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Dr. C. M. Thakkar

Chief Executive Editor
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Shri Trikamjibhai Chatwani Arts & J.V. Gokal Trust Commerce College, Radhanpur

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Radhanvalli

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प्रकाशन की प्रत्येक प्रति के कवर पेज के दाहिने ओर के ऊपरी सिरे पर आई.एस.एस.एन. छपा होना अनिवार्य है।

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Yours sincerely,

**For Head
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EDITORS PROFILE**Chief Editor**

Dr. C.M.Thakkar was born on 01st June 1966. He graduated in Commerce (B.Com.) in the year 1988 from Gujarat University. Prin. Thakkar did his Post Graduation (M.Com.) from North Gujarat University in 1990 and Ph. D. North Gujarat University in 2004. He had also completed B.Ed. and LL.B. from Hemchandracharya North Gujarat University, Patan.



Prin. Thakkar started his academic career as an Lecturer in Accountancy. After joining the noble profession of teaching, he served this profession in different capacities like Lecturer, Assistant Professor, Professor and Principal at Shri Trikamjibhai Chatwani Arts & J.V. Gokal Trust Commerce College, Radhanpur for 25 years.

He has written two books to his credit He participated in long term and short term training programs. He also participated and presented research papers in State, National and International level seminar Conferences etc. He has guided numerous candidates for their Master Thesis and has conducted many Seminars/workshops & Training Programs in the state. He has to his credit many publications in various National and International Journals. He also guided Ph.D students and M.Phil students in the Hemchandracharya North Gujarat University, Patan.

Prin. Thakkar was a Chairman of Board of Studies of Accountancy at Hemchandracharya North Gujarat University, Patan. He has been appointed as member of Academic Council Hemchandracharya North Gujarat University, Patan. Looking to his efficiency and capacity to work continuously, he was entrusted with overall responsibility of Principal of college. During this tenure, ACCR has received prestigious accreditation of NAAC with B+ Grade in the year 2013. He was also a member of BUTR, and is a member of Examination Reforms Committee at Hemchandracharya North Gujarat University

He is a Co-ordinator of Dr. Babasaheb Ambedkar Open university of the Radhanpur Study Center. He was also a President of Vanijay Vartual of Hemchandracharya North Gujarat University (Commerce) .He is a member of the Board of Commerce Sankalchand University, Visnagar. He is an invited member of Local Inquiry Committee. He is the role model for the Young Faculty to follow his footprints to contribute meaningfully in enhancing Commerce Education. In short, Prin. Thakkar is a dynamic personality with combination of Academic and Administrative excellence.

EDITORS PROFILE**Chief Executive Editor**

Dr. Chirag V. Raval is M.Com., M.Phil., Ph.D. from Sardar Patel University, Vallabh Vidyanagar. He has 09 years of teaching, administration and research experience. He has been teaching Commerce and Management subjects. Besides above he has been associated as paper setter, moderator and examiner of Commerce and Management subjects.



He possesses many feathers in his crown – Appointed as a member of **College Development Council** from 01/04/2012 to 31/03/2015 in Sardar Patel University, Vallabh Vidyanagar. He has appointed as a member of Board of Studies of Business Studies (Commerce) and Management Faculty at Sardar Patel University, Vallabh Vidyanagar. He was recognized **Ph.D. Guide** in Commerce subject at Sardar Patel University, Vallabh Vidyanagar. He is Life Member of Indian Commerce Association. He has also published various research papers in the various referred journals. He has also participated and presented research papers in several State level, National level and International level seminars and conferences. He has delivered live lecture of Business Organization & Management subject initiated by Higher Education Commissioner, **BISAG** (Bhaskracharya Institute of Space Aeronautics and Geo-Informatics), SANDHAN, Govt. of Gujarat, Gandhinagar. He has delivered lectures at various institutes. He is member, Editorial Board in International Journal AVANSEA. He is recognized P.G. teacher in Commerce subject at Hemchandracharya North Gujarat University, Patan. Previously, He was working as Principal (I/c.) at AIMS College of Management & Technology, Bakrol, Anand from June 2009 to January 2016. Presently, He is working as Assistant Professor of Commerce at Shri Trikamjibhai Chatwani Arts & J.V.Gokal Trust Commerce College, Radhanpur from January 2016 onwards.

EDITORIAL DESK

The eighth issue is being presented to you with all fresh insightful reflections from learned academicians, researchers and scholars.

The journal aims at disseminating research output and provides crucial information about recent developments in the relevant fields, through high quality research papers on the topics related to multidisciplinary subjects

It is slowly but firmly gaining its momentum. I am very much pleased to present the “RADHANVALLI: An International Peer Reviewed Multidisciplinary Research Journal” (Bi-Annual) before the readers, academicians and researchers.

The multidisciplinary journal contains the variety of discussions on topics from Commerce, Accountancy, Management, Gujarati, Sanskrit, English, Sociology, Hindi, Physical Education, Library Science, Education etc. We are trying our best to bring before you the latest and authoritative insights into the facilitating world of multidisciplinary education. I hope that all of you will share yours experience, skills, knowledge and education to move our college forward.

In this issue of the journal, we have put together the 07 research papers, regarding diverse interests in the field of multidisciplinary subjects covering the various topics of a prominent researcher has taken meticulous efforts in illumination useful points about multidisciplinary research. We are proud to have you as part of our team and look forward to your future contributions.

I will repay your kindness with a promise to make your time here enriching, and perhaps even transformative.

With sincere thanks,

Dr. C.M. Thakkar
Chief Editor

Dr. Chirag V. Raval
Chief Executive Editor

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A COMPARATIVE STUDY ON PROFITABILITY ANALYSIS BETWEEN TATA POWER LTD AND TORRENT POWER LTD

Ms. Avani Dave

Research Scholar, Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar

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ABSTRACT

India is one of the fastest developing countries in the world. To sustain this growth, energy and electricity demands will increase. Power is one of the most critical components of infrastructure and crucial for the welfare of the Nations. India's power sector is one of the most diversified in the world.

In this research paper, analysis of profitability of selected power companies has been undertaken. For the purpose of study, two power companies have been selected. Profitability ratios considered for the purpose of analysis are Gross profit ratio, Net profit ratio, Operating Profit ratio, Return on Assets, Return on Equity and Return on capital employed.

INTRODUCTION

Electricity is most often generated at a power plant by electromechanical generators, primarily driven by heat engines fuelled by combustion or nuclear fission but also by other means such as the kinetic energy of flowing water and wind. Other energy sources include solar photovoltaics and geothermal power.

The electric power companies are controlled by both the government and private sector. The government of India keeping in view the improvement of power sector companies has made lot of changes in various ways.

LITERATURE REVIEW

Singh & Mogla (2010) studied profitability of Indian acquiring firms in the pre- and post-merger periods. The study was based on the investigation of 153 listed merged companies for the period 1993 to 2003. The results revealed that a majority (55%) of the companies reported a decline in performance after the merger. Only 29% of the companies could improve their performance following merger.

Gurumurthy, N & Reddy J.K. (2014) analysed the status of current assets and current liabilities of the four power distribution companies in Andhra Pradesh for the period of 2003 to 2012. It is found that the

liquidity position is weak and unsatisfactory. The literature did not find much literature on working capital in power sector. Therefore, an attempt is made to examine the working capital management and compare the short-term performance between private and state-owned power distribution utilities in India.

Renu Bagoria (2014): The main objective of this paper is to make a comparative study between private sector banks and public sector banks and the adoption of various services provided by this bank. The different services provided by these banks are M-Banking, Net banking, ATM, etc. One of the services provided by the bank i.e. Mobile banking helps us to conduct numerous financial transactions through mobile phone or personal digital assistant (pda). Data analysis had been made in private sector banks like ICICI Bank, INDUSIND Bank, HDFC Bank, Axis Bank and public sector banks like SBI Bank, SBBJ, IDBI and OBC Bank. These banks also provide Mobile Banking service. The overall study showed that the transaction of Mobile banking through public sector bank is higher than private sector.

Alpesh Gajera (2015) in his research article a financial performance evaluation of private and public sector banks found that there is significance difference in the financial performance of these banks and private sector banks are performed better than public sector banks in respect of capital adequacy ratio and financial performance.

OBJECTIVE OF THE STUDY

The study was conducted to achieve the following objectives:

1. To know the profitability position of Tata power ltd and Torrent power ltd.
2. To compare profitability between Tata power ltd and Torrent power ltd.

RESESRCH METHODOLOGY

❖ Source of Data

The study is based on secondary data. Data regarding industries is collected from the annual reports of selected industries with the help of websites, books, journals, magazines.

❖ Sample Size

Two industries are taken into consideration. Those are as follows.

1. TATA POWER LTD.
2. TORRENT POWER LTD.

❖ Duration of the study

Duration of this study will 5 years starting from 2014-15 to 2018-19.

❖ Analysis of Data

The data will be collected suitably classify and tabulate in the form of table and graph with the appropriate statistics technique.

ANALYSIS AND INTERPRETATION OF DATA

RATIO ANALYSIS

Ratio analysis is a widely used tool of financial analysis. It is defined as the systematic use of ratio to interpret the financial statements so that the strength and weaknesses of a firm as well as its historical performance and current financial condition can be determined. The term ratio refers to the numerical or quantitative relationship between two variables.

PROFITABILITY RATIO COMPUTED

Sr.No.	Ratios Computed	Formula
1	Gross Profit Ratio	Gross Profit / Net Sales *100
2	Net Profit Ratio	Net Profit / Net Sales *100
3	Operating profit Ratio	EBIT / Net Sales *100
4	Return on capital employed	EBIT / Capital Employed
5	Return on Assets Ratio	Net Income / Average Total Assets
6	Return on equity Ratio	Net Income / Shareholders Equity

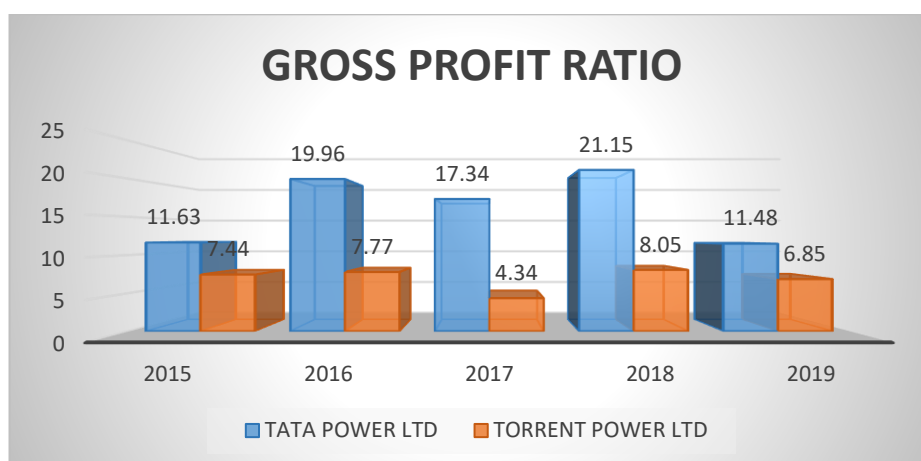
1. GROSS PROFIT RATIO:

It represents the operating profit of the company after adjusting the cost of the goods that are been sold. Higher the gross profit ratio, lower the cost of goods sold and greater satisfaction for the management.

TABLE - 1

COMPANY/ YEAR	2015	2016	2017	2018	2019
TATA POWER LTD	11.63	19.96	17.34	21.15	11.48
TORRENT POWER LTD	7.44	7.77	4.34	8.05	6.85

GRAPH - 1



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph Gross profit ratio of Tata power ltd in 2015 was 11.63, in 2016 was 19.96, in 2017 was 17.34 and Torrent power ltd in 2015 was 7.44, in 2016 was 7.77, and in 2017 was 4.34. it can be seen that Gross profit ratio of Tata power ltd is increasing in 2015 and 2016. Whereas Torrent power ltd is decreasing in first three years. Which shows gross profit percent Torrent power ltd falling and Tata power ltd is rising.

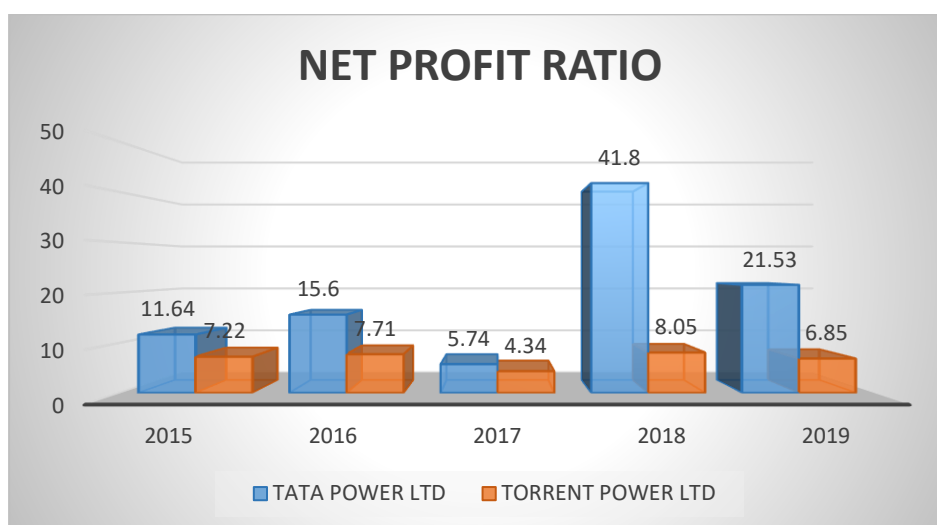
2. NET PROFIT RATIO:

It represents the overall profitability of the company after deducting all the cash & no cash expenses. Higher the net profit ratio, higher the net worth and stronger the balance sheet.

