Volume-I, 2014

DAKSHATA

Department of BBA and BCA
Dispur College, Guwahati-06

Dakshata

Volume - I, January, 2014

EDITORIAL BOARD

Department of BBA & BCA, Dispur College
Guwahati- 6

Dakshata : Volume - I, January, 2014

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MESSAGE

It gives me immense pleasure to know that the Faculty of BBA and BCA of Dispur College are going to publish a journal – DAKSHATA. It is expected to be a clarion by which the students and faculty members will express and share their views. I am very much enthusiastic to expect the journal as the platform of both the established and the new writers and thinkers to express their latest talents and instill the urge for research. I also expect its uninturrupted march in the future.

With the best wishes,

(C. M. Sarma)
President, Governing Body
Dispur College, Guwahati

Date – 27-01-2014

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MESSAGE

It is a matter of great privilege and immense pleasure for me to be a part of the first edition of **'Dakshata'** - the Professional course's Journal of Research.

One most striking colour of the **'Dakshata'** would be a reflection and showcasing the diversity of thoughts, creativity, arts, skills etc., of the young generations of the college. It is said that a leader is born with the birth of every child. The only need is to provide an enabling environment, careful nurturing, professional guide and a spring board for meaningful blossoming and effective use of unbound talents. The **'Dakshata'** intends to fill this void. An excellent faculty committed to quality teaching, a flexible curriculum responsive to the changing needs of industry, researches, excellent computer facilities, state-of-the-art infrastructure, a well- stocked library- contribute to the excellence of our undergraduate and postgraduate.

In this era of cut throat competition, it is of paramount importance to impart professional education to the future generation of the Nation for successfully facing multitasking. The Dispur College Professional Stream, therefore, lay special emphasis on both co-curricular and extra-curricular activities providing students an edge over others to be a leader in their respective field of activity. This journal helps them to rejuvenate the talents and to develop an enquiring mind.

I wish to put on records the incessant assistance and cooperation from all my teaching and non-teaching colleagues and students in publishing the first issue of **'Dakshata'**. I am especially thankful to the editorial team who has burnt their midnight oil for timely production of this maiden edition.

I am hopeful that **'Dakshata'** will be enjoyed by all. I welcome comments and suggestions from all our intelligent and valuable readers for much meaningful and informative editions of **'Dakshata'** in months to come.

I have no doubts that the new journal will stimulate the growth and development of Dispur College's Professional Course and skills of its faculties, researchers and students. It will also allow showing their achievements to the outside world.

(Dr. Amar Saikia)
Principal, Dispur College
Dispur, Guwahati - 6

Nandini Barooah, M.A., Ph.D.
Vice Principal
Dispur College

Date .....

Message

I am glad to know that the Department of BBA / BCA of Dispur College is going to bring out the first volume of the departmental Annual Journal **'Dakshata'**.

I offer my best wishes to the faculty of BBA / BCA who have undertaken this enterprising effort and hope their endeavour continues in the future also.

nandini Barooah

(Dr. Nandini Barooah)
Vice Principal, Dispur College
Dispur, Guwahati - 6

EDITORIAL

The world is fast changing and in today's world of compartmentalized specialisation, general education is just not enough. There is a great demand for technical professionals who can keep pace with the flux. Around the globe, the demand for Information Technology and Management professionals and their broad range of knowledge and skills has been enhancing the value to put the economy on the wheels of progress.

In the last couple of years, a number of educational institutes has grown exponentially in India to impart high quality technical education in the fields of Information Technology and Management. In the present era, students want to get sufficient knowledge in the field of information technology and management to face the global challenges very successfully.

The birth of ***'Dakshata'***, the Professional Journal of Research, attempts to provide information of latest development in the field of information technology and management principles and practices in order to empower the young generation with modern technological ideas and thoughts.

Hope that this issue serves its purpose to the readers.

We would like to thank all the contributors to this issue of ***'Dakshata'*** and to all the well wishers of the journal.

(Hirendra Nath Sarkar)

Dakshata

Contents

Employee Training & Development and Employee Relation of an Organisation

Dr. Jyotish Goswami
HOD, Deptt. of Accountancy
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Employee training and its development is to be focused on the objectives and goal of the organizations to which they are engaged for the project and the employees competency in achieving the target.

The various characteristics to achieve the target assigned for the projects are depend upon the following :-

- Effective training to the employee with related to the particular project/location.
- Regular analysis of operational requirements and employee competency.
- Organizational objectives and goal pertaining to the particular project is to be linked with training program.
- Skilled trainer, who is well verse with the project and its related, is required.
- Regular evaluation of the employee posted at these projects.
- Continuous learning culture that leads to improvement of the employee responsibility.
- Responsibility between team leader and its staff for identifying the problems and needs etc.
- Training as per the circumstances and learning styles as required for the particular project.

Training of Employee:

Various types of training to be provided for the development of various projects are:

- To recruit with the requirement of the job/function and procedures as per organizations objective3s and its performance standards.
- To equip all the managers particularly posted for the same project, with the knowledge and skills required and to widen their perspective.
- To provide staff with the professional or technical knowledge and skills required for the job.
- The communication should be as per the operational needs and to prepare for the future needs.

- All staff should have the basic knowledge of computer for planning, billing, etc and also to help for preparation of Management Information System of the organization.

Analysis: Managerial and effectiveness and leadership development.

Development of Employee:

The purpose of career development is to identify and development is to identify and develop the potential within staff, to build existing skill level and to prepare staff to take on greater responsibility during their career. It has to balance the needs and aspirations of the individuals with the needs of the service assigned to them for execution of particular project. Staff selection/posting should be taken care of the previous experience of the individual and future needs. Also employees can be either developed to have the broad experience in the numbers of area or they can focus on a particular area and develop in the depth experience. The most appropriate way to development staff is a balance between the needs of the projects and the aspiration of the individuals.

- Staff to be posted on acting rank to assess their suitability for substantive promotion.
- Staff who do not merit immediate promotion or on acting with a view of substantive promotion but who are nevertheless assessed to have better potential than other officers to undertake the more demanding duties in the higher rank, are to be placed in the higher rank to assess their suitability for substantive promotion.
- Staffs are to be placed in higher rank to cover the absence of the normal post holder i.e. through sickness, long leave or maternity leaves.
- All staffs should be given opportunities to expose to more onerous duties and responsibilities thereby testing their ability.

Relationship between management and its employee:

For a relationship to sustain over time, both love and respect are necessary. Love engages the heart it makes you identify with the other and see the world from their point of view, while respect helps us accept the other person for what they are.

If you find love is missing in the relationship, you must continue to respect the person and love will surely return to the equation. Similarly if you find respect lacking in the relationship, continue to love and the respect will return.

"If you want love, don't deny respect.
If you want respect, don't deny love."

Few points to be considered for employee relations to achieve the target are:

- Management should fix for regular meeting with employee responsible for the project.
- Employee should be consulted on matters that affect them.
- Problem and disputes should be resolved through discussion and consultation.
- Employee welfare/well being should be arranged positively by the management.
- Employees should be positive to achieve the target assigned by the management.
- Team leader should be assigned/authorized for full responsibility to execute the project as per company's plan and he/she should be responsible for ensuring that

achievement as per the original program.

- Team work should be encouraged by the manager.
- By effective communication, management helps their employee understand the mission, objectives and values of the company.
- Recognition of individual or group achievements and efforts will help promote the right attitude to work and bring out the best in the staff.
- Recognition is a good way to motivate staff apart from pay increase, promotion and job extension etc.
- Disputes between manager and staff should be avoided/solved by constructive discussion.
- The team leader should be open and fair to deal with complaints and appeals from subordinates. It should be expeditiously dealt with.
- To become a good employer, it is important to provide staff welfare like career planning, social security and facilities to staff in maintaining morals and enhancing their loyalty.
- If an employee is in distress or encounter misfortune and if he/she approachs, then helping hand to help him, if possible should be extended.

Recommendation & Conclusion:

- To establish a fair, equitable and uniform personnel policy, career growth, training, employee relations etc. should be adopted.
- Training should be focused on team work for advance progressing of the projects
- To train all the managers for the enhancement of managerial effectiveness and leadership development, effective induction training for new comer to build them as a manager for the future should be taken up.
- Special training should be given to the staff and the team leader should know the strength and capability of the subordinates and he/she should lift the subordinates to the corresponding upper position as per the capacity and qualification of the individual.
- The team leaders should help their subordinates to accelerate their development, Evidence based method for employees to seek feedback, understand the strength and identify areas for improvement should be taken up.
- To recognize and reward performance, potential and commitment of employee by means of promotion to higher rank and incentives scheme must be included as incentive schemes also play a very important role for motivating the employees.
- The superior official should also take suggestions from the subordinates so that the collective decision will improve the progress of the development projects. They should also recognize the importance of their subordinates for their area of expertise and it should be awarded accordingly so that the employees feel proud of their organization and feel motivated to deliver the maximum output in future.
- Aggressireness should be dealt with effectively so that it does not get chance to

ruin the progress of the project.

- Employees should try to develope a positive track record for the future of the organization.
- Employees should be given to express themselves of their knowhow of the project to avoid office politics.
- Respect the subordinates.
- Don't align with any group of the office, assertiveness, backed with solid research will always give your colleague and superior a positive feeling "Good politicians always adjust their messages for their audience."

An organization's greatest resource is its Human Resource. If this resource is nurtured with care and effort is made to give proper training and development to the employee posted for a particular work, an organization is confident to reach the pinnacle of success by completing all the projects within the scheduled time frame. By practicing the above recommendation for training and development and an employee relations recognition should be made to staff in the form of reward etc.

