

Peer-reviewed Journal

ISSN No. 0976-5492

Management Convergence

(An International Journal of Management)

Vol. - 10

No - 1

January-2019

Impact of Corporate Social Responsibility Initiatives of Commercial Banks in Bangladesh

S.M.Mahbubur Rahman

The Role of Civil Society Organizations in Strengthening Rural Livelihood Security During Mautam Crisis in Mizoram India

Lalnlawma

An Analytical Review of India's Dairy Processed Products' Export with Member and Non-member Regional Blocs: A Case Study

G. Anuj

Role of Performance Appraisal System and its Impact on Employees Performance in Telecompanies

Amit Kumar Singh & Bhuvanesh Kumar

An Empirical Study of the Workers in Brick Making Industries: Evidence from Manipur

Partakson Romun Chiru & L. S. Sharma

Participation of Rural Women in Agricultural Activities in India: A Review

R. Yaongam & H. Elizabeth

Women in Media: A Mizoram Perspective

Irene Lalruatkimi

DEPARTMENT OF MANAGEMENT
Mizoram University
Aizawl, Mizoram
India

EDITORIAL BOARD

Prof. K. R. S. Sambasiva Rao
Vice Chancellor, Mizoram University
Chief Patron

Prof. R. P. Vadhera
Pro-Vice Chancellor
Patron

Prof. Elangbam Nixon Singh
Department of Management, Mizoram University
Editor –in- Chief

EDITORIAL BOARD

Prof. L.S. Sharma, Department of Management, Mizoram University
Dr. Amit Kumar Singh, Department of Management, Mizoram University
Dr. Bidhukanti Das, Deptt. of Management, Mizoram University
Dr. R. K. Giridhari Singh, Department of Management, Mizoram University
Dr. Lalropuii, Department of Management, Mizoram University
Dr. K. Lalromawia, Department of Management, Mizoram University
Dr. Lalhmingliana Renthlei, Department of Management, Mizoram University
Dr. Biswajit Ghose, Department of Management, Mizoram University

Advisors

Prof. Alina Hyz, Department head, Department of Accounting, Technological Educational Institute of Epirus, Preveza, Greece.
Prof. Maria Parlinska, Head. Chair of Quantitative Methods, Faculty of Economics Sciences, Warsaw University of Life Sciences, Poland.
Prof. Konstantin Laswsithiotakis, Vice Rector, and Executive Director, School of Technology and Business, VIA University.
Dr. Valerie Pricilla Goby, Professor, College of Business Sciences, Zayed University, Dubai.
Dr. Josepj A. Kimeme, Dean, Faculty of Commerce, Mzumbe University, Mzumbe, Tanzania.
Prof. Hiromasa Tanaka, School of Humanities & Social Sciences, Meisei University, Japan.
Prof. Sameer Verma, Director, Centre for Business Solution, San Francisco State University, U. S. A.
Prof. Pankaj Kumar, Indian Institute of Management, Lucknow, Uttar Pradesh.
Prof. Arnab K. Laha, Indian Institute of Management, Ahmedabad, Gujarat.
Prof. Hariharan, Department of Management Studies, Pondicherry University, Puducherry.
Prof. S. K. Singh, Vice-Chancellor, Lalit Narayan Mithila University, Kameshwaranagar, Darbhanga, Bihar.
Prof. A. K. Das Mohapatra, Department of Business Administration, Shambalpur University, Orissa.
Prof. Gautam Dutta, Indian Institute of Foreign Trade, Kolkata.
Prof. NVR Jyoti Kumar, Dean, School of Economics, Management and Information Sciences, Mizoram University, Aizawl, Mizoram
Prof. Lianzela, Department of Economics, Mizoram University, Aizawl, Mizoram.
Prof. G.P. Prasain, Department of Commerce, Manipur University, Canchipur, Imphal, Manipur
Prof. S.S. Sarkar, Department of Business Administration, Tezpur University, Tezpur, Assam

MANAGEMENT CONVERGENCE
(An International Journal of Management)

Vol. 10

No. 1

January 2019

Contents

Impact of Corporate Social Responsibility Initiatives of Commercial Banks in Bangladesh

S.M.Mahbubur Rahman -----1

The Role of Civil Society Organizations in Strengthening Rural Livelihood Security During Mautam Crisis in Mizoram India

Lalnilawma ----- 12

An Analytical Review of India's Dairy Processed Products' Export with Member and Non-member Regional Blocs: A Case Study

G. Anuj ----- 23

Role of Performance Appraisal System and its Impact on Employees Performance in Telecompanies

Amit Kumar Singh & Bhuvanesh Kumar ----- 32

An Empirical Study of the Workers in Brick Making Industries: Evidence from Manipur

Partakson Romun Chiru & L. S. Sharma ----- 37

Participation of Rural Women in Agricultural Activities in India: A Review

R. Yaongam & H. Elizabeth ----- 47

Women in Media: A Mizoram Perspective

Irene Lalruatkimi ----- 55

Management Convergence is an International Journal of Management, published by the Department of Management, Mizoram University. It is an outcome of the long cherished desire and concerted efforts of the faculty members of the department. Since the day of its inception, this department has been continuously making efforts and streamlining various academic activities in order to place the Department on the map of quality and excellence in management education. The publication of the journal, "Management Convergence" is by all estimates a feather on its cap.

The primary objective of bringing out this journal is to provide a vibrant platform to the scholars, researchers, academicians, practicing managers and policy makers to disseminate knowledge about innovative and latest research in different areas of the management and also share their own expertise and experiences through it. Further, it aims at bringing out best management practices, which will help corporate managers in taking up the new global challenges effectively.

The journal "Management Convergence", is a bi-annual referred online journal published by the Department of Management, Mizoram University, Aizawl, Mizoram, India. The journal is owned by the Department of Management, Mizoram University, Aizawl, Mizoram, India. For any communication, please contact to the

Editor-in-Chief
Management Convergence
Department of Management
Mizoram University
Tanhri, Aizawl, Mizoram
India-796004
Email-editor^mgtconv@gmail.com
Phone-0389- 2330710
Fax-0389-2330710

No part of any article / paper published in this journal can be reproduced/ printed without the permission of the Editor-in-Chief, Management Convergence.

The views and opinions presented in any of the research papers/ articles published in this journal are solely the contributor's and not to be construed as those of the editors and publishers. The Journal/ Department of Management/ Editors shall not be held liable for the presented opinions, inadequacy of information, any errors or inaccuracies.

The territorial jurisdiction for all the disputes shall be Aizawl, Mizoram, India.
© Department of Management, Mizoram University, Aizawl.

EDITORIAL

Warm greetings from the Editorial Board of “Management Convergence”, an International Journal of Management published from Mizoram University, Aizawl, the land of enchanted hills.

As you are aware, the main objective of this journal is to disseminate innovative research and evolve best management practices by converging different areas of management and its allied areas. An approach based on the concept of ‘unified whole’ is the best approach to offer appropriate solutions to the challenges faced by corporate world and management practitioners. This exemplary approach is also expected to help the management researchers, academicians and policy makers in their respective fields. Thus, the editors have made efforts to bring all stakeholders under one umbrella to offer better solutions to the problems posed to the field of management in different areas. In this issue, seven articles belonging to different but related areas of management have been presented.

In the first paper, S.M. Mahbubur Rahman analyses the impact of CSR activities of Bangladesh Bank in Bangladesh. Dr.Lalnilawma, in the second paper, studied the role of civil society organizations in strengthening rural livelihood security during Mautam crisis in Mizoram. Valuable lessons had emerged from these Mautam interventions are believed to be of great values to other Civil Society Organizations working in fields of similar nature in planning their future course of actions. Anuj G.’s paper entitled ‘An Analytical Review of India’s Dairy processed Products’ export with Member and Non-member Regional Blocs: A Case Study’ found that though dairy business is the next best opportunity for rural population after agriculture, to make them employed; but the export of such commodity is far behind. Singh and Kumar’s paper on ‘Role of Performance Appraisal System and its Impact on Employees Performance in Telecom companies’ contributes information to develop employees’ performance specifically of the telecom sector. Chiru and Sharma contributed an empirical study of the workers in brick making industries as evidence from Manipur. Another paper by Yaongam R. and Elizabeth H. studied the participation of rural women in agricultural activities in india. The last seventh paper was contributed by Lalruatkimi, Irene. The paper analyse the participation of women in media, with a particular analysis on women in Mizoram perspective.

We want to keep in record our deep gratitude to all the contributors for their immensely valuable contributions. We look forward to coming up with more such valuable articles in future for our appreciative readers. We would like to express thankfulness to all who assisted us for bringing out this online issue of the Journal. Suggestions, comments and feedback are welcome from the readers as their participation will help us in reducing inadequacies in forthcoming issues of the journal.

Last but not the least; I am hereby expressing my heartfelt thanks to Dr. Samuel Lalmuanawama for the help he rendered in DTP work.

Prof. Elangbam Nixon Singh
Editor - in - Chief

Impact of Corporate Social Responsibility Initiatives of Commercial Banks in Bangladesh

S.M.Mahbubur Rahman*

Abstract

Corporate Social Responsibility (CSR) is an integral part of a business organization in Bangladesh to ensure sustainable development. For this, different business organization has taken various activities under this program in Bangladesh, banking sector is one of them. A bank is a service-oriented organization and has a direct link with a customer because they do their business others money. Commercial banks in Bangladesh has taken different CSR activities such as education, health, disaster relief, sport & culture, environment, etc. and every bank has donated a lot of money for this purpose. The main objective of this paper is to know the impact of CSR activities of commercial banks in different areas peoples of Bangladesh. The study consists of primary data and secondary data. A structured questionnaire was made to collect primary data which consist of an open-ended and close-ended questionnaire. Secondary data has been collected from various secondary sources. For the impact of CSR activities analysis, the study has selected five variables these are monthly income, monthly expenditure, monthly saving, household assets, and self-confidence. The study has used various statistical tool for primary data analysis and hypothesis tested. The study found that there is a positive impact of CSR initiatives of commercial banks in Bangladesh.

Key words: Bangladesh, Commercial bank, CSR, Impact

Introduction

The main agenda of most developing countries is poverty reduction. Bangladesh has adopted the system of empowering the individual to be self-reliant for reducing poverty. Every people try to increase their income by providing different self-reliant activities and by these activities people solve financial needs but most of the people fulfill their financial problem collect loan from the different Non-Government Organization (NGOs). For increase employment opportunity, different NGOs in our country has given different financial support. It is a fact that most of the NGOs clients in our country are not conscious of their loan. NGOs in our country, try to solve the financial problem, they lent some capital to come out poverty. For this, it is very important for the government to monitor NGOs different financial activities such as use of debts, clients others income sources, loan monitoring activities of NGOs and interest count system. It is important that this types of financial support are not a proper solution for a financial problem because most of the people in our country are not a proper use of microcredit loan but if every borrower proper use of their loan that time they will succeed by this credit. In this connection, the banking sector has taken different initiatives besides their regular activities. Corporate Social Responsibility (CSR) is one of them. Bangladesh Bank (Central bank of Bangladesh) has taken different initiatives to gear up CSR activities. CSR is evaluating the inter-dependent interactions that present between businesses and economic arrangements, and the societies within which they are based (Scholtens, 2009). The concept of firms observing outside profits to their protagonist in society is normally named CSR. The World Business Council for Sustainable Development said that CSR is the continuing commitment by business to behave ethically and contribute to economic development

*Associate Professor, Department of Business Administration, Noakhali Science and Technology University, Noakhali, Bangladesh.

Email: mmrahman987@gmail.com

while improving the quality of life of the workforce and their families as well as of the local community and society at large". It is needless to mention that CSR is an integral part of a business and every business organization is ethically bound to their society because business organization takes their inputs from the society and they processing these input and make output to serve the society. By these activities, make a responsibility to society and its stakeholders. The bank is a business organization and every bank operating their banking activities by the public money and from this responsibility, bank serves to society without profit and interest (Alafi& Husain, 2015). Under this activity banking sector in Bangladesh has taken different CSR activities such as education, health, desisted relief, sport & culture, environment, farmers' welfare, entrepreneur development, etc. under these heading CSR activities, banking sector has taken different activities as such scholarship, donation and low interest or interest free loan. Against this backdrop, the study tries to find out what are the impacts of CSR activities of commercial banks in Bangladesh.

Review of literature

Rahmawati and Dianita (2011) studied the relationship between CSR activities and earning management and examined the effects of CSR activities on earning management. It was an empirical study. The study based on primary data and secondary data. Primary data has been collected by questionnaire survey. The study has used 27 Indonesia companies for a sample of the study. They have used purpose sampling and used the least square regression as a statistical tool. The study found that there is no influence of CSR activities on earning management. The study said that a company takes CSR initiatives only for social viewpoint but the study found their second hypothesis, there is a negative effect of CSR activities of earning management practices in the future (Rahim & Jalaludin, 2011), it was an empirical study based on primary data and secondary data. Secondary data has been collected by a structured question. The study tries to find out CSR activities and consumers behavior and they define CSR activities on the basis of Carroll's CSR definition which included legal, economic, ethical and philanthropic responsibility. The study found that Malaysian consumers' priority to CSR activities firstly on economic activities, that philanthropy and lastly effort on ethical and legal responsibility. Duarte and Rahman (2012) said that bank managers' of the banking sector in Bangladesh, they have a different conception. It was on primary data and secondary database an explorative study. The study has selected different sectors and try to collection perception of manager's in those sectors. The study found that there was some misconception about banks different CSR initiatives most of the manager said that by the CSR activities bank can develop their brand image and said that the most of the CSR initiatives are equal for banking sector. A certain number of respondents said that for effective CSR initiatives every bank needs CSR strategy because banking sector in Bangladesh, there is no CSR strategy. Sharma and Mani (2013) identified the different CSR activities and analyzed those CSR activities of commercial banks in India. The study based on secondary data and data has been collected from different Indian private and public banks annual reports. The study found that banking sector in India has emphasized different CSR activities such as education, health, disaster, sports & culture, environment, and green banking and found that private commercial banks were more emphasized than public commercial banks on CSR activities. Khamah (2015) said that CSR initiatives of banking sector in Kenya directly or indirectly effect on consumer buying capacity. It was an empirical study based on primary data and secondary data. The study found that there was a positive impact of CSR initiatives on consumers buying behavior.

From the above literature review, the study found that most of the commercial banks not only in Bangladesh but also in other countries such as India CSR activities are the same. Every commercial bank highlight only CSR initiatives but they have not identified the impact of CSR initiatives of commercial

banks and private commercial banks CSR activities are better than public commercial banks in Bangladesh.

Significance of the study

Under the CSR activities, every year the banking sector of Bangladesh has distributed much more amount in different sectors. The main distributed areas of CSR activities are education, health, disaster relief, sports & culture, entrepreneur development, farmers' welfare, and environment. From the previous discussion and review of literature, it was found that most of the literature emphasizes on CSR activities, the relationship between CSR and bank profitability, the performance of CSR activities in commercial banks in Bangladesh but very few articles have emphasized on the impact of CSR activities of commercial banks in Bangladesh. Every year bank contributed a huge amount under CSR activities but they do not measure the impact of CSR activities. That is why the study selects this topic.

Objective of the study

The commercial bank has taken CSR initiatives in different parts of Bangladesh and by these activities, banks are trying to improve the quality of life in remote and rural areas. For this, the objective of this study is to study the impact of CSR activities of commercial banks on different areas and people in Bangladesh.

Methodology of the study

Study areas

There are fifty-six commercial banks in Bangladesh. Every bank has taken different CSR initiatives in different areas in Bangladesh. There are common areas of CSR initiatives of commercial banks in Bangladesh such as education, health, sport & culture, disaster relief, entrepreneur development, financial inclusion, farmers' welfare, environment, and woman development. By the CSR activities, people of different areas in Bangladesh benefited directly or indirectly. For fruitful analysis and objective interpretation, the study has selected 300 CSR beneficiaries from different areas in Bangladesh randomly and beneficiary addresses were collected from respective banks annual reports and CSR reports.

Data sources

The study consists of primary data and secondary data, by developing a questionnaire to collect primary data which consist of open-ended and close-ended questionnaire and secondary data has been collected from various secondary sources.

Primary data

Primary data has been collected by survey questionnaire. For impact analysis, we have distributed 300 questionnaires to beneficiaries. Of the 300 questionnaires sent, 220 were returned, of which 200 were able to be used in the analysis. This represents a return of 90 percent. The previous study has followed similar reasonable return rate such as Bhattacharya & Sen (2004), 92.5 percent; Buehler and Shetty(1976), 89 percent; Okwemba & Chitiavi (2014), 84 percent; Holmes (1976), 94 percent.

Secondary data

Secondary data has been collected from different reliable secondary sources such as bank's annual reports, Bangladesh bank reports, Journals, CSR and banks related reports, books and website.

Statistical tools

For impact of CSR activities analysis, the study has selected five variables such as monthly income, monthly expenditure, monthly saving, household assets, and self-confidence. The study has used various statistical tools for primary data analysis and hypotheses tested.

Data Analysis and Findings

From the above discussion and collected primary and secondary data, the study analysis the data and mention the following findings:

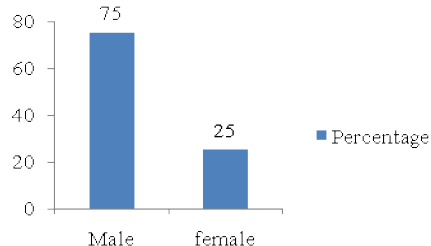
Demographic Profile of respondents

Table-1: Gender of Beneficiaries

| Sex | Respondents | % |
|--------|-------------|-------|
| Male | 151 | 75.00 |
| Female | 49 | 25.00 |
| Total | 200 | 100 |

Source: Field survey

Figure -1: Distribution of Gender of Beneficiaries



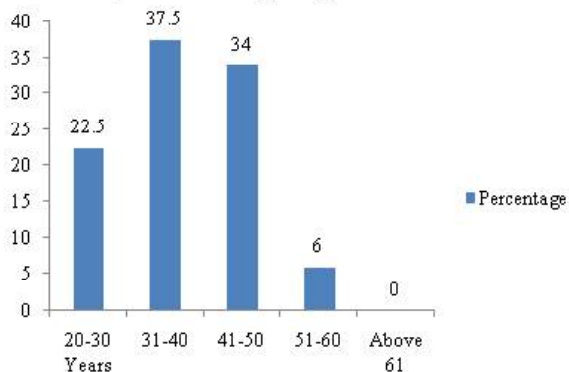
Above Table 1 & Figure 1 shows that the male respondents are 75 percent and female respondents consist of 25 percent only. It represents female are less involved than males in CSR program. Banks are found to be giving less care for woman development. A negligible percentage of women were benefited by CSR initiatives. This may be because of less participation of women in education and vocational courses. It needs more time and involvement of women in CSR programs. Now some banks have taken special programs for women development in CSR activities.

Table -2:Age of CSR Beneficiaries

| Age (Years) | Respondents | % |
|-------------|-------------|-------|
| 20-31 | 44 | 22.50 |
| 31-41 | 76 | 37.50 |
| 41-51 | 69 | 34.00 |
| 51-61 | 11 | 6.00 |
| Above 61 | 0 | 0.00 |
| Total | 200 | 100 |

Source: Field survey

Figure -2 : Percentage of Age of Beneficiaries



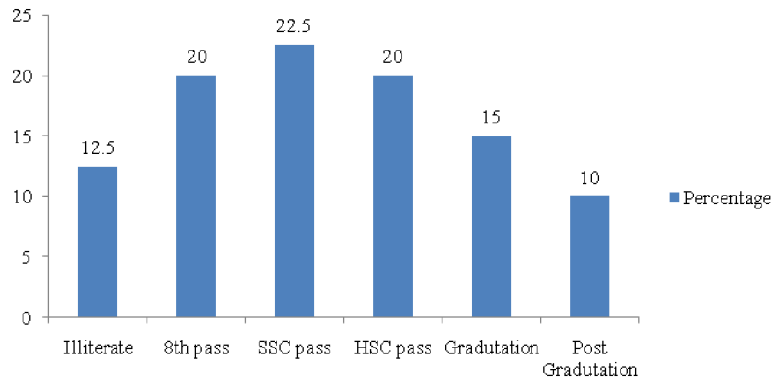
Above Table 2 & Figure 2 reveals that all together, the beneficiaries whose responses were taken, out of the 37.5 percent have age between 31-40 years, 34 percent of them are in the age group of 41-50 years. It shows that age and experienced people have more involvement in CSR activities. 22.5 percent of young people are benefited by CSR activities. It is very appreciative that every Bank is trying to involve young people under CSR activities.