TABLE - 2

Company/Year	2015	2016	2017	2018	2019
TATA POWER LTD	11.64	15.60	5.74	41.80	21.53
TORRENT POWER LTD	7.22	7.71	4.34	8.05	6.85

GRAPH -2



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph net profit ratio of Tata power ltd in 2015 was 11.64, in 2016 was 15.6, in 2017 was 5.74 and of Torrent power ltd in 2015 was 7.22, in 2016 was 7.71, in 2017 was 4.34. Rising net profit of Tata power ltd shows company is earning much profit but net profit of Torrent power ltd is declining. So, it can be said that higher the net profit of Tata power ltd higher the net worth of this company.

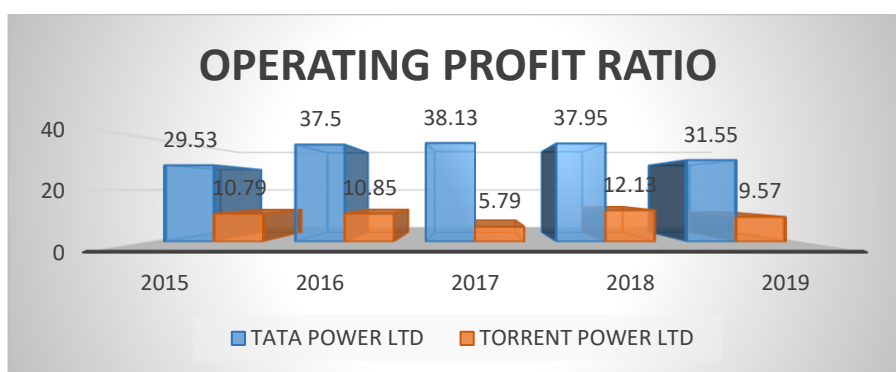
3. OPERATING PROFIT RATIO:

It represents the soundness of the company and the ability to pay off its debt obligations.

TABLE - 3

Company/Year	2015	2016	2017	2018	2019
TATA POWER LTD	29.53	37.50	38.13	37.95	31.55
TORRENT POWER LTD	10.79	10.85	5.79	12.13	9.57

GRAPH – 3



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph operating profit of Tata power ltd in 2015 was 29.53, in 2016 was 37.5, in 2017 was 38.13 and of Torrent power ltd in 2015 was 10.79, in 2016 was 10.85 and in 2017 was 5.79. It can be interpreted that operating profit of Tata power ltd is more than Torrent power ltd for five consecutive year. So, it can be said that Tata power ltd has more ability to pay off its debt than Torrent power ltd.

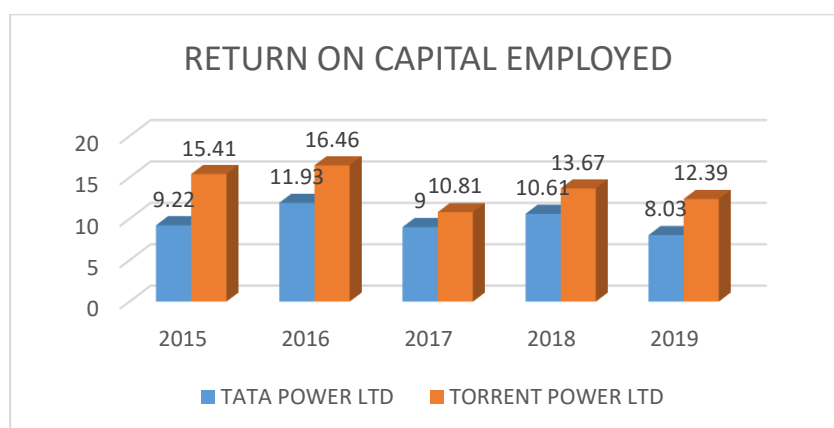
4. RETURN ON CAPITAL EMPLOYED:

ROCE represents the profitability of the company with the capital invested in the business.

TABLE – 4

Company/Year	2015	2016	2017	2018	2019
TATA POWER LTD	9.22	11.93	9.00	10.61	8.03
TORRENT POWER LTD	15.41	16.46	10.81	13.67	12.39

GRAPH – 4



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph Return on capital employed of Tata power ltd in 2015 was 9.22, in 2016 was 11.93, in 2017 was 9.00 and of Torrent power ltd in 2015 was 15.41, in 2016 was 16.46, in 2017 10.81. In the above graph overall return on capital employed of Torrent power ltd is higher than Tata power ltd. So, it can be said that the profitability with the capital invested in Torrent power ltd more than the Tata power ltd.

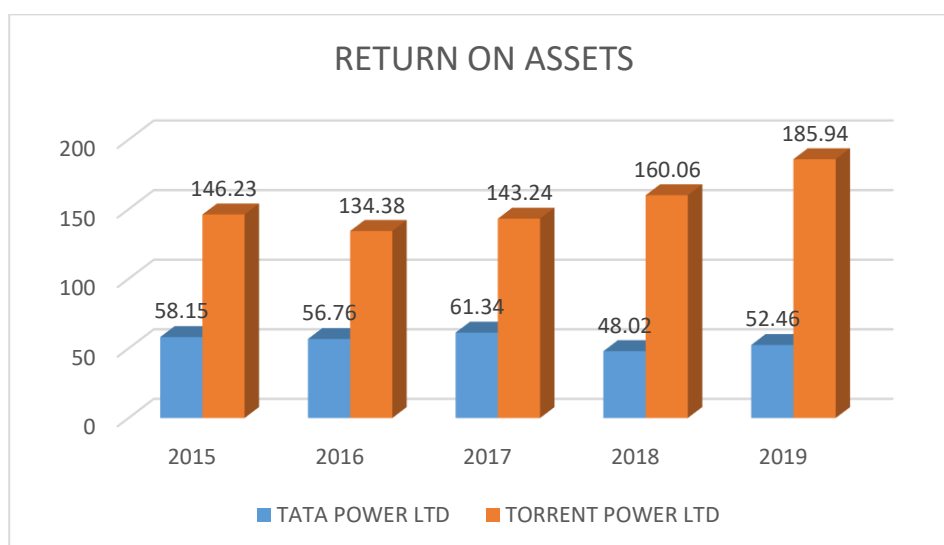
5. RETURN ON ASSETS RATIO:

Return on assets is a profitability ratio that provides how much profit a company is able to generate from its assets.

TABLE – 5

Company/Year	2015	2016	2017	2018	2019
TATA POWER LTD	58.15	56.76	61.34	48.02	52.46
TORRENT POWER LTD	146.23	134.38	143.24	160.06	185.94

GRAPH – 5



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph Return on assets of Tata power ltd in 2015 was 58.15, in 2016 was 56.76, in 2017 was 61.34 and of Torrent power ltd in 2015 was 146.23, in 2016 was 134.38, in 2017 was 143.24. In the graph its shows that the return on assets of Torrent power ltd is higher than Tata power ltd. So, it can be said that Torrent power ltd is able to generate profit from assets than the Tata power ltd.

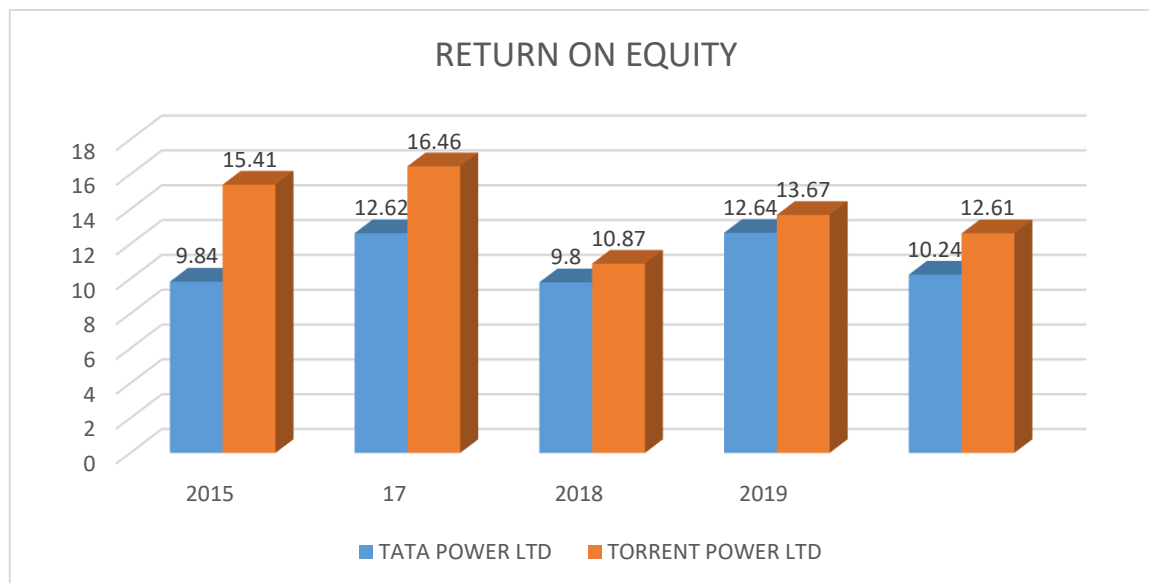
6. RETURN ON EQUITY:

The return on equity ratio or ROE is a profitability ratio that measures the ability of a firm to generate profits from its shareholders investments in the company.

TABLE – 6

Company/Year	2015	2016	2017	2018	2019
TATA POWER LTD	9.84	12.62	9.80	12.64	10.24
TORRENT POWER LTD	15.41	16.46	10.87	13.67	12.61

GRAPH – 6



(Source: Annual reports of Tata power ltd and Torrent power ltd)

INTERPRETATION:

In the above graph Return on equity of Tata power ltd in 2015 was 9.84, in 2016 was 12.62, in 2017 was 9.80 and of Torrent power ltd in 2015 was 15.41, in 2016 was 16.46, in 2017 was 10.87. The Return on equity of Torrent power ltd was higher in every year compare to Tata power ltd. So, it can be said that the Torrent power ltd generate more profit from shareholders investments than the Tata power ltd.

FINDINGS:

- Gross profit ratio showing declining percentage of gross profit in Torrent power ltd whereas ratio of Tata power ltd is rising which is good for the company.
- Net profit ratio showing rising percentage of Tata Power ltd which Show it is a growing company. Whereas ratio of Torrent Power ltd is declining percentage. Which shows that net worth of Torrent company is weak.
- Operating profit ratio of Tata power ltd is more as compared to Torrent which shows that soundness of Tata power ltd is strong and the ability to pay off its debt obligation.
- Return on capital employed of Torrent power ltd are high as compared Tata power ltd. This shows profit of torrent power ltd with capital invested in the business is high.
- Return on assets ratio of Torrent power ltd are high as compare to Tata power ltd which shows that Torrent power ltd is more able to generate from its assets.

- Return on Equity of Torrent power ltd is more as compared to Tata power ltd which shows that Torrent power ltd generating more profit from its shareholders investment.

CONCLUSION:

This research is primarily based on secondary data which has been collected from different newspaper, journals and annual report of the selected companies. In short, the gross profit of Tata power ltd is higher than Torrent power ltd. This means Tata power ltd has more sales. The operating profit of Tata power ltd is higher than torrent power ltd which shows that Tata power ltd is able to pay off its debts. After analysing the all aspects, concern with this research, we can say that Tata power ltd is better than Torrent power ltd.

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AN IMPACT OF IMPULSIVE BEHAVIOUR ON GENDER BUYING BEHAVIOUR: A THEORETICAL REVIEW

Ms. Poonam P. Khamarand

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Dr. Ankur Amin

Assistant Professor, Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar

ABSTRACT

Gender is undoubtedly a very common factor when it is used by marketers. In this paper an attempt is made to study these differences at various levels of impulsive purchase decision. The purpose of this study is to understand the difference in impulsive buying behavior between men and women.

But it will not be wrong when we say that a very little work is done in the field of gender difference in the psychology literature and in general. Across the culture also if we find then women and men differ highly in their personality traits. The target customers benefitted by the research will be all companies and corporates who wishes to take the maximum profit by attracting genders in order to increase their sales through impulsive buying. The study determined that male and female consumers do have different perceptions and preferences with respect to purchasing behavior, to know that demographic characteristics are influencing their buying behavior.

Keywords: demographic factor, impulsive buying behavior

INTRODUCTION

As rightly expressed that impulsive buying is a process of spontaneous purchase where we don't have any prior plans for making a purchase. All we do is get attracted with the product and that can also be described as an exciting or intense urge to buy a product without the consequence of actual purchase decision. Before bifurcating into genders, if we talk about the age then it was found that college students are more inclined to impulsive buying as compared to older adults. Adolescence and teenagers are less likely to postpone the purchase and find it quite trendy and modish when they are purchasing something of which they haven't thought of. It is very likely and common to see that when customers enter any kind of mall or hypermarket they end up their purchase with even those things for which they actually haven't intended for. It was found that word of mouth and new product knowledge plays an important role in gender impulsive buying behavior. The intensions and excitement of the person also affect the buying

decision. The present study focuses on the impact of gender differences on impulsive buying behavior on gender differences.

