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## NAAC

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#### Criterion 3 - Research, Innovations and Extension

##### 3.3 Research Publications and Awards

##### 3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years

| Sr. No. | Year      | No. of Published Papers |
|---------|-----------|-------------------------|
| 1       | 2022-2023 | 07                      |
| 2       | 2021-2022 | 11                      |
| 3       | 2020-2021 | 04                      |
| 4       | 2019-2020 | 14                      |
| 5       | 2018-2019 | 03                      |
| Total:  |           | 39                      |

PRINCIPAL

## A Study On Psychology Of Retailers For Use Of E-Commerce And Its Impact On Retail Business In Kachchh Region

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### Abstract:

The research paper involves study of emerging trends of retail business over a period of time. This paper highlights the changes which has totally changed the face of retail business with introduction of electronic commerce. E-business is a way of leading business over the Internet. However, it is a moderately new idea, it can probably alter the conventional type of retailing business. As of now it effects such huge areas as communication, financing and retail exchange and holds guarantees in regions like schooling, wellbeing and government. The linking of Electronic Commerce and Business will acquire a revival showcasing capacity. As its present freedoms to draw near to the consumers to bring them inside the firm, to investigate new item thoughts and pertest them against genuine consumers of the firm. The paper also focuses on how much retailers are affected with E-business. The research aims at finding both pros and cons of E-commerce on retailers.

In the time of Globalization, huge advancement in science and innovation has attained changes to the world of business, commerce, banking and showcasing. Electronic trade extends the commercial center to public what's more worldwide business sectors. It lessens the expense of making handling, dispersing and recovering paper-based data. The Importance of E-Commerce is exceptionally wide on the grounds that it diminishes the exchange cost. Decreased exchange cost prompts purchaser strengthening. In short E-Commerce is achieving an exceptionally huge change in business and promoting.

**Keywords:** Retail Industry, Innovation and Changes, E-Commerce, Web-business

### 1. Introduction

Online business basically affects business expenses and usefulness. Online business has a prospect to be broadly embraced because of its basic applications. Accordingly, it has a huge financial influence. Electronic Commerce gives the ability of trading items and data on the internet and other online platform. Electronic trade or web-based business indicates to a wide scope of online business exercises for goods and services. Electronic trade is changing the commercial center by changing firms' plans of action, by shaping relations among market entertainers, and by adding to changes in market structure. It is hard to single out the impact of electronic trade. A few organizations tend to three subjects associated with electronic trade and the authoritative changes it involves: changes in business models, changes in market construction and openings for financial development made by authoritative change.

### 2. Review of Literature

Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a broad view of electronic commerce

within organizational systems in "E-commerce and its impact on operations management", describing it with reference to E-trading and expanding- how it has pervaded every field of business. The paper identifies the new role played by earlier internet applications like e-mail and electronic data interchange and details the revolutionary changes brought by the internet technologies in manufacturing, marketing, purchasing, design, production, selling and distribution, warehousing and human resource management. Internet based technologies have enabled businesses to contract development, purchase and procurement cycles, maintain up to date product and market information, significantly increase the speed of communications and increase the quality of customer relationships by facilitating close contact and constant communication. The paper studies in detail, the importance of web-based technologies in different business operations, thus improving their efficiency through effective B2B E-commerce.

Mishra & Kotkar (2015) touched the development of B2C e-commerce in "A Study on Current Status of E-Commerce in India: A Comparative Analysis

# A Study On The Psychology Of An Indian Customer Towards Digital Banking With Reference To Kachchh Region

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## Abstract

**Background:** Digital banking is a result of tremendous changes that are taking place in the field of information technology. It plays an important role in the process of changing a cash-based economy to a digital economy. It includes services like ATM, Mobile banking, Internet banking, UPI (Unified payment interface), Digital wallets, etc. With the help of these services customers as well as banks can perform their tasks faster and in better ways as compared to traditional banking. For customers it's a door to perform transactions from anywhere at any time whereas for banks it's a great solution for reducing operational costs. It also helps in achieving environmental goals through reduced usage of paper by providing various banking services online. However, despite of having so many advantages digital banking still has some problems that creates the obstacle in the path of digitization.

**Objectives:** The objective of this paper is to understand the customer's perception regarding digital banking services as well as the comforts which the user gets while using digital banking services. This research also deals with the everyday obstacles faced by the customers while using digital banking services.

**Methods:** The study consists of a survey of 500 people of Kachchh district who were using digital banking services. The data was collected using a structured questionnaire which is prepared in hard copy as well as soft copy through Google form for the convenience of people. The analysis of the collected data has been done by using descriptive statistics such as percentages and frequency distribution. The variations of the opinions among various categories are found by applying Mann-Whitney test and Kruskal-Wallis test.

**Conclusions:** The study found that people are more likely to use digital banking for fund transfer, Mobile/DTH recharge and bill payments. The main reason for using digital banking is to save time, it's faster services and it's 24\*7 availability. The study concluded that people of Kachchh district face different types of problems and frequency of facing such problems is rare however there are some problems which are often faced by some of the respondents and among them the most often faced problem is unavailability of cash is ATM machine which is the main issue in case of rural areas.

**Keywords:** Digital Banking, Problems, Kachchh.

## 1. Introduction

The invention of the Internet has converted the world into a global village. With the help of the internet, people can carry out their banking transactions from anywhere at any time. The implementation of the internet has helped banks to provide their customers faster and better banking services to help them utilize their time properly. "We need banking but we don't need banks anymore" (Bill Gates) because now banks operate 24\*7 digitally. All the traditional banking services provided by the bank are now available online. Customers are no longer willing to stand in a queue or to visit the bank branch to complete their banking transactions. With the availability of all the banking services online, banks can meet their customer expectations. Sweeping changes that are taking place in the field of information

technology has resulted in tremendous development in the Indian banking sector. Even after the implementation of cutting edge technology in the banking sector and providing customers the comforts to do their banking transactions from their homes, many people still don't use Digital banking facilities. The main reasons behind this are security concerns, illiteracy, Unwillingness to adopt a new way of banking.

## 2. Literature Review

Bishnoi & Kumar (2011) studied problems faced by customers while using internet banking services by conducting a survey of 750 internet banking users. The study found that at the time of using internet banking, respondents face different types of problems frequently such as "Transactions



## A STUDY ON VARIOUS SCHEMES FOR MSMEs: WITH SPECIAL REFERENCE TO SIDBI

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### THEORETICAL

The Micro, Small and Medium Enterprises (MSME) area is a significant mainstay of the Indian economy by way for making work for around 73 million people through 31 million units, fabricating in excess of 6,000 items, contributing around 44% to assembling yield and around 40% of products, straightforwardly and in a roundabout way. The Small Industries Development Bank of India (SIDBI) is as a pinnacle and the foremost monetary establishment for advancement, supporting and improvement of the Micro, Small and Medium Enterprises (MSME) area and subsequently arranges of the elements of different organizations occupied with comparable exercises. The SIDBI at the peak level backings the MSME area to acquire the required strength and has acquainted different plans and drives with meet the shifted needs of the area. Subsequently in the current paper there is a detail investigation of different plans which are given by SIDBI to the advancement of MSMEs.

**CATCHPHRASES:** MSME, Credit Rating, E-limiting

### PRESENTATION

The Micro, Small and Medium Enterprises (MSME) area is a significant mainstay of the Indian economy by way for making work for around 73 million people through 31 million units, fabricating in excess of 6,000 items, contributing around 44% to assembling yield and around 40% of products, straightforwardly and in a roundabout way. In 2006, the Government of India established Micro, Small and Medium Enterprises Development Act to work with the advancement, improvement and to upgrade the intensity of the Small and Medium Enterprise area. As under the demonstration these endeavors have been arranged into three classifications viz. miniature, little and medium endeavors. The endeavors have been partitioned into these classifications based on the speculation made by such ventures. As far as possible indicated under the demonstration are different for assembling area and administration area endeavors. In assembling area, an endeavor with interest in plant and hardware not surpassing Rs. 25 lac is named miniature endeavor, speculation of more than Rs 25 lac yet not surpassing Rs 5 crore is delegated little undertaking, and with venture of more than Rs 5 crore however not surpassing Rs 10 crore is named medium ventures. Notwithstanding, in help area an undertaking with interest in hardware not surpassing Rs. 10 lac is named miniature venture, speculation of more than Rs 10 lac yet not surpassing Rs 2 crore is delegated little undertaking, and with venture of more than Rs 2 crore yet not surpassing Rs 5 crore is named medium endeavors. Accordingly, as far as possible have been generally higher for the endeavors in assembling area when contrasted with that in help area as indicated for the miniature, little and medium undertakings. The Small Industries Development Bank of India (SIDBI) is as a peak and the essential monetary foundation for advancement, funding and improvement of the Micro, Small and Medium Enterprises (MSME) area and in this way arranges of the elements of different organizations occupied with comparative exercises. The SIDBI at the summit level backings the MSME area to acquire the required strength and has acquainted different plans and drives with meet the changed necessities of the area.





## EFFECTIVENESS OF FINANCIAL ASSESSMENT OF MUDRA LOANS ON DEVELOPMENT OF MICRO AND SMALL ENTERPRISES

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### ABSTRACT

Pradhan Mantri Mudra Yojana (PMMY) is a flagship scheme of Government of India to "fund the unfunded" by bringing such enterprises to the formal financial system and extending affordable credit to them. It enables a small borrower to borrow from all Public Sector Banks such as PSU Banks, Regional Rural Banks and Cooperative Banks, Private Sector Banks, Foreign Banks, Micro Finance Institutions (MFI) and Non-Banking Finance Companies (NBFC) for loans up to Rs 10 lakh for non-farm income generating activities. The scheme was launched on 8th April, 2015 by the Hon'ble Prime Minister. This paper studies the effect of mudra loan on small and micro enterprises in terms of income generation, business expansion, standard of living, and employment generation in the process. The research is socio-economic research. Paper used Schedule to conduct personal interviews to collect data from 96 respondents using convenience sampling. It was found that to some extent, the schemes have been successful in providing loans to MSME sector. The enterprises are benefitted due to collateral free mudra loan in terms of income generation and business expansion. But there was no significant effect on employment generation and standard of living as proved from the data collected from the respondents due to mudra loan. Also, no significant improvement in human development index was found among the respondents. No significant improvements in quality of food and nutrition were found as informed by the respondents. Financial independence has not been achieved for the women entrepreneurs.

**KEYWORDS:** Effective, Mudra Loan, SME Finance, Income Generation, Business Expansion, Standard of Living, Employment Generation.

### INTRODUCTION

An economy like India with a population of more than 1.3 billion cannot sustain, if it does not have vibrant small, medium, and micro enterprises (MSMEs) to create jobs for the burgeoning population. According to the World Bank report, growth alone won't be enough for other developing countries to achieve the higher employment rates. More than 1.8 million young people in South Asia are expected to reach their working age every month through 2025. Economic growth creates jobs in the region is good news, said Martin Rama, Chief Economist of the South Asian Region. However, providing the young entrants with opportunities while attracting more women to the labour market will require even more employment for every point of economic growth. Today small, micro and medium scale provide employment to more than 20% of the working population in India (Indian Institute of Banking & Finance, 2013). So, it is necessary that this MSME enterprises are provided with government support in the form of loans, training, exposure, and support in marketing of their products. The pillars of economic development in India are micro, small, and medium-sized enterprises. They make up 45 percent of the country's GDP with more than 30 million SMEs units in India. After agriculture, MSME is the second largest sector to generate jobs. MSMEs in India contribute 30.27 to the GDP of the country. Approximately 31% of the total exports and production, while 45% and 34% of the total are provided by MSMEs in India. The Government recently took several steps to boost manufacturing in

## Digital Accounting

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**Abstract :** The word digital refers to digits or numbers; However, in the computer science dictionary the term represents information between 0s and 1s, which can be read, written and stored by a machine. Digital accounting, as its analog counterpart, represents accounting information in digital form, which can then be manipulated and transmitted electronically. Digital accounting does not have a standard definition but simply refers to changes in accounting due to computing and networking technology. Accounting, the art and science of measuring business performance, has evolved, along with business, with more information technology.

**Key words:** Digitilization, Digital Accounting, Market, Software, E-business.

**Objectives of Digital Accounting :** Digital transformation is all about educating employees about the benefits of new ways of working and encouraging them to embrace new technologies instead of fearing them. Setting goals is important for two reasons:

- \* Objectives give everyone involved in the project a clear understanding of what they are working towards and where their focus should be, motivating them to make changes.
- \* Objectives allow you to assess, track and measure project performance, keeping everything and everyone on track for success.