Last but not the least, "We can never obtain peace in the world if we neglect the inner world and don't mistake peace with ourselves. World peace must develop out of inner peace. Without inner peace, it is impossible to achieve world peace, internal peace". (Dalai Lama)

"No one is born hating another person because of the colour of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for loves comes more naturally to the human heart then its opposit." (Nalson Mandala)

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Marketing of Financial Services

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The marketing of financial services has fascinated marketers for decades. Scientific research and market evidence on the behavior of decision makers in financial markets has resulted in the accumulation of a wealth of knowledge with great marketing applications. The pattern of consumer decisions in financial services has heightened the importance of establishing a universal framework for financial services marketing.

What are financial services?

Financial services are any service or product of a nancial nature that is traded in nancial markets; specically, they are nancial instruments – for example, treasury bills and government bonds. There are a number of ways that nancial instruments can be classied. Do they have a xed or variable interest rate? How long to they take to mature? Are they offered by a deposit-taking or non-deposit taking intermediary? Financial services cover an extensive range of instruments and in the United Kingdom the Financial Services Authority (FSA) provides information to the consumer marketplace on bank accounts, equity release schemes and long-term care. The marketplace for nancial services is extensive, as banks, insurers and investment banks operate in a global marketplace and have a wide range of customers, including retail consumers, business customers of all sizes and other nancial institutions. From a marketing perspective, there are some important points to remember about nancial services. It is clear that none of the products is very desirable, especially when compared with other things that money can be spent on, such as cars, designer handbags or holidays. In fact, several of the examples are downright unattractive, such as pensions and funeral plans. This lack of intrinsic desirability is key in the marketing of nancial services. Marketers of these products have to be aware that customers, whether retail consumers or business customers, do not purchase these items because they are in themselves desirable or 'must have' products. What nancial services generally do allow customers to do is to purchase or acquire those products and other services that are desired, such as holidays, or indeed the 'must have' handbag; or, for business customers, these products offer the possibility of avoiding the 'hassle' of managing complex nancial arrangements.

Challenges of Marketing Financial Services

The marketing of financial services is a unique and highly specialized branch of mar-keting. The practice of advertising, promoting, and selling financial products

andservices is in many ways far more complex than the selling of consumer packaged goods,automobiles, electronics, or other forms of goods or services. The environment in whichfinancial services are marketed is becoming more competitive, making the marketing of financial services an increasingly unique discipline. Financial services marketers are challenged every day by the unique characteristics of the products they market. Forexample, often financial services cannot be visually communicated in advertisements aseasily as consumer goods can. Furthermore, the relatively unexciting nature of financial services makes the task of attracting consumer attention and inspiring consumer desire adifficult one. However, the study of financial services marketing is in many ways far morefascinating than other areas of marketing. There are many predictable behaviors that consumers often exhibit in their dealings with financial services providers. The predictability of these behaviors and the abundance of data on existing and potential customers enable a uniquely scientific approach to developing and executing successful strategies for the marketing of financial services, much more so than in other markets.

Trends for Financial Services Marketing in Modern World:

1. ***Customer Engagement is not a passing fad.*** Customer engagement occurs every day on an offline basis in the branch banking environment. The challenge for those branch-based institutions currently is replicating that level of engagement in the online world. This will remain a key issue in 2013, especially as engagement must be thought of not only in terms of your engaging with your customers, but also with how your customers engage with each other *about* you. For institutions without an extensive branch network, the challenge is to *establish* and then *maintain* an engaging relationship with and by your audience.
2. ***Data Integration becomes mission critical.*** Financial institutions have always been faced with this challenge and were early adopters of MCIF (Marketing Customer Information File), CIF (Customer Information File), and other capabilities to bring data about their customers together. However, the explosion of web analytics, social media and other digital channels has created new sources of data with different integration challenges, adding complexity to linking and managing both the online and offline content. Bringing together this new, rich, unstructured content (and sorting it from the chaff) will be more crucial than ever before to get closer to understanding your customer.
3. ***Marketing Analytics is red hot.*** This data fuels the growth in the importance of marketing analytics. But the new social conversations are generating a different data stream of unformatted data. The number of people skilled in analyzing this data are difficult to find, and — in general — aren't clamoring to breach the walls of the local financial institution. Most institutions will need to rely on external partners for these insights, and will compete with most other companies for these resources.
4. ***Social Media Marketing will mature.*** While the rest of the world has jumped feet first on to the social media bandwagon, banks and other financial institutions have

proceeded more cautiously. In fact, some have gone so far as to say that social media is a waste of time for most banks and credit unions. We think that banks and other financial institutions will remain cautious in 2013, but will begin to more strongly leverage social media as a marketing channel.

5. ***Technology vendors are blurring the distinction between products and services.*** ASPs, Software as a service, "To the Cloud." Expect more technological confusion, not less, in 2013.
6. ***Segmentation becomes schizophrenic.*** Cohorts, personas, or clusters — whatever segmentation methodologies you are currently using (you are, aren't you?) should be reviewed in 2013 to ensure that you're capturing and leveraging the new data that is now available to you. A recent study by eDigitalResearch and IMRG shows that 65% of people are happy to make bill payments online. Can you identify these groups in your database and do you incorporate them in your customer and prospect segmentation?
7. ***"Touchpoint Attribution" emerges as the new buzzword for 2013.*** The challenge of allocating sales to a particular communications channel is somewhat easier in the financial services space, because financial institutions simply don't do as much multi-channel marketing as non-financial marketers do. As multichannel communications usage grows in FIs, this will take on more importance, but as for 2013, we can't help but ask "Are we there yet?"
8. ***Mobile marketing explodes.*** Not so much mobile marketing, but we expect that mobile banking will gain a much stronger foothold in 2013. The recent growth in capable smart phones and other platforms (iPhone, Android phones, iPad, etc.) will make banking-on-the-go a reality for more customers in 2013. The ability to download an app to a mobile platform rather than relying solely on the Web lends at least an illusion of additional security that will aid adoption of this capability
9. ***Privacy wars heat up.*** For financial institutions, it won't so much be "heating up" as it will continue at a full boil. "Do not track" legislation that is being considered will add complexity and slow the adoption of full social media efforts by banks and other institutions in 2013, with some sitting it out until the legislative picture clears.
10. ***"Right Touching" makes sense.*** Due to security and privacy concerns, multichannel marketing capabilities have been slower to grow in most financial service firms. Phishing scams have made many distrustful of an email from their bank and, outside of the "online only" banks and other FIs has complicated the rollout of full multichannel capabilities by those institutions entrusted with our financial security. But financial institutions also have a head start in this regard — existing networks of ATMs and online banking help to self-identify users, so the right message can be presented when that channel of choice is used.

There are at least five very good reasons why financial services marketing need much more attention than the traditional marketing:

- **Customers want you to know them and understand their business.** One key

requirement of financial services customers across all segments is that they want their banks to know them and recognize their unique needs. I have found that this is true for the consumer who visits your bank branch every week, the small business owner who just opened her first account with you and the CFO of the largest construction firm in town. Each has different needs, challenges and opportunities. Recognizing these needs and challenges in your content marketing, lets your customers know that you understand them.

- **Customers want to know that you understand your business.** Customers want to feel confident that their financial services provider is truly an expert and can be trusted to offer solid advice. Research has shown that recommending a product or service that is targeted to the customer's specific situation can actually strengthen their relationship with the provider. Demonstrating your expertise through your content will build on your client's confidence in you. **For example:** Capital One Bank's Financial Education Centre walks customers through various topics, such as credit for small businesses.
- **You can differentiate yourself from the competition.** Products, convenience and quality of service have been the most relied on points of differentiation in the financial services industry ever since location lost its stronghold. Those factors are important for sales and service, but engaging and connecting with customers through content marketing is important for relationship building and for positioning your company as a trusted advisor.
- **You can target your marketing to specific target segments.** Most financial services providers have identified target segments — mass affluent, minority-owned businesses, medical practices or startups, just to name a few. The customizable nature of content marketing allows you to tailor your message to a variety of target audiences, whether you're defining them based on demographics, industry, delivery channel or other factors.
- **You can build relationships and boost retention.** A well-planned strategy for content marketing for financial services will be designed to target your audience, highlight your understanding and knowledge of their needs, engage them with information that demonstrates your expertise, and set you apart by establishing your position as a trusted advisor. As you inform and engage your audience, you are building a relationship. You are also demonstrating the value that you bring to the partnership. As the relationship strengthens, it becomes less likely that your customers will leave you for a free set of bake ware or 15 basis points. And the last time that I checked, financial institutions were all about customer retention.

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Employment Opportunites for BCA Degree Holders

Dr. G. K. Sharma
Career Consultant

Generation of employment is not only needed to solve unemployment but also to create wealth for the benefit of an individual and the society. It is the STEM factor which is generating jobs for the last one hundred years mainly. Jobs created by the government and the unorganised sector are also responses to the demand created by STEM. STEM is an acronym of SCIENCE, TECHNOLOGY, ENGINEERING and MATHEMATICS. The industrial revolution which is responsible for the metamorphosis of the employment pattern throughout the world, is also a creation of STEM. It has been experienced that scientific researches create new technologies. Engineers stndying the mathematical logic of the technology design a series of machines. The application of the machine gives birth to an industry. The industry startes a new line of trade business which generates employment. This is the main reason of Jawaharlal Nehru's advocacy for the popularisation of science education in our country.

