



SHRI RAJASTHANI SEVA SANGH'S

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To,

The National Assessment And  
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Dear Sir

Sub: - Clarification about the metric 3.3.2.

As per the requirement of the NAAC, metric 3.3.2.is modified for further proceeding, modified data consider only the research paper of the full time teachers and the list of the publication follow the calendar year.

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Regards

Yours faithfully

Dr. Trishla Mehta

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**TRANSFORMING INDIA INTO A DEVELOPED NATION**

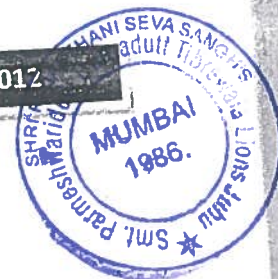
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9.

## TRANSFORMATION IN DIGITAL INDIA

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Assistant Prof., Smt. P.D. Tibrewala College, Andheri (East), Mumbai.

### ABSTRACT

Digital technology is the latest fundamental shift in technology and it may be the greatest. Digital Technology uses binary codes which consist of all ones and zeros which are transmitted from sources and reassembled at destination upon being received by another piece of equipment that utilizes digital technology. Digital Services are type of transfer that involves sending a data, signals, information or form of communication between two machines or channels like B2B, B2C and B2C down into binary code. Technology has evolved from Analog to Digital. Analog technology had limitations in time and speed. There is no such limitation to digital technology. Digital Technology can be divided in the form of text, voice, video, signals. In this paper we will cover various applications for digital technology evolution in India because there was a requirement of communication channels to be used for communicating between source and destinations either for P2P communication, automation, analytics, e-commerce services or government services. This vast range of new technologies has the power to change how we do about everything like social, mobile, analytics and digital technologies.

### INTRODUCTION

Digital India is a campaign launched by the Government of India to ensure that most of the services initiated by the Government and corporates are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. Officially Digital India campaign was launched on 1 July 2015 by Prime Minister Mr. Narendra Modi. The initiative includes plans to connect Rural & Urban areas with high-speed internet networks. Digital India consists of three core components. These include:

- Planning & Deploying digital infrastructure : Implementing wired or wireless infrastructure so that digital services can be reached out to rural and urban areas.
- Digital Services Delivery : Services can be online & offline for benefiting the citizens and customers either by communication
- Digital Awareness: Citizen & customer awareness for accepting internet as mode of communication

Financial, Regulatory Bodies such as RBI, Income Tax, SEBI, etc and Technology companies had been using digital technology right from the inception of computers and networks for communication between its offices or reaching out to customers for providing them ease of services.

### OBJECTIVES OF THE STUDY

The main objective of the study will give the information of digitally empowered society and knowledge economy. Digital India programme vision areas is centred on three keys – infrastructure as utility to every citizen, Governance and services on demand and digital empowerment of citizens.

### RESEARCH METHODOLOGY

Data has been sourced from secondary data like journals, books, magazines and electronic media.

### TECHNOLOGY & PROCESSES

Now there is an incipient game in town: intellectual processes, which have been made possible by the explosion of digital technologies, and which are set to reinvent much of the way that services & communications are run. Intellectual processes engender a virtuous cycle of constant amelioration alimented by perpetual feedback. An intellectual process is studied with sensors that monitor every move and aliment those observations into sophisticated models that sanction people and software to make authentic-time adjustments and decisions. Digital technologies make it possible to identify opportunities for adaptation, analyse the trade-offs and then habituate more expeditious and more efficiently.



By introducing the faculty to perpetually sense internal operations and external market conditions and variations expeditiously, digital capabilities sanction perspicacious processes to identify opportunities for amendment. And once an opportunity for amendment is found, other digital technologies, such as implements, advanced collaboration technologies and adaptive robotics, execute changes (even relatively expeditiously).

#### Intellective Technologies:

To get more transformation, India need to adapt below intellective technologies for more transformation communication between Urban and Rural India. Below are intellective technologies cognate to communications under three key areas of expediting change. In electronics, advances take the form of expeditious computers, flexible and printable electronics, and more diminutive and better sensors. In network trend is towards more interoperability between networks, higher bandwidth and more virtual accommodation human interfaces, we optically discern change converging on more portable contrivances and enormous telepresence between people.

#### ELECTRONICS:

##### Digital currencies:

Electronic currencies that acts as alternative currency. Currently, alternative digital currencies are not endorsed by regime-endorsed central banks nor compulsorily backed by national currencies. It differs from virtual currencies utilized in virtual economies due to its use in transactions with authentic goods and accommodations inhibited to circulation within online games.

##### Botsourcing:

The assignment of physical and online tasks traditionally performed by human agents to an autonomous agent.

##### Printed electronics:

A set of printing methods used to engender electrical contrivances on sundry substrates. Electrically conductive optical inks are deposited on the material, engendering active or passive devices, such as thin film transistors, resistors. Printed electronics is expected to facilitate widespread, very low-cost, low-performance electronic applications such as flexible exhibits, perspicacious labels, decorative and animated posters, and active haptics that do not require high performance.

#### NETWORKING

##### MOOCs:

Massive Open Online Courses are a type of online course aimed at large-scale participation and open access via a web.

##### 5G:

A predicted future fifth generation of mobile telecommunications, expected to be the next major phase of telecommunications standard as well as a proposed single global standard.

##### WiGig:

Wireless Gigabit will deliver up to 6 Gbps [6,000 Mbps] connections between devices in interior spaces. It will enable wireless displays, much like Wi-Fi did for wireless networking.

#### INTERFACES

##### Context-aware computing:

Computers that can both sense and react to their environment. Contrivances will have information about the circumstances under which they operate, and predicated on rules and sensor inputs, react accordingly. Intelligent contrivances may additionally learn postulations about the user's current situation.

##### Annotated-reality glasses:

Much like Google's Glass project, these allow contextual information to be overlaid on the user's field of vision.

##### Wall-sized screens:

Tileable and interactive screen-wallpapers are expected to dominate all types of surfaces for domestic and professional uses. Wrap-around screens recruit the peripheral vision and create a truly immersive experience.

##### Telepresence:

A set of technologies which allow a person to feel as if they were present, to give the appearance of being present to have an effect, via telerobotics, at a place other than their true location.

##### Immersive multi-user VR:

A fully immersive Virtual Reality environment to which the user connects through direct brain stimulation. Senses would be stimulated, diffusing the boundary between reality and fiction.

Pros of effective communication:



Effective communication is considered the prosperous transfer of information from one person to another so that the receiving party understands the message. Effective communication employs convivial skills in addition to verbalizing. Communication is essential to bonding and solving quandaries.

Effective communication involves more than verbalizing; nonverbal communication through body language is equally paramount. Good communication requires good heedfully aurally perceiving, which betokens the receiver understands the verbalizer and asks questions when something is obscure. The facility to read and empathize with the emotions of the person with whom you're communicating is additionally crucial; empathy makes for better bonding between the two parties. Being able to manage stress during the communication process is vital; when people don't understand each other, frustration can escalate expeditiously and break the bond engendered.

Effective communication can ameliorate relationships with friends, family, customers, competitors, colleagues and other people in sundry gregarious situations. Communication connects people to each other and enables people to trust with others to avail solve quandaries and overcome difficulties. It ameliorates teamwork and enables the decision-making process and quandary solving. Companies that have good communication among employees, management and auxiliaries and among colleagues relish a better work environment and services to its clients.

#### ELEMENTS IN COMMUNICATION PROCESS

Seven elements in the communication process are as follows: sender, message, receiver, feedback, channel (or medium), interference and situation. All of these elements interact to determine the efficacy of the communication. A change in any one of them is capable of engendering a different result.