**What is Digital Accounting? :** Digital accounting, also known as computerized accounting or electronic accounting, is a system that leverages digital technologies to manage financial data. The rise of digital accounting has transformed how businesses record, process, and report their financial information. Digital accounting tools and software applications can automate many routine financial processes, such as bookkeeping, invoicing, and bank

reconciliations, reducing the risk of errors and improving the accuracy of financial data.

Digital accounting systems allow businesses to store and access their financial data electronically, making it possible to monitor their financial performance in real-time. This means that businesses can have access to timely and accurate financial information that enables them to make informed decisions. Furthermore, the integration of digital accounting systems with other software applications such as customer relationship management (CRM) and enterprise resource planning (ERP) can enable businesses to streamline their operations and optimize their overall business processes.

In addition to streamlining financial processes, digital accounting offers several other benefits to businesses. For instance, with digital accounting, businesses can reduce the costs associated with manual accounting tasks and the need for physical storage space. Digital accounting can also enhance the security and privacy of financial data by providing access controls and audit trails to ensure data is secure.

Another advantage of digital accounting is that it enables businesses to access financial data from anywhere and at any time, as long as there is an internet connection. This means that businesses can access financial data remotely and make decisions based on that data, regardless of their location.

In conclusion, digital accounting is a game-changer in the field of accounting, allowing businesses to streamline their financial processes, gain real-time access to financial data, and make better-informed decisions. It offers businesses many benefits, including improved efficiency, reduced costs, enhanced data security, and increased accessibility. As the world becomes more digitally connected, it is likely that digital accounting will continue to grow in popularity and transform the way businesses manage their financial data.

## Financial Market

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**Abstract :** Financial markets are critical components of modern economies. They are essentially platforms where buyers and sellers can interact and trade financial assets. These assets can include stocks, bonds, currencies, commodities, and derivatives. The purpose of financial markets is to facilitate the transfer of capital from those who have it to those who need it. This is done by matching buyers and sellers and determining the price at which assets are exchanged. The market price of an asset is determined by the forces of supply and demand, which are influenced by a wide range of factors including economic conditions, geopolitical events, and investor sentiment. There are several types of financial markets, including primary and secondary markets, money markets, and capital markets. Primary markets are where newly issued securities are sold to the public for the first time. Secondary markets, on the other hand, are where previously issued securities are traded between investors. Money markets are used for short-term borrowing and lending, while capital markets are used for longer-term investments. Financial markets are vital to the functioning of modern economies because they provide a means for companies and governments to raise capital. By issuing stocks and bonds, companies can finance new projects and expand their operations, while governments can fund infrastructure projects and social programs. Investors, in turn, can use financial markets to invest their capital and earn a return on their investment. However, financial markets are not without risks. The value of financial assets can be affected by a wide range of factors, including economic conditions, interest rates, and inflation. Financial markets are also subject to volatility, which can be caused by sudden changes in market sentiment or unexpected events such as natural disasters or political unrest. Financial markets play a critical role in modern economies, providing a means for capital to flow from those who have it to those who need it. While they are not without risks, they are an essential component of a healthy and vibrant economy.

**Keywords :** Financial markets, Capital, Stock Exchange, Money etc.

**Objective of Financial Markets :** The objective of financial markets is to facilitate the efficient transfer of capital between investors and borrowers. Financial markets provide a platform for buyers and sellers of financial assets to come together and exchange those assets at a price determined by supply and demand. In doing so, financial markets serve several key functions. **First** and foremost, financial markets allow companies and governments to raise capital by issuing stocks and bonds. By doing so, they can finance new projects, expand their operations, or fund social programs. This enables these entities to grow and create new jobs and economic opportunities. **Secondly**, financial markets provide investors with an opportunity to earn a return on their investment. By investing in financial assets, such as stocks or bonds, investors can earn dividends, interest payments, or capital gains. This provides a means for individuals and institutions to grow their wealth over time. **Thirdly**, financial markets provide a means for investors to manage risk. By investing in a diversified portfolio of assets, investors can spread their risk across different companies, sectors, and asset classes. This can help to mitigate the impact of negative events that may affect any one company or sector. **Fourthly**, financial markets help to allocate resources efficiently. The prices of financial assets reflect the underlying fundamentals of the companies or entities that issue them. As such, financial markets provide a means for investors to evaluate the value of different investment opportunities and allocate their capital accordingly. The objective of financial markets is to provide a platform for the efficient allocation of capital between investors and borrowers. By doing so, financial markets play a critical role in driving economic growth and creating new opportunities for individuals and institutions alike.

**Indian Financial System :** The Indian financial system is a complex network of financial institutions, markets, and regulators that operate in the country. It plays a crucial role in driving economic growth and development by facilitating the efficient flow of capital between investors and borrowers. The Indian financial system is comprised of several key components, including commercial banks, non-banking financial companies (NBFCs), insurance companies, mutual funds, stock exchanges, and regulatory bodies such as the Reserve Bank of India (RBI) and the Securities and Exchange Board of India (SEBI). Commercial banks are



## EVALUATION OF PERFORMANCE OF SELECTED PUBLIC AND PRIVATE BANKS - A COMPARATIVE STUDY BASED ON PL-CAMEL MODEL

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### ABSTRACT

Now a day each and every country is facing environmental problems in some way or the other and for solving such problems the concept of sustainable development growth has emerged. Since the concept of sustainable growth was introduced, nations all over the world have started implementing it. Currently, sustainable growth is a top goal for all the countries and India is not an exception. Banking sector is one of the important sectors which can help the nation in achieving their goal of sustainable development as banks performs the functions of accepting and lending the finance, it can focus on lending their money in priority sectors which can help the country in achieving the goal. Therefore, it is very much needed that the performance of the major banks should be evaluated and compared at regular intervals so that the government can take proper policy decisions on attainability of the goal of sustainability. Here in this research an attempt has been made to evaluate and compare the performance of selected public and private sector banks based on PL-CAMEL Model over a period of three years from 2018-2019 to 2020-2021. The secondary source of data is collected from RBI website. It is concluded from the research that the performance of private sector banks is far better than the public banks and HDFC bank is leading with excellent performance. In case of Priority Sector Advances, the performance of Canara Bank and Kotak Mahindra bank is better than the other selected banks.

**Keywords:** Sustainable Growth, Private Sector Banks, Public Sector Banks, PL-CAMEL Model

### INTRODUCTION

Undoubtedly the nation's economic situation is greatly influenced by the banking industry. Banks must be effective and efficient in order to run the economy of a country, both in terms of how they operate and how they accept new methods and technology. Among the banks the major role players are commercial banks which include public sector banks, private sector banks and foreign banks. If we talk about competitive performance evaluation, then the two groups on common platform are public banks and private banks. Sustainable growth is a major focus across all industries and banking sector is not an exception. Sustainable Growth is a growth rate that can be maintained without leading to other serious economic issues, especially for future generations<sup>1</sup>. Bank's can play a major role in achieving the countries sustainable development goal by its functioning specially by lending money to priority sectors. Priority sector lending is when money is given to an economic sector which could not otherwise get timely and sufficient credit. The Reserve Bank of India has given banks a responsibility so that they can allocate a specific amount of bank lending to a few distinct sectors, such as agriculture and related industries, micro- and small businesses, education, housing for underprivileged, and other low-income groups and weaker sections. Instead of concentrating solely on the financial sector, this is primarily intended for the development of the economy as a whole.



## POST DEMONETIZATION IMPACT OF PROFITABILITY AND LIQUIDITY ON SELECTED NATIONALISED BANKS OF INDIA BY USING CAMEL MODEL

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### ABSTRACT

*In the present study attempt to analyze the impact of profitability and liquidity on selected ten (10) nationalised banks of India after demonetization with the help of CAMEL model. The financial performance evaluation of banking sector were judged on five (5) different components under the acronym C-A-M-E-L: Capital adequacy, Asset quality, Management efficiency, Earnings capacity and Liquidity from the components we are selected three (3) parameters management efficiency, earnings capacity and liquidity for the study. Here, some ratios are selected under these three (3) parameters to analyze the profitability and liquidity of selected nationalised banks of India. The period of the study has been taken for three (3) financial years of post demonetization 2017-18 to 2019-20. Hypothesis has been tested with the help of Single factor ANOVA. It has been resulted that there is no significant impact of profitability and liquidity on selected nationalised banks of India after demonetization.*

### KEY WORDS

Demonetization, financial evaluation, black money, currency note, CAMEL model, Nationalised banks.

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### 1. INTRODUCTION

The government of India was declared that Rs.500 and Rs.1000 bank note totally remove from circulation in the market on 8<sup>th</sup> November 2016 and introduced Rs.500 and Rs.2000 new bank note of Mahatma Gandhi series. The main intention behind Demonetization block terror fund, black money and enhance digital transaction. It was third time demonetized of Indian currency note. The first was removed Rs.1000 and Rs.10000 bank note from circulation in the market on 12<sup>th</sup> January 1946 and renew Rs.1000, Rs.5000, and Rs.10000 currency note in the year 1954. Second time declared on January 16, 1978 while Morarji Desai prime minister of India at the time demonetized high value bank note Rs.1000, Rs.5000, and Rs.10000.

Demonetization affected all sectors of economy, but it was extremely affected on liquidity management and banking operation for the short time. RBI has managed their excess liquidity in four phases in the First phase from 10<sup>th</sup> November 2016 to 25<sup>th</sup> November 2016 RBI applied changing reverse repos of different time periods ranging from 15 days to 91 days for adjusted excess liquidity of banks. Second phase from 26<sup>th</sup> November 2016 to 9<sup>th</sup> December 2016 surplus liquidity managed with the variable reverse repos and the incremental CRR of 100% on the increase in difference between the sum of demand and time liabilities from 16<sup>th</sup> September to 11<sup>th</sup> November 2016. Third phase from 10<sup>th</sup> December 2016 to 13<sup>th</sup> January 2017 excess liquidity was managed by issuance of cash management bills through an enhancement of the limit from Rs. 300 billion to Rs. 6,000 billion on 2<sup>nd</sup> December 2016 and mix of various reverse repos. Fourth phase from 14<sup>th</sup> January 2017 excess liquidity was managed by mix of reverse repo operations, specially the liquidity released by maturing cash management bills.

The step of demonetization enhanced liquidity of the scheduled commercial banks of India and banks invested their surplus amount in various investment opportunities which helped the banking sector to increase their profitability. There was a net increase in currency circulation Rs.2.6 lacs crores and



**THE NEED OF INCLUSIVE AND PLURALISTIC SOCIETY: A CRITICAL READING OF  
SABEEHA REHMAN'S *THREADING MY PRAYER RUG***

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**Abstract:**

To be independent is key requirement for to be free in every walk of life. The demand for inclusive, pluralistic and independent atmosphere for living life is increasing day by day. The Muslim women have also come ahead to stress on the significance of the pluralistic and democratic societies for their empowerment. The last two decades have witnessed ample of memoirs showing women's quest for the society which should be inclusive and pluralistic. They have praised those societies and nations, where everyone is accepted without considering one's gender, religion, caste and color. The memoirists who have migrated from Middle East and South Asia to USA are major memoirists who have raised their voice for societies which do not see gender inequalities. The majority of the nations of the world have not succeeded to erase the gender inequalities in several fields. The women are considered belittle and weak gender than that of the men. Many Muslim women memoirists have targeted the nations of Middle East and South Asian countries for segregating men and women.

Sabeeha Rehman is a Pakistani American memoirist who has narrated her experiences of Pakistan and America in her book called 'Threading My Prayer Rug'. She has portrayed Muslim women living in Pakistan and USA. She has delineated her incidents of USA as an activist after her marriage. She is amazed to see that women are considered equal in every field and they are not segregated or not considered weak gender. This atmosphere changes Sabeeha Rehman who was once timid, afraid and hesitant. The democratic and inclusive behavior of America makes her realize her existence worth. She advocates for this pluralistic culture. The propose paper aims to bring out Sabeeha Rehman advocating for the inclusive societies. It studies how women become independent and confident in democratic societies.

**Keywords:** Muslim women Memoirists, Inclusive and Pluralistic societies, gender equality, the third world nations, cultural misinterpretations etc.