Today in Assam, most of us are looking towards Information technology and Computer Sciences to give employment in bulk to growing numbers of youth. But it is the man who decides the direction of the application of technology. Radio activity of maters, invented by physicists opened the door of the nuclear technology. Man can make an atombomb with the help nuclear technology as well as rado-isotopes to treat cancer patients. Likewise, It is also a double edged weapon.

At this moment, due to automation in the IT industry, lower level jobs do not require many hands. As such numbers of jobs which need rudimentary IT skills have vanquished. In 2012-13, the IT industry of India hired 180000 professionls. The target for 2013-14 is to recriut 150000 IT professionals. This reduction of 30000 jobs is mainly in the grassroot level of the IT industry of India. As a result people having initial degrees and diplomas would be getting lesser opportunities for employment in 2013-14. It is a piece of bad news for an IT job seeker. But there is silver living on the dark cloud. More jobs will be created by the IT sector not only in India, but also in the other part of the world. Due to

inherent strength of the India software industry, even jobs created abroad will also flow to India. These jobs would be available in cities and towns of south India.

Very few such jobs would be coming to Assam. So, people seeking salaried jobs ought to be ready to work outside the northeast. Those who intend to be IT enterpreneurs, will have brighter prospects in and around Guwahati.

As the days of lifetime employment are over, people having BCA degree should have person specific career strategy. It will not be possible to make a general prescription. IT Job seekers should consult career consultants or HR professionals working with IT companies to fulfil their individual requirements. Those students who will be entering into the job market from 2014 to 2016, would have to possess domain knowledges. B2B logic, niche skills and soft skills to enable to get better jobs. For this, one has to depend on one's individual effort and resources. Elfective institutional support in this connection is not readily available in the North East at this moment.

Nasscom, the apex Indian body of the IT industry, hopes that by 2020, 80 percent of incremental growth will be driven by opportunities outside the current core markets, verticals and customer segments. (source : Perspective 2020 Report, Nasscom).

Five major technology changes that are expected to open up new opportunities for the IT industry would be smart computing, Saas, social technologies, mobility and analytics, BCA graduates as well as young job seekers of the future should acquire academic knowledge and ability job fit in to get jobs created by above mentioned technological changes.

Now let us try to understand general ideas about these five expected technologies. Smart computing deals with industry specific solutions. e.g. computer applications useful to manufacture an automobile are different from IT solutions to guide digital X-ray operations. Smart computing would offer a user friendly IT solution to an automobile manufacturer which would be different from the solution needed by the X-ray operator. Saas would provide software as a service model. Social technologies aim at empowering an industry's value chain. Mobility refers to access to anytime, anywhere information. Analytics provide real time intelligence.

Thus, there would be job opportunities in the IT and ITeS sector. but a job seeker would have to possess a higher qualification which should be technical knowledge of computer sciences plus manarerial skill added with domain knowledge of a specific business or economic activity.

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Top-Down and Bottom-Up Decision Making: Information Technology

Laba Kr. Thakuria
Asstt. Professor, Deptt. of BCA
Dispur College

What determines whether decisions happen on the bottom, middle, or top rung of the corporate ladder? New research said that the answer lies in the technology that a company deploys such as : Enterprise Resource Planning software is a decentralizing technology which provides information that enables lower-level managers to make more decisions without consulting their superiors. So Enterprise Resource Planning will push decision-making toward the bottom of the corporate ladder. Communication systems, such as e-mail and instant messaging applications, will push the decision-making process toward the top. And that means developing an IT strategy isn't all about deploying the best technology, says Raffaella Sadun, an assistant professor of strategy at Harvard Business School.

"IF A CEO CAN TRUST HIS SENIOR MANAGERS, HE WILL BE MORE WILLING TO DECENTRALIZE DECISION-MAKING"

"The bottom line is that whoever is in charge of the acquisitions and the IT strategy, they obviously cannot just think about the technology side, they also have to think about the organizational side," she says. "Traditionally, technology is thought of as a tool that enables empowerment, but that's not always the case.".

"Technologies that make the acquisition of information easier at the lower level of the hierarchy are associated with a decentralization of the decision-making process," Sadun says. "On the other hand, we have the communication technologies, which actually do exactly the opposite." By the same token, Computer-Assisted Design and Computer-Assisted Manufacturing software creates a situation in which the plant worker needs less access to superiors in order to make a decision. The better the data network, the easier it is for workers to lean on superiors and rely on them to make decisions. It's also easier for a executives to micromanage of his office and keep all the decisions in the corporate sector. Researchers find that the average level of trust of a multinational's company tends to influence the level of decentralization in a company. we consider that Trust is also a key factor in determining whether decisions are centralized at headquarters or decentralized at the local level.

Many of the Companies, often fail to consider the disparate roles of their software systems, let alone their effects on organizational behaviour. Rather, they lump "IT" into a department—which encompasses all the technology in the organization. Sadun also said

that "Technology tends to be dumped into a single category". The reality is that Information Technology is a huge, heterogeneous set of technologies." Similarly, when examining issues such as organization ,industry and academic studies tend to treat information and communication technologies as "an aggregate homogeneous capital stock,". "This difference matters not just for firms' organization and productivity, but also in the labour market, as information access and communication technology changes can be expected to affect the wage distribution in opposite directions,".

The researchers looked at non-production decisions such as capital investment and new product plans. Such decisions are either centralized near the top of the corporate ladder or decentralized and delegated to the top of a particular business unit. And the decision makers often depend on ERP software, which facilitates the dissemination of information throughout a large company, enabling detailed coordination among various operating units. In case of production decisions, which involve figuring out the tasks necessary to meet the goals and deciding how to pace them. These decisions are generally the bailiwick of either a factory floor worker or a supervisor. For those cases, the researchers studied the role of Computer-Aided Design and Computer-Aided Manufacturing software in decision-making. In both instances, we can hypothesize that the information software would lead to decentralized decision-making. Because the software eases access to the information required to make important choices, both the Enterprise Resource Planning and Computer-Assisted Design systems would increase the likelihood that plant managers and production workers would make decisions and act on them without having to consult an executive at headquarters. On the other hand, the team hypothesized that a rise in leased lines and corporate intranets would lead to a rise in centralized decision-making at the top of the corporate ladder.

In the past, communication depended on faxes, overnight delivery services etc. Even with phone calls, it was also difficult for anyone at headquarters to make well decisions and communicate them to branch offices. In those cases, it was natural that a local manager controls all the operations. But With the help of today's networking technologies, it's easier for top executives to keep a regular touch of communication with branch offices. When technology makes it easier to communicate, independent workers may find themselves pestering their bosses with e-mailed questions throughout the day. Micromanaging executives find themselves making all the decisions and continuously sending mandates down the corporate ladder. Whenever there is a reduction in the cost of transmitting information, it's easier for the person down in the hierarchy to communicate with the superiors and the superiors can monitor continuously what the person is doing and give orders, rather than rely on the judgment of those below." The findings were consistently parallel with the hypotheses: An increase in the penetration of Enterprise Resource Planning systems led to a increase in plant manager autonomy. A Computer-Assisted Design / Computer-Aided Manufacturing deployment raised the likelihood of ground worker autonomy. But communication technologies served to lower autonomy, meaning more decisions happened at the corporate level.

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Multiculturalism and Functional English in India with special reference to Assam

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Abstract

Comparative and cultural studies accommodating myths, religious beliefs, customs and rituals of different tribes can play a predominant role in achieving unity and cultural affinity among the tribal folks of our country especially the North East. Multiculturalism, the term denotes "the co-occurrence of many cultures in one area". This term is used to identify and establish the movement that confronts certain perceived self-centredness in western especially U.S. Society, particularly higher educational centres.

The present paper aims at exploring the area and problems faced by Multiculturalism in the teaching of functional English in undergraduate classes and prescribing of topics in the syllabuses of Indian Universities and also tries to suggest possible solutions.

Introduction : Culture is a term that admits of many sided interpretation involving art and craft, religion and philosophy, music and song, customs and traditions, rites and rituals, myths and beliefs and certain delicate aspects of folk imagination. All these things taken together constitute definite outlook of cultural unity among people of certain area. Thus language emanates from culture and one of the chief functions of language has been to preserve and transmit culture from one generation to another. The culture of a particular area growing under in landscape of cultural geography demands explict recognition of culture with emphasis on culture area, culture ecology (Wagner and Mikesell 1961). Assamese culture is a composite art of different communities. "Borluit or Burhaluit" is the nourishing presence which over shadows all else into the valley and surrounding hills, animates the dwellers and lends vibrancy to their day to day existence, sustains their culture and shapes their imagination.

Methodology : This paper aims at analying the many sided nuances and problems posed by multiculturalism in the area of functional English and comments on Indian English, which is an important second language variety. Though Indian People, particularly North East people dwelt in various social conditions under different environment with tradition, they contribute largely and used as acquired tongue there by facilitating unity and integrity of the reason and country as a whole.

