude

Consumer attitude towards a product is learned, either directly through self - experience with the consumption of a product or its service, or indirectly through receiving external information about the product or its service. The second is that attitude is an antecedent to behavior. Therefore, it becomes essential to know about the way information is received and the manner in which it is processed, and the nature of the messages obtained. Attitudes refer to what a person feels/believes about something. Attitudes may be reflected in how an individual acts based on his/her beliefs. Once formed, attitudes are very difficult to change. However, increased awareness/information through deliberate advertising appeal/persuasion can change an attitude. Consumers are living bundles of needs. All behavior takes place in a social setting which is unique to that individual. Influential social group members establish role expectations. Most attitudes a consumer possess are stored according to the various roles one performs. A great portion of the attitudes consists of the role expectations that have been learned. The consumer role behavior is enacted to satisfy wants/ needs of the consumer. The pattern of consumer's behavior differ at different points in his/her life. Also the consumer's behavior at any point of time is influenced by any past behavior.

MARKETING STRATEGIES

1. Innovations in Core Products

In the FMCG market, the life of a product is short. Marketers continually try to introduce new brands to offer something new and meet the changing requirements of customer. It is prudent for a marketer to innovate from time to time both by technological expertise as well as

from the consumer's or dealer's feedback. Such innovations are tried out around the core products of a company.

2. Long term outlook

Many companies adopt a long term outlook towards growth in an FMCG market. In the process, short term gains which might adversely affect the long term prospects of the company are sacrificed. Example: Kellogg's in Mexico. The concept of cornflakes for breakfast promoted by Kellogg's is entirely American in nature and in Mexico which is culturally so different from America, could not accept. Kellogg's with its long term outlook took 28 years before finally breaking even. Today is the market leader in the breakfast cereals market, enjoying an unparalleled monopoly.

3. Extending the PLC

Economic conditions change, competitors launch new assaults, and the products encounters new types of buyers and new requirements are situations in which a FMCG company try to extend the PLC. In the mature stage of the PLC, some companies abandon their weaker products. They prefer to concentrate their resources on their more profitable products and quickly develop new products. Example: Existing models in products like automobiles, motorcycles, watches and cameras in India have experienced a good demand whenever new options were offered.

4. Expanding markets by usage

A company usually expands the market for its brand in two ways, either to increase the number of customers or by encouraging more consumption per intake. The usage rate of the consumers can be increased in 3 ways : 1) It may try to educate or persuade customers to use the product more frequently. 2) The Company can

try to induce users to consume more of the product on each occasion. 3) The company can try to discover new product uses and convince customers to use the product in more varied ways.

5. Wide distribution network

A very simple way of increasing FMCG Company's market share is by developing a strong distribution network, preferably in terms of more locations. An extensive distribution system can be developed over time, or the company may acquire another company which has an extensive distribution network. Example: Brooke Bond, Asian Paints, Hindustan Lever, Union Carbide have developed a good distribution network.

6. Monitoring the pulse of the consumers

Companies spend considerable effort to find out the what, where, how and when of their consumers. Well-known companies frequently undertake marketing research to find out more about their consumers and how to satisfy their needs and wants in a better manner. It helps them to monitor the pulse of their buyers. Example: We may cite here the famous Marketing Research about instant coffee.

7. Advertising and Media coverage

Advertising is required to build awareness about an FMCG or brand which is available in the market but not many people might know about it. Informative advertising figures heavily in the pioneering stage of a product category, where the objective is to build primary demand. Persuasive advertising becomes important in the competitive stage where the objective is to build a selective demand for a particular brand. Reminder advertising is quite common with mature products. Example: Expensive four colour Coca-

Cola ads in magazines tries to remind people to purchase.

8. Sales promotion

Sales promotions offer a direct incentive to buy more in the short term. They are designed to stimulate quicker and/or greater purchase of particular products by consumers or the trade. Example : Pepsi has been doing a large amount of promotions since the time it entered India. Pepsi cassettes and T-shirts have been offered to young people all over the country.

SUGGESTIONS

- * Most of the promotion schemes are sponsored by manufacturers. Retailers, knowingly or unknowingly, may not wholeheartedly support their efforts. Consumers must ensure that offers are passed on to them by the retailer or other intermediaries.

- * Retailers should see that sales promotion schemes implemented by the manufacturers are able to increase store traffic and create primary demand for the product.

- * The most common (and critical) challenges in FMCG product marketing--and proposed strategies to address them. The key is to be pragmatic and remain focused on identifying and addressing the true needs of customers and prospects.

- * The FMCG companies are persisting with innovations and product launches across segments, to maintain his volume growth, value growth, boost its margin and maintain market share.

CONCLUSION

The urban market is more challenging market for FMCG products. Urban consumers are well educated. The consumer wants that products which are long lasting. It is necessary for all FMCG major companies to provide those

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products which are easy to available and affordable to customers. It is right that the profit margin is very low in FMCG products, but at the same time the market size is much larger.

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