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Index

Sr. No.	Title	Author	Page No.
1	Guest Editor Biodata		1-6
2	Rationalisation and industrial productivity	Dr P.N.Somalkar	7-9
3	E - Banking : Challenges and Opportunities for Rural Development	Prof. R. A. Fulkar	10-15
4	सार्वजनिक आर्थिक व्यवहारात आधुनिक डिजिटल तंत्रज्ञानाच्यापुरेपूर उपयोग	फिरोज पी. साहाळा	16-18
5	*बाबासाहेबांच्या विचारातील पैलु*	*प्रा. राजेश एस. डोंगरे*	19-20
6	Corruption Free India : Dream or Reality ?	Dr.Pravin Madhukar Chandragiriwar	21-22
7	FDI And Retail Sector In Indian Economy	Shri Deepak Junghare	23-29
8	जीएसटी : प्रभावी करसंकलन व गतिमान अर्थव्यवस्था	प्रा.डॉ. व्ही.व्ही.लाडे	30-33
9	Insurance Sector and Information Technology	Dr. Pankaj S. Vishwakarma	34-38
10	Indian Banking Sector in Global Scenario	Dr. Sachchidanand R. Junghare	39-43
11	MGNREGA: Progressive action in Rural Development	Dr. J. M. Somani	44-49
12	*विपणन क्षेत्राचा कायापालट*	*प्रा. राजेश एस. डोंगरे*	50-51
13	Computational Intelligence in Image Processing	Sadia Parvez	52-59

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Published Books

1. Urban co-operative Banks in India- Lambert Academic Publication
2. Vipanan Vyavsthapanachi Tatve Ani Pranali - Sandarbha Granth (UGC Pattern)
3. Vyavsayik Arthashatra - Sandarbha Granth

4. Jahirat, Vikray Vyavsthapan Ani Vipanan Sanshodhan - M.com. Part One (RTMNU)
5. Vyavsayik Arthashatra - Text Book B.Com. Part One (RTMNU)
6. Moudrik Arthshatra (Banking &Money Market) B. Com Sem III (Gondwana University)
7. Moudrik Arthshatra (Finance & Modern Trade) B. Com Sem IV (Gondwana University)
8. Vyavsayik Arthashatra – B.com. Part One (RTMNU)
9. Vyavsayik Arthashatra – B.Com. Ist Semester (Gondwana University)
10. Vyavsayik Arthashatra – B.Com. IInd Semester (Gondwana University)
11. Vipanan Vyavshtapan – Sandarbha Granth
12. Vikray Ani Vitaran Vyavsthapan - Sandarbha Granth
13. Jahirat Ani Vikray savardhan - Sandarbha Granth
14. Marketing Management – M.Com. ISt Sem. (Gondwana University)
15. Advertisment Marketing – B.Com. IIIrd Sem (Gondwana University)
16. Basic Marketing Management – B.Com. ISt Sem (GondwanaUniversity)
17. Basic Marketing Management – B.Com. II Sem. (GondwanaUniversity)
18. Audyogik Vipanan – B.Com. V Sem (Gondwana University)
19. Service Sector Management – M.Com. IIIrd Sem
20. Managerial Economocs – M.Com. Ist Sem (Gondwana University)
21. Vyavsayik Arthshatra – B. Com. I Sem. (Nagpur University)
22. Vyavsayik Arthshatra – B. Com. II Sem. (Nagpur University)
23. Sukshm arthshatra – B.A. I Sem. (Nagpur University)
24. Sukshm arthshatra – B.A. II Sem. (Nagpur University)
25. Moudrik Arthshatra – B.Com. III Sem. (Nagpur University)
26. Sthul Arthshtra – B.A. III Sem. (Nagpur University)
27. Vyavshayik Arthshatra – B.Com. I Sem. (Amravati University)
28. Managerial Economics – M.Com. I Sem. (Amravati University)
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1. Lifetime achivement Award,Vishvashanti Multipurpose Societies International Conference in Srilanka

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1. Registered project guide for MBA & BBA.
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14. Life Member of Young Teachers Association RTMNU & Gondwana University
15. Special issue in Gurukul International multidisciplinary research journal july2016 Aspect's of Commerce

LIST OF RESEARCH, PUBLICATIONS

List of Conferences/ Seminars/ Workshops /Oral & Poster Presentations/International and National Publications

Sr.No.	Title with page nos.	Journal	ISSN/ISBN No.	Whether peer reviewed Impact Factor, if any
1)	Know Your Customer (KYC) Guidelines And Anti Money Laundering (AMI) Standards	SPM—JAR Sardar Patel College Chandrapur	ISSN 2277-3908	YES
2)	Impact of Globalization On Indian Economy.	ABHINAV Abhinav Sewa Mandali Trust Mumbai	ISSN 2277-1166	
3)	भारतीय अर्थव्यवस्था आणि कृषी धोरण	लाखनी	ISBN-978-93-81432-22	
4)	E-Voting Revolution—In Pursuit of Good Corporate Governance.	DELVE Annasaheb Gundewar College, Nagpur.	ISSN-2229-7510	
5)	E-Commerce-Scenario In India	AARHAT	ISSN 2278-5655	
6)	Impact of Globalization On Indian Economy.	ABHINAV Sewa Mandali Trust Mumbai, Volume No1Iss 8	ISSN 2277-1166	peer reviewed & Referred
7)	Forest Management for Sustainable Rural Development	SPM—JAR S.P. College Chandrapur Volume 2	ISSN 2277-3908	YES

8)	E-Voting Revolution—In Pursuit of Good Corporate Governance.	DELVEAnnasaheb Gundewar College, Nagpur.	ISSN-2229-7510	YES
9)	E-Commerce-Scenario In India	AARHAT Aug-Sept 2012	ISSN 2278-5655	peer reviewed & Referred
10)	Globalisation and its Positive Impact on Indian Agriculture	SUNRISE MULTIDISCIPLINARY Research Journal Kala Mahavidyalaya, Korpana,	ISSN 2319-8214	YES
11)	Water Management in Maharashtra	ABHINAV Sewa Mandali Trust Mumbai, Volume,1 Issue.11	ISSN 2277-1166	peer reviewed & Referred
12)	Urban Co-operative Banks—Past, Present & Future Scenario	ABHINAV Sewa Mandali Trust Mumbai Volume2,Issue 1	ISSN 2277-1166	peer reviewed & Referred
13)	Position of higher education & employment in the scenario of globalization	International Inter-disciplinary Forum, Thailand	ISSN 2319-1279	NIL
14)	Emergence of the Marketing Paradigms	International Journal of Bus, Mgt & Soc Sci, Volume 2 Issue,6	ISSN: 2249-7463	NIL
15)	Ethical Issues in International Marketing	Electronic International Interd isciplinary Research Journal (EIIRJ)	ISSN: 2277-8721 July-Aug 2013	Reviewed
16)	India to be the fastest growing economy in Asia	Electronic International Interd isciplinary Research Journal (EIIRJ)	ISSN: 2277-8721 July-Aug 2013	Reviewed
17)	Women-Important Resource In Nation's Development	Abhinav NATIONAL MONTHLY REFEREED JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT	ISSN: 2277-1166	Reviewed
a18)	Impact of globalization on Indian market	Abhinav national monthly refereed journal of research in commerce & management	volume no.2, issue no.9 issue 2277-1166 101	Referred

19	HR Techniques used by NOKIA in the world of Globalization	Aarhat multidisciplinary International Education Research Journal (AMIERJ)	ISSN 2278-5655 Aug-Sept 2013	Peer Reviewed
20	Reform in Central sales tax in the context of VAT	Abhinav InternATIONAL MONTHLY REFEREED JOURNAL OF RESEARCH IN MANAGEMENT & Technology	ISSN-2320-0073 Volume 2 October 2013	Referred

A) Published Papers in Journals :

Sr.No.	Title with page nos.	Journal	ISSN/ISBN No.	Whether peer reviewed Impact Factor, if any	No. of Co-authors	Whether you are the main author	API Score
1)	Impact of Globalization On Indian Economy.	ABHINAV Sewa Mandali Trust Mumbai, Volume No1Iss 8	ISSN 2277-1166	peer reviewed & Referred	NIL	-	20
2)	Forest Management for Sustainable Rural Development	SPM—JAR S.P. College Chandrapur Volume 2	ISSN 2277-3908	YES	NIL		15
3)	E-Voting Revolution—In Pursuit of Good Corporate Governance.	DELVEAnnasaheb Gundewar College, Nagpur.	ISSN-2229-7510	YES	NIL		15
4)	E-Commerce-Scenario In India	AARHAT Aug-Sept 2012	ISSN 2278-5655	peer reviewed & Referred	NIL		20
5)	Globalisation and its Positive Impact on Indian Agriculture	SUNRISE MULTIDISCIPLINARY Research Journal Kala Mahavidyalay	ISSN 2319-8214	YES	NIL		15

		a, Korpana,					
6)	Water Management in Maharashtra	ABHINAV Sewa Mandali Trust Mumbai, Volume,1 Issue.11	ISSN 2277-1166	peer reviewed & Referred	NIL		20
7)	Urban Co-operative Banks—Past, Present & Future Scenario	ABHINAV Sewa Mandali Trust Mumbai Volume2,Issue 1	ISSN 2277-1166	peer reviewed & Referred	01		10

1) Published the paper on "Know Your Customer (KYC) Guide Line and Anti Money Laundering (AML) Standards" in National Seminar at Nabira Mahavidyalaya, Katol.
2) Published the paper on "Talent Retention Strategies" in International Conference organized by Prestige Institute of Management, Gwalior.
3) Published the paper on "Sustaining and Enhancing Competitiveness through quality workshop" in International conference organized by Datta Meghe Institute of Management Studies.
4) Published the paper on "VAT-Social implication" in State Level Conference organized by Sardar Patel Mahavidyalaya, Chandrapur.
5) Published the paper on "The Global financial crises and its effect on India" in State Level Conference organized by KPB Hinduja College of Commerce, Mumbai.
6) Published the paper on "Relevance of present Commerce education in Today's Employment market" in State Level Conference organized by Sardar Patel Mahavidyalaya, Chandrapur.
7) Published the paper on SSA – An Attempt to Strengthen the Elementary Education (An Analytical Review) in Contemporary Research In India- A Peer-Reviewed Multi-Disciplinary International Journal Vol. 2 , Issue 1, March 2012, ISSN No. 2231-2137.
8) Published the paper on Implementation of Corporate Governance In India Corporate World, in One Day National Level Conference on Modern Management Techniques and The Corporate World, Friday. 20th April 2012, ISBN No. 978-81-910409-3-7.
9) Published the paper on E-Readiness and Infrastructural Preparedness for Economic Development in The Horizon- A Bi-annual Interdiscipliary Research Journal Vol. No. 2, July Dece. 2011, ISSN No. 2229-4554.

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Rationalisation and industrial productivity

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Abstract:

Rationalization is an application of the dictates of reason to all activities. In this sense it is bound to secure all conceivable improvements through better management policies, better production methods, better work layout, better raw materials, better standardization and specialization, better trained workers, better machinery and equipment, better condition of work, etc. such rationalization is not only desirable but in dispensable for economic growth in India.

Productivity is a combination of effectiveness and efficiency of the enterprise. Effectiveness will point out whether a desired result was actually accomplished. Efficiency will indicate what resources were actually used to secure the desired results or output. Effectiveness is connected with performance. Efficiency is tied with resource utilization.

Keywords: Rationalization, Productivity, humanity, moral and cost reduction.

Introduction:

When economic primary needs are reasonable satisfied and there continue satisfaction is assured, the workers demand satisfaction of their high level needs, i.e. social and egoistic wants which can act as strong motivators setting the workers in motion. Management is responsible for motivating the employees and to boost their moral. Where moral is high, output is high. Ease of work gives speed of work. Scientific management and rationalization must be properly integrated with human values. Humanized management is the key to productivity, progress and prosperity.

Objectives:

- Minimum of waste of efforts and resources.
- Lowest average cost of each economic factor of production.
- Rational and optimum utilization of resources.
- Profitability and prosperity ensuring human happiness and welfare.
- Human factor occupies key position.

Rationalisation:

Rationalization is a conscious movement to eliminate waste and inefficiency, scientifically and logically by some sort of joint action and collective effort between all the firms operating within one industry. It means the methods and techniques or organization design to secure minimum waste of both efforts and materials.

It includes

- Scientific organization and labour.
- Simplification or process and standardization of materials as well as products.
- Improvement in transport and marketing.

Productivity:

Productivity is the balance between all factors of production i.e. Men, money, Machinery, Material and Management that give the greatest output for the smallest inputs of efforts and costs. Industrial productivity package covers the use of all resources. It is quite different for productivity per worker or per hour of work, i. e. labour productivity.

Production, performance or results are only components of productivity and these terms are not substitutes. Productivity is a ratio of output and input reflecting the rate of growth of performance or production. It is a combination of effectiveness and efficiency.

At present management, employees, government and society are jointly accountable to productivity and can make definite contribution for enhancing productivity. All these participants can share in the fruits of profitability secured through higher productivity. The improvement in the productivity of an organization depends upon the following factors.

- Better planning
- More effective management.
- Improved job procedures and structures.
- Better communication and co-ordination.
- Human resources management through effective personal policies.

A rational allocation and optimum utilization of scarce economic resources would be synonymous with progress, leading to all-round economic development. A rise in productivity of individual organization and industries is a key to national prosperity must for capital formation, economic and social progress.

Application of rationalization took place in three stages:

- Planning, including integration or combination and also exact market survey.
- Rearrangements of equipment and machinery by standardization and simplification.
- Development through extension of divisionalization or sectionalization involving greater and greater mechanization or automation.

In productivity w have to consider not merely productivity of labour , capital and material, but also other criteria such as-product mix, process mix, management mix and precise balanced organization structure. In other words, we have to consider the contribution of many factors of production in determining productivity. All have equal importance though some are not statistically measurable, optimum utilization of all factors of production will yield maximum productivity.

Factors affecting productivity:

- Financial factor:

  Financial economic of large scale business. Optimum uses of finance- most profitable and economic financial management. Optimum size may demand amalgamation and mergers. Adequate, cheap and readily available for finance for establishment and growth of an enterprise.

- Technological factor:

  Machinery, materials standardization, specialization, simplification of process, optimum size through combinations in industry, economics of large scale production, mechanization, automation. Optimum use of plant and machinery by best man-machine system to suit, of course human needs.

- Managerial factor:

  Optimum use of managerial agency through economies in management of large-size business. Mechanization and automation of office work- computerized, management. Management development programmed, line and staff organization, effective delegation, committee system, employment of experts, on-financial incentives, proper organization structure, proper leadership and managerial style, management by objective, decentralization, etc.

- Human factor:

  Recognition of human values in industries, heart -power plus brain- power, team work, team-spirit, job satisfaction, best selection, training, sound promotion policy, social security measures, security of employment and income, participative and employee-oriented managerial approach, in short, all measures to enhance employee morale and high employee motivation.

- Marketing factor:

  Customer- oriented marketing approach, commercial combination, marketing economies in buying and selling, modern salesmanship and advertisement, mass distribution techniques, sales promotion, full satisfaction of customers, market research, etc.

Basic factors of rationalization:

- Rationalization should be affected only by agreement between employers and the unions.
- There should be no retrenchment.
- Profit of rationalization should be equitably share between the employers, workers and community.
- There should be proper assessment of work- load by expert and the work-load should not adversely affect the workers health.
- There should be suitable improvements in the working condition.

Conclusion:

Workers interest must be fully safeguarded and productivity is reaching the optimum levels of performance with the minimum expenditure of resources while planning and enforcing the scheme of rationalization.

By better maintenance and better utilization of existing machines both productivity and production could be increased and costs reduced, without retrenchment of workers and without replacement of existing machine. It should be noted that labour-saving or capital intensive technology is of very limited value for an economy which is over populated. It should be clearly understood that in developing countries with enormous population higher productivity can be achieved only side by side with higher economic activity.

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1. S. A. Sherlekar, V. S. sherlekar, Modern business organization and management.
2. Kulkarni P. V., Financial Management.
3. S. A. Sherlekar, Principles of business Management.
4. Mayer, Production and Operation Management.

E - Banking : Challenges and Opportunities for Rural Development

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ABSTRACT

Cyber banking is a progressive technology in India but its endorsement is very low as 70 percent population belongs to rural areas and 30 percent reside in urban. Banks are investing huge amount of money to increase the diffusion of cyber banking therefore it is the need of time to know the real causes of its low penetration. In this paper an attempt has been made to know the objections which are facing by banks and also to find out the impact population vital statistics like Education, age, occupation and income. How they are influencing the adoption of cyber banking in India. To find out the impact of all these variables a structured questionnaire has been prepared a through a systematic survey which was conducted at the NCR. Banking is the lifeline of an economy. The present and future of any economy depends upon the success and development of banking. The objective can't be achieved with the traditional banking as now is the age of technology. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E- banking is still evolving. The present paper has focused on the need and benefits of E-banking. It has also revealed the current status of financial innovations in Indian banking sector. It also highlighted the challenges faced in E-banking and the opportunities available with the banks in E-banking.

Key words: Rural Market, Risk Management, Global Banking, Employee and Customer Retention. E-Banking, ATMs, Information Technology, RTGS, Debit and Credit cards.

INTRODUCTION

Banking is the lifeline of an economy. The present and future of any economy depends upon the success and development of banking. The objective can't be achieved with the traditional banking as now is the age of technology. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. Finland was the first country in the world to have taken a lead in E-banking. In India, it was ICICI bank which initiated E-banking as early as 1997 under the brand name Infinity. Electronic banking is defined as "Delivery of bank's services to a customer at his office or home by using Electronic technology can be termed as Electronic Banking."Online Banking or Internet Banking or

E-banking allows customers of financial transactions on a secured website operated by the institution, which can be a retail bank, virtual bank, credit union or building society. To access a financial institutions" online banking facility, a customer having personal internet access must register with the institution for the service, and set up some password for customer verification. To access online banking, the customer would go to the financial institution's website, and enter the online banking facility using

the customer number and password Popular services covered under E-Banking. The popular services covered under E-banking include:-

1. Automated Teller Machines
2. Credit Cards
3. Debit Cards
4. Smart Cards
5. Electronic Funds Transfer (EFT) System,
6. Cheques Truncation Payment System
7. Mobile Banking, Internet Banking
8. Telephone banking

E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E- banking is still evolving. E-banking facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services. While E-banking has improved efficiency and convenience, it has also posed several challenges to the regulators and supervisors. There are also many opportunities that are available in E-banking in the Indian Banking sector.

HISTORY OF E-BANKING

The originator for the modern home E- banking services were the distance banking services over electronic media from the early 1980s. The term online became popular in the late „80s and referred to the use of a terminal, keyboard and TV (or monitor) to access the banking system using a phone line. „Home Banking" can also refer to the use of a numeric keypad to send tones down a phone line with instructions to the bank. Online services started in New York in 1981 when four of the city's major banks (Citibank, Chase Manhattan, Chemical and Manufacturers Hanover) offered home banking services using the videotext system. Because of the commercial failure of videotext these banking services never became popular except in France where the use of videotext (Minitel) was subsidized by the telecom provider and the UK, where the Pestle system was used. The UK's first home online banking services were known as Homelink and it was set up by Bank of Scotland for customers of the Nottingham Building Society (NBS) in 1983. The system used was based on the UK's Prestel view link system and used a computer, such as the BBC Micro, or keyboard (Tandata Td1400) connected to the telephone system and television set. The system allowed on-line viewing of statements, bank transfers and bill payments. In order to make bank transfers and bill payments, a written instruction giving details of the intended recipient had to be sent to the NBS who set the details up on the Homelink system. Typical recipients were gas, electricity and telephone companies and accounts with other banks. Details of payments to be made were input into the NBS system by the account holder via Prestel. A cheque was then sent by NBS to the payee and an advice giving details of the payment was sent to the account holder. BACS was later used to transfer the payment directly. Stanford Federal Credit Union was the first financial institution to offer online internet banking services to all of its members in October 1994.Today, many banks are internet only banks. Unlike their predecessors, these internet only banks do not maintain brick and mortar bank branches. Instead, they typically differentiate themselves by offering better interest rates and more extensive online banking features.

NEED AND BENEFITS OF E-BANKING

Many inventions and revolutions have taken place in the history of banking but no such things have changed the business of banking as fast as the e-banking revolution. Now-a-days, banks all over the

world are making their business strategies in the light of new opportunities offered by e-banking. E-banking has facilitated banks to scale borders, change strategic behaviour and thus bring about new possibilities. E-banking has encouraged real banking behaviour closer to neoclassical economic theories of market functioning. As there is presence of absolute transparency of the market, clients (both business and retail) can make comparison of the services provided by various banks easily. For example, at every click on the internet you'll face your competitors. If clients are not happy and satisfied with the products, prices or services offered by a particular bank, they are capable of changing their banking partner very easily as compared to what happens in the physical or real bank-client relationship. Therefore, from the view-point of banks, use of the internet has significantly reduced the physical costs of banking operations. Thus, e-banking services whether delivered online or through other mechanisms, have spread quickly in recent years. The primary benefit of e-banking from the bank customers" point of view is significant saving of time by the automation of banking services processing and introduction of an easy maintenance tools for managing customer's money. Other benefits of E-banking are also there such as reduction in costs in accessing and using the banking services, increase in comfort and timesaving, quick and continuous access to information, better management of cash, convenience in performing banking transactions, speed in getting response, proper management of funds.