**INTRODUCTION:**

Recently, women empowerment movements are taking place all over the world. The women from all over the world have understood that being marginalized will not help them to grow properly. They are set to believe as subordinate gender. The customs, rigidity, harsh rituals and misinterpretations of the cultures have demoted their position in society but this scenario is changing all over the world. The studies show that the Muslim women, who are believed to be typical, passive worthless being, have also come forward to change this situation. They have ensured that they would not be captive any longer under the harsh patriarchy. The education and literacy has vital influence over Muslim women's mind. There are several Muslim women who have broken the barriers laid on them. Their demand is to consider them equal with men.

**A WOMAN'S QUEST FOR BECOMING ECONOMICALLY SELF RELIANT: A CRITICAL  
STUDY OF ZARQA NAWAZ'S *LAUGHING ALL THE WAY TO THE MOSQUE***

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**Abstract:**

It is very essential for one to feel responsible and boost morale. Those who are financially well set, they are able to take their own decisions. One does not need to depend on anybody if he or she is financially self reliant. Generally it has been set out that men shoulder the responsibility to earn money and women play a role of housewives in most cultures. Nursing the children, feeding them, cooking, stitching and washing at home, are the task which have been assigned to women. In many societies women have accepted these roles willingly or unwillingly. In last decades the ratio of education has increased in all over the world. In those cultures women were unseen doing jobs, selecting careers have also changed and they have provided opportunities for equality in economical fields, jobs, careers and business. The studies reveal that there are several literary works which narrates women's struggle for selecting career and doing job. The proposed paper aims to study one Muslim woman's journey for becoming economically independent and her efforts to select a career as a documentary movie maker in Canada. The paper aims at reading Zarqa Nawaz's funny and vivid memoir and finding out her journey as a documentary movie maker.

**Key Terms:** Culture, Segregation of task, Self reliance in literature, Emancipated Muslim women

**INTRODUCION:**

*"Remove that protection, expose them to the same exertions and activities, make them soldiers and sailors and engine-drivers and dock labourers, and will not women die off so much younger, so much quicker... Anything may happen when womanhood has ceased to be a protected occupation."*

- Virginia Wolf

The studies reveal that the set rules and traditions have internalized passivity in women. Those women, who can break the set traditions and come out as a strong being was prophesied by Virginia Wolf in her *Room of One's Own*. Wolf had urged the womanhood to become independent economically as it was key aspect to feel self reliant and responsible. She had targeted the Western patriarchy, which rarely created any chance for women's economical freedom. The same condition and plight prevail in many cultures of the world but it is crystal clear that the women in all over the world have started responding what Wolf had uttered out in her book. The discourses on Muslim women show that they are rather willing to do household jobs than to handle outside works. Particularly West Asian women stick to the household tasks. Those from them have travelled abroad or brought up in abroad, have changed their minds and paved their ways to carve their niche. Zarqa Nawaz is Pakistani Canadian Muslim woman who has made documentary movies, plays and she has also written comedy plays.

Nawaz has crafted a beautiful memoir named 'Laughing All the Way to the Mosque'. The memoir arouses

**TRAUMA OF VIOLENCE IN THE STORIES OF SAADAT HASAN MANTO****Avani Ved**

Research Scholar, KSKV Kachchh University

[avanibhatia34@gmail.com](mailto:avanibhatia34@gmail.com)**Dr. Manish K. Pandya**

Principal, Tolani Commerce College, Adipur, Kachchh, Gujarat.

[mpandya244@gmail.com](mailto:mpandya244@gmail.com)**Abstract:**

The authors of the partition narratives were individuals who made it through the division. They had experienced all the hardships, identity crises, and violence—possibly not physical violence, but violence that was cultural and symbolic in character. The idea of trauma created by Cathy Caruth in her book, *Unclaimed Experience*, could be used to examine various partition stories. The majority of Saadat Hasan Manto's work has been translated into English; however his short stories are most frequently read in Urdu. Manto's partition tales are fiction, but because they are based on reality, they are fictions or more realistic because they are fiction. The majority of his tales portray the bloodshed that occurred during the He has written about prostitution and sexuality very openly. His stories have the impact of trauma that was felt as he was one of the victims of partition consequences. This paper aims at doing the analysis of short stories from trauma perspective. The select short stories are “The girl from Delhi”, “A tale of 1947”, “Colder than Ice”, “Bitter Harvest”, “The Woman in Red Rain Coat” etc.

**Keywords:** Trauma, identity crises, violence, partition.**Introduction**

In the introduction to *Mottled Dawn*, Danial Mueenuddin provides a critique of Manto. Manto, according to all accounts, was a kind, wounded, and disorganized guy, making him a good candidate to consider these massacres in his novel, where his tenderness would blend with their brutality. He also mentions Manto's storytelling strategies. He claims that his stories generally gave the reader the feeling of artlessness and effortlessness, which is a highly challenging feat. His tales are brief, spanning only a short amount of time. His endings are the greatest. The only response that can be had is to express horror. Alok Bhalla provides a brief overview of Manto's stories in the introduction to *Stories about the Partition of India*, volumes I to III. He says that, Manto's stories are more realistic and more shocking records of those predatory times. He claims that Manto is aware that forgiveness is impossible following this level of damage. Manto describes his characters as being quite monstrous. Nothing can be recovered, and mankinds have been reduced to the level of a beast. Because of the way Manto portrays people, language can be deceiving and regular individuals might turn into merciless murders in his stories.

The narrative *A Girl from Delhi* The killing that was occurring as a result of partition is discussed in the opening paragraph. When the girl Nasreen Khan discusses Jinnah Saheb, a man who toiled so hard to create a new nation for Muslims, the story also reveals a sort of utopian viewpoint that

**TRAUMA OF VIOLENCE IN THE STORIES OF SAADAT HASAN MANTO****Avani Ved**

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## Clash and controversy between Muslim women's belief in modesty and social media

By

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### ABSTRACT

*The terms 'culture' and 'media' are vastly studied today. Many studies have been held focusing on the above terms. Undoubtedly, media and culture inter-influence each other. Today's generation's life style is colored and influenced by media. Particularly youth is more influenced by it. The youth has become able to express their yearning and expectations. The proposed research aims to study the influences of the social media on the Muslim society and particularly on the Indian Muslim women. The paper is about to show the changing behaviors of the Muslim women and it is also an effort to study whether the use of recent social media applications is sign of women's freedom or blind imitation. The paper focuses on pro woman and working woman as well as it will have a look at the matter whether women's educational ratio has increased after the use of social media or not.*

*It has been seen that several Muslim women have started online business which has made them economically stronger and it has helped them to create their identity as working women in the recent world. The recent feminists have also stressed on women's economic condition. For many Muslim women, it is very difficult to step out the threshold because of the religion norms. The paper studies that, being at home does not let the women probe into their existence, but when they use the social media applications, they get connected with the world being at home. They get in touch with the changes taking place in the world and they try to look themselves in the changed world. This mental situation allows them to be free from the customs and rigid norms of the society. They try to give way to their longings looking at other women who live their lives with full liberty. Their unfulfilled rights disturb them and make them realize their poor condition. It results in demanding their rights and raising voice against society. The mentioned research shows the conflict between the women influenced by social media and their culture. The modesty is mandatory aspect in Islam. The paper aims at studying the conflict between modesty and the new trend of fashion in the Muslim women. It is a study how the new generation's Muslim women throw away the dead habits and superstitions laid on them. The paper also shows the social media's negative effects over them and how these women have become victim of the cyber crime and misogynistic comments.*



## Oppression and Resistance: Reflections of Mohan Parmar on Dalit

### Woman in *Beyond the Threshold*

#### Abstract

The current research looks at how Mohan Parmar's short story "Beyond the Threshold" portrays Dalit women's oppression, subjugation, and abject position as women and Dalits. Higher caste people have historically subjected Dalit women to physical and emotional abuse and subjugation. As a method of achieving their vile goals, oppressors take Dalit women for granted. In this short story on the repressed plight of Dalit woman, Mansinh, an upper caste farm owner, despite his admirable friendship with her husband, sexually harasses a Dalit farm labor Revi. Because Dalit women are at the bottom of the social structure, they come across caste prejudice. In a diversified and highly stratified society, caste becomes a deep-rooted factor in the exploitation of Dalit women, as depicted in the short story. The study focuses on caste, a marker of the social status and source of power and privileges, and the concerns of the author induced and articulated in the story against this backdrop. While the story highlights a Dalit woman's struggle outside of the home, it also depicts the limitations placed on her by her family. Revi's life becomes awful through Chaman's connection with Mansinh. Apart from that, the paper tackles Dalit women's independence from such lustful people, with the author pushing for resistance to oppression and servitude as gender roles change over time. In this story, the author's purpose is to increase awareness among Dalit women.

#### Keywords

## **Representation of Partition Aftermath in History, Fictional and Oral Narratives of Sindhi**

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Millions of people were displaced when the division took place in 1947 between India and Pakistan. For themselves, the Muslims had planned an ideal society in the country of Pakistan. Inflamed by the rhetoric of Muslim League leaders, the masses agreed to dislocate themselves just because of a decision made by a few people. It was the world's largest population movement ever. On both sides, there are traces of violence, struggles, and diasporas grief in leaving the real home for a fictitious country. However, it has been reported that Hindus and Muslims in Sindh were united. The conflict was started by Muslims who wanted to take over Sindhi Hindu land after they left India. The people of Sindh saw it as their right to occupy the land. This article will trace the history of partition, as well as fictional and oral stories of partition, and critically analyze them. The researcher has chosen brief fictional stories that have been converted into unbounded recollections by Dr. Rita Kothari. The researcher recorded the oral history that is being discussed here on September 28, 2021. It will be an attempt to track down facts in oral narratives, as well as a fictional storey and how it has been portrayed in historical context. As Dr. Rita Kothari points out in the preface of *Unbordered Memories*, the Sindhi people's experience of partition was distinct from that of Punjabi migrants (particularly in terms of the notion of violence).

### **Introduction:**

It has been 75 years since our country was freed from British colonial power, and 75 years since the Holocaust occurred as a result of partition. The Prime Minister of India has even declared that beginning in 2021, the 14th of August will be designated as Partition Horrors Remembrance Day to honour the struggle and sacrifice of millions of people who were uprooted and died during partition. Partition literature refers to literature that deals with the subject of partition. On partition, countless volumes of stories in Urdu, Hindi, and English have been written. Many stories in the Urdu and Sindhi languages have been translated. There are a plethora of fictitious accounts depicting the horrors experienced on both sides of the border. Many authors began to archive the oral narratives of partition survivors. Many academics have researched the oral storytelling through scientific investigation. In comparison to the violence on the Punjab border, the residents on the Sindh border had a less violent experience. The researchers want to arrive at a conclusion by identifying what was common to all three depictions of what transpired during partition.

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# Enhancing English Language Proficiency through Social Media Communication: Issues and Concerns

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## *Abstract*

*Today's smart graduates need English language ability to compete in today's employment market and obtain a more secure career. English, as the global language, has become a daily component of our personal and professional lives. The information-driven 21st century has revolutionized communication media. The emergence of social media has created new channels for quick communication. We can't deny the popularity of social media apps like WhatsApp, Facebook, and YouTube for exchanging information. These sites are now widely used by young and sophisticated netizens. In today's work environment, new graduates must also have fluency in English, communication, and presentation.*

*Language and communication skills are vital to our personal and professional growth. However, mastery in English requires understanding of all four language skills: listening, speaking, reading, and writing. To determine whether social media communication has a good or detrimental impact on contemporary undergrads' communicative competence, the researcher surveyed 231 commerce undergraduate students. A questionnaire was created and distributed. The data was analyzed both qualitatively and quantitatively. The demographic data were analyzed using frequency counts and percentages, while the study hypotheses were tested using the Chi-square test.*

**Keywords:** *Social- media, Undergraduate Students, Writing Skills, Academic performance, communicative competence.*

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## **Introduction**

English language proficiency is highly demanded today. Being a means of global communication, it has become imperative as it ensures success in personal, occupational and academic fields. Communication skills are essential for any progressive career. The ICT revolution has added many avenues to facilitate communication even educational communication. Writing is perhaps one of the most demanding academic skills. All writing aims at clear and efficient communication. Writing holds a special position in the prevailing pattern of education. Sometimes, it also remains the only way of assessing and evaluating the students' academic performance. Accordingly, the ability to write determines academic achievement/failure.

