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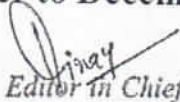
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TITLE OF RESEARCH PAPER

A STUDY ON 'EMPLOYEE SATISFACTION ABOUT HR
STRATEGIES IN AUTOMOBILE ANCILLARIES IN WESTERN
MAHARASHTRA'

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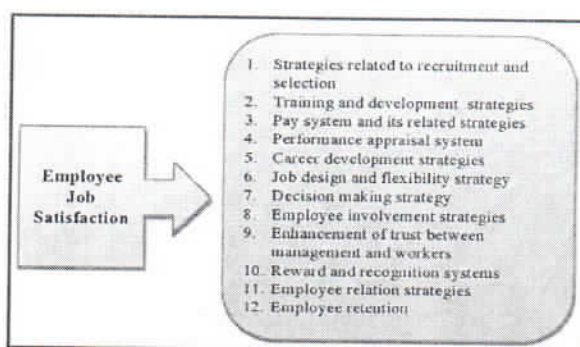


A STUDY ON 'EMPLOYEE SATISFACTION ABOUT HR STRATEGIES IN AUTOMOBILE ANCILLARIES IN WESTERN MAHARASHTRA'

□ Mr. S. V. Jagatap*
Dr. B. S. Sawant**

ABSTRACT

A Study on 'Employee Strategies in Western Maharashtra' satisfaction about The employee with different factors. related to recruitment development its related strategies, system, career design and flexibility



Satisfaction about HR Automobile ancillaries in explored the employee human resource strategies. satisfaction is measured These were strategies and selection, training and strategies, pay system and performance appraisal development strategies, job strategy, decision making

strategy, over all employee involvement strategies, enhancement of trust between management and workers, reward and recognition systems, employee relation strategies, and employee retention. The data was collected by using five point Likert type scale ranging from 'extremely satisfied' to 'not at all satisfy'. The hypothesis related to human resource strategies and employee satisfaction is tested by using ANNOVA, Skewness and Kurtosis test, correlations and simple linear regression test.

Keywords: Human resource strategies, Employee satisfaction, Automobile ancillary

1. Introduction:

Employee satisfaction means the happiness that the workers feel when they are satisfied with their job and work conditions, used as one way of measuring a company's success. (Cambridge Dictionary)

'Human Resource strategy means a system of human resource practices for a particular job or collection of jobs aimed at the best employee performance possible to meet the firm's ultimate goals.'(Richardson and Thompson, 1999)

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As per Oxford dictionary ancillary means the organisation providing necessary support to the primary activities or operation of organisation (www.lexico.com). The automobile ancillary means the organisation working as supportive to automobile sector, which is auto component sector.

2. Significance of the Study:

1. Theoretical significance: To fill the gap in the body of knowledge in the strategies of human resource management in Indian manufacturing firms.
2. Practical significance: This study will be useful to the top management, and practitioners to design their human resource strategies to improve firm's performance.



3. After all this study is necessary to the human resource manager at the time of strategic planning of human resource department.

3. Objectives of the Study:

1. To study the employee satisfaction variables.
2. To study employee satisfaction about HR strategies in automobile ancillaries in western Maharashtra.
3. To provide for better employee satisfaction.

4. Hypothesis of the Study:

H0: There is no significant relationship between current human resource strategies and employee satisfaction.

H1: There is significant relationship between current human resource strategies and employee satisfaction.

5. Research Design:

5.1 Research Method:

The researcher has collected general information about current human resource strategies in automobile ancillaries. So the type of the research is exploratory. The researcher has selected survey method.

5.2 Data collection technique:

The researcher has used self-structured questionnaire to collect primary data. The secondary data is collected from books, magazines,

newspaper, reports and internet.

5.3 Sampling Design:

At the time of data collection the researcher has found the reliable source of population from 'Automobile Component Manufacturers Association' India (2018). As per population the researcher has determined sample units.

The researcher assumed 95% level of confidence from normal distribution $Z=1.96$, and considered proportion 10% and error of estimate 0.1. (Kothari, 2004)

The researcher has collected data from 30 automobile ancillaries out of 114 automobile ancillaries from different districts in Maharashtra by selecting 10 employees from each unit. The researcher has used Proportionate Stratified Random Sampling Technique.

6. Data Analysis:

The workers have expressed their satisfaction in relation with present human resource strategies with different variables. These variables were determined by the researcher after the discussion with experienced manager from automobile ancillaries. All variables have been assessed on five point Likert type scale ranging from 'extremely satisfied' to 'not at all satisfy'.