Present Status of Financial Innovations in Indian Banking Sector

Today banking is known as innovative banking. Information technology has given rise to new innovations in the product designing and their delivery in the banking and finance industries. Customer services and customer satisfaction are their prime work. Current banking sector has come up with a lot of initiatives that oriented to providing a better customer services with the help of new technologies. Banking through internet has emerged as a strategic resource for achieving higher efficiency, control of operations and reduction of cost by replacing paper based and labour intensive methods with automated processes thus leading to higher productivity and profitability. Financial innovation associated with technological change totally changed the banking philosophy and that is further tuned by the competition in the banking industry. Challenging business environment within the banking system create more innovation in the fields of product, process and market. A study on the Internet users, conducted by Internet and Mobile Association of India (IAMAI), found that about 23% of the online users prefer Internet Banking as the banking channel in India, second to ATM which is preferred by 53%. Out of the 6,365 Internet users sampled, 35% use online banking channels in India. Plastic money is the alternative to the cash or standard money. It is convenient to carry. The various Plastic money/cards include ATM cards, Debit Card, ATM cum Debit Card, Credit Card. Plastic money was a delicious gift to Indian market. Now several new features added to plastic money to make it more attractive. Credit card is a financial instrument, which can be used more than once to borrow money or buy products and services on credit. Banks, retail stores and other businesses generally issue these. On the basis of their credit limit, they are of different kinds like classic, gold or silver. The electronic payment systems such as Electronic Clearing Service (ECS) credit and debit, National Electronic Fund Transfer (NEFT) for retail transactions and Real Time Gross Settlement (RTGS) for large value, improved the speed of financial transactions, across the country. The introduction of ATMs in banks has transformed banking by providing banking services ANY TIME & ANYWHERE, ANYBANK to the customer. The customer is saved the risk or bother of carrying hard cash or travelers" cheque while travelling. It has also given cost savings to banks. Entry of ATMs has changed the profile of front offices in bank branches. Customers no longer need to visit branches for their day to day banking transactions like cash deposits, withdrawals, cheque collection, balance enquiry etc. Off-site ATMs has more significance than on-site ATMs for banking

penetration. Off-site ATMs play an important role by providing the basic banking services like cash withdrawal, transfer of funds even without the presence of full-fledged brick-and-mortar branches. During 2011-12, there was an addition of 14,365 new off-site ATMs. However, metropolitan areas accounted for the maximum number of newly opened ATMs. Southern region had maximum number of newly opened ATMs, followed by northern region. However, the share of rural areas in the total number of ATMs continued to remain small.

Challenges in E-Banking

1. **Implementation of global technology**: There is a need to have an adequate level of infrastructure and human capacity building before the developing countries can adopt global technology for their local requirements. In developing countries, many consumers either do not trust or do not access to the necessary infrastructure to be able to process e-payments.
2. **Strengthening the public support**: In developing countries, in the past, most e-finance initiatives have been the result of joint efforts between the private and public sectors. If the public sector does not have the necessary resources to implement the projects it is important that joint efforts between public and private sectors along with the multilateral agencies like the World Bank, be developed to enable public support for e-finance related initiatives.
3. **Confidentiality, integrity and authentication**: These three are the very important features of the banking sector and were very successfully managed all over the world before the coming of internet. Communication across an open and thus insecure channel such as the internet might not be the best base for bank-client relations as trust might partially be lost.
4. **Customer Satisfaction**: In today‟s competitive world, satisfaction of customers is a major challenge for the banking sector because customers have alternative choices in various types of services provided by banks.
5. **Availability of Personnel services**: In present times, banks are to provide several services like social banking with financial possibilities, selective up gradation, computerization and innovative mechanization, better customer services, effective managerial culture, internal supervision and control, adequate profitability, strong organization culture etc. Therefore, banks must be able to provide complete personnel service to the customers who come with expectations.
6. **Non- Performing Assets (NPA)**: Nonperforming assets are another challenge to the banking sector. Vehicle loans and unsecured loans increases N.P.A. which terms 50% of banks retail portfolio was also hit due to upward movement in interest rates, restrictions on collection practices and soaring real estate prices. So that every bank have to take care about regular repayment of loans.
7. **Competition**: The nationalized banks and commercial banks have the competition from foreign and new private sector banks. Competition in banking sector brings various challenges before the banks such as product positioning, innovative ideas and channels, new market trends, cross selling ad at managerial and organizational part this system needs to be manage, assets and contain risk. Banks are restricting their administrative folio by converting manpower into machine power i.e. banks are decreasing manual powers and getting maximum work done through machine power. Skilled and specialized man power is to be utilized and result oriented targeted staff will be appointed.
8. **Handling Technology**: Developing or acquiring the right technology, deploying it optimally and then leveraging it to the maximum extent is essential to achieve and maintain high service and efficiency standards while remaining cost effective and delivering sustainable return to

shareholders. Early adopters of technology acquire significant competitive advances Managing technology is therefore, a key challenge for the Indian banking sector.

9. **Other Challenges**:

a) Coping with regulatory reforms
b) Development of skill of bank personnel
c) Customer awareness and satisfaction
d) Corporate governance
e) Changing needs of customers
f) Keeping space with technology up gradation
g) Lack of common technology standards for mobile banking
h) Sustaining healthy bottom lines and increasing shareholders value
i) Structural changes
j) Man power planning

Opportunities in E-Banking

1. **Untapped Rural Markets:** Contributing to 70% of the total population in India is a largely untapped market for banking sector. In all urban areas banking services entered but only few big villages have the banks entered. So that the banks must reach in remaining all villages because majority of Indian still living in rural areas.
2. **Multiple Channels:** Banks can offer so many channels to access their banking and other services such as ATM, Local branches, Telephone/mobile banking, video banking etc. to increase the banking business.
3. **Worthy Customer Service:** Worthy customer services are the best brand ambassador for any bank for growing its business. Every engagement with customer is an opportunity to develop a customer faith in the bank. While increasing competition customer services has become the backbone for judging the performance of banks.
4. **Internet Banking:** It is clear that online finance will pickup and there will be increasing convergence in terms of product offerings banking services, share trading, insurance, loans, based on the data warehousing and data mining technologies. Anytime anywhere banking will become common and will have to upscale, such up scaling could include banks launching separate internet banking services apart from traditional banking services.
5. **Retail Lending:** Recently banks have adopted customer segmentation which has helped in customizing their product folios well. Thus retail lending has become a focus area particularly in respect of financing of consumer durables, housing, automobiles etc., Retail lending has also helped in risks dispersal and in enhancing the earnings of banks with better recovery rates.
6. **Indian Customers:** The growing Indian banking sector with its strong home country linkages, seek a unique combination of Indian ethnicity and global standards that offers a valuable nice opportunities for Indian banks. The biggest opportunity for the Indian banking sector today is the Indian costumers. Demographic shifts in terms of income level and cultural shifts in terms of life style aspirations are changing the profile of the Indian customer. This is and will be a key driver of economic growth going forward. The Indian customers now seek to fulfill his lifestyle aspirations at a younger age with an optimal combination of equity and debt to finance consumption and asset creation. The consumer represents a market for a wide range of products and services he need a mortgage to finance his house, an auto loan for his car, a credit card for on-going purchases, a bank account, a long term investment plan to his children's higher education,

pension plans for his retirement, a life insurance policy the possibilities are endless and this consumer does not live just in India's top ten cities. He represents across cities, towns and villages i.e. in rural areas. Consumer goods companies are already tapping this potential it is for the banks to make the most of the opportunity to deliver solutions to this market.

7. **Other Opportunities :**

a) To enter new business and new markets
b) To develop new ways of working
c) To improve efficiency
d) To deliver high level of customer services.

CONCLUSION

Given the new environment, banks can't remain unaffected by the changes round and challenges before them. Therefore banks need to restructure themselves. The following practices need to be adopted on urgent basis;

1. Greater professionalism.
2. Greater emphasis on diversification and sources non interest income.
3. Consultancy services.
4. Equipping them to operate in the deregulated environment.
5. Necessary changes in the legal stipulations.
6. Cost management.
7. Bench marking of service standards to improve productivity and Proficiency.

A self- regulatory organization to monitor the activities of banking with the increasing levels of Globalizations, Liberalizations, Privatizations and new reforms of the banking sector, competition will intensify further. Therefore, the banks who understand the market dynamics, perceive threats, anticipate volatility, show high degree of professionalism and dynamism in their functioning and respond promptly to the market needs would survive and prosper.

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सार्वजनिक आर्थिक व्यवहारात आधुनिक डिजिटल तंत्रज्ञानाच्यापुरेपूर उपयोग

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आज डिजिटल युगात सार्वजनिक क्षेत्रच नाही तर देशातील सर्वच क्षेत्रामध्ये म्हणजेच सार्वजनिक असो कि खाजगी क्षेत्र असो या दोन्ही क्षेत्रात डिजिटल तंत्रज्ञानाचा वापरात दिवसेन दिवस भर पडत आहे.

आर्थिक धोरण आखणी करणाऱ्या अर्थतज्ञासाठी, आर्थिकधोरणात डिजिटल संसाधनाचा उपयोग करणे अत्यंत गरजेचे झाले आहे. जेव्हापासून सरकारने निश्चलनी करण्याच्या निर्णय घेतला तेव्हा पासून डिजिटल तंत्रज्ञानाचा वापरात अधिक भर पडल्याचे अलीकडेच झालेल्या आर्थिकसर्वेक्षणातदिसून आले आहे. विशेष करून डिजिटल वित्तीयसेवांचामाध्यमातूनवित्तीय समावेशन होय. देशातील अनेक तज्ञांनी केलेल्या सर्वेक्षणात सार्वजनिक आर्थिक व्यवहारात डिजिटल यंत्र सामग्रीच्या उपयोग केल्या मुळे सरकारला देशातील विविध योजनांचे लाभार्थी शोधून त्यांच्यापर्यंतडॉयरेक्ट (थेट) मदत पोहोचविणे शक्य झाले.यामुळे बनावती लाभार्थी शोधून काढणे सरकारला शक्य झाले आहे. तसेच निधी वाटपाच्या वेळी होणाऱ्या भ्रष्टाचार वगळतीथांबविणे सुद्धा शक्य झाले आहे. देशातील अनेक लाभार्थी विविध योजनांचे लाभ घेण्यासाठी आपल्या नावात घोळ आणि चुकाही करतात हे डिजिटल तंत्रज्ञानामुळे टाळणे शक्य झाले आहेत.

सरकारच्या विविध योजना :-

सुरक्षा बिमा योजना,पी.एम.खुशाल विकास योजना, गोल्ड मेन्सन स्किन,मुद्रा लोन योजना,जन आयुशी योजना,पी.एम.आवास योजना,सुकन्या समृद्धी योजना,बीजू कन्या रत्न योजना, स्किम ओडीसा,प्रधान मंत्री जीवन ज्योती बीमा योजनाSBI Rs.330 प्रती वर्ष प्रव्याजी, जन धन योजना, महात्मा गांधी रोजगार हमी योजना (मनरेगा) ई.

सार्वजनिक अर्थकरणात डिजिटलायझेशनझाल्यामुळेकल्याणकारीयोजनालाभार्थ्या पर्यंत पोहचत आहे. सुरुवातीच्या कालावधीत विविध योजना मध्ये अनेक तफावत राहतहोत्या. परंतु त्यात सुधारणा होऊ लागल्या.निधीत वाढ होऊ लागली.गतवर्षी मनरेगा या योजनेत महिलांचा 55% सहभागी होत्या. मनरेगा या योजने अंतर्गत41% लाभार्थ्यापर्यंत तर स्वयंपाक गॉसचे अनुदान लाभार्थ्याच्या खात्यात जमा करण्याच्या योजने अंतर्गत 37% राष्ट्रीय सामाजिक सहाय्यक कार्यक्रम योजने अंतर्गत14% लोकांन पर्यंत तसेच शिष्यवृत्तीयोजने अंतर्गत 7% लाभार्थ्यापर्यंत पोहचविण्यात यश मिळविण्यात आलेले आहे. आर्थिक धोरणातील डिजिटल तंत्रज्ञानाचे वापरातील यशस्वी उदाहरण म्हणजे प्रधानमंत्री जनधन योजना होय. या योजनेअंतर्गतअनेक गरीब जनतेने विविध बँका मधून जसे भारतातील 27सार्वजनिकक्षेत्रातील बँका तसेचजनधन योजना खाते उघडता येईल असे सर्व बँक

Allahabad Bank, Andhra Bank, BOB ,BOI, BOM, Canara Bank, Central Bank of India, Corporation Bank, Dena Bank,IDBI, India Bank, Oriental Bank of Commercal, P.N.B, P&SB, SBI, Syndicate Bank, Union Bank of India, Vijaya Bank.

खाजगीक्षेत्रातीलबँक :-Axis Bank ltd, Dhanalaxmi Bank ltd, Dhanalaxmi Bank ltd, Federal Bank ltd, HDFC Bank ltd, ICICI Bank ltd, Industnd Bank ltd, ING Vysya Bank ltd, Karnataka Bank ltd, Kotak Mahindra Bank ltd, Yes Bank ltd. ई. भारतातील सार्वजनिक क्षेत्रातील २७ बँका व या बँकांनी गरीब जनतेला त्रास होऊ नये म्हणून निर्माण केलेल्या "ग्राहक सेवा केंद्रा" मधून खाती उघडल्या मुळे त्यांच्या खात्यात (लाभार्थ्याच्या खात्यात) अनुदानात विविध योजनेतील अनुदानाची रक्कम जमा करता येते. मनरेगा (MGNREGA) योजने अंतर्गत काम केलेल्या लाभार्थ्याचे आधार लिंक असलेल्या खात्यात थेट रक्कम जमा करता येते.सरकारने रोकड रहित सेवा सुविधांचे वापर करण्याचे निर्देश दिल्यामुळे प्रत्येक मजुरांचे किंवा कर्मचाऱ्यांचे मजुरी थेट त्यांच्या बँक खात्यात जमा होते. कारण आधार कार्डामुळे प्रत्येक खाते धारकाला एकल ऑनलाईन ओळख क्रमांक मिळतो. हा नंबर बँक खाते आणि मोबाईल नंबरशी संलग्न (लिंक) केल्यावर थेट व्यवहार करणे सोपे होते. ई-बँकिंग मोबाईलबँकिंगच्या उपयोगाला प्रोत्साहन दिल्यामुळे निधी हस्तांतर करणे सुलभ झाले. आणि इतर सुविधा सुद्धा जलद वापरता येतात. बँकेच्या व्यवहारासाठी बँकेत जाऊन रांगेत उभा राहण्याची गरजहीभासत नाही. बँकेच्या कारभारातील दिरंगाई टाळता येऊ शकते. जनधन योजना आधार आणि मोबाईल बँकिंगच्या वापरामुळे भारताने डिजिटल क्रांतीच्या दिशेने एक महत्वाचे पाऊल टाकले आहे.

जागतिक स्तरावरील डिजिटल करणाची काही उदाहरणे आहे.केनियात डिजिटलीकरण झाल्यानंतर किती वित्त संस्थांनी या वाढत्या डिजिटल करणाला प्रसिसाद दिला हे बघण्यासाठी एकसर्वेक्षण करण्यात आले.या दिवसातील मोठ्या प्रमाणातील लोक संख्या वित्तीय सेवांच्या परिक्षेत्रात राहतो तसेच केनियातील जनता मोबाईल वर आधारित वित्तीय व्यवहार करण्यात सर्वोच्च (शिखरावर) आहे. जवळपासदहा वर्षात प्रोढ लोकांमध्ये डिजिटल वापराचे प्रमाण शुन्यावरून75% वर पोहोचल्याचे आढळून आले.

या जागतिक डिजिटली करणाच्या अभ्यासावरून भारत सरकार ने डिजिटल तंत्रज्ञानाच्या वापरासाठी म्हणजेचजंधान योजना आधार लिंक आणिमोबाईलही त्रिसूत्री अमलात आणली. प्रामुख्याने भारतातील अनेक अनुदानित योजनेत मोठ्या प्रमाणावर भ्रष्टाचार होती. त्यामुळे या योजनेच्या यशस्वीतेवर खीळ येत असत. खऱ्या लाभार्थींना लाभ प्राप्त होण्या एवजी बनावत लाभार्थींना म्हणजेच बनावट नावांवर रक्कम जमा होत. या संदर्भात एक उदा. म्हणजे भारतातील स्वस्त धान्य वाटपाच्या म्हणजेच रेशन यादीत अनेक खोटी किंवा बनावत राशन कार्ड बनावत नावच जास्त असल्या मुळे हि योजना निष्फळ ठरली. तसेचमहात्मा गांधी राष्ट्रीय ग्रामीण रोजगार हमी योजनेच्या अमलबजावणीत उणीवा आहेत. ज्यामधून भ्रष्टाचाराला वाटा मिळाला आहे.जेव्हा पासून मनरेगा अधिनियम7 सप्टें 2005 पासून लागू झाला याच बरोबर आर्थीक वर्षात गरिबांना कमीत कमी १०० दिवस रोजगाराची ग्यारंटी हि देण्यात आली. परंतु दर आर्थिक वर्षात नरेगा बजट निश्चित केला जातो. परंतु बजेट नुसार रोजगार मिळत नाही. म्हणजे थेट लाभार्या पर्यंत पोहोचत नाही. मध्य फळीतच कुठतरी भ्रष्टाचार होतो आहे. म्हणूनच अमलबजावणी मध्ये त्रुटी आढळून येत. स्वयपाक घरातील गॉसचे अनुदान देण्या मध्ये इतक्या मोठ्या प्रमाणात गळती होती की, देशातील एकूण लोक संख्येच्या २०% वरच्या स्तरावरील लोकांना अनुदानातील ६०% रक्कम मिळत असे तर खालच्या स्तरावरील लोकांना अनुदाना पैकी फक्त ८% रक्कम मिळत होती. या सर्व भ्रष्टाचाराकडे म्हणजेच देशातील या सर्व समस्या कडे बघितला तर भ्रष्टाचारावरनियंत्रण करण्यासाठी डिजिटली करण हा एक उपाय दिसतो.

एकीकृतभुगतान प्रणाली तयार करण्यासाठी २०११ मध्येनंदननिलेकनी यांच्यानेतृत्वा मध्येएक गट स्थापन करण्यात आला या मागचे उपदेश हेच होते की, कोणतेही अनुदानाचे रक्कम सरळ गरिबान पर्यंत पोहचविनेया गटाने आपल्या अहवालात अशी शिफारस केली की, अनुदानाची रक्कम थेट त्यांच्या खात्यात जमा करावे. या साठी एकमेव असा आधार क्रमांक आहे.की, जोप्रत्येक अनुदानाशी लिंक करणे गरजेचे आहे.(बँकखात्याशी लिंक, राशन कार्डवर लिंक) सार्वजनिक क्षेत्रातील राष्ट्रीय समितिनेकेलेल्या अभ्यासानुसार राशन कार्डवर लाभार्थ्यांचे नाव आधार लिंक केल्यास त्यांची ओळख पटविणे सोपे जाईल आणि स्वस्त धान्य थेट त्यांचा पर्यंत पोहोचल. इतरही योजने साठी आधार क्रमांक सक्तीची केल्यास विविध योजनेतील गळती काही प्रमाणात कमी करता येईल. परंतु ओळखी बाबतची कागदपत्र योग्य तक्ता नुसार न दिल्यास ओळखी बाबतचे घोटाळे होण्याचा धोका निर्माण होऊ शकतो.

शिष्यवृत्ती योजनेतील लाभार्थ्यांचे अनुदानात भ्रष्टाचार होऊ नये म्हणून त्रिसुत्री अमलात आणने सुद्धा गरजेचे आहे. आधार क्रमांक संबंधीत लाभार्थ्यांचे बँक खात्याशी व त्यांच्या स्थिर मोबाईल क्रमांकाशी सलग्न असल्यास शिष्यवृत्ती धारकालाशिष्यवृत्ती बदल अपडेट मिळत राहील म्हणजे ऑनलाईन शिष्यवृत्ती प्रक्रियेत शिष्यवृत्ती किती प्रोसेस मध्ये सादरीकरणहोतो याबाबतीत धारकाला वेळोवेळी माहिती मिळत राहील. आणि अनुदानित रक्कमसमाजकल्याण कार्यालयामधून किती अनुदान जमा झाले. या बाबत अपडेट मिळेल व संस्था चालकाकडून होणारा भ्रष्टाचार थांबविता येईल.

आधार क्रमाक चुकीच्या खात्याशी लिंक असल्यास आधार पेमेंट च्या मध्यमातून मजुराला यशस्वीपणे वेतन देण्यासाठी MIM मध्ये मजुराच्या अचूक आधार क्रमांक नोदणे इतकेच आवश्यक नाही. जरUID No. MIM मध्येचुकीच्या बँक खात्याशी सलग्न केला गेला तर मजुराला त्यांचे वेतन मिळणार नाही.तसेच या पद्धतीत मजुरांना अनेक बँकेच्या खात्यामुळे समस्या निर्माण होतात.

२०१५-१६ मध्ये झालेल्या आर्थिक सर्वेक्षणात असे निर्देशनात आले की, २१ कोटी आधार कार्ड तयार केली गेलीत. एकाआठवड्याला ४ दश लक्ष आधार कार्ड तयार केली असून सुमारे ९७५ दशलक्ष जनतेकडे आधार आहे. अनेक राज्यामध्ये आधार नोंदणीचे प्रमाण अतिउत्तम आहे. सरासरी १/३ राज्यामध्ये आधार कार्ड देण्याचे प्रतिशत प्रमाण ९०% च्या वर आहे.