Table -3: Level of Education of Beneficiaries

| Level of Education | No. of Respondents | Percentage |
|---------------------------|---------------------------|-------------------|
| Illiterate | 25 | 12.5 |
| 8th pass | 40 | 20 |
| SSC pass | 45 | 22.5 |
| HSC pass | 40 | 20 |
| Graduation | 30 | 15 |
| Post-Graduation | 20 | 10 |
| Total | 200 | 100 |

Source: Field survey

Figure-3: Percentage of Education level of Beneficiaries



The Table 3 & Figure 3 shows that majority 12.5 percent of the respondents were illiterate with 20 percent were completed Eight and HSC passed, 22.5 percent of the respondents were SSC passed, 15 percent were graduation and 10 percent of respondents were post-graduates. The study found that most of the beneficiaries were educated.

Table-4: Number of Family Members of Beneficiaries

| Family Members | No. of Respondents | Percentage |
|-----------------------|---------------------------|-------------------|
| 2 to 4 | 50 | 25 |
| 5 to 7 | 100 | 50 |
| 8 to 10 | 40 | 20 |
| Above 10 | 10 | 5 |
| Total | 200 | 100 |

Source: Field survey

Above Table 4 & Figure 4 shows that 50 percent of the respondents belong to family of medium size (5 to 7 members). Families with 2 to 4 members constituted 25 percent belongs to small-size family. The study found that 20% and 5% of families of study are large-size family members and most of the family members are having more than 8 members. The study also found that large-size family, directly and indirectly impact on every family to cross the poverty line.

Hypothesis Tested:

H_0 : There is no significant increase in monthly income of beneficiaries after joining the CSR programs.

H_a : There is a significant increase in monthly income of beneficiaries after joining the CSR programs.

Figure-4: Percentage of Family Members of Beneficiaries

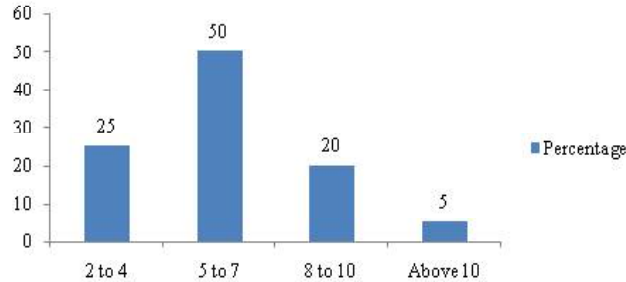


Table-5: Average Monthly Income of Beneficiaries

| Average Monthly Income | Number of Beneficiaries | | | |
|------------------------|-------------------------|-----|-------------------|-----|
| | Before CSR Program | | After CSR Program | |
| | Number | % | Number | % |
| Bellow Tk. 5000 | 70 | 35 | 40 | 20 |
| 5000-8000 | 55 | 28 | 65 | 33 |
| 8001-10000 | 45 | 23 | 60 | 30 |
| Above10001 | 30 | 15 | 35 | 18 |
| Total | 200 | 100 | 200 | 100 |

Source: Field survey

Above Table 5 shows that the majority (35 percent) of beneficiaries had normal monthly personal income under Tk¹. 5000 before joining CSR programs. After joining these programs about 20 percent of beneficiaries had an average monthly income below Tk. 5000. It is also observed that the rest of all levels of income group have increased. The study found that after CSR programs lower level income group have declined because of joining these programs monthly income increased.

Table-6: Paired Samples Test on Monthly Income

| Average monthly income | Paired Differences | | | | | t | df | Significance (2-tailed) |
|------------------------|--------------------|--------------------|---------------------|---|------------|--------|-----|-------------------------|
| | Mean | Standard Deviation | Standard Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Before - After | 2186.9700 | 1979.2839 | 139.95651 | 1910.98185 | 2462.95815 | 15.626 | 199 | .000 |

Source: Field survey

¹Bangladesh Currency (Taka)

(Peer-reviewed Journal)

Table 6 shows that the pre and post monthly income situation of CSR beneficiaries of sample study. The result of the Paired test shows that at $\alpha=0.01$ level value is Significant, $P=0.00$ which is $P<0.01$, calculated value of t is 15.626 of $df.199$, which is greater than schedule value of t $df. 199$. Here, Null (H_0) hypothesis is rejected and alternative hypothesis accepted. The study found that there was a positive enhancement in monthly income of selected beneficiaries after joining CSR programs. Therefore, it can be said that by joining CSR programs, beneficiaries have benefited economically.

H_0 : There is no significant increase in monthly expenditure of beneficiaries after joining the CSR programs.

H_a : There is a significant increase in monthly expenditure of beneficiaries after joining the CSR programs.

Table-7: Average Monthly Expenditure of Beneficiaries

| Average Monthly Expenditure | Number of Beneficiaries | | | |
|-----------------------------|-------------------------|-----|-------------------|-----|
| | Before CSR Program | | After CSR Program | |
| | Number | % | Number | % |
| Bellow Tk. 4000 | 85 | 42 | 50 | 25 |
| 4001-8000 | 65 | 32 | 75 | 38 |
| 8001-12000 | 25 | 13 | 40 | 20 |
| Above 12001 | 25 | 13 | 35 | 17 |
| Total | 200 | 100 | 200 | 100 |

Source: Field survey.

Above Table 7 shows that 17 percent beneficiaries had decreased their monthly expenditure after joining CSR programs (below Tk. 4000). After joining these programs rest of all level monthly expenditures had increased. It was found that the improvement of monthly expenditure mainly because of the fact that monthly income has been increased.

Table-8: Paired Samples Test on Monthly Expenditure

| Average Monthly Expenditure | Paired Differences | | | | | | t | df | Sig. (2-tailed) |
|-----------------------------|--------------------|----------------|-----------------|---|-----------|-------|-----|------|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | | |
| | | | | Lower | Upper | | | | |
| Before - After | 1429.3100 | 3647.0998 | 257.8889 | 920.7642 | 1937.8557 | 5.542 | 199 | .000 | |

Source: Field survey

Above Table 8 mentions that the pre and post monthly expenditure situation of CSR beneficiaries of sample study. The result of Paired test shows that t value is significant at $\alpha=0.01$ level, $P=0.00$ which is $P<0.01$, calculated value of t is 5.542 of $df.199$, which is greater than schedule value of t $df. 199$. Here, Null (H_0) hypothesis is rejected and alternative hypothesis accepted. The study found that there was a positive improvement in the monthly expenditure of selected beneficiaries after joining CSR programs.

Therefore, it can be said that by joining CSR programs beneficiaries have increased their income, in the same way, expenditures have also increased.

H_0 : There is no significant increase in monthly saving capacity of beneficiaries after joining the CSR programs.

H_a : There is a significant increase in monthly saving capacity of beneficiaries after joining the CSR programs.

Table-9: Average Monthly Saving of Beneficiaries

| Average Monthly Saving | Number of Beneficiaries | | | |
|------------------------|-------------------------|------|-------------------|------|
| | Before CSR Program | | After CSR Program | |
| | Number | % | Number | % |
| Bellow Tk 500 | 75 | 38 | 50 | 25 |
| 500 | 50 | 25 | 65 | 32.5 |
| 800 | 35 | 17.5 | 32 | 16 |
| 1000 | 25 | 12 | 26 | 13 |
| 1500 | 10 | 5 | 15 | 7.5 |
| Above 1500 | 5 | 2.5 | 12 | 6 |
| Total | 200 | 100 | 200 | 100 |

Source: Field survey.

Above Table 9 shows that a number of beneficiaries having average monthly saving bellow Tk.500 had decreased after joining CSR programs and monthly saving Tk.500, Tk. 100 and above Tk.1000 have increased. The study concluded that after joining CSR programs beneficiaries overall monthly saving capacity has increased.

Table-10: Paired Samples Test on Monthly Saving

| Average Monthly Saving | Paired Differences | | | | | | t | df | Sig. (2-tailed) |
|------------------------|--------------------|----------------|-----------------|---|----------|--------|-----|------|-----------------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | | |
| | | | | Lower | Upper | | | | |
| Before - After | 336.5000 | 164.7832 | 11.65193 | 313.5228 | 359.4771 | 28.879 | 199 | .000 | |

Source: Field survey

Above Table 10 mentions that the pre and post monthly saving situation of CSR beneficiaries of sample study. The result of Paired test shows that t value is significant at $\alpha=0.01$ level, $P=0.00$ which is $P<0.01$, calculated value of t is 28.879 of df.199, which is greater than schedule value of t df. 199. Here, Null (H_0) hypothesis is rejected and alternative hypothesis accepted. The study found that there was

a positive improvement in the monthly saving of selected beneficiaries after joining CSR programs. Therefore, it can be said that by joining CSR programs beneficiaries have positively developed their monthly saving capacity.

H_0 : There is no significant increase in household assets of beneficiaries after joining the CSR programs.

H_a : There is a significant increase in household assets of beneficiaries after joining the CSR programs.

Table-11: Household Assets of Beneficiaries

| Average Monthly Income | Number of Beneficiaries | | | |
|------------------------|-------------------------|------|-------------------|------|
| | Before CSR Program | | After CSR Program | |
| | Number | % | Number | % |
| Bellow Tk 5000 | 70 | 35 | 40 | 20 |
| 50001-10000 | 45 | 23 | 40 | 20 |
| 10001-15000 | 35 | 18 | 55 | 28 |
| 15001-20000 | 25 | 13 | 35 | 18 |
| 20001-25000 | 15 | 7.50 | 17 | 09 |
| Above 25000 | 10 | 05 | 13 | 6.50 |
| Total | 200 | 100 | 200 | 100 |

Source: Field survey.

Above Table 11 shows that the number of sample beneficiaries having household assets valued at less than Tk. 5000 decreased from 35 percent to 20 percent after joining CSR programs. Similarly, a number of sample beneficiaries having household assets at Tk.15001, Tk.25000 increased and above Tk.25000 increased from 05 percent to 6.50 percent after joining the CSR programs.

Table-12: Paired Samples Test on House Hold Assets

| House hold Assets | Paired Differences | | | | | t | Df | Sig. (2-tailed) |
|-------------------|--------------------|--------------------|---------------------|---|-----------|--------|-----|-----------------|
| | Mean | Standard Deviation | Standard Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Before - After | 6633.6000 | 9294.7002 | 657.2345 | 5337.5620 | 7929.6379 | 10.093 | 199 | .000 |

Source: Field survey

Table-13: Self confidence level score

| Confidence factors | Mean score before | Mean score after |
|------------------------------|-------------------|------------------|
| Respect from family | 3.325 | 4.125 |
| Management of health problem | 2.340 | 3.234 |
| Decision making power | 2.104 | 3.127 |
| Help to neighbors | 1.987 | 2.342 |
| Financial crises management | 2.564 | 3.103 |

Source: Field survey

Above Table 12 mentions that the pre and post monthly household assets situation of CSR beneficiaries of sample study. The result of Paired test shows that t value is significant at $\alpha=0.01$ level, $P=0.00$ which is $P<0.01$, calculated value of t is 10.093 of df.199, which is greater than schedule value of t df. 199. Here, Null (H_0) hypothesis is rejected and alternative hypothesis accepted. The study found that there was a positive improvement in the monthly household assets of selected beneficiaries after joining CSR programs. Therefore, it can be said that by joining CSR programs beneficiaries have positively developed of their household assets condition.

H_0 : There is no significant increase in self-confidence of beneficiaries after joining the CSR programs.

H_a : There is a significant increase in self-confidence of beneficiaries after joining the CSR programs.

Table 13 shows, the result of the self confidence level score of beneficiaries before and after joining the CSR programs.

Table-14: Paired Samples Test of Self Confidence

| | Paired Differences | | | | | t | df | Sig. (2-tailed) |
|-------------------------------------|--------------------|--------------------|---------------------|---|---------|---------|-----|-----------------|
| | Mean | Standard Deviation | Standard Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | Upper | | | |
| Respect from family | 1.312 | .8334 | 7.6090E-02 | 1.18270 | 1.48400 | 17.5240 | 199 | .000* |
| Management of health problem | 1.300 | .6558 | 5.988E-020 | 1.18140 | 1.41860 | 21.7110 | 199 | .000* |
| Decision making power | 1.816 | 1.159 | .1058 | 1.6071 | 2.0262 | 17.164 | 199 | .000* |
| Help to neighbors | 1.225 | 0.9390 | 8.572E-02 | 1.0553 | 1.3947 | 14.291 | 199 | .000* |
| Financial crises management | 1.220 | 0.9390 | 8.572E-02 | 1.0553 | 1.3947 | 14.291 | 199 | .000* |

Source: Field survey

Above Table 14 shows that the p value=0.00, $P<0.01$ level of confidence .01 or 1%, df.199. That is, there was Significant different in the mean score of beneficiaries after and before joining CSR programs of each of the parameters have used for measuring self-confidence. Therefore, self -confidence of beneficiaries has increased after joining the CSR programs.

Conclusion and Recommendations

It is increasingly evident that corporate environment and social responsibility is now on the agenda of business leaders as well as other opinion leaders in society (Palazzi & Starcher, 2006). The banking sector of Bangladesh is making efforts in the CSR areas but still, there is a requirement of more emphasis on CSR (Belal, 2011). There are some banks which are not even meeting the regulatory requirement of CSR activities areas. Even after Bangladesh bank (The central bank of Bangladesh) guidelines for financial literacy programs the banks have not taken substantial steps in this direction. The Bangladesh bank may be more stringent in enforcing such regulatory requirements. The banks have focused on

education, health, community welfare, entrepreneur development, and farmers' welfare programs. Moreover, the private sector banks and the foreign banks have overall highest contributions in CSR activities but public sector banks are still lagging in this area (Sharma & Mani, 2013). Banks are usually judged from the point of view of their financial performance but this study has explored a new dimension for analyzing the impact of CSR activities. The study found that there is a positive impact of CSR activities and every sector of CSR beneficiaries change positively. It could be found that by the CSR activities, banks try to improve the changing lifestyle of rural and remote areas people but it is true that some banks are performers in terms of profitability and growth are not at the top in CSR activities. This study might be valuable for commercial banks to understand their own position among the overall CSR activities banking sector and also it is important for policymakers to judge the banking CSR performance from the angle of social activities. The study found that a number of limitations. The study was limited to a sample of 300 CSR beneficiaries all over in Bangladesh and second, the data was collected only for the selected areas in Bangladesh. The study suggests that most of the commercial banks have no sufficient rural branch for this effective CSR initiatives, a bank can distribute CSR budget collaboration with NGOs. A commercial bank can arrange different training programs for effective use of CSR fund and government can monitor CSR activities of commercial bank CSR activities.

References

- Alafi, K., & Husain, F. J. (2015). Corporate Social Responsibility Associated With Customer Satisfaction and Financial Performance: A Case Study with Housing Banks in Jordan. *International Journal of Humanities and Social Science*, Vol. 2 No. 15.
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, Vol. 47, No.1, pp. 9-24.
- Belal, A. R. (2011). The absence of corporate social responsibility reporting in Bangladesh. Elsevier .
- Buehler, V.M., & Shetty. (1976). Managerial Response to Social Responsibility Challenge. *Academy of Management Journal*, pp. 66-78.
- Duarte, P., & Rahman, S. (2012). Perceptions of Corporate Social Responsibility by Bangladeshi Manager: An Exploratory Study. *International review of Business Research Papers*, Vol.06, No.05, pp.119-136.
- Holmes, S. (1976). Executive Perceptions of Corporate Social Responsibility. *Business Horizons*, pp. 34-40.
- Khamah, A. (2015). Investigating effect of corporate social responsibility on consumer buying behaviour: A survey of listed companies in Kenya. *International Journal of Economics, Commerce and Management*, Vol. III, No.1.
- Marcello & George (2015). The Effects of CSR on Customer Satisfaction and Loyalty in China: The Moderating Role of Corporate Image. *Journal of Economics, Business and Management*, Vol. 3, No. 5.
- Okwemba, E. M., & Chitiavi, M. S. (2014). Effect of Corporate Social Responsibility on Organisation Performance; Banking Industry Kenya, Kakamega County. *International Journal of Business and Management Invention*, Vol. 3 No. 4.
- Palazzi & Starcher, (2006). The Role of Banks in Corporate Social Responsibility. *Journal of Applied Economics and Business Research*, Vol.1, No.2: Pp.103-115.
- Rahim, R. A., & Jalaludin, F. W. (2011). The importance of corporate social responsibility on consumer behaviour in Malaysia. *Asian Academy of Management Journal*, Vol. 16, No. 1, Pp.119-139.
- Rahmawati, & Dianita, P. S. (2011). Analysis of the effect of corporate social responsibility on financial performance with earnings management as a moderating variable. *Journal of Modern Accounting and Auditing*, Vol. 7, No. 10, Pp.1034-1045.
- Sharma, E., & Mani, M. (2013). Corporate Social Responsibility: A Analysis of Indian Commercial Banks. *AIMA Journal of Management & Reserach*, Vol.17, No.6.
- Scholtens, B. (2009). Corporate Social Responsibility in the International Banking Industry. *Journal of Business Ethics*, Vol. 86, Pp.159-175.
- Singh, N., & Srivastava, R. (2013). CSR Practices & CSR Reporting in Indian Banking Sector. *International Journal of Scientific and Research Publications*, Vol. 3, No.12.

The Role of Civil Society Organizations in Strengthening Rural Livelihood Security During Mautam Crisis in Mizoram India

Lalnilarma *

Abstract

The crisis of food shortage associated with bamboo flowering occurs every 48 years in the Indian State of Mizoram. The bamboo flowering induced food shortage locally known as 'Mautam' in Mizo is named after the flowering of 'Mautak' bamboo (Melocanna baccifera). Based on the experience of Mizo elders, another round of Mautam was predicted to strike the State in 2007. True to the predictions, the people of the state experienced Mautam reaching its peak in 2007. "Such a Mautam which struck the whole State again in the recent past has brought various governmental and non-governmental organizations together in one accord to prevent the vulnerable groups from suffering the ill effects of Mautam through various interventions. This paper attempts to analyze the important roles played by Civil Society Organizations (CSO's) in helping the rural households affected by the Mautam. The paper tries to understand the approaches followed by the CSO's in their interventions to mitigate the Mautam effects and draw lessons for the future course of actions. "The interventions of CSO's at the village levels such as the provision of food aid, wage employment through cash for work, cash transfer through the postal account, seed support, livestock support, capacity building, etc. were found to be effective in alleviating the adverse impact of Mautam. Valuable lessons emerged from these Mautam interventions are believed to be of great values to other Civil Society Organizations working in fields of similar nature in planning their future course of actions.

Keywords: *Mautam, Bamboo, Livelihood, Security*

Introduction

Perching on the high hills of North Eastern corner of India, Mizoram with a total area of 21,081 Sq Km is a storehouse of natural resources with its endless variety of landscape, hilly terrains, meandering streams, deep gorges, rich wealth of flora and fauna. Flanked by Bangladesh on the west and Myanmar on the east and south, Mizoram occupies an important strategic position having a long international boundary of 722 Km. The people of the state are called Mizos. The population according to the 2011 Census is 1.09 million comprising 0.55 million males and 0.54 million females. The population density is 52 persons per Sq Km ranking 7th among the North Eastern States. Mizoram with a literacy rate of 91.60 percent is also the highest among the North Eastern States and ranks 3rd in India. "It is reported by NABARD (2009) that the forest area in Mizoram is about 79 percent of its total geographical area of which around 57 percent is under bamboo cover. Based on the resource inventory carried out in 2001-02 *Melocanna baccifera* (the local name is Mautak) contributes to 77 percent of the total bamboo coverage. The *M. baccifera* species are widely used by the Mizos for construction of houses, furniture, fencing, weaving and pulping. The shoots are eaten in large scale by the Mizos, during the rainy season it forms a dominant food item (<http://envformizo.in/forest/bamboo.htm>). While bamboo is crucial to the economy and livelihood of the people, any large scale disruption in bamboo yield due to either natural cause as in gregarious flowering followed by seed masting and mass death or manmade such as fire drastically affects the lives of people depending on bamboo.

* Asst., Professor, Department of Extension Education and Rural Development, Mizoram University, Aizawl 796004, Mizoram
Email: mzut129@mzu.edu.in

The Mautam

Bamboo, unlike most other living organisms flowers only once in its lifetime. When the time of flowering comes, the bamboos in the entire forest flower at the same time. Such flowering of bamboos is called 'gregarious flowering' (Nag, 2008) and the Mizos call it Mautam. The Mautam is usually associated with gross multiplication of rats in thousands. During such time of Mautam, gross thousands of rats would move from one place to another. In most cases, they would move to jhum lands and destroy the crops in a matter of few hours. Agarwal (1982) citing the past experience stated that the number of rats was so overwhelming to the extent where pits would get filled in by the bodies of the front-line rats and those following behind would walk over the bodies as they entered the fields.