Table 5.1: Satisfaction about HR strategies

No.	Strategic issues	ES	VS	MS	SS	NS	WM	SD
1	Strategies related to recruitment and selection	5	79	180	28	8	3.15	0.71
2	Training and development strategies	5	101	143	31	20	3.27	0.92
3	Performance appraisal system	5	87	168	27	13	2.31	0.80
4	Pay system and its related strategies	3	10	109	88	90	3.15	0.77
5	Reward and recognition systems	6	107	87	74	26	2.45	1.05
6	Employee relation strategies	5	117	108	41	29	2.73	0.81
7	Job design and flexibility strategy	2	44	142	94	18	2.63	0.86
8	Decision making strategy	4	33	141	92	30	2.79	0.78
9	Over all employee involvement strategies	1	51	145	91	12	2.75	0.97
10	Enhancement of g trust between management and workers	7	66	97	104	26	2.98	1.02
11	Career development strategies	4	67	37	144	48	3.09	0.99
12	Employee retention	13	70	97	89	31	2.82	1.04
Average weighted mean							2.843	

ES: Extremely satisfied, VS: Very satisfied, MS: moderately satisfied, SS: Somewhat satisfied, NS: Not at all

satisfied, WM: Weighted mean, SD: Standard Deviation
(Source: Field Data)

Above table 6.1 shows the responses given by the respondents about the variables related to the present human resource strategies in automobile ancillaries in western Maharashtra. The total respondents were 300 workers. Each item has given weight from 1 to 5. The weight 5 for extremely satisfied and 1 for Not at all satisfied. The mean for satisfaction is assumed 3 and calculated values of weighted mean are above are different. Some of values are above 3 and some are below 3 but not below 2.160. The average weighted mean value is below 3 that is 2.818.

So it can be seen that the worker's level of satisfaction is poor in automobile ancillaries in western Maharashtra. According to them the recruitment and selection strategies, training and development, performance appraisal system, and employee strategies are satisfactory than other.

Testing of hypothesis

H₀: There is no significant relationship between current human resource strategies and employee satisfaction.

H₁: There is significant relationship between current human resource strategies and employee satisfaction.

Here

- a. **Independent variable:** Human resource strategies are independent variable.
 - b. **Dependent variable:** Employee Satisfaction.
- This research study has considered five human resource strategies. They are
- i. Staffing. (Recruitment, Selection and Placement)
 - ii. Training and development.
 - iii. Reward and motivation.
 - iv. Performance appraisal.
 - v. Employee relation.

Employees were asked to state whether following human resource strategy in been followed in your organisation. five responses were collected from the respondents in terms of following the human resource strategies in the organisation and summation of the score was computed. The score ranges from 0 to 5.

Table Number 6.2 shows the descriptive statistics

of the score of the respondents in terms of implementation of the human resource strategies in their organisation.

Table 6.2: Descriptive Statistics of human resource strategies

	N	Minimum	Maximum	Mean	Std. Deviation
HR Strategies	300	.00	4.00	2.1700	1.08860
Valid N (listwise)	300				

(Source: Field Data)

Dependent Variable: Employee Satisfaction.

Here dependent variable is employee's satisfaction. Through a strong literature review employee satisfaction scale is prepared. The scale comprises of 12 items. The items are as follows.

1. Strategies related to recruitment and selection
2. Training and development strategies
3. Pay system and its related strategies
4. Performance appraisal system
5. Career development strategies
6. Job design and flexibility strategy
7. Decision making strategy
8. Over all employee involvement strategies
9. Enhancement of trust between management and workers
10. Reward and recognition systems
11. Employee relation strategies
12. Employee retention

Respondents were asked to grade the statements in terms of their level of satisfaction. Here 1 represents highly dissatisfied and 5 represents highly satisfied. The average score of these 12 statements is prepared. The score ranges from 1 to 5.

Following table (5.3) shows the descriptive statistics of the employee satisfaction score.

Table Number 6.2 shows the descriptive statistics



Table 6.3: Descriptive Statistics of Employee satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Employee Satisfaction	300	2.42	4.00	3.1569	.28270
Total	300				

(Source: Field Data)

Testing of the normality of the data:

To determine whether distribution varies significantly from normality skew value of data is to be divided by the standard error of the skew to create a Z score. For sample sizes less than 300, the skew is significant when the calculated value exceeds an absolute value of 2.58. When the sample size is bigger than 300, any value exceeding an absolute value of 3.29 has been deemed to show significant skewness. (Tabachnick & Fidell, 2012)

Table 6.4: Skewness and Kurtosis Test

		Statistic	Std. Error	Z Score
Employee Satisfaction	Skewness	.223	.141	1.584764
	Kurtosis	-.017	.281	-0.06041
HR Strategies	Skewness	-.201	.141	-1.43148
	Kurtosis	-.684	.281	-2.43701

(Source: Field Data)

Table Number 6.4 shows that for both the dependent and independent variables Z score of Skewness and Kurtosis is well below 2.58. The assumption of the normality is fulfilled.

Hypothesis Testing:

Test Used: Here both dependent and independent variable are continuous data and normally distributed data. To test the relationship between the data Simple linear regression is to be used.

Test Result:

The test results are given next after the calculation data through SPSS.

Table No 6.5 Correlations

		HR Strategies	Job Satisfaction
HR Strategies	Pearson Correlation	1	.169**
	Sig. (2-tailed)		.003
	N	300	300
Job Satisfaction	Pearson Correlation	.169**	1
	Sig. (2-tailed)	.003	
	N	300	300

** Correlation is significant at the 0.01 level (2-tailed).

(Source: Field Data)

Table 6.6: Simple Linear regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.169 ^a	.029	.025	.27908

a. Predictors: (Constant), human resource Strategies

(Source: Field Data)

Based on the Model Summary the correlation coefficient (R value) for these variables is 0.169. This means that there is a positive relationship between dependent variable (Employee Satisfaction) and independent variables (Human Resource Strategies).