देशभरतील सर्वसामान्य जनतेला जनधन योजने अंतर्गत बचत खाते उघडता येत असल्यामुळे अनुदानाची रक्कम सरळ त्यांच्या खात्यात क्रेडीट करता येते. यामुळे योजनेच्या खऱ्या लाभार्थ्यानालाभ मिळू शकतो. प्रधानमंत्री जनधन योजने अंतर्गत १५ ऑगस्ट २०१४ पर्यंत सुमारे ११ करोड खाते उघडलेले होते.परंतु यात दिवसेनदिवस इजाफा होऊन २२ मार्च २०१७ पर्यंत या योजने अंतर्गत उघडलेल्याखात्यांची संख्या (आकडे कोटी मध्ये) खालील तक्त्यात स्पष्ट केली आहे.

अधिकोषाचे नाव	शहरी	ग्रामीण	कार्डची संख्या	आधार लिंक	खात्यात जमा रक्कम
सार्वजनिक क्षेत्रातील अधिकोष	१०.२२	१२.३२	१७.५८	१४.९३	४९२६६.०४
खाजगी अधिकोष	०.३७	०.५५	०.८४	०.४४	२१२७.५०
प्रादेशिक अधिकोष	०.६६	३.९७	३.५४	२.७६	११७०८.०५
एकूण	११.२४	१६.८४	२१.९५	१८.१३	६३१०१.४९

जेव्हा LPG गॉसचेअनुदान ग्राहकांच्या खात्यात जमा व्हावे या उद्देशाने या योजना २०१४ ला सुरु करण्यात आला या योजने अंतर्गत स्त्री-पुरुष यांना समान LPG स्वच्छ उर्जा सोयी सुविधा पुरविण्याचा विचार करण्यात आला शासनाच्या या मागच्या एकच उद्देश होता की,जे गृहिणी आहे. (प्रामुख्याने ग्रामीण क्षेत्रातील) यांना इंधनामुळे होणारे त्रास आणि धुळीमुळे होणारे प्रदूषण व आजारावर नियंत्रण आणणे होय. कारण प्रदूषणामुळे ग्रामीण क्षेत्रातील स्त्री-पुरुष आणि मुलांचेमृत्यू इतर रोगांमुळे न होता खराब इंधनामुळे होणारे वायू प्रदूषणामुळे होत असतात. भारतातील सांख्यिकी संस्था यांनी ग्रामीण भागातील स्त्रिया वनवन भटकून इंधन गोळा करतात आणि या साठी महिलांना लागणारा वेळ आणि मेहनत यांच्या पूर्णता अध्यन केले. यांनी सूचनाही केल्यात LPG हे स्वच्छ आणि आरोग्यास उत्तम इंधन असले तरी देखील आजही भारतातील अनेक कुटुंब लकडा सारख्या जळाऊ इंधनाचाच वापर करीत आहे. त्याचे दूषपरिणाम दिसत आहे. लकडासारख्या इंधनाच्यावापर थांबविण्यासाठीअनेक जिल्हामध्ये वनविभागातर्फेसवलतीच्यादारावरस्वयपाकांच्यागॉस दिल्या जात आहे. याचा फायदा म्हणजे जंगल तोड होणार नाही आणि आरोग्यास स्वच्छ उर्जा ही मिळेल.

उज्ज्वला योजने अंतर्गत ग्राहकांना बाजार भावानुसार LPG सिलेंडर मिळतो. व दारिद्रेषे खालील कुटुंबातील ग्राहकांच्या खात्यातअनुदानाची रक्कम जमा होते.हे सर्व व्यवहार आधार क्रमांक, मोबाईल क्रमांक आणि बँक खात्याशी सलग्न आहे. सुरुवातीला योजने अंतर्गत ६७६ जिल्हामधील १५.३ कोटी ग्राहका पर्यंत पोहचविण्याचे उद्देश होते. नंतर या योजनेत भर पडून देशभरात राबविली गेली. २०१४ हि योजना यशस्वी झाल्याचे केंद्रसरकारने घोषित केलीआहे.

आर्थिक समावेशक, वित्त नियोजन व्यवस्थापन, जनकेंद्री विनाअडथळा, प्रशासनाला प्रोत्साहन, सर्वजनिक सेवा सुधारणा यासाठी सरकारने बायोम्याट्रिकवर आधारित ओळख यंत्रणा आधार सुरु केली. सध्या आज भारतात १.१३अब्ज आधार धारक आहे.हे धारक आपल्या सर्व बँक व्यवहार बायोम्याट्रिक पद्धतीनेकेवळ आपल्या अंगठ्याच्या ठसा उमटवून करू शकतात. एप्रिल २०१७ ला सुरु झालेले आधार पे करोडो भारतीयानसाठी सर्वसमावेशक पेमेंट प्लटफॉम ठरणार आहे. डिजिटल समाज आणि ज्ञानाधारित अर्थव्यवस्था असलेल्या भारत घडविण्यासाठी सरकार कसूनप्रयत्न करीत आहे.

योजना लाभार्थ्यापर्यंत पोहोचत असल्यामुळे स्वयंपाकाच्या गॉसच्या होणारा काळाबाजार करणे कठीण झाले आहे. २०१५-१६ या आर्थिक वर्षाच्या पाहणी नुसार केंद्रीय पेट्रोलियम आणि नैसर्गिकवायू मंत्रालयाची आकडेवारी नुसार गॉसची अनुदानीत रक्कम४५४१२ कोटीरु. ग्राहकांच्या खात्यात जमा करण्यात आले आहे. तर एकून ग्राहकांपैकी १,०५,४६,३८८ ग्राहकांनी स्वेच्छा LPG अनुदानाच्या त्याग केल्याचे आढळून आलेत.

त्रिसुत्री मुळे निधी पाठविण्याची प्रोसेस अधिक सुलभ आणि सक्षम झाली आहे. विलंब कमी आणि प्रशासनावरच्या ओझे कमी झाले आहे.या सुविधा सरकार निधीवाटपासाठी आणली जाऊ शकते. कारण त्याचा खर्च कमी आणि प्रभावी आहे. देशाअंतर्गत असलेल्या परिस्थितीत सुधारणा करण्यासाठी **युनिवर्सल बेसिक इन्कम**प्रणालीच्या अंमलबजावणी करण्यास आल्यास सरकारी अनुदानाच्या रकमेचे गरीब उपभोक्ता असो की श्रीमंत उपभोक्ता असो यांना समान वाटप होईल, यात भ्रष्टाचार होणार नाही. चुकीचे पद्धतिने होणारे निधीचे वाटप बंद होईल.सरकारी अधिकाऱ्यांच्या हस्तक्षेप राहणार नाही. अनुदान थेट उपभोक्ताच्या खात्यात जमा होईल आणि अर्थव्यवस्थेच्या विकास प्रक्रियेतील विषमता दूर करता येईल.

सरकारद्वारे राबविल्या जाणारा विविध योजनेतील अनुदान थेट पोचविण्याचे प्रक्रिया सुलभ होते.या सर्व व्यवहारात डिजिटल तंत्रज्ञानाचा उपयोग महत्त्वाच ठरते.

निष्कर्ष:-

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२) अनुदानाची रक्कम थेट लाभार्थ्यांपर्यंत पोहोचविणे सुलभ झाले.

३) त्रिसूत्री आर्थिक व्यवहारात फायदेमंद ठरतील.

४) त्रिसूत्री अमलात आणल्यामुळे व जंधान योजनेमुळे भ्रष्ठाचारला आळा बसेल.

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बाबासाहेबांच्या विचारातील पैलु

प्रा. राजेश एस. डोंगरे
गुरूकुल कला,वाणिज्य व विज्ञान महाविद्यालय,नांदा
ता. कोरपना,जि. चंद्रपुर

गोषवारा –

अस्पृश्यांचा प्रतिनीधीच अंतर्गत तळमळीतुन आपली व्यथा मांडु शकतो हे त्यांच्या लक्षात आले. याच काळात शाहु महाराज आणि त्यांच्या कार्यकर्तृत्वाशी बाबासाहेबांचा परिचय होऊन त्यांना अधिकच प्रेरणा मिळाली. याचे कारणही तसेच होते. ते म्हणजे हे सर्व कार्य करीत असतांना लागणारा निधी, ''सारी सोंग आणता येतात परंतु पैशाचे सोंग आणता येत नाही'' या उक्तीप्रमाणे बाबासाहेब आर्थीक विवंचनेमुळे मनात असुनही खुप काही करू शकत नव्हते. त्यांची समस्या शाहु महाराजांनी चुटकीसरशी सोडवुन आर्थीक मदतीचा ओघ त्यांनी सुरू केला व बाबासाहेबांच्या चळवळीला अधिकच वेग आला.

प्रस्तावना :–

डॉ. बाबासाहेबांचे विचार हे दलितोध्दाराला पोषक असे असले तरीही त्यांची मुळ भुमीका ही सर्व जाती–जमातीच्या कल्याणाची होती. हे त्यांच्या पुढील विधानावरुन स्पष्ट होते. त्यांनी सर्वच स्तंभ लेखकांना सुचना केली होती की, कोणत्याही लेखकाची भुमीका ही सर्व जाती–जमातीच्या कल्याणाची असावी एवढीच माझी सार्थ अपेक्षा आहे. त्यांची ध्येयनिष्ठा ही समाज जागृतीची असुन ती सामाजिक बांधीलकीच्या तत्वातुन झालेली होती. यातुन त्यांचे सामाजिक ध्येय धोरण अभीव्यक्त होते.

बाबासाहेबांचे व्यक्तीमत्व :–

बाबासाहेबांच्या व्यक्तीमत्वातील घुमारे हे त्यांच्या प्रगाढ वाचनातुन फुटलेले आहेत.यालाच ते अभ्यास असे संबोधाचे त्यांचा अभ्यास देखील सर्वव्यापी असाच होता व तितकाच तो सखोल असाही होता. ज्ञानेश्वरीचे अध्याय आणि त्यातील ओव्या ह्या तर जणु त्यांना मुखोदगत झालेल्या होत्या. यातील काही ओव्या ज्या आशयगर्भ होत्या त्या वाचुन त्यांची मनोवस्था ही नव्या संघर्षास सिध्द होऊ पाहणारी होती. कारण या ओव्यांच्या अभ्यासातुनच त्यांनी देशातील तमाम अन्यायग्रस्तांना तसेच स्त्री–शुद्राती–शुद्रांना निकराच्या संघर्षाचा संदेश दिला. महाड येथील धर्मसांगरातुन अस्पृश्य वर्गाचे कर्तव्य त्यांनी लक्षात आणुन दिले. त्यातील संषर्घवादी आशय त्यांच्या पर्यंत पोहचविला व हजारो वर्षापासुन तळागळात पिचत पडलेल्या मृत व मुक मनांना जागृत केले. हा बाबासाहेबांच्या व्यक्तीमत्वातील जाज्वल्य घुमारा होय.

धर्मासाठी माणुस नसुन माणसासाठी धर्म आहे. ही धर्माकडे पाहण्याची त्यांची स्वच्छ भुमीका होती, म्हणुनच ते म्हणतात सामाजिक प्रश्नांचा विचार धर्मशास्त्राच्या अनुज्ञेय प्रमाणे न करता तो समाजशास्त्रीय सिध्दांताच्या आधारे करण्यात यावा. यावरून बाबासाहेबांची वैचारीकता ही धर्मनिरपेक्ष लोकशाही मुल्यांचे संवर्धन करणारी होती असे म्हणता येते.

शिक्षण विषयक जागृतीकरीता बाबासाहेब पोट तिडकीने बोलत असत. शिक्षणाशिवाय पर्याय नाही हे त्यांचे ठाम मत होते. शिक्षण नसल्यामुळे जिवनाच्या शर्यतीत पुढे जाता येत नाही व त्यामुळे इतर समाजाकडुन गळचेपी,मानहानी व विटंबना होते. त्यामुळे शैक्षणिक प्रगती हाच समाजाच्या मुख्य प्रवाहात येण्याचा सुयोग्य असा मार्ग होय,ही त्यांची वैचारीकता होती.

महाराष्ट्र हे पुरोगामी राज्य म्हणुन मान्यता प्राप्त होते, याच महाराष्ट्रात किंवा त्यांच्या जडणघडणीत त्यांचे अन्यन्यसाधारण योगदान आहे. अशा सर्वव्यापी कार्यकर्तृत्वाचे धनी असा ज्यांचा उल्लेख करता येईल ते म्हणजे डॉ. बाबासाहेब आंबेडकर हे होत. त्यांच्या सर्वकष कार्यकतृत्वाने उभ्या महाराष्ट्राचा कायापालट होऊन अख्खा महाराष्ट्र अंतरबाह्य उजळुन निघाला. महाराष्ट्रातील जनतेच्या मानसिकतेत परिवर्तनाचा प्रवाह वाहु लागला. एकंदरीत डॉ. बाबासाहेब आंबेडकरांच्या रूपाने एक सर्वकष प्रबोधन पर्वच महाराष्ट्रात उभे ठाकले ही प्रबोधन प्रकीया सर्वच क्षेत्राला व्यापुन टाकणारी होती. त्यामुळे पारंपारीक समाजमताला गतिशिलता लाभली आणि पाहता–पाहता ही गतिशिलता अनुकंपन पावत संपुर्ण भारताला आपल्या कवेत घेऊन राहीली आणि संपुर्ण भारत तेजोमय होत गेला,इतकी बाबासाहेब आंबेडकराची वैचारीकता प्रगल्भ होती. त्या वैचारीकतेतुनच आधुनिक भारताचे एक शिल्प तयार झाले. हे शिल्प म्हणजे त्यांचे लेखन व चिंतन, हा आधुनिक भारताचा महत्वपुर्ण अविष्कार म्हणता येतो.

भाषाविष्कार हा बाबासाहेबांचा मुळ पिंड होता. बहुभाषीक बाबासाहेबांचे इंग्रजीवर विशेष प्रभुत्व होते. त्यामुळे त्यांचा लेखनाविष्कार हा आग्ल भाषेत अधिक विस्तारला,मराठी ही मातृभाषा असल्यामुळे त्यावर अन्याय होऊ नये या बाबासाहेबांच्या मौलिक विचारांनी मराठी लेखनातही संख्यात्मक दृष्टीने कमी,परंतु गुणात्मक दृष्टीने अत्यंत सकस असे त्यांचे लेखन आहे. या सकस लेखनातुनच वृत्तपत्रांनी जन्म घेतला आणि हिच वृत्तपत्रे नवविचारांना प्रेरणा देणारी आणि आधुनिक महाराष्ट्राची उभारणी करणारी ठरली,1920 मधील 'मुकनायक' हे पहिले वृत्तपत्र जन्माला आले आणि या वृत्तपत्राच्या नावातच दडलेला गभीतार्थ खऱ्या अर्थाने उघड झाला. वर्षानुवर्षे वाचा असुनही मुक अशा दलित समाजाला या मुकनायकाने वाचा दिली आणि अशा तऱ्हेने दलितोध्दार चळवळीचा एकप्रकारे प्रारंभ झाला. असे या ठिकाणी नमुद करता येते.

वृत्तपत्रातुनच विचारांना अंकुर फुटतात आणि हे हळुहळु वृक्षरुपात उभे राहते, म्हणुनच वृत्तपत्रांना समाजप्रबोधनाचे प्रभावी साधन असा उल्लेख डॉ. बाबासाहेब आंबेडकरांनी केला आणि आजही भारत आधुनिकतेकडे वाटचाल करीत असतांना स्वतःचं प्रांजळ मत मांडण्याचे किंवा विचारांना दिशा देण्याचे एक महत्वपुर्ण माध्यम झाले आहे. याच माध्यमाचा डॉ. बाबासाहेब आंबेडकरांनी जनजागृती करीता प्रभावी वापर केला आणि यातुनच आंबेडकरी चळवळीचा आरंभ झाला.

निष्कर्ष :-

बाबासाहेबांच्या व्यक्तीमत्वाचे अनेक आयाम असुन त्या सर्वांमधुन त्यांची प्रग्लभता सिध्द होते. विविध धर्म-ग्रंथातुन मिळालेल्या ज्ञानाव्दारेच त्यांची वैचारीकता अधिक आशयघन झाली. कर्तृत्वाशिवाय यश नाही, हे त्यांनी पुरते जाणले, कर्तृत्वाला संघर्षाची जोड आवश्यक आहे. हे त्यांनी अस्पृश्य वर्गाच्या कार्यकर्तृत्वाकडे पाहुणच जाणले. कारण केवळ अस्पृश्य असल्यामुळे कर्तृत्वाला वाव मिळत नव्हता, याकरीता संघर्ष आवश्यक आहे असे त्यांचे प्रांजळ मत होते. त्यामुळेच त्यांच्या विचारातील प्रत्येक पैलुत संघषाला जागा होती. यातुनच त्यांनी अस्पृश्यवर्गाला त्यांच्या कर्तव्याची जाणीव करून दलित, एकुणच आंबेडकरी चळवळीचा प्रमुख गाभा तळागाळातील दलित वर्गामध्ये नवजागृती निर्माण करून दलित शोषीतांच्या भाव-भावनांना वाचा फोडणे हा होय या चळवळीतुन अस्पृश्यांच्या राजकीय हक्काची मागणी व दलित वर्गाची कैफीयत दिसुन येते.

संदर्भ :-

1) अरविंद श्रृंगारपुरे निवडक भारतीय पाश्चिमात्य राजकीय विचारवंत, विद्या प्रकाशन, नागपुर
2) डॉ. बाबासाहेब आंबेडकर,चरित्र साधने खंड दोन
3) Dr. Babasaheb Ambedkar writing & Speeches volume II *मराठी अनुवाद, घोडेस्वार*

Corruption Free India : Dream or Reality ?

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ABSTRACT

In today's scenario to make corruption free India is just like to swim against the tide. Corruption is one of the most burning issues in India. How can it be tackled is the necessity of the tie. Why really corruption is ? Is it a thing that can be easily removed, shifted changed or annihilated completely. The answer would be surely not because unless we change our thinking, it is not possible to experience hassle free dealings in every department of public welfare.

If will not be useful to count the major seams experienced by the country but to judge wisely to them who are responsible to run a government in a democratic country at the time of election

INTRODUCTION

Why really corruption is ? Who knows whether the dream of corruption free India likely to become a reality or not because corruption is not a recent ailment ? It has been from a gas in the country like India. We witness the reality that corruption is right from a smaller unit of Government office up to the highest authority like Union ministry as well.

The Public welfare departments of any country are supposed to guarantee neat and easygoing transactions but we see that the same departments are the real originators of corruption. More over the politicians miss no change to accumulate as much as monitory benefits during their regime.

CHALLENGES BEFORE THE DREAM OR REALITY ?

Does if really need lass or something a long list of rules in the form of a Lokpal bill? I would say that unless the change occurs in every ones mind, if is very difficult to make corruption free India. The ways government officers and other lower class officials are encouraging corruption is a sure road to degradation and financial collapse. To improve any country's economic condition, it is largely expected to make that country corruption free. The social progress of every individual also depends on the smooth and easy proceedings of the public welfare departments, but the deeply rooted corruption will never make this dream to come a reality.

The taxes and revenues collected from the common man of India is not utilized properly and the same revenue is personally used by the politician or ministers. Even the process of development through various scheme and policies becomes a suitable and efficient way of corruption for the concerned ministries. See the spectrum scam, fodder scam and many others on the higher level. And the minor projects and block and District level are never fructifying because of corruption. So I damn sure that corruption is nothing but selfishness of the so-called lower type of creatures in democratic system. The Channel this type of corruption is seen everywhere. It is becoming every difficult for the government to make India corruption free because we have gone so habitual of this cursed thing called corruption that even a petty work is carried in an absolute corrupted manner.

CHALLENGES IS THE KEY.

If corruption continues in the same way as it is today, then future of dram of corruption free Indian would never come true. So main functioning in any case should not be accepted if we really want

to see a corruption free India. The argument for the quicker enforcement of the Lokpal Bill must be stopped somewhere and with unanimous support of every political party, the bill should be passed urgently so that the barriers across the overall development of every Indian Individual should not be hampered in any case. The long awaited Lokpal Bill must be passed by the apex democratic governing body i.e. the parliament to ensure every citizens right to leave in corruption free India otherwise thing would happen as usually in absolute corrupted way. If the dream of corruption free India is sure to be fructified then no authority should obstruct to make happen if. Let everyone be safe selfless, fair land corruption free. That is it.

CONCLUSION

In my opinion, the time has come to become alert not only a state but the entire nation must be aware of the evils of corruption. The future of next generations expects that India should undergo a huge change of corruption free India where all, rich and poor, lower and upper class may have selfless transaction, strictly saying no to corruption. Therefore, I am in favor of a strong lokpal bill, which can with stand all the corrupt activities carried out in a developing country like India. If the dream of development, overall development is to be made a reality in India then there should as early as possible be the lokpal bill passed by the parliament of India. India, the country where there is the golden history of values, morality and doctrines of ideal life, then the corruption proves to be a curse on humanity.

The Lokpal is an assurance of ideal, inspiring and judicial proceedings everywhere. Surely the so called lokpal bill for which the veteran social and activities. Anna Hazare is fighting deserves another independence and that is of corruption. Everybody wants to be free from corruption and wants to live in a society, which is corruption free. Therefore in my reckoning the lokpal bill is the most rigorous way of dealing with corruption. I also expect that the authorities and persons involved in corruption-based activities should be punished in very rigid manner so that no one could dare to involved himself in corruption. The said lokpal bill must also treat the merit and demerits of politicians who are the elected saviors of democracy. So any functioning with big or small of any department must be judged judiciously by this Lokpal bill.