The sender is the one distributing the message. The sender functions as a verbalizer or an inditer depending on the mode of communication. The message is what the sender wants to convey. In oral communication, non-verbal communication becomes a component of the message, intentional or not. While the message is prodigiously paramount, whether or not it is efficaciously communicated largely depends on the other elements. The receiver is the targeted audience. For oral communication, he is a listener. For indited or written communication, he is the reader. He brings his own life experiences to the table, and these influence what he auricularly discerns (or reads) and understands.

Feedback refers to replications from the audience. These replications designate what has genuinely been communicated or understood and influences how the sender perpetuates. The channel or medium is the conveyance through which the communication takes place, whether oral or written/indited. Interference has the potential to disrupt or affect the message. Any noise made during the distribution or any interruption aimed toward the receiver can hamper the construction and the precision with which he auricularly discerns or reads the message. The situation of the communication affects the message as well. Degrees of formality, comfort and emotion all affect the reception of the message. Ultimately, the goal of communication is to get the message across and have it received as intended.

#### STAGES IN COMMUNICATION CHANNEL

Five key stages in the communication cycle are message creation, transmission, reception, translation and dissemination. A communication cycle refers to the process by which a message is developed and sent to the recipient through a culled channel.

The first stage in communication is the engenderment of a conception or the message. It is the process by which the sender decides what he wants to communicate and culls the channel through which to convey this information.

The second step is message transmission. This process may be as simple as meeting with the recipient and orally communicating the information, or communicating with the intended recipient over the chosen channel.

The reception stage involves change of communication responsibilities between the sender and the recipient. The receiver obtains the information by reading the information in indited format or heedfully auricularly discerning attentively to the message when distributed orally.

The next stage is translation. During this step, the recipient encodes the message into a form that he facilely understands. This may involve an individual heedfully aurally perceiving or reading the message and paraphrasing it in his own words.



The final stage in communication cycle is replication. It consummates the requisite of an efficacious communication as a two-way street. After receiving the message, the recipient crafts a replication and communicates it in an indited format.

#### EXAMPLES OF POOR COMMUNICATION

Sending poorly indited emails, utilizing incongruous language skills and presenting dispensable information in a particular situation are examples of poor communication skills. Supplementally, failing to disseminate an important compartment from the person involved is an example of poor communication.

An example of poor communication in an environment is sending an electronically mail that results in the loss of important or obscure information due to poor inditing. Supplementally, not providing congruous information may result in the lack of direction needed for an employee or customer to consummate his job correctly. Lamentable communications involve giving a surplus of frivolous information that obscures the message an employee is supposed to receive.

Verbalizing too expeditiously or gradually or utilizing words that are culture concrete or too involute for understanding are examples of poor communication. For example, a presentation may be unsuccessful if the audience loses interest because the presenter uses terms that the audience doesn't understand. An example of poor communication occurs when an ineffective communicator is emotionally hard on a person while failing to address the issue or deportment involved in the communication situation. Efficacious communicators know how to address the person from the issue, not by making a circumstantial personal, but instead by being tough on the issue.

#### Social Interaction

Social interaction is any act or practice of two or more people that engages both parties in the vigilance of social interaction. Social interaction does not include two parties who merely have each other in a line of optical discernment. Social interaction withal requires a mutual engagement. One individual spying or stalking another does not constitute social interaction because the contact is not wanted by at least one party. This is withal true of those people who commit malefactions against other people. On the other hand, social interaction does not require both parties to be in the same room as one another, either. Inditing a letter to a friend, two parties disposingly verbalizing on the phone, and two parties playing an Internet game all count as social interactions.

#### Social Mobilization

Social mobilization is a process that raises vigilance and incentivizes people to authoritatively mandate change for a particular development. It is mostly utilized by social forms of kineticism in groups, regimes and organizations to achieve a particular goal, and in most cases, the process of social mobilization takes place in voluminous congregations, such as processions, demonstrations, marches and mass meetings. Social mobilization is additionally utilized by organizations to facilitate change.

Social mobilization is utilized by regimes to mobilize national support for goals of national consequence. The population is mobilized to participate in elections and other activities that require voting through social mobilization. However, political opponents can utilize social mobilization to overturn the regime or force the regime to transmute how it interacts with its denizens.

During elections, political parties use social mobilization to convince voters to fortify them. Organizational social mobilization to assemble members of institutions, civic organizations, religious groups, community groups and others in a coordinated way to procure concrete goals. They establish changes by facilitating dialogue between different groups with cognate intrigues. Currently, Social media outlets play an integral role in social mobilization. It is more facile to organize and disseminate social mobilization due to astronomically immense followings on social media. The Cyber World is a paramount political implement used to organize and implement mass mobilization efforts.

#### Social Activism

Social activism is the promotion and guidance used to cultivate vicissitudes in business practices, business operations or the regime to influence social change. The obligations of a convivial activist include communicating with stakeholders, researching for the cause, and organizing replications for the media.

Social activism is commonly fixated on the conditions that directly impact the standards of living for the society who are exposed to it. Some of the societal quandaries that have become a platform for social activism include medications, pesticides and chemical systems. A social activist is required to verbalize with a wide range of people both within the group and those they oppose.



Why is social activism important? Social activism seeks to identify causes and sources of social inequality – but homelessness, penuriousness, under-employment and poor education. Working in conjunction with social welfare to provide essential accommodations to under-accommodated populations, social activists lobby to transform policies that limit convivial and economic opportunity.

As consequential as availing marginalized people get the social accommodations they require is, working to eliminate policy gaps – social activism – is key to averting such marginalization in the first place. Some groups of activists protest tuition hikes, while others investigate labor patterns to ascertain why some areas don't have enough jobs. Some may study public conveyance patterns to learn how to ameliorate an area's access to good public accommodations. The more widely convivial issues are studied and fortified, the more expeditious can social activists convince regime that not only do such quandaries subsist, but that the regime working with the people can solve or at least diminish the impact of some of these quandaries.

**CONCLUSION**

An American journalist and political commentator had suggested four roles for social activists: denizens, who are mundane people who support social change; rebels, or denizens who work for change through highly visible, belligerent protest; reformers are denizen watchdogs who bring issues before regime; and transmute agent denizens, customarily politicians, who work to lead social change. For digital transformation into communication in countries needs to be social and adapt new technologies inclusive of hardware, software and virtualization.

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*Jyotika*  
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## Role Of Higher Education And Sustainable Development In India

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**Introduction:** - Illiteracy has been always big issue for Indian government and despite of implementation of many policies, it fails to have 100% literacy in many areas of country. Education is key for solving many issues like poverty, unemployment etc. It is important to educate people regarding the basic issues arising out of their behaviour. Uneducated people are unable to use natural resources available in environment properly which is causing depletion of many important resources. Sustainable development has been included in education system to make people aware about its importance not only for themselves but for their future generation also. Such education is called as Education for Sustainable Development (ESD).

Education for sustainable development helps people to get knowledge, skills regarding the environmental issues. It also inculcates understanding towards environmental protection and conservation. It changes the whole attitude to care about the earth-the planet. Like any other subject that has been taught in school or colleges, students should be made aware of importance of sustainable development which will help them understand current environmental situation properly.

United Nations Educations, Scientific and Cultural organisation (UNESCO) started promoting Education for Sustainable Development worldwide. They have created University Twinning and Networking programme which helps to unite educators, students and governments to implement education on sustainable development in education system in many countries. UNESCO sponsored many education related activities and international seminars in India with its association with Department of Higher Education – Ministry of Human Resource Development. After becoming member of UNESCO in 1946, Government of India set up interim National Commission for Co-operation with UNESCO by Ministry of Education. India has been taking part in their activities very effectively.