The R Square indicates the extent or percentage the independent variable can explain the variations in the dependent variable. Here, independent variable (Human Resource Strategies) can explain just 0.029 (2.9) of variations in dependent variable (Employee Satisfaction). It is to be noted here that there is still leave 97.1 % (100% -2.9 %) unexplained in this study. Those may be other factors that the influence the employee satisfaction.

Table 6.7: ANNOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.686	1	.686	8.804	.003 ^b
	Residual	23.210	298	.078		
	Total	23.895	299			

a. Dependent Variable: Employee Satisfaction

b. Predictors: (Constant), human resource Strategies

(Source: Field Data)

The ANOVA table shows F value 8.804 and the p-value is 0.003 it is less than 0.05 (P value (.003 < 0.05). It is significant at the 0.05 level. Here we reject the null hypothesis and alternate hypothesis is supported by the data. The model is significant at 5 percent level of significance.

Table 6.8: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.748	.036		76.361	.000
	human resource Strategies	.044	.015	.169	2.967	.003

a. Dependent Variable: Job Satisfaction

(Source: Field Data)

From above Coefficient table (6.8) it is observed that calculated t value is 76.361 and associated P value is .000 it is less than 0.05 (P value (.000 < 0.05). It is significant at the 0.05 level. The coefficient value of human resource strategies is .044. It is concluded that **employee satisfaction** depends upon human resource strategies.

It can be explained by the following regression equation:

$$Y = a + b_1 * X_1 + \dots + b_p * X_p$$

$$Y = a + bX + e$$

Y = Employee Satisfaction

a = constant

X₁ = Human Resource Strategies.

b = regression coefficient of X

e = an error term, normally distributed of mean 0 (usually e is assumed to be 0)

Y (Employee Satisfaction) = 2.748 + .044 (Human Resource Strategies)

Here the null hypothesis of no relationship between human resource strategies and Employee satisfaction is rejected.

7. Findings, Conclusion and Suggestions:

7.1 Findings

It is felt by the majority of workers had somewhat satisfaction regarding human resource strategy in automobile ancillaries in western Maharashtra. The level of satisfaction is poor. According to them the recruitment and selection strategies, training and development, performance appraisal system, and employee strategies are satisfactory than other. They were not satisfactory with performance appraisal and reward system.

7.2 Conclusion

There is difference between satisfaction levels of employee about different factors in relation with present human resource strategies in western Maharashtra.

7.3 Suggestions

The automobile ancillaries should focus on employee satisfaction. The employee satisfaction can be improved by using different activities.

1. Positive work environment
2. Communicate feedback
3. Provide more rewards and recognition
4. Make work life balance
5. Increase employee involvement
6. Develop employee skills
7. Evaluate and measure employee satisfaction

In this way an organization can improve employee satisfaction by using above strategic activities.

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Role of Investors' Personality in selecting Investment Avenues – An Empirical Study in Pune City

SARANG S. BHOLA*
PRIYANKA ZANVAR**

Abstract

Each individual is unique in this world. This uniqueness is determined by their personality. Individuals Personality is identified by using their attitude, cognition and decision making style. All these factors are influenced by both psychological and psychographic factors. This article emphasizes the importance of personality traits and its influence on investor's investment decisions. To determine lifestyle and psychographics of sample respondents SRI International's Value and Lifestyles Program (VALS) survey is conducted. Further, findings of study reveals that certain demographic and investment variables have shown significant correlations with individual's investment personality factors. An overall finding suggests that individual's investment personality play a significant role of determining their investment.

I. Introduction

UNTIL THE DECADE of the 90's, most of the middle class Indians were paying little attention to managing personal finance during their working life span and only at the time of retirement they would consult their well wishers or advisors about some deposit schemes with banks or post office or companies which would ensure them regular monthly or quarterly returns. A very small percentage investors would experiment in stock markets or UTI schemes.

With the advent of the new millennium, needs have multiplied and changed and so have the solutions. Now a days, Investments have become a basic necessity for everyone. In our country there is a rapid growth in