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FDI AND RETAIL SECTOR IN INDIAN ECONOMY

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FDI an international movement of capital has its own meaning in context companies of India which implies the investment of foreign entities in Indian capital companies and sectors including townships housing, hotels, Resorts industrial parks, hospitals, commercial premises, recreational facilities insurance etc.

They can invest through either Greenfield investment denoting a direct investment in new facilities or expansion of existing facilities or 'Mergers' that accurse at the time of transferring of existing Assets' from local to foreign firms and Acquisition which is witnessed when the control of Assets and operations is transferred from a local to a foreign company.

The intent and objectives of FDI policy in India can be observed in the "Circular on consolidated FDI policy" issued by the Govt. of India. According to this circular to accelerate the process of foreign direct investment to assist the domestic capital, technology and skill for economic growth is etc. principal objectives.

While permitting the foreign investors to invest in various sectors, some very important sectors are kept away from their investment that include Railway transport cool and lignite arms and ammunitions, automatic energy mining of iron, manganese, Gypsum, sulfur , Gold, Diamond, copper and Zinc etc.

In addition to this the Govt. of India has imposed some restriction on the investment by some countries, for instance, Bangla Deshi, Bhutani, Nepali , NRIS or investors are permitted only with the prior permission of the Govt. while Pakistan is entirely excluded from the list of investors. The OCBS which are not in the Black- list of RBI and FIT under portfolio investment scheme and SEBI registered FVCI are granted permission.

Some thinkers have pointed out some Advantages of FDI for India such as:-

Growth in G.P.D. , production in various scheme that helped India to change its image from an agro-based country to service oriented one and enabled her to compile with the changing world economy. Between these Arguments and counter Arguments, some obstructers for FDI in India cannot be ignored such as corruption violence, naxalism, opposition to land acquisition Delay in Govt. procedures, energy shortage etc.

Through favored by some thinkers and political leaders like Dr. Manmohan singh the prime minister of India, finance minister P. Chidambaram , Hariana chief minister Bhupendra singh Hood. The FDI policy has been opposed by Bengal chief minister Mamta Banerjee , Bihar chief minister Nitish kumar and left parties are doing that it will the devour the jobs and bring the down fall of the poor and middle clan retailer in India. Thus, FDI Entirely into India an especially in Retail sector doesn't seem to be easy.

FDI AND RETAIL SECTOR IN INDIAN ECONOMY

It is the movement of capital across national frontiers in a manner that grants the investor control over the acquired asset. FDI in the context of India 'means investment by non-resident entity/person resident outside India in the capital of an Indian company or in any sector as permitted by the government.

Foreign **D**irect **I**nvestment (FDI) is a major source of bringing money and advance technology in India for various developmental and infrastructure projects which are lagging behind due to scarcity of money and technology. Joint Ventures abroad promote economic co-operation between India and the host countries. They result in transfer of technology and skills, sharing the results of Research & Development, access to the global market, promotion of the brand image, generation of employment and utilization raw materials available in India and the host country, increased exports of plant & machinery, goods and services from India, foreign exchange earnings through dividend earnings, royalty, technical know-how fee, etc. Since globalization of trade is a two-way process, India is also getting benefits of integration of the Indian economy with the rest of the world with all its attendant benefits is achieved through overseas investment. It is the reverse of Foreign Direct Investment (FDI) i.e. Indian direct investment abroad.

Intent and objective of FDI policy in India:

It is the intent and objective of the Government of India to attract and promote foreign direct investment in order to supplement domestic capital, technology and skills, for accelerated economic growth. Foreign Direct Investment, as distinguished from portfolio investment, has the connotation of establishing a 'lasting interest' in an enterprise that is resident in an economy other than that of the investor.

The Indian Government has put in place a policy framework on Foreign Direct Investment, which is transparent, predictable and easily comprehensible. This framework is embodied in the Circular on Consolidated FDI Policy, which may be updated every year, to capture and keep pace with the regulatory changes, effected in the interregnum. The Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Government of India makes policy pronouncements on FDI through Press Notes/ Press Releases which are notified by the Reserve Bank of India as amendments to the Foreign Exchange Management (Transfer or Issue of Security by Persons Resident Outside India) Regulations, 2000 (notification No. FEMA 20/2000-RB dated May 3, 2000). These notifications take effect from the date of issue of Press Notes/ Press Releases, unless specified otherwise therein. In case of any conflict, the relevant FEMA Notification will prevail. The procedural instructions are issued by the Reserve Bank of India vide A.P. Dir. (Series) circulars. The regulatory framework, over a period of time, thus, consists of Acts, Regulations, Press Notes, Press Releases, Clarifications, etc.

General conditions on FDI:

WHO CAN INVEST IN INDIA?

A non-resident entity (other than a citizen of Pakistan or an entity incorporated in Pakistan) can invest in India, subject to the FDI Policy. A citizen of Bangladesh or an entity incorporated in Bangladesh can invest only under the Government route.

NRIs resident in Nepal and Bhutan as well as citizens of Nepal and Bhutan are permitted to invest in the capital of Indian companies on repatriation basis, subject to the condition that the amount of consideration for such investment shall be paid only by way of inward remittance in free foreign exchange through normal banking channels.

OCBs have been derecognized as a class of investors in India with effect from September 16, 2003. Erstwhile OCBs which are incorporated outside India and are not under the adverse notice of RBI can make fresh investments under FDI Policy as incorporated non-resident entities, with the prior approval of Government of India if the investment is through Government route; and with the prior approval of RBI if the investment is through Automatic route.

An FII may invest in the capital of an Indian Company under the Portfolio Investment Scheme which limits the individual holding of an FII to 10% of the capital of the company and the aggregate limit for FII investment to 24% of the capital of the company. This aggregate limit of 24% can be increased to the sectorial cap/statutory ceiling, as applicable, by the Indian Company concerned through a resolution by its Board of Directors followed by a special resolution to that effect by its General Body and subject to prior intimation to RBI. The aggregate FII investment, in the FDI and Portfolio Investment Scheme, should be within the above caps.

The Indian company which has issued shares to FIIs under the FDI Policy for which the payment has been received directly into company's account. Only SEBI registered FII and NRIs as per Schedules 2 and 3 respectively of Foreign Exchange Management (Transfer or Issue of Security by a Person Resident Outside India) Regulations 2000, can invest/trade through a registered broker in the capital of Indian Companies on recognized Indian Stock Exchanges.

A SEBI registered Foreign Venture Capital Investor (FVCI) may contribute up to 100% of the capital of an Indian Venture Capital Undertaking (IVCU) and may also set up a domestic asset management company to manage the fund. All such investments can be made under the automatic route in terms of Schedule 6 to Notification No. FEMA 20. A SEBI registered FVCI can invest in a domestic venture capital fund registered under the SEBI (Venture Capital Fund) Regulations, 1996. Such investments would also be subject to the extant FEMA regulations and extant FDI policy including sectorial caps, etc. SEBI registered FVCIs are also allowed to invest under the FDI Scheme, as non-resident entities, in other companies, subject to FDI Policy and FEMA regulations.

Further, FVCIs are allowed to invest in the eligible securities (equity, equity linked instruments, debt, debt instruments, debentures of an IVCU or VCF, units of schemes / funds set up by a VCF) by way of private arrangement / purchase from a third party also, subject to terms and conditions as stipulated in Schedule 6 of Notification No. FEMA 20 / 2000 -RB dated May 3, 2000 as amended from time to time. It is also being clarified that SEBI registered FVCIs would also be allowed to invest in securities on a recognized stock exchange subject to the provisions of the SEBI (FVCI) Regulations, 2000, as amended from time to time, as well as the terms and conditions stipulated therein.

Qualified Foreign Investors (QFIs) investment in equity shares:

QFIs are permitted to invest through SEBI registered Depository Participants (DPs) only in equity shares of listed Indian companies through recognized brokers on recognized stock exchanges in India as well as in equity shares of Indian companies which are offered to public in India in terms of the relevant and applicable SEBI guidelines/regulations. QFIs are also permitted to acquire equity shares by way of right shares, bonus shares or equity shares on account of stock split / consolidation or equity shares on account of amalgamation, demerger or such corporate actions subject to the prescribed investment limits. QFIs are allowed to sell the equity shares so acquired subject to the relevant SEBI guidelines.

The individual and aggregate investment limits for the QFIs shall be 5% and 10% respectively of the paid up capital of an Indian company. These limits shall be over and above the FII and NRI investment ceilings prescribed under the Portfolio Investment Scheme for foreign investment in India. Further, wherever there are composite sectoral caps under the extant FDI policy, these limits for QFI investment in equity shares shall also be within such overall FDI sectoral caps.

Dividend payments on equity shares held by QFIs can either be directly remitted to the designated overseas bank accounts of the QFIs or credited to the single rupee pool bank account. In case dividend payments are credited to the single rupee pool bank account they shall be remitted to the

designated overseas bank accounts of the QFIs within five working days (including the day of credit of such funds to the single rupee pool bank account). Within these five working days, the dividend payments can be also utilized for fresh purchases of equity shares under this scheme, if so instructed by the QFI.

Some facts and figures about FDI in India

TYPES OF INVESTMENT

Greenfield investment: Direct investment in new facilities or the expansion of existing facilities. Greenfield investments are the primary target of a host nation's promotional efforts because they create new production capacity and jobs, transfer technology and know-how, and can lead to linkages to the global marketplace. Greenfield investments are the principal mode of investing in developing countries.

Mergers and Acquisitions: Occur when a transfer of existing assets from local firms to foreign firms takes place. Cross-border mergers occur when the assets and operation of firms from different countries are combined to establish a new legal entity. Cross-border acquisitions occur when the control of assets and operations is transferred from a local to a foreign company, with the local company becoming an affiliate of the foreign company. Mergers and acquisitions are the principal mode of investing in developed countries.

FDI IN INDIA IS PERMITTED THROUGH TWO ROUTES

- Automatic approval by RBI
- The FIPB route (Foreign Investment Promotion Board)

FDI'S IS NOT PERMITTED IN THE FOLLOWING SECTORS

- Arms and ammunition
- Automatic energy
- Railway Transport
- Coal and lignite
- Mining of iron, manganese, chromosome, gypsum, sulphur, gold, diamonds, copper and zinc.

FDI IN REAL ESTATE

ACCORDING TO FICCI

- The size of real estate industry is estimated to be around U.S $ 12billion.
- Almost 80% real estate developed in India is in residential space & the rest comprise of offices, shopping malls, hotels and hospitals.
- Townships
- Housing
- Commercial premises
- Hotels
- Resorts
- Industrial parks
- Resorts
- Hospitals
- Educational institutes
- Recreational facilities
-

INVESTMENT IN SHOPPING MALLS IN INDIA

- At present, housing and real estate is on the list of seven activities where FDI is prohibited. The commerce and industry ministry, which administers the foreign investment policy, is also looking at partly opening up retail trade, another prohibited activity, for FDI.
- The commerce and industry ministry has proposed opening up of the foreign investment policy by allowing 100% FDI in construction of commercial properties such as shopping malls and hotels.
- In the broad sector of real estate, FDI of up to 100% is allowed only in the "development of integrated township". The automatic route is, however, not available to such proposals which require to go through FIPB (Foreign Investment Promotion Board) clearance

TELECOM SECTOR

- India's 23 million-line telephone network is one of the largest in the world and the third largest among emerging economies.
- The industry is considered as having the highest potential for investment in India.
- India has witnessed rapid growth in Cellular, Radio Paging, Value-added services, Internet and Global Mobile Communication by satellite (GMPCS) services.
- It offers an ideal environment for investment.

FDI IN INSURANCE

- It was first mooted by P. Chidambaram as finance minister in the united front government in 1997.
- The sector was opened up in 1999.
- The IRDA act (Insurance Regulatory and Development Authority Act, 1999) allowed the insurance sector to be opened up.
- Indian insurance industry has attracted $235 million foreign direct investment.
- Currently the FDI's in insurance is restricted to 26%.
- The current UPA government has announced its intention to increase the cap on FDI in the insurance sector to 49%.
- According to us ambassador to India David Mulford at a conference on Indian insurance market. (06 October 2005) the FDI cap should be raised above 50 per cent within a short period so that foreign investors would have management control commensurate with their investment and the flow of FDI to the sector will increase.

COMPETITIVE ADVANTAGE OF INDIA IN FDI

- From a shortage economy of food and foreign exchange, India has now become a surplus one.
- From an agro based economy it has emerged as a service oriented one.
- From the low-growth of the past, the economy has become a high-growth one in the long-term.
- After having been an aid recipient, India is now joining the aid givers club.
- Although India was late and slow in modernization of industry in general in the past, it is now a front-runner in the emerging Knowledge based New Economy.
- The Government is continuing its reform and liberalization not out of compulsion but out of conviction.
- Indian companies are no longer afraid of Multinational Companies. They have become globally competitive and some of them have started becoming MNCs themselves.

OBSTACLES FOR FDI'S IN INDIA

- Courts lead to long procedural delays.
- Violent separatist movements existing in Kashmir .
- Corruption faced by firms in india after bureaucratic red tape and power shortages.

- Shortages of energy and handling capacities at the ports, and saturated rail and road networks.
- Lack of a regulatory environment, clear investment policies.
- Problems with land acquisition

GOLDMAN SACHS REPORT ON "DREAMING WITH BRICS"

- India's GDP will reach $ 1 trillion by 2011, $ 2 trillion by 2020, $ 3 trillion by 2025, $ 6 trillion by 2032, $ 10 trillion by 2038, and $ 27 trillion by 2050, will overtake Italy by the year 2016, France by 2019, UK by 2022, Germany by 2023, and becoming the third largest economy after USA and China.
- In terms of GDP, India will overtake Italy by the year 2016, France by 2019, UK by 2022, Germany by 2023, and Japan by 2032.
- Among the BRIC group India alone has the potential to show the highest growth (over 5 percent) over the next 50 years. The Chinese growth rate is likely to reduce to 5% by 2020, 4% by 2029, and 3% by 2046.

Views of Indian Policy Makers on allowing FDI in Retail Sector :

Haryana chief minister Bhupinder Singh Hooda on 5th August 1012, said he favored foreign direct investment (FDI) in retail sector as it would benefit the farming class. Making a strong case for FDI in retail, Hooda argued it would get better prices of farm produces to farmers, and he himself being a farmer's son, knew that the prices that farmers get were not adequate. "My clear view is that FDI in retail is in farmers' interest and It should be left to the states to decide on its implementation," he added. But he also felt it should be left to individual state governments to decide on its implementation in their states. Hooda was speaking at an interactive session organized by the Indian Chamber of Commerce in Kolkata.

West Bengal chief minister Mamata Banerjee is opposed to entry of FDI in retail and has foiled the UPA government's attempt on opening up of the sector on several occasions. It is one of the rare issues in which the Trinamool Congress and its arch rivals, the Left parties, have the same stand. Both believe the entry of global retail majors will snuff out small neighborhood shops that millions across the country and also lead to monopoly in pricing of goods of daily necessity.

A section of economists though maintain that it is time for India to roll out the next generation of reforms and FDI in retail is one of its key constituents. Though the Manmohan Singh government is inclined to agree to the view, it has been unable to do so due to compulsions of coalition politics.

Nitish kumar's view on FDI

Bihar chief minister Nitish kumar said on Monday it is not possible to accept foreign direct investment in multy brand retail in the state as it is converce to policy of growth with justice "It is our consider view that as the domestic retailing is underdevelop and is in a rascent stage. It is important that this sector is allowed to grow and consolidate first before any libralisation " He said to union minister of commerce, industry and textile Anand Sharma"We have to be very coutious and careful because at stake is the stability of vital pillars of our economy retailing agricultural and manufacturing kumar said It needs to be highlighted that the negagive effects of FDI in retail in terms of job loss . displacement of small retalers and undermining of traditional supply chains by the monopoly power of multy national retalers for out way the professed benefits bihar chief minister Nitish kumar said "Therfore the case for opening up of the retail sector to FDI does not seem to be justifiable and is converse to our policy of growth with justic thus in view of the above it is not possible for us to accept FDI in detail in our state .

Finaly in the interest of farmars , retailers ,and consumers , the central govt. should reconsider its decision for libralisation of FDI policy in multy brand retail .

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जीएसटी : प्रभावी करसंकलन व गतिमान अर्थव्यवस्था

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मुख्य शब्द (Key wards) :
डू इट युवरसेल्प, स्टार्टअप समुदाय, इज ऑफ डुइंग बिझिनेस, जीएसटी, इनव्हाईस, एमजीएसटी, सीजीएसटी, एच.एस.एन. (हार्मोनाइज्ड सिस्टिम ऑफ नॉमिक्लेचर), आय जीएसटी युटीजीएसटी, कम्पोझिशन.

सारांश (Abstract) :
जीएसटी म्हणजे अप्रत्यक्ष कर आकारत असलेल्या आकारणी मधिल एकूण बदल होय. 'एक देश एक कर' हे तत्व झुगारून एका ऐवजी चार दारांनी कर आकारणी, सरकारी अधिकाऱ्यांचे विशेषाधिकार आणि अनेक वस्तूंना केंद्रिय कर आकारणीत सूट देवून त्या वस्तूंना राज्यावर सोडणे, असे फेरबदल करून १ जुलै २०१७ पासून देशात एक कर प्रणाली लागू करण्यात आली आहे. केंद्रिय व राज्य स्तरावरिल १७ कर रद्द केले आहे. या कर प्रणालीमुळे कर आकारणी सुलभ होणार असून त्या मध्ये कर वसूलीच्या कामात सुसूत्रता येईल आणि गतिशिल व्यवस्था अतिस्त्वात येऊन प्रभावी कर संकलन होणे अपेक्षित आहे.

प्रस्तावना :

भारतात जीएसटीचा प्रवास हा काही वेळा राजकीय कारणांमुळे आणि काहीवेळा सरकारच्या आळमुठे पणामुळे अगदी कुर्मगतीने झाला. भारतासारख्या एवढया विशालप्राय देशात असा कायदा आणण्यासाठी अंत्यत संयमित आणि सर्व संघराज्यांना समाविष्ट करणारी अशी प्रणाली आवश्यक आहे. जीएसटीचा प्रथम उल्लेख बाजपेयी सरकारने २००० मध्ये केला. त्यासाठी आसीम दासगुप्ता यांच्या अध्यक्षतेखाली एक अधिकार समिती स्थापन करण्यात आली. परंतु चर्चा आणि मागदर्शन यापलीकडे कोणताही ठोस मार्ग यातून निघाला नाही. या नंतर तब्बल सहा वर्षानी, म्हणजेच २००६–२००७ च्या अर्थसंकल्पीय भाषणात तत्कालीन अर्थमंत्री चिदम्बरम यांनी भारतात जीएसटी अमलबजावणी २०१० च्या आर्थिक वर्षापासून करण्याचे सूचित केले होते. पण प्रत्यक्षात आराखडा आणि सूचना यापलीकडे त्याला मुर्तरुप मिळाले नाही. आणि अंतिमत: २०१० साली विद्यमान अर्थमंत्री प्रणब मुखर्जी यांनी जीएसटी ची अंतलबजावणी २०११ साल पर्यंत पुढे ढकलल्याचे घोषित केले. २०११ साली जीएसटी आवश्यक असे घटना दुरुस्ती विधेयक दाखल झाले. व ते पुढील कार्यवाहीसाठी माजी अर्थमंत्री यशवंत सिन्हा यांच्या अधिकार समितीकडे सुपूर्द करण्यात आले. या समितीन ऑगस्ट २०१३ ला आपला अहवाल सादर केला परंतू १५ व्या लोकसभेचे विशर्जन झाल्याने हे सर्व प्रयत्न निष्फळ ठरले. या प्रस्तावा अंतर्गत भारतात असलेल्या संघराज्य व्यवस्थेचे संरक्षण हा कळीचा मुद्या होता आणि राज्याचे अधिकार अबाधित ठेऊन सर्व संमती मिळविणे ही एक जटिल समस्या होती. जीएसटीच्या सूचित पेट्रोल आणि डिझेल, जकात आणि मद्य समाविष्ट असू नये तसेच नुकसान भरपाई म्हणून उत्पादक राज्यांना बुडणाऱ्या संभावित महसुलावर केंद्र सरकारकडून दरवर्षी ठरावीक भरपाई मिळावी, अशा अपेक्षा राज्यांनी व्यक्त केला होत्या. त्यावर सार्वमत होण्यासाठी केंद्र सरकार कडून सांमजस्याची आणि जुळवून घेण्याची तयारी आवश्यक होती. या सर्व कारणांमुळे एकमत होण्यास बराच कालावधी लागला.

जी.एस.टी. म्हणजे काय ?

व्यापार, व्यवसाय अथवा उद्योग करित असल्यास त्याला निश्चितच 'प्राप्तीकर' व्यतिरिक्त इतर कर भरत असल्यास मग तो कर सेवा कर, उत्पादन शुल्क, मूल्यवर्धीत कर असेल किंवा सिमा शुल्क असेल त्या करांना अप्रत्यक्ष कर म्हणतात. या अप्रत्यक्ष कराची जागा आता जी.एस.टी. घेणार आहे.