Discussion : The term English as a second language has been employed to describe English taught or learnt for practical and necessary uses of communication whether to serve as the

language of instruction in education for specialized studies, or as common link language among those to whom English is an acquired tongue. In India, English was a second language. It is now in the process of acquiring the status of a compulsory 'third' language. The Times of India reported on August 5, 1976, " The Union Education ministry has made it clear, in a circular to state governments, that passing the English Examination is not a 'must' for promotion from class X, although English would have to be a subject of compulsory study from class VI to X in all Schools.". So English has virtually acquired the status of L3. According to Kachru (1982)," A significant segment of the world's population uses it as their other tongue (as a second or foreign language), from this side English is elevated to the status of an international language. The role of English, as a tool of global communication has led to the development of multiple and variable standards of English, for example, Indian English (Abbreviated as IE), African English, Australian English, Singapore English etc. Smith (1981) rightly comments, "English no longer belong to the originators, it has become the property of the world (P. 108)." In terms of the number of speakers of English, the Indian sub continent ranks third in the world, after the USA and the UK (Crystal, 1997). Bhatt (2000) points out that 60 million people use English as a second language in India that reveals it as one of a major lingua franca. Though certain derogatory terms like 'Babu Englsih', Deshi English' was used during colonial days, but recently there has been a distinct change in Indian and western scholars attitude towards IE. IE is recognized as efficient existing variety in its own right and position . Mohan (1978) assets, IE is not just British English with a few Indian spices added to it. It has its own distinct identity' (p.2)

In North-East, particularly Assam the socio linguistic secnario is complex with various cultural and linguistic groups interacting with each other. English plays a crucial role in educational, Soico-cultural, administrative, specialized studies, scientific work context and continues to be the 'language of opportunity' in our region.

In India one of the objectives of learning English, apart from acquiring linguistic competence could be, to have knowledge of the English Society for a better understanding of their culture. It is some times experienced by teachers of English that the attitude of the learner towards the culture of the target language is one of variables in language learning. If the learner is not positive to the language he is learning, he is not likely to acquire it much and if he is tolerant he is likely to learn it much better. Of course, the fact that one should know one's culture first before trying to understand the culture of a foreign country is taken for granted.

Since we are yet to come out of the colonial hangover, we still prefer to be ignorant of our own culture and in our endeavour to ape the western culture we underestimate or even look down upon our own culture. Even if attitude, is that of tolerance, the Indian learner of English, particularly Assam faces innumberable difficulties, which are not just linguistic in nature but arise from cultural differences. For example let us consider the following exchange-

A : Would you like to have tea?

B : No, thank you.

The native learner is most likely to respond, if he is not inclined to have tea, by saying No' without adding "thank you" to it because this way of responding does not exist in his

vernacular. The same is applicable to "How are you? 'I'm fine, 'thank you'! 'in such situation, and if, we do say it, it sounds very artificial to us 'Thank you' after the response has been offered is a 'host coaxing situation' Look at the following conversation."

Host : Have some more rice cake ma'am

Guest : Thank you

In spite of the guest saying 'Thanking you' the host goes an serving rice cake because she either ignores the 'thank you' or comprehended it as 'I would love to have it'. Even to teach a common phrase like. "I'm the host" is not easy, neither is it easy for the learner to understand it. After this sentence if we inform somebody by saying "He has a host of friends today" / Then the meaning could be totally changed. Once I have got an invitation to attend a birthday celebration who happened to be my student asked me, " Sir would you please come to our residence on my 18th birthday?" and I informed, "I could not attend the party, I'am afraid", to which she immediately replied, 'Sir, if you don't want to attend the party, don't attend, but don't be afraid and asked me the reason of being afraid. **(Perhaps she does not have knowledge of the idiom** 'I' am afraid" usually used to express a polite refusal or when giving a piece of information that may not be welcome). Once in the class room (mostly from vernacular medium background) a girl said, "Raj is my boy friend". Her inclination to convey to me that Raj is simply her male friend This indicates possibly her translating tendency of vernacular respond and is insisting on that.

Very many instances of dislocation in communication yield from multicultural miscomprehending can be quoted. In contemporary global set up we have talk to the would about our way , needs of life, our customs, tradition, culture and our languages and literatures, our values and our philosophy. ' We have to and in fact many of us, whether like or dislike, modify English to serve our communicative needs. We are bound to talk about' lighting a holy lamp' in the starting of a function, 'performing puja' every morning, 'seeing a girl' for the purpose of marriage or even observing "adyashrawdha". On somebody demise 'when Indians read, write or speak English it won't remain the Queen's English' (Mahasweta Devi) some king of hybridization is bound to result'. "Indian English has no choice but to draw from Indian vernaculars because Indian reality has different ideas and concepts that cannot be gracefully expressed in standard British English' (James Kircher) for example : lathi charge (an attack on a violent crowd of people by he police with lathis), kumkum (the coloured power used by women to make decorative marks on the forehead), Kala (fineart) Kaka (a term of respect for older man like grandfather in Assamese, a term used to denote elder brother in the dialect of lower Assam people, the younger brother of one's father in West Assam dialect i.c Gowalpara and Bengal). All these only means that Indianisation or nativisation is an inevitable phenomenon that arises from multiculturalism.

We believe that we cannot study English literature without studying English culture' (Marathe et al: 1993) but in the Indian Cultural context a legitimate question is, whether along with English literature we need to accept the cultural baggage that goes with it (Marathe et. al : 1993). The solution to this is teaching literatures in English, since the linguistic center of English has shifted to a considerable extent.

Cultural barriers lead to various problems Indian learners face while studying literary texts. From the stylistic point of view, interpreting and comprehending a conversation from the literary text particularly in intonation, tone, turn-taking, conservational implicatures lay no means an easy task for our learners. In such cases, our observation finds comparatively more comfortable in a degree class room with Anita Desai's "Devoted Son" or Chinua Achebe's 'Things fall Apart' rather than Katherine Mansfield "The Fly" because the South African or Punjabee culture seems to be closer to our learner as compared to the rigid western puritan culture of the bygone days. We must include more text with which our students can feel at home. So, the prescription of literary texts from non-native literature seems to be a practical solution. Literary text books written in non native English can cover wider pedagogical function in functional English than the ones conventionally used. It can increase the integrative goal in Functional English. "It will cooperate the teacher to enhance the student's consciousness of their own society, sense of self identity, their communicative competence within their community and their command of the standard language itself.": S. B. Saind Talib in his article questions' why not teach non-native English Literature'? "When our students are not sufficiently acquainted with our own native literary tradition and have not been sufficiently exposed to the variety of our cultures, we expect them to study the literary tradition of an alien culture with its socio-political contexts, and expects them to study highly obscure works like Pope's 'Rape of the Lock' or Milton's 'Hail Holy Light'. The presence of such texts in our syllabus can always be justified by saying that a literary experience is not local, it is universal, it transcends any special place or time. However, Ngugi Wa Thiongo in his article 'Literature in School' says, "It is time we realized that the European imperialist bourgeois experience of history. as reflected in their art and literature is not the universal experience of history. Moreover, their history has largely been of exploitation, oppression and elimination of other people. Literature from the rest of the world chosen on the basis of relevance to our struggle against inhibitive social structure should be the third component of literature in our schools and colleges. The imposition of the monopoly of English culture could always be resisted. There is a great need to prescribe literary texts, which are culturally relevant and interesting for our students and which can avoid the problem of Interpretations arise out from culture-specific features of English and European literature. In a multilingual and multicultural state like us we have to decide our preferences. Whether to study English literature and if yes, how much of it, or to make use of literatures in English which is the demand of the time. It would be interesting to note the English teaching policies, priorities and programmes in some other countries as mentioned by Raja Ram Mehrotra, the former head of department of English, Banaras Hindu University in his article 'No Queens English please' (The Times of India July 31, 1999) Professor Mehrotra quotes an article : "The special demands on English in Europe" by D. Girand which says "The average European whether one may deplore the fact or not, has little time for and little interest in Shakespeare or Milton or Wordsworth. He wants to understand everyday contemporary English and make himself understood in it". Professor Mehrotra again says, "A survey in Paris has revealed that 75% of the boys and girls were in favour of improving their command of the English language rather than learning about British or American Culture, including literature. In

another poll conducted recently by the B.B.C., Shakespeare,Donne and William Blake failed to find any place among the top ten favourite poets of Britain. Therefore we have hardly any justification for prescribing the works of these writers in our country". As recommended by the same writer in a multicultural country like India, if we intend to decolonise the teaching of the English language and literature, the best way out seems to be to make our students study Indian writing in English by writers which would include journalists, philosophers, political thinkers and social reformers whose English is no less inferior to English writers. However, we must pay attention to the moot point whether our critics have played a constructive role in creating a critical climate that not only contributes to the emergence of new writers and, at the same time, is also able to maintain rigorous critical standards in the reading and assessment of writers" as K. C. Bellippa says in his paper on "Indian English Literary Scene". We could also include Indian Literature in English translation.

Again, an important part of the teaching of any language is the teaching of its grammar. In the Indian Universities context, it has been observed that there is a lot of 'teaching about the language'. rather than 'teaching the language', It is evident from the fact that the students at the undergraduate level even after completing a degree are unable to use English in real life situations. Many students face difficulty in Interview, group discussions, seminars or in the public speaking zone. Suffering from this English phobia they haunted to get admitted themselves in Spoken English Course for competence. Most of these spoken English courses aim at teaching BrE to the students and finally these students feel frustrated after completing the course. Perhaps this problem is also encountered by students of other countries where English is used as a second language or a foreign language. The reason behind it is that grammar is taught as an end in itself and not as means to an end. In other words, grammar is taught exclusively for achieving full marks in the examination but they are unable to write a good composition or produce utterances that bear testimony to the grammatical rules. Thus, it seems that the students mechanically master the rules and do not pay much attention to the communicative aspect. Malinowski (1989) comments, 'Non native speakers often know more grammar ... than the average native speaker' (P.44). It is from our observation that Malinowski comment on native speakers justifiably applicable on the average students of our states particularly in communicative approach. It is felt that the teachers of English need to seriously think of how they can encourage their students to come out of their shell and develop their communicative competence as opposed to mere grammatical competence. Teachers must make an attempt to bring grammar closer with innovative methods and always try to motivate students to join in communicative interaction.