Impulsive purchase decisions do not take into account the consequences. These are the customers who don't think about the alternatives or future inferences. Many consumers purchase impulsively as they are simply influenced by their reference group (Luo, 2005) and impulse buying tendency (Park and Lennon, 2006; Sharma et al., 2010; Badgaiyan and Verma, 2014). Some studies explained that factors like materialism, personality, culture, shopping enjoyment tendency, and impulse buying tendency play a major role on impulse buying behavior (Herabadi et al., 2009; Amos et al., 2014).

Male or female whosoever is there, it was found that when all the products are available under a roof then it definitely creates motivation for purchase. (Arnold and Reynolds, 2003; Amos et al., 2014). Mostly food, grocery and households (Babin et al., 1994; Wakefield and Baker, 1998), generate impulse buying behavior. The Indian consumers are found to be changing and the average consumer is richer and shows a great love for shopping (Atulkar and Kesari, 2016). They have the tendency to visit hypermarket and supermarket stores for similar product categories, competitive pricing, promotional activities, shopping enjoyment and emotional connectivity, to save their time and energy (Sharma et al., 2010). It has been found that consumers generally go for shopping in their week days so that they can spend time with their family as well as can enjoy shopping so generally during this day more impulsive buying is seen (Atulkar and Kesari, 2017).

Specifically talking about the genders then Global Business Review 19(1) shows the secondary data of study carried out where we can see the difference in impulsive buying behavior amongst genders. A study of metropolitan city Delhi (Gurgaon) Demographic Profile of the Sample

Was done which shows us the impact of impulsive buying behavior on male and female buying behavior by the variable as demographic factor where it is shown that female shows 55% of impulsive buying behavior and males show 45% of impulsive buying behavior. The objective of the study is for understanding genders' decisive role which plays an important role in impulsive buying behavior and also helps business to adopt a highly profitable model and to encourage impulse buying.

REVIEW OF LITERATURE

Many authors and research scholars, have studied, reviewed and explored their strategic factors which have strong impact on gender impulsive buying behavior. There has been extensive research in the advanced and developed countries but if we talk about developing country then comparatively minimal work is done specifically or precisely to measure the gender impulsive buying behavior.

Chein- Hirang Lin, Hung Min Lin (2005) Examined in Taiwan that females indicated more impulsive buying behavior as compared to males. And impulsive buying is also affected by the amount of pocket money available when we talk about adolescents.

Shu-Ling liao et.al., (2009) revealed in their study that, instant reward promotion has stronger effect on impulse buying behavior on gender as compared to delayed promotion. Furthermore price discounts promotion also encourage impulse buying behavior.

International journal of academic research (2011) stated that in the areas of Pakistan, a developing country resulted that age, gender, and income have negative effect on impulsive buying behavior and demographic variables has indirect effect on impulsive buying tendency.

Amir Foroughi, Nor Aishah Buang, Zizah Che Senik, Reihaneh Sadat Hajmisadeghi(2013) in which cross-sectional survey design was undertaken. The results of the study showed that situational and personal related variables has positive effect on impulse buying and gender has no effect on impulse buying behavior.

Agata Gasiorowska(2011) stated that for females, the impulsive buying behavior was positively related to the reactivity and the optimum level of stimulation whereas for males it was according to the formal characteristics of behavior such as sensory sensitivity and perseverance.

Anant Jyoti Badgaiyan, Anshul Verma (2014) gave five intrinsic factors such as personality, materialism, culture, shopping, enjoyment tendency, impulsive buying tendency on impulsive buying behavior. The findings showed that the influence of intrinsic variables on impulsive buying behavior did not change across genders.

Rook and Gardener (1987) stated that whenever a consumer experiences a sudden, often powerful and persistent urge to buying something is termed as impulse behavior. And also impulse buying is liable to occur on buying behavior and willingness. In addition they have also discussed the effects of impulse buying intensity and valence. Mood factors plays an extensive and complex role in genders impulse buying behavior.

Cobb and Hoyer (1986) looked at the relationships between of irrelevant personality traits and used inadequate measures for their constructs. **Bianca Grohmann (2009)** describes the development and variations of two different scales i.e spokespeople in advertising shape masculine and feminine brand personality perceptions and brand personality can give positive effects on attitudinal and behavioral brand related consumer responses. According to him, gender buying behaviour is greatly

seen when the male and female makes an impulsive purchases and further it also depends on the brand loyalty.

Amanda Coley, Brigitte burgess (2003) Examined that gender difference is seen in cognitive and affective impulse buying. And also stated that the main aim of the study is to identify gender differences in terms of impulsive purchases made from a variety of product category. By analyzing it was found that male and female are significantly different with respect to affective process components and cognitive process components.

Sigal Tifferet, Ram Herstein, Israel (2012) stated that women will have high level of impulse buying commitment towards the brand and hedonic consumption as compared to men.

Bezzina, Jeanessa (2011) selected 15 different products all from different categories.(shirts, sweaters ,pants, suits, electronics, hardwares, computer softwares, music, CD's / DVD's, sports memorabilia, entertainment, health and beauty, magazines, and books for pleasure reading.

It was found that from 8 out of 13 products, females were found to purchase more spontaneously as compared to men. Females were found to be more aesthetically adorned which included clothes where male were more adorned towards electronics.

Sherkhonda gibbs, Mississippi the university of southern Mississippi ,this study mainly focused on young male and young female consumer. The findings surprisingly exhibited that when we talk about impulsive buying behavior and mood management the tendency of male were greater than female. The main purpose of the study was to examine gender difference as to relate with the impulse buying behavior in Thailand.

Arab economics and business journal(2017) An empirical study of young consumers stated that females have higher propensity to cognitive dissonance.It was found that teenage girls have a great deal of impulse purchase on fashion goods.

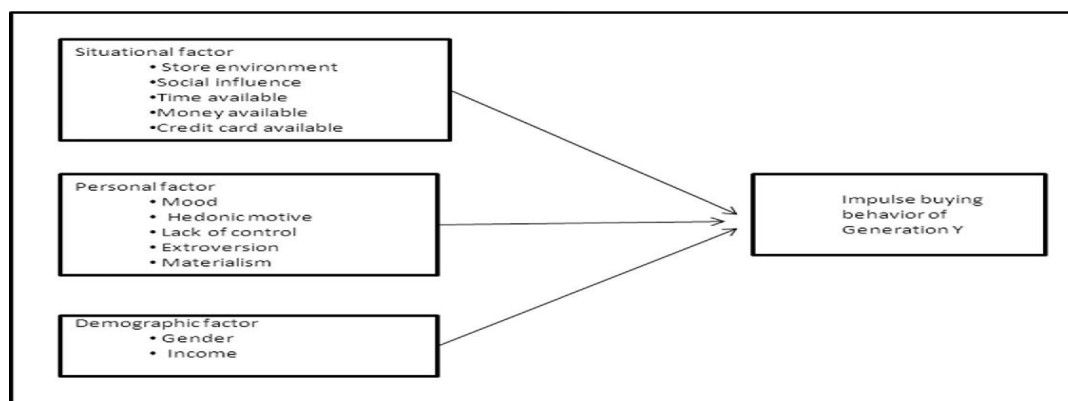
Consumer traits and impulse buying

As per the study of (Kinneyetal., 2012) the trend have changed for Indian customers. They along with the price also wants a best mixture quality, quantity, convenience (Clulow and Reimers, 2009), reliability and innovation (Kacen et al., 2012), which play a vital role while making an impulsive buying decisions. Due to this consumer's perception for the product changes positively and helps in strengthening the bond between consumer and retail stores, by stimulating impulse buying (Joneset al., 2003). Baumgartner's (2002) study gave us three dimensions of impulse buying consumer which included consumer feeling,

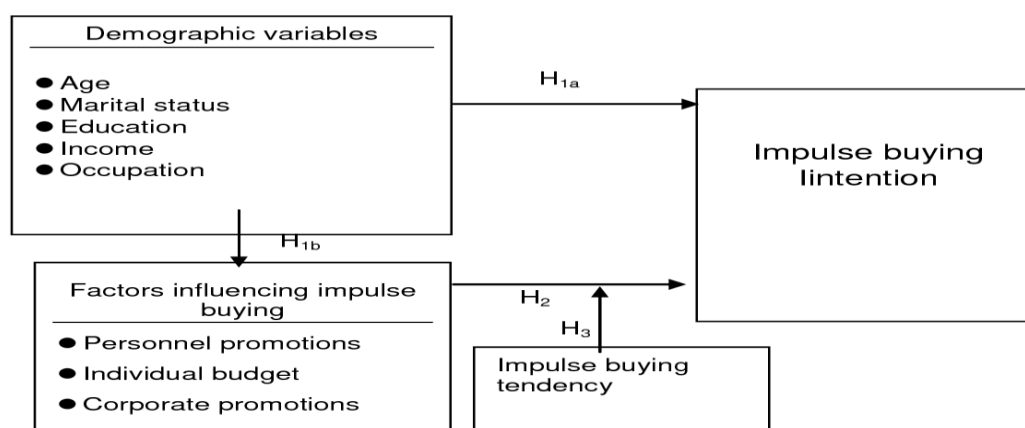
purchase involvement and spontaneous behavior. In the past researcher identified impulsiveness (Rook and Fisher, 1995), shopping enjoyment tendency (Beatty and Ferrell, 1998; Badgaiyan and Verma, 2014), materialism (Pieters, 2013) and impulse buying tendency.

IMPACT ON GENDERS

It is very important to assess the impact which affects the genders or not. Studies and findings done in the



past showed (Badgaiyan and Verma, 2014) that there is no impact or variation in the genders when we talk



about impulsive buying behavior. It has been observed that both genders consumers demonstrate different level so impulse buying behavior, which is influenced by consumer traits and situational factors. (The above table is retrieved from google)

But the same results were not found when we talked about the current framework. It was found that impulsive buying was highly influenced by genders. Not only for the theoretical point of view but it was also important for the retailers to take the decisions about the marketing strategy. The analysis was based on seven proposed relationships. They were impulse buying tendency, shopping enjoyment tendency, Materialism, Person's situation, Store environment, Motivational activities by retailers, Product attributes, (Sunil Atulkar and Bikrant Kesari, 2018). Out of all this gender differences were found in materialism and

store environment. If we talk about male group then the relationship between materialism and impulse buying is seen to be negatively insignificant and for females it was positively significant for generalized data. So, the results strongly demonstrate that the gender moderate the relationship between various factors of consumer traits and situational factors with impulse buying. In some studies it has being found that females are more impulsive in their buying behavior as compared to males(Lin and Lin 2005; Saleh 2012; Iman 2013). Thus, this study investigate the difference among males and female customer, i.e., male customer report less impulsive buying, as compared to female customers. In order to test the gender difference between the effect of promotion and prevention focus on impulse buying, we employed the formula proposed by Keil et al. (2000) to evaluate the differences in path coefficients of two groups (i.e., males and females group) by following Hsu et al. (2015) and Park et al. (2012).

Gender and consumer behavior

(The above table is retrieved from google) which clearly shows the linkage between demographic variables with the impulsive buying behavior. Further explorations shows that men like to see precise factual statements accompanied by graphs where for women it is the 'look' and 'tone' of the information that is important. Women are significantly different and have different priorities from men purchases in three areas namely product attributes, dealership attributes and purchase attributes. Men and women have different priorities as regards to choice of hotel also.

If we talk for a design and color women shows a great preference as compared to men. Interestingly, these are all features shows the designs typically of the aesthetic factor. The experiment indicates that these are all features which have greater appeal for women than men. The difference between the extent to which men as against women demonstrate a preference for colorlessness, seriousness, straight sidedness, and technicality, all features which characterize the male production aesthetic, does not reach a statistical level of significance.

For this reason, this study aims to determine the degree to which gender difference influences behavior in purchasing fashion or brand name products and to identify what the differences are between male and female consumer clothing purchasing behavior.

GENDER IMPULSIVE BUYING BEHAVIOUR

Women tend to be more impulse buyer as compared to men (Dittmar et al.,1995; Rook and Hoch,1985). There are three reasons mentioned that why women do more impulsive buying as compared to men.

1. women suffer more from anxiety (Feingold,1994) and depression (Wade et al.,2005), so women do more impulse buying in order to increase their mental state.
2. As hedonic consumptions is more related with impulsive buying behavior the score of women is higher in both in hedonic consumption as well as impulse buying behaviour. (Sigal Tifferet et al.,2012;Israel)
3. Consumers (Peck and Chinders,2006) who needs a high touch of the product are more impulsive buyer. And there is an evidence that women experience products tactile sensitivity as compared to men.(Workman,2010).

Specifically when we talk about the products then candy, mints, gum, chocolates, mobile covers etc are the main motivators for impulsive buying behavior. That directly means that gender gets attracted to those products which are low in price and does not have to pass from analytical decision making process. Now, if we explore the sex difference in impulsive buying behavior then as per the latest data there are supportive evidences found where it clearly shows the picture that female individual measures greater impulse behavior then male consumers. Impulse behavior is closely related with failure to plan, novelty seeking etc.