According to Nag (2008), the Mizos have been associated with bamboo flowering and rat-famines as the Irish were historically associated with potatoes and famines. As per record, bamboo flowering in Mizoram took place in a cycle of 48 years. It is the belief of locals that when the bamboo flowers it gives fruit and the old bamboo dies. Rodents eat the seeds and this triggers the growth of rat population. Once the gross population of rats consumes the bamboo fruits, they would turn to human foods - crops to survive and sustain themselves. This resulted in destruction of crops loss - severe food scarcity and famine.

Objective

While the study covered larger aspects of Mautam, the focus of this paper is mainly based on the Mautam crisis and the responses of CSOs to the famine with the objective to explore and draw valuable lessons from the approaches in humanitarian responses.

Methodology

The Mautam famines in Mizoram are recorded in 1815, 1863, 1911 & 1959 (Rokhuma, 1988). The Mizo elders, based on their indigenous knowledge which has been orally passed on for generations, predicted the next Mautam famine to occur in 2007. True to the prediction, the recent Mautam occurred in 2007. The most affected ones are the shifting cultivators who mainly depend on their annual crops (Lalnilawma, 2011).

With the prediction of Mautam come true, a research problem was derived to study the nature of recent bamboo flowering and its impending problems and the coping mechanisms of shifting cultivators during the Mautam famine. Two districts namely Lunglei and Mamit, which have the largest bamboo area, were selected for the study based on the assessment of Mizoram Remote Sensing Application Centre (MIRSAC, 2009). A total of 500 rural households (300 in Lunglei and 200 in Mamit) were randomly selected from 50 study villages (30 in Lunglei and 20 in Mamit) on simple criteria that the households are affected by Mautam.

The information on Mautam crisis is based on the primary data from the field survey which was collected using interview schedules with the help of field investigators while the information on response to the Mautam famine is based on secondary data mainly the reports of respective Civil Society Organizations.

Results and Discussion

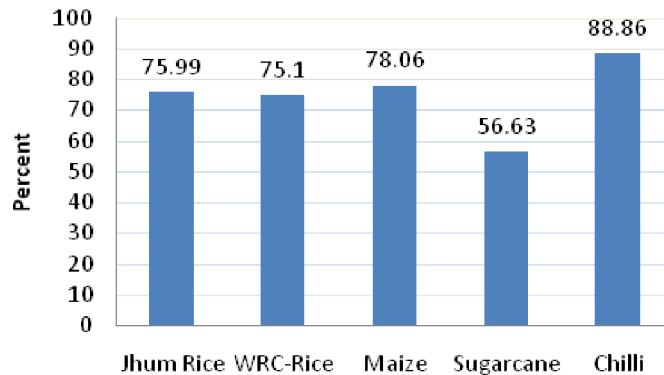
The findings are discussed in two parts. The first part of the discussion is on the Mautam crisis as to the extent of effects it has on the food and livelihood security of the rural households while the second part discusses the responses of CSO's to the Mautam crisis.

Mautam crisis - food and livelihood insecurity

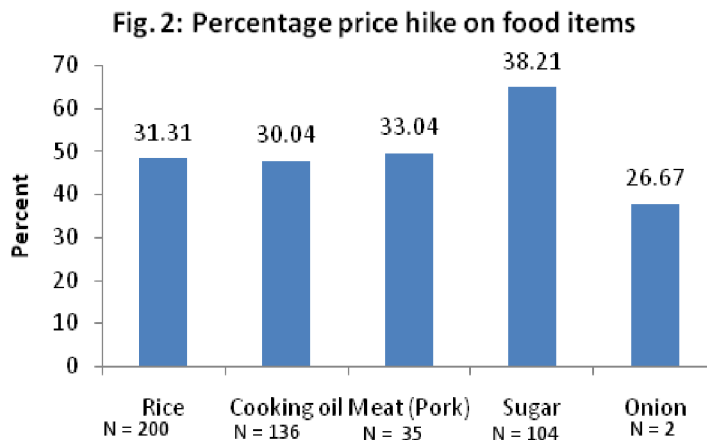
The 'Mautam' that occurred in 2007 had deeply affected the food and livelihood security. Based on the field survey conducted during the months of July - September 2009, the farmers reported a loss in a harvest of crops - jhum rice, wrc-rice, maize, sugarcane and chilli in 2007 due to rodent attacks. Figure

1 presents the extent of percentage loss in crops harvest. The results reveal that while the percentage loss in jhum rice, wrc-rice and maize crossed 75 percent, the loss in chilli was even higher at 88.86 percent (Lalnilawma, 2011). Even the sugarcane on which the least percentage loss was reported crossed 56 percent.

Fig. 1: Percentage loss of crops during 2007



Based on the assessments of Save the Children India and other organizations in 2008 revealed that food and cash crops destroyed by the rodents reached up to 83% and 75% respectively (Save the Children, 2009). When the vulnerable group of people faced such *Mautam* crisis, they were left with little or nothing to eat, little access to food supply along with an increase in the price of commodities (Figure 2).



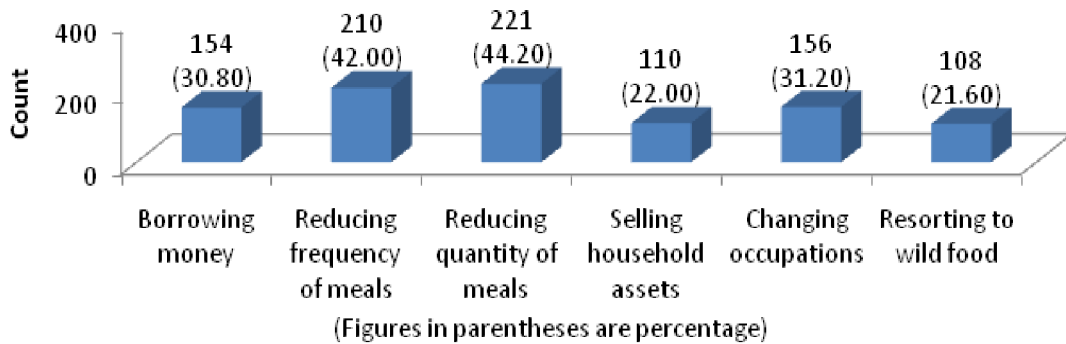
When their sources of income and food supply were limited and the price of foods items available in the markets was extremely high, left with no other options, had to resort to other means of livelihoods. The means of livelihoods sought as their coping mechanisms include: i) borrowing, ii) change in eating pattern, iii) disposing assets, iv) changing occupation and v) foraging on wild foods (Figure 3).

Response of CSO's to the Mautam crisis

The rural households affected by Mautam were petrified and praying for survival. This has activated the governments and CSO's to initiate humanitarian projects to prevent the vulnerable rural households from suffering the ill effects of Mautam. During the course of a field survey for the study, the respondent households reported three CSO's who played major roles at the village level to help the poor households

affected by Mautam. These are Adventist Development and Relief Agency (ADRA), ActionAid and Relief and Development (R &D) Department, Baptist Church of Mizoram (BCM R&D). The interventions of these Civil Society Organizations as a response to the Mautam crisis are briefly presented below.

Fig. 3: Household coping mechanisms



Profile of the humanitarian projects

Profiles of the humanitarian projects implemented by the identified Civil Society Organizations as a response to Mautam famine are presented in Table 1. It can be observed from the titles that the projects were derived as a response to the recent Mautam or famine crisis in Mizoram. The objectives further reveal that the projects were meant to timely address the urgent needs of the most vulnerable victims in terms of food aid with priority given to isolated villages and later on building community resilience. ADRA India and ActionAid India implemented their projects with the financial support they received from European Humanitarian Aid (ECHO) while the project of BCM R&D was implemented with the financial assistance from Canadian Foodgrains Bank (CFB) and Canadian Baptist Ministries (CBM). The project of ADRA India covered two districts with 53 villages (26 in Lunglei district and 27 in Mamit district) while the ActionAid India project also covered two districts with 49 villages (37 in Lawngtlai district and 12 in Lunglei district). On the other hand, the BCM R&D project covered four districts namely Lunglei, Lawngtlai, Mamit, and Saiha. With regards to a number of families benefitted, the ADRA India project benefitted a total of 5000 families in 53 project villages while the ActionAid India project benefitted 2800 families. The BCM R&D project benefitted 800 families under food support and 170 families under crop rehabilitation.

The project components of the Mautam response by all the Civil Society Organizations can be grouped into two categories i) relief response and ii) rehabilitation response. Under the relief response, ADRA India implemented two programs - food security where 50 Kg of clean rice was provided to each beneficiary family every month and midday meal where a total of 1167 school children from 10 selected villages were served with a menu consisting rice, milk, edible oil, egg, dal/green peas, onion, potato, nutrela, soyabean, green vegetables, biscuits, and seasonal fruits. The ActionAid India provided each family with 50 Kg of rice, 3 Kg of dal and 1 Kg of salt every month while BCM R&D also provided 50 Kg of rice relief to each family every month for the project period.

Under the rehabilitation response ADRA India implemented various programs such as i) livelihood program which include a provision of vegetable seeds, agricultural tools and training on methods of cultivations; ii) cash for work; iii) advocacy skill development and iv) capacity building on disaster management. The ActionAid India also implemented a cash for work along with the provision of farm pack comprised of locally acclimatized paddy seeds, vegetable seeds, and agricultural implements. BCM R&D provided paddy seeds and orange seedlings as a means for rehabilitation of crop loss. One

Table 1: Profile of the humanitarian projects

| Particulars | Civil Society Organization | | |
|---------------------------------|--|--|--|
| | ADRA India | Action Aid India | BCM R&D |
| Project Title | MIZOFAM (Food Security Support for the Mizo Famine in India) | Emergency Intervention Among <i>Mautam</i> Affected Population in Mizoram | Mizoram <i>Mautam</i> Famine Relief and Rehabilitation Project |
| Project Objective | Address the urgent needs such as food and shelter (relief) to the most vulnerable victims with the specific objective to ensure that the famine victims have adequate food supply, seeds and cash for future resilience. | Immediate food aid to these families in isolated villages was a top priority immediate food aid to these families in isolated villages was a top priority. | Giving timely support starving people having no regular source of income other than farming with priority given to remote areas. |
| Funding Agency | European Humanitarian Aid (ECHO) through ADRA Germany. | European Humanitarian Aid (ECHO). | Canadian Foodgrains Bank (CFB) and Canadian Baptist Ministries (CBM). |
| Coverage (Area) | Two districts with 53 villages (26 in Lunglei district and 27 in Mamit district). | Two districts with 49 villages (37 in Lawngtlai district and 12 in Lunglei district) | Four districts (Lunglei, Lawngtlai, Mamit and Saiha). |
| Coverage (Beneficiaries) | 5,000 families (25,000 individuals) + 1167 school children under Midday Meal. | 2800 families (2357 in Lawngtlai and 443 in Lunglei). | 800 families under food support and 170 families under rehabilitation of crop loss. |
| Project Component | 1. Relief Response - Food Security Program (rice relief). - Midday Meal Program. 2. Rehabilitation response - Livelihood Program (provision of vegetable seeds, tools and training on cultivations). - Cash for Work. - Advocacy Skill Development. - Capacity Building on Disaster Management. | 1. Food Support (provision of rice, dal and salt). 2. Cash for Work (creation of community assets). 3. Farm Pack (provision of paddy seeds, vegetable seeds and agriculture implements; piglets were given for those families with no able member to go for jhum cultivation). | 1. Food Support (provision of rice relief). 2. Rehabilitation of crop loss (provision of paddy seeds and orange seedlings). |
| Project Duration | 11 months (Aug. 1, 2008 to June 30, 2009). | 10 months (Sept. 2008 to June 2009). | 9 months (July 15, 2008 to March 31, 2009). |

innovation introduced for the first time in the project areas is payment of cash for work through Post Office (PO) Saving Accounts by ADRA India. All the beneficiaries were assisted to open PO Saving Accounts for the cash for work payment in the nearest functioning PO. Through this, the beneficiaries started learning how to go about bank transactions not only for the project period but also for their entire lifetime.

Since all the projects under discussion were of humanitarian in nature, the project period of each was of short duration i.e. less than one year. ADRDA India project lasted for 11 months while the projects of ActionAid India and BCM R&D lasted for 10 months and 9 months respectively.

Planning and implementation process

The success of any development or humanitarian project depends much on how it is planned and implemented. Table 2 presents the planning and implementation process for humanitarian projects. For humanitarian projects with often limited resources, the first important thing is to identify the right project areas for intervention so that the projects will be of more value. In all the projects under discussion identification of project areas were carefully done. Prior assessments were carried out in close consultation with state and local government officials, community leaders and Community Based Organizations (CBOs). For example, ADRA India carried out three consecutive assessments and a series of consultations before final identification of project villages. In most cases, priority areas were selected based on the findings of preliminary surveys, field observations, and consultations.

It was the first time for ADRA India and ActionAid India to implement the humanitarian projects in Mizoram. For such organizations that have no prior working experience in the local settings where the crisis occurs, it is important to build a partnership with the local NGO/CBO. The example of ActionAid India partnership with local NGOs – Centre for Peace and Development (CPD) and Central Young Lai Association (YLA) was found to be critical for the successful implementation of the project as the NGOs have working knowledge in the local context and speak the local language. On the other hand, ADRA India and BCM R&D recruited project staff who have working knowledge in the local settings and speak the local language. “People’s participation is another important factor that contributes to the success of any development or humanitarian project. Community participation is ensured in most of the projects through the formation of grassroots level committees – Eg. Village Disaster Committee (VDC) of ADRA India and Local Project Implementation Committee (PIC) in the case of BCM R&D. The grassroots level committees comprised of local government - Village Councils (VC), local leaders, CBOs and women representatives. These village-level committees played an active role in the selection of beneficiaries, program design, management, and decision making. In fact, the projects under discussions are rare examples of ensuring full community participation. Through this, the rightful beneficiaries who really deserved the humanitarian aid could be selected in a transparent manner. Even in the case of ActionAid India where no village level committee was formed, most vulnerable families were selected through Participatory Vulnerability Analysis (PVA) with an active participation of VCs and local CBOs.

Selection of the beneficiaries who deserved to be included in the scheme was followed by provisions of humanitarian assistance. As mentioned earlier the relief response was mainly in terms of food support where rice, dal, and salt were distributed. There was a scarcity of relief materials in the state when needed the most. The relief materials had to be procured from the neighboring state of Assam or local approved vendors and transported first to the capital City Aizawl and then to the project villages or agreeable distribution sites close to project villages. One good example of the traditional practice adopted by ADRA India in its logistic arrangement is that the “Village Criers” were engaged in each project village to relay the messages regarding the time and place of distribution of relief materials.

In addition to the monitoring work carried out at the village level by the village committees, time to time monitoring of works was conducted by the projects. In case of ADRA India, Field Implementing Officer (FIO) conducted monitoring of works done under food security program every three months and registry of cash for work beneficiaries on the number of days and works accomplished duly attested by the village level committees was collected on a monthly basis. In the case of BCM R&D the project field staff and support team conducted concurrent field monitoring. The PICs received relief materials and maintained updated records of the same.

Since the humanitarian projects were implemented mostly in remote villages where market access is minimal, inadequate transportation and communication facilities, and poor infrastructure, it required commitment on the part of the Civil Society Organizations. In the course of Muatam crisis interventions, the Civil Society Organizations were faced with challenging situations such as i) logistic arrangements to transport relief materials are the biggest challenge – Eg. transporting large quantity of rice in jute bags

Table 2: Planning and implementation process

| Process | Civil Society Organization | | |
|--|---|---|--|
| | ADRA India | ActionAid India | BCM R&D |
| Identification of Project Area for Intervention | Priority areas were selected based on three (3) consecutive assessments and series of consultations with government officials at state and district levels. | Areas for intervention were selected based on the findings of preliminary survey, field observation and consultation with local communities, government officials, representatives of Civil Society Organizations. | Prior assessment of <i>Mautam</i> crisis and extensive consultation with district officials, local Community Based Organizations (CBOs) and community leaders were the basis for selection of project areas. |
| Partnership with Local NGO/CBO | No mention of partnership with particular NGO/CBO. The overall implementation is carried out by project staff recruited locally. | Partnered with Centre for Peace and Development (CPD) and Central Young Lai Association (CYLA). | Being a local Organization, the project was carried out by Organization with the help of project staff. |
| Formation of Grassroots Level Committee | Village Disaster Committees (VDC) formed in each of the project village. The VDC is comprised of representatives of women's group, <i>Mautam</i> victims and local leaders. | No grassroots level committee formed. The works at village levels were carried out with the help of partner Village Councils, local NGOs and CBOs. | Local Project Implementation Committees (PIC) formed in each project village. The PIC is comprised of local government (Village Councils), NGOs and women representatives. |
| Selection of Beneficiaries | Beneficiaries were selected with the help of Village Disaster Committees (VDC). | Most vulnerable families were selected through Participatory Vulnerability Analysis (PVA) with active participation of Village Councils and CBOs. | Selection of the beneficiaries in each of the project village was the responsibility of Local Project Implementation Committees (PIC). |
| Logistic arrangements | Relief materials particularly rice was procured from neighboring state of Assam and transported to the capital city Aizawl and further brought to agreeable distribution sites close to project villages. | No particular mention of logistic arrangements. | Relief materials were procured from approved vendors and transferred to the target villages. |
| Monitoring | Field Implementing Officer (FIO) conducted monitoring of works done every three months. | No particular mention on monitoring mechanisms. | Project field staff and the support team conducted concurrent field monitoring and kept records of program implementations. The PICs received relief materials and kept updated records of the relief materials. |
| Challenges | <ul style="list-style-type: none"> - Inaccessibility of some villages delayed distribution of rice. - Transporting large quantify of rice in jute bags from neighboring state of Assam to hilly areas of Mizoram caused breakage (upto 5% loss) and long delay in delivery. - Oil shortage hampered timely delivery of rice. - As a result of unavailability food items for Midday Meal in or nearby villages some schools could not serve as per specified menu. | <ul style="list-style-type: none"> - Outreach to villages with very poor communication infrastructure that would hamper both food delivery and the flow of information critical for taking decisions on the emergency. | Logistic arrangements to transport relief materials are the biggest challenge. In areas where transport carriers could not reach the project staff had to arrange boats or other means to transport the relief materials to the nearest reachable points from the target villages. |

from neighboring state to hilly areas caused breakage (up to 5% loss) and long delay in delivery, ii) inaccessibility of some villages hampered delivery of relief materials and flow of information critical for taking decision on emergency, iii) oil shortage sometimes hampered timely delivery of relief materials, iv) due to unavailability of food items for Midday Meal, some schools could not serve as per the specified menu, v) in areas where transport carriers could not reach the project had to arrange boats or other means to transport the relief materials to the nearest reachable points from the target villages.

Lessons from the Mautam crisis interventions

A number of valuable lessons can be drawn from the humanitarian relief projects implemented by the CSO's in their response to Mautam crisis. The following key lessons emerged from the Mautam crisis response by the CSO's:

1. Preliminary survey and field observation – The humanitarian projects were carried out only after the preliminary survey and field observations. The preliminary assessments done in consultation with local communities, government officials and representatives of civil society organizations have helped in understanding the extent of the crisis. Through this, the most vulnerable areas for interventions could be prioritized.

2. Partnership with local NGOs – It is always a challenge to carry out humanitarian projects smoothly in a situation where the implementing agencies do not have much of prior knowledge about the local conditions. The example of ActionAid India partnership with local NGOs – Centre for Peace and Development (CPD) and Central Young Lai Association (YLA) was critical for the successful implementation of the project as the NGOs have working knowledge in the local context and speak the local language.

3. People's participation at grassroots level – Community participation is one of the key elements that influence the success of humanitarian assistance programs. The projects ensured community participation through the formation of village level committees – Eg. Village Disaster Committee of ADRA India, Project Implementing Committee (PIC) of BCM R&D. The village level committees consisted of representatives from local government (VCs), CBO, women, and youth. These grassroots level committees participated in program design, management, and decision making. Formation of grassroots level committees also promotes transparency.

4. Identification of beneficiaries – Beneficiaries of the humanitarian projects were identified with the help of village level committees. Since the village level committees know best of the 'who is who' in their villages, the rightful beneficiaries who really deserved the humanitarian assistance could be identified in a transparent manner.