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NEED OF FOOD SECURITY BILL FOR POOR INDIANS

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"Food security exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life." (Definition from the 1996 World Food Conference)

Concept Behind

Worldwide, around 925 million people are chronically hungry due to extreme poverty, while up to 2 billion people lack food security intermittently due to varying degrees of poverty (source: FAO, 2010). According to the International Centre for Trade and Sustainable Development, failed agriculture market regulation and the lack of anti-dumping mechanisms engenders much of the world's food scarcity and malnutrition. As of late 2007, export restrictions and panic buying, US Dollar Depreciation, increased farming for use in bio-fuels, world oil prices at more than $100 a barrel, global population growth, climate change, loss of agricultural land to residential and industrial development, and growing consumer demand in China and India are claimed to have pushed up the price of grain. However, the role of some of these factors is under debate. Some argue the role of bio-fuel has been overplayed as grain prices have come down to the levels of 2006. Nonetheless, food riots have recently taken place in many countries across the world.

FOOD SECURITY BILL OF INDIA

According to the National Family Health Survey 2005-06, 40.4per cent of children under the age of three are underweight, 33 per cent of women in the age group of 15-49 have a body mass index below normal and 78.9 per cent of children in the age group of 6-35 months are anaemic. These are disturbing statistics which point to nutritional deficiencies. The National Advisory Council (NAC) proposal for a National Food Security Bill is perhaps the most important national effort yet to address these deficiencies in

India. National Food Security Bill (NFSB) proposed by the NAC is a potentially revolutionary bill that can have a huge impact on the economy. Well crafted and effectively executed, it can transform the lives of people.

The Food Security Bill is a bill for consideration before the Government of India. The bill aims to provide subsidised food grain to around 67 percent of India's 1.2 billion people. As per the provisions of the bill, beneficiaries would get rice at ₹ 3/kg, wheat at 2/kg, and coarse grains at 1/kg. These rates would be valid for three years. Every pregnant woman and lactating mother would get free meal during pregnancy till six months after child birth. They will also get a maternity benefit of 6,000 in installments. Children up to 14 years would get free meals. In case of non-supply of food grains, states will have to pay food security allowance to beneficiaries. In the first phase,food entitlement to be extended to 72 per cent of the population. In the final phase, to be completed before March 31, 2014, full coverage of food entitlement (to 75 per cent of the population) to be ensured.

Estimates of Foodgrains Required for Implementing the NFSB

To obtain more realistic foodgrain requirement, Executive Council (EC) headed by Dr. C Rangarajan has used the population projections pertaining to the year for which the phases are to be implemented. For phase 1, population projections for October 2011 have been used and for the final phase, projections for October 2013 have been used. Moreover the offtake percentages used by NAC would also need to be revised upwards. The current three-year average AAY and BPL household offtake for wheat and rice is around 95 per cent while the offtake for APL households is around 85 per cent as per the Department of Food and Public Distribution. Using these two assumptions they worked out a scenario (scenario 2) where the entitled food grain requirement (PDS) for phase works out to 54.04 million tonnes and for the final phase to 58.58 million tones(shown in Table1 below). It is important to note that the current issue price for BPL and APL household is higher than the food grain price proposed in the NFSB for priority and general households respectively and in all likelihood at these prices the offtake is likely to be 100 per cent. Based on this EC have worked out a Scenario 3 according to which the foodgrain requirement for the two phases works out to 58.76 million tonnes and 63.98 million tonnes. In all the three scenarios to obtain the total foodgrain requirement,EC also added another 8 million tonnes required for the other welfare programmes of the government like Mid Day Meal Scheme, ICDS, Social Welfare Hostels and Natural Calamities. Moreover there is a need for maintaining a buffer stock which is an important tool for food security especially in times of droughts, natural and other calamities. According to some estimates a food security reserve of about six million tonnes is required. However,

after the procurement in the initial year, the stocks will be recycled every year if there is no drawdown. To convert this stock number into a flow EC are assuming a two million tonne buffer stock requirement every year.

Table 1- Foodgrain Requirement for Implementing the proposed NFSB

Million tonnes

	NAC Projections* Scenario 1		Scenario 2* Offtake – priority-95% ; general-85%		Scenario 3* Offtake-100%	
	Phase 1	Final Phase	Phase 1	Final Phase	Phase 1	Final Phase
Priority Households	34.40	36.42	38.91	39.83	40.96	41.93
General Households	14.96	19.17	15.13	18.75	17.80	22.05
Sub Total	49.36	55.59	54.04	58.58	58.76	63.98
Other Welfare Schemes	8.00	8.00	8.00	8.00	8.00	8.00
Buffer Stock	-		2.00	2.00	2.00	2.00
Total Foodgrain	57.36	63.59	64.04	68.58	68.76	73.98

*opulation - Scenario 1 – October 2010; Scenario 2 &3 – Phase 1-October 2011; Phase 2- October 2013

Food grain Production and Procurement – Trends and Projections

Indian agriculture is still highly dependent on rainfall and drought years cause production declines which can take a couple of years to be made up. Because of this fluctuation, it may be imprudent to assume an average procurement level. This may create availability of foodgrains in future. The trend of agriculture production and procurement is shown bellow.

Table 2 - Production and Procurement of Wheat and Rice

Million tonnes

	Production			Procurement	
	Wheat	Rice	Total	Wheat + Rice	As ratio of production (%)
2000-01	69.68	84.98	154.66	41.91	27.10
2001-02	72.77	93.34	166.11	41.18	24.79
2002-03	65.76	71.82	137.58	32.22	23.42
2003-04	72.16	88.53	160.69	39.62	24.66
2004-05	68.64	83.13	151.77	39.47	26.01
2005-06	69.35	91.79	161.14	36.88	22.89
2006-07	75.81	93.36	169.17	36.24	21.42
2007-08	78.57	96.69	175.26	51.43	29.34
2008-09	80.68	99.18	179.86	59.07	32.84
2009-10	80.71	89.13	169.84	53.98	31.78
2010-11	82.00	95.41	177.41*	53.22**	30.00
2011-12 (Phase 1)	83.61	104.21	187.82*	56.35**	30.00
2013-14 (Final Phase)	85.61	106.41	192.02*	57.61**	30.00

* Projections as per Department of Agriculture & Cooperation, Govt. of India

**Assuming an optimum procurement of 30 per cent of total production

SUCCESS DEPEND ON MANY FACTORS

The Expert Committee has given many recommendation to the government for proper implementation of Food Security Bill. They are mainly-

- Precise identification of beneficiaries
- Timely delivery of foodgrains to FPS. States to strive to make doorstep delivery to FPS
- Rapid roll out of IT in PDS on priority. End to end computerization of the TPDS network, digitized allocation of foodgrains starting from the FCI/Statengovernment, smart card based delivery of foodgrains, issue of ration cards with biometric identification and iris technology
- Creation of additional storage capacity both at central and state level. States to create decentralized storage facilities at block/village/ panchayat levels by construction of Fair Price Shop-cum-godowns using funds available under various schemes
- Better monitoring of distribution of foodgrains by using technology (GPS tracking, SMS alerts to beneficiaries, CCTV monitoring of FPS and creation of public awareness through campaigns in the media) and social audit by local bodies / community groups / NGOs
- Better governance - administrative action, recovery of financial losses and fixing criminal liability

Challenge of the Bill

Identification of the poor and the scale of operation are the most critical challenges of the proposed legislation on the right to food. Apart from the large financial outlay, the disincentive impact can lead to a significant fall in production of food grains unless an effective mechanism is created through the food corporation of India (FCI) or state agencies to procure food grains from every nook and corner of the country. These challenges can be better appreciated in the context of our food policy and experience so far. Therefore for effective implementation of the Bill, the government and the politician should be more cautious and proper monitoring is necessary. Socio economic survey should be done in proper format so that nobody is excluded from the benefit and PDS system should be improved by introducing Smart card.

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GLOBAL BRANDING POSITIONING AND ADVERTISING

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Global marketing strategy attempts both to standardize (in order to conserve resources) and to localize (in order to be maximizally responsive to local market needs) . A global brand is rarely the same identical combination of product, package, name, positioning and advertising execution all over the world. Instead, the brand is more likely to appear in each of those countries using one of a few alternative formulations, packages, names and ad campaigns, with the exact "mix" varying by country or region. For instance, the same Palmolive soap can appear worldwide in three different shapes, seven fragrances, one core packaging design, and two related positioning, one each for the developed and developing countries.

Given the apparent advantages of global branding and many factors arguing for such brands, just how widespread is the practice of global branding? The consulting company interbrand claims that seven of the world's top ten brands are American: Coca-Cola, Kellogg's, McDonald's, Kodak, Marlboro, IBM and American Express. One research study has shown, however, at least as far as brands originating in the United States are concerned the international diffusion of such brand is actually rather limited. With the exception of a few "star "brands (presumably brands like Coca-Cola), most of these U.S.-based international brands obtain the vast majority of their sales from the U.S. and Canada. When brands do expand into other markets, they tend to expand first into culturally similar markets (such as the U.K., for a brand from the U.S.), and they tend to use the same brand name. It also did not appear, in this research study, that standardized brands were either "younger" or "older" in age than non- standardized brands: local brands do not necessarily "mature" into global brands.

Building a global brand is obviously an extremely challenging task. Obviously, the general principles of brand-building in any one country apply, such as creating strong brand awareness and strong, positive and consistent brand associations, and a strong visual identity, such as a logo or symbol.

Advertising plays a major (but not exclusive) role in these, as it does in establishing the brand's reputation for high and consistent quality, another key component of building

a brand's equity. For a brand that seeks to be global, however, an additional requirement is a certain core consistency of brand imagery worldwide-but one that still works locally in each market. Alvin Schechter, chairman and chief executive of the Schechter Group, a New York design consultancy, points out that "it may be global marketing, but it's (still) received locally.