Department of Higher Education started implementing different schemes to promote education on sustainability through universities. Government of India has established Mahatma Gandhi Institute for Education on Peace and Sustainable Development (MGIEP) under the guidance of UNESCO. It is first institute of UNESCO in Asia which is financed by Government of India. MGIEP also organises seminars and youth programmes for Indian students as well as foreign students about peace and sustainable development.

**Meaning And Definition Of Education:** - In the words of Aristotle, "Education is the creation of a sound mind in a sound body. It develops man's faculty, especially his mind so that he may be able to enjoy the contemplation of supreme truth, goodness and beauty of which perfect happiness essentially consists.

Education is learning new things and gaining knowledge from the same; it could be in school, college or even at home. Education is an outcome of understanding; it could be deliberate act to make effort to gain knowledge.

**Meaning And Definition Of Sustainable Development:** - According to Brundtland Commission "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainable Development is process of maintaining natural or human resources indefinitely by creating solution or supplementary resources for the same. Sustainable development helps to stop depletion of scarce resources available in environment so future generations can also enjoy the use of them.

**Benefits Of Education In Sustainable Development:** - Education helps people to get good job and high salary packages, which results in improving standard of living. It helps to develop awareness about social and environmental problems. Students can limit the use of natural resources and can be made aware of waste management. This helps students to come up with innovative ideas for reusable material. Education on sustainable development helps students to learn life skills like leadership and communication skill etc.

Education on Sustainable Development inculcates habit of proper use of natural resources. This will lead to conservation of resources for future utilisation. It helps to spread knowledge at all levels like family, work place, schools and community.

**Role Of Unesco In Education For Sustainable Development In India:** - UNESCO acts as link between Government of India and Institutions which are related to education, science and culture. It has goal to spread Education for Sustainable Development and Global Citizenship awareness by 2030. Government of India is helping to implement schemes of UNESCO in educational system by making effective policies. This gave rise to strong bonding between India and UNESCO.

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## CO-OPERATIVE CREDIT SOCIETIES – AN OVERVIEW

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### Introduction :

Poverty is one of the main factors hindering the development of various countries especially in India. Even though India is well equipped in IT sector, still majority of the population are living below poverty line. To become a progressive nation, India should eradicate poverty first. For that the cooperation of every segment of population is necessary. In order to remove poverty, the Government of India has implemented various 'Poverty Eradication Programmes'. The main objectives of the concerned programmes is to make those population who are living below the poverty line financially strong and viable. One of the main policies is to develop Co-operative Credit

Societies. One of the main objective of credit society is to make the poor people financially strong.

### TYPES OF CO-OPERATIVE CREDIT SOCIETIES:

The Co-operative Credit Society consists of Agricultural Co-operative Credit societies, Multi-Purpose Societies, Non-Agricultural Credit Societies, Employees Co-operative Credit Societies, etc.

#### 1. Agricultural Co-operative Credit Societies:

These societies form the bulk of the co-operative credit organisation of the district. They have mostly a single village as their area of operation, but occasionally hamlets and small villages in the neighbourhood are also included.

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## Impact of Foreign Direct Investment in Indian Real Estate Sector



**Sanjaykumar P. Mishra**  
Research Scholar,  
R.T.M. Nagpur University,  
Nagpur, Dist. Nagpur (MS) India

*Research Paper - Commerce*

### ABSTRACT

*In this paper, we have attempted to identify the issues and problems associated with India's current foreign direct investment regime, and more importantly the other associated factors responsible for India's unattractiveness as an investment location. Despite India offering a large domestic market, rule of law, low labor costs, and a well working democracy, her performance in attracting FDI flows has been far from satisfactory. A restrictive FDI regime, high import tariffs, exit barriers for firms, stringent labor laws, poor quality infrastructure, centralized decision-making processes, and a very limited scale of export processing zones make India an unattractive investment location.*

**Keywords:** Role, Impact, Liberalization, Globalization, Suggestion and Conclusion.

**Introduction :**

The size of the real estate industry in India is estimated to be around US\$ 12 billion. As per studies, this figure is growing at a pace of 30% for the last few years.

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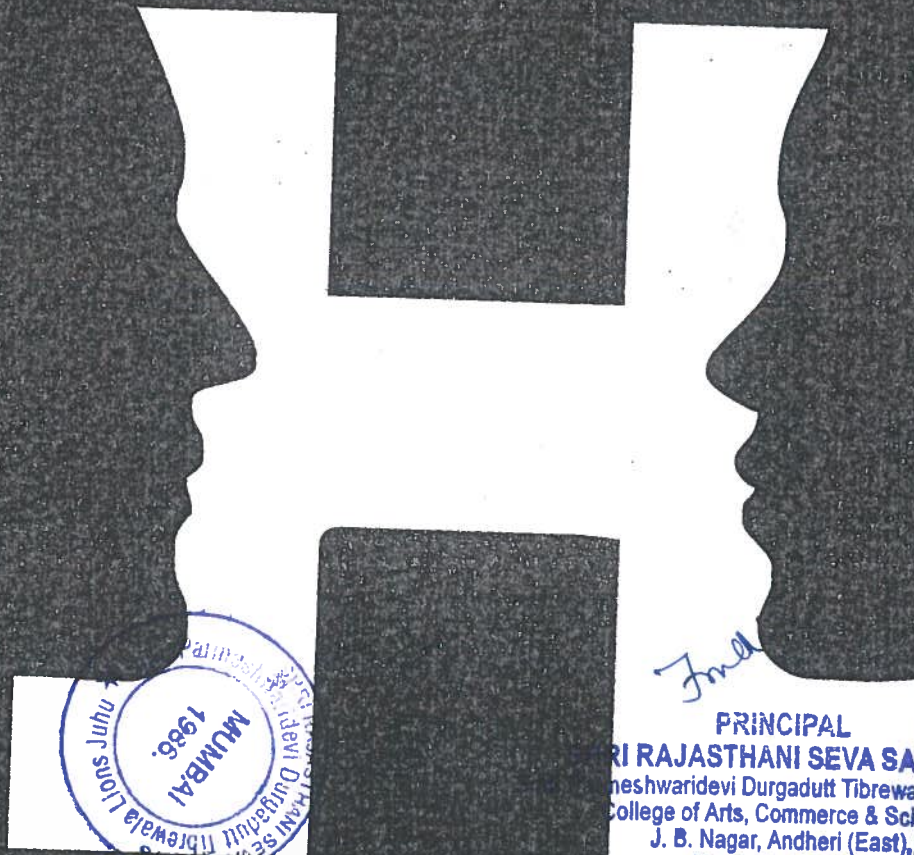
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## Housing Shortages in Urban India

Ms Kalpana.K.S

Assistant Professor

Smt Parmeshwaridevi Durgadutt Tibrewala L J College  
J.B Nagar Andheri East



**Introduction :** Indian urban population registered a growth from 285 million to 377 million between 2001 to 2011. The rapid pace of urbanization due to the rural urban migration and economic transformation across the country resulted with a severe shortage in urban housing in India. Ten Indian states contribute to the three fourth of urban housing shortage. The shortage is prominent within economically weaker section and low Income Groups is estimated at 18.78 million in 2012.

**Definition :** The technical groups of Urban housing shortage for twelfth five year plan (2012-17) defines housing shortage is comprised of following components.

- Excess of households over the acceptable housing ( people living in informal properties)
- Number of extra household needed due to congestion.
- Number of extra household needed due to obsolescence.
- Number of kutchha household that must be upgraded.