5. Addressing issues of immediate relevance and beyond – The response of Civil Society Organizations to Mautam-famine can be categorized into two: i) Immediate (relief) response and ii) Rehabilitation response. The relief response was on the immediate requirement in terms of food aid/support. The rehabilitation response was on the livelihoods in terms of cash for work, seeds and livestock support, provision of agriculture implements, advocacy and capacity building.

6. Flexibility in project implementation – It is useful to have flexibility in implementing any humanitarian/development project depending on unfolding of the local situation and needs. Flexibility could be observed for example in the cash for work program. At first, the emphasis of cash for work was more on community-oriented services. The nature of work under cash for work was later modified after the

monitoring visits of ECHO giving more emphasis on household services wherein the beneficiaries are encouraged to work on – cultivation in own agricultural (jhum) lands, the establishment of kitchen gardens, repair of houses/livestock sheds/water sources, etc.

7. Innovation - One innovation introduced for the first time in the project areas is payment of cash for work through Post Office (PO) Saving Accounts. The beneficiaries were assisted to open PO Saving Accounts for the cash for work payment in the nearest PO. Through this, the beneficiaries were introduced to banking systems even in places where not bank network is available. They have now been acquainted with the know-how of transactions which they can continuously make use of for their entire lifetime.

8. Adoption of traditional practice - One good example of the traditional practice adopted in the logistic arrangement is that the “Village Criers” were engaged in the project villages to relay the messages regarding the time and place of distribution of relief materials. This practice was useful in the local context and has helped a lot in reaching the whole community timely.

9. Advocacy – Advocacy programmes can be of importance in a situation where public awareness of development programmes implemented by the government is low. The advocacy component, for example, of ADRA enhanced the capacity of beneficiaries by increasing their awareness level so they can get the benefit of government programmes in the future.

10. Need for phase-out strategy – In the context where the humanitarian aid organizations do not stay for long, it is always important to plan for proper phase-out strategy so that the communities are ready to take up their own course of development.

Conclusion

A famine is a widespread scarcity of food. Most frequently, famines are a result of complex combinations which may be shortages in food availability or inaccessibility of available food due to drought, flood, political (war) or economic disruptions, or massive income declines brought about by a factor or product market disruptions. The cause of famine in the context of Mautam is attributed to the flowering of ‘Mautak’ bamboo which triggers rodent population outbreak and later turns towards crops leaving little or nothing to harvest. In such a situation, the farmers who are mainly dependent on their annual harvest of crops are affected most. The rat floods cause major losses of agriculture production and households assets. When the crops are attacked and damaged by rat floods, the rural farmers are left with little or nothing to harvest. The reduction in crops harvest inversely affects the availability and accessibility of food at the level of rural households particularly among those who are depending on their annual harvest as the main source of food.

Though the natural phenomenon that caused Muatam appears to be different as it occurs in a cycle of 48 years and the most recent one experienced in Mizoram happened to be in 2007, the resultant nature is the same with other famine situations – scarcity of food caused by many other factors. And such famines may occur anywhere any time as a result of droughts, floods, wars, and economic disruptions, etc. It is natural that various governments and civil society organizations will come up with different forms of relief interventions in time of such disaster. The experiences of selected Civil Society Organizations in responding to the recent famine crisis in Mizoram and the lessons learned as highlighted in this paper may give insights to other humanitarian actors around the globe in planning and implementation of their future humanitarian endeavors.

References

- ActionAid India, 2009, Report of Impact Assessment: Emergency Intervention Among Mautam Affected Population in Mizoram (2008 – 09), unpublished Report of ActionAid India, North East Regional Office, Guwahati.
- ADRA India, 2009, MIZOFAM (Food Security Support for the Mizoram Famine in India), unpublished Report of ADRA India, New Delhi.
- Agarwal, Anil. 1982. 'The Bamboo Famine in Mizoram,' in the State of India's Environment: A Citizen's Report. Delhi: Centre for Science and Environment.
- BCM R&D, 2009, Mizoram Mautam Famine Relief and Rehabilitation Project, unpublished Report of Relief and Development Department, Baptist Church of Mizoram, Lunglei, Mizoram
- Lalnilawma, 2011, Socio-Economic Impact of Bamboo Flowering and Coping Mechanisms of Shifting Cultivators in Mizoram, Report submitted to ICSSR, New Delhi.
- MIRSAC, 2009, Study of Bamboo Flowering in Mizoram, Mizoram Remote Sensing Application Centre, Aizawl: Department of Science and Technology, Mizoram.
- Nag, S. 2008, Pied Pipers in the North-East India, New Delhi: Manohar Publishers & Distributors.
- Save the Children, 2009, Food and Livelihood Insecurity: An Impact Study in Saiha District of Mizoram, unpublished Report of Save the Children India, New Delhi.
- <http://envformizo.in/forest/bamboo.htm>
- http://envformizo.in/forest/bamboo_flower.htm

Acknowledgement

This paper is based on a completed research project "Socio-economic Impact of Bamboo Flowering and Coping Mechanisms of Shifting Cultivators in Mizoram" funded by Indian Council of Social Science Research (ICSSR), New Delhi. The author is grateful to the ICSSR for its financial support.

Notes:

1. Mautam is the local (Mizo) term used for famine named after the flowering of 'Mautak' bamboo (*Melocanna baccifera*).
2. The crops identified here are not inclusive but they are major crops cultivated by local farmers. All the crops except wet-rice are cultivated in jhum lands (slash and burn system of farming commonly practiced by tribals in hilly areas). WRC stands for wet rice cultivation which is more of a permanent farming system in nature.
3. The Adventist Development and Relief Agency (ADRA) is a global humanitarian organization of the Seventh-day Adventist Church that demonstrates God's love and compassion. ADRA works with people in poverty and distress to create positive change and justice through empowering partnerships and responsible action.
4. ActionAid is an international anti-poverty agency operating in over 40 countries, working with poor and marginalized people to end poverty and injustice together. ActionAid has been working with poor and marginalized people in India since 1972. ActionAid partners local NGOs, community based organizations and people's movements to collectively address poverty, inequality and injustice.
5. Relief and Development (R & D) Department is a church based NGO operated by Baptist Church of Mizoram. Having its Headquarters at Lunglei, the R & D works mostly among the rural people in the fields of relief and development.
6. The livelihood program was carried out under the supervision of an Agriculture Consultant hired by the project on a part time basis. The program included training on agricultural seeds (summer and winter seeds), distribution of seeds, seed bank demonstration, distribution of farmer's guide, agricultural hand tools etc.

7. Cash for work provided the beneficiary families a source of income in exchange of their labor.
8. Participatory Vulnerability Analysis is a method of not only collecting the data but also mobilize the people to assess the root causes of their vulnerabilities, their effects at individual, family and society and followed by appropriate action plan. The main motto of this process is that communities know their own situations best and so any analysis should be built on their knowledge of local conditions.
9. Use of the traditional “Village Cryers” is still common in most of the rural villages of Mizoram. Whenever there is important message/information for the village community, the “Village Cryers” will go around and disseminate the message/information.

An Analytical Review of India's Dairy Processed Products' Export with Member and Non-member Regional Blocs: A Case Study

G. Anuj *

Abstract

Dairy sector has been a promising one traditionally. It stays as second most preferred rural business activity after farming. India remains at the top-most position in terms of buffalo milk production in the world and shares about 9.5 percent of overall milk production of the world but shares only 0.39 percent export (2016-17) of the same. The present study is focused on the export performance of dairy products keeping regional blocs and distance as a pivot. A brief structure related to the trend of export of agro-processed food products, description of some regional blocs, a dairy export trend with top ten countries and selected regional blocs (G8 and SAARC), and further analytical tables is engraved in the present study. The secondary data is taken from the authorized source mentioned customarily. It is opined from the analysis that there is no significant ($\alpha=0.05$) relationship in the export of dairy processed products between the member and non-member regional blocs. It has been found that the distance between nations is playing a vital role in the export of such products. It is recommended to enhance the production quality, as it is lacking in the Indian dairy products, which leads to low demand in the global market. Root level dairy development is required by promoting organized dairy research institutes in rural areas. Increase in employment level-cum-standard of living and holistic development including migration reduction will be done if such things are promoted. Government policies should be implemented at ground level and utmost public participation is also required for positive growth.

Keywords: *Promising, Pivot, Regional blocs, Dairy, Holistic*

Introduction

India has been at the top place when the milk production came into mind. It has been seen that both cow and buffalo milk are contributing significantly to this aggregate level. The USA is competing with India in this battle as it tops in the cow milk production. In the present study, apart from milk and other dairy production, the dairy processed products including bird's egg, natural honey, edible animal produce, etc. are also covered. It has been analyzed from the study that in total there are 98 countries around the world which are importing dairy processed products from India. In the present study, the focus is upon the impact of regional blocs in such export. Hence, two major regional blocs have been taken, G-8 and SAARC (South Asian Association for Regional Cooperation). While in G-8, India is non-member; whereas, in SAARC, it is among the eight working members. G-8 is a 42-year-old organization made in the year 1975 at France Summit whereas SAARC was formed in the year 1985 (Dhaka Summit) with the main aim of enhancing the regional cooperation among the Indian subcontinent. In 1975, the group of health on output (income) over the years. Most of the studies in this line have used the past database, which are to be refined to make the results very dependable as well as to provide answers to such questions. Some of the illustrative econometric works in determining the growth are, Ecevit (2013) for was G-6 with all except Canada, which joined in 1976 leading to G-7. The G-8 group was formed in the year 1997 with Russia's inclusion and broke down in 2014 by Russia's suspension due to its annexation over Crimea. SAARC (32 years) was formed with seven members whereas Afghanistan joined it in 2007. This trade block is covering 21 percent of the world's population, 3 percent of the area and 3.8 percent of the global economy. In the present study, researcher has used

* Senior Research Scholar, Faculty of Commerce, Banaras Hindu University
E-Mail ID: anujwhubhu@gmail.com

certain statistical tools to find out any significant relationship between export in member and non-member regional group as well as the implication of distance in bilateral trade with such nations.

Literature review

There are various literature found on the export of any product from India, but keeping regional blocs and distance as a factor, nothing was found. Following are some of the literature related to the topic which was reviewed while performing the study:

Winters, L.A. (1981) has done the study on the export sector, taking visible exports and their prices. The UK was the target country whose export was analyzed and a new econometric model was developed by taking those factors. Ohlan (2014) has done the study over the trade performance and competitiveness of the Indian dairy industry. It was found that export done from India was elastic to the world market size, price, exchange rate, divergence, and trade policy. It was recommended that the dairy industry must improve its quality for better market share. Jha (2003) performed the study related to the potentials of Indian states in enhancing dairy trade. It was found that there was a significant impact of trade policy on the coastal states than landlocked states. Some long term ways were recommended to enhance the dairy export without dependence upon WTO. Kumar (2011) viewed that Indian dairy products were lacking the export competitiveness during both pre- and post-liberalization. Katti (2005) opined that the new foreign trade policy renamed from EXIM policy is of great use for enhancing the trade, especially exports. The major focus was upon employment generation and sector-wise growth through export orientation which was a pivotal step for the country. Kernal (1995) made his study on the trade performance and constraints among SAARC nations. It was revealed that due to improper communication, resource disparities, and restrictive trade barriers there are less trade among these nations. It was found that some SAARC nations are importing the products, from non-SAARC nations, which are already exported by SAARC members. Hence, favorable trade barriers and products must be communicated to fellow member nations. Another study was done by Rao (1988) on the Indo-OPEC trade relations also paid attention to regionalism. In his study, it was opined that India is having good potential to trade eatables, gems, etc. to the OPEC countries. "On the basis of the literature reviewed, it has been opined that focus on particular commodity and certain factors like distance and regional blocs (member and non-member comparison) has not been done. This dike has lead to the framework of the objective of the present study.

Objectives of the study

Following are the main objectives of the present study:

1. To evaluate the overview of export of dairy processed products of India in member and non-member regional blocs.
2. To analyze the implication of distance over the export of such type of products.
3. To provide suggestive measures for enhancing such export among mentioned countries.

Hypothesis of the study

H_{01} : There is no significant difference between the export of dairy processed products in member and non-member regional groups.

H_{02} : There is no significant difference between country's import of dairy processed products and its distance from India.

Scope of study

In the present study, the focus is made upon the impact of regional or trade blocs on the export from India. Here, the export of dairy processed products is taken into consideration. It includes the export of dairy produce, birds' egg, natural honey, and other edible produce of animals/origin. It has been seen that in the assessed literature there is no such pinpointed work, focused only on particular commodity and trade blocs. Only two regional blocs, i.e. G-8 and SAARC, have been taken; for further study much more could be taken. Data is taken for the recent five years from 2012-13 to 2016-17, so that latest image could be drawn. Due to individual researcher's constraint and resource limitation, there may be some areas which are remained untouched. It could be left for upcoming research leading to scope for further research.

Research Methodology

The study is totally based upon secondary data, taken from various published issues of government and non-government institutions. Certain journals, periodicals, blogs, articles, magazines, newspapers, books, websites, etc. have also taken for certain literature and boosting the work. G8 has been taken due to its members which are huge economies of the world, whereas SAARC is one of the oldest regional blocs which will help in analyzing the facts. Data has been taken from the website of ministry of commerce and trade, international trade center and ministry of food processing industries. Some views of subject experts have been inculcated for proper analysis of information and providing suggestive measures. Data has been thoroughly classified, tabulated, analyzed and interpreted. Some statistical tools like CAGR, Spearman's rank correlation, Pearson coefficient correlation, ANOVA, t-test, a test of homogeneity, partial eta squared, Bonferroni's post-hoc test, etc have been used for proper analysis. The study covers trend data of last five years and the work was done in the period September 2017 to January 2018.

Major findings and discussion

Table-1 shows the member details of some major regional blocs. Group of Eight (G8) now becomes G7 after suspension of Russia in 2014 from the group whereas CARs nations comprise of four countries which are within 3000km from India. Both G8 and CARs group are non-member group for India. APTA and SAARC are the two popular regional blocs which possess closeness in distance to India (within 5000km approx.).

Table-1: Members details of some regional blocs with distance[#]

| G 8 | Distance | CARs* | Distance | APTA* | Distance | SAARC | Distance |
|---------------------|----------|--------------|----------|-------------|----------|-------------|----------|
| Canada | 11462 | Kyrgyzstan | 2324 | Bangladesh | 1604 | Afghanistan | 1850 |
| US | 13568 | Tajikistan | 2159 | China | 2982 | Bangladesh | 1604 |
| UK | 7658 | Turkmenistan | 2758 | Mongolia | 3683 | Bhutan | 2070 |
| EU | 6467 | Uzbekistan | 2677 | South Korea | 5014 | India | - |
| Russia [^] | 4983 | | | Laos | 2453 | Maldives | 2030 |
| Italy | 8225 | | | Sri Lanka | 2438 | Nepal | 1012 |
| France | 8939 | | | India | - | Pakistan | 1452 |
| Germany | 6760 | | | | | Sri Lanka | 2438 |
| Japan | 5956 | | | | | | |

Source: www.wikipedia.com

[^]Suspended in 2014[#]distance from India in Kilometers

In table-2, India's export trend of food processed products has been given. It has been evaluated that the trend of dairy processed products (295.12 million USD in 2016-17) are declining

every year with a CAGR of -7.89 percent, which is anxious. Highest growth is in the field of prepared meat, cocoa, etc. while dairy becomes a task of demerit. In 2012-13 it amounted to (410.01 USD million) 1.14 percent of total export but in 2016-17 it becomes 0.95 percent. India's overall export of such food processed products also decline at a CAGR of -3.57 percent. Out of 19 products, 9 products are having negative CAGR, which is an alarming stage.

Table-2: India's export of food processed products (Values in US\$ million)

| Commodity | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 (Apr-May) | CAGR per cent* |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|----------------------|-------------------|
| Meat and edible meat offal. | 3286.87 | 4475.53 | 4929.27 | 4209.98 | 4059.72 | 559.98 | 5.42 |
| Fish and crustaceans, mollusks and other aquatic invertebrates. | 3322.71 | 4823.02 | 5249.51 | 4486.28 | 5516.44 | 945.21 | 13.51 |
| Dairy produce; birds' eggs; natural honey; edible prod. Of animal origin, not elsewhere spec. Or included. | 410.01 | 705.07 | 379.03 | 328.48 | 295.12 | 52.79 | -7.89 |
| Edible vegetables and certain roots and tubers. | 1037.38 | 1356.07 | 1180.8 | 1261.4 | 1294.33 | 217.7 | 5.69 |
| Edible fruit and nuts; peel or citrus fruit or melons. | 1412.37 | 1623.29 | 1610.71 | 1584.68 | 1741.18 | 351.67 | 5.37 |
| Coffee, tea, mate and spices. | 2742.92 | 2746.62 | 2871.86 | 2954.87 | 3236.06 | 575.86 | 4.22 |
| Cereals. | 9655.41 | 10562.9 | 9550.98 | 6272.02 | 6059 | 1253.05 | -11.00 |
| Products of the milling industry; malt; starches; insulin; wheat gluten. | 226.61 | 299.05 | 305.55 | 299.47 | 218.32 | 38.57 | -0.93 |
| Oil seeds and oleo. Fruits; misc. Grains, seeds and fruit; industrial or medicinal plants; straw and fodder. | 1728.06 | 1709.41 | 2213.94 | 1673.53 | 1818.2 | 256.01 | 1.28 |
| Lac; gums, resins and other vegetable saps and extracts. | 4321.32 | 2414.86 | 1947.54 | 868.99 | 843.46 | 191.33 | -33.53 |
| Animal or vegetable fats and oils and their cleavage products; pre. Edible fats; animal or vegetable waxes. | 958.79 | 857.33 | 973.29 | 877.27 | 895.55 | 229.99 | -1.69 |
| Preparations of meat, of fish or of crustaceans, mollusks or other aquatic invertebrates | 94.27 | 119.68 | 155.39 | 211.97 | 318.77 | 63.27 | 35.61 |
| Sugars and sugar confectionery. | 1750.11 | 1354.89 | 1075.16 | 1763.61 | 1511.72 | 210.11 | -3.59 |
| Cocoa and cocoa preparations. | 54.03 | 93.96 | 138.87 | 193.31 | 162.66 | 24.67 | 31.72 |
| Preparations of cereals, flour, starch or milk; pastrycooks products. | 406.5 | 463.31 | 489.85 | 506.24 | 520.28 | 84.2 | 6.36 |
| Preparations of vegetables, fruit, nuts or other parts of plants. | 383.91 | 449.66 | 504.71 | 488.25 | 493.76 | 79.23 | 6.49 |
| Miscellaneous edible preparations. | 508.99 | 540.13 | 587.5 | 568.83 | 630.88 | 110.68 | 5.51 |
| Beverages, spirits and vinegar. | 361.98 | 408.96 | 377.84 | 320.51 | 313.42 | 54.8 | -3.54 |
| Residues and waste from the food industries; prepared animal fodder. | 3235.82 | 3047.7 | 1630.12 | 802.68 | 1106.96 | 197.67 | -23.52 |
| India's Total Food Export | 35898.06 | 38051.43 | 36171.92 | 29672.37 | 31035.83 | 5496.79 | -3.57 |

Source: Ministry of food processing industries

*Up to 2016-17

Table-3 and fig.-3, shows the top ten dairy products importing countries from India. In such a situation it has been seen that the USA remains at the top for two consecutive years through the growth percent declines gradually, at -36.83 percent. Import to Bhutan (66.04 percent) rose extensively in the year 2016-17 while it declines gradually in Saudi Arab (-74.58 percent). USA shares approx 32 percent of total export in the year 2016-17 followed by UAE (16 percent) and Oman (12 percent) while Afghanistan and Singapore shares less than 3 percent of the total.

Table-3: Top 10 dairy products importing countries from India

(Values in US\$ million)

| Rank* | Countries | 2015-16 | 2016-17 | Growth % |
|------------------------------------|-------------|---------------|---------------|---------------|
| 1 | U.S.A. | 97.53 | 71.28 | -36.83 |
| 2 | U.A.E | 32.75 | 35.98 | 8.98 |
| 3 | Oman | 31.87 | 27.56 | -15.64 |
| 4 | Bangladesh | 15.79 | 20.04 | 21.21 |
| 5 | Bhutan | 5.58 | 16.43 | 66.04 |
| 6 | Pakistan | 18.63 | 12.75 | -46.12 |
| 7 | Saudi Arab | 21.7 | 12.43 | -74.58 |
| 8 | Nepal | 7.07 | 11.51 | 38.58 |
| 9 | Singapore | 7.1 | 7.42 | 4.31 |
| 10 | Afghanistan | 7.23 | 7.34 | 1.50 |
| Total | | 328.46 | 292.91 | -10.82 |
| Spearman's Rank Correlation | | | | 0.727 |

Source: International Trade Centre *assigned as per 2016-17

In table 4.1, the trend of dairy processed products in various regional groups has been shown. It has been seen that the regional groups in which India is a member are highly promotable, as these groups are involving larger export of dairy processed products. There are three trade blocs which are considered for completing the study. In SAARC and APTA, India is a member nation whereas, in G8, it isn't. In the present study, a bilateral comparison between SAARC and G8 is done to find out which group is profitable, member or non-member. It must be noted that all the three regional groups are showing a downward trend in total, and only G8 is showing a positive compound annual growth rate of 2.93 percent. Both the member group is showing negative CAGR of -4.67 and -95.95 for SAARC and APTA, respectively. APTA is not taken into the analysis as it will show extreme values due to very insignificant share.