Males and females where significantly found different in terms of impulsive buying behavior with respect to positive buying emotion, irresistible urge to purchase, unplanned purchase and mood management.(Amanda coley,2003)

MANAGERIAL IMPLICATIONS

The study helps us in providing some valuable insights about the influence of consumer traits and situational factors on impulsive buying behavior of the Indian consumers to the organized retailers and marketers. The marketing strategies by optimal utilization of positive responses, which helps them in generating sales, designing store layout and enhancing retail store performance. The study also helps in guiding retail managers to target impulse buying behavior effectively and efficiently by designing sales promotion programs, such as reward, gifts, events, offers, rebate, and promotional price by targeting discussed variables, so that it can increase the number of impulse purchases. It also suggested that the managers should carefully design their retail store environment for the highly involved consumers, since they are more likely to purchase on perceiving impulse.

LIMITATION AND FUTURE RESEARCH DIRECTION

Despite attempts to conduct research carefully, limitations inherently exist, which the future researchers may address. There are some other factors such as satisfaction and loyalty influence by

impulse buying, which the future researchers can focus. The researchers have given their best approach for providing useful insights could contribute to the literature on impulse buying behaviour. Finally, the results presented here suggest Consumer traits and situational factors.

DISCUSSIONS

If we talk about color and design then female shows greater excitement as compared to males. Interestingly, these are all features which characterize the designs typically of the female production aesthetic. The difference between the extent to which men as against women demonstrate a preference for colourlessness, seriousness, straight sidedness, and technicality, all features which characterize the male production aesthetic. The experiment shows that colourfulness, roundness, humourousness and lack of technicality (all features which are typical of the female production aesthetic) have vastly greater appeal for women than their opposite characteristics (colourlessness, seriousness, straight sidedness, and technicality, all features typical of the male production aesthetic) have for either men or women. (Sunil Atulkar and Bikrant Kesari,2018)

Men and women purchases different products (e.g. women may purchase more of make-up, furniture and books); even if male and female purchase the same products then also the intensions and priorities behind that will differ.(e.g. women may purchase for her family and male may purchase for himself).

Lots of literature have been carried out in the last ten years, showed that only one study has been carried out on examining the question of whether men and women's internet shopping patterns had difference or not. It concluded that they did not varied. But on the other side studies also showed that women interpreted advertisements in other way as compared to men. So this way we find that in any kind of impulsive buying behavior genders gets affected in some sectors and in some sectors we don't find any difference.

CONCLUSION

The aim of the paper is to give clarity and polish the topic of impulse buying behavior with effect to gender buying behavior. Finally, it is concluded that the gender differences will have moderate relationship with materialism and store environment which clearly indicated that male and females differs in impulsive buying behavior. It is thought that it would be beneficial for both corporate and managers for making marketing strategies. Demographic factors also affects somewhere to the genders when we talk about impulsive buying behavior.

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IMPACT OF FOREIGN DIRECT INVESTMENT ON RETAIL SECTOR

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ABSTRACT:

Foreign direct investment (FDI) is a major driver of economic growth and a source of non-debt finance for the economic development of the country. Government has put in place an investor friendly policy on FDI, under which FDI up to 100 percent, is permitted on the automatic route in most sectors/ activities. The paper deals with impact of FDI on retail sector.

KEY WORDS: Foreign Direct Investment, Retail

INTRODUCTION:

Foreign direct investment (FDI) in India is the major monetary source for economic development in India. Foreign companies invest directly in fast growing private Indian businesses to take benefits of cheaper wages and changing business environment of India. Economic liberalization started in India in wake of the 1991 economic crisis and since then FDI has steadily increased in India. It was Manmohan Singh and P. V. Narasimha Rao who brought FDI in India, which subsequently generated more than one crore jobs.

Foreign direct investment (FDI) is a major driver of economic growth and a source of non-debt finance for the economic development of the country. Government has put in place an investor friendly policy on FDI, under which FDI up to 100 percent, is permitted on the automatic route in most sectors/ activities. In the recent past, the government has brought FDI policy reforms in a number of sectors viz. defence, construction development, insurance, pension, other financial services, asset reconstruction companies, broadcasting, civil aviation, pharmaceuticals, trading etc, government said in a press statement.

Measures undertaken by the government have resulted in increased FDI inflows in to the country. During the year 2014-15, total FDI inflows received were \$45.15 billion as against \$36.05 billion in 2013-14. During 2015-16, country received total FDI of \$55.46 billion. In the financial year 2016-17, total FDI of \$60.08 billion has been received, which is an all-time high, government said.

Apart from being a critical driver of economic growth, foreign direct investment (FDI) is a major source of non-debt financial resource for the economic development of India. Foreign companies invest in India to take advantage of relatively lower wages, special investment privileges such as tax exemptions, etc. For a

country where foreign investments are being made, it also means achieving technical know-how and generating employment. The Indian government's favourable policy regime and robust business environment have ensured that foreign capital keeps flowing into the country. The government has taken many initiatives in recent years such as relaxing FDI norms across sectors such as defence, PSU oil refineries, telecom, power exchanges, and stock exchanges, among others.

FDI IN SINGLE BRAND RETAIL TRADING (SBRT)

Extant FDI policy on SBRT allows 49 percent FDI under automatic route, and FDI beyond 49 percent and up to 100 percent through Government approval route. It has now been decided to permit 100 percent FDI under automatic route for SBRT.

It has been decided to permit single brand retail trading entity to set off its incremental sourcing of goods from India for global operations during initial 5 years, beginning 1st April of the year of the opening of first store against the mandatory sourcing requirement of 30 percent of purchases from India. For this purpose, incremental sourcing will mean the increase in terms of value of such global sourcing from India for that single brand (in INR terms) in a particular financial year over the preceding financial year, by the non-resident entities undertaking single brand retail trading entity, either directly or through their group companies. After completion of this 5 year period, the SBRT entity shall be required to meet the 30 percent sourcing norms directly towards its India's operation, on an annual basis.

A non-resident entity or entities, whether owner of the brand or otherwise, is permitted to undertake 'single brand' product retail trading in the country for the specific brand, either directly by the brand owner or through a legally tenable agreement executed between the Indian entity undertaking single brand retail trading and the brand owner.

The Union Cabinet, in a landmark move for Indian retail, announced some noteworthy changes in norms pertaining to single-brand foreign direct investments (FDI) in India, thus making it considerably easier for global retailers to gain access to the highly dynamic and fast-growing Indian markets.

The Cabinet also allowed foreign airlines to invest up to 49 per cent in national carrier Air India under the approval route. This move is expected to expedite the Air India divestment process. A group of ministers is

in the process of finalizing the contours for the proposed strategic stake sale in the national carrier and expression of interest is likely to be invited from bidders soon.

Single-brand Retail - FDI Norms - A Synopsis					
Phase	Total FDI allowed	FDI allowable under automatic route	FDI allowable under approval route	Mandatory sourcing of goods by single-brand foreign retailers for their India-based operations from Indian businesses	Whether such mandatory sourcing should exclusively pertain to Indian operations of such foreign retailers?
Previously	100%	49%	51%	30%	Yes
Now	100%	100%	-	30%	Yes *

For the first five years (starting April 1 of the financial year in which the first store is opened), products sourced by single-brand foreign retailers from domestic entities and used for their international operations will also be included in the 30 percent limit.

IMPACT OF SINGLE BRAND RETAIL

PROCESS SIMPLIFICATION: The action is part of the government's strategy to liberalize FDI policy with the objective of facilitating ease of doing business and promoting the 'Make in India' campaign. Moreover, it will play a key role in turning India into a global investment hotspot.

SURVIVAL OF THE FITTEST: With new players entering the highly competitive retail space, the competition will intensify between domestic and foreign brands; thereby leading to an increase in promotional spends. Indian retailers' margins may be affected.

CONSUMPTION BOOST: India's discretionary consumption, an aspect that will be largely impacted by the new regulation, is anticipated to grow on the back of increased availability of products and presence of international outlets across geographies.

ORGANIZED RETAIL TRANSACTION: Presently, unorganized units constitute nearly 80-90 percent of India's retail industry. Apart from the GST transition, arrival of some renowned foreign retail names in the country is expected to further accelerate the growth of organized businesses as a whole.

Growth of the Retail sector in India - Improvement in Retail capability building

About 5-7 years back, the industry was expected to grow at a much faster rate than what it actually has. Lack of retail experience & capability has been one of the primary reasons for this subdued growth. FDI in retail will make way for inflow of knowledge from international experts which can give boost to the overall growth of the industry. Capability building apart from financial investments is extremely important for the industry.

IMPROVEMENT IN MANAGEMENT OF SUPPLY CHAIN

FDI in retail will boost investment in infrastructure from the retail players, 3rd party supply chain companies as well as the Government in the back of a sophisticated front end that international players are likely to bring. This will improve the efficiency of the supply chain, which will bring down the wastage, increase efficiency and reduce the overall cost to the consumer.

PUSH TO PRODUCTIVITY

Our productivity in food & agriculture is one of the lowest in the world and there is a significant opportunity for up-liftman of output with investment in better farming practices. FDI in retail will mean that the farming community will have a new support group with a common interest which is expected to give a great push to productivity.

With disposable incomes on the rise, an average Indian consumer no longer shies away from loosening the purse strings for purchasing high-quality branded products. This is underscored by the pace with which foreign brands have been gaining sales momentum in the past few years.

Clearly, international brands, on an average, are sold at higher price points than Indian brands. Therefore, those Indian companies that manufacture and/or sell in premium brands could have a tough time if foreign brands succeed in upping the ante. For now, multi-brand Indian retailers (D-Mart, V-Mart, Future Retail) can heave a sigh of relief.

Initially, the effect of the rule alteration will be visible predominantly in metros and tier 1 cities of India. In due course, the possibility of extensive network augmentation by the single-brand foreign retailers cannot be ignored, given the immense growth potential for retail in tier 2/3 cities of the country.

The move initiated by the Modi-led Government, prima facie, seems promising on paper (and will be, to some extent). However, in reality, barring a marginal tweak, there isn't anything dramatically groundbreaking. The buzz, that caused some branded garment and retail stocks to rally quite a bit on the day of this announcement, is purely sentimental. Therefore, investors shouldn't jump the gun and get swayed by the frenzy.

CONCLUSION:

The entry of foreign retailers will provide the customers, particularly in the organized retail sector, the opportunity to choose from a wide variety of brands and products. A market with more choice and consequently, more competition would improve upon the consumer wellbeing besides making the manufacturers strive towards more quality. In addition, larger space for product display, hygienic environment in the shopping area, availability of a large number of products under one roof, and better customer care will increase customer satisfaction

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આત્મનિર્ભર ભારતના સંદર્ભમાં ગાંધીજીના વિચારો
ડૉ. કોમલ જાની
આસિસ્ટન્ટ પ્રોફેસર, ઈલસાસ કોલેજ, વલ્લભ વિધાનગર

આત્મનિર્ભરતા એટલે એવી પ્રવૃત્તિઓ કરવી કે જે પોતાને સહયોગ આપતી હોય. વ્યક્તિને પોતાના સાધનો પર જ નિર્ભરતા. સિંધુ સંસ્કૃતિના સમયથી જ ભારત આત્મનિર્ભર અર્થતંત્ર અને સમાજ ધરાવતું રહ્યું છે. ભારતમાં આજે પણ ઘણા બધા ક્ષેત્રોમાં ઉત્પાદનની પરાંપરાગત પદ્ધતિઓ પર આધારિત જોવા મળે છે. ગાંધીજીએ હિંદુ સ્વરાજના શરૂઆતના લેખોમાં જ જીવનના એક મજબૂત પાયાના પાસા તરીકે ગ્રામીણ સમુદાયમાં આત્મનિર્ભરતાનું વિઝન વ્યક્ત કર્યું છે. ગાંધીજીના મતે " એક વ્યક્તિ, એક ગામ, એક દેશ આત્મનિર્ભર બને તો જ સ્વતંત્ર બની શકે છે. તેમના મત મુજબ વ્યક્તિ સિદ્ધાંતોનું પાલન કરીને " આત્મબળ" પ્રાપ્ત કરી શકે છે. ગાંધીજીએ આર્થિક પ્રવૃત્તિઓને પુર્નજીવિત કરીને ગામડાઓનું પુનરુત્થાન કરવા પાર ભાર મુક્યો છે. ભારતના ગામડાઓમાં અમૂલ્ય યુવાધન રહેલું છે જો આ યુવાધન ને સારી રીતે વિકસાવવામાં આવે તો ભારતને ખુબ ઝડપથી આત્મનિર્ભર તરફ લઇ જઈ શકાય છે.