This classification is based on perspective of housing shortages. The total need based housing shortage is around 19 million units as per census 2011.

### Objectives

- To Examine the magnitude of housing shortage in Urban India.
- To assess the various government policies and schemes to address the housing shortage in urban India.

**Methodology :** The research is based on secondary data from various government reports, census report 2011, government website, magazines, and journals.

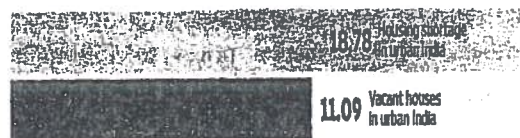
**Housing shortage in India :** According to a report submitted by a technical committee to the Ministry of housing and urban poverty alleviation (MHUPA) India's urban housing shortage is at nearly 18.78 million in 2012.

### Housing shortage in Urban India in 2012 (Million)

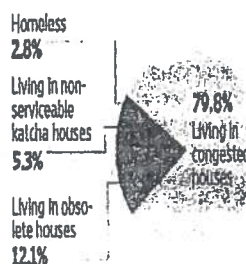
Household living in non serviceable katcha	0.99
Household living in obsolescent house	2.27
Household living in congested house requiring new house	14.99
Household living in homeless condition	0.53
<b>Total</b>	<b>18.78</b>

Source: Report of the Technical Urban Group (TG-12) on Urban Housing Shortage 2012-17, Ministry of Housing and Urban Poverty Alleviation, September 2012

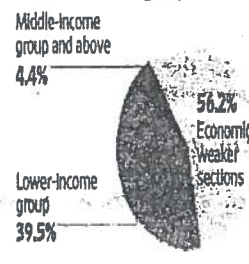
Demand versus non-supply (in million houses)



Break-up of shortage by state of house



Break-up of shortage by income group



Source: Live Mint

In 2012, India's housing shortage in urban India—comprising the homeless and people living in crumbling and congested houses—was estimated at 18.78 million houses. Around the same time, 11.09 million houses—60% of that housing shortage—lay built but unused in urban India, mostly because investors were playing the waiting game for a return.

Rapid pace of urbanization resulted an increase in number of people living in slums and squatter settlement. Rise in price of land and real estate in urban areas compelled the weaker section to occupy the poor housing stocks, congestion and obsolescence.

**State wise urban housing shortage in India.:** Ten states contribute the three fourth of urban housing shortage in India. Uttar Pradesh has the housing shortage over the 3 million houses followed by Maharashtra (1.97 Million) West Bengal (1.33 Million) Andhra Pradesh (1.27million). These top ten states contribute to 14.3million housing shortage in India.

States	Number of house hold below poverty line in Urban	Number of house hold with katcha houses in urban	Average of BPL and katcha houses holds	State % in the total	Statewise distribution of housing shortage 2012 (Million)
Uttar Pradesh	2860417	153070	1506743	16.34	3.07

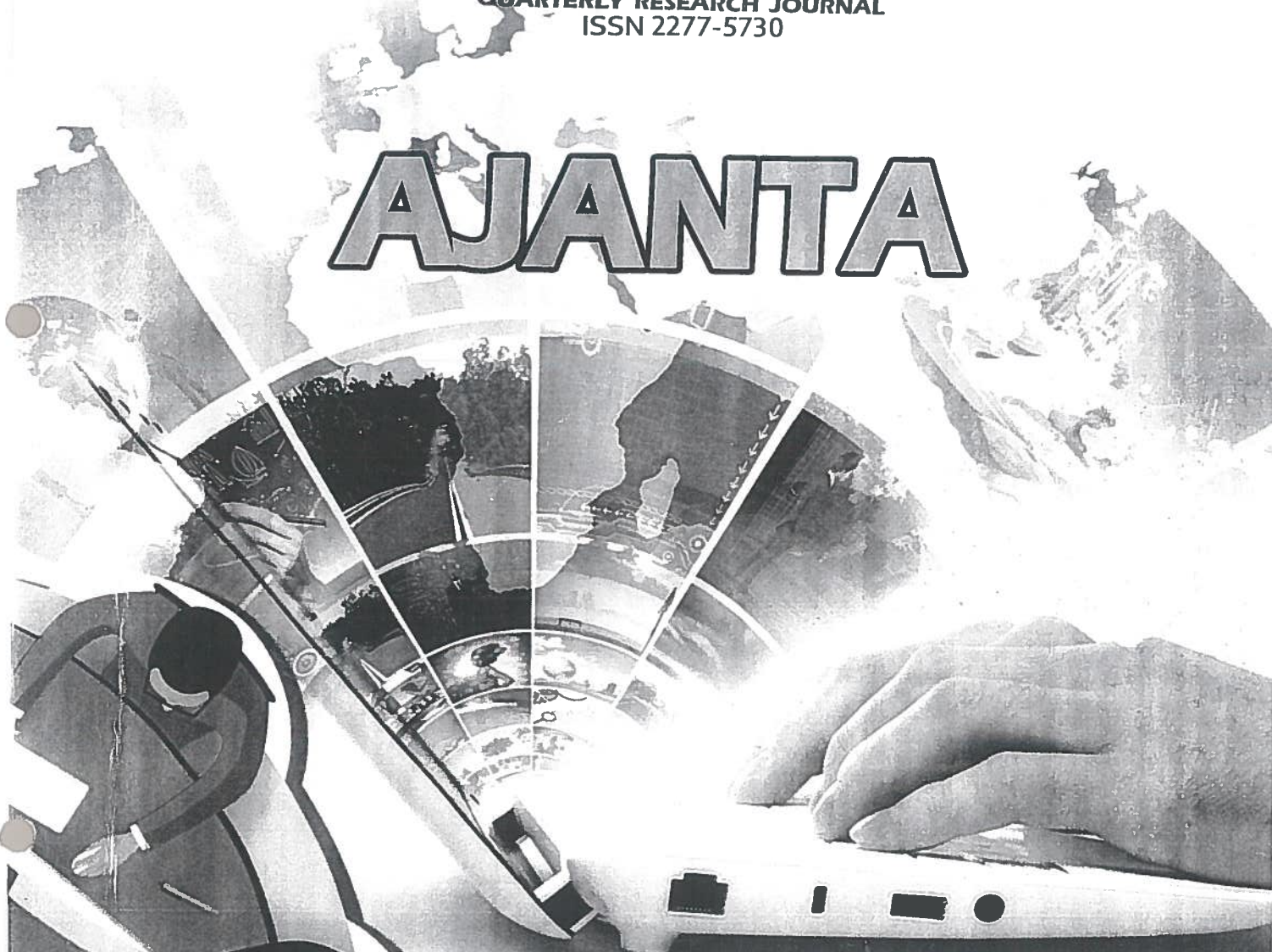


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## 23. Financial Literacy and Sustainable growth

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### Abstract

India has a huge network of institutional credit which is offered by financial institutions like banks. The Indian financial system is considered to be one of the finest systems in the world. It is only because of the strong grip of the financial system that even the global financial crisis could not affect India that severely. In spite of having such a strong financial system it has been evident that financial awareness has not been able to penetrate into both, the rural as well as the urban sections of the society. Still majority of the masses rely on the non-institutional sources of finance, which make them financially handicap for the longer period of time. This is a matter of concern and proper action needs to be taken for the same. So the present paper aims at analysing that why still today majority of the Indian are not aware about the financial literacy though the government has taken number of steps to penetrate the practice of financial inclusion. The analysis based on the source of the secondary data like Articles, Magazines and Newspapers etc.