## **Social Media**

Social media is a tool that uses web and mobile technology to create an interactive discussion. It can be found in periodicals, internet forums, weblogs, social media, wikis, podcasts, and images. Social media is now widely used for information exchange in all fields,

## THE RELATIONSHIP BETWEEN DIVIDEND POLICY AND COMPANY PERFORMANCE : A STUDY ON INDIAN AUTOMOBILE INDUSTRY

**Jyoti I Laljani**, PhD Research Scholar, Department of Commerce & Management, KSKV Kachchh University, Bhuj

**Dr. Kamal H kharecha**, Research Guide, Tolani Commerce College, Adipur - Kachchh

### Abstract

**Background:** Dividend policy is one the most important factor and well research area of Financial Management, but still very less research has been done on this topic.

**Past Study:** This paper adds to the previous knowledge of few authors regarding dividend policy, financial performance, firm value, financial parameters, etc in various sectors of India of last two decades. And based on the past studies statement of the problem is formed.

**Objectives of the Research:** The objectives are framed as identify the association between dividend policy of a firm and its profitability. analyze the effect of dividend policy on firm's Return on Equity (ROE) and the effect of dividend policy on firm's Return on Assets (ROA).

**Hypothesis:** There is no significant effect of EPS, PER & P/E Ratio on ROE across the panel. There is no significant effect of EPS, PER & P/E Ratio on ROA across the panel.

**Methodology & Eligible Data:** Secondary data analysis is used for analysis. The data is quantitative in nature. The companies chosen for analysis are selected on the basis of market capitalization, seven companies are taken for the period of five years from 2015-16 -2019-20.

**Statistical Analysis:** Correlation Matrix of independent variables and multiple regression model were used for analysis and testing of hypothesis.

**Implications of the study:** Dividend policy is the important context of discussion in financial management. The study would be helpful for management, investors & stakeholders as well in many ways. The study will encourage the readers to understand the concepts of dividend policy and to dig deep more in this matter.

**Keywords:** Dividend Policy, Firm performance, Automobile sector, NSE India, Correlation, Multiple Regression

**JEL Classification:**C31, G32, G35, L25

### 1. Background Information

The term dividend policy itself arises lots questions with it, in which few questions are highlighted as (a) does the dividend policy affects the firm's performance? And (b) what are the factors determine dividend policy? As per the earlier studies, Linter (1956) argues that firms expect the desired pay-out ratio, and it could be fulfilled by current earnings and past dividends of the companies. It is one of the complicated and critical features of finance.

It is still unsolved problem of corporate finance even after evolution of dividend theories. It becomes the matter of debate for financial economist.

### 2. Literature survey

**2.1 Dr. P. Chellasamy & L. Jananimanjeeswari** in their study entitled "**Relationship between dividend policy and firm value of select Automobile companies in India**"elaborating the research problem by reviewing the various literatures, by concluding the research problem research question and objectives of the study has been framed. The study was secondary data of top five automobile companies for the period of five years from 2007-08 to 2016-17. To test the hypothesis and fulfill the objectives, correlation and multiple regression analysis were applied. It is seen from the study that there were statistically significant and positive correlation between market value and earning per share.



## IMPACT OF DIVIDEND POLICY ON AUTOMOBILE COMPANIES: AN EMPIRICAL STUDY

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\*Corresponding authors | Received: 05/11/2021 | Accepted: 15/12/2021 | Published: 29/12/2021

**Abstract:** Introduction about dividend policy and their experimental attempts are explained. Definition of dividend in the introduction part is covered. W. A. Adesola & A.E. Okwong (2009) entitled An Empirical study of Dividend policy of Quoted companies in Nigeria. And T. Hussain, Sarwani, Nardi Sunardi & Lisdawati (2020) researched on Firm's value prediction based on profitability ratios and dividend policy. To evaluate the financial performance adopted by quoted companies in India. To determine the concept of dividend in connection with Profitability of the selected companies. To study the relation between profitability and liquidity of selected companies. There is no significant relation between liquidity and profitability of selected companies. There is no significant relation of dividend policy on profitability of companies. Secondary data is collected for the study. In which five automobile companies have been taken on the basis of market capitalisation for the period from 2015-2016 to 2019-2020. To analyses the collected data, various profitability, liquidity ratios has been calculated. To know the financial performance of selected companies one-way Analysis of Variance (ANOVA) & Correlation has been used. The study indicates that there was a correlation between liquidity ratios but no correlation between dividend and profitability in the current period. Studies have shown that profitability & liquidity should be considered in order to give dividend, because profitability ratios affect dividend.

**Keywords:** liquidity ratios, profitability ratios, ANOVA, Correlation.

### 1. Introduction

There is various dividend policy which attempts to explain dividend policy and experimental attempts to support these theories. The word dividend defined as a share of profit after tax which is distributed to the shareholders of the company. In other words, the profit earned by a company after paying taxes can be used for the purpose of dividend or can be retained as surplus for future growth. The biggest question arises when the management has to decide, whether to give more dividend with increase in profits or continue with normal rates.

The statement of problem arises here that how much should a company needs to pay dividend or how much quantifiable amount should be retained. And for this companies Liquidity, profitability, solvency and activity needs to be taken into account.



## FINANCE FOR MICRO, SMALL, AND MEDIUM-SIZED ENTERPRISES IN INDIA: SOURCES AND CHALLENGES

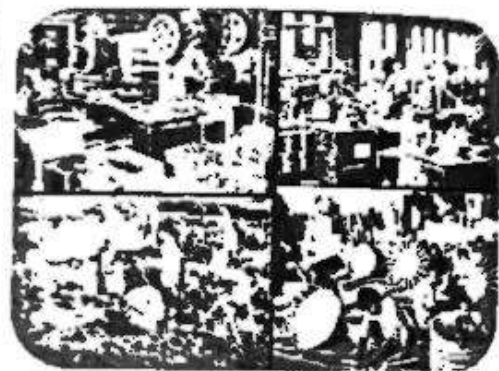
Pal Kavita Kumari Ramnivas Prasad<sup>1</sup> and Dr. Kamal H. Kharecha<sup>2</sup>

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### ABSTRACT:

Finance for smaller than expected, close to nothing, and medium-sized tries (MSMEs) has been a concern for all accomplices including business visionaries, money related foundations, and government affiliations. The imperative objective of the audit was to perceive various hardships looked by MSMEs in getting of cash during different periods of their life cycle. This study is a first-of-its-sort try to focus in on these points of view. The concentrate further researches whether the financial experience with MSME business visionaries is a critical imperative in the ID and use of wellsprings of cash. Data was assembled through confidential gatherings using a coordinated survey from an illustration of 85 MSMEs. The results support the disclosures of various examinations that use of formal sources like banks is by and large little differentiated and relaxed sources like individual and family wealth. The examination found that the essential hardships thoroughly searched in underutilization of formal sources were deficiency of protection assets and nonappearance of money related cognizance of business visionaries. Considering the end that need of cash stands out from the life-cycle period of the MSME, recommendations have been proposed for business visionaries, money related establishments, and system makers.



**KEYWORDS:** Finance, Sources, Challenges, Micro, Sma and Medium Enterprises.

### INTRODUCTION

Smaller than usual, little, and medium-sized endeavors (MSMEs) absolutely hang out in India lately, pondering their fundamental importance to the economy and the country. MSMEs expect a huge part in making work -- 48.8 million MSMEs in the country give work to 111.4 million people. MSMEs in the collecting region alone produce more than 6,000 things and contribute 7.7% of the GDP of the country. Also, MSMEs in the organizations region contribute 27.4% of the country's GDP.

Notwithstanding their responsibility, MSMEs in India face a couple of challenges. They regularly need to keep awake with rapidly changing advances and face the bet of ending up being creatively obsolete. They moreover need to go up against tremendous costs of credit and are regularly distressed to perceive their fundamental serious resources for stay aware of thing standards and quality. MSMEs moreover need to deal with the issue of confirmation of their authorized advancement and with the deficiency of capable workers. Finally, focuses on MSMEs have recognized the meaning of the openness

# A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF PUBLIC, PRIVATE AND FOREIGN BANKS IN INDIA THROUGH CAMEL RATING SYSTEM

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## ABSTRACT

*In today's scenario, the banking sector is one of the fastest growing sectors and many funds are invested in Banks. Also today's banking system is becoming more complex. So, we thought of evaluating the performance of the banks. There are so many models of evaluating the performance of the banks, CAMEL Rating has been considered as one of the widely used tools for judging capital adequacy, asset quality, management capacity, earnings ability, and liquidity of the financial institutions including commercial banks by the principal regulators all around the world.*

*This paper examines the comparative performance of leading public sector, private sector and foreign banks. Data have been collected through annual reports of the consecutive nine years i.e. 2008-09 to 2016-17 of all the banks. The calculated ratios for all the banks interpreted by CAMEL Model parameters. The study concluded that Foreign Banks perform well as compare to Public sector and Private sector banks in terms of Capital Adequacy, Management Efficiency and in Liquidity Management. In term of Assets Quality Private sector banks perform well as compare to Public sector banks and Foreign Banks with lowest average of 1.0973. In terms of Earning Quality Public sector banks perform well as compare to Private sector banks and Foreign banks with higher average of 19.2344. The Overall all financial performance based on CAMEL parameters Foreign banks topped and obtained overall first rank by having average of 14.0047 followed by Public sector banks (11.756) and Private sector Banks (11.2778). On the whole, it is observed that Foreign Banks outperformed public sector and private sector banks with regard to CAMEL framework as a method of measuring and managing performance of the bank under financial measure.*

**Key words:** Camels Rating System, Performance Analysis, Capital Adequacy, Assets Quality, Management Efficiency, Earning Quality, Liquidity Management etc

## POST DEMONETIZATION FINANCIAL PERFORMANCE OF NATIONALISED BANKS OF INDIA BY USING CAMEL MODEL

**Rathod Ghanshyam R.**

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### **Abstract**

The Government of India taken bold step on 8th November 2016 withdraw legal currency note of Rs. 500 and Rs.1000 from the market and introduce new banknote of Mahatma Gandhi Series of Rs.500 and Rs.2000 banknote Under the suggestion of Prime Minister Narendra Modi. The main Objective behind Demonetization block terror fund, black money and enhance cashless economy. Demonetization affected SMEs, small traders, real estate, transport sector, consumer durable goods industry. Not only these sectors but it would be also affect the rural areas business as over there, greater part of the transactions are made in cash. Its effect on Banking Sector is significant as Bank is a center for channeling the legal tender money to all needs of the society. The biggest beneficiaries of demonetization are Banks. So, in this paper try to focuses on the financial performance of Nationalised banks of India after Demonetization, with the help of this study an attempt to be made analyze the performance of selected banks with the help of some ratios of CAMEL model. Here, Period of the study taken three (3) year after Demonetization and selected Ten (10) Nationalised banks of India. Hypothesis has been tested to show that there is significant difference in the financial performance of selected Nationalised banks of India after Demonetization.

**Key Words:** Demonetization, Black money, currency, CAMEL model, Nationalised banks.

### **1. Introduction**

Demonetization is a process of discontinuity of old legal currency note from the market and initiated new currency with revaluation. In simple word said that replaced new bank note from the old bank note series. Demonetization happened three times in Indian history. The first was on January 12, 1946 at that time currency notes of Rs.1000 and Rs.10000 were totally removed from circulation and re-introduce Rs.1000, Rs.5000 Rs.10000 bank note in the year 1954. Second was announced by R. Janaki Raman a senior official of RBI on January 16, 1978. At that time demonetized Rs.1000, Rs.5000 and Rs.10,000 currency note and third was on November 8, 2016 under the suggestions of Prime Minister Narendra Modi. The main objective behind Demonetization block terror fund, black money and enhance cashless transaction. The Government of India took a bold step toward denomination of Rs.500 and Rs.1000 bank note and introduced Rs.500 and Rs.2000 new bank note of mahatma Gandhi series. Demonetization affected all sector of economy, but it was badly affected on liquidity management and banking operation for the short time.

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly or indirectly through capital markets. A financial services of banking sector is play a significant role in growth of economy. So, sound financial system of banking sector is essential for economy growth of country. Evaluation of financial performance of the banking sector is an effective measure and indicator to check the soundness of economic activities of an economy. The regulators have augmented bank supervision by using CAMEL rating criterion to assess and evaluate the performance and financial soundness of the activities of the bank. The CAMEL supervisory criterion in banking sector is a significant and considerable improvement over the earlier criterions in terms of frequency, check, spread over and concentration. RBI recommended two supervisory rating models named as CAMELS and CACS for rating of Indian commercial Banks and Foreign Banks operating in India.