Table 4.2 shows correlation matrix between the three variables, export, distance, and regional blocs. It has been found that there is a significant effect of distance between countries in the export of dairy products while the regional blocs don't play any vital role in export. A low degree of positive relationship exists between distance and trade (due to USA, in this case).

Table-4.3 shows a test of homogeneity of variances, which is a necessary test for deciding equal or unequal variances p-value. The test of homogeneity of variances stands against the homogeneity of variances between the export, distance and regional blocs. The Levene's test has a value of 16.527, at a degree of freedom 1=3 and degree of freedom 2=61, with a p-value of 0.000 (alpha= 0.05), which stands significant thereby not accepting the assumption of homogeneity of variances.

Table 4.4 shows a t-test done for analyzing the hypothesis 1. It has been seen that there has been no significant difference between the dairy export to member and non-member regional blocs. Therefore, the null hypothesis stood accepted. It must be noted that the p-value is 0.628 (Levene's test is against homogeneity) which shows a high degree (uniformity) of acceptance of a null hypothesis. P-value of 0.628 shows 628 out of 1000 cases would be the situation when export would not be influenced by regional bloc membership.

Table-4.5 shows the ANOVA statistics of intercept and independent variable distance's sum of squares. The f-statistic is 7.860 at 2 degrees of freedom. The p-value (0.001) is significant at 5 percent level of significance thereby not accepting the null hypothesis that there is no significant difference between export and distance. The p-value is highly significant and states that there is a huge effect (eta square=20.5%) of distance in the export of dairy products. For analyzing individual variance, post hoc method has also been incorporated. In that, the Bonferroni test was used to determine the intragroup effect. Table 4.6 shows a Bonferroni's post hoc test among various distance groups, keeping export as an independent variable. Distance (i) shows the main individual group while distance (j) shows the rest of the groups. It has been analyzed that there is a significant difference between the export of dairy products within 5000km with more than 10000km (p-value=0.005). But the difference is not significant when 5000km is compared with 5000-10000km (p-value=0.769). If the export with distance more than 10000km is compared with the 5000-10000km group, it also found highly significant (p-value=0.001). Therefore, it is inferred that the intragroup significant difference also exists but their degree varies. The proximity of the nation leads to higher repercussion over dairy export.

Table-4.1: Trend of export of dairy processed products to G8, SAARC and APTA nations

| Sr.No. | Countries/Year | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 | CAGR% |
|----------------------|--------------------|--------------|---------------|---------------|---------------|--------------|---------------|
| SAARC Nations | | | | | | | |
| 1. | Sri Lanka | 0.59 | 2.44 | 1.57 | 1.22 | 1.38 | 23.67 |
| 2. | Pakistan | 14.29 | 34.05 | 28.89 | 18.63 | 12.75 | -2.81 |
| 3. | Bangladesh | 48.34 | 105.41 | 37.68 | 15.79 | 20.04 | -19.76 |
| 4. | Nepal | 5.99 | 11.61 | 18.94 | 7.07 | 11.51 | 17.74 |
| 5. | Maldives | 3.99 | 3.32 | 4.92 | 6.73 | 6.9 | 14.68 |
| 6. | Afghanistan | 16.39 | 10.57 | 6.93 | 7.23 | 7.34 | -18.20 |
| 7. | Bhutan | 2.84 | 4.82 | 7.99 | 5.58 | 16.43 | 55.09 |
| | Total | 92.43 | 172.22 | 106.92 | 62.25 | 76.35 | -4.67 |
| G8 Nations | | | | | | | |
| 1. | Canada | 0.74 | 1.16 | 0.86 | 1.12 | 1.3 | 15.13 |
| 2. | USA | 61.29 | 67.26 | 75.16 | 97.53 | 71.28 | 3.85 |
| 3. | Germany | 6.84 | 10.4 | 10.32 | 9.05 | 2.65 | -21.11 |
| 4. | UK | 0.23 | 0.24 | 0.01 | 0.04 | 0.41 | 15.55 |
| 5. | Italy | 0 | 0 | 0 | 0 | 0 | - |
| | France | 0.06 | 0.17 | 0 | 0 | 0 | -100.00 |
| 7. | Russia | 0.83 | 11.04 | 0.81 | 0.07 | 5.45 | 60.08 |
| 8. | Japan | 5.4 | 16.02 | 10.27 | 12.53 | 3.54 | -10.02 |
| | Total | 75.39 | 106.29 | 97.43 | 120.34 | 84.63 | 2.93 |
| APTA | | | | | | | |
| 1. | Bangladesh | 48.34 | 105.41 | 37.68 | 15.79 | 20.04 | -19.76 |
| 2. | China | 0.01 | 0.01 | 0 | 0 | 0 | -100 |
| 3. | Mongolia | 0 | 0 | 0 | 0 | 0 | 0 |
| 4. | South Korea | 0.14 | 0.15 | 0.09 | 0.03 | 0.08 | 0.14 |
| 5. | Laos | 0 | 0 | 0 | 0 | 0 | 0 |
| 6. | Sri Lanka | 0.59 | 2.44 | 1.57 | 1.22 | 1.38 | 23.67 |
| | Total | 49.08 | 108.01 | 39.34 | 17.04 | 21.5 | -95.95 |

Source: Ministry of commerce and trade *EU has not been taken in G8 nations

Table-4.2: Correlation matrix among variables

| Variables | Coefficient correlation | p-value |
|---------------------------|-------------------------|---------|
| Export and Distance | 0.276 | 0.026* |
| Export and Regional blocs | -0.034 | 0.790 |

Source: Author's calculation

*Significant at 0.05 alpha

Table-4.3: Test of Homogeneity of Variances

| Statistics | Value | degree of freedom1 | degree of freedom2 | Sig. |
|------------------|--------|--------------------|--------------------|------|
| Levene Statistic | 16.527 | 3 | 61 | .000 |

Source: Author's calculation

Table-4.4: T-test between regional blocs and concerned export

| Particular | t-statistic | degree of freedom | Std. error difference | Sig. value |
|----------------------------|-------------|-------------------|-----------------------|------------|
| Equal variance assumed | -0.479 | 73 | 5.1629 | 0.633 |
| Equal variance not assumed | -0.487 | 72.104 | 5.0786 | 0.628 |

Source: Author's calculation

Table-4.5: Univariate ANOVA between export and distance between countries

| Items | Sum of Squares | degree of freedom | Mean difference | f-statistic | p-value | Partial eta squared |
|-----------|----------------|-------------------|-----------------|-------------|---------|---------------------|
| Intercept | 17240.049 | 1 | 17240.049 | 38.474 | .000 | .387 |
| Distance | 7043.963 | 2 | 3521.982 | 7.860 | .001 | .205 |

Source: Author's calculation

Table-4.6: Bonferroni's multiple comparisons of distances and export

| Distance (i) | Distance (j) | Mean difference (i-j) | Std. Error | p-value# | 95% Confidence Interval | |
|--------------|--------------|-----------------------|------------|----------|-------------------------|-------------|
| | | | | | Lower bound | Upper bound |
| <5000 | 5000-10000 | 7.3459 | 6.40900 | .769 | -8.4317 | 23.1235 |
| | >10000 | -24.5608 | 7.48409 | .005 | -42.9860 | -6.1365 |
| 5000-10000 | <5000 | -7.3459 | 6.40900 | .769 | -23.1235 | 8.4317 |
| | >10000 | -31.9067 | 8.64189 | .001 | -53.1812 | -10.6321 |
| >10000 | <5000 | 24.5608 | 7.48409 | .005 | 6.1365 | 42.9860 |
| | 5000-10000 | 31.9067 | 8.64189 | .001 | 10.6321 | 53.1812 |

Source: Author's calculation

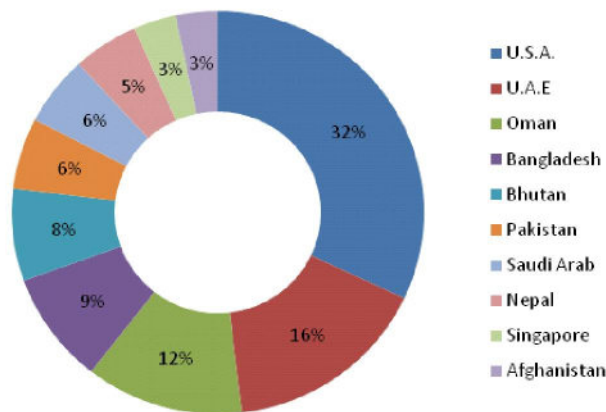
#alpha is 0.05

Suggestions

On the basis of the analysis made, the following suggestive measures are given:

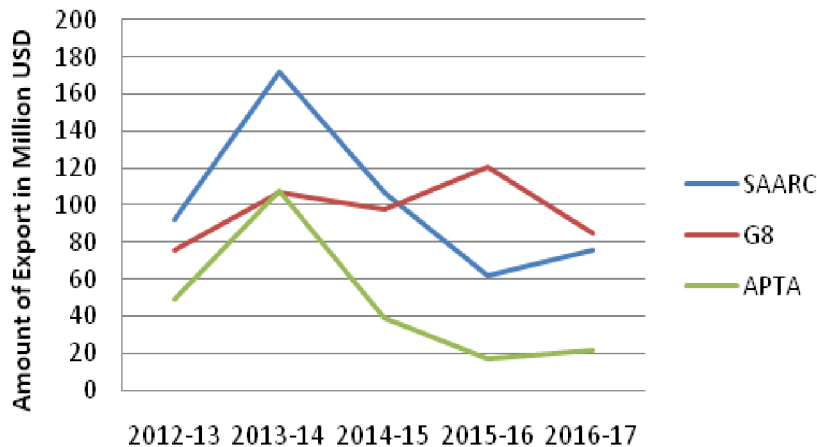
1. A focus has to be made over the countries nearer to India, as there is a significant impact of distance (p-value=0.001) on the export of such commodities. While partial eta square shows 20.5 percent impact of distance over the export, which is a huge one.
2. Regional bloc membership (in the present study) is not showing a significant (p-value=0.633) impact, therefore consult should not be given on the regional bloc's membership for enhancing dairy export.
3. From various literature, it has been inferred that there is a huge consumption of dairy products within the country; therefore the quantity of production should be enhanced by focusing on village level organized dairy associations.
4. Technological advancement has become a relevant factor which has led to astounding growth of certain nations. This fact should be inculcated in the development of the dairy processing sector.
5. Certain trade blocs like Arab league, MERCOSUR, APTA, ASEAN, etc. should also be focused for more trade growth especially dairy, which would enhance rural employment level, as it is inferred that these blocs are having very less dairy imports from India.

Figure-1: Share of countries in total export in year 2016-17
2016-17



Source: Table 3.

Figure-2: Diagrammatical representation of export of dairy products in SAARC, G8 and APTA
Trend of Export



Source: Table-4.1

6. Part of Krishi Kalyan Cess should be invested in developing export houses, processing, preservation and warehousing, dairy research institutes, and other related root-level organization so that preference to export should be improved in rural India.

Conclusion

The scope of export-oriented production is lacking in the Indian economy, which is a prominent root of such unfavorable trade balance. There is a certain study done on the facts available, analyzing merely the trend, direction, etc. but focus on certain co-variances like distance and regional blocs were lacking. In the present study, it has been found that though dairy business is the next best opportunity for rural

population after agriculture, to make them employed; but the export of such commodity is far behind. Being the largest milk producer (a constituent of dairy products), India is exporting only Million USD 295.12, which is only 0.39 percent of the world total export of dairy products. Germany is sharing top position in 2016-17 with 12.41 percent share of the world's total (72,456,216 thousand USD). It is affirmed that quality disparities and huge domestic demand are the factors leading to low export. Regional blocs like SAARC have been consistently profitable as compared to G-8, as the only monster importer was USA in G8. But the study revealed the overall performance of member and non-member regional blocs as not significantly different ($p\text{-value} > 0.05$ alpha). Distance has been an important factor which has influenced the dairy export, with significant difference among the three sub-groups of less than 5000km, 5000-10000km and more than 10000 km of bilateral distance. It is inferred from the study that close distance countries are more favorable than the far distance ($p\text{-value} = 0.001$), hence focus must be done on it. Except for USA (24.14 percent), all other countries are not as much large importer of dairy products. Hence, there is huge potential to enhance trade relation with the USA and build positive with other nations too. Government support and root-level cooperation are required to develop the overall trade performance. Suggestions should be communicated to the planning authorities and related steps are taken into consideration.

References

- ASSOCHAM Study (1989). Economic Unification of SAARC Region: India should play a Major Role. *Foreign Trade Bulletin*, Vol. 19, No. 7
- Rao, C.S.V. (1988). Indo-OPEC Trade Relations. *OPEC Review*, 1988 Winter, pp. 387-412
- Katti, V. (2005). Foreign Trade Policy - An Appraisal. *Yojana*, Vol. 49 No.5, May, pp.43-46
- Kelkar, V.L., & Sharma, O.P. (1976). Trends and Determinants of India's Export Performance: 1961-74. *Foreign Trade Review*, Vol. 11 No. 3, October-December, pp. 283-311.
- Kemal, A.R. (1995). Trade Expansion in South Asia: Liberalization and Mechanisms. McMillan India
- Kumar, A., et.al. (2011). Prospects and Opportunities for Exports of Dairy Products from India. *Indian Journal of Animal Sciences*, Vol.81 (2) pp.188-193
- Malhotra, N. (2008). Growth, Structure and Instability of Agricultural Exports and Imports of India. *Anvesak*, Volume-38 Number-1, January-June
- Modi, K.K. (1984). Economic Cooperation with Pakistan. *Commerce*, Vol. 148 No. 3809, June 2, 1984.
- Muni, S.D. (1988). Prospects for SAARC. *Main Stream*, Vol.26 No.45, August 20.
- Ohlan, R. (2014). Competitiveness and trade performance of Indian dairy industry. *Asian Journal of Agriculture and Development*, Vol.11(2), pp 11-37
- Reserve Bank of India (1974). India's Trade with East European Countries: Trends and Problems. *RBI Bulletin*, March 1974
- Suravinda, Ch. (1993). India's Trade Relations with Major Countries of Arab League. *Ph.D thesis submitted to Nagarjuna University, Guntur*
- Sumit Chakravarthy (1987). SAARC Advances along Chartered Course. *Indian & Foreign Review*, Vol.31, No.8
- Winters, L.A. (1981). An econometric model of export sector: UK visible export and their prices 1955-1973. *Cambridge studies in applied econometrics*, No.4 Cambridge University Press, London

Role of Performance Appraisal System and its Impact on Employees Performance in Telecompanies

Amit Kumar Singh *
Bhuvanesh Kumar **

Abstract

In the fast growing dynamic environment, controlling human resource is becoming growingly significant as they comprise very essential resource. Along with all the possessions in the organization, human is essential. Identifying, building, measuring, recognizing and using is all human resource practices and the functions of HR Department. Successes of any organization always depend on human performance and every organization aims to improve the performance of their employees by meticulous development plan. Performance appraisal is an organizational tool used to determine the strength and weakness of their employees and also to develop their upcoming performance. In short Performance Appraisal is a continuous process for evaluating an individual's performance level aligned with the preset goal of an organization. In this perspective discussing the concept of performance appraisal system in telecom organization and its review of literature shall be beneficial for future research. This study focuses on telecom industries as the world's second largest telecom market with high human power having 1.17 billion subscribers and a major contributor to the country's GDP.

Keywords: Performance appraisal, Telecom, Workforce, Employee Perception, Employees Performance.

Introduction

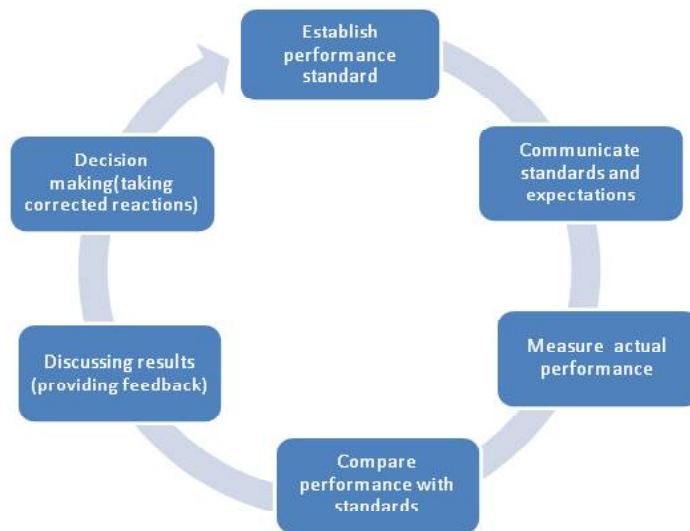
Performance appraisal system has been analyzed as an essential component of overall human resource practices in any organization. It is a systematic and interrupted process to evaluate employee's job potential, to manage and enhance staffing strategies, professional development, cultural diversity, staffs relations and to achieve pre-established organizational objectives. Appraisal system is a process of human resource management, used in an organization to improve an individual's performance and to give them the opportunity to be motivated and rewarded. Performance appraisal procedure mainly used in two aspects: developmental and judgemental. For developmental purpose its focuses on individuals past performance, analyzing their strength and weakness, providing feedback, implementing their upcoming performance and clarifying training needs. Judgemental purpose includes examining job relevant value decision such as promotion, salary increment, a reward of every employee to the organization. It also helps to appraise themselves and to develop their carrier. All organization aims to achieve its objectives and goals. To facilitate this it is necessary to measure workplace performance from time to time. Effective performance evaluation includes giving feedback, find out the strength and weakness of employees and compare it with the organizational plan for implementation. An effective appraisal system is a key tool of the human resource department for all over organizational development towards employee's motivation and development. Different kind of appraisal system is used by HR department according to organizations goals and employees need. Those appraisal process can be a 360-degree appraisal, employee self-appraisal, general appraisal, project evaluation review, administrative and technological appraisal. Numerous methods to evaluate the performance also adopted by appraisers. The most prominent methods are modern and traditional adopted by organizations.

* Assistant Professor, Department of Management, Mizoram University
Email:amitmzu@gmail.com

* Research Scholar, Department of Management, Mizoram University
Email:bhuvanesh.kumar10@gmail.com

Performance appraisal system is an essential regular process of human resource management to evaluate the employee's performance and to understand the work potential of an individual for upcoming growth and development. According to Newstrom, "it is the process of evaluating the performance of employees, sharing that information with them and searching for ways to improve their performance". Appraisal system analyses how effectively employees are performing their job and also examine their aptitude and other performing qualities, necessary to achieve the organizational goals. It is the most significant tool of the HR department to be succeeding for any organization. Following six main steps includes in the performance appraisal system:

Figure 1. Conceptual process of Performance appraisal



The present paper mainly focuses on the existing performance appraisal system in telecom companies. As it is known that, Nowadays telecom organization playing a key role in developing economic activities and productivity. The Indian telecom sector has become the second largest market, having 1,17 billion subscribers and the number of subscribers increasing at rapid pace. Telecom companies are interesting to research study due to their fast-growing nature, a huge enabler for the country's GDP and providing employment to more than four million people. Which indicate its growth and importance.

Objective

The present study aims to explore performance appraisal practices and their impact on employees performance in various telecom industry.

Research Methodology

The study is an effort to find out a performance appraisal process and to examine the relationship of this process along with its other important variables such as building competencies, restructuring workflow, improve overall performance. For this purpose, an extensive and careful literature survey is adopted to identify the conceptual performance appraisal process, which can be used in all organizations to improve employee's performance.

Effectiveness of Performance Appraisal System

Suhashini and Koneru (2016) conducted a study to explain how effective is the performance appraisal system in educational institutes. They considered that the appraisal system is held as a part of a staff development programme. This study suggested that the performance appraisal system should be modified with personal biases, like and dislike of the appraisers

Raja and Kumar (2016) evaluated the effectiveness of performance appraisal system in various Indian manufacturing companies. A study reveals that the performance appraisal system helps people set and achieve meaningful goals and the study also reveal a significant relationship between gender and age of respondents and performance appraisal.