### Introduction

The inclusive growth implies an equitable allocation of resources with benefits accruing to every section of society. It is aimed at poverty reduction, human development, health and provides opportunity to work and be creative. Achieving inclusive growth in India is the biggest challenge as it is very difficult to bring all the people living in sub human conditions into the mainstream. One of the best ways to achieve inclusive growth is through financial inclusion.

There is a positive relationship between financial literacy and financial inclusion exists, to a large extent the significance comes from the effect of the financial literacy on households' awareness to the prevailing financial services. The marginal effect of financial literacy is higher on financial awareness as compared to financial inclusion in case of sophisticated financial products. However, the pure decision of ownership of a basic financial product is not driven by financial literacy alone but also by other factors such as the financial access and the demographic attributes of the household. This means that the importance of financial literacy in emerging markets is to enhance the financial awareness and hence it helps the aware households to take a conscious decision about the ownership of the financial products.



India has a huge network of institutional credit which is offered by financial institutions like banks. The Indian financial system is considered to be one of the finest systems in the world. It is only because of the strong grip of the financial system that even the global financial crisis could not affect India that severely. In spite of having such a strong financial system it has been evident that financial awareness has not been able to penetrate into both the rural as well as the urban sections of the society. Still majority of the masses rely on the non-institutional sources of finance, which make them financially handicap for the longer period of time.

### Objectives of this study

- To find out the steps taken by the banks in the area of financial inclusion.
- To identify the various strategies adopted for strengthening financial Literacy in India
- To identify the various strategies adopted by RBI with respect to financial inclusion as a goal.
- To identify the challenges being faced in achieving financial inclusion with financial Literacy in India as a part of sustainable growth.
- To make suggestions for improvement of the present situation that may lead to sustainable development

### Literature Review

Mandira Sarna (2008) in a paper on Financial Inclusion and development has come up with a view that socio economic factors like income inequality, literacy and urbanisation are important factors that have an effect on Financial Inclusion. Further physical infrastructure for connectivity and information are also significantly associated with Financial Inclusion. She suggests that the issue of financial Inclusion is a development priority policy in India and has evaluated it using index of financial Inclusion.

George Muthoot, CEO of Muthoot Finance (2014) came up with empirical findings that Financial inclusion remains a distant dream for a majority of Indians. Even after 20 years of banking sector privatization, today only 35% of the Indian population has formal bank accounts compared to an average of 41% in developing economies. In a country where nearly 70% of the population lives in villages, a significant segment of about 6,50,000 villages do not have a single bank branch.

The Recent Nachikhet More report has highlighted greater need of Financial Inclusion in Banking

Smriti Chand (2008) in an article relating to the role of commercial banks in India has made a detailed analysis of the development of Commercial banks in India in the light of



reorientation of banking policy, credit planning, resource mobilization and capital formation for the regional development and economic growth.

According to its literal definition, financial literacy is the ability to use skills and knowledge to take effective and informed money-management decisions. For a country like India, this plays a bigger role as it is considered an important adjunct to promotion of financial inclusion and ultimately financial stability.

As per a global survey by Standard & Poor's Financial Services LLC (S&P) less than 25% of adults are financially literate in South Asian countries. For an average Indian, financial literacy is yet to become a priority. India is home to 17.5% of the world's population but nearly 76% of its adult population does not understand even the basic financial concepts.

The survey confirms that financial literacy in India has consistently been poor compared to the rest of the world. Financial illiteracy puts a burden on the nation in the form of higher cost of financial security and lesser prosperity. As most people resort to investing more in physical assets and short-term instruments, which conflicts with the greater need for long-term investments, both for households to meet their life stage goals and for meeting the country's capital requirements for infrastructure.

Therefore it is very necessary to understand that financial literacy will not be those who know how to save but those who can achieve their financial goals and achieve financial freedom as it is the key to financial freedom

Theoretical aspect of the financial literacy indicates that financial literacy based on the various variable like

- Age
- Sex
- Educational background
- Income Level

But the present scenario show that in India only 10 % Indians are financial literate while 90% don't even know what is financial literacy.

However in India, there are certain erroneous beliefs associated with financial literacy, the most common being the myth that one who is 'literate' or 'rich' is also 'financially literate'. Lack of basic financial understanding leads to unproductive investment decisions.

Another myth is that financial literacy is more important for adults. We can achieve the desired results from financial literacy only when we start educating our children. Like many





other provocative topics, money is something that kids hear about outside homes as well, which exposes them to wrong perceptions.

In the last few decades, despite making tremendous improvements in all the areas relating to financial viability, profitability and competitiveness, there are concerns that banks have not been able to include vast segment of the population, especially the underprivileged sections of the society, into the fold of basic banking services.

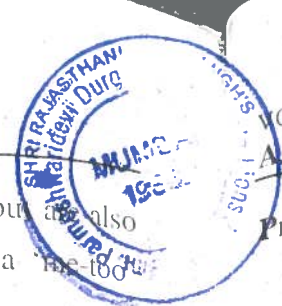
There are several factors affecting access to formal banking system in any country. They include culture, financial literacy, gender, income and assets, proof of identity, remoteness of residence, and so on. India was ahead of its times when it first ushered in Financial Inclusion by nationalising banks in mid 1969 and then coming up with various policies to operationalize it.

The track record is a mix of success and failures. The move resulted in economic spin-offs for poorer people especially in rural India. As a financial intermediary, the banks possess a tremendous potential to act as an agent of change and ensure redistribution of wealth. But it is disheartening to note that in spite of such efforts, the glass remains half empty.

The number of unbanked individuals-145 million in India is largest in the world. Banking system has failed to match up with the increase in numbers – population per branch slid from 14,000 in 1991 to 13503 in 2011 and to 12,921 in 2013. Only half (55%) of the people have deposit accounts. India's unmet demand for microfinance remains the highest in the world. Even though microfinance institutions have expanded very fast in the last five years, they still cover only about one fifth of low-income households and meet only one tenth of the credit needs of the poor.

Less than 20% of the population is covered by life insurance and less than 10% by non-life insurance coverage. Only 28% of the people have debit cards and a mere two per cent have credit cards. There are a 100 million „no-frill“ accounts, or accounts with zero or minimum balance and small overdraft facilities, for poor people. Yet, 80–90% of these accounts are dormant, neither operated by the account owners, nor pursued by bankers. Financial literacy levels are extremely low. Recognising the importance of inclusive growth in India, efforts are being taken to make the financial system more inclusive

Financial literacy and financial stability are two key aspects of an efficient economy. Financial literacy enhances individuals' ability to ensure economic security for their families. In India, on one hand, there is a need to reach out to lower income groups and economically weaker sections, and on the other, to millennials who are hyper-connected and require tailor-made financial products but have limited awareness of the possible financial solutions.



The millennial are economically more active compared to their predecessors but are also more fragile in dealing with personal finances. The bottom-line, therefore, is that a one-size-fits-all approach to financial literacy will not work in India. All stakeholders including consumers must work in conjunction for financial literacy through a combination of innovative strategies.

There is a positive relationship between financial literacy and financial inclusion exists, to a large extent the significance comes from the effect of the financial literacy on households' awareness to the prevailing financial services. The marginal effect of financial literacy is higher on financial awareness as compared to financial inclusion in case of sophisticated financial products. However, the pure decision of ownership of a basic financial product is not driven by financial literacy alone but also by other factors such as the financial access and the demographic attributes of the household. This means that the importance of financial literacy in emerging markets is to enhance the financial awareness and hence it helps the aware households to take a conscious decision about the ownership of the financial products

Financial literacy empowers households to make informed decisions about ownership, although it does not actually explain why people hold a particular financial product.

The financial literacy threshold of Indian financial products. This figure plots Indian financial products in the space of financial literacy threshold and residual financial literacy thresholds.