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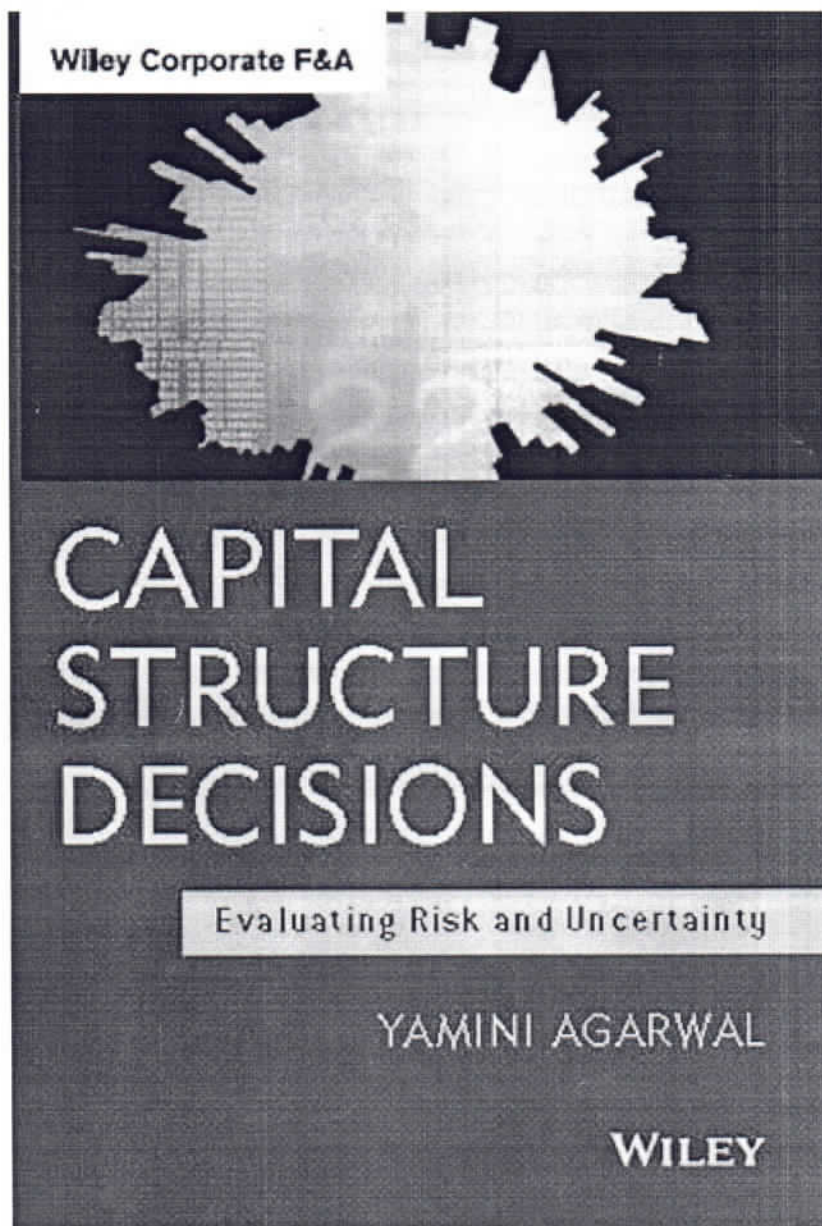
Submitted May 2016; Accepted October 2018



Simultaneously, this study is also useful to investment analysts, broking firm, and investment managers to create awareness among their clients on successful investments in equity market. Finally, portfolio managers can use this study to design suitable product/services to meet their clients' needs. An overall conclusion of this study reveals that individual's investment personality significantly influences their investment decisions which later affect their investment success.

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Editor in Chief



UPSURGE OF RURAL MICRO ENTREPRENEURS: AN EMPIRICAL GLIMPSE

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ABSTRACT

Rural entrepreneurship refers to the entrepreneurship rising at village level which can occur in a variety of areas such as business, agriculture, industry as well as acts as a useful factor for economic development. Present paper deals to understand the management and functional problems of rural micro entrepreneurs while carrying out nonfarm business. Study set to test the hypothesis that there is no significant difference into management problems and functional area problems faced by different nonfarm business in study area. 259 micro entrepreneurs were interviewed with the help of well-structured schedule selected from 94 villages of Sangli district Maharashtra state of India. Opinions of samples were sought on likert scale. Hypothesis tested using independent sample 't' test and ANOVA. The null hypothesis set for study is rejected. Micro entrepreneurs do face problems, to mention few lack of technical knowledge, lack of organizing resources, lack of proper warehousing facilities and the like.

Keywords: - Rural non-farm sector, Nonfarm business, Micro entrepreneurs.

1. INTRODUCTION

"It is a generally acknowledged truth that the agriculture sector is incapable of providing new meaningful job possibilities in the face of rising population (Mehta G.S., 2002)". Rural poverty, unemployment, and underemployment cannot be solved just through the agricultural sector. It may be important to develop a long-term strategy for structural changes in employment and wages. As a result, it's critical to comprehend the managerial and operational issues that micro entrepreneurs confront when doing nonfarm operations.

2. RESEARCH METHODOLOGY

The purpose of this study is to examine management and functional issues that micro entrepreneurs face while conducting nonfarm activities in Sangli district, as well as to test the null hypothesis that there is no significant difference in management and functional issues faced by different nonfarm businesses in the study area. A structured

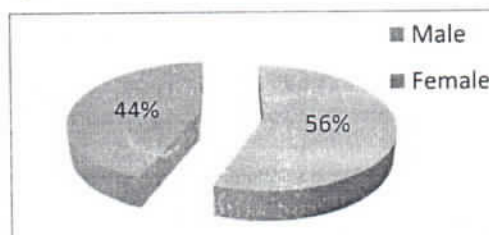
schedule was carried out on 259 micro entrepreneurs from 94 villages in the Sangli region of Maharashtra, using a suitable sample approach, to learn about the managerial and functional issues they encounter when carrying out nonfarm business. On a likert scale, samples' opinions were solicited. 1 indicates strong agreement, 2 indicate agreement, 3 indicate neither agreement nor disagreement, 4 indicate disagreement, and 5 indicate strong disagreement. The independent sample 't' test and ANOVA were used to evaluate the hypothesis.