### **2. REVIEW OF LITERATURE**

(Dhara, March 2017) has analyzed to understand positive or negative effect of demonetization and identify highly affected account due to demonetization. In the study found that almost 55% employee agreed with positive impact of demonetization and CASA are highly affected during demonetization period.

(Mr.Nagji Chavda, January 2018) study on eight (8) NSE-CNX India Nationalised banks by CAMEL approach in which 4 public sector bank and 4 private sector bank for the period of study 2015-16 and 2016-17. It can be found that there is no significant effect of demonetization on CAR, RONW, Return on Assets ratio of NSE-CNX banks. Demonetization affects the liquid Assets to Total Assets ratio of NSE-CNX banks.

(Joseph Antony & preety, May 2017) focus in paper impact of demonetization on Assets quality, demand for credit and enhance deposit. In the paper researcher has found that increase liquidity position of the banks and reduction in the demand for credit and profitability.

(Nag, 2014) has study to analyze the soundness of five(5) nationalised banks in India with help of CAMEL model approach. It can be found that BOB has been rank at top position. Dena bank and Union Bank of India secured at 2<sup>nd</sup> position. Last rank no.5 goes to UCO bank.

(E.Singh, May 2018) focus on evaluated financial performance and soundness of six(6) public sector banks in India using CAMEL approach. The period of study has taken for five (5) financial years from 2012 to 2017. It can be found that there is significant difference in the CAMEL ratios of public sector banks in India.



**POST DEMONETIZATION IMPACT OF PROFITABILITY AND LIQUIDITY ON  
SELECTED NATIONALISED BANKS OF INDIA BY USING CAMEL MODEL**

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**ABSTRACT**

*In the present study attempt to analyze the impact of profitability and liquidity on selected ten (10) nationalised banks of India after demonetization with the help of CAMEL model. The financial performance evaluation of banking sector were judged on five (5) different components under the acronym C-A-M-E-L: Capital adequacy, Asset quality, Management efficiency, Earnings capacity and Liquidity from the components we are selected three (3) parameters management efficiency, earnings capacity and liquidity for the study. Here, some ratios are selected under these three (3) parameters to analyze the profitability and liquidity of selected nationalised banks of India. The period of the study has been taken for three (3) financial years of post demonetization 2017-18 to 2019-20. Hypothesis has been tested with the help of Single factor ANOVA. It has been resulted that there is no significant impact of profitability and liquidity on selected nationalised banks of India after demonetization.*

**KEY WORDS**

Demonetization, financial evaluation, black money, currency note, CAMEL model, Nationalised banks.

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**1. INTRODUCTION**

The government of India was declared that Rs.500 and Rs.1000 bank note totally remove from circulation in the market on 8<sup>th</sup> November 2016 and introduced Rs.500 and Rs.2000 new bank note of Mahatma Gandhi series. The main intention behind Demonetization block terror fund, black money and enhance digital transaction. It was third time demonetized of Indian currency note. The first was removed Rs.1000 and Rs.10000 bank note from circulation in the market on 12<sup>th</sup> January 1946 and renew Rs.1000, Rs.5000, and Rs.10000 currency note in the year 1954. Second time declared on January 16, 1978 while Morarji Desai prime minister of India at the time demonetized high value bank note Rs.1000, Rs.5000, and Rs.10000.

Demonetization affected all sectors of economy, but it was extremely affected on liquidity management and banking operation for the short time. RBI has managed their excess liquidity in four phases in the First phase from 10<sup>th</sup> November 2016 to 25<sup>th</sup> November 2016 RBI applied changing reverse repos of different time periods ranging from 15 days to 91 days for adjusted excess liquidity of banks. Second phase from 26<sup>th</sup> November 2016 to 9<sup>th</sup> December 2016 surplus liquidity managed with the variable reverse repos and the incremental CRR of 100% on the increase in difference between the sum of demand and time liabilities from 16<sup>th</sup> September to 11<sup>th</sup> November 2016. Third phase from 10<sup>th</sup> December 2016 to 13<sup>th</sup> January 2017 excess liquidity was managed by issuance of cash management bills through an enhancement of the limit from Rs. 300 billion to Rs. 6,000 billion on 2<sup>nd</sup> December 2016 and mix of various reverse repos. Fourth phase from 14<sup>th</sup> January 2017 excess liquidity was managed by mix of reverse repo operations, specially the liquidity released by maturing cash management bills.

The step of demonetization enhanced liquidity of the scheduled commercial banks of India and banks invested their surplus amount in various investment opportunities which helped the banking sector to increase their profitability. There was a net increase in currency circulation Rs.2.6 lacs crores and



# A Study of Deposits of Scheduled Commercial Banks in India during Covid-19 (From January 2020 to June 2020)

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## Abstract

Individual deposits are the life blood of the banking institutions. Deposits are the major source of funds for lending activities of banks. Therefore, in this pandemic situation where economies of mostly all the countries have been adversely affected and many households and business houses are facing difficulties in meeting their financial obligation and are likely to face such a situation in near future if conditions do not get normal, banking sector is not an exception. Here in this research an attempt has been made to see the deposit pattern of all Scheduled Commercial Banks of India during the period of six months from January 2020 to June 2020. The objective of the research paper is to analyze the deposits of all Scheduled Commercial Banks of India through trend analysis and the second objective is to predict the trend of deposits on the basis of six months data. The secondary source of data is collected from RBI website. It is concluded from the research that the deposits of all SCB's in India during the period of study have increased except during the third and fifth phase of lockdown and are likely to increase during next six months.

**Key words:** Scheduled Commercial Banks, Covid-19, Trend Analysis, Deposits

## Introduction:

For any country, its economic development is a must and Banking Sector plays an important role for this. Therefore, Banks looked as the backbone for economic development. In this pandemic situation, where economies of most of the countries are adversely affected Banking Sector is not an exception.

The major function of the banks is to collect the deposits from those who wish to save money and lend to those who need money. Thus, the lending activity is made possible only if the banks can mobilize enough funds from their depositors. Inadequacy in this can lead bank at a risk of failure and in return affect the economic growth of the country.

## Literature Review:

(Kharang, 2012), analyzed the impact of deposits, debt, size, equity and ownership on performance of banks over the period of five years from 2005 to 2009. Using a multiple regression analysis, study found that all these variables contribute significantly to the performance of the listed banks measured as the return on equity and return on assets of listed banks on Guna Stock Exchange.

(Doshi & Kulkarni, 2018), studied deposit trends in selected public and private sector banks over the period of 10 years from 2007-08 to 2016-17. The study concluded that the deposits of both private and public sector banks showed a rising trend and the average deposits of public sector banks is significantly different from average deposits of private sector banks.

**Research Gap:** Many studies have been done on deposit trends of Banks in India and outside India but analysis of deposits during lockdown period and effect of the pandemic on deposits is really an area to explore.

## Research Methodology:

The focus of current study is to find out the pattern of deposits of all Scheduled Commercial Banks during Covid-19. Secondary source of data is taken for conducting the research.

### • Research Objectives

The objectives of the study are

- 1) To study the trend of deposits of all scheduled commercial banks (SCB's) during January 2020 to June 2020.
- 2) To estimate the future potential of deposits of all scheduled commercial banks (SCB's).

### • Data Source and Data Collection

Various sources are available for collecting the data of deposits of banks like Annual and quarterly reports of banks, Bank of India's website, various journals etc. for the current study secondary source is used for data collection as it is useful and authentic, time saving and rapidly accessible.

Data is collected from RBI's Website i.e. [www.rbi.org.in](http://www.rbi.org.in) press release. The period of study is taken from January 2020. Fortnight data of deposits is collected over the period.

### • Data Analysis

The study made use of descriptive statistics of trend analysis to examine the deposits of the banks during Covid-19.

## Analysis and Interpretation:

From the table-1 it is clear that the deposits of SCB's are fluctuating over the period of six months but have seen an overall increasing trend. If we analyze the same connecting with the lockdown period then we can conclude that during January, 20 to June, 20. If we analyze the same connecting with the lockdown period then we can conclude that during lockdown which is called as Phase-I i.e. from 25<sup>th</sup> March, 2020 to 14<sup>th</sup> April, 2020 the deposits which were Rs. 1,37,14,927 Crores have increased to Rs. 1,37,14,927 Crores showing an increase of Rs 1,43,894 Crores. During the second



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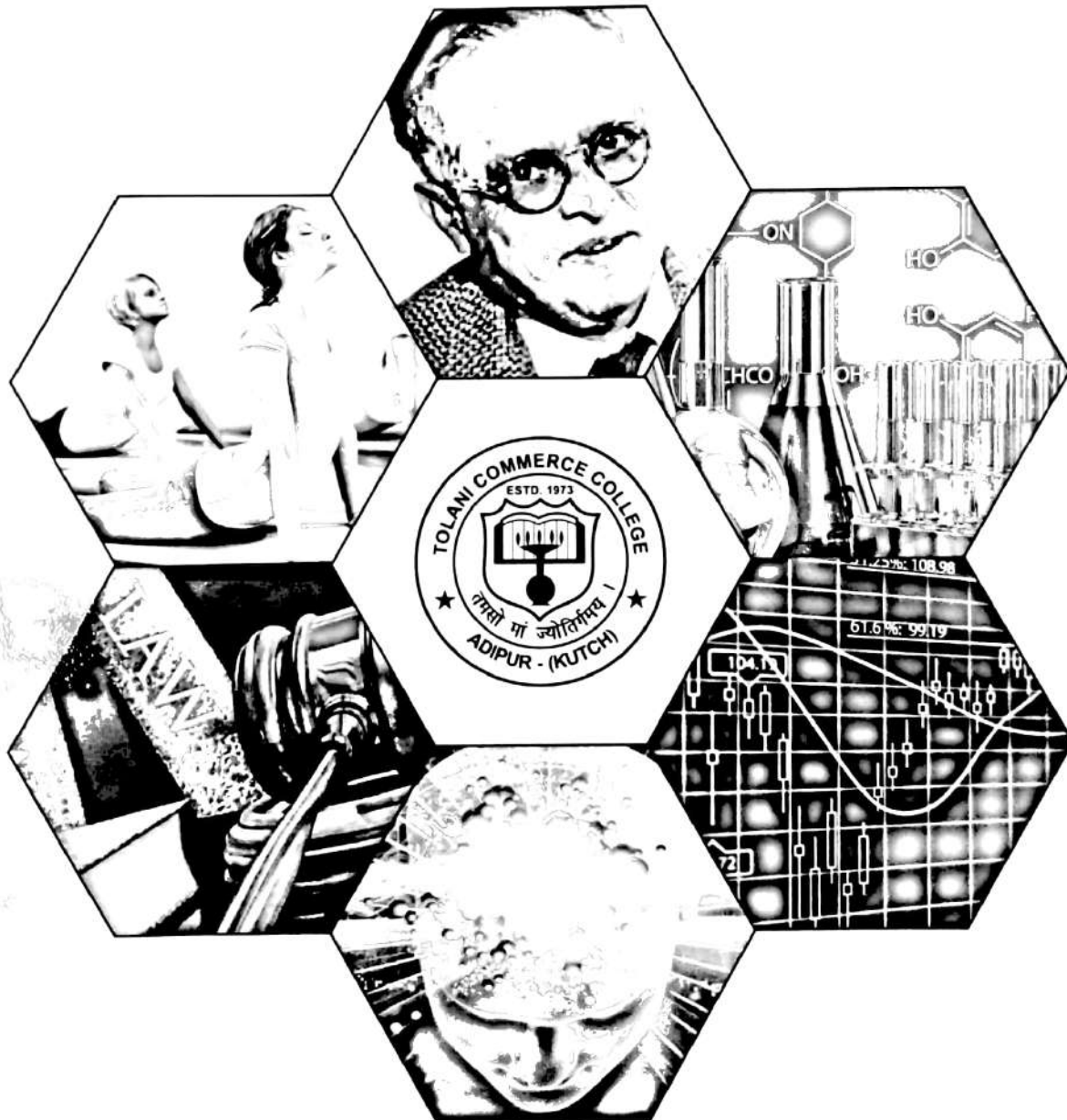
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## Re-defining the Changing Roles of Women – Issues and Concerns

Dr. A.V. Bharathi

*"When women move forward, the family moves, the village moves and nation moves".....Nehru*

Today, Indian women have international presence in each and every sphere including space and sports. Gandhiji's ideas of creating a global India, an ideal country which encompasses technical and intellectual advancements and maintain its identity as blooming true day by day in every field. His inspiring ideologies boosted the morale of the women and it helped them to rediscover their self esteem.