" ભારતીય ગામડાઓ ભારતના નગરો અને શહેરોની તેમની જરૂરિયાત મુજબનો ઉત્પાદન-પુરવઠો આપે છે. ભારત ગરીબ બનતું જાય છે. જ્યારે શહેરો વિદેશના બજારો બન્યા છે અને ત્યાં વિદેશની ધરતીનો સસ્તો અને નકલી માલ ખડકાય છે. "

ગામડાઓને સદ્દર બનાવવા માટે ગાંધીજીએ કાપડ અને અનાજના ઉત્પાદનમાં આત્મનિર્ભરતા પર ભાર મુક્યો છે. માત્ર ખેતીક્ષેત્ર દ્વારા જ જનસમુદાયનો નિર્વાહ શક્ય ના હોવાના લીધે તેમણે ગામડાઓમાં વિવિધ હસ્તકારીગરી દ્વારા આજીવિકા પ્રાપ્ત કરીને આત્મનિર્ભરતા પ્રાપ્ત કરવા બાબત પર ધ્યાન કેન્દ્રિત કર્યું છે. ગાંધીજી વણાટ તેમજ કાંતણ ઉપર વધુ ભાર મુકતા હતા. ગાંધીજી માનતા હતા કે વ્યક્તિએ વપરાશને એટલો મર્યાદિત રાખવો કે યંત્રોના ઉપયોગ વગર પણ ચલાવી શકાય. તેમના મતે યંત્રો વિકાસનું સ્થાન લઈ શકે નહિ. યંત્રો દ્વારા મજૂરી બચાવવાના લોભે પરોપકારની ભાવનાનો નાશ થઈ જાય છે. યંત્રોનો મુખ્ય હેતુ નફો કમાવવાનો છે. ગાંધીજી વિકાસ તેમજ ઉદ્યોગોના વિરોધી ન હતા પણ સંપત્તિના કેન્દ્રીકરણનો વિરોધ કરતા હતા. ગાંધીજી એવા ઉદ્યોગોને વધુ પ્રોત્સાહન આપતા હતા જે ઉદ્યોગો શ્રમ આધારિત હોય જેમ કે જાતે દળેલી કે જાતે ખાંડેલી ચીજો , સાબુ બનાવવો , કાગળ બનાવવો, દિવાસળી બનાવવી , ચર્મકામ, ઓઇલ પ્રોસેસીંગ વગેરે. શ્રમ આધારિત ઉદ્યોગોમાં પરાવર્તન , ભૂખમરા અને આળસને સ્થાન નહિ હોય.

ગાંધીજી ખેડૂતોના સશક્તિકરણ ને અગત્યનું સ્થાન આપતા હતા અને તેઓનું રાજકીય ઉદ્દેશોથી તેમનું શોષણ ક્યારેય પણ ન થવું જોઈએ. વિજ્ઞાન તેમજ ટેકનોલોજીનો વિકાસ લોકોના હિતમાં થાય તેના પર ભાર મુકવામાં આવ્યો હતો. ગાંધીજીના મતે ભારત હસ્તકલાની સમૃદ્ધ પરંપરા ધરાવે છે જેના કારણે નાના કદના ઉદ્યોગોનો વિકાસ શકાય બનશે. ગ્રામીણ વિસ્તારમાં લાખો લોકોને રોજગારી પુરી પાડી શકાશે. ગાંધીજી રચનાત્મક કાર્યક્રમોમાં વધુ પ્રવૃત્તિમય રહેતા હતા. ગાંધીજીનું વિઝન એક મજબૂત નાગરિક સમાજ સ્થાપવાનું હતું કે જેમાં સ્વતંત્રના દરેક લાભ જનસમુદાય સુધી પહોંચે અને આ માટે તેમણે દેશમાં રચનાત્મક પરિવર્તન લાવી શકે તેવા સ્થાનિક આગેવાનોનું નેટવર્ક ઉભું કરવાની ઈચ્છા તેમણે દર્શાવી હતી. ગાંધીજી અછૂતો, મહિલાઓ, કે ખેડૂતો , શ્રમિકો અને વિદ્યાર્થીઓ સુધી પહોંચવા માટે પ્રયાસ કર્યા હતા અને તેમને રાષ્ટ્ર નિર્માણની પ્રક્રિયાની સહાયક ગણાવ્યા હતા. અસમાનતા દૂર કરી દરેકને સમાન પ્રવાહમાં મુકવાના તેઓ હિમાયતી હતા.

ગાંધીજીએ જે સ્વનિર્ભર ભારતના મૂળભૂત ધ્યેય અને તે માટે જે પગલાં લેવાની વાત કરી છે તેને આત્મનિર્ભર ભારત તરફ જવા માટેના મિશનમાં સુક્ષ્મ, લઘુ અને મધ્યમ ઉદ્યોગો અંગે વાત કરવામાં આવી છે. ગ્રામીણ વિકાસ

દ્વારા શહેરો સ્વચ્છ અને ભીડમુક્ત બની શકશે. ઝૂંપડપટ્ટીઓ ઓછી થશે અને લોકો અમાનવીય સ્થિતિમાં નહિ રહે. ગાંધીજીના મતે ગ્રામીણ વિકાસની અસર ચોક્કસ સ્થળે નહિ પણ સમગ્રપણે જોવા મળશે.

ગામડાંઓની આત્મનિર્ભરતા અંગે - ગાંધીજીના અમૂલ્ય વિચારો

- ગામડાંઓમાં ઉત્પાદન માટે એવી યંત્રસામગ્રીનો ઉપયોગ કરવો કે જે શ્રમિકોનું સ્થાન લેશે નહીં
- ઉત્તરોત્તર વિકાસના લીધે ગામડાંઓ અને શહેરોની વચ્ચે થતાં અંતરને નિવારવું જોઈએ.
- ખેતીક્ષેત્રમાં મોસમી બેરોજગારીના કારણે થતા સ્થળાંતર પર પ્રતિબંધ લાદવો જોઈએ.
- વૈશ્વિક બજાર નું નિર્માણ કરી શકાય તેવા કારીગરો અને હસ્તકારીગરીઓને સંરક્ષણ આપવું જોઈએ.
- એવી આર્થિક પ્રવૃત્તિઓનું નવિનીકરણ કરવું જોઈએ કે જે જમીન સંબંધિત ના હોય અને તેમ છતાં પણ આજીવિકા પૂરી પાડતી હોય.
- મહત્તમ ઉત્પાદનના અર્થે અતિરેક સાધનોનો વપરાશ યોગ્ય કાળજીપૂર્વક કરી પ્રદુષણ ઘટાડી ઇકોલોજીને થતી અસર ઘટાડવી જોઈએ.
- પુનઃ પ્રાપ્ય સ્ત્રોતોનો ના વિકાસ દ્વારા વીજળી અને પાણી મેળવી આત્મનિર્ભરતા પ્રાપ્ત કરવી અને તેના દ્વારા વિજ્ઞાન અને ટેકનોલોજીનો ગામડાંના વિકાસ માટે ઉપયોગ કરી શકાય.

સંદર્ભ:

- <https://www.gandhismriti.gov.in>
- <http://www.satyagrahafoundation.org/>
- <https://www.mkgandhi.org//>

આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના સંદર્ભમાં કેટલાક ચલોનો અભ્યાસ

ડો.એ.બી આસોડીયા

આસી.પ્રોફેસર, શ્રીમતી જે.ડી ઠક્કર બી.એડ કોલેજ રાધનપુર

પ્રસ્તાવના :—

શિક્ષણના નવાયુગમાં વિદ્યાર્થીઓના સર્વાંગી વિકાસ દરેક શાળાઓમાં થાય તેવો મુખ્ય હેતુ હોવો જોઈએ. આ વિકાસની પ્રક્રિયામાં શિક્ષક તરીકે વિદ્યાર્થી ધણી બધી સમસ્યાઓમાંથી પસાર થતો હોય છે. તેવા વિદ્યાર્થીઓની શોધી શકાય તે ઓના અભ્યાસમાં માતા પિતા નુ દબાણ અનુભવતા હોય છે. બોડ ની પરીક્ષા દરમિયાન આ દબાણ સમાજ તરફથી તેમજ કુટુંબ તરફથી જોવા મળે છે. આમ સંશોધક કેટલાક ઉકેલને શોધવા માટે પ્રયત્ન કરી રહ્યા છે. અને અનુકુલનની સમસ્યાને વિદ્યાર્થીઓ દ્વારા કરી રીતે સામનો કરી રહ્યાં છે. તે જાણવા ઈચ્છુક છે.

સમસ્યા વિધાન :—

આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના સંદર્ભમાં કેટલાક ચલોનો અભ્યાસ.

બ કતગમથ ફા તજભ કફહયબી બમતગકતોભદત ફા તજભ કતગમભદત ફા બમબચકજદયઅબકય કહજફફી યદ હફદતભશત તફ કફોભ અબચયબખીભક

હેતુઓ :— કોઈપણ અભ્યાસ હેતુ વિના આગળ વધી શકતો નથી પ્રસ્તુત અભ્યાસ ના હેતુઓ નીચે મુજબ છે.

૧. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના જાતિયતાના સંદર્ભમાં અભ્યાસ કરવો.
૨. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના વિસ્તારના સંદર્ભમાં અભ્યાસ કરવો.
૩. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના ધોરણના સંદર્ભમાં અભ્યાસ કરવો.
૪. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના કુટુંબના પ્રકારના સંદર્ભમાં અભ્યાસ કરવો.
૫. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના શૈક્ષણિક સિદ્ધિના સંદર્ભમાં અભ્યાસ કરવો.
૬. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના પિતાના અભ્યાસના સંદર્ભમાં અભ્યાસ કરવો.
આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના માતાના અભ્યાસના સંદર્ભમાં અભ્યાસ કરવો.
૭. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના જ્ઞાતિના સંદર્ભમાં અભ્યાસ કરવો.
૮. આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનના પિતાના વ્યવસાયના સંદર્ભમાં અભ્યાસ કરવો.

ઉત્કલ્પનાઓ :—

- ઉત્કલ્પનાએ સંશોધન સમસ્યાના કામ ચલાઉ જવાબો હોય છે જે સંશોધનને યોગ્ય દિશાને વેગ આપે છે. પ્રસ્તુત અભ્યાસની શુન્ય ઉત્કલ્પનાઓ નીચે મુજબ છે.

- આદર્શ નિવાસી શાળાના છોકરા અને છોકરીઓના અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના ગ્રામ્ય અને શહેરી વિસ્તારના વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના ધોરણ-૯ અને ધોરણ-૧૦ના વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના સંયુક્ત અને વિભક્ત કુટુંબના પ્રકારના વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના ઉચ્ચ અને નિમ્ન શૈક્ષણિક સિદ્ધિ ધરાવતા વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના એસ.સી, એસ.ટી અને બક્ષીજાતી વિદ્યાર્થીઓના સંદર્ભ અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના વિદ્યાર્થીઓના પિતા ના અભ્યાસના સંદર્ભમાં અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના વિદ્યાર્થીઓના માતાના અભ્યાસના સંદર્ભમાં અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.
- આદર્શ નિવાસી શાળાના વિદ્યાર્થીઓના પિતાના વ્યવસાયના સંદર્ભમાં અનુકુલન પર મેળવેલા પ્રાંતાકોની સરાસરી વચ્ચે કોઈ સાર્થક તફાવત નહીં હોય.

વ્યાપવિશ્વ :-

પ્રસ્તુત અભ્યાસનું વ્યાપવિશ્વ ગુજરાત રાજ્યના ૧૪ જિલ્લાની ગ્રામ્ય અને શહેરી વિસ્તારની આદર્શ નિવાસી શાળાઓમાં અભ્યાસ કરતા ધોરણ ૯ અને ધોરણ ૧૦ ના વિદ્યાર્થીઓ પસંદ કર્યા હતા

નમુના પસંગી :-

ગુજરાત રાજ્યના ૧૪ જિલ્લાની શહેરી અને ગ્રામ્ય વિસ્તારની યાદી બનાવવામાં આવી હતી. જ્યાં મંજૂરી મળેલ છે. તેવી ૩૧ શાળાઓ પસંદ કરવામાં આવી હતી. આ રીતે પસંદ થયેલ આદર્શ નિવાસી શાળાઓ માંથી ધોરણ ૯ અને ધોરણ ૧૦ ના વર્ગ પસંદ કરવામાં આવ્યા હતા. તે વર્ગના ૩૨૦૭ વિદ્યાર્થીઓની પસંદગી સહેતુક પ્રકારે કરવામાં આવી હતી.

ઉપકરણની પસંદગી

ઉપકરણની રચનાએ વૈજ્ઞાનિક પસંદગી છે. પ્રસ્તુત અભ્યાસ માટે અનુકુલન માટે ડૉ.જે.બી. આસોડીયા રચિત અનુકુલન સંશોધનિકાનો ઉપયોગ માહિતી એકત્રીકરણ માટે કરવામાં આવ્યો હતો.

માહિતી એકત્રીકરણ

માહિતી એકત્રીકરણ માટે નમૂના પસંદગી પામેલી આદર્શ નિવાસી શાળાઓના આચાર્યશ્રીની પૂર્વ મંજૂરી મેળવવામાં આવી હતી. ત્યારબાદ વિદ્યાર્થીઓને અભ્યાસ અંગેની માહિતી આપી વિદ્યાર્થીઓને પોતસાહિત કરવામાં આવ્યા. પ્રસ્તુત અભ્યાસના હેતુઓથી માહિતીગાર કરવામાં આવ્યા હતા. લગભગ ૨ તાસના સમયમાં માહિતી એકઠી કરવામાં આવી હતી.

માહિતી ૫ થકકરણ :-

પ્રસ્તુતી અભ્યાસમાં પસંદ કરેલ નિદર્શને આધારે પ્રાંત્તંકોનો સરવારો અને કસોટી દ્વારા ૫ થકકરણ કરવામાં આવ્યું. સ્વતંત્ર ચલની જુદી જુદી અસરનો અભ્યાસ કરવામાં આવ્યો હતો. ૫ થકકરણના આધારે અર્થઘટન કરી તારણી તારવવામાં આવ્યા હતા.

સારણી :- ૧

આદર્શ નિવાસી શાળાઓના વિદ્યાર્થીઓના અનુકુલનનાચલ પ્રમાણે સંખ્યા, સરાસરી, પ્રમાણ વિચલન, પ્રમાણ ભૂલ, ટી-મૂલ્ય અને સાર્થકતાની કક્ષા.