3. DATA ANALYSIS

➤ GENDER WISE CLASSIFICATION

The emergence of women micro entrepreneurs is visibly increasing and contributing to the economy. The numbers of women entrepreneurs have grown over a period of time. Microenterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women.

Graph No.1 Gender wise Classification



This study included 56 % of male micro entrepreneurs and 44 % of female micro entrepreneurs. Female micro entrepreneurs are widely represented, with sevaiya (vermicelli), agarbatti (incense sticks making), beauty parlours, stationary stores, tailoring, imitation jewellery, kirana/grocery shops, readymade garment or textile shops, and wheat mills among them.

➤ PROBLEMS FACED BY MICRO

ENTREPRENEURS: Every booming business has its own kind of problems. Some of the major problems

faced by rural entrepreneurs are as under. Problems have been classified into management and functional problems.

• MANAGEMENT PROBLEMS

Management problems decrease efficiency and growth of non-farm activities. Nine management problems have been asked to opine on. The response of micro entrepreneurs has been taken on five point scale to know the severity of the problem.

TABLE 1 MANAGEMENT PROBLEMS FACED BY NON-AGRICULTURE UNITS

(n=259)

Sr.No.	Management Problems	SA		A		NAND		D		SD		Total
		F	%	F	%	F	%	F	%	F	%	
1	Poor record keeping	0	0	0	0	0	0	239	92.28	20	7.72	259
2	Conflict among partners	64	24.71	99	38.22	0	0	96	37.06	0	0	259
3	Land and premises problems	103	39.76	78	30.11	0	0	78	30.11	0	0	259
4	Legal Formalities	113	43.62	96	37.06	0	0	50	19.3	0	0	259
5	Lack of Technical Knowledge	86	33.2	158	61	0	0	15	5.79	0	0	259
6	Lack of Credibility	85	32.81	24	9.26	0	0	87	33.59	63	24.32	259
7	Lack of Established Goals	96	37.06	52	20.07	0	0	111	42.85	0	0	259
8	Lack of Consistency	76	29.34	66	25.48	0	0	117	45.17	0	0	259
9	Lack of Clear Strategy	18	6.94	94	36.29	0	0	147	56.75	0	0	259

Source: (Field Data)

61% of micro entrepreneurs agree that lack of technical knowledge is major problem followed by legal formalities and land and premises problems whereas poor record keeping is not a problem as 92.28% of micro entrepreneurs disagree to it. Major management problems faced by micro entrepreneurs are various compliances of legal formalities to obtain license for their business which may be due to illiteracy or ignorance, getting feasible land and premises is major problem faced, rural entrepreneurs are lack of technical knowledge which can create a hurdle for the development of rural entrepreneurship

➤ FUNCTIONAL PROBLEMS

In spite of the growing micro ventures in rural India, villages in Sangli district have number of problems basically functional arising in production, financial, marketing, and human resource. These barriers over the years remain the same. Researcher adopted all those roots under main functional title for investigation. To get to that, micro entrepreneurs are interrogated on five point scale to know the severity.

1. PRODUCTION PROBLEMS

TABLE 2 PRODUCTION PROBLEMS

(N=89)

SR.NO.	PRODUCTION PROBLEMS	SA		A		N		D		SD		TOTAL
		F	%	F	%	F	%	F	%	F	%	
1	Irregular power supply	52	58.43	0	0	23	25.84	0	0	14	15.73	89
2	Higher cost of raw materials	47	52.81	13	14.6	22	24.72	0	0	7	7.87	89
3	Lack of skilled labour force	19	21.35	58	65.17	1	1.12	11	12.36	0	0	89

4	Shortage of water	37	41.57	15	16.85	1	1.12	29	32.58	7	7.87	89
5	Inadequate technical support for proper machinery utilization	40	44.94	23	25.84	0	0	26	29.21	0	0	89
6	Lack of proper warehousing facilities	44	49.44	29	32.58	0	0	16	17.98	0	0	89
7	Inability to schedule production according to demand	1	1.12	4	4.49	1	1.12	69	77.53	14	15.73	89
8	Excessive cost of production	44	49.44	1	1.12	12	13.48	24	26.97	8	8.99	89
9	Obsolete machinery	44	49.44	1	1.12	12	13.48	24	26.97	8	8.99	89

Source: (Field Data)

65.17% of micro entrepreneurs agree lack of skilled labour force is problem for micro entrepreneurs, followed by 58.43% micro entrepreneurs agree irregular power supply is

another problem followed by 52.81% micro entrepreneurs agree higher cost of raw materials is problem faced by micro entrepreneurs.