जी.एस.टी.ची अंमलबजावणी म्हणजे फक्त करामधील बदल नाही. जी.एस.टी. म्हणजे अप्रत्यक्ष कर आकारत असलेल्या 'आकारणी' मधील एकूण बदल होय. उत्पादनावर उत्पादन शुल्क आकारले जात असे. वस्तूची देवान घेवान होताच मुल्यवर्धित कर आकरला जात असे आणि त्यामुळे उत्पादनाचे मुल्य वाढत असे. राज्यांमध्ये वस्तूंची देवान घेवान होते तेव्हा सी.एस.टी.(केंद्रीय विक्री कर) आकारला जात असे. अशा पध्दतीने उत्पादनाच्या मुल्यामध्ये उत्पादन शुल्क, मूल्यवर्धित कर, सी.एस.टी. यांची भर करत उत्पादन अंतिम ग्राहकापर्यंत पोहचविले जाते. या प्रत्येकाचा कर आकरणीचा 'टप्पा' वेगवेगळा आहे. या विविध पातळीवरील करांना आता जी.एस.टी.मध्ये समाविष्ठ केले आहे.

जी.एस.टी.केव्हा आकारला जातो :

जीएसटीबाबत सर्वांत महत्वपूर्ण बाब म्हणजे त्याचा आकारणीचा टप्पा. जीएसटी अंतर्गत कर आकारणीचा टप्पा 'पुरवठा' आहे. जीएसटी कायद्यामध्ये पुरवठयाचा अर्थ काय आहे? पुरवठा म्हणजे वस्तू व सेवांची विक्री वस्तू व सेवांचा पुरवठा प्रत्यक्ष विक्रीशिवाय सुध्दा होऊ शकतो. पुरवठयामध्ये हस्तांतरण, विनिमय, वस्तूविनिमय, भाडे, भाडेपट्टी आणि एजंट किंवा शाखेला करण्यात आलेला पुरवठा यांचा देखिल समावेश असेल.

जीएसटी चे काय प्रकार आहेत :

१) भारताबाहेर करण्यात आलेल्या पुरवठयावर कोणताही जीएसटी आकारण्यात येणार नाही. पण अशा पुरवठयांसाठी जीएसटी नोंदणी आवश्यक आहे.
२) राज्यांतर्गत विक्रीवर केंद्रिय व राज्य कर म्हणजे सीजिएसटी व एसजीएसटी आकरण्यात येईल.
३) दोन राज्यांमधील विक्रीकर आयजीएसटी आकारण्यात येईल. ते सिजिएसटी व एसजीएसटीचे एकूण मूल्य असेल.

४) आयातीवर सुध्दा आयजीएसटी आकारण्यात येईल. केंद्रिय वस्तू व सेवाकर (CGST) , राज्य वस्तु व सेवाकर (SGST) आणि आंतरराज्य वस्तू व सेवा कर (IGST) असे फक्त तिनच प्रकार आहे.

जीएसटी कायदा :–

वस्तू व सेवा कर एकाच वेळी, एकाच पध्दतीने, एकाच कर दर व्यवस्थेने देशाच्या सर्व भागात १ जुलै २०१७ पासून लागू करण्यात आला आहे. यासाठी केंद्र सरकारने देशाच्या संविधामामध्ये १२२ वी दुरुस्ती केली आहे. केंद्रीय वस्तू व सेवा कर कायद्यामध्ये एकंदर २१ प्रकरणे, १७४ कलमे आणि ३ परिशिष्टे आहेत. यामध्ये कर आकारणी व करसंकलन कलम – ५, आंतरराज्य पुरवठा कलम – ७, राज्यांतर्गत पुरवठा कलम – ८, समुद्र किनाऱ्याच्या हदित केलेला पुरवठा कलम – ९, वस्तु सेवाच्या किंवा दोन्ही पुरवण्याचे ठिकाण कलम – १०, भारतात आयात केलेल्या किंवा भारतातून निर्यात केलेल्या वस्तूंच्या पुरवठयाचे कलम – ११, सेवेचा पुरवठा करणाऱ्या व्यक्तिचे व ते स्वीकारणाऱ्या व्यक्तीचे ठिकाण भारतात असेल कलम – १२.

हा कायदा तयार करतांना व त्याची अंमलबजावणी करतांना येणाऱ्या अडचणी व भविष्यकालीन धोरण लक्षात घेऊन केंद्र शासनाने या संबधी घटना दुरुस्ती करताना जीएसटी मधील दरा सोबत या संबधी महत्वपूर्ण विषयावर निर्णय घेण्याचा पूर्ण अधिकार ''वस्तु व सेवा कर परिषद'' यांना दिला आहे. या परिषदेमध्ये त्या वस्तू व सेवा यांच्यावर कर आकारण्यात येणार नाही म्हणजेच सवलतपात्र वस्तु व सेवा याची स्वतंत्र यादी असेल. सोने, चांदी, दागिणे यावर कराचा विषेश दर आहे.

निर्माण होणाऱ्या वस्तू व सेवा यावर भरलेल्या कराचा परतावा मिळेल. आयात करण्यात येणाऱ्या वस्तुवंर सीमा शुल्का शिवाय जो जीएसटी लागेल तो त्या वस्तूवंर देशांतर्गत असणाऱ्या जीएसटी करा इतकाच असेल. या परिषदेने घेतलेला महत्वाचा निर्णयांपैकी एक निर्णय म्हणजे सर्व वस्तूवंर ठरलेल्या ५ दरांपैकी ०,५,१२,१८ तसेच २८ टक्के यापैकी एक कर आकारण्यात येईल. या परिषदेच्या बैठकित १२११ वस्तूपैकी १२०६ वस्तूंवर कर किती कर असावा याबाबत निर्णय झाला आहे. यामधिल ८१ टक्के वस्तूंवर १८ टक्के किंवा त्यापेक्षा कमी आणि १९ टक्के वस्तूवर २८ टक्के जिएसटी लावण्यात येणार आहे.

जीएसटी कायद्याची वैशिष्टये :–

१) संपूर्ण राष्ट्र एक जिनसी

२) सर्व समावेशक्ता

३) उत्पादनावर नव्हे तर पूरवठयावर कर

४) प्रथम ५ वर्षात राज्यांना कर उत्पन्नात घट झाल्यास राज्यांना पर्याप्त नुकसान भरपाई.

५) आयात घटकावरील कर, मुल्याधरिन कर, टीसीएस पध्दत ही कर रचना करतांना अत्यंत विचारपूर्वक, व्यवहारीक, पुरोगामी, लवचीक व उत्पादक ठेवण्याचा प्रयत्न करण्यात आले आहे.

६) शुन्य कर दर, करमणूक वस्तू व सेवा ५ टक्के गुणात्मक वस्तू व सेवा कर दर १२ ते १८ टक्के चैनीच्या वस्तू व सेवा कर दर २८ टक्के व अपवादात्मक परिस्थीतीमध्ये कमाल दर ४० टक्के अशी व्यवस्था आहे.

७) प्रक्रिया व पॅकिंग न केलेल्या वस्तू, शिक्षण, आरोग्य ही क्षेत्रे कमी दर किंवा करमुक्त ठेवण्याचा प्रयत्न केला आहे.

८) या कररचनेमध्ये सर्वात मोठा दिलासा लहान व्यापाऱ्यांना देण्यात आला आहे. सध्या राज्यात १० लाखापेक्षा अधिक व्हॅट भरावा लागतो अश्या व्यापाऱ्यांना २० लाखाची उलाढाल हि मर्यादा नोंदणीसाठी अट आहे. ज्या व्यापाऱ्यांची उलाढाल १० ते २० लाखाच्या दरम्यान होती त्यांना कोणताही कर दयावा लागणार नाही.

जीएसटी कायद्यातील महत्वाच्या तरतूदी :

१) आंतरराज्यीय व्यवहारांवर आयजीएसटी आकारला जाईल. तर राज्यांतर्गत व्यवहारांवर सीजीएसटी व एसजीएसटी आकारला जाईल. त्याचप्रमाणे संयुक्त राष्ट्रांतील व्यवहारांवर यूटीजीएसटी आकारला जाईल.

२) जीएसटीमध्ये ० टक्के, ५ टक्के, १२ टक्के, १८ टक्के आणि २८ टक्के हे कराचे दर आहेत.

३) जीएसटीमध्ये पेट्रोलची उत्पादने, जसे पेट्रोलियम कुड, मोटर स्पिरीट, नैसर्गिक वायू, एटीएफ हे तात्पुरते जीएसटीच्या बाहेर ठेवले आहेत.

४) जीएसटीमध्ये ऍडव्हान्सवर जीएसटी लागेल. म्हणजे आपण जर ऍडव्हान्समध्ये रक्कम दिली तर त्यावरसुध्दा जीएसटी आकारला जाईल.

५) जर नोंदणीकृत व्यक्तिकडून वस्तू किंवा सेवा खरेदी केला तर रिव्हर्स चार्जच्या तरतूदीद्वारे जीएसटी भरावा लागेल.

६) रीव्हर्स चार्जच्या तरतूदीमध्ये जर एका दिवसामध्ये खरेदी रू. ५००० पेक्षा कमी असेल तर त्यावर आर.सी.एम. मध्ये कर भरण्याची आवशक्ता नाही.

७) जीएसटीमध्ये मासिक विवरण (रिटर्ण) भरले. जाईल.

८) जीएसटी हा पुरवठयावर आधारीत आहे. पुरवठा झाला की जीएसटी लागेल.

९) लहान व्यापारी ज्यांची मागिल वाप्रिक उलाढाल ७५ करण्याच्या आत असेल तो संयुक्त कर पध्दती लावू शकतो.

१०) कम्पोझिशन च्या तरतूदी नुसार उत्पादकाला सीजीएसटी व एसजीएसटी मिळून २ टक्के, रिटेलरला सीजीएसटी व एसजीएसटी मिळून १ टक्के व हॉटेलला सीजीएसटी व एसजीएसटी मिळून ५ टक्के जीएसटी भरावा लागेल.

११) कच्चा माल इनपूट सेवा आणि भांडवली वस्तू यांवर भरलेल्या कराचे नोंदणीकृत करपात्र व्यक्तिला आयटीसी मिळेल.

१२) जीएसटीमध्ये अन्न व पेय, अचल संपती प्रवासी वाहन, आऊट डोअर केटरिंग, सौंदर्य उपचार, आरोग्य सेवा, सौंदर्य प्रसाधने आणि प्लास्टिक सर्जरी, क्लब, आरोग्य केंद्राची सदस्यता शुल्क, जीवन विमा, आरोग्य विमा, व्ययक्तिक वापराच्या वस्तू, वर्क कॉन्ट्राक्ट सेवा यावरचा आयटीसी मिळत नाही.

१३) जीएसटी मध्ये वस्तुसाठी एचएसएन कोड तर सेवासाठी एस.ए.सी. कोड वापरले जातील. या कोडनुसारच वस्तु व सेवांचे दर ठरविले आहेत.

१४) वस्तु किंवा सेवांचा पुरवठा केल्यावर पुरवठदारांने प्राप्तकर्त्याला टॅक्स इनव्हाइस देणे आवश्यक आहे. टॅक्स इनव्हाईसवर कायद्यात दिल्याप्रमाणे संपूर्ण माहीती असायला हवी.

१५) जर करदाताची वार्षिक उलाढाल १.५ कोटी पेक्षा कमी असेल तर त्याला बिलामध्ये एचएसएन कोड लिहिण्याची गरज नाही. मात्र याची वार्षिक उलाढाल १.५ कोटी ते रू. ५ कोटी असेल तर दोन अंकी कोड आणि जर वार्षिक उलाढाल ५ कोटींपेक्षा जास्त असेल तर चार अंकी एचएसएन कोड बिलामध्ये नमूद करावा लागेल. वस्तू जर निर्यात केल्या असतील तर त्याच्या बिलावर आठ अंकी कोड नमूद करावा.

१६) जर एखाद्या व्यक्तिची वार्षिक उलाढाल रू. २० लाखांच्या वर असेल तर त्या व्यक्तिंला नोंदणी करून घेणे अनिवार्य आहे.

व्यापार उद्योजकांच्या दृष्टीने जीएसटीचे फायदे :

१) यापूर्वी राज्याच्या विक्रीवर खात्याकडून उद्योजकास व्हॅट नोंदणीपत्र घ्यावे लागायचे. प्रत्येक राज्याच्या पध्दती वेगळया व फीस पण वेगवेगळी विविध राज्यांत उद्योगधंदे असणाऱ्यांना ते त्रासदायक होते. आता जीएसटीची नोंदणी प्रक्रिया एककेंद्री आहे. त्यामुळे पूर्वी बहुविध ठिकाणी व्हॅट नोंदणी करावी लागे. यापुढे देशभरासाठी एकच नोंदणी असेल. प्रत्येक राज्याचे व्हॅटचे दर, नियम व कार्यपध्दती वेगळी जीएसटीत एकच एक कर आहे. यात महत्वाचा मुद्दा म्हणज उद्योजकांना कर भरावयाचा खर्च करावा लागतो, तो खर्च कमी झाला आहे. डिजिटल कर प्रक्रियेमुळे करप्रणाली पारदर्शक बनली आहे.

२) उद्योजकांना करनोंदणी, कर विवरणपत्र दाखल करणे, करभरणा, तरतावा हे सर्व ऑनलाईन करता येऊ लागले आहे. म्हणजे वर्षानुवर्षे कराच्या करकारीनच निम्मी शक्ती जात होती. त्याएवेजी उद्योजकांना इनोव्हेशन म्हणजे नविन उत्पादन विकसित करणे, त्याच्या उत्पादनाचा व विक्रीचा आराखडा तयार करणे, बाजारपेठेचा अभ्यास करणे यावर लक्ष केंद्रित करता येऊ लागले आहे.

३) एका राज्यातून दुसऱ्या राज्यात माल पाठवण्याचा खर्च घटला आहे. वातुकतील वेळ कमी झाला आहे. कारण सीमावर्ती कर कमी झाला आहे.

४) २० ते ५० लाखांपर्यंत उलाढाल असलेल्या छोटया व्यवसायांवर कमी कर आहे. ज्यांनी नव्यांनी व्यवसाय सुरू केला आहे. त्यांचा यामुळे कायदा होणार आहे. पूर्वी ५ लाख रूपयांपेक्षा अधिक उलाढाल असेल, तर व्हॅट नोंदणी सक्तिची होती. आता २० लाख रूपये उलाढाल असे पर्यंत नोंदणीची गरज नाही.

५) भारतातील नवीन उद्योजक डिजिटल बुककिंपीग कडे वळला आहे. सध्याच्या कार्यपध्दतीच्या तो पर्याप्त वापर करण्याच्या मागे लागला आहे. त्यामुळे परदेशी गुंतवणूक व बॅकेची कर्जे अशा उद्योगाकडे आकर्षिक होणार आहेत.

६) व्यापार – उद्योगातील सहजता जीसएसटीमुळे वाढली आहे. या संदर्भातील जागतीक क्रमवारीत सध्या भारताचा क्रमांक खूप खालचा आहे. तो भविष्यात वर जाईल. त्याचा फायदा व्यापरी व उद्योजकांना होणार आहे.

७) जीएसटीमुळे यंत्रमाग व कापड उद्योगात वस्त्रोद्योग मंत्रालयाची जुनाट व्यवस्थापन पध्दती मोडीत निघणार आहे. कारण मर्चन्ट सर्विसेस वाढिव कर १८ टक्क्यांवरून ५ टक्यांवर आणण्यात आला आहे.

८) नवीनीकरण म्हणजे रिन्यूएवल उर्जा क्षेत्रात उत्तेजन मिळणार आहे. कारण सौर पॅनेल्स, मॉडयुल्स, इनव्हर्टर्स वर ५ टक्के जीएसटी आहे.

जीएसटी कायद्यातील त्रुटया :–

वस्तु आणि सेवा करासंदर्भात नेमलेल्या तंज्ञांच्या समितीने जे काही सुचविले होते त्यांत मोठे बदल करण्यात आले असून त्यामुळे वस्तू आणि सेवा कराचे अनेक संदर्भ बदलतात. ते समजून घ्यायला हवे.

१) 'एक देश एक कर' हे सुत्र वस्तु आणि सेवा कराचा प्राण आहे. परंतु आपल्या देशात हा कर अमलात येतानांच तो तब्बल चार पातळयावर सुरू झाला. 'एक देश चार कर' असे त्यास म्हणता येईल. म्हणजेच करपात्र वस्तूंचे वर्गीकरण ५, १२, १८ आणि २८ टक्के अशा कर आकारणीत केले गेले आहे. 'एक देश एक कर' या सूत्राला आपल्या करात दिली गेलेली ही पहिली बगल आहे. तज्ञांच्या समितीनुसार सर्व करपात्र घटक देशभर 'एक समान कर आकारणीनेच बांधले जाणे आवश्यक होते. असे असतांनाही आपल्याकडे या कराची सुरूवातच चार विविध कर दरांनी झाली आहे.

२) वस्तुच्या घंटकांची वर्गवारी करण्याचा अधिकार सरकारी अधिकाऱ्यांना दिला गेला आहे. हा एका अर्थी विशेषाधिकारच झाला जेथे असे विशेषाधिकार असतात. तेथे भ्रष्टाचाराला हमखास वाव असतो.

३) जीवनाश्यक वस्तु ठरविण्यातील घोळ : मद्य हे चैनीच्या वस्तूंच्या यादीत हवे असा गुजरात व बिहार या राज्यांचा आग्रह असतांना गोवा किंवा इतर पूर्वेकडील राज्ये मद्यास जीवनावश्यक ठरवू शकतात. तसे झाल्यास एकाच घटकाच्या बाबत एका देशात दोन दर असतील आणि त्या वस्तूचा प्रवास कमी कराच्या राज्यातून जास्त कराच्या राज्यात होईल. वस्तु आणि सेवा कराच्या अमलबजावणी नंतरही हे कारण दूर होणार नसेल तर ते या कराचे अपयश ठरेल.

४) या करासंदर्भात दुसरे तत्व म्हणजे कोणत्याही घटकांना त्याच्या बाहेर ठेवला जात नाही. याचा अर्थ या कराच्या बाहेर राहील असा एकही करपात्र घटक ठेवल जात नाही. सध्याच्या व्यवस्थेत तसे नाही. सध्या अनेक वस्तू वा सेवांना सुट – एक्झमशन मिळते. वस्तू व सेवा कराची एकदा का अमलबजावणी सुरू झाली की एकाकी वस्तूस करसूट मिळता कामा नये. परंतू या संदर्भातही सरकारने महत्वाच्या सूत्रास तिलांजली दिली आहे. करसूट यादीत आजपर्यंत ४० वस्तूची यादी आहे. या कर वस्तूत पेट्रोल आणि डिझेल यांचाही समावेश आहे.

५) राज्याच्या उत्पन्नावर गदा येण्याचा धोका आहे. या कराने केंद्राच्याहाती सर्व महसूल जमा होतो. आणि त्याच्या वाटपापासून राज्यवर अन्याय होण्याचा धोका असतो. तो धोका आता आपण पत्करणार आहोत. आजही अनेक राज्ये केंद्राकडून अधिक निधीसाठी मागणी करीत असतात. वस्तू आणि सेवा कराने या राज्यांचा आकारणीचा अधिकार काढून घेतला तर राज्यांची ही मागणी अधिक जोमानी केली जाईल.

सुचना :

१) जीएसटीएन साईट कोणत्या आकारातील जेपीईजी व पीडीएफ दस्तावेज स्वीकारतील, डिजिटल स्वाक्षरीबदल च्या सूचना याबद्दलचे मार्गदर्शन सरकारने लघु पुरवठाद्वारांना करावे.

२) जीएसटी प्रणाली करिता दुरसंचार सेवेचे जाळे सर्वदूर पसरले पाहिजे. चोविस तास इंटरनेट सेवा चालू असली पाहिजे. तसेच ब्रॉडबॅंडची गती चौपटीने वाढणे आवश्यक आहे.

३) जीएसटीच्या अंमलबजावणीसाठी लागणारी प्रशिक्षण व्यवस्था ही सरकारी लालफितीच्या कात्रित सापडणारी नसावी. एखाद्या खाजगी संस्थेच्या ग्राहक सेवा केंद्राप्रमाणे सरकारला मार्गदर्शन करावे लागेल. त्यासाठी प्रशिक्षित अधिकाऱ्यांची फळी उभारावी लागेल.

४) कायदे पालनाच्या दृष्टीने सर्व कंपन्यांना आपल्या खरेदी आणि विक्रीच्या व्यवहारांचे तपशिल वेळोवेळी सादर करून काही तफावत आढळल्यास दुरूस्ती करून आपले विवरन दाखल करावे लागेल. त्यासाठी त्यांच्याकडे प्रशिक्षित मनुष्यबळ असने आवश्यक आहे.

जीएसटीच्या अंमलबजावणीमुळे सुमारे १७ केंद्रिय आणि राज्य स्तरावरिल कर रद्द होऊन या कर प्रणालीमुळे कर आकारणी सुलभ होणार असून त्यामध्ये कर वसूलीच्या कामात सुसूत्रता येईल. आणि गतीशिल व्यवस्था येऊन प्रभावी कर संकलन होणे अपेक्षित आहे.