A woman plays multi faceted roles in her life, each one special and unique. She plays a key role in upholding the culture and passing down the right heritage from one generation to the next. It is the women who tend the sick and wounded, take care of elderly, provide for their children and train the next generation to takeover in the absence of their men. Women create continuity down the generations. They are the backbone of a secure society. Women in the media are examples of the change women can bring in the society.

Today, with the current tech boom, a lot of companies are looking for the best possible employer to take the mantle regardless of their gender, colours, sexual orientation or age. This paper highlights the different roles of women and discusses about the issues and challenges which they encounter. It reveals various dimensions of women's multi faceted efficiency. It concludes with suggestions for ensuring the women empowerment in the real sense.

**Key Words :** Changing role of women, Backbone, Dimension, Empowerment.



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## Liquidity and profitability Analysis of Selected Indian Steel Companies during 2014-2019

□ Divya Rajkumar Valechha\*

### ABSTRACT

Financial Analysis is the process to examine the Business conditions from different perspectives to determine their financial performance in the competitive market through financial data analysis from study of financial statements such as Profit and Loss Account and Balance Sheet. It measures the efficiency and effectiveness of different operational and financial aspects of the business. The Present Study endeavour to discuss the financial analysis of Selected Steel Companies for last financial year during 2014-2019 on the basis of various profitability and liquidity ratios. This is descriptive type study and based on secondary data. Data collected from financial report of the selected companies and analysed with the help of various statistical tool and techniques like Mean, S.D. and inferential statistical techniques ANOVA. SPSS also used for the analysis of the data.

**Keywords :** Financial Ratio Analysis, Finance statement, Profitability Analysis, Liquidity Analysis.

### INTRODUCTION

In modern times, development has become directly or indirectly related with technology. The advent of global technology leads to the success of many business. IT sector has become one of the largest and fastest emerging industry in the Global market. To evaluate the success of the IT industry, financial statement analysis has to be assessed. Financial Statements such as Profit and Loss Account and Balance Sheet shows the data collection of different aspects of the business that is useful to determine the financial position of the companies. Financial Analysis means the analysis of financial statements of the companies to assess the financial performance through use of ratio analysis.

### LITERATURE REVIEW

**Dr. Rohit Bansal (2015)** He had made research on “A comparative study of financial performance analysis of selected Indian IT companies during 2010-2014”. He describes about vital role of IT sector in strengthening the Indian Economy. He selected IT companies such as Infosys, Wipro, Tech Mahindra and Tata Consultancy Services and made financial statement analysis on the

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basis of Ratio Analysis and DuPont Analysis. He concluded that Infosys is the most sought after company for investors.

**Dr. Donthi Ravinder, Muskula Anitha (2013)** they had made research on “Financial Analysis – A Study”. They describes the financial statement as collection of data on recorded facts and financial statement analysis as the method to assess the overall financial performance and earning ability of the companies by using the past records for forecasting and planning for future performance of the companies. Two types of analysis: Horizontal and Vertical Analysis are used to interpret the financial position of the company. Comparative Statement analysis is used on selected company Bambino Agro Industries Limited, Sardar Patel Road to assess the profitability, liquidity and solvency position of the company. He concluded that the overall financial performance of the company was not satisfactory and need to improve company's policies and its efficiency in operation area.

**T. Venkatesan; Dr. S. K. Nagarajan(2012)** They had made research on “An empirical study of profitability analysis of selected steel companies in India”, indicate

## An Empirical Analysis of Activity and Solvency of Selected Cement Companies in India

□ Mr. Rahul R. Vaghela\*  
Dr. Jagdish R. Raiyani\*\*

### ABSTRACT

Aim of present study is to know activity performance and solvency performance of selected cement companies in India and impact of activity performance on profitability of sample cement companies in India. 8 cement companies have been selected as a sample. Secondary data of sample cement companies has been collected from annual reports and money control. Period of study is 5 years from 2014-15 to 2018-19. Different activity and solvency ratios namely ITR, DTR, TATR, FATR, CATR, DER, ICR, PR and FANW of ratio analysis, Mean, Standard deviation, Covariance and One-way ANOVA has been used to analyse activity and solvency performance of sample cement companies. The present study concluded that overall activity and solvency performance of selected sample cement companies in India are satisfactory except The Ramco Cement, J K Cement and India Cements.

**Keywords :** Cement Industry, Activity Ratios, Solvency Ratios, ANOVA.

#### INTRODUCTION :

To Know overall financial performance of any business ratio analysis is become crucial as it cover every aspect of financial performance. Activity ratios and solvency ratios are important ratio as activity ratios indicates effectiveness of management in using business assets to generate profits for business and solvency ratios shows long term solvency of business.

There may be direct relationship between activity ratios and solvency ratios as only those businesses pay its long term financial obligations of interest and principle who use its assets in efficient manner to earn sufficient revenues for business.

Less earning businesses are not surviving in the competitive market in long run as they are not able to pay long term monetary obligations.

#### LITERATURE REVIEW :

**Ms. Preeti Preamsingh and Dr. A P Hosmani (May, 2018)** researched on profitability analysis of selected cement companies in India namely CCI, UltraTech and ACI. They analysed secondary data of 5 years from 2013

to 2017 by using averages, standard deviation, coefficient of variance, percentages, ratios and Du Pont approach which was collected from text books, annual reports, websites, research periodicals and other published sources. They concluded that operating profit and net profit was lower in ACC Ltd and return on investment was lowest in CCI among selected India cement companies.

**Dr. M. Nandhini (June, 2016)** "Capital structure and financial performance of selected cement companies in india: An analysis". They analysed components of capital structure, variability in profitability ratio, short term and long term solvency ratio and studies relationship of total assets, sales, current asset, expenses and net profit among selected cement companies india namely UltraTech Cement Ltd, ACC Ltd, Ambuja Cement Ltd, Shree Cement Ltd, Prism Cement Ltd, India Cement Ltd, Birla Corporation Ltd, J K Lakshmi Cement Ltd, OCL Ltd and KCP Cement Ltd for the study period from 2005-06 to 2014-15. Cement industry need to improve in relevant areas was the outcome of the study.

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## A Study on Liquidity Management of Selected Automobile Companies in India

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### ABSTRACT

Aim of present study is to know overall liquidity of selected automobile companies in India. To fulfil the purpose of the study secondary data of five years (2014-15 to 2018-19) has been collected from annual reports and money control. Liquidity analysis has been done with the help of minimum, maximum, mean, standard deviation, co-variance and one-way ANOVA to analysed collected data and presented in tables. Findings and suggestions are given in the last part of the study. Study concluded that overall liquidity of Hero MotoCorp is excellent. Bajaj Auto also has better liquidity. Maruti Suzuki and Mahindra have to make some efforts to improve their liquidity. Tata Motors need to make more efforts to reach desired liquidity level as it does not have sufficient liquidity to meet its short term obligations. Findings and suggestions for further improvement are given at the end of study.

**Keywords :** Liquidity analysis, Automobile Industry.

### INTRODUCTION :

Liquidity is one of the important parameter to know financial performance of any business as it shows a business is able to meet its short term obligations or not. When business does not have enough cash or marketable securities to pay its short term obligations that shows business has liquidity risk.

Any business needs to maintain a desired level of liquidity as more liquidity implies that business has idle funds and not give any earnings. On the other side low liquidity is also not desirable as business cannot pay its near future obligations, credit image may loss, confidence of creditors may go down in dealing with business, even business may suffer from long legal procedure. Current Ratio, Quick Ratio, Inventory Turnover Ratio and Absolute Liquid Ratio have been used to overall liquidity position of business.

### LITERATURE REVIEW :

Mukti R. Barot (2018) studied the liquidity of five automobile companies for the period of 5 years from 2013-2017. To know liquidity of sample automobile

companies' researcher used ratio analysis. The study concludes that overall liquidity position of selected automobile companies is not satisfactory as per current ration, quick ratio and debt-equity ratio.

Dr. K. Jothi and A. Geethalaxmi (2016) analysed liquidity and profitability of four automobile companies for the period of five years from 2011-2015. Ratio analysis and correlation has been used to know financial performance of selected sample companies. The study concluded that profitability and liquidity has strong relationship.

Dr. S. S. Saravanan and J. Abarna (2014) studied liquidity position of five automobile companies for the period of 15 years from 1998-99 to 2012-13. Ratio analysis and One Way ANOVA has been used to analyse collected. The researcher concluded that all sample automobile companies has make efforts to improve their liquidity performance.

### OBJECTIVES :

- To know the overall liquidity position of selected automobile in India.

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## MEASURING FINANCIAL PERFORMANCE OF SELECTED INDIAN PUBLIC SECTOR BANKS USING CAMEL MODEL

□ Mr. Rahul R. Vaghela\*  
Dr. Jagdish R. Raiyani\*\*

### ABSTRACT

Banks are playing crucial role in the economic development of any country. They work as a financial intermediary between money saver and money borrower. Hence it is necessary to evaluate financial performance of banks in any country. CAMEL is an interactive model to assess the financial performance of banks which can be elaborated as Capital Adequacy, Asset Quality, Management, Earnings and Liquidity. In this study CAMEL model has been used to measure the financial soundness of selected public sector banks i.e. Bank of Baroda, Bank of India, Central Bank of India, Punjab National Bank and Canara Bank over a period of 10 years (2009-10 to 2018-19).

**Keywords :** CAMEL Model, Public Sector Banks, Financial Performance.

### INTRODUCTION :

Due to some constraints of private sector banks like high charges, high minimum account balance, high loan interest rate etc. the role of public sector banks has been increase. Public sector banks have plays important role in financial inclusion. To ensure financial strength of banks CAMEL approach has been used.

CAMEL rating system is an international banking rating framework used by country's central bank to measure financial health of banks to maintain economic growth in the country.

CAMEL model originally developed in United States of America in 1979. CAMEL acronym has five parameters namely Capital Adequacy, Asset Quality, Management, Earnings and Liquidity.

### OBJECTIVES :

The main objective of the study is to measure the financial performance of selected public sector banks in India.

To measure the capital adequacy, asset quality, management efficiency, earning capabilities and liquidity of selected public sector banks for the study period.

### HYPOTHESIS OF THE STUDY :

H<sub>01</sub>: There is no difference in Capital Adequacy Ratio of selected public sector banks for the study period.

H<sub>02</sub>: There is no difference in Assets Quality of selected public sector banks for the study period.

H<sub>03</sub>: There is no difference in Management Efficiency of selected public sector banks for the study period.

H<sub>04</sub>: There is no difference in Earning Efficiency of selected public sector banks for the study period.

H<sub>05</sub>: There is no difference in Liquidity Management of selected public sector banks for the study period.

### RESEARCH METHODOLOGY :

In this study Secondary data have been collected from annual reports of selected public sector banks in India for the period of last 10 years (2009-10 to 2018-19) to know the financial performance of banks by using CAMEL ranking framework. By using simple arithmetic mean 10 year's averages has been calculated. 11 ratios on different parameter of CAMEL model and ANOVA have been used to measure, compare and to know overall performance of below shown selected public sector banks.

Bank of Baroda (BOB)

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## STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED TEXTILES COMPANIES IN INDIA

□ Mr. Rahul R. Vaghela\*  
Dr. Jagdish R. Raiyani\*\*

### ABSTRACT

Aim of this research paper is to know overall financial performance of selected textiles companies in india, to know relationship between selected ratios which indicates financial performance and does increase or decrease in one ratio may affect to another ratio or not. Study period taken for the study was 5 years from 2014-15 to 2018-19. 10 textiles companies in india listed in BSE has been taken as a sample for present study namely RITES Ltd, Vardhaman Textiles Ltd, Cantabil Retail India Ltd, Voith Paper Fabrics Ltd, Bella Casa Fashion and Retail Ltd, Faze Three Exports Ltd, Fiber web India Ltd, Aunde Faze Three Autofab Ltd, Advance Syntex Ltd, Sky Industries Ltd based on market capitalization. Data used in present study was secondary in nature which was collected from annual reports of respective textile companies and from money control. Statistical tools used in this study are mean, standard deviation, coefficient of variance, one-way ANOVA, correlation, simple percentage, various ratios of ratio analysis namely CR, QR, GPR, NPR, RCER, RNWR, RLTFR, ITR, DTR, TATR and FATR has been used to analysed collected data. The study concluded that

**Keywords :** Financial Performance Analysis, Textiles Industry, ANOVA, Correlation, Liquidity Ratio, Profitability Ratio, Activity Ratio.