Brands strong in one country (such as U.S.) that seek to become global must first find out what equities the brand has in its home country, determine through research which of these are transferable to the new target countries, and then find out how they can best be leveraged and communicated in that new market. Many discover that not all the equities that are strong in the home country can be leveraged in other markets: Ford, Chrysler, Kraft and American Airlines, for example, have much stronger brand equity in the U.S. than in the U.K. Brands going global also face the special challenges of obtaining access to distribution and to raw materials and other resources, access taken for granted in the home market. Indeed, many global marketers seeking to enter new markets choose acquisitions of existing local brands, or joint ventures with them, as the most efficient ways to gain such access, instead of simply extending their existing brands into the new market.

Once such a strong brand identity has been established, great care has to be taken to protect the brand against trade mark infringement of all of the brand's various equities (name, logo, packaging design and colors, etc.). Such intellectual property rights are not legislated and/or enforced with equal vigor in different parts of the world, and a global marketer must be especially vigilant to protect these rights, for they form the essence of the asset we have called the global brand.

Given the background above on the forces making for global marketing and branding, it should come as no surprise that there are many marketers who see an inexorable drive to more global advertising as well. Obviously, there are many others who see such globalization as impossible, given the many differences that exist across countries, cultures, and markets. But this global-versus-local debate is really pointless, because, in reality, the issue is not one of whether an ad campaign for a brand can be completely globalised, but rather of the extent or degree to which a global brand's campaign can be standardized across the world.

According to Sandra Moriarty and Thomas Duncan, such advertising standardization can vary on a continuum, if one breaks up an ad into its message strategy and tactical execution components. At one extreme, an advertiser could totally standardize both the advertising message strategy and the tactical message executions. Next on the continuum would be a standardized strategy with translated executions, followed by standardized strategy with modified executions, to totally localized strategy and executions on the other extreme. Taken literally, the extreme of having the same strategy and identical execution in every country implies a non-verbal presentation (to get around language barriers). While this happens occasionally, it is rare. Thus, the options are usually ones of

having the same strategy or modifying it and, if the same strategy is retained, of merely translating the tactical execution or modifying it more substantially.

Research shows that more global marketers still tend to use the substantial modification or complete localization approaches more than complete standardization. One recent survey of international advertisers found that only 9% claimed to use totally standardized advertising in all markets, 37% used complete localized advertising, while a majority (54%) used local agencies to tailor an umbrella strategy theme to the customs, values and lifestyles of their local markets. Another survey of major U.S.-based multinationals found that advertising standardized themes and creative contexts (i.e., executional elements) were both used about 40 % of the time, with larger multinationals, with larger local operations, in more affluent local markets, tending to do more localization.

Standardization appears to be more common for television advertisements than for print advertisements; among business-to- business and high-tech product categories (e.g. computers, audio and video equipment, cars); and among emotion, image, and fashion-oriented (so called high-touched) product categories (e.g. fragrances, clothing, jewelry). Standardized strategies and campaigns appear most appropriate and effective when the product is utilitarian and the message is informational, or when a brand's identity and desirability are integrally linked to a specific national character (e.g. Coca-Cola, or McDonald's), according to the copy-testing firm of McCullom-Spielman. Ad campaigns for food and beverage products are often the hardest to standardize, since eating and drinking habits and beliefs are often very culture-bound. It is easier to standardize advertising for a new brand than it is for an old, established brand, which may already have multiple and hard-to-reconcile images in different local regions of the world, and may be at different life-cycle stages in different markets, thus facing incompatible marketing challenges. It is also easier to standardize campaigns across Western markets (e.g. the U.S. and Germany) than across Western and Eastern markets (e.g. the U.S. and Japan).

While the fully standardized approach is rarely used, there did appear for a time to be trend to moving towards more standardization, although some very recent data suggests this trend may now be reversing back to a preference for localization. A trend toward standardization would be in accordance with the many forces, the increasing globalization of markets and of media, the increasing degree of cultural convergence among consumers of various countries, and the possibility for cost-savings in market research and advertising production costs. To this must be added the desire of companies to fully leverage creative ideas and concepts that are successful in one market and have the potential to be successful elsewhere. Powerful creative ideas are scarce and one business advantage enjoyed by large global enterprises is this ability to tap a pool of powerful creative ideas and concepts from across the world. Some other research finds that when agencies and clients attempt to standardize, media research, scheduling and buying were found to be comparatively the hardest to standardize.

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Need of Cost Accounting in Planning, Decision–making and Controlling operations of business enterprises

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Abstract

Cost Accounting provides information to management in respect of the smooth and efficient operation of business concerns. Management requires information daily for decision-making of any type. Decision-making involves choice of a course of action out of two or more alternative courses. For making a choice, a comparison of the outcomes which may arrive under different alternatives must be done. Such a comparison is possible only with the help of cost accounting information.

Introduction

Now-a-days, in all type of enterprises, whether large or small, manufacturing or non-manufacturing, public or private, profit or non-profit, a wide variety of cost data are required for making day-to-day operating decisions. Cost accounting provides useful cost data and costing techniques, methods & other information which help management to take accurate decisions. 'Cost' means the amount of expenditure (actual or notional) incurred on or attributable to a specified article, product or activity. 'Costing' is defined as the technique and process of ascertaining costs. According to CIMA, England, "Cost Accounting is defined as the process of accounting for cost which begins with the recording of income and expenditure or the basis on which they are calculated and ends with the preparation of periodical statements and reports for ascertaining and controlling costs". In its widest usage, it embraces the preparation of statistical data, the application of cost control methods and the ascertainment of the profitability of activities carried out or planned. It deals with allocation, ascertainment, apportionment and accounting aspect of costs. 'Cost Accountancy means the application of costing & cost accounting principles,

methods & techniques to the science, art & practice of profitability. It includes the presentation of information derived there from for the purpose of managerial decision-making.

Techniques & Process of Ascertaining cost + Application of Cost control methods & ascertainment of profitability + Presentation of relevant information for managerial decision-making	Costing	Cost Accounting	Cost Accountancy

The object of cost accountancy is to provide the theoretical and practical framework within which accountant functions. It is the science, art and practice of a cost accountant. It is science because it has its own principles and rules. It is an art and practice of a cost accountant as the application of its principles requires the ability, skill and practice on the part of a cost accountant. Practice includes the continuous efforts of a cost accountant in the field of cost accountancy in connection with the presentation of information for the purpose of managerial decision-making.

Planning, decision-making and control are the three basic functions of the management. In each of these functions, cost accounting supplies valuable information to the management for its successful functioning. Management of business concerns expects from cost accounting detailed cost information required for planning, decision-making and controlling.

Planning :

Managerial operations must be based on suitable and sufficient planning. Planning is the primary function of management. The aim of the management is to attain the objectives of the organization. The purpose of every plan must contribute to the accomplishment of the organizational objectives. Planning is a process of selecting a course of action from amongst a number of alternative courses which helps the enterprise to achieve its objectives most expeditiously and economically. Planning involves deciding in advance what is to be done, where, how and by whom it is to be done, what resources are required for doing it and how results are to be evaluated. Planning is a problem which covers

a) Assessment of future ;
b) Determination of objectives and goals in the light of the future ;
c) The development of alternative courses of action to achieve such objectives; and
d) Selection of the best course of action among these alternatives.

In fact, planning is the process of deciding courses of action to achieve the objectives and to monitor its functioning. This is done by —

i. Preparing various types of budgets such as, capital budget, production budget, sales budget, expenditure budget, flexible budget, etc. ;
ii. Setting standards ;
iii. Comparing the actual performance with the set standards and budgeted performance;
iv. Analyzing the variance ; and
v. Taking remedial measures.

In all these sphere of activities, cost accounting provides necessary cost data and various cost accounting techniques, such as marginal costing, differential costing, standard costing, budgetary control, etc.

Decision-making:

Decision-making is the process of selecting a course of action from among the available alternatives. It is the core of planning. The major function of a, manager is to select the course of action. For making a choice between different courses of action, it is necessary to make a comparison of the outcomes which may be arrived under different alternatives. Such a comparison has only been made possible with the help pf Cost Accounting information.

A manager should as far as possible be rational in making decisions. He should try to make logical and objective decisions considering all the factors affecting the decisions. A rational decision is one which is made in a systematic and logical manner and which ensures the achievement of organizational objectives efficiently and effectively. Cost Accounting provides the management with all relevant cost information about the various alternatives in order to enable the management to arrive at a rational and reasonable decision on various problems such as –

a) Whether or not to invest in a definite project ;
b) To fix the price of a product ;
c) Whether or not price should be reduced for increased level of sales ;
d) Whether a change to production should be followed ;
e) Whether or not factory should operate at full capacity ;
f) Whether to make or buy a spare part ;
g) Determination of the most profitable levels of production ;
h) Whether a new product should be introduced in the market ;
i) Whether a particular market should be tapped or not ;
j) Whether the product should be exported or not ;
k) Whether or not an investment in a particular asset will be worth while ; and

l) Whether a product should be discontinued to avoid the present loss.