ચલ		સંખ્યા	સરાસરી	પ્ર.વિ	પ્ર.ભૂ	ટી.મૂલ્ય	સાર્થકતા
જાતિ	છોકરા	ક્ષણજટ	ટપઈઠડ	ટઈઠણ	ડઈઘ	ણઈઘટ	ડઈડક
	છોકરી	કપ×ઠ	ટજઈટ×	ટઈડજ			
વિસ્તાર	શહેરી	ક×કઘ	ટજઈડઘ	ટઈજ×		ડઈક×	દક
	ગ્રામ્ય	કઠઠ,	ટણઈણટ	ટઈપઘ	ડઈઘ		
ધોરણ	ધો ૮	ક્ષણઠ×	ટણઈ×	ટઈઠ×		,ઈ×ટ	ડઈડક
	ધો ૯	કપકપ	ટજઈપડ	ટઈકજ	ડઈઘડ		
કુટુંબનો પ્રકાર	સંયુક્ત	×ણકક	ટણઈજજ	ટઈજપ			
	વિભક્ત	પઠણ	ટજઈડડ	જઈઠડ	ડઈઘજ	ડઈણ×	દક
શૈ સિદ્ધિ	ઉચ્ચ	ક્ષણઘઘ	ટજઈડજ	ટઈઠડ			
	નિમ્ન	કપજ,	ટણઈપ,	ટઈ×ણ	ડઈઘડ	કઈજપ	દક

પિતાના અભ્યાસના સંદર્ભમાં વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા સંખ્યા, સરાસરી અને ૧૬ મુલ્ય

પિતાના અભ્યાસ	અશિક્ષિત	પ્રાથમિક	માધ્યમિક	ઉચ્ચ શિક્ષણ	૧૬ મુલ્ય	સાર્થકતા કક્ષા
સંખ્યા	ણજક	ટઘઠ	ક,,ડ	×ઈપજ	પઈડ×	ડઈડપ
સરાસરી	ટપઈટણ	ટજઈ×	ટણઈટક	ટજઈઠઠ		

પિતાના અભ્યાસના સંદર્ભમાં વિદ્યાર્થીઓના સામાજિક અનુકુલન પર મેળવેલા સંખ્યા, સરાસરી અને ૧૬ મુલ્ય

માતાના અભ્યાસના સંદર્ભમાં વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા સંખ્યા, સરાસરી અને ૧૬ મુલ્ય

માતાના અભ્યાસ	અશિક્ષિત	પ્રાથમિક	માધ્યમિક	ઉચ્ચ શિક્ષણ	૧૬ મુલ્ય	સાર્થકતા કક્ષા
સંખ્યા	કઘ,ક	ટડજ	ઠણણ	ઠઘ	×કઈકડ	ડઈડક

સરાસરી	ટપઈ,જ	ટજઈ×ટ	ટટઈક્ષ	ટટઈટડ		
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જાતિના સંદર્ભમાં વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા સંખ્યા , સરાસરી અને 1૯ મુલ્ય

જાતિ	અ.સી	એસ.ટી	ઓબીસી	1૯ મુલ્ય	સાર્થકતા કક્ષા
સંખ્યા	,૬	ઘક્ષજ	×૬	ક્ષઈઘ	૬૬
સરાસરી	ટઘઈડપ	ટજઈટપ	ટટઈડડ		

પિતાના વ્યવસાયના સંદર્ભમાં વિદ્યાર્થીઓના અનુકુલન પર મેળવેલા સંખ્યા , સરાસરી અને 1૯ મુલ્ય

પિતાના વ્યવસાય	ખેતી	વેપાર	નોકરી	1૯ મુલ્ય	સાર્થકતા કક્ષા
સંખ્યા	×૬જ૬	ટ૬	૬,જ		
સરાસરી	ટજઈજ૬	ટજઈજ૬	ટટઈ,,	ઘઈ×ઘ	૬૬

તારણો :— સામાજિક અનુકુલનના સંદર્ભમાં

- છોકરાઓ કરતાં છોકરીઓ વધુ અનુકુલન ધરાવે છે. તેથી જાતિએઅનુકુલન પર અસર કરનાર પરિબળ છે.
- ગ્રામ્ય વિસ્તારના વિદ્યાર્થીઓ કરતાં શહેરી વિસ્તારના વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી વિસ્તારએ સામાજિક અનુકુલન પર અસર કરનાર પરિબળ છે.
- ધોરણ ૯ કરતો ધોરણ ૧૦ ના વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી ધોરણઅ અનુકુલન પર અસર કરનાર પરિબળ છે.
- સંયુક્ત કુટુંબના વિદ્યાર્થીઓ કરતો વિભક્ત કુટુંબના વિદ્યાર્થીઓ અનુકુલન ધરાવે છે. તેથી કુટુંબના પ્રકારઅ અનુકુલન પર અસર કરનાર પરિબળ નથી.
- નિમ્ન શૈક્ષણિક સિદ્ધિ ધરાવતા વિદ્યાર્થીઓ કરતાં ઉચ્ચ શૈક્ષણિક સિદ્ધિ ધરાવતા વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી શૈક્ષણિક સિદ્ધિએ અનુકુલન પર અસર કરનાર પરિબળ નથી.
- એસ.સી, એસ.ટી વિદ્યાર્થીઓ કરતાં ઓ.બી.સી જાતિના વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી શૈક્ષણિક સિદ્ધિએ અનુકુલન પર અસર કરનાર પરિબળ નથી.
- પિતાના અભ્યાસમાં અભણ પ્રાથમિક , માધ્યમિક શિક્ષણ કરતાં ઉચ્ચ શિક્ષણ ધરાવતા પિતાના અભ્યાસના વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી પિતાનો અભ્યાસએ અનુકુલન પર અસર કરનાર પરિબળ છે.
- માતાના અભ્યાસમાં અભણ પ્રાથમિક , માધ્યમિક શિક્ષણ કરતાં ઉચ્ચ શિક્ષણ ધરાવતા માતાના અભ્યાસના વિદ્યાર્થીઓ વધુ અનુકુલન ધરાવે છે. તેથી માતાનો અભ્યાસઅ અનુકુલન પર અસર કરનાર પરિબળ છે.
- પિતાના વ્યવસાયમાં ખેતી વેપાર કરતાં પિતાનો વ્યવસાય નોકરી ધરાવતા વિદ્યાર્થીઓ અનુકુલન ધરાવે છે. તેથી પિતાના વ્યવસાયએ અનુકુલન પર અસર કરનાર પરિબળ છે.

ઉપસંહાર :—

બાળકના નાનપણથી સામાજિકના ગુણોનો વિકાસ કરવો જોઈએ બાળક કેટલું સામાજિક છે એટલે કે તે સમાજ સાથે , કુટુંબ સાથે , શિક્ષકો સાથે, પોતાના મિત્રો સાથે કેટલા પ્રમાણમાં હળી મળી શકે છે તે સામાજિકતા સિદ્ધિ દ્વારા જાણી શકાય છે. તેના આધારે નક્કી કરી શકાય છે.

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૬. પટેલ. શાસ્ત્રી અને અન્ય. અધ્યયન –અધ્યાપન , પ્રવિધિઓ તથા શૈક્ષણિક મૂલ્યાંકન અને આંકડાશાસ્ત્ર (પાંચમી આવૃત્તિ) અમદાવાદ : બી.એસ.શાહ પ્રકાશન-૧૯૮૦

IMPACT OF NON RESIDENT GUJARATI ON ECONOMY OF GUJARAT

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ABSTRACT

Migration is the movement of people from one place to another with the intentions of settling, permanently or temporarily at a new location. The movement is often over long distances and from one country to another, but internal migration is also possible like non Gujarati peoples are migrant in Gujarat and Gujarati peoples are migrate some else. Sometimes they migrate for the purpose of earning and sometimes them migrating after marriage. Sometimes they leave the place with natural causes and sometimes for other reasons. A person who moves from their home due to natural disaster or civil disturbance may be described as a displaced person. Migrants can be categorized differently: migrant workers, migrants admitted for purposes of family reunification, as refugees, as students, or without documentation. State policies on migration therefore vary with the nature of the migrant or the classification of the migrant. With this paper there are many things to do for the economy of Gujarat there are some data those told us that migration is increasing day by day something 42 lakh peoples were migrating out of which some for economic stability and some are after marriage urban and rural data says that how many peoples migrating from rural areas as well as urban areas with the change in percentage. The largest migrants in Gujarat are from Utter Pradesh some 10 lakh people from UP live in Gujarat and 91% of them have settled in urban areas the second highest bulk of migrants belong to Maharashtra with 9.8lakh people settled in the state. Most of these migrants have come to Gujarat for work and employment almost 11.21 lakh then almost 6.46 lakh persona from other states have shifted after marriage majority of them are women who are 6.28 lakh in numbers. Nearly 1.41 lakh people have shifted to Gujarat for business.

Gujarati's prefer Maharashtra with 10.39 lakh Gujarati's settled in the state of the total 15 lakh-odd Gujarati migrants settled outside Gujarat. Among them, the number of women is far more than men its 5.57 lakh. 1.85 lakh individuals have migrated to Rajasthan where 1.46 lakh are women have migrated after marriage.

.Key words: Migration, states, people, economy

Introduction

Human migration is the movement of people from one place to another with the intentions of settling, permanently or temporarily at a new location. The movement is often over long distances and from one country to another, but internal migration is also possible like non Gujarati peoples are migrant in Gujarat and Gujarati peoples are migrate some else. Sometimes they migrate for the purpose of earning and sometimes them migrating after marriage. Sometimes they leave the place with natural causes and sometimes for other reasons. A person who moves from their home due to natural disaster or civil disturbance may be described as a displaced person.

Migrants can be categorized differently: migrant workers, migrants admitted for purposes of family reunification, as refugees, as students, or without documentation. State policies on migration therefore vary with the nature of the migrant or the classification of the migrant. At one level the impacts that have been felt in Jobs, public services and so on tend indirectly two-color the way in which individuals sense the impacts on the communities in which they live and work. This may be felt by some more than others, depending on whether immigrants are perceived to have brought competition or choice to local communities. Greater pressures in objectively measured employment markets are likely to flow through into subjective felt anxieties about local communities.

LITERATURE REVIEW

Alliance of Civilizations Secretariat for consideration by the High-level Group, Asia: 49.9 million migrants accounting for 1.4% of Asia's population. In Asia, though international migration has played a minor role in economic growth and integration over the past 25 years, issues of immigration and integration remain a low priority on the social and political agenda and have rarely generated as much debate as in North America and Western Europe. Current migration policies are highly varied: they range from near denial of workers' existence in Japan and Korea to explicit acceptance and active management of foreign workers in Singapore. (13 Philip Martin, "Migrants on the Move in Asia", Analysis from the East-West Center, No. 29, December 1996

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Dr. Dineshappa Singapur, Sreenivasa K N, says in there paper title 'the social impacts of migration in India'. Introduce At one level the impacts that have been felt in Jobs, public services and so on tend indirectly two-color the way in which individuals sense the impacts on the communities in which they live and work. This may be felt by some more than others, depending on whether immigrants are perceived to have brought

competition or choice to local communities. Greater pressures in objectively measured employment markets are likely to flow through into subjective felt anxieties about local communities.

OBJECTIVES

- Impact on economy of Gujarat due to migration
- Comparison Between census 2001 and 2011 to ensure how many people migrating between the state

MIGRATION PATTERN IN INDIA

1. Specialized labor like Oriya labor in Madhya Pradesh brick kilns, sugarcane harvesting labour in South Gujarat and other coastal states, textile labor in Surat and Bhivandi in Maharashtra.
2. Construction labor engaged in irrigation projects, major road and rail projects all over the country like Rajasthan people working in different mills in Gujarat, in inter migration Dahods peoples work in construction sites and road workers.
3. Girls have to migrate between states after marriage.
4. Seasonal agricultural labor required at the time of harvesting and for agricultural operations in Punjab, Haryana and western UP.

Encouragement and motivation for an individual to migrate.

	PUSH FACTORS	PULL FACTORS
Economic and demographic	Poverty, Unemployment, Standard of living, Low wages. Development, High fertility rates, Lack of basic health And education	Prospects of higher wages, Potential for improved, Personal and Professional
Political	Conflict, insecurity, Violence Poor governance, Corruption & Human right abuses	Safety and securities Political freedom
Social and cultural	Discrimination based on ethnicity religion and the like.	Family reunification, Ethnic (Diaspora gender, migration) home land. Freedom from discrimination

Source: Mansoor A and B Quillin (2006), As produced by Gencler and Apak, (2009) These motives change over time and may lead migrants to stay away for longer or shorter periods than they had originally intended.

HYPOTHESIS

H0: There is no significance Difference between migrant people to Gujarat and Gujarati people migrating to other state

H1: There is no significance Difference between migrant people to Gujarat and Gujarati people migrating to other state

RESEARCH METHODOLOGY

The study was conducted at an Impact of Non Resident Gujarati on Economy of Gujarat. Data was analyzed using the Excel 2016. Data was presented in figures and tables.