Xavier (2015) indicates that there is an alliance between age, gender, experience, marital status, a salary of individuals and their overall performance appraisal system, study summarise that appraisal system help to appraise ability, weakness and to identify required improvement of employees. Appraisal process influenced workers performance with a socio-demographic factor.

Akade and Padmanabhan (2016) in their study on “Employee performance appraisal system at paper manufacturing industry” set the objective to determine the key areas of employee’s performance and critically evaluate employee’s performance at paper manufacturing industry. From the result study suggest, improving the communication between employees and employers, effective training programme should be conducted to improve the KRA of employee and productivity.

Gautam and Jain (2016) In their comparative study of performance management practices in public and private telecom organization, The result of the study explain that performance appraisal system has significant differences between public and private telecommunication sector. Public sector companies are much ambiguous for less prominence as compared to private sector companies in the design of the appraisal framework. In general, a study concluded that organizations yields benefit on individuals performance by improving the ethical quality of work and productivity in both sectors.

Khan et al. (2014) explored the existing scenario of performance appraisal at secondary schools in the public and private sector. They concluded government sectors schools have better physical facilities but private sector schools are strictly applying appraisal system. Private sector schools performance appraisal is more effective as compared to the public sector.

Impact of performance appraisal

Malik and Bakhtawar (2014) evaluated the impact of different performance appraisal system of Pakistan telecommunication company limited (PTCL). They did a comparison of permanent and contractual employee’s perception of the existing performance appraisal system in PTCL. Considerable differences found among permanent and contractual employee’s perception, permanent employees were not satisfied with the instrument validity of appraisal system while others were greatly satisfied. The study concluded that permanent and contractual employees vary regarding appraisal system; their views were totally different in term of fairness, transparency, faith in distributive justice, utilization and significance of performance appraisal system.

Malik and Aslam (2013) conducted a study to explore the prospective association between performance appraisal and its impact on staff work motivation in the telecom sector of Pakistan. They justified that employees perceived reactions including perceived acceptability, perceived satisfaction, perceived accuracy received fairness, and perceived utility, of the performance appraisal process, are considered important to evaluate the employee work motivation.

Prashad (2015) investigate the relationship between employees satisfaction and their motivation through the performance appraisal system. He argued the positive constructs relative performance appraisal as objectivity, transparency, performance impact, feedback, and reparation. All those constructs were found related to the job to motivate and make them satisfied at the workplace.

Kumari and Rathihra(2017) Result of this study showed regarding the impact of employees performance

in male and female, significant difference has been identified in the case of four variables, 'Employees are able to plan their job in the right time for better performance', 'Employees understand the purpose for which appraisal reports are used in the bank', 'Employees are able to set norms for promoting self-appraisal' and 'Employees perceive the performance appraisal as an opportunity for further improvement' study suggested to banks should make in modifying the appraisal system according to its present scenario.

Francis and Santhosh (2016) analyzed employees motivational level has no difference on the basis of gender and marital status in public and private telecom industries but age and family member of employees influence the motivational level of workers. The study elaborates that an independent variable which affects the motivational level of employees in both the public and private telecom sector.

Sajuyigbe and Ademola (2017) "Impact of performance appraisal on employee's performance in the Nigerian telecommunication industry" concluded that performance appraisal is significantly impactful for employee's performance. The inability of providing on regular feedback was a challenge to the appraisal process in MTN, Nigeria. The study suggested that management industry should provide regular feedback and offer career development and management should be objective during appraisal exercise.

Perception on Performance Appraisal System

Bagul (2014) Study recommended that the company must adopt 360 feedbacks in the appraisal system. Self-appraisal system should be applicable for employees at all level, performance appraisal form should be shorter and simpler.

Dilawari (2016) conducted a study with an objective to assess the perception and awareness towards performance appraisal system incorporate hospital. On the basis of findings, the study recommended that the awareness of the appraisal system and its method along with objectives should be specified clearly in the orientation programmes.

Kumari (2016) analyzed in her study, how useful performance management component in Wipro. She explained the goals and objectives setting is the first step. The study found the most important aspect of appraisal system is providing high weight-age retention to employees.

Femi (2013) analyzed the relationship between performance appraisal and employee's performance in Wema bank, Nigeria. He argued that performance appraisal has a significant relationship with a worker's performance, promotion exercise, employee's commitment to their organizations' goals. The study suggested that the performance appraisal system is an effective and impactful tool for organizational development as well as their employees' performance.

Monari (2012) examines those essential factors which affect the utilization of performance appraisal practice. She evaluated the lack of constant communication and relation between the manager and employees, investment of funds for equipment and performance planning, the role of line managers in the selection and development process of employees. For the utilization of a successful performance appraisal system has to be implemented for all pointed out factors.

Conclusion

The main purpose of this conceptual paper is to explore the overall performance appraisal process and its relationship with another independent variable. As it has been explained by many previous studies that a performance appraisal system is an essential tool in the telecom sector. Organizations need better performance at all stages aligned with their goals. The process gives the best revelation to an organization as well as employees. Various aspects were explained based on meticulous literature review. The study contributes information to develop employees' performance specifically of the telecom sector. The outcome of this study if implemented well, can be helpful for management to develop smooth working in their organization.

References

- Akade, A, and Padmanabhan, H (2016) 'A Study of Employee Performance Appraisal at Paper Manufacturing Industry' *International Journal Of Advancement In Engineering Technology, Management and Applied Science*, 3(10), pp. 142-151
- Bagul, D. (2014) 'Study of employee's performance appraisal system' *Scholarly Research Journal for Humanity Science and English Language*, 1(2), pp. 287-292.
- Dilawari, P. (2016) 'A Study to Assess Awareness and Perceptions of Employees towards Performance Appraisal System in a Corporate Super-Specialty Hospital in Amritsar' *International Journal of Science and Research*, 5(5), pp.315-319.
- Francis, D. And Santhosh, V. (2016) 'A Study on the Motivational Level of Employees Working in the Telecommunication Industry: A Comparative Study with Specific Reference to Public and Private Sector Organizations' *SIBM Pune Research Journal*, 9, pp.17-25.
- Femi, A.(2013) 'Perception of Performance Appraisal and Workers' Performance In Wema Bank Headquarters, Lagos' *Global Journal of Arts, Humanities and Social Sciences*, 1(4), pp. 89-101
- Gautam, A and Jain, S. (2016) 'Performance Management System In Telecom Industry: Comparison Of Indian Public And Private Sector Undertakings' *International Journal Of Research In Commerce, It & Management*, 6(12), pp. 1-6.
- Khan, H, Chandio, J. and Farooqi, M. (2014) 'Comparison of Performance Appraisal System in Public and Private Schools' *Pakistan Journal of Commerce and Social Sciences*, 8 (1), pp. 272-278.
- Kumari, N. (2016) 'A Study of Performance Management System in Wipro' *International Journal of Human Resource & Industrial Research*, 3(7), pp.37-45.
- Kumari, S, and Rathiha, R, (2017) 'Impact Of Employees Performance In Public And Private Sector Bank-Comparative Study' *International Journal of Management Studies*, 4(3), pp. 35-39.
- Malik, k. And Bakhtawar, B. (2014) 'Impact of Appraisal System On Employee Performance: A Comparison of Permanent And Contractual Employees of Pakistan Telecommunications Company Limited (Ptcl)' *European Scientific Journal*, 1, pp. 98-109
- Malik, M. and Aslam, S. (2013) 'Performance Appraisal and Employee's Motivation: A Comparative Analysis of Telecom Industry of Pakistan' *Pakistan Journal of Social Sciences*, 33(1), pp. 179-189
- Monari, D. (2012) 'Factors affecting utilisation of performance appraisal practices in the telecommunication industry: A survey of Telecommunication firms in Kenya' *Mechanical Engineering Conference on Sustainable Research and Innovation*, 4,(3), pp. 145-150.
- Prasad, P. (2015) 'Performance appraisal: An empirical study to understand job satisfaction and motivation of personnel through the system' *International Journal of Engineering and Applied Sciences*, 2(4), pp.118-125.
- Raja, V, and Kumar, R. (2016) 'A Study on Effectiveness of Performance Appraisal System in Manufacturing Industries in India' *International Journal of Advanced Research in Management*, 7(1), pp. 44-50.
- Sajuyigbe and Ademola S. (2017) 'Impact of performance appraisal on employee performance in nigerian telecommunication industry (A study of MTN, Nigeria)' *International Journal of Economics and Business Management*, 3(1), pp. 80-90.
- Suhasini, A. and Koner, k.(2016) 'A study on Effectiveness of performance appraisal system in Educational institutions' *SSRG International Journal of Economics and Management Studies*, 3(6), pp. 58-60.
- Xavier, V. (2015) 'A study on the effectiveness of performance appraisal system and its influence with the socio-demographic factors of the employees of a manufacturing industry in Tamilnadu' *International Journal of Research in Management & Business Studies*, 2(1), pp. 26-31.

An Empirical Study of the Workers in Brick Making Industries: Evidence from Manipur

Partakson Romun Chiru *

L S Sharma **

Abstract

The objective of the study was to investigate the significant influence of brick kilns on the socio-economic environment, working atmosphere, exposure and risk linked with each of the farm duties executed by the brickfield workers. It is found that brick industries play significant roles in the promotion of economic well being of the local workers. However, the increasing trend of workers exploitation in terms of low pay, the involvement of hard efforts and risky working condition, lack of hygiene and sanitation systems, supplying of contaminated water, lack of convincing first aid kit and compensatory tools in an industry are core findings of the study. It is also determined that annual income generated from the brick making industries are the useful predictors of annual expenses on education, medical and fooding of the local workers. With the help of the random sampling method, 120 respondents were considered in the study and the analysis was prepared by applying the SPSS 20.0 version.

Keywords: *Brick Kilns, hazard, Exploitation, Hygiene and Sanitation, Brick making Industries*

Introduction

The economic environment of the northeast is not conducive toward growth orientation. The region is characterized by low industrialization which it fails to promote the economic infrastructures. The situation is becoming more complex since the major portion of the enterprise is in the hands of the non-local. On the other hand, the internal challenges such as in-efficient infrastructure, employment crisis, law and order instability, caste base confronting, lately outreach by the central government, insurgencies problems, border drug mafia etc., plays a crucial role in determining the northeast economic growth. The people of the region were endorsing the strategic solution for the crisis, introducing inclusive government special programmes for the northeast is one of the suggestions forwarded.

Brick industry is an important player involved in the establishment of development in the society, the industries generated enough economic infrastructure which is the driving force to promote the socio-economic profile of the people. It also has a potential avenue for pooling of employment opportunities, especially fired clay brick known for the capability of employment generation and absorption of unskilled local labors. Hence, the brick industry is one whose roles are crucial for capacity building process toward nation economic freedom. However, factors affecting the environment, labor health welfare and sustainability are much significant, for a reason strategic studies of this industry assume vital for the welfare of workers. "The brick kilns emit toxic fumes containing suspended particular matters rich in carbon monoxides and oxides of sulfur that are harmful to the eyes, lungs, and throat" Quamrul, et al, (2017). "Environment Assessment Act of 2011 and the Mines and Minerals Acts of 1999, tries to regulate the informal sector business which seldom follows the outlined procedure" Seshananda at el, (2016). EIA studies ensure that extraction or excavation of material from the environment is mandated to comply

* Faculty, Department of Management, Mizoram University

Email: prchiru1@gmail.com

** Professor & Head of Department, Department of Management, Mizoram University

Email: lsksharma@mzu.edu.in

in an environmentally friendly manner. "The Mines and Minerals Acts ensure that extraction and excavation of material for commercial purpose are licensed. These are just an example of a statutory instrument that is used to protect the environment but often flouted by informal sector brick making activities. The fact that the environment stands as a refuge to social insecurities such as poverty, hunger, and unemployment make its protection all the more important" Suman et al (2013). If the current trend on use of resources is left unchecked then future generations will be disadvantaged. Many countries are taking action to protect the environmental degradation.

The paper is concerning the worker welfares, exploitation related to paid, havoc working environment such as "close air acrid with coal soot, catching in the throat, a scene from a long-gone age, men and women walk in single file up and down steps climbing a pyramid. Strain under a load, balanced in yoke-like hods, to deliver freshly molded bricks to the furnace" BBC News, (Jan 2, 2014). The construction industry (CI) in the majority of developing countries (DCs) is believed to lag behind from fulfilling its potential role in the socio-economic development process. The difficulties confronting the construction industry of developing countries and impeding their development have been extensively investigated by international organizations" UNCHS, (1981; 1984); World Bank, 1984; ILO, (1987),

"Occupational health is defined by the International Labor Organization (ILO) and the WHO, as 'the promotion and maintenance of the highest degree of the physical, mental and social well-being of workers in all occupations" Koh and Jeyaratnam, (2001). "Brick kilns are situated both in urban and rural areas where a large number of workers, including men and women and even children, work in the kiln on a temporary contract and low wages. Workers working in the brick manufacturing units suffered from musculoskeletal problems due to awkward working postures" Trevelyan and Haslam, (2001) "and also suffer from assorted health problems due to the handling of heavy loads without taking adequate rest breaks" Mukhopadhyay, (2008). "Various risk factors are involved, including biomechanical and environmental conditions such as physical workload, unfavorable body posture, vibration, psychosocial factors such as time, pressure and repetitive or monotonous tasks" Salerno et al. (2007).

The brick kilns comprised the most poverty-wracked communities of India. No safety equipment. Stories of illness, withheld wages, and other issues were common practices. "They work 12 to 18 hours a day, pregnant women, children, adolescent girls supplementary diets are poor quality and inadequate BBC News, (Jan 2, 2014). Lack of good water supply, a major source is from contaminated pond water, an outbreak of water borne disease are commonly found in Indian brick making industries.

Review of literature

Das S, Quamrul S.H, et al. (2017) according to their studies, brick industries are considered as a lucrative trade in Bangladesh. However, reviewing the state of brick kiln industries and the impact of workers they found that the workers are tormented from a variety of health problems and their living standard is not acceptable. They are enforced to work physically in a short span of time and to deliver the maximum output, which are the primary causes of major or minor accidents. They also suggested that an improved arrangement of hygiene and sanitation system and environmental measures are essential for the welfare of the workers. "Fuyane B. F et al. (2013) conducted a study in Gaborone Dam Area, Botswana and found that 60% of clay is used in making a mixture of raw material for brick production, 10% of coal, 30% of water are involved in the process. The important findings in their study are Land degradation and its impact on the physical environment, they suggested that if the use of the resource is continued on the current level and over of 5 years, Gaborone Dam will be under threat which cannot be replenished in short period of time." "Suman K P et al. (2013) determined that in Kathmandu Valley, Brick kilns held the major responsibility of air pollution the people are commonly facing of breath problem, nasal problem, eye burning, and other diseases. According to their study adopting environmentally friendly technologies for brick kilns on the production process can sustain future potential particularly in Kathmandu Valley." "Seshananda S et al (2016) conducted a study in Kathmandu Valley at Terai region of Nepal; they

found that common sickness of the workers is mainly caused by the brick kilns in the form of realizing gas particle. They also found that work-related musculoskeletal disorders (WMSD) are common among the workers in brick production enterprise. Further, determine that working in sub-standard working environments and a combination of stress and negative emotions contribute to gastrointestinal tract (GIT) alterations.

Statement of the problem

Brick industry is ever growing industries in the northeast region, where many types of the industries physical existence in this region are insignificant. The industries have much potential for employment generation and play a crucial role in the promotion of socio-economic development. However, note on workers exploitation such as health-related issues, working condition, lack of hygiene and sanitation systems and lack of convincing first aid kit are the core components of the study. It is found that minimal studies are conducted despite knowing the industries conduct which significantly impacts on the health and financial issues of the local workers. For a reason, this paper critically focuses on the welfare of the workers and study conceded as: "An Empirical Study of the workers in Brick Making Industries: Evidence from Northeast India."

Objectives of the study

- 1.To study the socio-economic profile of workers in brick making industries.
- 2.To assess the issues of locomotion and social amenities encountered by the workers in brick making industries
- 3.To analyze the relationship between annual income and expenditure of the workers.

Hypothesis

H₀: Income from brick industries does not have a significant impact on workers annual expenditure.

Methodology

Primary data was collected from 12 brick making industries through a structured questionnaire. 6 industries each from both hill and valley districts of Manipur was selected. There are altogether 120 respondents (12 industries x 10 respondents) in the study. With the help of the stratified sampling technique initially the sample area are segregate into district wise followed by block-wise and finally, the number of the questionnaire was administered to the selected respondents. Other secondary data are collected from magazines, journals, and books.

Table 1.1: Sample size, (N = 120)

| Districts | Name of District | No. Block | No. industries (A) | No. of respondents (B) (A x B) | Total respondents from Hill and Valley |
|-----------|------------------|-----------|--------------------|--------------------------------|--|
| Hill | Churachandpur | 2 | 6 | 6 x 10 = 60 | 60 + 60 = 120 |
| Valley | Bishenpur | 2 | 6 | 6 x 10 = 60 | |
| Total | | 4 | 12 | 120 | 120 |

Analysis and Interpretation

The study of respondents demographic profile form an integral part of the present research work, an attempt is made to identify the perception, outlook, employability, etc., of the selected respondents. Based on the above description, the respondents are classified on the following variables such as Age,

Educational Qualification, Marital Status, Other allied occupation in offseason and Organising training for the workers

Table 1.2: Respondents, (n=120)

| Variable | Gender | | Total | |
|--|--------------------|--------|-------|----|
| | Male | Female | | |
| Age | Below 20 | 9 | 0 | 9 |
| | 20-35 | 30 | 15 | 45 |
| | 35-50 | 37 | 22 | 59 |
| | Above 50 | 5 | 2 | 7 |
| Educational Qualification | Illiterate | 0 | 0 | 0 |
| | Can only read | 10 | 4 | 14 |
| | Can read and write | 40 | 22 | 62 |
| | Primary | 4 | 11 | 15 |
| | High School | 26 | 2 | 28 |
| | Others | 1 | 0 | 1 |
| Marital Status | Married | 68 | 28 | 96 |
| | Un-Married | 12 | 3 | 15 |
| | Widow | 1 | 8 | 9 |
| Other allied occupation of Season | Businessmen | 6 | 13 | 19 |
| | Cultivators | 20 | 10 | 30 |
| | Laborer | 40 | 8 | 48 |
| | Others | 15 | 8 | 23 |
| Organizing training | 1-5 Days | 64 | 26 | 90 |
| | 6-10 Days | 5 | 3 | 8 |
| | 10-15 Day | 10 | 10 | 20 |
| | 15 - Above | 2 | 0 | 2 |

Source: computed from primary data

The above table 1.2 determined the demographic profile of the respondents, it is found that 59 numbers of respondents are in the age group of 35-50 years while 45 numbers of respondents are aging between 20-35 years. The age of the respondents varies from 20 years to 59 years. The mean ages of the respondents are found as 38.47 years. 81 numbers of the respondents are male and the remaining i.e., 39 numbers of the respondents are female, which means the majority of the industries workers are male.

The table shows that 62 numbers of respondents can read and write out of which 40 respondents are male and the remaining 22 respondents are female. And followed by 48 numbers of respondents are in high school standard and none of the respondents are illiterate. It is found that 96 respondents were married and the remaining respondents were unmarried. As a result of the age of respondents, the majority of them are aged between 30-45 years.

Table 1.2 determined that the industries do not provide the employment opportunity throughout the year, the workers were re-engaged in another allied group. It is found that 48 respondents were engaged in day labor and 30 respondents were taken seasonal cultivation.

Organizing training for the workers, it is found that 90 of the respondents were attending training in the range of 1-5 days annually and only 2 respondents at 15-Above days annually.

Economic Profile

Table 1.3 determined the economic profile of workers based on their Annual Income, Annual expenses on Education, Fooding and Medical, Bonus in festival and Compensation in any provision.