संदर्भ :

१. 'उद्योजक' आगष्ट २०१७ मधिल विलास आहेर यांचा लेख पृ.क्र.४४
२. 'उद्योजक' आगष्ट २०१७ मधिल मधिल हेमंत देसाई यांचा लेख पृष्ट क्र. १
३. जीएसटी कर व्यवस्थेबाबत शासनाचे संकेतस्थळ www.cbec.gov.in
४. लोकसत्ता संपादकिय लेख दि. ३० मार्च २०१७
५. लोकसत्ता वृत्तपत्रातील 'गुतवणूक भान' सदरील उदय – तादाळकर यांचा लेख
६. लोकसत्ता वृत्तपत्रातील 'समोरच्या बाकावरून' या सदरातील पी. चिदम्बरम यांचा लेख.
७. लोकसत्तातील वृत्तपत्रातील अर्चित गुप्ता यांचा लेख

Insurance Sector and Information Technology

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Abstract:-

Insurance is an important sector and now days without the use of information technology one can't do anything or we can say that it is today's' need to explore our business, enhance the market area, etc.

As we know that the insurance means the protection from financial loss. It is term as risk management from uncertain and contingent loss. A company/entity which gives the insurance is called an insurer. A person or Company/entity that purchases the insurance is known as insured or policy holder. The insured receives a contract which will be termed as insurance policy and the amount of money charged by the insurer to the insured for the coverage set forth in the insurance policy is called the premium. This will be the basic information, when we talk about insurance.

Information technology or we can say that the use of information technology is growing in every sphere of the society. When we communicate about the branches like arts, commerce, science, the said technology is being used by everywhere.

In the insurance sector there found a revolutionized changed. This is due to competitive atmosphere in this area. Also in this area information technology played the crucial role to acquaint and tempted the customers. Those people who use the computer and internet for various services while performing their task. The web sites administrator (creator) launches the advertisement of their customer product (insurance product or other) on those sites where user working and try to make them aware the people about the product and contact them. This happened only due to information technology, use of information superhighway (internet), etc.

This will be the new era of communication and advertisement, etc.

A number of web-sites are coming up on insurance, a few financial magazines exclusively devoted to insurance and also a few training institutes being set up hurriedly. In the insurance sector various new tools are coming to facilitate the business. E-crm, E-insurance leading a new way for the development of this sector it leads to increase in the employment opportunity in future. Technology has opened up new markets, new products, new services and efficient delivery channels for the banking industry. It is information technology which enables insurance industry in meeting such high expectations of the customers for many years.

Also Internet has become a global source of information resources accessible at anytime by anyone from anywhere in the world.

Now it concludes that the insurance and information technology cannot differentiate with each other. Insurance sector enhanced with the help of new era of information and i.e. information technology.

Keywords:- insurance, internet, website, information techonolgy (IT)

Introduction :-

While talking about insurance the following question raised in the minds of the person.

Why insurance?

It is very common question ask by people in the society. As various people having various answers to this question. Someone talk right answer and other differentiates the same.

According to me the correct answer is that, insurance is a shield which protects the financial interests of you and your family in case of unseen and unpredicted circumstances.

For example, anything that guarantees that your family will not have to pay the home mortgage if something happens to you is insurance. No matter how efficient a planner you are, life is full of unforeseen events in which you might need cash; accident injuries, medical emergencies, car accident, home invasion, natural calamity, etc. Therefore, to make sure that you or your loved ones are prepared against such events you need insurance.

Now a days, the knowledge of the insurance come from different websites with the help of IT, those who use the android phones with internet facility they have, etc.

So, now we can say that the IT assist the insurer to collect knowledge, compare the various companies (Insurance) plans, Premium amounts, etc.

1.2 Impact of IT in Insurance:-

Information technology is spread over in every sphere of the society, because of its importance and uses. In the insurance sector there found a revolutionized changed.

1) Competitive atmosphere played the crucial role in this area.
2) In this regards one can provide the fruitful information through web site among the policyholders and towards the potential customers.
3) Also in this area information technology played the dominant role to acquaint and tempted the customers. Those people who use the computer and internet for various services while performing their task.

3) Advertisement:-

The web sites administrator (creator) launches the advertisement of their customer product (insurance product or other) on those sites where user working and try to make them aware the people about the product and contact them. This happened only due to information technology, use of information superhighway (internet), etc.

There is an evolutionary change in the technology that has revolutionized the entire insurance sector. Insurance industry is a data-rich industry, and thus, there is a need to use the data for trend analysis and personalization. With increased competition among insurers, service has become a key issue. Moreover, customers are getting increasingly sophisticated and tech-savvy. People today don't want to accept the current value propositions, they want personalized interactions and they look for more and more features and add ones and better service.

As in the today's competitive environment, the very easy way to handle the customer is with the help of computer and with the use of information technology. You can with very easy way maintain the vast customer database and if they required provide them the various information of policy, etc.

For the said task the useful knowledge database-repositories of content help them.

Information Technology is comprised of computers, networks, electronic games, satellite communications, robotics, video, electronic mail ("e-mail"), and automated office equipment, etc. The information industry consists of all computer, communications, and electronics-related organizations, including hardware, software, and services. With the help of Information Technology, one can do rapid processing and information mobility, as well as improved reliability and integrity of processed information.

Applications of IT:-

The following are the applications of IT,

1) Science and Engineering:

In the area of biotechnology which is almost dependent upon advantages of information technology i.e. use of CAD, CAM, etc.

Computer programs make it possible for engineers to analyze designs of complex structures such as power plants and space stations.

2) Business & Commerce:

One can manage business and financial records, use of databases like billing customers; tracking payments received and payments to be made; and tracking supplies needed and items produced, stored, shipped, and sold. Also, e-commerce, m-commerce has enabled almost everybody to carry out routine financial transactions on the move.

On a smaller scale, many businesses have replaced cash registers with point-of-sale (POS) terminals. Computer-controlled robots now do tasks that are hot, heavy, or hazardous.

3) Education:

Today the definition of literacy has become changed and the new word computer literacy come into existence.

Computer education is an essential course at the primary level in most schools across the world. Also, with the drastic change with use of images, animations, videos, presentations and e-learning to complement traditional techniques.

4) Governance:

By computerization of government activities makes it easier to supervise and audit. We can also say that, it is a bridge between the Government and the people.

5) Entertainment:

IT has changed the lifestyle of most people. The convergence of various technologies has created various options for entertainment like games, streaming music and video, digital television broadcasts, satellite radio, animated movies etc. which can be accessed with the help of mobile phones, PDAs, notebook computers or on television either with a cable connection or wirelessly using newer-generation WiFi, CDMA or GPRS technologies.

Now the application of IT in the insurance sector:-

A) E-Insurance :-

Using the e-insurance option one can do the task like check the balance premium, maturity date, dues and outstanding of their policy. Also about in insurance company and new innovative policy, etc.

B) E-CRM :-

In this area e-crm is the innovative development, with the help of e-crm insurer are taking knowledge about their customer and providing information directly to them. As because of Insurance industry is a data-rich industry.

C) Software :-

As there are various s/w available which helps for developing web sites like Java, VB, XML, etc. Also s/w available for using various kinds of application.

D) Assist the insurance agents and staff :-

Computers provide insurance agents and their staff members with a convenient way to store customer records. Their ability to encrypt data and store it in a database lets the companies keep client records strictly confidential. The days of needing stacks of file cabinets for storing information have long since passed. Computers save space and also make data available to agents and underwriters with the touch of a button.

E) Providing Quotes :-

Due to the instantaneous speed at which computers provide information to the insurance agent, agents can provide quotes for various products to clients or potential clients upon request. Computer programs used by insurance companies provide potential clients with instant information regarding what kind of policy the client is purchasing and how much the policy will cost. Because of the needs of clients to often meet with agents at times convenient for the client's schedule, insurance agents may utilize laptop computers to access client information, print off paperwork and provide instant quotes.

F) Search Best Plan & Policy and Company :-

Using computer & internet one can search best insurance plan, policy and insurance company. Also online insurance calculator which is depend upon income of the insurer is available.

Conclusions :-

1) A number of web-sites are coming up on insurance, a few financial magazines exclusively devoted to insurance and also a few training institutes being set up hurriedly.
2) In the insurance sector various new tools are coming to facilitate the business. E-crm, E-insurance leading a new way for the development of this sector it leads to increase in the employment opportunity in future.
3) The revolutionary change in the technology has opened up new markets, etc.
4) The insurance sector benefitted much more.
5) With the help of information technology one can pay premium anytime and anywhere use of insurance services, etc. facilitates.
6) Various applications of the web sites and IT are e-insurance, e-crm, software use, computer programs, etc.
7) Internet has become a global source of information resources accessible anywhere.
8) It has converted the whole world into a global information society.
9) IT becomes a information superhighway.
10) One can access a vast range of latest information.
11) Easy to share, use and exchange of information from all over the world.
12) Productivity and efficiency increase.
13) Communication and storing of customers/policyholders information becomes easy task.
14) Also, possible to issue automatic issue of non-medical policy to the potential customers.

Source:-

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Indian Banking Sector in Global Scenario

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Abstract

"Banking services are economic in nature , which shows a broad range of organizations that manage money, including banks, credit card companies, insurance companies, consumer finance companies, stock brokerages, investment funds and some government sponsored enterprises.

Indian economy is going through a harsh time. Our economy is facing pressure in growth rate. We need some major changes in our banking policies to control the situation. Financial services will surely help to improve this critical situation by more money into economy & to enhance retail demand for consumer goods.

The advancement of banking services will help us to increase our standard of living & also help in stabilizing our economy and push us one step towards becoming in the world. The future of banking services is very bright and more & more people should say this run of creating trust

Keywords: stock brokerages, Investment funds, Banking policies, economy.

Introduction

The importance of banking services industry for emerging economies lies not only in channelling scarce capital for necessary economic growth and development, but also as an effective conduit for implementing monetary and debt management policies of the government. Financial services cover diversified area & also have a direct & immediate effect on various sectors of the economy, which include inflation control, stabilization of foreign exchange rates, money market & debt market situation, general liquidity in economy & demand supply scenario in the overall market. The economies around the world are more integrated than ever before. Major economies are no longer isolated from the happenings in other economies. Amidst all this, since global financial crisis in 2008-09, financial systems are undergoing many changes all over the world. These include the changes in the underlying processes. The national level financial systems are no longer immune to the events around the globe.

Financial markets in particular are becoming more integrated than ever before. When we talk about financial services, the first area come across in our mind is banking services. So, let we check, what 'wiki-pedia' says on financial services, "Financial services are the economic services provided by the finance industry, which encompasses a broad range of organizations that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer finance companies, stock brokerages, investment funds and some government sponsored enterprises.

Recent Economic Study :

Indian economy is going through a tough time. Since last one and half year, our economy is facing pressure of slowdown in growth rate. We need some major changes in our financial policies to control the situation. The worst part is that, policy makers are heavily dependent on Foreign Direct Investment (FDI) to manage current account deficit & to maintain our foreign exchange reserve which are currently around $280 billion, which can suffice our 7 month import bill only. The depreciating rupee is also an additional headache for Government & cause of worry for economy which adversely affects on our import bill. It also impacts our budgeted figure of current account deficit.

This slowdown is a result of financial measures taken by the RBI towards controlling inflation by compromising growth of economy. Macro-economic condition of Indian economy continuously degraded & recession in other emerging markets has also played its part.

We can see, impact of all these in reduced GDP number at 4.4% in 1st quarter of FY 2013-14. This was the lowest quarterly growth in last 4 years. India's Index for Industrial Production (IIP), the most

important indicator to judge the performance of industrial sector contracted by 2.2% in June 2013. For the month of May 13, this figure was at 1.6%. This clearly shows how our economy is performing. Though, good monsoon has given some relief, but Indian agriculture could not able to lift GDP by more than 1%. As per global economists, India will face even more critical financial & economic situation in coming 2 years, if current policy makers do not take major decisions to control the situation.

Financial Condition in India

An innovative, competitive & thriving financial services industry in any country plays a vital role in its smooth functioning and development. Few years before, India's financial services sector has posited a stable growth curve over the years driven by sound fundamentals, rising personal incomes, corporate restructuring, financial sector liberalization and the growth of a consumer-oriented, credit oriented culture. This has led to the increasing demand for financial products, including consumer loans (especially for cars and homes), as well as for insurance and pension products.

According to the Central Statistical Organisation (CSO) data, released in 2009-10, financial services, banking, insurance and real estate sectors rose by 9.7 per cent over last decade. On the back of such dramatic growth, we have seen huge investment by Foreign Institutional Investors.

Here it will be appropriate to mention few positive factors on which growth of our economy is based. The 1st & most important is our average saving rate of around 30% against global average saving rate of 18 to 20%. This saved us from heart threatening global recession of 2008 to 2011. The 2nd factor is favourable demographic profile which supports a higher retail off take - 54% of the population is in the 15-35 years age group. India consists of a dynamic & a growing middle-class class which on a purchasing power parity basis is much larger than the entire population of the US and a consumer credit market that is growing by more than 40% per annum.

Impact of Financial Services on Living Standard of Indian Society

The growth in financial services industry has made a very positive impact on living standard of the society as a whole. When we compare 2001-02 & 2011-12, we can see tremendous growth in percentage of middle class segment. People of this segment mainly contain all salary class and Micro-Small & Medium entrepreneurs in India. 70% growth of our indigenous demand based economy is due to this group. Financial services industry provided them vehicle loan facility, home loan, furniture loan, educational loan & facilities like credit cards and net banking. This has made magical change in living standard of people. Due to EMI facility, now everybody wants to enjoy luxury facilities. India is called as 'small car hub'. Everybody wants his dream home at the age of 30 years. So definitely, Financial Services sector has contributed to a large extent in increasing standard of living of Indian society.

Financial services in India are mainly controlled by statutory regulating bodies like Reserve Bank of India (RBI) for commercial banking sector, Insurance Authority of India (IRDA) for Insurance Sector, Securities & Exchange Board of India for Capital Markets & Investment banking.

We will see the position of all major financial services like banking, NBFCs, Insurance & Capital / stock market.

Commercial Banks:

Demand for banking services is growing significantly, albeit in a country where less than half of households have a bank account. It is in the retail sector that the surge in demand is most marked. As per data for year 2010, housing loans has seen annualised growth of around 20% over last 5 years & loans to the retail commercial sector rose by more than 32%. According to the weekly statistical supplement (WSS) of the Reserve Bank of India (RBI), Indian bank loans represented a rise of 19.1 per cent as of June 4, 2010 while deposits were up 14.3 per cent from the previous year.

When we compare our banking industry with our neighbouring country China, then we get amazing facts. Some brief comparison is as below.

Industrial and Commercial Bank of China Ltd. (ICBC) is China's largest bank and the largest bank in the world by market capitalization & by market value. As of 2009, it had assets of US$1.6 trillion compared to which **State Bank of India**; largest Bank in India has a asset size of US$ 200 billion. In terms of size State Bank of India stands at 93rd in world ranking. Top four Banks in China have asset size of 3 times of the entire Indian Banking industry.

Here we feel that our banking industry is lagging far behind from china but on the other hand there is good news also. When we compare NPA level of banking industry in both the countries, we will salute our Indian banking industry. The official data on China's banks on NPA levels are not reliable, but most independent analysts believe that the banks there have a staggering bad loan problem. The estimates vary, ranging from 30 to 50 per cent of total loans. So, even if we go by the lower estimate, a third of all the money lent out by China's banks has been frittered away which compared to India Banks net NPA levels of 3 to 4.5%.

FUTURE PROSPECTS OF INDIAN BANKING INDUSTRY:

Indian Government is trying to connect as much population as possible through banking services. Government wants to use banking services to curb corruption and fast mobilisation of money. As on today 50% of our population do not have bank account or bank connectivity. India has large unorganised SME (Small & Medium Enterprises) sector. For continuous growth of banking industry, banks have to take lead in financing SME sector. With increasing computerization, banks can go to very small locations to capture maximum possible geographical area. Facilities like Debit / Credit cards are now very routine for urban & semi-urban societies but still we are not confident with facilities like Net Banking, RTGS (Real Time Gross Settlement), NEFT (National Electronic Fund transfer).

Making online banking popular is the next challenge in front of Indian banking industry. It requires aggressive advertisement and bring confidence level in the consumers. Presently internet facilities are available in large part of India. By using online banking, we can save huge number of man hours which could be used for other productive purposes. For e.g. let's think, payment of electric & mobile bills through Net banking. Online booking of flight, railway & bus tickets will save our energy, time as well as petrol & diesel also. It will have positive impact on pollution control and on traffic problems.

Non-banking Financial Companies

Non banking financial companies are those which are doing business of financing but not directly covered under RBI rules and regulations. Non-banking financial companies (NBFCs) are fast emerging as an important segment of the Indian financial system. It is an heterogeneous group of institutions (other than commercial and co-operative banks) performing financial intermediation in a variety of ways, like accepting deposits, making loans & advances, leasing, hire purchase, etc. They raise funds from the public, directly or indirectly, and lend them to ultimate spenders. They advance loans to the various wholesale and retail traders, small-scale industries and self-employed persons. NBFC are present in all competitive fields such as, vehicle financing, housing loans, leasing, hire purchase and personal loans financing etc.

There are very popular examples of NBFCs like Dewan Housing Finance, Mahindra Finance, Tata Finance, Moothroot Finance.

NBFC's are not required to maintain CRR and SLR like commercial banks. Priority sector lending norm of 40% (of total advances) is not applicable to them. While this is at their advantage, they do not have access to low cost demand deposits. As a result their cost of funds is always high, resulting in thinner

interest spread. Gradually, they are being recognised as complementary to the banking sector due to their customer-oriented services; simplified procedures; attractive rates of return on deposits; flexibility and timeliness in meeting the credit needs of specified sectors etc.

On regulatory front, NBFCs have been classified into 3 categories: (a) those accepting public deposits, (b) those not accepting public deposits but engaged in financial business and (c) core investment companies with 90 per cent of their total assets as

investments in the securities of their group/ holding/subsidiary companies. The focus of regulatory attention is on NBFCs accepting public deposits as it involves money of large population.

FUTURE PROSPECTS OF NBFCs IN INDIA:

NBFCs have tremendous scope in growing Indian financial system. As NBFCs do not have sector specific regulations, they can afford to give as much finance to any particular sector which is in demand. Customers need simplified lending procedures, minimum paper work and fast speed of action. NBFCs can give all 3 thing to them.

With maximum computerization and well managed working staff, NBFCs provide far better quality services than any nationalized banks. They give door to door services whenever required. We cannot even imagine, a officer of SBI visiting our home to fill our loan application form & verification of documents. NBFCs have created a tough competition for banking sector by creating their own customer base.

Only a fear factor in case of NBFCs is sudden increase in NPA levels may hamper their growth & profitability as whole. For e.g when rate of gold decreased from 32000 to 25000 in recent past, all NBFCs which had made loan against gold, have impacted badly and Share price of such NBFCs dropped by nearly 40%. Same case may happen with Housing Loan financing companies, If Valuation of property decreased for any reason, it adversely affects companies like DHFL and LIC Housing Finance.

Insurance

India is the 5th largest market in Asia by premium following Japan, Korea, China and Taiwan. The life insurance segment is growing at a healthy 32-34 percent annually, according to the Life Insurance Council of India.

Insurance Sector is somehow dependent on other financial services for growth and stability. Increase in vehicle finance has directly impacted on growth of automobile market & then such growth is become a primary cause of increase in general insurance segment.

When we think about Insurance, we think of LIC. Taking life insurance is not a luxury but a need in today's world of high competition and tension. Let's see some great facts about **LIC of India**

- LIC is the largest Insurance provider in the world in customer base of more than 23 Crore.
- No.1 insurance company in the world in terms of agency (about 1.1 Million agents)
- Only 4 countries in the world have more population that LIC`s policy holders.
- Total assets value of LIC as on 31-03-13 is more than 14.33 lac Crore.

But still, we as a society are far behind in taking insurance for risk coverage. Most of us used to take insurance policy for saving income tax. Everybody should take proper insurance cover on their life.

As per globally acceptable standard on amount of Life Insurance you required is calculated as below :

At the age of 30-35 yrs, the most proper time to get a term insurance cover for yourself, your total cover should be :

'Your present annual income * 20 times'.

So if you have income of 500000 P.a. then you should take term insurance cover of Rs. 1 Crore, which you can get at around 15000/- p.a.

When we talk about future prospects of Insurance Industry in India, the scope is really huge. Increased participation of private players in insurance market is a good sign for insurance industry. We need more qualitative & educated insurance advisors who will create confidence & sense of safety in the mind of insurer.

Investment In India

Investment services itself is a subject of separate paper. Investment services includes Mutual funds, Private equity players, Personal Fund managers, Portfolio management services, Share brokers, specialised institutions on 'Mergers & Acquisitions', franchise based services for 'Foreign Institutional Investors', Foreign exchange traders, real estate brokers etc.

One major sector come under Investment Services is Capital market. Indian stock market is still based on investors' sentiments. Our stock market is not yet reached to a matured stage & hence large number of people takes it as a Gamble. SEBI has made an investor education fund of Rs. 800 Crore to promote, educate & aware general public about stock & mutual fund market.

Let we check a practical examples of how good investment services can benefit investor :

1. If any company has Rs. 2 crore in its current market and it will not need it for 1 month.
   Our bank manager never give advice to his client to make a Sweep-in Fixed deposit as bank is using this money at 0 cost (No interest on Current A/c).
   On the other hand, a trusted investment advisor will suggest that the company must invest the full amount in Liquid Funds through RTGS / net banking services. In liquid fund, the company will earn around 1.50 lacs and do not incur any entry or exit load.
   If you increase the amount to 20 crores, then earning would be of 15 lacs for 1 month.

Hence, we require huge number of investment advisors who have proper knowledge of all investment avenues and should have a passion of creating wealth for his clients. The future of Investment Services is very bright and our young generation should come in this stream. Presently we are lacking on awareness front and this large unorganised sector is waiting for some good news from government agencies.