In fact, decision-making involves prediction which cannot change the past, but it is expected to influence the future. Decision-making is a process of selecting a course of action out of two or more alternative courses. It becomes complex when numerous alternatives are to be evaluated. For making a choice between different courses of action, a decision model can be prepared which guide the formulation and evaluation of alternatives. The following steps are taken to build a Decision Model —

1) Define the parameters of the project. Parameters are the operating constraints or limitations ;
2) Identify possible alternative courses of action and select a measurement criterion ;
3) Develop information for each alternative ;
4) Construct incremental analysis of alternatives ;
5) Eliminate all the irrelevant cost ;
6) Prepare formal report to management ;

A significant input in choosing among the alternatives is cost. All other things being equal, the alternative with the lower cost should be chosen. In connection with the managerial decision-making, cost may be categorized as — (a) Pre-determined cost, (b) Standard cost, (c) Marginal cost, (d) Estimated cost, (e) Differential cost, (f) Imputed cost (Notional cost), (g) Capitalized costs, (h) Product costs, (i) Out-of-pocket cost, (j) Shut down costs, (k) Sunk cost, (l) Absolute cost, (m) Discretionary costs, (n) Period cost, (o) Engineered cost, (p) explicit cost and (q) Implicit cost.

In decision-making, most important point is to identify the relevant cost and opportunity cost. Relevant costs (or revenue) are those costs which are appropriate to a specific management decision. These are represented by future cash flows whose magnitude will vary depending upon the outcome of the management's decision made. Relevant costs are such costs which help the management in taking a right decision for a future action. Opportunity cost is the maximum possible alternative earning that might have been earned if the productive capacity or services had been put to some alternative use. It refers to the value of sacrifice made or benefit of opportunity foregone in accepting an alternative course of action.

Controlling:

Control is a managerial function and it is an important element of the management process. It is the task of every line manager. It is the process by which managers ensure that performance is in conformity with the plans and goals. It involves setting of standards, measuring actual performance and correcting the performance if it deviates from the standards. Without control, manager can not complete the process of management. Control is the function intended to ensure that everything occurs in conformity with the plans. Controlling of operations means keeping the costs and the performance of operations within the set standards and budgets. It is the system which finds deviations in actual performance from the standard. Managers have to decide how to correct the deviations.

Cost accounting provides pre-determined costs or standard costs and budgets are prepared on the basis of such costs. On comparing the actual costs and performances with that of standard costs and budgeted performances and analyzing the causes of deviations, the management can take remedial measures thereon in order to raise the future actual performances to the level of set standards.

Conclusion:

Cost accounting provides cost-data product wise, process wise or department wise at different levels of capacity and other relevant cost information to the management for deciding business policies. It facilitates the management to take judicious decisions o various problems in the field of production, administration, selling and distribution. Cost accounting helps to give cost information in such a way that management is given as clear indication as possible of their economic performance and the direction in which they must move in order to improve their economic efficiency. In fact, cost accounting primarily helps management in planning, control decision-making. This is done by cost accounting through recording, classifying, analyzing and reporting of actual cost and by forecasting, comparing and standardizing cost data. Variances from the standards help the management in taking remedial measures. Cost accounting exercises different techniques for the proper use of materials, labor and overhead facilities in order to check on wastages and inefficiencies in the use of above elements of cost.

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MIS - A Tool in Modern Management

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Organizations all over the world uses MIS (Management Information System) to make managerial decision - MIS is used across all business functions and spheres. The MIS documents all the internal controls, polices and procedures of an organization.

Now, let us know What MIS is - MIS is a managerial decision making tool. It collects, analyzes and documents facts on all the important business processes affecting the company. There are then tabulated as reports for the senior Management to study and take into account when making business decisions.

MIS are typically computer systems used for Managing five primary components - i) Hardware, ii) Software, iii) Data (information for decision making), iv) Procedures (design, development and documentation), v) People.

MIS gives the business Managers the information that they need to make decisions. MIS application provides information about sales, inventories and other data that would help in Managing the enterprise.

There are many types of MIS that organization use. All the types could be used together or one part could be used in isolation. The TPS (Transaction processing System) is used to document routine business transaction such as customer and inventory order. The OIS (Operation Information Sy stem) is used to plan and schedule production and supply operation. The DSS (Decision Support System) is to help management to analyses, evaluate and target the best path from the list of attentions in decision making process.

How Management Information System works in an Organization?

MIS records facts and figure pertaining to the operating procedure, processes and internal controls in the organization MIS defines authority responsibility equations, communication channels and work flow diagrams for the entire organization. MIS simplifies the audit preparation activity also. Management is able to make intelligent and

knowledgeable decisions owing to this system. Every employee in the organization knows the employees he has authority over and to whom he is responsible for. The work then progresses without glitches.

Now let us know How MIS is planned and developed for an organization

MIS functions must be carefully planned for and developed for achieving organizational goals. At the planning stage itself, the company must allocate a chunk of its yearly budget for developing, maintaining and sustaining the MIS. The task of planning and developing the MIS is often outsourced to consultants. As these consultant individuals are not employees of the organization, they must be fully made aware of all the prevailing policies and practices. It is important for the organization to remember that MIS is driven by technology, and all the generated reports are system generated. Therefore it must be staff knowledgeable and suitable to employees capable of making deductions based on the obtained reports.

Recent trends in Management Information System

Various aspects ecompassed the trends in MIS such as -

1) Networking : An important trend in MIS is the ability for companies to network with other companies for business purposes. Networking allows companies to transfer money through several bank accounts, creating a quicker process for paying bills and purchasing materials. An MIS ensures that management has all the pertinent information for these business operations, allowing then to review the effectiveness of their operations.

2. Data mining : Another trend in MIS is the ability for companies to use data mining tools to collect information regarding consumer purchases and other economic trends. Companies can use their internal figure in the MIS to measure the effectiveness of their external data mining techniques.

3. Education : Many colleges and universities have developed educational programs to train students on MIS study, Most degrees are four year programs that combine general business courses with a mix of computer programming and management classes. This helps students to develop a well rounded education in the development and implication of MIS Software.

4) Careers : Computerized MIS programs have led to the a new career in database management and consulting. According to the U.S Bureau of labour statistics, the growth rate for jobs in the MIS field is expected to grow 21% or more 2 till 2016.

Now, let us discuss the application of MIS in various fields.

Application of MIS in business :

MIS provide timely, accurate and relevant information for various business needs.

Business owners and managers requires MIS to aid them in gathering pertinent information about their company and making business decisions. Companies install computers and business Software in each department and division. This allows business and financial information to be transferred electronically to an end user (owners, managers, and other employees) Employees input information into the management information system. MIS allows business owners and business managers to create specific reports that will automatically ran once the system gathers all necessary information. Using an Internet-based information system can allow companies to gather information from several regional and international locations.

Application of MIS in Agriculture :

MIS for agro-industrial enterprises covers finance and administration which includes general ledger and cost accounting, store inventory management, payroll and staff ledger. It also covers production and processing (eg. planning and administration of field operations, factory production control, asset administration)

Agromation's Management Information System has been developed especially for the sugar industry. This system improves the operational and managerial control leading to a deerease in cost while maintaining or even decrease productivity. For controlling the general ledger, Cost Accounting software is the 'Core Module' in a series of computer applications designed to meet the information needs of modern agriculture system using the latest techniques and incorporating the modern concepts of financial and operating management, these systems provide the modern days manager with the information to control costs and increase productivity.

Conclusion :

MIS is a system that aids management in making, carrying out and controlling decisions. MIS should not be identified just as a computer system. It ensures an integrated structured information flow throughout the organization. As a matter of fact, the main aim of MIS is to provide current and accurate as well as relevant information for decision making, monitoring and control.

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Role of Mathematics in solving Industrial Problems

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" Ohne Mathematik tappt man doch immer im Dunkein" (without mathematics it is like walking in the dark) – Warner Von Siemens

Introduction :

Mathematics provides a system of logic which is helpful in analyzing many industrial problems. Mathematics imparts an ability to maneuver with figures. It plays an important and indispensable role in the development of any industry, small or big. Its application in industry helps the management in decision-making. Generally, the term 'industry' means all those activities which deal with the conversion of raw materials into finished goods. But, herein, in the context of mathematic-industry interaction, the term 'industry' is denoted as business and commerce including financial services and healthcare, research and development laboratories, commercial and non-profit research, development and production facilities.

Mathematics plays an increasing role in the efficient development of industry. Now-a-days, Mathematics opens the way to virtual experiment, the analysis and simulation of multiple scenarios for a given phenomenon and its control and optimization. Mathematics reduces the complexity of the mutual interdependencies in economics. All types of research in connection with the development of industry mainly depend on systematical approach of mathematics. And as such it can be remarked as that research is in extricable link to mathematics. Mathematics is typically an enabling technology. The use of mathematics in the design of production process is most of the time invisible in final industrial product or services. In fact, only mathematics can help industry to optimize more and more complex system with more and more constraints.

Means of Mathematics – industry interaction

The problems which are inherent to industry and can be solved with the mathematical modeling, are seen on different scales –

(a) Specific problems where a new feature is required to be included in mathematical modeling as current methods vis-à-vis current models can not meet the requirement for solving such problems.

(b) Medium scale problems where the transfer of a new technology and a new mathematical software product is to be brought into the market.

(c) Large scale problems where different physical models are coupled, different areas of mathematics are used and where there are essentially no methods available.

Role of mathematician in solving the industrial problems

Mathematicians must have particular skills in communicating with non-mathematical collaborations and the ability to translate in mathematical terms the real world problem, to study them by the use of mathematical technique and finally to transfer the mathematical for non-specialist who are typically not interested in the method of solution and applied mathematician when collaborating with industry provides the following program for his better role in industry –

(a) To identify the problem and its origins by formulating the problem in an abstract framework.

(b) To build a quantitative mathematical model which helps to clarify the problem, identifying the main obstacles and proposing the tools to tackle the problem

(c) To analyze the problem as well as to solve the same through efficient, robust and reliable mathematical techniques and to provide realistic simulations.