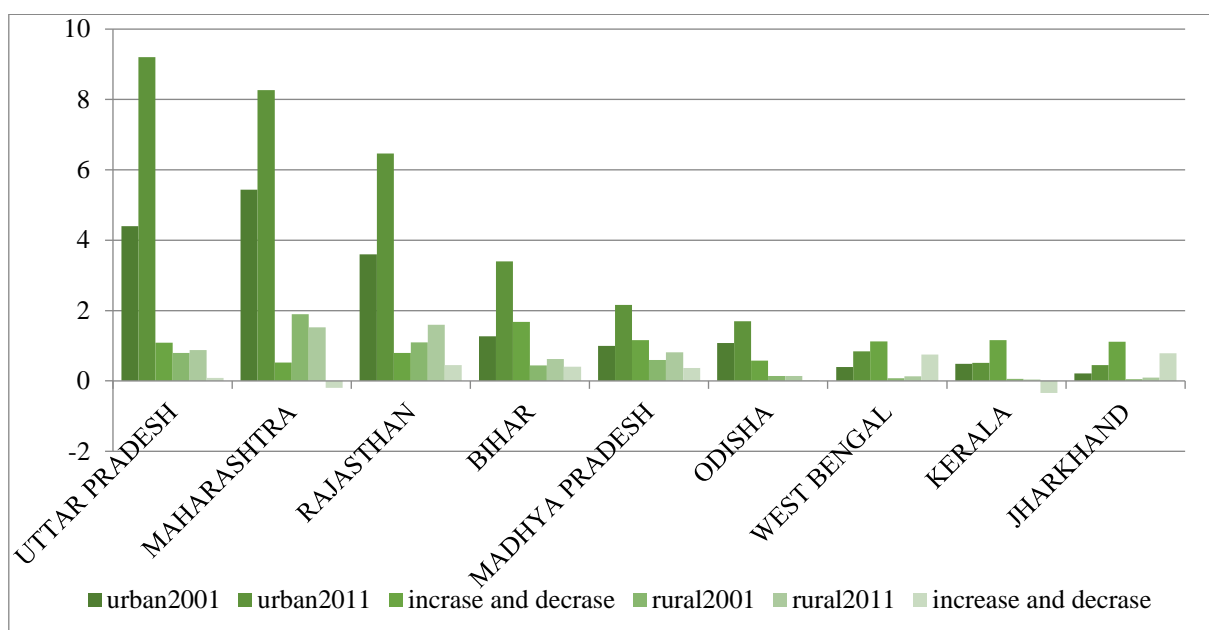
SAMPLE SIZE

A sample size is collecting the 9 states of the INDIA.

DATA COLLECTION, PROCESSING AND ANALYSIS: The present study was collect relevant secondary data with the help of TIMES OF INDIA newspaper, research paper, websites and other sources.

RESULTS AND DISCUSSION WITH THE HELP OF TABLE AND DIAGRAM

PROFILE OF MIGRANTS IN GUJARAT						
STATE	URBAN AREAS		INCREASE OR DECREASE	RURAL AREAS		INCREASE OR DECREASE
	2001	2011		2001	2011	
UTTAR PRADESH	4.4	9.2	109%	0.7972	0.8734	8.70%
MAHARASHTRA	5.44	8.27	52.04%	1.9	1.52	-20%
RAJASTHAN	3.6	6.46	79.44%	1.1	1.6	45.45%
BIHAR	1.27	3.4	167.71%	0.4436	0.62101	40%
MADHYA PRADESH	0.99812	2.16	116.40%	0.59243	0.81126	37%
ODISHA	1.08	1.7	57.40%	0.13804	0.1416	2.57%
WEST BENGAL	0.39528	0.8406	112.65%	0.0765	0.13395	75%
KERALA	0.48877	0.50994	116.40%	0.06247	0.04095	-34.40%
JHARKHAND	0.21238	0.44943	111.60%	0.05217	0.09329	78.80%

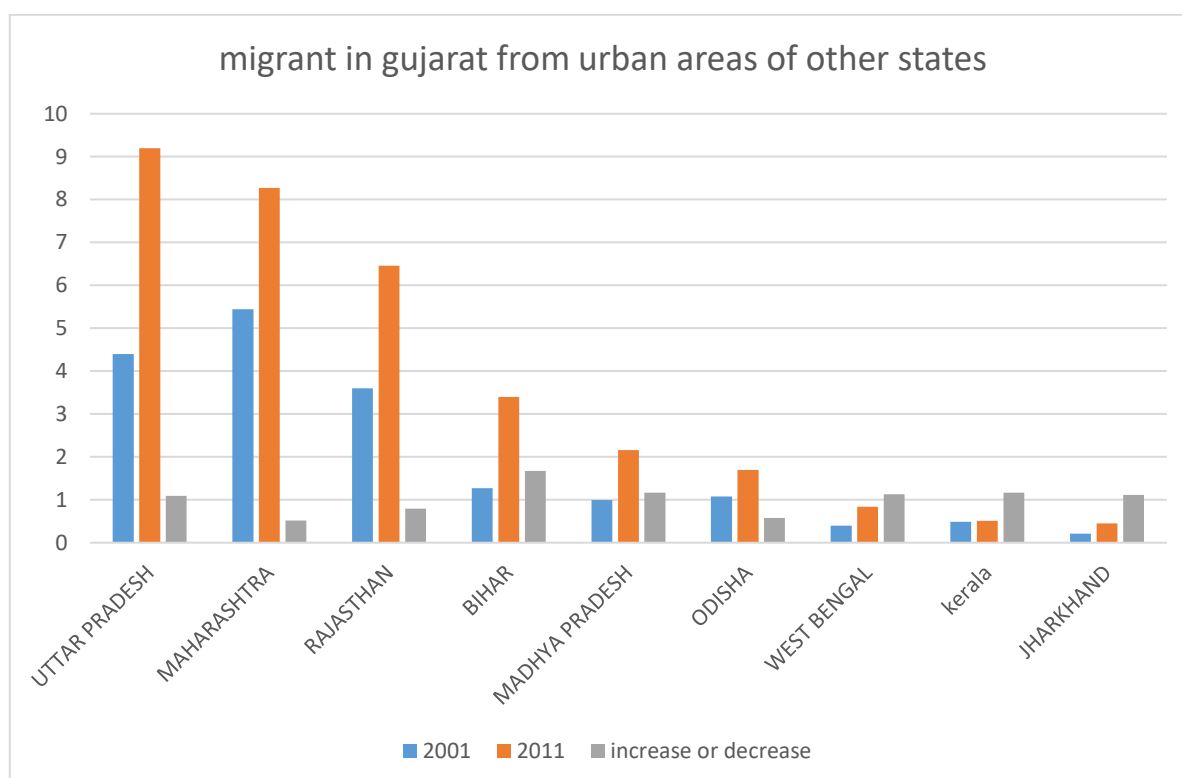


Explanation of diagram

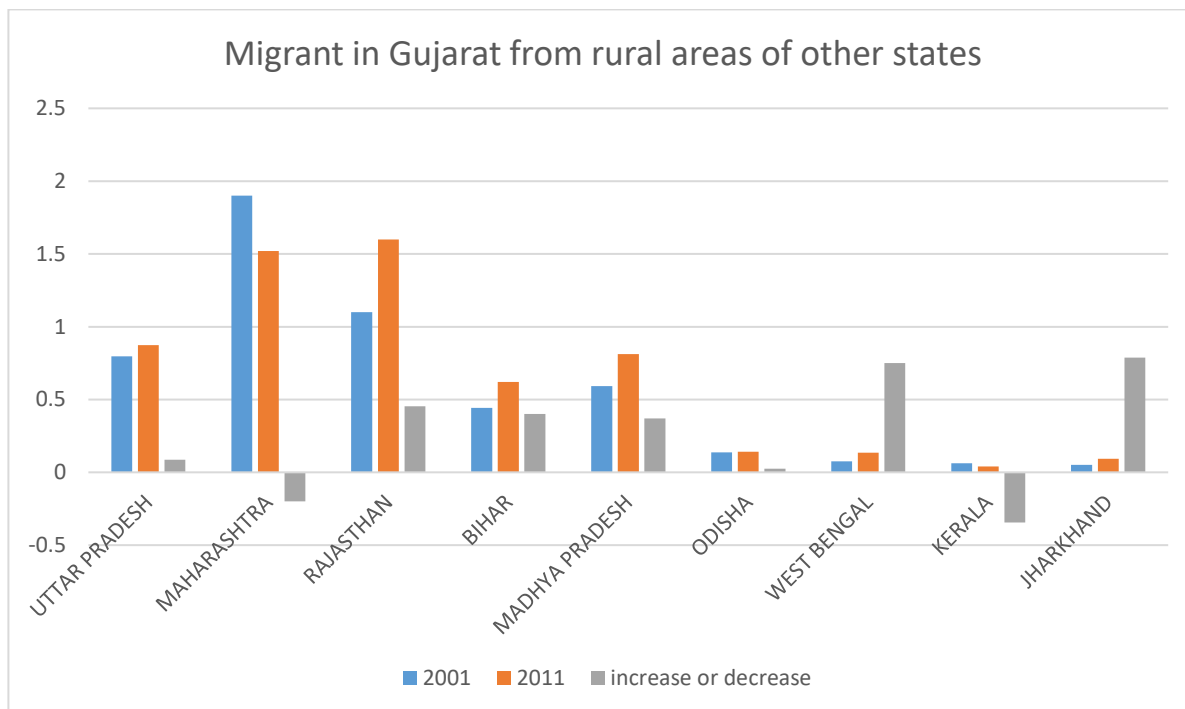
- According to the diagram we consider the all the 9 states on x axis. And bulk of the people on Y axis
- There we seen the diagram highest migration done from the UP, then Maharashtra and least is from Jharkhand
- Some times in the diagram there are also negative diving the graph cause at that time arte of migrant is less than the previous census.
- There are increase the rate of migrant people in 2011 it's almost double then the census 2001.
- Same as if we divide the whole detail in two parts or areas like urban and rural we got the detail and graph like as follows.

Migrant in Gujarat from urban areas of other states

STATE	URBAN AREAS		INCREASE OR DECREASE
	2001	2011	
UTTAR PRADESH	4.4	9.2	109%
MAHARASHTRA	5.44	8.27	52.04%
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KERALA	0.48877	0.50994	116.40%
JHARKHAND	0.21238	0.44943	111.60%



Migrant in Gujarat from rural areas of other states



t-test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
state	9	5.00	2.739	.913
	9	1.987172222	1.9554318648	.6518106216
	9	3.665552222	3.4300560608	1.1433520203
rural_2001	9	.573601111	.6198436793	.2066145598
rural_2011	9	970.9957844	2911.1266427	970.37554758
	44		684	95

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
state	5.477	8	.001	5.000	2.89	7.11
	3.049	8	.016	1.9871722222	.484094233	3.490250211
	3.206	8	.012	3.6655522222	1.028977735	6.302126709
rural_2001	2.776	8	.024	.5736011111	.097147082	1.050055140
	1.001	8	.346	970.99578444	-	3208.6858098
rural_2011				44	1266.694240	82
					993	

FINDINGS

- End of my whole study I note out some points and finding that the migration is harm full for any states. if persone migrat for the big businessthat's good for any staes as well as governmrnt of states and they suports for it. But if they are unemployed and migrating for finding some oportunity to work that's not good for all cause its increasr in the rate of unemployment.
- About the study we can say that as per the government of india gujarat is the state who engine for the development of country that's why all the states who least developed the people of these states where migrating from there own states to gujarat.
- Day by day the populastion of ther state gujarat is increasing with the increasing the total population og india.
- Government do for the solve this all problems but they have to more actions on it for solving this kind of problems.
- Government have to gave them work or employment in there own village , city and state,
- Person don't wont to leave there place or birth land or mother land and the family and friends but the situation cant be hand on them so purpose of earning they have to move further for earning.

CONCLUSION

Overall the study showed that day by day the migrant in Gujarat is increasing and that's the not good for the economy of Gujarat cause the employment rate is decreasing and unemployment is increasing that's the big

problem of every economy that other people comes in the state and earning the money with the deference businesses like Golguppa wander is coming from Uttar Pradesh or Bihar and Rajasthan peoples are coming in Gujarat and do the leabourship and earning the money. It's good for the country cause employment increase but on the other hand sate will loss the employment.

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,Dr . Dineshappa . Singapur ,Sreenivasa K N The Social Impacts of Migration in India

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By R. B.Bhagat Internal Migration in India:Are the UnderprivilegedMigrating More?

QUALITY TEACHING & HIGHER EDUCATION SYSTEM IN INDIA

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Abstract-

The paper studies on Quality Teaching & Higher education system in India. The system aims to provide a theoretical background to the OECD-IMHE policy quality of teaching in higher education. It highlights the main debates on the topic to date, hoping to present the different perspectives that exist on the topic of quality in teaching. The review of the literature is organized in three main parts as to address three major questions: 1) “What is Quality Teaching and why is it important in higher education?” 2) “How can teaching concretely be enhanced?” 3) “How can one make sure Quality Teaching initiatives are effective?” 2. Quality teaching has become an issue of importance as the landscape of higher education has been facing continuous changes: increased international competition, increasing social and geographical diversity of the student body, increasing demands of value for money, introduction of information technologies, etc. 3. But quality teaching lacks a clear definition, because quality can be stakeholder relative. The impact of research, of the “scholarship of teaching” and of learning communities on teaching quality is discussed here. 4. Quality teaching initiatives are very diverse both in nature and in function. The role of the professors, of the department, of the central university and of the state is analyzed, as well as the goals and the scope of this initiatives. 5. Choosing reliable and quantifiable indicators to assess the quality of one’s teaching and the efficiency of teaching initiatives remains challenging. Various methods and their efficiency are discussed here. The factors that determine whether appropriate use is made of the feedback provided are also brought into discussion.