2. MARKETING PROBLEMS

TABLE 3 MARKETING PROBLEMS

(n=259)

Sr.No.	Marketing Problems	SA		A		NAND		D		SD		Total
		F	%	F	%	F	%	F	%	F	%	
1	Difficulty in increasing the sale price corresponding to the increase in production cost	0	0	0	0	0	0	191	73.74	68	26.25	259
2	Lack of good distribution network	0	0	0	0	0	0	191	73.74	68	26.25	259
3	Inadequate publicity	0	0	0	0	0	0	191	73.74	68	26.25	259
4	Unfamiliarity with export activities	0	0	0	0	0	0	191	73.74	68	26.25	259
5	Ignorance of potential market	0	0	0	0	0	0	191	73.74	68	26.25	259
6	Inadequate demand	0	0	0	0	0	0	191	73.75	68	26.25	259
7	Difficulties in collecting dues	3	1.16	174	67.18	0	0	82	31.66	0	0	259
8	Irregular orders from dealers	0	0	0	0	0	0	191	73.74	68	26.25	259
9	Inadequate sales promotion support from government agencies (Like the SIDCO)	0	0	0	0	0	0	191	73.74	68	26.25	259
10	Exploitation by middlemen (Higher commission/ margin)	0	0	0	0	0	0	191	73.74	68	26.25	259
11	Inadequate research for identifying the consumers demands	0	0	0	0	0	0	191	73.74	68	26.25	259

Source: (Field Data)

Distribution channels are the pathways along which the product or services flow to ultimate consumers. The problem occurs when there is inadequate knowledge about product or market. Most of the entrepreneurs 73.74% of disagree and 26.25 % strongly disagree that lack of good distribution network is major problem faced.

Micro business units do not have any marketing department. Publicity is creating awareness about your product or services through different forms of

communication. Inadequate publicity is another problem related to marketing. In rural areas there is not much need to do publicity as in villages mouth publicity is much popular hence most of the entrepreneurs i.e., 73.74% disagree to this problem 26.25 % strongly disagree that inadequate publicity is a problem.

67.18% of micro entrepreneurs agree that difficulties in collecting dues are problem faced by micro entrepreneurs.



3. FINANCIAL PROBLEMS

TABLE 4 FINANCIAL PROBLEMS FACED BY NON AGRICULTURE UNITS

(n=259)

Sr.No.	Financial Problems	SA		A		N		D		SD		Total
		F	%	F	%	F	%	F	%	F	%	
1	Higher additional charges (Transaction cost, inspection fee, legal charges, etc.)	191	73.75	48	18.53	0	0	20	7.72	0	0	259
2	High legal formalities for getting loan	200	77.22	59	22.78	0	0	0	0	0	0	259
3	Insistence on collateral and margin money requirement	56	21.62	38	14.67	0	0	165	63.71	0	0	259
4	Tight repayment schedule	199	76.83	60	23.17	0	0	0	0	0	0	259
5	Higher penalty interest	148	57.14	53	20.46	0	0	58	22.39	0	0	259
6	Inability to produce viable project proposals	0	0	28	10.8	0	0	231	89.2	0	0	259

Above all researcher could get to the root of starting and running the viable projects, in the discourse with entrepreneurs, researcher could come to know that they get difficulties in planning of viable project proposals. 10.8% of micro-entrepreneurs agree about inadequate knowledge

about presenting viable project proposal. On the other hand 89.2% of micro entrepreneurs strongly disagree about the same. High legal formalities for getting loan and tight repayment schedule is the major problem faced by micro entrepreneurs.

4. HUMAN RESOURCE PROBLEMS

TABLE 5 HR PROBLEMS FACED BY NON AGRICULTURE UNITS

(n=86)

Sr.No.	HR Problems	SA		A		N		D		SD		Total
		F	%	F	%	F	%	F	%	F	%	
1	Non-availability of competent professional personnel.	55	63.95	22	25.58	0	0	7	8.14	2	2.33	86
2	Non-availability of labor force	22	25.58	58	67.44	1	1.16	2	2.33	3	3.49	86
3	Inability to provide proper training to the work force and officers	59	68.6	21	24.42	0	0	3	3.49	3	3.49	86
4	Labor turnover	67	77.91	10	11.63	0	0	7	8.14	2	2.33	86
5	Difficulty in identifying the sources of recruitment	40	46.51	7	8.14	0	0	37	43.02	2	2.33	86
6	Demand for higher monetary and non-monetary benefits from workers	38	44.19	11	12.79	2	2.326	32	37.21	3	3.49	86
7	Inadequate motivation	39	45.35	10	11.63	2	0	32	37.21	3	3.49	86
8	Employees' strike	29	33.72	1	1.16	1	0	48	55.81	7	8.14	86
9	Unnecessary interference by trade unions	2	2.33	2	2.33	0	0	76	88.37	6	6.98	86
10	Labor absenteeism	26	30.23	7	8.14	0	0	51	59.3	2	2.33	86

Source: (Field Data)

77.91% micro entrepreneurs agree labor turnover is the major problem faced by micro entrepreneurs followed by 68.6% micro entrepreneurs' agree inability to provide proper training to the work force and officers is the problem faced by micro entrepreneurs.

4. TESTING OF HYPOTHESIS

> INDEPENDENT SAMPLE 'T' TEST

For this test comparison of mean is done between management problems and functional problems faced by micro entrepreneurs in sample villages.