Financial Product				
Saving	Insurance	Capital market	Debt	Pensions
<ul style="list-style-type: none"> <li>• Saving bank account/no frill account</li> <li>• Recurring deposit</li> <li>• Fixed deposit</li> <li>• Overdraft facility</li> <li>• Public provident fund</li> <li>• Post office savings scheme</li> <li>• National savings certificate/ Kisan vikas patra</li> </ul>	<ul style="list-style-type: none"> <li>• Life insurance</li> <li>• Motor insurance</li> <li>• Home insurance</li> <li>• Health insurance</li> <li>• Crop insurance</li> <li>• Cattle and livestock insurance</li> <li>• Specialise insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Shares/Stocks</li> <li>• Initial public offering (IPO)</li> <li>• Bonds/Debentures</li> <li>• Mutual fund</li> <li>• Agri futures</li> <li>• Bullion futures</li> <li>• Metal futures</li> <li>• Energy futures</li> </ul>	<ul style="list-style-type: none"> <li>• Government subsidized debt scheme</li> <li>• Other bank loans</li> <li>• Credit card</li> </ul>	<ul style="list-style-type: none"> <li>• Employee provident fund (EPF)</li> <li>• National pension scheme (NPS)</li> <li>• Family/ Employee pension scheme</li> </ul>

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### Present scenario of the Financial Literacy in India

- Indians turn out to be the second out of 10 leading nations in the world to have a basic financial literacy level (55%), just behind Japan.
- The survey shows that a whopping 84% of Indians prefer buying life insurance products as compared to 54% globally.
- 87% of Indian households have an emergency fund compared to 33% globally.
- Indians borrow money only in case they have to buy a house (50 per cent) or a car (43 per cent).
- Indians do tend to get lost in sourcing good advice to become better at money.
- The more people are financially literate, the more they experience feelings of happiness,
- Most Indian have a "CASH FANCY" and they keep the cash in saving accounts, suitcases, almirahs, goolaks and even in pillow covers.

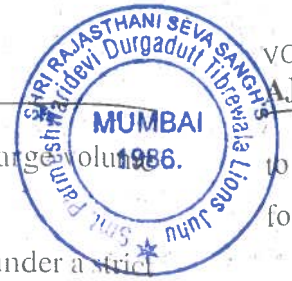
### Challenges to spread Financial Literacy

Spreading Financial Inclusion over a population of approximately 1.27 billion is quite a challenging task being face from both the demand(customers) factors and the supply (banks & other financial institutions) factors.

- Low literacy levels.
- Lack of awareness about financial products and services.
- Lack of trust in formal banking mechanisms Supply side challenges are:
- Limited service providers
- Higher levels of regulations
- Non -availability of rural branches.

### Recommendations

- The government of India should help develop financial literacy among the population, particularly in low income families. That can be done by teaching it in primary schools, high schools and colleges.
- Promote the practice of agency banking micro finance institutions & business correspondents so that they can reach the excluded people and make them understand the importance of getting involved in the formal banking system and using the financial products.
- Policies should be implemented in which financial institutions strive for achieving synergies with the technology providers so that they can reach the population at large



and cover as many deprived people as possible and also handle low value, large volume transactions efficiently and effectively.

- Policies being made by the governments at different levels should be kept under a strict check so as to ensure its effective implementation and benefit being provided to the ones in need. And at the same time appropriate regulatory and risk management policies should be devised so as to ensure financial inclusion.
- Relaxations being provided on the requirements of individual identity proofs for opening bank accounts should be strictly adhered to by the financial institutes for these act as major stumbling blocks and thus restrict the under-privileged to have access to formal financial channels.
- Any government or social security payments or payments under all the government schemes should be strictly routed through the service area bank account. This will make people in rural areas to compulsorily have an account in their service area branch to avail the government benefit.

### Conclusion

Financial regulators in India—Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI) and Pension Fund Regulatory and Development Authority (PFRDA)—have created a joint charter called ‘National Strategy for Financial Education’, detailing initiatives taken by them and also other market participants like banks, stock exchanges, broking houses, mutual funds and insurers. In this regard, it is important to note that empirical evidence points to the fact that digital efforts like video clips, short films and interactive quizzes on financial education have had a far greater impact than the traditional medium. Digital fluency is expected to increase with government initiatives such as Digital India.

The recent mammoth exercise of demonetization should help bring many more people into the organized sector, thereby opening up possibilities for financial inclusion and literacy. While only 53% of Indians had bank accounts against 79% in China till 2014 (as per World Bank Gallup Global Index Survey 2014), the gap has narrowed significantly after the launch of Pradhan Mantri Jan Dhan Yojana, which has led to over 280 million new accounts being added to the financial system (as of 5 April 2017, according to government data).

The launch of digital wallets, Universal Payments Interface (UPI) and new-age commercial and payments banks have paved new ways for a less-cash economy. According to RBI, the total number of digital transactions has grown from over 419 million in November 2015

to 692 million in March 2017. But there is still huge scope. Nigeria, for example, is almost one-fourth of India's economy, but reported over 910 million digital transactions in 2016 alone.

The push to increase usage of mobiles for payments is significant, as India is already the world's second biggest smartphone market with over 220 million smartphone users. Mobile internet users in India total 350 million, and are expected to grow 50 million every year till 2020. These numbers create enormous possibilities to go digital and create new opportunities to engage and share financial knowledge with consumers.

What is required is a joint effort by all the banking, financial services and insurance companies as well to be able to achieve noticeable changes in the perceptions that an average Indian has about financial management. It's time to bring individual efforts under one framework to ensure better outcomes.

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## 8. A Study on Mutual Fund and Real Estate Investment



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### Abstract

Mutual funds are investment vehicles that pool money from many different investors to increase their buying power and diversify their holdings. Investing in Mutual Funds in India is a better option than exposing yourself to direct equity, especially in this volatile market. The term 'Real estate' refers to land as well as building. There is always debate as to whether which investment is better Real Estate or Mutual Fund.

The purpose of this paper is to find out:

- Why Investors favour Real Estate Investment over Mutual Fund
- Reason for lack of confidence among investors for mutual fund due to inadequate knowledge and misconception.

### Objectives of the Study

1. To find out factors affecting investment decision in Real Estate and Mutual fund.
2. To Create Awareness among investors about Real Estate & Mutual Fund.

### 1. Meaning of Mutual Funds

Mutual funds are investment vehicles that pool money from many different investors to increase their buying power and diversify their holdings. This allows investors to add a substantial number of securities to their portfolio for a much lower price than purchasing each security individually. Investing in Mutual Funds in India is a better option than exposing yourself to direct equity, especially in this volatile market.

### 2. Meaning of Real Estate

The term 'Real estate' refers to land as well as building. The Real Estate covers residential houses, commercial offices, trading spaces such as theatres, hotels and restaurants, retail outlets, industrial buildings, factories and also government buildings. Thus, the term real estate connotes immovable property which can be either land or building or both.