### INTRODUCTION :

Financial performance analysis is important as business know its strength and weaknesses and takes necessary actions for further improvement. Ratio analysis is important tool to know in which area business have better performance and area in which they need to take corrective actions. By using ratio analysis business can know its profitability position, activity performance and short term and long term position.

Business always requires finance to run its operations in a smooth way. Finance may rise by issuing shares and debentures, sell its assets, take loan from bank and retained its earnings. Retained earnings is the cheapest source of finance as there is no need to dividend or interest. Higher the earnings give more finance to business. Earning position can be measured by using

profitability ratios. Business can earn earning by selling its products and making investment in various securities. Main source of business earnings is to sell its product in the market. To know the business assets are utilizing in efficient manner to generate desired sales activity ratios has been used. Business has to pay its short term and long term financial obligation to stand in the competitive market. A business has to maintain a desired level of liquidity as higher liquidity may block money which cannot be used in earn extra earning and lower liquidity may result in insolvency of business. Present liquidity position of business can be known by liquidity ratios. Payment of debt interest at regular interval and final payment debt principle is necessary to run business in long run. Solvency ratios are used to know long term solvency position of business.

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## A Study on Financial Performance Analysis of Selected Information Technology (IT) Companies in India

□ Mr. Vishal J. Bhatt\*  
Dr. Jagdish R. Raiyani\*\*

### ABSTRACT

Since Centuries India is leading in Science & Technology, curious mindsets of people are the force behind leading India in today's modern day world of information technology. India is one of the largest exporters of such services in the field of IT and Business Process Outsourcing (BPO), it also shares a maximum portion round about 7.7% in GDP of the country which is projected to increase to 10% in 2025. Hence it becomes imperative to know the financial performance of IT industry the way it's going forward. The present paper analyses the financial performance of the top 10 leading IT companies of India by analyzing its profitability and liquidity performance over the years.

**Keywords :** Information Technology, Profitability, Liquidity.

#### Introduction

The vital feature of Financial Statements i.e. the statements presenting true & fair view of the business, is its comparability it can be Intra or Inter-firm, it also proves to be important for the decision maker to evaluate the Financial Performance, but to compare the performance in absolute terms is time consuming and a lengthy process, with advancement in the field of Accountancy, new techniques are discovered to work upon the same, one of such techniques is Ratio Analysis.

Ratio can be defined as "the indicated quotient of two mathematical expressions and as the relationship between two or more things". Ratio Analysis signifies the relation by comparing two or quantitative significant information i.e. working on relation and not on single accounting figure.

The modern day world is changing in every picosecond it can be any field, one of such a field is IT meaning Information Technology, According to Oxford English Dictionary, and Information Technology is "the use of computers and telecommunications for storing, retrieving, and sending information." It is used from making pin to plane, to simplify and made less human

efforts in each and every field it may be health, Education, Defense, Business and many more. Today India has become an epicenter of IT, inquisitiveness of Indians has led them to be the best in IT, and after LPG Reforms in 1991 the scope of IT sector has grown tremendously which can be seen today from its high export figures hence here it becomes important to know its performance and position in the sector.

#### Literature Review

1. **Dr. Ashvin R. Dave & Ms. Devanshi R. Shah (2018)** conducted a study on Financial Performance Analysis of Indian Companies In Information Technology Sector of selected five companies for the period of ten years by using significant information in both absolute & relative manner, the paper inferred that with increase in sales they have efficient working capital and are more equity driven.
2. **Dr. Pramod Bhargava (2017)** worked upon Financial Analysis of Information and Technology Industry of India (A Case Study of Wipro Ltd. and Infosys Ltd.) compared the performance of the said two companies in a broad aspect by taking

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## GST : A COMPREHENSIVE ANALYSIS AFTER TWO YEARS OF ITS IMPLEMENTATION IN INDIA

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### ABSTRACT

The Government of India through 101<sup>st</sup> amendment in the Constitution of India introduced Goods and Services Tax in the country with effect from 1<sup>st</sup> July, 2017 which subsumed majority of indirect taxes barring few taxes. It proved to be a major tax regime after the country got its independence. The process was initiated from many years for its implementation and many concerned parties like the governments, Traders, Professionals were also worrying about its full-fledged implementation, though first there were many glitches present in the system of GST. The main aim was to make the country one market through One Nation One Tax.

The present research paper works on the theoretical background along with Data analysis of the GST Model of India and what is the present scenario of GST after two years of its implementation has it achieved the standards of Government, Industry, customers. As the main purpose was to simplify the previous complicated tax structure of the country and to make the country a one market.

**Keywords :** GSTN, CGST, SGST, IGST, ITC, E-way Bill, SAC etc.

#### Introduction

For any Government, Tax is the major source of Revenue to expend its projects, which can be divided in two parts i.e. Direct and Indirect, in former the tax burden cannot be shifted and in later the burden can be shifted to others for ex. from the Retailer to the Customers.

The Process of transforming the Indirect tax regime with a common Goods and Services Tax was first proposed in the year 1999 by the Economic advisory panel of three former RBI governors and their meeting with the then Prime Minister Late Atal Bihari Vajpayee, Vajpayee set up a committee which was chaired by the then Finance Minister of West Bengal Asim Dasgupta to work upon the GST system. The then government in 2002 formed a taskforce under chairmanship of Vijay Kelkar which in 2005 recommended rolling out of GST.

P. Chidambaram the then Finance minister had also worked upon the same line and fixed the date for implementation on 1<sup>st</sup> April, 2010 but was unable to

implement at that point of time so the matter move on from UPA government to NDA Government, the then Finance Minister Late Arun Jaitley had proposed the date of 1<sup>st</sup> April 2017 but finally it rolled out on 1<sup>st</sup> July 2017 midnight in the presence of President and Prime minister, after the passing of bills by the Parliament and was enacted by the President, bills enacted were the Central Goods and Services Tax Bill, 2017, the Integrated Goods and Services Tax Bill, 2017, the Union Territory Goods and Service Bill, 2017, the Goods and Services Tax (Compensation to The States) Bill 2017 along with the 101<sup>st</sup> Constitutional Amendment.

The GST subsumed the indirect taxes like Service Tax, VAT (Value Added Tax), CST (Central Sales Tax), Octroi, Entry Tax, Luxury Tax, Surcharge and Cess, Excise Duty, Counter Vailing Duty etc. In Total, 17 indirect taxes and 40 Surcharges and Cess were subsumed under it. The main aim of this regime was to simplify the adversities found under the previous regimes

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## RuPay : the Rising of a new Era in Indian Financial System

□ Mr. Vishal J. Bhatt\*  
Dr. Jagdish R. Raiyani\*\*

### ABSTRACT

Today the advancement of Technology is helpful in each and every sector to make less human efforts and less time consumed making the process faster. One of such a sector is banking, after the establishment of money as a standard, the people use it as a means of exchange, today also it is used as means of exchange but its form has been changed it may be digital transfer through E-banking or M-banking now-a-days. In a developing country like India many are dependent in the mid-phase of Plastic Money, and in plastic money the RuPay Card has been proved a blockbuster challenge to its foreign Counterparts like Visa and MasterCard which were in Pre-RuPay Era dominating the Financial Market of India both in high cost and secured information was flowing outside the country.

The present research paper analyzes the emerging scope of the RuPay card in the banking sector of India with the help of numbers and along with its effectiveness.

**Keywords :** Plastic Money, Debit Cards, Credit Cards, ATM, PoS, RRB's, MDR, Demonetization etc.

### Introduction

"Change is inevitable" as per this law of Nature, the Mode of exchange starting from Barter system, today we have reached in the era of digital coins operating on electronic basis in e-accounts. Along with such a long transition phase of Money, Plastic Money has also its relevance as people find it handy to transact at ATM's (Automated Teller Machines) and at PoS (Point of Sales) with Debit Cards and Credit Cards.

In India in the pre-demonetization period large part of people were transacting in money in the form of physical notes and coins, Demonetization has whether curb black money or not is another issue, but its indirect benefit was that people were diverted to digital banking i.e. started using Plastic Money, Internet Banking, Mobile Banking etc. when it comes to plastic money before 2012 there were only major two foreign players in Indian markets i.e. MasterCard and Visa, RBI (Reserve Bank of India) felt an urgent need of domestic network of card payments in India and the RuPay Card

was launched.

### Objective

The objective of this research paper is to check the importance of RuPay Card in Indian Payments system of plastic money along with its evaluation.

### Research Methodology

The researcher has used descriptive approach along with analysis of data from reliable secondary sources and represented the data Diagram Analysis.

### Literature Review

**Siddharth, Vijayraj, Subham Dash, Varun Chadha, Varun D. Nankani (2019) :** In their Research Paper on RuPay: The Emergence of an Indian Card Giant (A Marketing Perspective) they've been worked upon the marketing perspective by using 7 P's of Marketing, the paper inferred that RuPay Card had a cost advantage against its competitors. It can increase its scope globally with help of advanced marketing strategies.

**Aishwarya Singh, Mitul Thapliyal, Nishant Saindane (2019) :** In their study on RuPay cards - A long road

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**A STUDY ON RELATIONSHIP BETWEEN SUSTAINABLE GROWTH AND PROFITABILITY  
WITH REFERENCE TO SELECTED INDIAN PSU OIL SECTOR COMPANIES**

□ Mr. Vishal J. Bhatt\*  
Dr. Jagdish R. Raiyani\*\*

**ABSTRACT**

Though a strong setback in crude oil prices all over the world, the oil companies are working under a highly volatile situation which is also faced by the Indian Oil Industry. Hence it is important to know the performance of oil companies in respect of their future development and growth which is only possible by applying the Sustainable Growth Rate Model to the company's financial position individually along with their profitability ratio, we can find that profitability is one of the parameter of sustainable growth, but not only a sole parameter to measure it's Sustainable Growth i.e. other factors too affect it. The data reveal that ONGC and GAIL among the selected companies prove to be efficient as compared to the other three companies i.e. there is a positive relationship between the Profitability and Sustainable Growth Rate among these companies.

**Keywords :** Profitability, Sustainable Growth, Retention Rate.

**INTRODUCTION**

The Financial performance of the companies can depict a vision of the prospective growth it will achieve in future though it may not be a sole factor but it can guide one to decide the way it's going forward. Ratio analysis method can be used to define a certain relation between two quantitative amounts which reduces the time of the user in analyzing the company's financial performance by relying on the financial statements only. Ratio analysis techniques are now a day's made advanced to work upon such critical issues like Sustainable growth too.

**REVIEW OF LITERATURE**

**Tutun Mukherjee and Som Sankar Sen (2018) :** In their research paper titled "Sustainable Growth Rate and its Determinants: A study on some selected companies in India" they have discussed the association of liquidity, profitability and leverage with Sustainable Growth of the firm. It covered 115 companies for the period of five years and it revealed that there exists liquidity, profitability and solvency with sustainable growth rate of the firm.

**Dinarossi Utami, Sulastri, Fida Muthia, and K. M. Husni Thamrin (2018) :** In the Conference Paper on "Sustainable Growth: Grow and Broke Empirical Study on Manufacturing Sector Companies Listed on the Indonesia Stock Exchange" discussed the Relationship of sales growth, sustainable growth and balanced growth by using statistical techniques like paired sample test and compared mean one way Anova were used and it was conducted on sample of 466 companies listed on Indonesian Stock Exchange for the period of 2012 to 2016, the paper concluded with the facts that high sales growth cannot be used to explain high Net Profit Margin and Assets Turnover and companies having high BGR also have high dividend pay-out ratio and Price Earnings Ratio.