TABLE: 6 INDEPENDENT SAMPLE 'T' TEST BETWEEN MANAGEMENT PROBLEMS AND FUNCTIONAL PROBLEMS

Sr.No.	Group Statistics					
	Groups	N	Mean	Std. Deviation	Std. Error Mean	
1	Problems faced by micro entrepreneurs	Management Problems	259	42.06	3.070	.191
2		Functional Problems	259	80.46	11.269	.700

(Source: Field Data)

The mean value of management problems faced by micro entrepreneurs is 42.06 and functional problems faced by micro entrepreneurs are 80.46. It shows that there is a significant difference in management problem and functional problems. The standard deviation is 3.070 and 11.269 respectively.

TABLE: 7 INDEPENDENT SAMPLE 'T' TEST

Independent Samples Test											
Sr.No.			Levene's Test for Equality of Variances		t-test for Equality of Means						
			F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
										Lower	Upper
1	Management and Functional problems	Equal variances assumed	255.787	.000	-52.911	516	.000	-38.402	.726	-39.827	-36.976
2	faced by micro entrepreneurs	Equal variances not assumed			-52.911	296.091	.000	-38.402	.726	-39.830	-36.973

(Source: Field Data)

The 't' score calculated to be -52.911 with 516 df. 'p' value is 0.000 at 95% level of significance, the test is significant hence **null hypothesis is rejected** and alternative hypothesis that there is significant difference into management problems and functional area problems faced by different nonfarm business in study area.

ONE-WAY ANNOVA BETWEEN FOUR TYPES OF FUNCTIONAL PROBLEMS FACED BY MICRO ENTREPRENEURS

Following table shows relationship between four types functional problems viz. production, marketing, finance and human resource faced by micro entrepreneurs in sample villages. This relationship is drawn by using One-way Annova.

TABLE: 8 ONE-WAY ANOVA BETWEEN MANAGEMENT PROBLEMS AND FUNCTIONAL PROBLEMS FACED BY MICRO ENTREPRENEURS

ANOVA					
Problems faced by micro entrepreneurs					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44792.451	3	14930.817	948.170	.000
Within Groups	16250.880	1032	15.747		
Total	61043.331	1035			

(Source: Field Data)

Above table shows by using one way Anova the p-value is significant which reveals to reject null hypothesis and accept alternative that there is significant difference into management problems and functional area problems faced by micro entrepreneurs across sample villages.

POST HOC TEST BETWEEN GROUPS OF FOUR TYPES OF FUNCTIONAL PROBLEMS

Following table shows post hoc test between four types of functional problems viz. production, marketing, finance and human resource in order to focus on relationship between different types of functional problems faced by micro entrepreneurs across sample villages.



TABLE: 9 POST HOC TEST BETWEEN GROUPS OF FOUR TYPES OF FUNCTIONAL PROBLEMS

Multiple Comparisons						
Dependent Variable: Problems faced by micro entrepreneurs						
Tukey HSD						
Groups		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Production Problems	Marketing Problems	-.452	.349	.566	-1.35	.45
	Finance Problems	9.876*	.349	.000	8.98	10.77
	Human Resource Problems	-8.680*	.349	.000	-9.58	-7.78
Marketing Problems	Production Problems	.452	.349	.566	-.45	1.35
	Finance Problems	10.328*	.349	.000	9.43	11.23
	Human Resource Problems	-8.228*	.349	.000	-9.13	-7.33
Finance Problems	Production Problems	-9.876*	.349	.000	-10.77	-8.98
	Marketing Problems	-10.328*	.349	.000	-11.23	-9.43
	Human Resource Problems	-18.556*	.349	.000	-19.45	-17.66
Human Resource Problems	Production Problems	8.680*	.349	.000	7.78	9.58
	Marketing Problems	8.228*	.349	.000	7.33	9.13
	Finance Problems	18.556*	.349	.000	17.66	19.45

(Source: Field Data)

*The mean difference is significant at the 0.05 level.

It reveals from the above table that there is no statistical significant difference in production and marketing problems whereas there is a statistical significant difference in production and finance and HR problems.

FINDINGS AND CONCLUSION

Micro entrepreneurs opine that management problems and functional problems faced by micro entrepreneurs are different and the nature of problem is dependent upon the type of nonfarm activity which is carried out. Major management problems faced by micro entrepreneurs are various compliances of legal formalities to obtain license for their business which may be due to illiteracy or ignorance, getting feasible land and premises is major problem faced, rural entrepreneurs are lack of technical knowledge which can create a hurdle for the development of rural entrepreneurship. Sample micro entrepreneurs agree to the internal management problems viz., lack of planning, lack of communication, lack of team work. In functional problems, finance problems and production problems are majorly faced by micro entrepreneurs.

According to the most recent economic data, the rural entrepreneur is a critical component for any emerging to developed country. Rural entrepreneurship is one of the most effective tools that NGO's and GO's can use to help people move from a developing to a developed state. Non-urban children who grew up in a socioeconomic environment are the key to a country's recovery from poverty. As a result, any individual or citizen of India is

required to purchase or sell any Indian goods. As a result, less emphasis should be placed on rural integration as well as the growth of each stakeholder's economic standing. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. There should be efficient regulated market and government should also lend its helping hand in this context.