Table 1.3: Economic Profile of the Respondents, (n = 120)

| Variable | No. of Respondents | (%) | |
|---|--------------------|-----|-------|
| Annual Income | Rs 10000-150000 | 20 | 16.67 |
| | Rs 150001-200000 | 80 | 66.67 |
| | Rs 200001-250000 | 16 | 13.33 |
| | Rs 25001-Above | 4 | 3.33 |
| Annual expenses on education | Rs 10000-20000 | 12 | 10 |
| | Rs 20001-30000 | 30 | 25 |
| | Rs 30001- Above | 78 | 65 |
| Annual expenses on medical | Rs 10000-20000 | 84 | 70 |
| | Rs 20001-30000 | 20 | 16.67 |
| | Rs 30001- Above | 16 | 13.33 |
| Annual expenses on fooding | Rs 10000-20000 | 28 | 23.33 |
| | Rs 20001-30000 | 92 | 76.67 |
| | Rs 30001- Above | 0 | 0 |
| Bonus/Incentives during festival | Rs 0-5000 | 120 | 100 |
| | Rs 5001-10000 | 0 | 0 |
| | Rs 10001- Above | 0 | 0 |
| Compensation in any accident | Rs 0-5000 | 104 | 86.67 |
| | Rs 5000-10000 | 12 | 10 |
| | Rs 10001 Above | 4 | 3.33 |
| Saving in a year | Rs 10000-20000 | 18 | 15 |
| | Rs 20001-30000 | 20 | 16.67 |
| | Rs 30001- Above | 82 | 68.33 |

Source: Computed from primary data

Annual Income: The source of income is an important aspect of the respondents, which enhance the substantial growth and the economic freedom of the respondents. It is observed that 66.67 percent of the respondent's personal annual income ranged between Rs 150001-200000 while 20 numbers of respondents with 16.67 percent earned Rs 100000-150000 annually. It is found that the senior workers (3.33 percent) personal annual income are at the ranges between Rs 250000- Above. This category comprised of team leaders, assistant managers, supervisor, etc.,

Annual Expenses on Education: The respondents broadly accept the role play of educational value in the society. Hence, with much of their efforts, the local workers were budgeting the expenses on education. The above table determined that 65 percent of the respondents made an expenditure of Rs 30001-Above annually on education followed by 25 percent of respondent at the range between Rs 20001-30000, and only 10 percent of the respondents made annual expenses of Rs 10000-20000 respectively.

Annual Expenses on Medical: Expenses on medical is one of the important indicators which measure the economic capability of the respondents. It is found that 70 percent of the respondents spend between Rs 10000-20000 on medical annually while 16.67 percent made expenses of Rs 20001-30000 annually and followed by only 13.33 percent of the respondents spends Rs 30001-Above respectively.

Annual expenses on Fooding: Majority of the respondent's consumption are depended on the other sources. The above table highlight that 76.67 percent of the respondents made annual expenses of Rs 20001-30000 on food. 23.33 percent of the respondent's expenses at a range between Rs 10000-20000. None of the respondents' made an expense at the range of Rs. 30001 - Above on food.

Bonus/Incentives and Compensation: Tools to improve the welfare of the workers are the main purpose of the study. The table shows that 100 percent of the respondents received incentives/bonus at any festival celebrated in the state. Incentives are paid in kind or by cash amounted to Rs 5000 annually in an organization. Introducing an appropriate compensation tool is to mandate the security of the workers. It is found that 86.67 respondents were compensated up to Rs 5000 in case of any uncertain accidents. Only 3.33 percent of the respondents are paid between Rs 10001-Above as compensation.

Annual Saving: Saving is one which required more commitment and efforts, for which the workers were balancing through different types of expenditure. The table 1.3 attempt to highlight the mode of saving of workers' in an organization, it is determined that 68.33 percent of the respondents could save Rs 30001-Above annually and followed by 16.67 percent of the respondents have an annual saving at the ranges between Rs 20001-30000. Only 15 percent of the respondents have at the ranges of Rs 10000-20000 respectively. The study reveals that none of the respondents save money in any financial institution and join financial policies. The saving is squarely made by means of stock in somewhere considered to be safe custody.

Table 1.4: Distribution of respondents by major problems and by their locomotion problems, (n = 120)

| | Variables | Frequency | Percentage % |
|----------------------------------|----------------------------|-----------|--------------|
| Major Problem (amenities) | Very hard and risky | 107 | 89.17 |
| | Low salary | 114 | 95 |
| | Lack of pure drinking | 110 | 91.67 |
| | Lack of sanitation systems | 114 | 95 |
| | No first -aid kits | 96 | 80 |
| | No job security | 120 | 100 |
| Locomotion Problem | Repetitive gesture | 102 | 85 |
| | Sitting posture | 87 | 72.50 |
| | Standard posture | 80 | 66.67 |
| | Lifting weight | 115 | 95.33 |
| | Walking | 109 | 90.83 |

Source: Computed from primary data

The above table 1.4 determine the problem faced by the respondents, the entire issues can be determined into two fold i.e., major problems and locomotion problems. Cent percent of the respondents have several problems such as health-related problem, downsizing of workforce, hygienic and sanitation problem, pollution and diseases problem, etc., are the common run through found in an organization. 95 percent of the respondents were underpaid which means the minimum pay was unable to meet the basic necessity of the workers. 91.67 percent of the respondents responded that sickness related to "gastrointestinal problems may be due to unhygienic food and unhealthy toilet facilities, polluted environment and also consumption of contaminated pond water. Improvement of sanitation and water supply systems is essential for the precaution of epidemics related to water born diseases", which also observed similar studies by Das et al., (2016). 89.17 percent of the respondents opined that the nature of works involved the highest level of efforts and risks. The provision of first aid kit and medical services are found not up to standardized level and reluctant to accept by the workers.

(Peer-reviewed Journal)

The repetitive gesture with 85%, Sitting posture (72.50 %), Standard posture (66.67%), Lifting weight (95.33%) and Walking (90.83%) are discussed under locomotion problems. Industries are necessitated the technical labors who have capable supports of varieties of skills in handling the physical resources. It is found that "Posture and the location and weight of a load affects the moment of the force applied in the study areas, which in turn affects muscle loading and compressive forces on the internal vertebral disc" Chaffin and Anderson, (1987) It also reveals that "prolonged sitting in squatting posture, mixing of clay, carrying in a trolley and pushing the trolley are the main causes locomotion problem, similar findings among brick kiln workers conducted" Trevelyan and Haslam,(2001).

Multiple Regression Analysis

The purpose of multiple regression analysis is to understand the relationship between independent (predictor) variables and a dependents (criterion) variables. The study includes the independent variable such as expenses on education, medical and fooding whereas annual incomes as dependents variables. To investigate the objectives, the formulated hypotheses were tested with the help of Multiple regression analysis, whether the independent's variables are useful predictors of the dependent variable. Hence, the equation is as given below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where,

Y = Income generated from brick making industries

A = Constant

b₁ to b₂ = Represents co-efficient for the representative variables

X₁ = Annual expenses on Fooding

X₂ = Annual expenses on Medical

X₃ = Annual expenses on Education

Table 1.5: Model Summary

| Model | R | R Square | Adjusted R Square | Standard Error of the estimate |
|-------|-------------------|----------|-------------------|--------------------------------|
| 1 | .674 ^a | .531 | .516 | 5263.62184 |

Source: Computed from primary data

- a. Predictors (constant), Average annual expenses on Fooding, Medical and Education
- b. Dependent variable: Average annual income.

The above model determined that the equation is fairly fit and explain the relations among dependent variables and independents variables significantly. The coefficient of the purpose is calculated as 0.53. Therefore, the regression equation determination is helpful for making a project as the calculated value of r² is closed to 1.

Table 1.6: ANOVA results

| ANOVA ^a | | | | | |
|--------------------|-----------------------|-----------|---------------|--------|------|
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| Regression | 2282116033.561 | 2 | 749448132.261 | 24.712 | .000 |
| Residual | 1689622741.618 | 53 | 28914628.481 | | |
| Total | 3971738775.179 | 55 | | | |

Source: Computed from Primary data

Dependent co-efficient Variable: Annual income generated from brick making industries: (constant), Educational Qualification, Marital status, Age of Respondents and Organising of training for workers. The ANOVA table 1.4 shows the positive and significant relationship among the variables wit F value of 24.71 and a significant level of 0.000. Hence from this table, it can be concluded the model is valid and accepted with the existing variables.

Table 1.7: Regression coefficients results (coefficients*)

| Model | Unstandardized Coefficient | | Std. | T | Sig. |
|---------------------|----------------------------|------------|-------|----------|-------|
| | B | Std. Error | | | |
| Constant | 4874.873 | 1245.035 | | 3629.838 | 0.000 |
| Avg. fooding exp. | 0.674 | 0.133 | 0.331 | 344 | 0.000 |
| Avg. education exp. | 0.542 | 0.761 | 0.428 | 2.454 | 0.045 |
| Avg. medical exp. | 0.348 | 0.311 | 0.214 | 1.240 | 0.362 |

Source: Computed from primary data

Note: dependent variable: Average Income from brick industries

Multiple regression made attempt investigate the variables such as annual expenses on fooding, education and medical of the workers and also finds whether it is helpful to forecast the income created from brick industries. The analysis results show that the disparity of income earn can also impact on the independent variable at above 53 % ($R^2 = 0.531$). Regression coefficients of the variables are given in table 1.5. Their relations as a below:

$Y = 4874.873 + 0.674$ (average annually expenses on Fooding) $+ 0.542$ (average annually expenses on education) $+ 0.348$ (average annually expenses on medical)

At the Alpha = 0.05 level of significance, the p-value of X_1 , and X_2 are < 0.05 . Hence, adequate confirmation to end that annually expenses on fooding, education and medical were constructive predictors of income earned from brick industries. Therefore, reject of the null hypothesis is at 5% level of significance and agree to an alternative hypothesis.

Summary and Conclusion

The prospect of brick industries on economic infrastructure was one of the promising assistance to the livelihood of many local workers. The paper first investigates the demographic profile of the workers. The industries have substantial numbers of the workers' aging between 35-55 years, more of them are married and 62 percent of the workers can read and write only. Organizations are not capable of providing continuous employment opportunity. Therefore, more of the workers are re-engaged in daily labors during the offseason. Numbers of training was attended by the local workers' which is organized by the organization themselves. Further, the paper examines the tendency on locomotion problems and issues social amenities. Above 90% of workers in an industry have "gastrointestinal problems due to unhygienic food and unhealthy toilet facilities, polluted environment and also consumption of contaminated pond water. Improvement of sanitation and water supply systems is essential for the precaution of epidemics related to water born diseases", which also observed similar studies by Das et al., (2016). It is also found that the majority of the workers have locomotion problems such as repetitive gesture, Sitting posture, Standard posture, Lifting weight, and Walking etc.. It is found that "Posture and the location and weight of a load affects the moment of the force applied in the study areas, which in turn affects muscle loading and compressive forces on the internal vertebral disc" Chaffin and Anderson, (1987) It also reveals that "prolonged sitting in squatting posture, mixing of clay, carrying in a trolley and pushing the trolley are the main causes locomotion problem, similar findings among brick kiln workers conducted" Trevelyan and Haslam,(2001). Populous availability of unskilled local labors resulted in the exploitation of workers which is considerably at ever increasing practices in an organization. The workers are torment from kinds of health-related problem and their lifestyle are not up to standard. Compensatory tools and health measurement services are practically undesirable. Forcing the workers to accomplished the work manually in a short span of time are the primary causes of major or minor accidents. Despite knowing of inadequate payment, 89.17 percent of the worker works are involved with hard effort and risky nature, hygienic and sanitation issue the employers are extensively exploring the workers' in several forms. Finally, we investigate the relationship between the income of the workers' and the mode expenses using the multiple regression analysis. The investigation results show that the disparity of

income generation can impact the independent variable at above 53 % ($R^2 = 0.531$). Regression coefficients of the variables are determined such as $Y = 4874.873 + 0.0.674 + 0.542 0.348$. At the Alpha = 0.05 level of significance, the p-value of X_1 , and X_2 are < 0.05 . Hence, sufficient evidence to end that annual expenses on fooding, education and medical were practical predictors of income earn from brick industries. Hence, we reject the null hypothesis, meaning which probability values are less than 5% and accept the alternative hypothesis. However, the organization needs to reallocate the well being of the workers in terms of their health-related issues, financial issues and capacity building process of the workers, the creation of chain developmental process is indispensable.

Reference

- Das S, et al., (2016). Socioeconomic conditions and health hazards of brickfield workers: A case study of Mymensingh brick industrial area of Bangladesh. *Journal of Public Health and Epidemiology*. Retrieved on 12. Jun 2018 from <http://www.academicjournals.org/JPHE>
- Das R (2015a). Socio-economic conditions of female workers in brick kilns– An exploitation of the healthy social structure: a case study on Khejuri CD blocks in Purba Medinipur, West Bengal. *IJSR*. Vol. 4(1): Pp:95-102.
- Das R (2015b). Causes and consequences of child workers in the brickfields of Khejuri CD blocks in Purba Medinipur District, West Bengal. *IJHS* 4(2):28-42.
- Das B (2015c). Evaluation of low back pain among female brickfield workers of West Bengal, India. *Environ. Health Prev. Med.* 20:360-368.
- Autonomous Mobile Platform for Monitoring Air Emissions From Industrial and Municipal Wastewater Ponds. *Journal of The Air Waste Management Association*. Vol. 67, Issue 11. Pp: 1205-1212, Retrieved 12 Dec. 2018 from <https://www.tandfonline.com/doi/full/10.1080/10962247.2017.1285832>.
- Trevelyan, F.C. and Haslam, R.A. (2001) Musculoskeletal Disorders in a Handmade Brick Manufacturing Plant. *International Journal of Industrial Ergonomics*. Vol. 27. Pp: 43-55.
- Mukhopadhyay D, et al. (2008) Identifying key residues of sphinganine-1-phosphate lyase for function in vivo and in vitro. *J Biol Chem*. Vol. 283(29), Pp: 20159-69
- Salerno F et al., (2007). Diagnosis, Prevention, and Treatment of Hepatorenal Syndrome in Cirrhosis. *US National Liberty of Medicine Institute of Health*. Vol 56(9). Pp: 1310-1318.
- Chaffin B. D et al., (1987). Primary Prevention of Low Back Pain Through the Application of Biomechanics in Manual Materials Handling Tasks. New York: Wiley-Interscience Publication. XVII 579. https://trove.nla.gov.au/work/6130086?q&sort=holdings+desc&_id=1552031223999&versionId=46377247
- Hawksley H. (2014). Why India's brick kiln workers 'live like slaves'. *BBC News* 2 Jan. retrieved on 12 Jun 2017 from <https://www.bbc.com/news/world-asia-india-25556965>
- Qutubuddin S.M, Hebbal S.S & Kuma A.C.S. (2013). Ergonomic Evaluation of Tasks Performed by Workers in Manual Brick Kilns in Karnataka, India. *Global Journal of Researches in Engineering Industrial Engineering*. Volume 13 Issue 4 Version 1.0
- Bridger, R.S. (1995). *Introduction to Ergonomics*, (McGraw-Hill Book Co.), Singapore.
- Chung, M. K., and Kee, D. (2000). Evaluation of lifting tasks frequently performed during brick manufacturing processes using NIOSH lifting equations. *International Journal of Industrial Ergonomics*, 25(2), 423-433.
- Kumar P. S, Das T & Ferdous T. (2013). Environment And Health Impact For Brick Kilns In Kathmandu Valley. *International Journal of Scientific & Technology Research*. Vol. 2, Issue 5, May. Retrieved on 12. Jun 2017 from www.ijstr.org.
- Malik, P. L. (1986), *Labour and Industrial Law*, Eastern Book Co., Lucknow.
- Mandal, Amal (2005), *Women Workers in Brick Factory*, Northern Book Centre, New Delhi.
- Manohar, K. M. (1983), *Socio-Economic Status of Indian Women*, Seema Publication, New Delhi.
- Nath, Vishwa (1992), *Workers' Participation in Management*, Mittal Publications, New Delhi.

- Roy, S. K.(2012), Socio-economic Conditions of Women Workers in Some Selected Brick Kilns in West Bengal: An Empirical Study with special reference to Nadia District.
- Annette Barnabas., Joseph Anbarasu.D., and Paul S. Clifford. (2009). A Study on the Empowerment of Women Construction Workers as Masons in Tamil Nadu, India. *Journal of International Women's Studies*, 11(2):121-141
- Anu Rai., and Ashis Sarkar. (2012). Workplace Culture and Status of Women Construction Labourers: A case study in Kolkata, West Bengal. *Indian Journal of Spatial Science*, 3(2):44-54. EISSN: 2249 – 4316 ISSN: 2249 – 3921
- Ajeet Jaiswal. (2011). A study of the occupational health functions among female textile workers. *International Journal of Sociology and Anthropology*, 3(3):109-114.
- Anandi Bagchi., Sugata Das., Sougata Karmakar., and Subrata Ghosh. 2014. "Occupational & Ergonomic Health Analyses of Female Construction Workers of West Bengal, India". *International Journal of Analytical, Pharmaceutical and Biomedical Sciences*, 3(2):55-62.
- International Labour Office, International Programme on the Elimination of Child Labour (IPEC) (2014). Health hazards of child labor in brick kilns of Bangladesh. Geneva: ILO. Available at: file:///C:/Users/Raj/Downloads/Bangladesh_Country_Report.pdf.
- Koh D, Jeyaratnam J (2001). *Work and Health: Textbook of Occupational Medicine Practice*. 2nd ed. Singapore: World Scientific.
- Lundgren K, Kuklane K, Gao C, Holmér I (2013). Effects of heat stress on working
- Trevelyan FC, Haslam RA (2001). Musculoskeletal disorders in a handmade brick manufacturing plant. *International Journal Ind. Ergonom.* 27:43-55.
- Chung MK, Kee D (2000). 'Evaluation of lifting tasks frequently performed during brick manufacturing processes using NIOH lifting equations'. *Int. J. Ind. Ergonom.* 25(2):423-433.
- Mukhopadhyay P (2008). Risk factors in manual brick manufacturing in India. *HFESA J. Ergon. Austr.* 22(1):16-25.
- Ariens GA, Mechelen WV, Bongers PM, Bouter LM, Wal GVD (2000). Physical risk factors for neck pain. *Scand. Journal Work Environment Health*. Pp: 26:7-19.
- Bongers PM, Kremer AM, ter Laak J (2002). Are psychosocial factors, risk factors for symptoms and signs of the shoulder, elbow, or hand/wrist? A review of the epidemiological literature. *Am. J. Ind. Med.* 41(5):315-342.
- Cromie JE, Robertson VJ, Best MO (2002). Work-related musculoskeletal disorders and the culture of physical therapy. *Phys. Ther.* 82(5):459-472.
- Salerno DF, Copley-Merriman C, Taylor TN, Shinogle J, Schulz RM (2002). A review of functional status measures for workers with upper extremity disorders. *Occup. Environ. Med.* 59:664-670.
- Fuyane B.F, Atilhopheng J.R & Mulale. K (2013). Impact Analysis Of Informal Brick Production On The Environment: Gaborone Dam Area, Botswana. *International Journal of Scientific & Technology Research*. Vol. 2, Issue 9, Sept. retrieved on 12, Jun. 2018 from www.ijstr.org

Participation of Rural Women in Agricultural Activities in India: A Review

R. Yaongam *
H. Elizabeth **

Abstract

This present paper review research literature on Rural Women's Participation in Agriculture in India. It attempts to study the status of women in agriculture and highlighting various activities associating to agriculture farming that are dominantly performed by women. Agriculture is the backbone of the economy for developing countries around the globe. India as one such country is highly depending on agriculture resources, where the majority of its agriculture workforce are dominated by women. Agricultural activities like sowing, transplanting, manure application, weeding, thinning, gap filling, harvesting crop and cutting of grass, picking, winnowing, drying grains, storage, grading, etc. were found to be dominantly performed by women. It is undeniable that women are the backbone of the agriculture workforces. They contribute not only the physical output but also maintain quality and efficiency. In spite of their overwhelming contribution of workforces, unfortunately, go unrecognized and underestimated.