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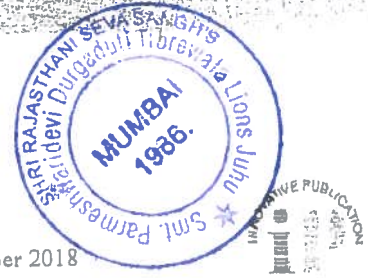
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## AN EMPIRICAL STUDY ON SERVICE QUALITY AT MUMBAI METRO -ONE CORRIDOR

<sup>1</sup> Dr. Kuldeep Sharma and <sup>2</sup> Sandeep R. Poddar

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**Abstract:** *One of the cheapest and quickest modes of transport is Railways. Its one of the important mode of central transport in India. It offers number of number of benefits/services to the passengers, such as long Distance Travel, Safe Travel, High Speed and High Quality Platform Service. The present study is conducted to find and analyses that whether the service quality of Railways with special reference to Mumbai Metro Corridor and to identify the level of passenger's satisfaction on service provided in Mumbai Metro Corridor. The study is carried out by using structured questionnaire. Random sample of 50 respondents were taken for data collection.*

**Key words:** Railway transportation, service quality, customer satisfaction, Mumbai Metro Corridor.

### INTRODUCTION

Service sector involves creation and delivery of core benefit so as to satisfy identified needs of their consumers. In modern days, service sector provides number of services to customers like bank, insurance, health care, finance, communication, transportation and so on. Service sector is very important for the development of the nation like India due to service tax collection. Transportation of goods and service from one place to another is essential in any country. There are three type of transport namely air transport, road transport and railway transport. Railway transport means carrying of goods and passengers from one place to other by means of trains. Railways transport is cheaper as compared to air transport. Goods can be carried in bulk quantities such as a result of which a lot of time is saved and number of people gets employment both direct and indirect through Railway.

### OBJECTIVES OF THE STUDY

The Researchers have framed the following objectives for the present study:

- To examine the platform service quality offered for Railway passengers in Mumbai Metro One Corridor.
- To identify the level of customer satisfaction on services provided in Mumbai Metro One Corridor.
- To give appropriate suggestion to enhance the Customer Service Quality.

### REVIEW OF LITERATURE

Railway transportation system provides more number of facilities to the people, specifically for people from rural and urban areas. Indian railway was providing more service to their passengers to retain the old passengers and get new passenger to improve the railway.

Aggunloye, O.O. and Leke Oduwaye (2010) have identified the factors influencing the quality of rail transport service in metropolitans lagos. In this work most of the respondents feel that cleanliness of the coaches as poor, arrival time of train is not as per the schedule.

Gandhimathi, S. and Saravanan, S (2013) have analyzed the customer satisfaction towards railway services at Coimbatore Junction. The findings show that passengers feel comfortable in train travelling.

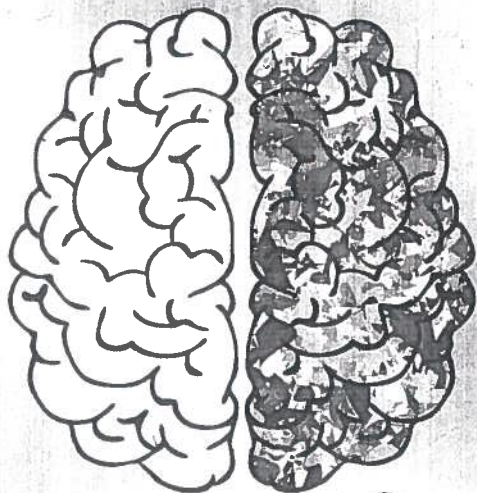
Kasem Choochrukul and Kerkitt Srivoojvikrai (2013) have studied and analyzed customer satisfaction of Bangkok's Mass Rapid Transit (MRT) system. The results indicate that travel convenience affect the overall satisfaction. Train waiting time, comfort and convenience at platform, seat comfort on train, and availability of hand rails, easiness to pass entrance gates to platforms and train line-travel time indirectly influence the overall customer satisfaction.

Devi Prasad Maruvad and Raja Shekhar Bellamkoda (2013) have identified the demographic variables on railway passenger service quality. The authors identified that there is a relationship between gender, income and train service, travel class and employee service, punctuality, reliability. The researcher conclude that upper class passengers expect that Railway authorities must concentrate on providing personal attention from staff throughout the journey, good catering facilities etc.

Ali Akbar Esmaeil, Monire, Aryaee Manesh and Ebrahim Golshan (2013) have taken effort the relationship between services quality and customer satisfaction and loyalty provided by raja rail Transportation Company in Iran. This work expressed that there was a positive relationship between service quality and customer satisfaction and positive relationship between customer satisfaction and customer loyalty provided by Raja rail transportation in Iran. This research recommended that Railway employees must be given training to understand the customers demand, and handle their problems to enhance service quality.

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## Ajanta Prakashan



## 2. Role of Education in Women Empowerment

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Mumbai.

### Abstract

Education is milestone of women empowerment because it make them stronger to responds to the challenges, to confront their traditional role and change their life. It is consider as the most powerful tool of change of position in society. It help them to bring a reduction in income and social inequalities and function as a source of improving their status not only within the family but also in society. Educated women can play an important role in the development of the country so that country can't neglect the importance of education in reference to women empowerment. Which prove that the women education in India has also been a major agenda of both the government and civil society. India is boost to becoming superpower, a developed country by 2020. However the present scenario showed that the growth of women's education in rural areas is very slow. This obviously means that still large section of the women of our country are illiterate, the weak, backward and exploited.

Present paper emphasised on the analysis of the fact that whether education really help them become empower in social, economic and political ground. Analysis of the issue based on the primary as well as secondary data primary data based on the Sample of the 105 women's were interviewed and secondary data based on the articles from various journals and books.

**Kay words:** Women Empowerment, Decision-making. Education and Empowerment

### 1.1 Introduction

**If you educate a man you educate an individual, however, if you educate a woman you educate a whole family. Women empowered means mother India empowered".**

PT. JAWAHARLAL NEHRU

'EMPOWERMENT' MAY be described as a process which helps people to assert their control over the factors which affect their lives. Empowerment of women means developing them as more aware individuals, who are politically active, economically productive and independent and are able to make intelligent discussion in matters that affect them.



The United Nations Development Fund for Women (UNDFW) includes the following factors in its definition of women empowerment:

- Acquiring knowledge and understanding of gender relations and the way in which these relations may be changed.
- Developing a sense of self-worth, a belief in one's ability to secure desired changes and the right to control one's life.

Batliwala (1974) defines empowerment as "the process of challenging existing power relation and of gaining greater control over the source of power". Women's' empowerment is seen as the process and the result of the process of:

- Challenging the ideology of male domination and women's subordinations.
- Enabling women to gain equal access to and control over the resources (material, human and intellectual).

Education is milestone of women empowerment because it make them stronger to responds to the challenges, to confront their traditional role and change their life. It is consider as the most powerful tool of change of position in society. It help them to bring a reduction in income and social inequalities and function as a source of improving their status not only within the family but also in society. Educated women can play an important role in the development of the country so that country can't neglect the importance of education in reference to women empowerment. Which prove that the women education in India has also been a major agenda of both the government and civil society. India is boost to becoming superpower, a developed country by 2020. However the present scenario showed that the growth of women's education in rural areas is very slow. This obviously means that still large section of the women of our country are illiterate, the weak, backward and exploited.

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**Objectives**

- To understand the relationship between education and the women empowerment.
- To find out whether education really make them strong to access the decision making.
- To analyse the role of financial dependence in women empowerment.

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## 1.2 Empowered Women's parameters

(i) Empowered women understand their attitude, values and behaviours in relation to their own real interest. They have autonomy because they claim their freedom from existing male hierarchies, whether they live in traditional societies or modern industrial societies.

(ii) Empowered women maintain equal mindedness. They act out roles that challenge male dominance. They respond as equals and co-operate to work towards the common good.

(iii) Empowered women use their talent to live fulfilling lives. They not only survive the harshness of their own subjugation but also transcend their subjugation.

(iv) Empowered women maintain their strength on the face of pressures from the religion and work and contribute towards the empowerment of all women.

(v) Empowered women define their values and formulate their beliefs themselves, they do not derive their sense of being from male authorities nor do they live vicariously through men.