I. INTRODUCTION

Indian Colleges and universities are facing major changes as they navigate the 21st century and make decisions that will not only impact higher education but will also contribute to our country’s future competitiveness in the global marketplace. This article examines various influences on institutions of higher learning as they move toward a customer-oriented focus. It also stresses the importance of balancing the needs of various customer groups while continuing to serve as purveyors of educated human resources in a global economy. This article identifies and evaluates outcomes from efforts to modify quality standards in higher education. While change is unavoidable and higher learning faces difficult choices, we can choose to make proactive decisions and become agents of change. The financial obligations of running an institution today are a major concern. While not a new concept, there is a trend for public institutions to redefine their

identity as service organizations and businesses.¹ Due to increased financial demands, there has also been a dramatic rise in the cost of attending post-secondary schools.² The Delta Project,³ which focuses on postsecondary costs, productivity, and accountability, points out that while students are paying more of the total costs associated with higher education, less of the tuition-generated revenue is actually going into the classroom. In the 1990s, student tuition paid for approximately 24% of the operating costs at public colleges and universities, in 1998 that percentage rose to 37%, and in 2005 it was nearly 50%.⁴ Today, institutions rely on increasingly large numbers of students to help balance expenditures. As institutions face growing financial constraints due to recent economic events, there is even greater concern that institutions will defer to the value of the monetary benefits of increased enrolments, especially in the face of fewer state resources. Given the importance of enrolment monies, it is not surprising that universities have become very savvy in marketing their institutions to the student customer.^{5,6,7} If the focus is directed at attracting larger numbers of potential students even when it is necessary to modify admission standards, there is an associated risk of also negotiating academic standards to create easier courses and modify academic requirements.¹ The reputation of the institution becomes the most costly casualty of all when academic standards that underlie scholarly integrity are compromised. Higher education in India suffers from several systemic deficiencies. As a result, it continues to provide graduates that are unemployable despite emerging shortages of skilled manpower in an increasing number of sectors. The standards of academic research are low and declining. Some of the problems of the Indian higher education, such as – the unwieldy affiliating system, inflexible academic structure, uneven capacity across various subjects, eroding autonomy of academic institutions, and the low level of public funding are well known. Many other concerns relating to the dysfunctional regulatory environment, the accreditation system that has low coverage and no consequences, absence of incentives for performing well, and the unjust public funding policies are not well recognised. Driven by populism and in the absence of good data, there is little informed public debate on higher education in India. Higher education in India has expanded rapidly over the past two decades. This growth has been mainly driven by private sector initiatives. There are genuine concerns about many of them being substandard and exploitative. Due to the government's ambivalence on the role of private sector in higher education, the growth has been chaotic and unplanned. The regulatory system has failed to maintain standards or check exploitation. Instead, it resulted in erecting formidable entry barriers that generate undesirable rents. Voluntary accreditation seems to have no takers from amongst private providers and apparently serves little purpose for any of its stakeholders. I

II. HIGHER EDUCATION SYSTEM IN INDIA

Education in ancient India was highly advanced as evident from the centres of learning that existed in the Buddhist monasteries of the 7th century BC up to the 3rd century AD Nalanda (Perkin, 2006). In these centres, gathering of scholars-- Gurukula-- used to be engaged in intellectual debates-- parish ads-- in residential campuses. A few of these centres were large and had several faculties. Historians speculate that these centres had a remarkable resemblance to the European medieval universities that came up much later. The ancient education system in India slowly got extinguished following invasions and disorder in the country. Till the eighteenth century, India had three distinct traditions of advanced scholarship in the Hindu Gurukulas, the Buddhist Viharas, and the Quranic madaras as, before the British set up a network of schools to impart western education in English medium (Perkin, 2006) The first such college to impart western education was founded in 1818 at Serampore near Calcutta. Over the next forty years, many such colleges were established in different parts of the country at Agra, Bombay, Madras, Nagpur, Patna, Calcutta, and Nagapattinam. In 1857, three federal examining universities on the pattern of London University were set up at Calcutta, Bombay and Madras. The existing 27 colleges were affiliated to these three universities. Later, more universities were established. At the time of independence in 1947, there were 19 universities and several hundred affiliated colleges (CABE, 2005a). The higher education system in India grew rapidly after independence. By 1980, there were 132 universities and 4738 colleges in the country enrolling around five per cent of the eligible age group in higher education. Today, while in terms of enrolment, India is the third largest higher education system in the world (after China and the USA); with 17973 institutions (348 universities and 17625 colleges) is the largest higher education system in the world in terms of number of institutions. The number of institutions more than four times the number of institutions both in the United States and entire Europe. Higher education in China having the highest enrolment in the world (nearly 23 million) is organized in only about 2,500 institutions. Whereas, the average enrolment in a higher education institution in India is only about 500-600 students, a higher education institution in the United States and Europe would have 3000- 4000m students and in China this would be about 8000-9000 students. This makes system of higher education in India as a highly fragmented system that is far more difficult to manage than any other system of higher education in world.

III. QUALITY TEACHING

Quality teaching has become an issue of importance as the landscape of higher education has been facing continuous changes. The student body has considerably expanded and diversified, both socially and geographically. New students call for new teaching methods. Modern technologies have entered the classroom, thus modifying the nature of the interactions between students and professors. The governments, the students and their families, the employers, the funds providers increasingly demand value for their

money and desire more efficiency through teaching. Quality Teaching lacks of clear definitions and to some extent can't be disconnected from debates on Quality or Quality culture in higher education that remain controversial terms. Some scholars regard quality primarily as an outcome, others as a property. Some consider teaching as the never ending process of reduction of defects and so Quality Teaching can never be totally grasped and appraised. In fact, conceptions of quality teaching happen to be stakeholder relative: students, teachers or evaluation agencies do not share the definition of what "good" teaching or "good" teachers is. The literature stresses that "good teachers" have empathy for students, they are generally experienced teachers and most of all they are organized and expressive. "Excellent teachers" are those who have passions: passions for learning, for their field, for teaching and for their students. But research also demonstrates that "good teaching" depends on what is being taught and on other situational factors. Research points out that quality teaching is necessarily student-centred; its aim is most and for all student learning. Thus, attention should be given not simply to the teacher's pedagogical skills, but also to the learning environment that must address the students' personal needs: students should know why they are working, should be able to relate to other students and to receive help if needed. Adequate support to staff and students (financial support, social and academic support, support to minority students, counselling services, etc) also improves learning outcomes. Learning communities – groups of students and/or teachers who learn collaboratively and build knowledge through intellectual interaction – are judged to enhance student learning by increasing students' and teachers' satisfaction.

IV. ASSURANCE OF QUALITY TEACHING

There are in fact, no widely accepted methods for measuring teaching quality, and assuring the impact of higher education on students is so far an unexplored area as well" moreover argues that the culture of measurement that has trivialized teaching excellence in recent years and the language of business that has turned it into a product need to be replaced by appropriate forms of judgment and expression.

Class evaluation: -

A tool for change and identification of best practices? One of the most used tools today to evaluate teaching quality and identify Quality Teaching is undoubtedly peer inclass evaluations. The literature on Quality Teaching recognizes several advantages to peer evaluations. Pagani (2002) describes peer review as a tool for change, allowing individuals to improve their performance, ensuring that standards are being met, and helping to identify best practices.

Focusing on the process and not merely the outcome: -

Erstad (1998) points out that student questionnaires measure the outcomes of teaching and not the process, whereas mystery customers and peer in-class evaluation measure the process rather than the outcome. The use of peer evaluation may be preferred to that of mystery students, because many professors view mystery students as threatening. A common conception is that their use is linked to disciplinary action (Telford & Masson, 2005). Peer in-class evaluation may promote conformity, hamper teaching innovation. However, the use of peer in-class evaluation may also not be free of risks. Cox and Ingleby (1997) found that peer review through peer observation of teaching can produce conformity of teaching. Indeed the professor being evaluated may not dare to be innovative. Or the professor evaluating his colleague may be influenced by his or her conservative methods of teaching. Moreover, Bingham and Ottewill (2001) recognize that the assessment of peers might be too self-congratulatory. According to Green (1993) the “traditional peer review based assurance system” is currently breaking down, a breakdown which is “clearly” correlated with “the increasingly market orientated culture of higher education”.

Evaluation of teachers' portfolio

Another possible method to assess teaching quality and identify best practices is the use of teachers' portfolio. The teacher's portfolio evaluation is a valuable technique because it is based on multiple sources of evidence and multiple levels of scrutiny (Webb stock, 1999). However, as it was noticed by Webb stock, who was working on the assessment of teaching quality at the University of Natal, the problem is that it is difficult to agree on which items should be included in the portfolio and on how much each of these items should be waited. The question remains whether quantitative weights should be attributed to each item of the portfolio to increase the transparency of the process or whether this would transform the portfolio evaluation process into a mechanical task, thus hampering teaching creativity.

The example of the three-legged stool

The Departmental Teaching and Learning Committee of the Hong Kong Polytechnic University used all three methods (student questionnaires, peer in-class evaluation and evaluation of teacher's portfolio) to assess the quality of their teachers (Macalpine, 2001). The department decided to design a Teaching Evaluation Index which comprised a weighted sum of the three indicators. This methodology's goal was to balance the defects of each of three methods of evaluation when they are used separately by creating a “three-legged stool”. The Teaching Evaluation Index weighted student questionnaires for 50% of the total result, in-class peer evaluation for 30% and the teaching portfolios for 20%. Interestingly, Macalpine notes that there was a reasonable degree of consistency between the three indices, particularly for extremes. As an outcome of the evaluation process, the weaker lecturers were linked with the higher scoring lecturers in a trial scheme.

New indicators for better assessment of Quality Teaching There are various Indicators of quality teaching collecting qualitative and decentralized feedback: Student awards, joint research, and workshop.

Teaching concretely can be enhanced

Quality teaching initiatives are very diverse both in nature and in function. Some of these initiatives are undertaken at teachers' level, others at departmental, institutional or country level. Some quality initiatives aim to improve pedagogical methods while others address the global environment of student learning. Some are top-down process, other induce grass-root changes. The most currently used quality initiatives seem to aim to enhance teamwork between teachers, goal-setting and course plans. However scholars have developed holistic theoretical models of how quality teaching initiatives should unfold. Gathering information and reading the literature – looking outside the classroom – are important tools to improve quality teaching, but they are still under-employed. Another important point to keep in mind is that in order for student learning to be enhanced, the focus of quality teaching initiatives should not always be on the teacher. Rather it should encompass the whole institution and the learning environment. One of the major drivers for enhancement of quality teaching concerns teachers' leadership – most quality teaching initiatives are actually launched by teachers. However the role of the department, of the educational support divisions and that of the central university – which can make quality culture part of its mission statement – are central. Scholars proved that bottom-top 5

Make sure quality teaching is effective

It is essential to measure the impact of the quality teaching initiatives in order to be able to improve these initiatives. However assessing the quality of one's teaching remains challenging. This difficulty may in part explain why the two most famous international rankings rely heavily on research as a yardstick of the universities' value and leave aside the quality of teaching. This may however change in the future, as the concerns about quality teaching and student learning are increasing. The choice of indicators to measure quality teaching is crucial, because it has been shown that assessment drives learning: how the teacher is judged will undoubtedly impact his or her teaching methods. Indicators to assess the quality of teaching (the value of graduates, satisfaction of teachers, retention rates, etc.) of an institution proved of use but carry various meanings and can even lead to misunderstandings. Researchers agree that reliable indicators should be chosen, and not just the most practical ones. Moreover, room should always be left for discussion of the figures obtained. Other tools than indicators exist. Using student questionnaires can seem logical, because students are the individuals that are the most exposed to and the most affected by the teacher's teaching. However, many teachers give little credit to the answers of the students that they perceive as biased. The

answering students tend to blame teachers for all problems, forgetting the role of the administration or the infrastructures. Measurement should clarify its own aims (improvement or punishment?) before implementation.

Quality Human Performance—the Requirements.

A key component of quality in teaching and learning involves quality human performance by the learner. Substantial financial outlays by companies and the government for training are made in attempts to address problems in the quality of human performance. These efforts have met with minimal success, and major gaps in the standards to which humans have been trained and their resulting performance remain.^{27,28} Swart and Duncan²⁹ note that the expected performance in a work setting is generally dictated by a set of valid and appropriate expectations and is attained through proper education and training. When performance consistently adheres to the appropriate expectations, then quality human performance is achieved. If there is a discrepancy in performance and appropriate expectations, then it must be investigated, causes identified, and appropriate corrective action taken. To achieve quality human performance, we posit that three components must be present:

- A clearly defined set of tasks to perform.
- An individual that has the capacity/ability to perform the required task.
- A clear set of standards that define successful performance.

V. SUMMARY

If colleges and universities focus on satisfying students as their primary customers, they may negatively affect another customer group—employers—because the two customer groups have significantly different ways of defining and measuring expectations. There are no easy solutions to addressing the negotiation of standards that undermine quality human performance. All customers of higher education deserve the best we can offer, as higher education, business/industry, and the economic success of the United States are intricately connected and are dependent upon one another. As noted in the Delta Project,³ the United States is quickly losing ground in the global race for talent. Institutions of higher education, faculty, students, and businesses can serve as contributing architects in ensuring education establishes quality standards. They are all consumers, and they all have a vested interest in maintaining standards.

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