Keywords: *Rural women, Agriculture, Crops*

Introduction

It is estimated that almost half the total world's populations of more than 3.5 billion people are living in rural areas (FAO, 2013), where 1/4 of it comprised of women (ILO, 2016, 2017). Of these, approximately 2.5 billion rural people depend on agriculture for their livelihood. While more than 1/3 of the world's population derives their livelihood from agriculture, with the largest concentration of agricultural population in Asia (FAO, 2013) where women are the backbone of the agriculture workforce (Kaur & Mavi, 2015; National Research Centre for Women in Agriculture, 2004; Singh, Kushwah, Singh, & Daipuria, 2015). They composed of 41% of the global agricultural workforce and the ratio is even more in developing countries or low-income countries that stood up to 49%. The accounted number of more than 60% of women workforces comprised of the agricultural workforce in several South East Asian and Sub-Saharan African Countries (ILO, 2017). The population that are depending on agriculture, forestry, fishing and hunting for their livelihoods be categorized under the purview of the agricultural population. It comprises of all those people who are economically active in agriculture and also their non-working dependents. But, it is not necessarily to be confined or lived exclusively in rural areas to be dependent on agriculture for ones' livelihood (FAO, 2013). In another significant observation, FAO noted that agriculture is a significant engine for economic growth, especially for developing countries. In as much as approximate 3/4 of the world's agriculture value, added products are generated by the developing countries and the countries' 30 % of Gross Domestic Product (GDP) derives from the agriculture sector. It acts as a resilient force against any global economic and financial crisis. The primary activities of agriculture thus constitute the basic economic backbone of the many developing countries (FAO, 2013; Doss et al., 2011). In spite of the significance, this sector often faces many challenges and evidently, lack of investment prevents growth and development. Poor infrastructure, low productivity if not stagnant,

* *Research Scholar, Social Work Department, Mizoram University*
Email: *yao.ramsan@gmail.com*

***Assistant Professor, Social Work Department, Mizoram University*
Email: *lizahatzaw@gmail.com*

lack of income diversification, poor marketing facilities, etc. contributes to the suppression of economic growth. In addition to this lack of gender equality, undermining the rights and opportunities of women despite their significant contribution to rural economy exacerbate the overall development of the country (FAO, 2013).“ There is an indication of structural transformation taking place in India as in the case of many other developing countries due to decline in the contribution of agricultural sector to GDP, as the increase in the share of another non-agriculture sector in the country. However, it is evidently recorded that as many as about 69 % of India’s population living in rural areas depend on agriculture livelihood (Census 2011, GOI). While, in terms of the workforce is a concern, an estimation around 47 % of the country’s workforce is concentrated in the agriculture sector (Labour Bureau, 2015-2016 as cited in Doss et al., 2011). On the other hand, of India’s total population about 270 million people equivalent to as much as 22 % of its population are living under below poverty line (BPL), of which majority 80 % of this population are residing in rural areas. Thus signifies the significant prevalence of agrarian rural economy (Gulati, Sharma, Samantara, & Terway, 2018). Agriculture not only meet food and nutritional requirement but it also provides significant production, employment and demand generation. It plays a pivotal role to ensure poverty alleviation, to sustainable growth and development for the Indian economy (Sharma, Dubey, & Sharma, 2012). The government of India adopted a new approach to further improve the agriculture and allied sector in which the priority is given to the welfare and sustainability of farmers’ socio-economic, social security and wellbeing (Department of Agriculture, Cooperation and Farmers welfare, GOI, 2016)“This present paper review research literature on Rural Women’s Participation in Agriculture in different states of India, attempt to understand the status of women’s participation in Agricultural and their involved activities and highlighting various types of agricultural activities dominantly performed by rural women.

Participation of Rural Women in Agricultural Activities

To understand the nature and extent of women participation in agriculture though enormously captured to be women dominant, one must take into consideration the significance of the nature of activities associated with the particular crops. Hussain, (2011) inferred upon the workforce dominance of women for about 80-85 % in farming taken into consideration the activities in relation to the three major crops such as rice, maize, and apple. It was confirmed that agricultural activities in rice cultivation ranging from watering to storage of grain are dominated by women either separately or jointly with their male partners except in the activity of weeding. In regards to the activities dimensioned as sowing seeds, digging under plants, Harvesting, Threshing, storing, etc. in maize cultivation were evidently dominated by women. In the case of apple cultivation which requires intensive workforces were jointly undertaken by men and women. In another study, it was found that series of farm activities (cleaning field, raising nursery seedling {chilly, tomato, pea}, sowing, transplanting, manure application, weeding, thinning, gap filling, harvesting crop and cutting of grass, picking, winnowing, drying grains, storage, grading, etc.), that were being dominated by women (Aggarwal, Sharma, & Sharma, 2013). A similar study among “Female Agricultural Labourers” was conducted in the villages under Ludhiana District, Moga District and Roopnagar District of Punjab state ascertained the uncompromising agricultural activities viz:- transplanting, weeding, thinning, manual harvesting, picking of vegetables, drying and cleaning of grains, grading, storage, animal dung collection and its disposal, etc. as such were predominantly performed by women (Kaur & Mavi, 2015). Apart from the farm activities rural women performed other associating activities like cleaning of animal shed, collection of farmyard manure, fodder collection, watering, preparation of dung cakes, milking, milk processing and preparation of ghee, etc. thus, accounted for almost all the activities associating to livestock management were dominated by women as well (Patra, Samal, & Kumar Panda, 2018). Sharma, Dubey, & Sharma (2012) corroborated such agriculture activities performed by women and further affirmed that they spent their maximum time of 5-7 hours per day as compared to various indoor chores where they spent least of their time. National Research

Centre for Women in Agriculture, (2004) in their annual report (2003-2004) noted the intensity of women's involvement in agriculture with a connection to the amount of time spend per season in farming activities. It was observed that women highly spent their time in harvesting and post-harvest activities and spent least of their time in land preparation. Irrespective of the types of crops, it is vitally the women folks that occupy the majority workforce and dominant in agriculture farming activities. It is estimated that they perform 70 % of the agriculture work. Rural Women spent their maximum of time in agriculture activities, being the major producer of food in terms of quality and quantity. Of the economically active population women composed of 78 percent against the 63 percent of men who are engaged in agriculture (Jaiswal, Gauraha, & Banafar, 2018; Patra et al., 2018). "Meanwhile, at the more in-depth analysis in spite of women having an enormous role in agriculture production their participation and involvement in agriculture decision making is virtually absent. The constraining factors are complex in nature owing to socio-cultural, economic, educational and allied conditions of women in India (Chayal, Dhaka, Poonia, Tyagi, & Verma, 2013; Jaiswal et al., 2018; Kumari, 2003; Patra et al., 2018). "

Conclusion

Agriculture is the backbone of the economy for developing countries around the globe. India as one such country is highly depending on agriculture resources, where the majority of its agriculture workforce are dominated by women. Women performed a majority of households' chores and also to the work related to farming and agriculture. It is undeniable that women are the backbone of the agriculture workforces (National Research Centre for Women in Agriculture, 2004; Patra et al., 2018; Singh et al., 2015). They contribute not only the physical output but also maintain quality and efficiency (Hussain, 2011; Sharma et al., 2012). In spite of their overwhelming contribution of workforces, unfortunately, go unrecognized and underestimated (Hussain, 2011; Singh et al., 2015). On the other, women's participation in agriculture decision making is a paramount attribute for overall development. The already overburden domestic household chores and other allied activities women performed consequences tremendous challenges upon their wellbeing and development.

References

- Aggarwal, H., Sharma, S., & Sharma, R. (2013). A Study of Agricultural Activities Performed by Rural Women and Problems Faced by them in Jammu District of J&K State. *International Journal of Scientific and Research Publications*, 3(1), 1–3. Retrieved from www.ijsrp.org
- Chayal, K., Dhaka, B. L., Poonia, M. K., Tyagi, S. V. S., & Verma, S. R. (2013). Involvement of Farm Women in Decision-making In Agriculture. *Studies on Home and Community Science*, 7(1), 35–37.
- Doss, C., Raney, T., Anríquez, G., Croppenstedt, A., Gerosa, S., Lowde, S., ... Matuscke, I. (2011). The role of women in agriculture. *Food and Agriculture Organization of the United Nations*, (11), 1–48.
- FAO. (2013). *Fao Statistical Yearbook 2013. Crop production statistics*. Food and Agriculture Organization: Rome. (Vol. 1).
- Gulati, A., Sharma, P., Samantara, A., & Terway, P. (2018). *AGRICULTURE EXTENSION SYSTEM IN INDIA*. Retrieved from <http://icrier.org/pdf/Agriculture-Extension-System-in-India-2018.pdf>
- Hussain, B. A. (2011). An Empirical Analysis of Women Participation in Farm Activities in Rural Kashmir. *European Journal of Business and Management*, 3(5), 28–36.
- ILO. (2016). *Women at Work: Trends 2016*. International Labour Organization (Vol. 42). <https://doi.org/ISBN978-92-2-130795-2>
- ILO. (2017). *Empowering Women in the Rural Economy*. International Labour Organization. Retrieved from http://www.ilo.org/global/topics/economic-and-social-development/rural-development/WCMS_601071/lang-en/index.htm
- Jaiswal, P., Gauraha, A., & Banafar, K. (2018). Constraints faced by women workers in northern hills of Chhattisgarh. *Journal of Pharmacognosy and Phytochemistry*, 7(2), 3330–3332. Retrieved from

www.yojana.gov.in.

Kaur, P., & Mavi, H. K. (2015). Female Agricultural Labourers in Rural Punjab?: Present Status and Problems. *Indian Research Journal of Extension Education*, 15(4), 114–117.

Kumari, M. (2003). Participation and contribution of rural women to rice-based farming system in north Bihar.

National Research Centre for Women in Agriculture. (2004). Women in Agriculture. DARE/ICAR ANNUALREPORT 2003_2004. Retrieved from http://agritech.tnau.ac.in/women_in_agri/pdf/index/in_agri.pdf

Patra, M., Samal, P., & Kumar Panda, A. (2018). Constraints and opportunities for women in agriculture in India. *Journal of Pharmacognosy and Phytochemistry*, 7(5), 2092–2096. Retrieved from <http://www.phytojournal.com/archives/2018/vol7issue5/PartAJ/7-5-231-885.pdf>

Sharma, S., Dubey, A., & Sharma, R. (2012). Participation of Rural Women in Agricultural Activities: A study of Marh Block of Jammu District. *International Journal of Scientific and Research Publications*, 2(7), 1–3. Retrieved from www.ijsrp.org

Singh, S., Kushwah, S., Singh, V. B., & Daipuria, O. P. (2015). Factor Affecting the Participation of Rural Women in Agricultural Activities. *Indian Res. J. Ext. Edu*, 15(1), 81–83.

Women in Media: A Mizoram Perspective

Irene Lalruatkimi *

Abstract

Today's world is ruled by the media. Media in its various forms such as the print, visual and the new media is now access by each and every person. Along with the rest of the world, Mizoram a small state in the Northeast is also moving forward in the media world.

This study is an attempt to highlight the participation of women in the media in Mizoram and the coverage of women's issues and related news in the media. The study is based on theoretical study and also field survey, interview, and discussions.

Keywords: *Media, Women, Job*

Introduction

Today's world is ruled by the Media. The media in its various forms such as the print, visual and the new media is now access by each and every person. Before Media was known only as reporting device, but today it is a vibrant means of shaping, molding and influencing public opinion. Even though we keep on talking about the power of media, the media needs the brain and works of man for its function and development. Any kind of work and job today now is not classified in terms of gender. What was considered as a kind of job only for a man in the past is now no more accepted? We see and experience that woman is too involved in all kinds of job. But in the Media world, it is experienced that woman involvement in less in numbers. According to Beasley (1993), there is still a need for increasing the representation and participation of females in media. And in this regard, the addition of more females too hard beats and editorial positions would be a first positive step in the development of opportunities for women in journalism.

This study is an attempt to highlight the participation of women in the media and the coverage of women's issues and related news in the media. The study is based on theoretical study and also field survey, interview, and discussions.

Media in Mizoram

Along with the rest of the world, Mizoram a small state in the Northeast is also moving forward in the media world. Mizoram with a population of 1,091,014 as per census data 2011 has the second highest literacy rate in India, which comes to 91.58%. It is believed that media both in print and electronic contributed to its growth. Since media provide entertainment and information to its audiences it creates an enthusiasm in a person to become literate to understand wells (Mizoram Census 2011). The emergence of print media in Mizoram is traced back to the late 1890s. Today there are more than 100 daily newspapers. The highest number of daily newspaper publication is from the capital Aizawl. The other seven (7) districts have their own daily newspaper published by their own which is distributed only within their district jurisdiction. Each district has around five (5) to eight (8) daily newspapers. "In terms of electronic media, Mizoram is equipped with government-owned media Doordarshan Kendra known as Aizawl station and All India Radio Aizawl station which is also having FM station known as "FM Zoawi". The cable operators in the state act as a production house as well, they give out their own channels and programmes apart from star channels. Before there were three main cable operators in the

* Assistant Professor, Department of Mass Communication, Mizoram University
Email: irenevarte@gmail.com

capital Aizawl, and after the first cable operator Skylinks was shut down in 2007, now 2 main cable operator LPS and Zonet serve as the main supplier not only for the capital Aizawl but also for other districts. Their programmes are sent through video CDs and today direct cable wire and satellite connection are as well available. (Lalruatkimi, Irene 2016: Electronic Media in Mizoram: An Interpretative Study of Its Development, Unpublished Thesis)

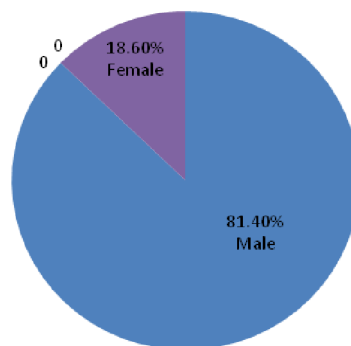
The media industry in Mizoram is very well established and stronger compared to other north-eastern states. Every part of the media functions well and provides adequate information and entertainment to the audiences. The media industry in Mizoram keeps growing day by day. As per the population of the states in India, there are no states other than Mizoram where the media industry is stronger and well established (Vanneihtluanga, 2013).

Women participation in Media

The Press Institute of India in 2004 claimed that the number of females in media, mostly in important positions and decision-making posts in newspapers, radio, TV, film and even in advertising, is negligible. A study by Murthy and Anita (2009), “Working Media Women” deliberates on the working condition and job satisfaction of female journalists in India. The study was based on three cities: Hyderabad, Vishakapatnam, and Vijayawala. This survey included three mass communication media, newspaper, television, and radio networks. The study found that 145 women are working as a journalist in these three organizations. The numbers of female journalists were small, considering that the survey was conducted in the major cities like Hyderabad, Vishakapatnam, and Vijayawala. Another survey conducted by media Studies Group shows that the number of female journalists in media organization at the district level is as low as 2.7 percent (Mohammad, 2012).

The Global Report on the status of Women in the News Media, 17 Indian news companies participated where ten were from newspapers, six television stations, and one radio stations. In this report, Byerly (2011) writes that in India all the participating companies (in the study) together employ approximately 30,000 employees, of which 2,405 are female journalists and 10,518 are male journalists. This is the ratio of 4:1 as men outnumber women in these companies.

Figure 1: Participation of journalists by gender in India

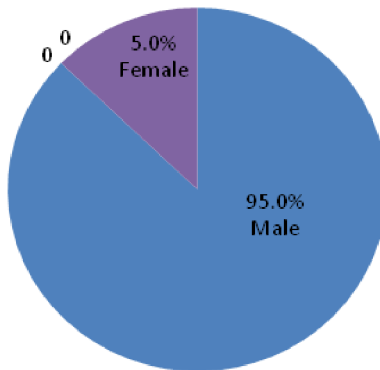


In Mizoram state, the presence and well-organized functioning of Mizoram Journalist Association (MJA) may be attributed to the progress of journalism. Since its inception from the year 1972 till today the association runs smoothly and contributes a lot in the various achievements of the state. The Mizoram Journalist Association (MJA) has its headquarters at the capital Aizawl, where the highest numbers of the members and office bearers are registered. Then, the other 7 districts and also Hnahthial town has its own branches. The number of members is shown in the figure below:

Table 1: Number of Journalist in Mizoram (District wise)

| District | Female | Male | Total |
|--------------------|-----------|------------|------------|
| Aizawl | 5 | 88 | 94 |
| Champhai | 1 | 14 | 15 |
| Kolasib | 0 | 16 | 16 |
| Lawngtlai | 1 | 8 | 9 |
| Lunglei | 1 | 20 | 21 |
| Hnahthial | 0 | 8 | 8 |
| Mamit | 1 | 13 | 14 |
| Saiha | 0 | 12 | 12 |
| Serchhip | 1 | 14 | 15 |
| Grand Total | 10 | 193 | 203 |

Figure 2: Participation of journalist by gender in Mizoram



It is seen that the participation of women in the media is very less. Only five percent (5%) of females are into working journalism. The Mizoram Journalist Association (MJA) includes all people who work not only in print but in electronic media as well. With the state progressing in media both in print and electronic the number of female participation is still very low.

Table 2: Profile of female journalist in the state

| No. Female Journalist | Degree in Journalism | Family business | Own Interest |
|-----------------------|----------------------|-----------------|--------------|
| 10 | NIL | 6 | 4 |

The study has shown that out of the 10 female journalists, none of them have a background degree in Journalism or Mass Communication. Among them only four (4) took up journalism as it their own interest and really wanted to be a part of the Mizoram journalism and communication. Six (6) of them have to take it up as they have no other choices. The head of the family, the father or the husband passed away and so have to continue it as it is the family business.

Women and their position in media

Females are often assigned less serious duties and given pages concerned with cooking or interviewing film stars and flamboyant personalities. (Gupta, 1997). The key reason is that journalism is predominantly a man's world (Gallagher, 2002). It is found from various studies that in the hierarchy of media organizations involvement of females as journalists/reporters are not clearly visible. According to Pandey and Charu (2012), the position of women at home and at work and also their status in society is an index of civilization where they are considered as equal partners in the process of development. But exploited and subjugated for centuries, women have remained at the receiving end.

In the case of Mizoram, the study shows that the few women who are involved in the media are not at all in the decision making an important post. In the case of electronic media, none of the females' employees are officially registered as a journalist. Their main job is anchoring. "Women-specific news, columns, and magazine

Kaur and Thapar (2015) in their study Media Portrayal of women highlights that out of the total coverage on women issues in media both in print and electronic, the maximum news reporting relates to violence against women. Such news items are sensationalized to get more readerships. Women are visible on the first page only if they are politicians, victims of rape, murder, if they commit suicide or if there is a case of domestic violence. Besides this, stories on glamour and sex can never be missed out on the last pages. Today the media both in print and electronic is witnessing an increasing concern with women-centered issues. But the women and their concerns are not only misrepresented and underrepresented in media where it consistently follows traditional stereotypical patterns and is very often derogatory.

The study has found out that in the state of Mizoram, by and large, our present media scene does not address serious women's issues at all. The daily newspapers do not have women's issue or news as a headline. Among the big daily newspaper in the state, only one of them "Zozam Times" got a regular women's related column.

In the case of a magazine, Women's specific magazine does not exist at all as of now. Women organization like the Mizo Hmeichhe Insuihkhawm Pawl (MHIP), an NGO runs by the Mizo women have their monthly magazine like "Runlum" and different denomination of the churches have their own church women wing and published monthly in their name a newsletter like Agape, Loisi, etc.

Women and Media as of now

The study done with the passed out four batches of Master Degree in Journalism and Mass Communication Department, Mizoram University, the following points highlighted can be considered as the condition of women and media as of now in the state.

1. It is an unwritten truth that Politics and Media are considered only as man's job and interest in Mizo society.

2. Mizoram Media houses are open to both male and female with journalism degree but female are more assigned to anchoring than technical or another post.

3. Married females are not entertained much

The growth of women's education and for their entry into employment mass media plays an important role. Women too have huge crucial role in all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalised by male domination.

In creating enthusiasm and to motivate women, media has an important role to play. Today with the coming of technology and its power playing an important tool in all spheres of life, women need to achieve their potential, use these tools fearlessly. Technology today is the best tool to convey the message effectively and in an easy manner.

With the establishment of the Department of Journalism and Mass Communication at Mizoram University and also a branch of Indian Institute of Mass Communication on the university campus offering a Post Graduate Diploma in English Journalism, it is a vision and a believe that more and more women will get a professional degree in Journalism and will make more entry in the media houses of the state.

References

Information & Public Relations Department(2012) Mizoram, I & PR, Government of Mizoram.

Kaur Dippanjeet & Thapar Dr. Sheetal (2015) Media Potrayal of women. Communication Today, Vol.17, No.3

Keval JKumar (2005)Mass Communication in India. New Delhi. Jaico.

Lalruatkimi Irene (2016) Electronic Media in Mizoram; An Interpretative Study of Its Development. Unpublished Thesis, Assam University.

Mizoram Census Data (2011). Government of Mizoram.

Murthy DVR & Padmaja S (2010) Culture and Impact of television serials perceptions of television viewers. Media Watch 1(2)

Nigam Dr. Neha (2015) Female Journalist vs Media Industry: A fight Against Discrimination. Communication Today, Vol.17, No.4

Sangkima (1992)Mizos: Society and Social Change, Spectrum Publications, New Delhi.

Sharma A (2010) Portrayal of women in mass media. Media Watch (online available)

Thakur BS and Binod C Agarwal (2004)Media Utilization for the development of women and children, Concept Publishing Company, New Delhi.