## 1.3 Comparison of Historical and Present position of women's in Society

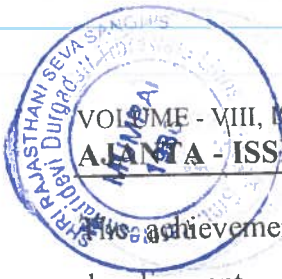
Right to access of education during the vedic period had gradually lost in the post vedic period no doubt in the British period there was revival of interest in women's education in India. Many social-religious movement and the contribution of the social reformers like Raja

Ram Mohan Roy, Iswar Chandra Vidyasagar emphasized on women's education in India.

Mahatma Jyotiba Phule, Periyar and Baba Saheb Ambedkar were leaders of the lower castes in India who took various initiatives to make education available to the women of India.

However women's education got a strong boost after the country got independence in 1947 and the government has taken various measures to provide education to all Indian women. As a result women's literacy rate has grown over the three decades and the growth of female literacy has in fact been higher than that of male literacy rate. While in 1971 only 22% of Indian women were literate, by the end of 2001 54.16% female were literate. The growth of female literacy rate is 14.87% as compared to 11.72 % of that of male literacy rate.

It has been observed that on Global level, there has been a complete transformation about the role of women in the society. More awareness is being created with regard to incorporating gender perspectives in policy-making and the adoption of gender-inclusive approaches in the implementation of development-related goals in order to empower women



The achievement of this goal is seen as the attainment of peace, justice and sustainable development.

woman empowerment is measured by five dimensions that may be considered to represent the expansion of choice and freedom of women to make decisions, as well as to take the actions which are necessary to influence their life outcomes.

These are:

- Economic decision making,
- Household decision making,
- Freedom of movement,
- Ownership of property, and
- Political and social awareness.

These dimensions are completely based on the central meaning of women's empowerment,

And their fundamental right in family, society and nation.

However the empowerment of women is one of the vital issues of development, particularly in developing countries, where they appear to form the largest of the poor, marginalized and vulnerable group. Like in Africa, where we observed poor and under-representation, with little or no decision-making power accorded them. As they usually have little or no choice regarding their course of life as well as little or no opportunities to improve their condition. Thus in such nation empowering women is critical issue as it will help to unlock their potentials, which in turn make them able to improve not only their standard of living and quality of life, but also the welfare of their family. Which ultimately lead to an effective strategy to alleviate the problems of poverty.

It is not surprising therefore to find that women empowerment is included in one of the United Nations Millennium Development Goals (MDGs), which is "promote gender equality and women empowerment" (The Millennium Development Report, 2006).

Data collected from the various survey around the world show that education positively associated with the empowerment of women. Educated women are more effective not only at improving their own well-being but also that of their family. They are better equipped to absorbed the most benefit from existing services and opportunities and to generate alternative opportunities, roles, and support structures. These empowering effects of women's education are





manifested in a variety of ways, including increased income-earning potential, ability to bargain for resources within the household, decision-making autonomy, control over their own fertility, and participation in public life.

#### 1.4 Women's Educational attainment and Decision-Making Roles

##### 1.4.1 Theoretical perception

The theoretical study of the women Empowerment always say that education develop the women with awareness and knowledge required to make beneficial life choices, it help them to increases their ability to access resources and services, it enables them to become informed consumers and citizens, which inculcates a feeling of self-worth, and increases their ability to challenge and make accountable those who hold power and authority

Even education can improve knowledge of health and nutrition, improving the situation of both the woman herself and her children.

It also improves women's economic opportunities by providing them with useful skills, especially for paid employment. Last but not least, education improves women's bargaining power in relation to their husbands, much like an increase in income would, leading to more advantageous outcomes, it is often assumed that education enhances women's well-being and gives them a greater voice in household decisions, more autonomy in shaping their lives, and better opportunities for participating in the community and labour market.

##### 1.4.2. Practical perception

The study of the survey show that nearly 37 percent women's are illiterate whereas 28 percent women respondents were primary literate only 3.8 percent respondents were highly educated. It indicate that this is the first generation of the education of the sample area. As we discuss earlier education help them to become financially independent it show that out of 66 literate women only 45 women respondents were financially independent and nearly 60 women's were financially dependent on the family in which indicate that 21 women's though they are educated.

Table 1.1

Percentage of educational level

Educational level	frequency	percentage
Illiterate	39	37.14
primary	20	18.09
Secondary	10	9.52



Higher Secondary	15	14.28
Graduate	17	16.20
Post Graduate	04	3.80
Total	105	100

Another interesting fact was observed that nearly 70 women's are able to take decision about the household matter like cooking, purchase of vegetables etc. only 14 women's out of 45 working women's are able to take decisions about the financial matters of the family. Whereas out of 60 financially dependent respondent in that 39 were illiterate, nearly 40 women's were participated in the decision making in the family financial matters. Obviously age, their position in the family (Mother/Mother in law) is the major factor responsible for it .

It raise the question in mine that can really an education and financial dependent make them strong in the assessment of the decision making.

It has also been observed during the interviewed many unmarried respondents are successively able to participate in the decision making process of family matters, Many married respondents said that before marriage they were participated in the decision making of family matters in their parents house but now after marriage that freedom is not allow to enjoy as all decisions were either taken by husband or in-laws.

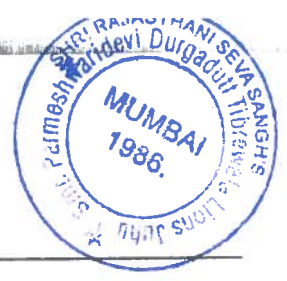
Even many working women's said that though they are earning but still they are not financially independent as they have to give their salary either to her husband or the in laws. If a woman's income does not permit her to have these advantages, there is no use of her economic power

Very rarely they take individual decision about the social matters like attending family functions.

Surprisingly very passive response was given by the respondent about the political matter. Majority of them are not even aware about the government policies given by the government for their upliftment. They not even aware about their rights.

### 1.5 Conclusion

'Empowerment', is not a product of a revolution but of evolution . It is process which has to be initiated and nurtured carefully. To think that all the educated and employed women are empowered is a fallacy. We witness incidents of highly educated and economically powerful women like film stars, lawyers, scientists etc, attempt and commit suicide, whereas the rural,



uneducated , illiterate and poor women face the challenges of life courageously even after the suicide of their husbands (farmers) due to indebt ness.

Education alone can not empower a woman. It the prime duty of the parents that along with education they have to mould them with certain other qualities of life such as, positive attitude towards life, strength of character, courage and confidence in facing crisis, definite goal in life and the aspirations and efforts to reach that goals.. Money alone can not assure dignified life. Women should realise that they should strive for gender equity and that would become a reality only if they understand their self worth. Others can not fight their battle for that they have to prepared with the number of weapons like education and self respect,

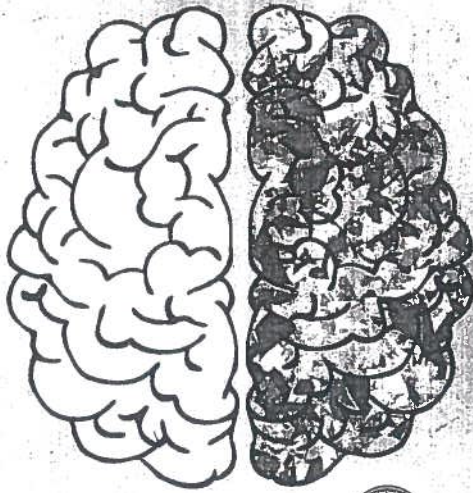
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**Ajanta Prakashan**



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