Conclusion :

Here, we have discussed various details about financial services sector & its importance, classification and impact on our daily life. We can surely say that, advancement of financial services will help us to increase our standard of living & also help in stabilizing our economy and push us one step towards becoming superpower in the world. The future of financial services is very bright and more & more people should join this big journey of creating happiness.

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MGNREGA: Progressive action in Rural Development

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ABSTRACT
The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) scheme was started by Govt. of India in lieu to provide at least 100 days employment to people at the rural level. Its major aim was to strength the rural society. The Indian Govt. has contributed huge capital in this scheme and almost every year this amount is increased. After 8 years of its launch, this scheme has given the mixed results. As MGNREGA is started all over India; we can easily analyze both the positive and negative effects of this scheme with this paper. In some parts it has made the people especially women self dependent and increased the employment rate while in some parts a number of reports regarding the corrupt activities in MGNREGA, non availability of work, biasness regarding distribution of work had come. This paper aims at providing an overview of MGNREGA's implementation in several parts of India.

Keywords: MGNREGA, Employment Guarantee, Labour, Rural Areas, Income, Standard Of Living, Women Upliftment.

I INTRODUCTION

The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is a flagship program of Government of India. The Act was notified initially in 200 most backward districts of the country w.e.f. February 02, 2006 and subsequently extended all over India in two phases. The program aims at enhancing livelihood security of the rural poor by providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. The Act seeks to create durable assets and strengthen the livelihood resource base of the rural poor. The choice of works suggested in the Act address causes of chronic poverty like drought, deforestation, soil erosion, so that the process of employment generation is on a sustainable basis.

1.1 Salient Features of MGNREGA

All adult members of a rural household willing to do unskilled manual work have the right to demand employment. After verification, the Gram Panchayat will issue a Job Card with photograph of all adult members of the household willing to work under the program. Job Cardholder can apply for work to the Gram Panchayat which will issue him/her a dated receipt of the work application. Employment will be provided by the Gram Panchayat (local self governing body) within 15 days of work application, failing which unemployment allowance will be paid. Disbursement of wages has to be done on weekly basis and not beyond a fortnight. Wages will be paid at the wage rate to the wage earners through their Bank/Post office accounts. An annual shelf of works to be prepared in advance for each year. A ratio of 60:40 for wage and material costs should be maintained at GP level. No contractors/and no labour-displacing machinery shall be used in execution of works. Panchayati Raj Institutions will have a principal role in planning, monitoring and implementation. At least one -third of the workers should be women. Inbuilt incentive-disincentive structure to the State Government for guaranteeing employment.

1.2b Permissible activities under MGNREGA

Water conservation and water harvesting including contour trenches, contour bunds, boulder checks, gabion structures, underground dykes, earthen dams, stop dams and spring shed development. Drought proofing including a forestation and tree plantation. Irrigation canals including micro and minor irrigation works. Provision of irrigation facility, dug out farm pond, horticulture, plantation, farm bunding and land development. Renovation of traditional water bodies including desalting of tanks. Land

development. Flood control and protection works including drainage in water logged areas including deepening and repairing of flood channels, cheer renovation, construction of storm water drains for coastal protection. Rural connectivity to
provide all weather access, including culverts and roads within a village, wherever necessary. Construction of Bharat Nirman Rajiv Gandhi Sewa Kendra as Knowledge Resource Centre at the Block level and as Gram Panchayat Bhawan at the Gram Panchayat level. Agriculture related works, such as, NADEP composting, vermin - composting, liquid bio-manures. Livestock related works, such as, poultry shelter, goat shelter, construction of puce floor, urine tank and fodder trough for cattle, azolla as cattle - feed supplement. Fisheries related works, such as, fisheries in seasonal water bodies on public land. Works in coastal areas, such as, fish drying yards, belt
vegetation. Rural drinking water related works, such as, soak pits, recharge pits. Rural sanitation related works, such as, individual household latrines, school toilet units, anganwadi toilets, solid and liquid waste management.

1.3 Funding

The Central Government bears the 75% of the cost of material, wages of skilled and semi-skilled workers while the State Government bears the remaining 25% of the cost.

1.4 Program Implementation and Outcomes

MGNREGA has generated the employment to around 4.48 crore persons in the year 2012 -13 and this is increasing year by year. Around 64.54 lakh works have been started under this.

II LITERATURE REVIEW

Poonia in the study compared the different employment schemes being operational in various states of India like EGS in Maharashtra, NREGA and findings from Kerala. NREGA also helped in social protection and hike in wage rate among women from Rs 70-80 to Rs 110 to 125. Das researched that MGNREGA helped in increasing/providing employment to rural workers in the lean season. It helped the small agriculturists to create surplus of cash to meet daily expenses. It also helped to stop the migration from villages to cities in the off seasons. Ahuja analyzed the impact of MGNREGA in two different districts of Haryana. One the agricultural advanced: Kernel and other the agricultural backward: Meewat. It was found that the employment in Kernel under MGNREGA was just around 13% while in Meewat it was around 24%. But MGNREGA has not been able to check the migration from the developed region because of higher market wage rates at destinations. Ghosh compared the wage differentials between MGNREGA activities and other wage employment activities and the pattern of migration from rural to urban areas across five districts of West Bengal . The MGNREGA wage was found to be higher than the wage for agricultural workers in the state and this led to distortion of the wage labour market. The study postulates that the net effect of MGNREGA has been negligible.

In a case study of Implementation and Impact of MGNREGA on Agricultural Produces Cost -A case study of Sagar district it is found that MGNREGA has increased the labour wage rate in agricultural sector and problems of less availability of labour has also been analyzed on another hand. It has also helped to overcome the problem of poverty but it also created the problem of increase in input cost of agriculture. Jain said that the government should
discourage the educated people from doing the unskilled jobs and provide them the jobs ac
cording to their educational qualifications. Dhiman researched that India has launched many schemes to end the vicious cycle of poverty and NREGA was started with much fanfare in 4 states including H.P. but these are not performing well. Reddy said that agricultural wages have been increased from Rs.700 to Rs.

2,000 per acre in just about 2 years in Punjab due to the implementation of NREGA. Farmers are blaming implementation of NREGA in UP, Bihar and
Jharkhand etc. There is great problem in peak season in finding the labour to sow paddy in the month of July in Punjab.

In a report namely Sutra submitted to Ministry of Rural Development (Govt. of India) concluded that NREGA enabled to higher women participation especially in Amritsar, Jalandhar & Hoshiarpur districts. Also no gender discrimination is done in case of wage payments. In all India report on NREGA –A survey of 20 districts submitted to Govt. of India it was analyzed that NREGA has increased the income levels of beneficiaries but it did not able to stop migration from villages to the cities. It has been revealed that around 70% of the total migration from villages to cities is due to survival rather than for better wages. In a report Appraisal of Impact Assessment of NREGS in selected districts of Himachal Pradesh, Punjab, Haryana. Districts: Hoshiarpur, Sirsa, Sirmaur it has been analyzed that there has been increase in the issuing of new job cards in all the districts but the percentage of the job card holders in getting 100 days work is very low. Ghuman accessed that NREGA was not much fruitful in the initial years in Hoshiarpur district of Punjab. Workers were given on average just Rs. 92 per day as compared with the national average of Rs. 148 per day. Upto this time NREGA has not helped to uplift the standard of living of the people.

In NREGA Sameeksha Report prepared by Ministry of Rural Development Government of India it is analyzed that about Rs. 1,66,000 crore has been distributed to people from FY 2006 upto FY 2011-12. Maharashtra has observed highest increase in notified wages of about 200% and Kerala at the lowest at just 31%. According to the report, Impact of NREGA on Wage Rates, Food Security& Rural Urban Migration in Punjab submitted by PAU, Ludhiana revealed that poorest of the poor people are more inclined towards NREGA but the average working days is 54.15 per annum. Also the participation of SC's people are more than BC's. Even wages of casual labour have been increased due to an overall decline in the supply of labour in the agricultural sector. Jha explored the important but relatively neglected issue of real income transfers, net of the opportunity cost of time, under India's National Rural Employment Guarantee Scheme. They used representative household level primary data for three states, Rajasthan, Andhra Pradesh and Maharashtra to depict various individual and social
characteristics of the population in these states as well as those of the participants in the NREGS.
Kareemulla et al. revealed that Rajasthan, Andhra Pradesh and Madhya Pradesh are the three states leading in scheme implementation with a large number of works, expenditure and employment. In Andhra Pradesh, soil and water conservation (SWC) works have accounted for over 80 per cent. The share of labour wages under the scheme has been 80 per cent with only 20 per cent for material, which is well within the prescribed norm of 40 per cent for the later. The field study in the Ananthapur district has indicated that almost two-thirds of the beneficiaries are farmers. The scheme has brought down the migration levels from about 27 per cent to only 7 per cent in the villages. Rahmatullah in his study said that MGNREGA has increased the standard of living in the rural areas which will motivate the people to migrate in the urban areas due to increased income and standard of living. He also clarified that many persons associated with MGNREGA are not fully satisfied due to non availability of work and sometimes due to hard work being given to them. According to him, Govt. has to amend the MGNREGA to provide more employment opportunities to the unskilled labor. Bhattacharyya and Vauquline in their study find that due to gender discrimination and lack of proper infrastructure facilities like toilet, childcare facilities and vulnerability of women is proving a great hindrance in the full participation of women in

MGNREGA. Also the male workers attitude towards the female workers, non availability of regular work and presence of corruption etc are responsible
for lesser results under MGNREGA. Prattoy Sarkar et al. in the study done in the Burdwan district of West Bengal revealed the poor economic condition of the people working under MGNREGA in the rural villages. They laid emphasis in starting the some other developmental works also for these poor labouers. They concluded with providing more facilities to the elderly persons engaged in MGNREGA, fair and fast payment of wages and ending the political interference in providing the work. Holmes in the study done in the parts of Madhya Pradesh revealed the ground position of working under MGNREGA in two districts of Madhya Pradesh. Women have to suffer a lot while working under this. They are forced to leave their breastfeeding children at home. There is also no provision for giving specific work to the pregnant and recently delivered women and physically challenged persons. Other things include lack of childcare facilities at the workplace etc. MGNREGA has also put women in some tension as they had to work double first at home and other at workplace.

Berg after studying the monthly wages data of 219 districts of 18 Indian states concluded that MGNREGA has increased the real daily agricultural wages 4.8 per cent per year in these districts since the introduction of this scheme. It has made more impact in the agricultural sector engaging unskilled labour. In a study of the villages of Tamil Nadu done by Indian Institute of Technology, Chennai it is researched that almost all works done under MGNREGA has some social benefit like water harvesting and water bodies renovation. It has done a great job by providing job to the unskilled labour. But to strengthen and broader its base the Govt. has also to engage the educated and skilled persons under MGNREGA to take help in various activities like map making, keeping of records etc. The skilled and unskilled, educated and illiterate labour can be divided into various proportions to give them specific work. In a project, Hirway have given some recommendations to make some changes in MGNREGA to make it more output oriented. It includes providing skill training to the workers, making of public assets like conservation of rainwater sources, including of more services etc. Raabe in their research used the Process Influence Mapping to study the effects of MGNREGA in the villages of Bihar. They have given some suggestions to overcome the challenges of MGNREGA. These mainly include designing the proper work process, to provide job cards to the people at proper time, to make people more aware about the MGNREGA scheme, to check the proper utilization of funds and providing proper training to the persons who actually supervises the MGNREGA works.

Das in his study researched that the schemes like MGNREGA are proving very fruitful to preserve the age old irrigation system in southern India like ponds, wells etc which are now neglected by both the local communities and the various governments. Banerjee and Saha
[26] Studied the impact of MGNREGA in the areas of Chattisgarh, Jharkhand and Orissa. This study was done by taking into account some specific factors. This research revealed that
MGNREGA has increased the wage rates in the rural areas. It has also increased the agricultural investment as now farmers have some additional income to buy fertilizers etc. And it also makes increase in the household income and it has controlled outmigration in the villages of the above states up to some extent. Bordoloi in his study regarding the implementation of MGNREGA in Assam observed that MGNREGA has improved the life of people living below poverty line in Assam upto some extent. It has also resulted in increase of income of the households in rural areas. But it has not able to give the desired results due to various factors like corruption, delay in wages, non planning of execution of work etc. He also suggested some measures to improve th

e life of people in rural areas . These include increasing the number of days under MGNREGA upto 150 from the existing 100, no political intervention, time period for the execution of work, non intervention of other departments in the village panchayats and taking all the natural assets and resources under the purview of MGNREGA to make it more output oriented. Adhikari and Bhatia studied the role of banks in giving wages to the MGNREGA workers. They researched that some bank officers are also indulged in corrupt activities while dealing with MGNREGA workers. Even other financial institutions like post offices are not so efficient to deliver wages and keeping the records of MGNREGA related persons. They have suggested some methods like delivery of wages directly to the worker, proper updating of the record, payment must be made from the centralized and computer operated banks, direction of RBI to the banks regarding payment of wages and social audit of all the works done under MGNREGA.

III CONCLUSION

From the above review, we can came on conclusion that MGNREGA is proving a significant employment providing scheme being started by Govt. of India as it has increased the rate of employment, level of income of the people living in rural areas and helped in increase in standard of living and making/ formation of assets. MGNREGA also helped the poor farmers to build assets, power to buy good quality seeds and fertilizers and increase in income as now they are able to work in the off seasons. But still this scheme lacks in various issues like corruption, irregular availability of work, non-payment of wages at proper time and lack of planning of starting of new work. Many authors have given their views to cover the loopholes in this which can be taken into consideration by Govt. for further increase in its output.

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विपणन क्षेत्राचा कायापालट

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गोषवारा :–

अर्थव्यस्थेच्या विकासातील Growth engine *असे संबोधले जाणारे क्षेत्र म्हणजेच विपणनाचे क्षेत्र होय. दैनदिन जिवनात नियीमतपणे या क्षेत्रात वावरावेच लागते. जनसामान्याची जिवनशैली आजच्या विपणन प्रणालीमुळे बरीच सुकर झालेली आहेत. यामुळे स्पर्धा मात्र प्रचंड वाढलेली आही. या स्पधैत टिकावयाचे झाल्यास प्रत्येक बदलाचा स्विकार करणे आवश्यक आहे. पुर्वी व्यवसायाच्या क्षेत्राला महत्वाचे स्थान होते. बघता–बघता हे स्थान कधी विपणन क्षेत्राने काबीज केले, हे कळलेच नाही उत्पादक कितीही उत्कृष्ठ दर्जाचे उत्पादन करेल, परंतु त्याला विपणनाशिवाय काहीही अर्थ होणार नाही. विपणन क्षेत्रातील वाढते तंत्रज्ञान आणि आधुनिकशैली यांचा सुरेख संगम म्हणजेच आजचे विकसीत झालेले विपणन क्षेत्र होय.*

बिजशब्द :– *आधुनिकता,तंत्रज्ञान,संशोधन,संदेशवहन आणि जाहिरात*

प्रस्तावना *विपणनाचे क्षेत्र हे फार गुंतागुंतीचे असले तरी ते अत्यावश्यक झालेले आहे. अर्थव्यवस्थेला मजबुती आणण्याकरीता विपणनाचे क्षेत्र मोलाची कामगीरी बजावीत असते. यातील क्लिष्टतेमुळे विपणन क्षेत्राकडे त्यात फार मोठी जोखीम आहे. असे वाटत असते. परंतु जोखीमे शिवाय कुठलेही कार्य पुर्णत्वास जात नाही. जिवनात यशस्वी व्हायचे असेल तर जोखीम हि पत्करावीच लागते. हेच आजच्या अमुलाग्र बदल होणाऱ्या विपणन क्षेत्राचा संदेश आहे असे म्हणता येईल. आजचे विपणनाचे क्षेत्र हे विकसीत झाले आहेच, त्या सोबतच ते समृध्द देखील झालेली आहे.यात विपणनाच्या प्रत्येक विभागातील तंत्रज्ञानाचा सिंहाचा वाटा आहेत. त्यामुळेच विपणनाच्या क्षेत्रात बऱ्याच संधी उपलब्ध झाल्या असुन थोडी जोखीम पत्करल्यास यश मिळण्याच्याशक्यता बऱ्याच प्रमाणात वाढतात. शिवाय ते या विपणन साखळीचा एक अविभाज्य घटक होऊन जातो. विपणनाची प्रत्येक साखळी सारखीच महत्वाची असल्यामुळे यांचेही महत्व तितकेच मानले जाते.*

आधुनिक विपणनाचे आवश्यक घटक :–

व्यवसाय आणि विपणन या दोन्ही गोष्टी परस्पर पुरक आहेत. म्हणुनच व्यवसायांच्या आरंभीक विपणनाचे कार्यक्षेत्र अभ्यासने अधिक गरजेचे असते. कारण विपणनामध्ये टिकाव धरता येईल असाच व्यवसाय निवडणे योग्य असते. म्हणजेच व्यवसायातील परंतु व्यवसायापेक्षाही महत्वाचे कार्यक्षेत्र म्हणजे विपणन होय हे निर्विवाद म्हणता येते. परंतु व्यापाराच्या संगतीने वाटचाल करीत असलेले विपणनाचे हे क्षेत्र,त्याच तंत्र आणि स्वरूप यांनी आज विशाल असे स्वरूप धारल केलेले आहे. ग्राहकापर्यत वस्तु पोहचविण्याचा विभिन्न पध्दती आज प्रचंड वेगाने उत्क्रांत होत आहेत आणि विपणनाचे पुर्वीचे क्षेत्र अधिकाधिक बळकट होत आहे. सामुहिक विपणन श्रृखलेतील प्रत्येक कडीला बळकट व्हावेच लागेल, याचाच अर्थ प्रत्येक कडीला समान स्पधैत संधी उपलब्ध होत आहे आणि विपणन क्षेत्रातील स्पर्धा अधिकाधिक चुरशीची होत चालली आहेत.

विपणनाच्या या वाढत्या विस्तारासोबतच त्यात टिकुन राहण्याकरीता विपणनाचे महत्वाचे घटक म्हणजेच 1) विपणन संशोधन 2) विपणन संदेशवहन होय.

❖ ***विपणन संशोधन :–***

विपणन संशोधन हे आजच्या आधुनिक विपणन क्षेत्रातील अत्यंत सुविकसीत असे साधन होय. विपणनाच्या विविध योजना आखत असतांना अर्थव्यवस्थेत घडणाऱ्या घडामोडी त्याचा जनमानसावर पडणारा प्रभाव परीणामी अर्थव्यवस्थेत घडणाऱ्या घडामोडी त्याचा जनमानसावर पडणारा प्रभाव परीणामी प्रत्येकाचीच सतत बदलत जाणारी जिवनशैली त्याच्या गरजा, प्रेरणा,आकांक्षा या सर्वाची पाश्वभुमी जाणुन घेणे हे अत्यंत महत्वाचे कार्य होय. कारण प्रत्येक नागरीक हा ग्राहक असतोच पर्यायाने हे सर्व जाणुन घेतल्यानंतर ग्राहकांची बदलती अभिरूची आपोआपच लक्षात येते. विपणनाची रणनिती आखने व ती राबविण्यासाठी या सर्व गोष्टी आवश्यक असतात. रणनिती राबवित असतानाच वाटचाल याशस्वी होत आहे की नाही या वरही लक्ष ठेवणे आवश्यक असते. जर अपयशाकडे वाटचाल होत असेल तर तिथेच थांबुन वेळीच बंदोबस्त करता येतो. अर्थात त्यासाठी अपयशाची कारणे शोधावी लागतात. हा सर्वभाग विपणन संशोधनाचाच आहेत, त्यामुळे उत्पादकांना आपल्या व्यवसायात यशस्वी होण्याचा सुयोग्य असा मार्ग विपणन संशोधनातुनच शोधवा लागतो. सुरवातीपासुनच प्रत्येक ग्रहकांच्या गरजांचा अभ्यास, त्याचा अहवाल तयार करणे, अहवालाची गुणात्मक आणि संख्यात्मक मांडणी करणे, सुपर्ण आकडेवारीचे विश्लेषण करणे आणि विपणनाची रणनिती अशारितीने बनविने की त्यातुन अपयशाची शक्यता जवळ–जवळ राहणार नाहीत. म्हणजेच विपणन संशोधन हे यशस्वी विपणन संशोधन म्हणता येईल.

❖ ***विपणन संदेशवहन :–***

एखादा उत्पादक जेव्हा उत्पादन क्षेत्रात उतरतो तेव्हापासुनच सर्व लोकांपर्यत म्हणजेच ग्राहकापर्यत माहिती पोहचविणे आवश्यक असते. केलेले उत्पादन हे दर्जेदार असल्याबद्दलची खात्री ग्राहकांना पटली पाहिजे, ही माहिती ग्राहकांपर्यत पोहचविणे आपल्या उत्पादनाची किंवा सेवेची शाश्वती देणे गाहकांना अशश्वस्त करणे हेही अत्यंत गुंतागुंतीचे कार्य होय. असंख्य

ग्राहकांच्या असंख्य मनोवृत्ती असतात. या विभिन्न स्वभावाच्या ग्राहकापर्यंत आपला संदेश पोहचविण्याकरीता नियोजन बध्दरीतीने माध्यमांचा वापर व्हायला हवा इतकेच नाही तर ग्राहकांचे मन वळविण्यासाठी विविध आमिषेदेखील दाखवावी लागतात. याकरीता विविध योजनांची आखणी करून त्याची अंमलबजावणी करणे याच माध्यमाव्दारे अंमलबजावणी होत असतांनाच विविध ग्राहकांच्या चालीरीती,रुढी,परंपरा,सवयी जाणुन घेणे हे देखील विपणन संदेशवहनातुनच अभिप्रेत असते.