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NEW WORLDVIEW IN SECURITY FOR BANKS: DECEPTION TECHNOLOGY

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ABSTRACT

Cyber-attacks are a major threat has spread swiftly since the implementation of the Internet. There is no single industry or domain which is not under this threat: beginning with viruses and worms, to malware and, at the present time, botnets. Regardless of varied anti-virus, firewall, and various threat intelligence technologies, hackers can easily identify such network vulnerabilities and hack the data. A new generation of Deception Technology is a blessing to the network security administrators if used properly. This paper will help the readers to understand such current deception methods their working and application with reference to the banking domain.

Keywords- Deception Technology, Threat, Honey pots, Banking, Hacking, Cyber Security, Decoys

I. INTRODUCTION

A cyber-attack in simple terms is a misuse of organizations data through the computer systems and networks. A Cyber attacker uses alternate code to change the computer code, which hampers on the functioning of the organization or system and changes the meaning of the actual data. Attacker may violate the code, logic or the personal information of the users of the organization or system.

A digital assault in basic terms is an abuse of PC frameworks and organizations. It utilizes dreadful code to modify PC code, rationale, figure, or the data and proceed to cybercrimes, to data and distinction burglary. Cyber-attacks are the major threats that have spread rapidly since the implementation of the Internet. There is no single industry or domain which is not under this threat. Now every one of us has engrossed the latest technologies.

Internet and digital gadgets are part and parcel of our life.

People are getting addicted to the digital gadgets due to which unlawful cyber activities ie cyber attacks are growing rapidly. These cyber attacks can be of 2 types either system-based or web-based. Injection attacks, Phishing, Session Hijacking, Spoofing, Denial of services, etc are the types of various web-based attacks. Whereas virus, worm, Trojan horse, Bot is an example of system-based attacks. If we study properly we can understand nowadays every organization has its own network. The organization prefers to work on a client server-based mode. Attackers prefer to target either server or client systems. It is the simplest way to hit the target. There were various types of attack that allows an attacker to illegal access or unauthorized use of essential files that are available on the web server or to access malicious files on the web server by making use

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FUNCTIONING OF DECEPTION TECHNOLOGY

Militants are aware about the countless benefits of the deception techniques so they are using it from long ago. So we can say deception is not new for the world. Thus from many years Deception techniques are used by the militants during the wars.

Basically, Deception Technology is developed for MILDEC or military deception. The Deception Technology's functioning is very straightforward to understand, a false trap network will run on- present infrastructure network, but not traceable by authentic staff. Whereas when any hacker or intruder will try to access this false trap network they are capable to see the decoy as an opportunity to hack the network and they will fall for that.

It is not wrong to say that when human kind is not there from those days itself deception techniques are been used. If we take example of ancient times of "Satyug" during the war of Bhagwan Ram and Ravan or by Hanuman such type of false appearances made to distract the enemies. These are just some nontechnical examples of Deception Technology

Deception can be implemented on the already established network so the cost will be always low. So the cost of the use of deception is low in adversary situations as compared to introducing a new security system for the network.

Any deceptive sting movement gives the chance to examine to monitor, evaluate, intermingle with, and learning from an active nasty hacker. The knowledge gained allows safe commitment with the hacker under controlled conditions that keep live resources from being shattered.

Authenticity and adequacy of the deceptive trap and content is related with the amount of work which goes in deployment. For most applications, the implementation of deception is moderately straightforward. Presently, Acceptance and Deployment of

deception to processing will be a natural innovation of cyber risk management. That's the reason, it's advisable to the various emerging and recognized organizations adopting and deploying deception.

GRAPHICAL REPRESENTATION OF DECEPTION IN COMPUTING:

Architecture of deception includes several modules like, initially deceptive traps placed deliberately in to the available network infrastructure. Then these traps need safe communication path for deception collection and analyze the system thoroughly. For the day to day support, there is need of a support and content require management system. the built in mergers of these deception in to any of the targeted organization reorganizes all of these tasks significantly.

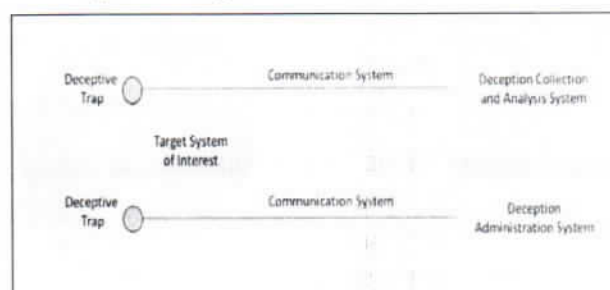


Fig.2 Graphical presentation of Deception

Source: internet (Google images)

Clearly, this deception graphical representation is of significant and is planned to give an essential, theoretical perspective on how most available network can use a profitable deception tool. There were many vendors, for example, Attivo Networks, Smokescreen, Shape security, TrapX security and many more top vendors, keep on refining their assistance to assure the finest amalgamation into the growing network – and also that all can agree on widespread use of public cloud and mobile networks.

The present and future organizations of deception are dependent on such innovations which are capable to handle, to automate the upcoming versions, deployments and upcoming