**Norhadzilahwati Rahim (2017) :** The researcher under the title "Sustainable Growth Rate and Firm Performance: A Case Study in Malaysia" has worked upon the measurement of firm performance by using financial leverage, liquidity, assets efficiency the study consist data of 226 companies and the findings were

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## DOES ENVIRONMENTAL PERFORMANCE IMPROVE FINANCIAL PERFORMANCE? AN EMPIRICAL STUDY ON SELECTED NSE LISTED COMPANIES

**Dr. Jagdish R. Raiyani**

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### ABSTRACT

*The study reviewed the environmental and financial performance of 32 randomly chosen NSE listed companies to examine if there is any relationship between the two. The environmental performance of the companies was measured by developing a check list of environmental performance initiatives undertaken and reported by the companies while the earning per share (EPS) was taken as proxy for financial performance of the companies. The study found no significant relation between the environmental and financial performance of the companies while the confounding variables R&D intensity and debt equity ratio were found to have a significant influence on the financial performance of the companies.*

**Ke; Words :** *Environmental performance, Financial performance, EPS and Environmental performance check list, NSE*

### INTRODUCTION

One of the most formidable challenges the economies across the globe face in this century is to proactively deal with the environment and climate change issues. Challenges posited by climate change include rising sea levels, adverse impact of extreme weather on the food production, intense heat waves, deteriorating levels of air quality and others. India ranks at 141 out of 180 countries on environmental performance indicators as per 2016 Environmental Performance Index created by Yale University. This shows that India fairs badly on environmental performance indicators. There is an urgent need to adapt our economies to the climate change issues and step up the mitigation efforts. There is a need for the companies to collaborate with the government on the issue and factor in the community vulnerabilities of their performance by incorporating it into their strategies and decision making process. For environmental issues of energy and water conservation, emissions, raw material sustainability and industrial waste affect business and create additional costs in terms of regulatory requirements and higher standards of environmental performance. At the same time environment and climate change issues create opportunities for business in terms of creating a competitive advantage for companies which are investing in energy efficient and





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## Analysis of Liquidity Performance of Selected Psu Oil Companies In India

Vishal J. Bhatt

### ABSTRACT

The Oil Sector is one of the core sectors of the Indian Economy and India is also one of the top petroleum products consumers of the world. When we forecast the growth of such a leading sector among other sectors we can find the difference as huge requirement of capital investments is necessary in it. Hence it is inevitable to forecast the growth of oil industry, the researcher has made an attempt to analyze the Financial Performance of the Oil Companies with the help of ratios pertaining to liquidity in which the current paper reflects that there is no significant change in the liquidity of the Indian Oil Industry and on an average ONGC & GAIL proves to be the leading companies when compared with the other companies of the sample size in evaluating the financial soundness of the companies.

**Key Words :** Liquidity, Hypothesis, Current Ratio, Quick Ratio.



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The Growth of a country mainly rely on the multi-sectoral growth of the economy, Oil sector is also one of the sector which is highly volatile in the prices not in the demand as energy resources are fuel from a small mechanic item to a huge airplane It may be anything from Petrol to Aviation Turbine Fuel (ATF).

And as a developing country like India the energy resource requirement is high and at the same time limited resources of oil inputs is a major concern to high imports to fulfill the high gap of demand and supply. So here it becomes necessary to study the financial performance of Indian Oil Industry, in this study the researcher has used Liquidity Analysis Model and its relation to other parameters of testing liquidity to evaluate the performance of companies individually.

### REVIEW OF LITERATURE

S. Ramya, N. Pooja priya dharshini, R. Pavithra Chandran (2018): In their research paper titled "Financial Analysis & Performance of Indian Oil Corporation Ltd" worked upon determining the firms Liquidity, Solvency and Financial Position by using Ratios and Common Size Statements and concluded with an advisory note for the company to meet current liabilities and also advised to utilize its assets properly.

Renu Hooda & Kuldeep Singh Chhikara (2018): The Researchers under the heading of "Financial Performance Analysis of Indian Oil Corporation Ltd" discussed the financial performance of IOCL on the basis of trends and ratio analysis and inferred that liquidity position of the company was not found good and also suggested the concerned ministry to take steps to utilize its current capacity to meets energy needs of the people.

Deepika S and Dhivya B (2017): In the paper titled "A study of financial statement analysis of oil and natural gas Corporation limited" the researchers have worked upon the analysis of the ONGC on the data collected for the period of five years and used Ratio analysis and Correlation to study the overall financial performance of the company, the performance of the company in regards to profitability was

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## TOLANI COMMERCE COLLEGE

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## "A Comparative Analysis of Profitability of Public Sector Bank and Private Sector Bank with reference to SBI and HDFC Bank"

Prof. Geeta B. Mangtani & Dr. Kamal Kharecha

A B S T R A C T

A country is said to be economically sound if its financial system is efficient and strong, which is possible only when its banking system is sound and efficient, which in turn depends upon the Earning Capacity of the banks, which is measured by their profitability position. Profits are said to be the life blood of any organization, so is the case in banks also. Earning good amount of profit is an important factor for the smooth running of a bank in today's competitive world. Not only in absolute terms but in relative terms, the measurement of profitability of banks is the need of today's scenario. Therefore, the aim of this paper is to measure the profitability of targeted banks through various financial ratios. To achieve this objective under the study, one public sector bank namely State Bank of India and one private sector bank namely HDFC bank has been selected as a sample. This evaluation has been done by using ratio analysis for the years from 2014-15 to 2018-19. And through this analysis the study concludes that the performance of HDFC bank which is a private sector bank is far better as compared to SBI bank—a public sector bank from profitability point of view.

**Key Words :** Banks, Profitability, Ratio Analysis



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Today any countries economy cannot be imagined without its banking sector. Banking sector has become the backbone for every economy and is also one of the key indicators to analyze the level of development of any country. If we talk about the origin of the word 'bank' we do not have same perspective, as banking transactions were started in different periods in different countries, therefore from summarized viewpoint we can say that the word 'bank' is derived from the French word "banco" or "banque" which means a "bench". But if we summarized it in wider sense than bank word was derived from the German word in which "bank" means a "Joint Stock Fund". A country is said to be economically sound if its financial system is efficient and strong, which is possible only when its banking system is sound and

efficient, which in turn depends upon the Earning Capacity of the banks, which is measured by their profitability position. Profits are said to be the life blood of any organization, so is the case in banks also. Earning good amount of profit is an important factor for the smooth running of a bank in today's competitive world. Not only in absolute terms but in relative terms, the measurement of profitability of banks is the need of today's scenario. Therefore measuring profitability of banks should be done through ratio analysis.

Literature Review: Mishra and Aspal (2013) in their paper, "A camel model analysis of state bank group", published in World Journal of Social Sciences, assessed the performance and financial soundness of state bank group using CAMEL





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## TOLANI COMMERCE COLLEGE

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# A Study on Impact of HRD Climate on HRD Processes, Practices and Policies in Private Sector Banks

- Ms. Trupti Desai & Dr. Jagdish R. Raiyani

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The business organizations are attaching great importance to human resource because human resources are the biggest source of competitive advantage and have the capability of converting all the other resources in to product/service. The effective performance of this human resource depends on the type of HRD climate that prevails in the organization, if it is good than the employee's performance will be high but if it is average or poor then the performance will be low. The study of HRD climate is very important for all the organization and the banking sector is not an exception, especially in the present situation of financial recession. The present study is an attempt to find out the type of HRD climate that is prevailing in public sector banks in Rajkot. The researcher have also tried to find out the difference in the perception of employees regarding HRD climate on the basis of age, gender, designation, qualification. The researcher collected the data from the employees of selected public sector banks using structured HRD climate questionnaire .The data were analyzed using several statistical tools such as mean, standard deviation, percentiles, Z test. The result shown that the HRD climate in public sector banks is average and the perception of employees regarding the HRD climate do not differs significantly on the basis of gender, qualification and designation but it differs significantly on the basis of age . This paper tries to study about the HRD climate in Privet Sector Banks at Rajkot district and offering useful suggestions to the management involved in the operations of the banks. Keyword:

**Key Words :** HRD climate, Private Sector Banks, employee satisfaction.



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## I. INTRODUCTION

**H**uman resource development (HRD) is concerned with the provision of learning and development opportunities that support the achievement of business strategies and improvement of organizational, team and individual performance (Armstrong and Baron, 2002). Climate, this is an overall feeling that is conveyed by the physical layout, the way employees interact and the way members of the organization conduct themselves with outsiders. (It is provided by an organization.)

1. A tendency at all levels starting from the top management to the lowest level to treat the people as the most important resources.
2. A perception that developing the competencies in the employees is the job of every manager.
3. Faith in capability of employees to change and acquire new competencies at any stage of life.
4. A tendency to be open in communication and discussion rather than being secretive.



## The Use of Statistical Techniques in Marketing Research Through Sample Study

Dr. Jagdish R. Raiyani

ABSTRACT

Since More than 25 years of period, statistical techniques have been used in manufacturing and other industries for analysing objectives, data analysis/processing and achieving objectives. Many issues concerning with managerial and administrative matters where statistical methods are applied for improving performance/process and product quality. This paper is a summarize report of a sample survey by applying statistical techniques. Few results are based on differentiation of various statistical skills for Indian companies in implementation of intergradations of quality management system with business strategy. In the beginning we will discuss the application of statistical techniques in process improvements and then on continuous quality improvements. The sample focus is on Saurashtra region as collected data with its analysis. The aim of this paper is to analyse the sales structure, interrelations between variables and develop a business strategy to produce maximum output with minimum resources.

**Key Words :** Marketing Research, Statistical Techniques, Business Strategies



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For analysing and interpretation of data, statistical techniques are used in management. For business forecasting and trading predictions, accurate data analysis and statistical techniques are applied. Statistical techniques are widely used to solve complex problems of business and economy. Statistical methods are also used to verify the confidentiality and reasonableness of results. (Alan S. Zimmerman, Michael Szenberg, 2000). To survive in this global era, it is important for the managers to study various data for future decision making. Statistical analysis promotes the manager to make business decisions on logical basis. To make objective base decisions, first the data are collected and analysed, then statistical techniques are applied to draw the results. Many statistical techniques are used in marketing research and total quality management (TQM) like control charts, design

experiments, etc. The basic objective of using statistical techniques is to improve process and product quality though there are certain practical and managerial issues are involved. In manufacturing sector, quality assurance through statistical control is a key component. In marketing, the collected data about sales, consumer behaviour, product, price, etc. is analysed through statistical techniques for making forecasting.

Market research is based on survey to study consumer preferences. (Robert Hamlin, 2000). Different types of methods are used to design survey for analysing consumer preferences. Data may be of primary and secondary. Primary data can be collected through personal interview, telephonically or through internet. Generally a trained researcher is appointed to conduct the survey. Secondary data can be collected through internal sources (Company records like accounts, dealer's and salesman's report, etc.) and external sources (Internet, magazines, journals, books, etc.). Market research is also helpful in developing brochures, sales plan, advertisement, and other product promotion. The collected information is also helpful in developing new lines of product, new branches, business diversifications, etc. It depends on the objective of market research to use which statistical techniques for collecting

## Women Force – the Unflinching, Great Human Resource

Dr. A.V. Bharathi

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**“You can tell the condition of a Nation by looking at the status of its women”**

..... Jawaharlal Nehru

*Women had immeasurable value to our families, to our communities and to the world. We could not live a complete and enriched life without them. Empowering women is a subject with very broad cope. Our Government and NGOs have done a lot to improve the women's education, health, nutrition and safety and will continue to work tirelessly in this area. A woman has many facets and she plays many rolls in her life, each one special and unique. They play a key role in upholding the culture. They create continuity down the generations. They are the very backbone of a secure society. Today's women started playing a crucial role in society and an integral role in the economy.*

*In this global information age, women has excelled in various fields and established their identity at the global level. They are excelling in arts, sports, and in media and management. People are recognizing entrepreneurial skills and started considering women as a human resource. But there is difference of opinion regarding their capability of performing multi-tasking effectively and efficiently. So, the researcher considering the women as a great human resource conducted a study to know the pulse of the people regarding the women employment. The study included 199 respondents and the data was collected in the form of responses to a questionnaire in this context. So, this paper discusses the skills and competencies of working women and their considerable contribution to the economy.*

**Key Words :** Human Resource, Multi-tasking, Women Empowerment.



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**S**tatus of women is a topic of sociological studies and it reflects the position of about 50% of the population of any society. History substantiates that women have not enjoyed absolute equality at par with men in any society of the world. Women have been denied equal rights for centuries. In India equal rights and gender equality assumed significance after 1970s. With the initiate of UNO, this issue of women empowerment became a global concern. The UN declared the year 1975 as the International Women's Year. Later on the focus shifted from women welfare to women development.

Globalization has generated opportunities for local producers and entrepreneurs to reach the international market. This has dramatically changed the conditions under which the struggle for gender equality must be carried out especially in developing countries. The past three decades have witnessed a steadily increasing awareness of the need to empower women through measures to increase social, economic and political equity and broader access to human rights, improvement in nutrition, basic health and education. Amartya Sen makes a compelling case for the nation that societies need to see women less as passive recipients of help and more as dynamic promoters of social transformation, a view strongly buttressed by a body of evidence suggesting that education, employment and ownership rights of women have a powerful influences on their ability to control their environment and contribute to economic development.

Women play a key role in upholding our culture. They play vital role in passing down our rich heritage from one