उत्पादीत वस्तुची जाहिरात करणे हा संदेशवहनाचाच महत्वाचा भाग होय. जाहिरातीत वैविध्य राखुन कल्पकता व्यवस्थापन या माध्यमातुन जनसंपर्क वाढविणे आजच्या आधुनिक युगात Digital Communication *फार प्रचलित होत चालेली आहे. यामुळे संदेशवहनाचा वेग प्रचंड प्रमाणात वाढलेला आहे.* Omline Marketing *एकछत्री विपणी यांचा प्रचार होऊन विपणन क्षेत्राचा जवळजवळ कायापालट झालेला आहे. फक्त शहरेच नाही तर ग्रामीण भाग देखील या कायापालटाचा हिस्सा झालेला आहेत. जाहीरातीच्या क्षेत्रात* 'Digital' *प्रकाराचा वापर ३० वर्षापुर्वीच अमेरीके सारख्या विकसीत देशातील परिपक्क बाजारपेठेत झालेला आहे. संगणक, आंतरजाळ आणि भ्रमणध्वनी यांच्या झालेल्या प्रचंड प्रसाराने संपुर्ण जगातील ग्राहकापर्यंत काही क्षणातच पोहचवता येते. त्यामुळे विपणन संदेशवहनातील स्पर्धा देखील गगनाला भिडली आहे.*

विपणनाच्या क्षेत्रातील वेगाने विकसीत होणारे नविन क्षेत्र म्हणजे घराबाहेरील विपणन होत, यात बिल बोड्र्स मध्ये आलेले नविन तंत्रज्ञान,मॉल्स किंवा मोठ्या दुकानामध्ये लागलेले,व्हिडीओस, 'Merchandise' *तसेच पॅकींगच्या वैविध्यपुर्ण नविन रचना होय.*

या सर्वानमुळे विपणनाच्या क्षेत्रात केवळ बदलच नाही तर संपुर्ण कायापालटच झालेला आहे, ही आजच्या विपणनाची जमेची बाजु म्हणता येईल.

निष्कर्ष :–

काळाच्या ओघात बदल हे होतच असतात, हे बदल सर्वच क्षेत्रात होत असले तरी विपणनाच्या क्षेत्रात होणारे हे बदल अगदी नजरेत भरण्यासारखे आहेत. आजही जुन्या पिढीला हे बदल स्विकारणे भयंकर जड जात असले तरी काळाबरोबर चालायचे म्हटल्यास याचा स्विकार जमेल तसा करणे हीच काळाची गरज झालेली आहे. नविनपिढीने मात्र या संधीच सोनं करण गरजेचे आहे. वाढत्या बेरोजगारीच्या काळात विपणन क्षेत्राने निर्माण केलेल्या आणि आजच्या तरुणाकडे सोपविलेल्या या सुवर्ण संधी होत. तरुणांनी या बदलाची नोंद घेऊन त्याकरीता सज्ज राहायला हवे.

संदर्भ :–

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Computational Intelligence in Image Processing

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Abstract: *Intelligence is defined as the ability to comprehend, understand and make use of the learning to other experiences, interpret logic and intelligence, and having the capacity to think and reason. Also other attributes such as creativity, skill, consciousness, emotion and intuition are also a part of intelligence. However many developments have been done in creating machines that would mimic the processes of the human brain. Thus a new domain, Computational Intelligence has been developed which is the study of adaptive mechanisms to enable or facilitate intelligent behavior in complex and changing environments. These mechanisms include those Artificial Intelligence paradigms that exhibit an ability to learn or adapt to new situations, to generalize, abstract, discover and associate. The various Computational Intelligence paradigms that are covered here are: Artificial neural networks, evolutionary computation, swarm intelligence, artificial immune systems, and fuzzy systems. In this view we'll further focus on how CI can be implemented in image processing.*

Introduction:

Over the time, many definitions have been about CI. In 1994, Bezdek explained that CI is ``low-level computation in the style of the mind", whereas AI is ``mid-level computation in the style of the mind". According to this perception, computational architectures utilize sensor data and the term artificial should be reserved for architectures that have a clearly identifiable non-numerical component or knowledge. It deals only with numerical (low-level) data, has a pattern recognition component, and does not use knowledge in the AI sense; and additionally, exhibits

(i) computational adaptivity;
(ii) computational fault tolerance;
(iii) speed approaching human-like turnaround, and
(iv) error rates that approximate human performance.

Computational intelligence research aims to use learning, adaptive, or evolutionary computation to create programs that are, in some sense, intelligent. Computational intelligence research either explicitly rejects statistical methods (as is the case with fuzzy systems), or tacitly ignores statistics (as is the case with most neural network research). In contrast, machine learning research rejects non-statistical approaches to learning, adaptivity, and optimization." According to this view CI is a part of AI focused on learning, but ignoring statistical methods.

Most of the CI research is concerned with low-level cognitive functions: perception, object recognition, signal analysis, discovery of structures in data, simple associations and control. Methods developed for this type of problems include supervised and unsupervised learning by adaptive systems, and they encompass not only neural, fuzzy and evolutionary approaches but also probabilistic and statistical approaches, such as Bayesian networks or kernel methods. These methods are used to solve the same type of problems in various fields such as pattern recognition, signal processing, classification and regression, data mining. Higher level cognitive functions are required to solve non-algorithmizable problems involving systematic thinking, reasoning, complex representation of knowledge, episodic memory, planning, understanding of symbolic knowledge.

Computational intelligence is certainly more than just the study of the design of intelligent agents, it includes also study of all non-algoritmizable processes that humans (and sometimes animals) can solve with various degree of competence, and the engineering approaches to solve such problems using hardware and software systems.

Under CI technologies of neural, fuzzy and evolutionary systems were brought together to generally describe methods of computation that can be used to adapt solutions to new problems and do not rely on explicit human knowledge. Thus we further see the various paradigms that are a part of CI.

Computational Intelligence Paradigms

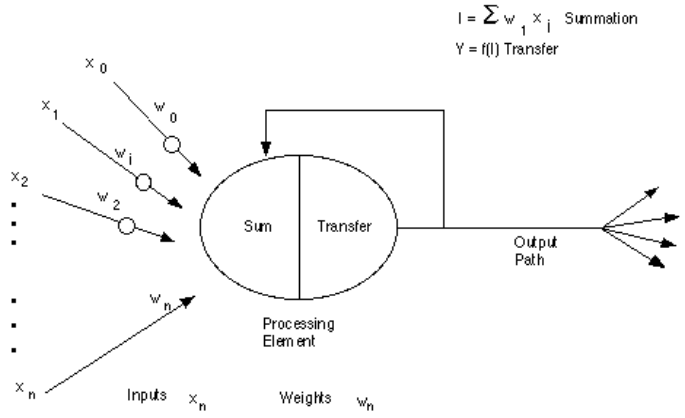
As discussed earlier the Computational Intelligence paradigms mainly are:

- artificial neural networks (NN),
- evolutionary computation (EC),
- swarm intelligence (SI),
- artificial immune systems (AIS), and
- Fuzzy systems (FS).

Also the term *soft computing*, given by Lotfi Zadeh, is a different grouping of paradigms, which usually refers to the collective set of CI paradigms and probabilistic methods.Each of the CI paradigms has its origins in biological systems. NNs model biological neural systems, EC models natural evolution (including genetic and behavioral evolution), SI models the social behavior of organisms living in swarms or colonies, AIS models the human immune system, and FS originated from studies of how organisms interact with their environment.

Artificial neural networks (ANNs):

Artificial neural networks (ANNs) are biologically inspired computer programs designed to simulate the way in which the human brain processes information. ANNs gather their knowledge by detecting the patterns and relationships in data and learn (or are trained) through experience, not from programming. An ANN is formed from hundreds of single units, artificial neurons or processing elements (PE), connected with coefficients (weights), which constitute the neural structure and are organized in layers. Each PE has weighted inputs, transfer function and one output. The behavior of a neural network is determined by the transfer functions of its neurons, by the learning rule, and by the architecture itself. The weights are the adjustable parameters and, in that sense, a neural network is a parameterized system. The weighed sum of the inputs constitutes the activation of the neuron. The activation signal is passed through transfer function to produce a single output of the neuron. Transfer function introduces non-linearity to the network. Non-adaptive unsupervised networks are able to reconstruct their patterns when presented with noisy samples and can be used for image recognition.



In this figure various inputs to the network are represented by the mathematical symbol, x(n). Each of these inputs are multiplied by a connection weight. These weights are represented by w(n). In the simplest case, these products are simply summed, fed through a transfer function to generate a result, and then output. This process lends itself to physical implementation on a large scale in a small package. This electronic implementation is still possible with other network structures which utilize different summing functions as well as different transfer functions. The intelligence processes inputs and then creates outputs which actually cause some device to move. That movement can span an infinite number of very precise motions. These networks do indeed want to smooth their inputs which, due to limitations of sensors, comes in non-continuous bursts, say thirty times a second. To do that, they might accept these inputs, sum that data, and then produce an output by, for example, applying a hyperbolic tangent as a transfer function. In this manner, output values from the network are continuous and satisfy more real world interfaces.

Types of Artificial Neural Networks

There are two Artificial Neural Network topologies – Feed-Forward and Feedback.

Feed-Forward ANN

The information flow is unidirectional. A unit sends information to other unit from which it does not receive any information. There are no feedback loops. They are used in pattern generation/recognition/classification. They have fixed inputs and outputs.

Feed-Back ANN

Here, feedback loops are allowed. They are used in content addressable memories. The output of a neuron is either directly or indirectly fed back to its input via other linked neurons which is used in complex pattern recognition tasks, e.g., speech recognition etc.

Thus these neural networks have are used in many areas like g diagnosis of diseases, speech recognition, data mining, composing music, image processing, forecasting, robot control, credit approval, classification, pattern recognition, planning game strategies, compression, and many others.

Evolutionary Computing:

The idea of evolution was given by Charles Darwin which states the survival of the fittest. Similarly evolutionary computing refers to a range of problem-solving techniques based on principles of biological evolution, such as natural selection and genetic inheritance.

Evolutionary algorithms involve a group of individuals, where an individual is referred to as a *chromosome*. A chromosome defines the characteristics of individuals in the population. Each characteristic is referred to as a *gene*. For each generation, individuals compete to reproduce offspring. Those individuals with the best survival capabilities have the best chance to reproduce. Offspring are generated by combining parts of the parents and each individual in the population can also undergo mutation which alters some of the orientations of the chromosome. The survival strength of an individual is measured using a fitness function which reflects the objectives and constraints of the problem to be solved. After each generation, individuals may undergo culling, or individuals may survive to the next generation (referred to as elitism).

Different classes of evolutionary algorithms (EA) have been developed:

• Genetic algorithms which model genetic evolution.

• Genetic programming which is based on genetic algorithms, but individuals are programs (represented as trees).

• Evolutionary programming which is derived from the simulation of adaptive behavior in evolution (phenotypic evolution).

• Evolution strategies which are geared toward modeling the strategy parameters that control variation in evolution, i.e. the evolution of evolution.

Swarm Intelligence

When looking at examples from nature we notice that if we consider the group itself as an individual – the swarm – in some ways the swarm seems to be more intelligent than any of the individuals within it. This also involves the idea of considering the individual organism as the swarm and the cellular components as the agents. Therefore swarm intelligence involves how individuals come together to cooperate to achieve a common goal.

When considering the social insects such as ants, termites or bees we notice the scenarios of ***stigmergy*** which refers to the indirect communication that seems to underpin cooperation among social insects (as well as between cells, or between arbitrary entities, so long as the communication is indirect).

Alsonavigation to food sources is another aspect which seems to depend on the deposition of pheromone by individual ants which is deposited along their paths as they travel. Thus when all the ants collectively work to find the best path to a nearby food source amounts to enough stochasticity in the process to avoid convergence to poor local optima – trail evaporation which ensures that suboptimal paths discovered early are not converged upon too quickly.

Further ant species (as well as other insect species) exhibit emergent sorting and clustering of objects. Two of the most well-known examples are the clustering of corpses of dead ants into cemeteries and the arrangement of larvae into similar-age groups.

Particle swarm optimization (PSO) is an optimization approach where the individual referred to as particles are grouped into a swarm and each particle represents as a candidate solution to the optimization problem. Each particle is flows through a multi-dimensional search space which adjusts based on its experience.A particle therefore makes use of the best position encountered by it and the best position of its neighbors to position itself toward an optimum solution.The performance of each particle (i.e. the "closeness" of a particle to the global minimum) is measured according to a predefined fitness function which is related to the problem being solved. Applications of PSO include clustering, optimization of mechanical structures etc.

Artificial Immune systems

Artificial Immune Systems (AIS) are computational paradigms that belong to the computational intelligence family and are inspired by the biological immune system. The primary function of a biological immune system is to protect the body from foreign molecules known as antigens. It has great pattern recognition capability that may be used to distinguish between foreign cells entering the body (non-self or antigen) and the body cells (self). Immune systems have many characteristics such as uniqueness, autonomous, recognition of foreigners, distributed detection, and noise tolerance.

Similar ideas have been applied to create various AIS models and algorithms that are developed based on the immune system principles:

- **Clonal Selection Based Algorithms**: The Clonal Selection principle is the whole process of antigen recognition, cell proliferation and differentiation into memory cell. Several artificial immune algorithms have been developed imitating the clonal selection theory.Castro and Zuben (2002) proposed a clonal selection algorithm named CLONALG for learning and optimization, CLONALG generates a population of N antibodies, each specifying a random solution for the optimization process. During each iteration, some of the best existing antibodies are selected, cloned and mutated in order to construct a new candidate population. New antibodies are then evaluated and certain percentage of the best antibodies is added to the original population. Finally

a percentage of worst antibodies of previous generation are replaced with new randomly create ones. Further many models have been made with many modifications.

- **Negative Selection based Algorithms**:The Negative Selection is one of the mechanisms of the natural immune system that has inspired the developments of most of the existing Artificial Immune systems. In the T-cell maturation process of the immune system, if a Tcell in thymus recognizes any self-cell, it is eliminated before deploying for immune functionality. Similarly, the negative selection algorithm generates detector set by eliminating any detector candidate that match elements from a group of self-samples. This is used in anomaly detection. Further a new negative selection algorithm named Artificial Negative Selection Classifier (ANSC) for multi-class classification. It introduces a cutting method to reduce the effect of noise. It combines the negative selection algorithm with clonal selection mechanism to solve issues that prevent negative selection algorithms from being applied.

  Thus, negative selection models and algorithms were widely used in fault detection and computer security applications utilizing the self/non-self-recognition aspect. Alternatively, the artificial immune network approaches were used in clustering, classification, data analysis and data mining applications. The clonal selection models were used mostly for optimization problems.

  Fuzzy systems

  When we consider the binary logic values it has only 2 parameters 0 and 1. Human reasoning is, however, almost always not this exact. Our observations and reasoning usually include a measure of uncertainty.Fuzzy sets and fuzzy logic allow what is referred to as approximate reasoning. With fuzzy sets, an element belongs to a set to a certain degree of certainty. Fuzzy logic allows reasoning with these uncertain facts to infer new facts, with a degree of certainty associated with each fact. Fuzzy systems have been applied successfully to control systems, gear transmission and braking systems in vehicles, controlling lifts, home appliances, controlling traffic signals, and many others.

Computational Intelligence in Image Processing:

Recent advances in digital imaging and computer hardware technology have led to an explosion in the use of digital images in a variety of scientific and engineering applications. These applications result from the interaction between fundamental scientific research on the one hand and the development of new and high-standard technology on the other. Computational intelligence has emerged as a powerful tool for information processing, decision making, and knowledge management. The techniques of computational intelligence have been successfully developed in areas such as neural networks, fuzzy systems, and evolutionary algorithms. Classical image processing methods often face great difficulties while dealing with images containing noise and distortions.

Image processing technology concentrates on the development of data extraction techniques applied toward the statistical classification of visual imagery. In classical image processing systems, an image is [1] preprocessed to remove noise, [2] segmented to produce close object boundaries, [3] analyzed to extract a representative feature vector, and [4] compared to ideal object feature vectors by a classifier to determine the nearest object classification and its associated confidence level. This type of processing attempts to formulate a two-dimensional interpretation of three-dimensional scenes using local statistical analysis, an entirely numerical process. Symbolic information dealing with contextual relationships, object attributes, and physical constraints is ignored in such an approach. With advancement in technology data today is available to us in the image formats. However, when analyzing newly available image data to discover patterns or to confirm scientific theories, a complex set of operations is often

required. First, before the data can be used it must often be reformatted, cleaned, and many correction steps must be applied. Then, in order to perform the actual data analysis, the user must manage all of the analysis software packages and their requirements on format, required information, etc.

Image restoration using neural networks:

When operating with image capturing devices, errors of the scanning system like blur, geometric distortions and unequal brightness distribution must be often considered. These irregularities - that often occur spatially dependent - can otherwise lead to difficulties during further processing of the images. Chromatic abbreviations in particular at edges are a typical problem in color image processing.

One important application of Artificial Neural Networks (ANNs) is the processing of visual data where thorough investigations of biological prototypes already have been done in the past. The application of ANNs to the correction of optical and electrical irregularities of image capturing devices in image processing systems is one topic of research in the working group.

Transfer properties of a scanning system like a CCD camera are compensated by an ANN that takes the influence of noise and local dependencies of parameters into consideration. Additionally, a correction of geometric distortions and unequal brightness distribution (shading) is performed.

Using ANNs for image restoration provides a straight forward method for error determination and correction when the transfer behavior of the scanning system is taught to the correcting ANN during calibration.

After training, the ANN is recalled by any gray-scaled or true-color image scanned by the considered system. This is ensured by applying a linear neuron model which corresponds with the assumption a CCD image sensor having a linear behavior over a wide range.

To meet the speed requirements of video applications hardware acceleration is necessary for the recall of the ANN. Our proposed solution only requires pipeline processors being customary in the trade to simulate the correcting neural layers. Prototype plug-in boards and suitable software for demonstration purposes are developed that allow real-time video processing.

The neural network also compensates for some often unknown influences and optimizes the system in the presence of noise without any additional calculations. The inevitable compromise between enhancement of contours and noise amplification can be easily adjusted. In comparison with spatially independent filters the results are significantly better.

Spatially adaptive image restoration:

When using a regularized approach for image restoration there is always a compromise between image sharpness and noise suppression. Therefore, the main problem is to remove as much noise as possible while preserving sharpness in the restoration. To this cause we introduce a spatially regularized neural approach that makes use of local image statistics to apply varying regularization to different areas of the image. This is achieved with an efficient parallel implementation of the Hopfield neural network.

Some typical examples of sources where serious image degradations can occur are: confocal microscopy, magnetic resonance imaging (MRI/NMR) and scanning electron microscopy.

Edge detection using neural networks:

The edge detection on the images is so important for image processing. It is used in a various fields of applications ranging from real-time video surveillance and traffic management to medical imaging applications. Currently, there is not a single edge detector that has both efficiency and reliability. Traditional differential filter-based algorithms have the advantage of theoretical strictness, but require excessive post-processing. Proposed CNN technique is used to realize edge detection task it takes the

advantage of momentum features extraction, it can process any input image of any size with no more training required, the results are very promising when compared to both classical methods and other ANN based methods. An edge is the boundary between an object and the background. The shape of edges in images depends on many parameters: The geometrical and optical properties of the object, the illumination conditions, and the noise level in the images. Edges include the most important information in the image, and can provide the information of the object's position. Edge detection is an important link in computer vision and other image processing, used in feature detection and texture analysis. Edge detection is frequently used in image segmentation. In that case an image is seen as a combination of segments in which image data are more or less homogeneous. Artificial neural network is more as compared to classic method for edge detection, since it provides less operation load and has more advantageous for reducing the effect of the noise . An artificial neural network is more useful, because multiple inputs and multiple outputs can be used during the stage of training Many edge detection filters only detect edges in certain directions; therefore combinations of filters that detect edges in different directions are often used to obtain edge detectors that detect all edges.

Finally we look at the various *challenges faced in computational intelligence*.

A grand challenge for CI community is to propose more efficient knowledge representation and retrieval structures, perhaps modeled on the associative memory of the brain, perhaps using different knowledge representations for different purposes. Vector and similarity-based models cannot yet replace complex frames in reasoning processes. Semantic networks, although in principle could provide efficient association and inference mechanisms, have never been used on a large scale. Further, a grand challenge for CI is to build an artificial rat, an artificial animal that may survive in a hostile environment. The intermediate steps require solution to many problems in perception, such as object recognition, auditory and visual scene analysis, spatial orientation, memory, motor learning, behavioral control, but also some reasoning and planning. The ultimate challenge may be to build not only an animal, but a human-like system that can survive. Computational intelligence should be human-centered, helping humans not only to solve their problems, but also to formulate meaningful goals, leading to a true personal fulfillment.

A long-term goal for computational intelligence is to create cognitive systems that could compete with humans in large number of areas. So far this is possible only in restricted domains, such as recognition of specific patterns, processing of large amount of numerical information, memorization of numerous details, high precision control with small number of degrees of freedom, and reasoning in restricted domains. Thus Computational Intelligence that draws inspiration from cognitive understanding and neural systems continues to be important.

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