(d) To employ stochastic and statistical methods in combination with scientific computing techniques.

(e) To apply the result.

(f) To create appropriate mathematical software.

(g) To identify and characterize the range of validity of the model.

When the model is finally accepted after the iteration of validity and adopting the same, it would be used to improve, optimize or control the process. Model based control reduces the cost and time of product process and service innovation.

It is found that there is a lack of recognition of mathematics in industry. Hence, the absolutely most important challenge for mathematicians is to convince industry that they need more modern mathematics and accordingly, the mathematicians should have to develop new competitive products and technologies.

Conclusion

It is evident that in view of the ever-increasing complexity, only mathematics can help industry to optimize more and more complex systems with more and more constraints. It is needless to remark that now-a-days all mathematical fields become important for industry for its development and progress. Mathematics acts as an internal tool for industry to access the validity of a new project and also as a proof of rigor and robustness that can be used by supervising and regulatory authorities.

Sources: internet websites

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Speech Technology: A Modern Approach

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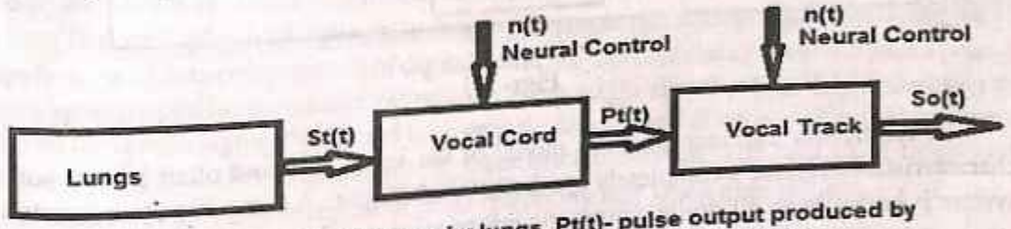
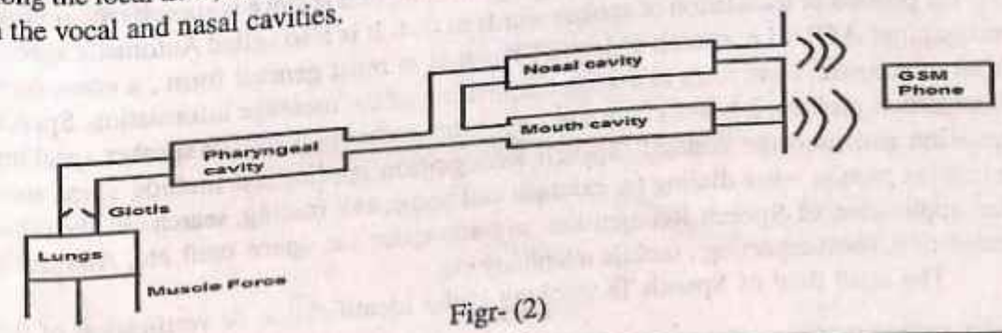
Speech is the vocalization form of human communication. It is the syntactic combination of lexical. Speech is the root of all tongues. A typical representation of human speech production is as follows:



Here St(t)-air presuure produce by lungs, Pt(t)- pulse output produced by vocal cords, So(t)- speech output, n(t)- control signal from brain.

Figr- (1)

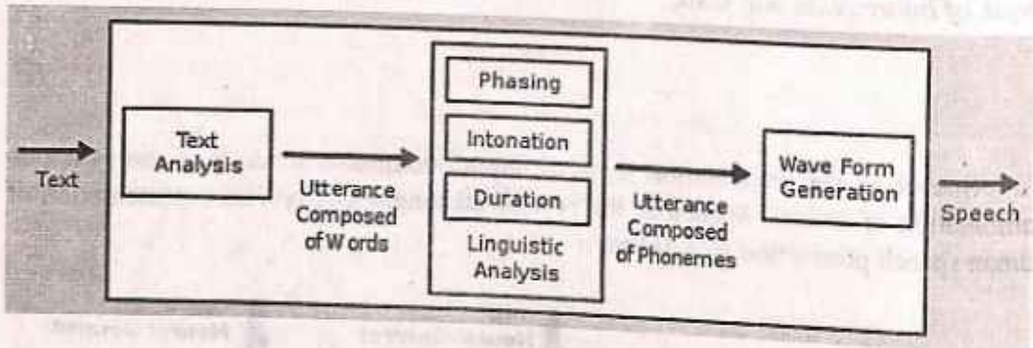
Air pressure produced by the lungs forces the air pressure through the vocal cord along the local tract, which was under tension, produces puffs of air that excite resonance in the vocal and nasal cavities.



Figr- (2)

Speech technology is design to duplicate and respond to the human voice. It has many uses. It includes aid to the voice disabled, the hearing disabled along with communication with computers without computer keyboard. Speech technology has many sub branches, they are - 1. Speech Synthesis, 2. Speech Recognition, 3. Speaker Recognition, 4. Speaker verification , 5. Speech Encoding, 6. Multimodal Interaction

Speech synthesis is a technique is to produce artificial human speech. A computer system is used to storage human speech synthesizer. A text to speech (TTS) syntax converts normal language text into speech. An overview of the TTS system is as given below:



Figr- (3)

A synthesizer can incorporate a model of the vocal cord and other human voice characteristics to create a completely synthetic voice output. A computer voice response system is basically an all-digital automatic information service which can be queried by a person from keyboard or terminal and which responds with the desired information by voice. Speech synthesis system also play a fundamental role in learning about the process of human speech production. The first computer based speech synthesis were created in 1950's. The first general English text to speech system was developed by Noriko Umeda etal in 1968' Japan.

The second Branch of speech technology in computer science is speech recognition. It is the process of translation of spoken words to text. It is also called Automatic speech recognition(ASR) i.e. speech to text(STT). It is in most general form , a conversion from an acoustic wave form to a written equivalent of the message information. Speech Recognition problem is heavily dependent upon the constrains placed on speaker, speaking situation and message context. Speech Recognition application include voice user interfaces such as voice dialing for example call home, call routing, search etc. the other few application of Speech Recognition are aerospace i.e. space craft etc, Automatic translation, court reporting , mobile telephony etc.

The third field of Speech Technology is the Identification or verification of the

person who is speaking characteristics of their voices. It is also called voice recognition. Now there is a difference between Speech Recognition and Speaker Recognition i.e. in speaker recognitision, recognizing who is speaking and in speech recognition recognizing what is being said. Recognizing the speaker can simplify the task of translating speech in system that have been trained on specific person's voices or it can be used to authenticate or verify the Identity of a speaker as part of a security process. Each Speech Recognition system works in two phases, one is Enrollment and the other is Verification. During enrollement , the speaker voice is recorded a number of features are extracted to form a voice print, template. In the verification phase a speech sample or utterance is compared against a previously created voice print. Again for Identification system the utterance is compared against multiple voice print in order to determine the best match while verification system compare an utterance against a single voice print. Again speaker recognition system fall into two categories i.e Text Dependent and Text Independent. If the text be the same for enrollement and verification then it is called text Dependent recognition. In this system promots can either be common across all speaker or unique. But the text independent system are most offen used for speaker Identification. In this case text during enrollement and text is different. A text independent technology do not compare what was said at enrollment and verification.

The next phase of speech technology is speech coding. Speech coding is an application of data compression of digital audio signals containing speech. Speech coding uses speech-specific parameter estimation using audio signal processing techniques to model the speech signal, combined with generic data compression algorithms to represent the resulting modelled parameters in a compact bitstream. The two most important applications of speech coding are mobile telephony and Voice over IP.

In Multimodal interaction, it provides the user with multiple modes of interfacing with a system. It also provides several distinct tools for input and output of data. The advantage of multiple input modalities is increased usability: the weaknesses of one modality are offset by the strengths of another. On a mobile device with a small visual interface and keypad, a word may be quite difficult to type but very easy to say (e.g. Poughkeepsie).

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A Study Report on Green Cloud Computing

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Green cloud is a buzzword that refers to the potential environmental benefits that information technology (IT) services delivered over the Internet can offer society. The term combines the words green- meaning environmentally friendly- and cloud, the traditional symbol for the Internet and the shortened name for a type of service delivery model known as cloud computing.

Green computing, green IT or ICT Sustainability, refers to environmentally sustainable computing or IT. In the article Harnessing Green IT: Principles and Practices, San Murugesan defines the field of green computing as "the study and practice of designing, manufacturing, using, and disposing of computers, servers, and associated subsystems—such as monitors, printers, storage devices, and networking and communications systems efficiently and effectively with minimal or no impact on the environment. The goals of green computing are similar to green chemistry; reduce the use of Hazardous materials, maximize energy efficiency during the products lifetime, and promote the recyclability or biodegradability of defunct products and factory waste. Research continues into key areas such as making the use of computers as energy-efficient as possible, and designing algorithms and systems for efficiency-related Computer technologies.

Figure 1

"Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction." Cloud computing is a metaphor used by Technology or IT Services companies for the delivery of computing requirements as a service to a heterogeneous community of end-recipients. The term cloud theoretically signifies abstraction of technology, resources and its location that are very vital in building integrated computing infrastructure (including networks, systems and applications). All Cloud Computing models rely heavily on sharing of resources to achieve coherence and economies of scale similar to a utility over a network.

Cloud computing can actually make traditional datacenters more energy efficient by using technologies such as resource virtualization and workload consolidation. The traditional data centers running web applications are often provisioned to handle sporadic peak loads, which can result in low resource utilization and wastage of energy. Cloud datacenter, on the other hand, can reduce the energy consumed through server consolidation, whereby different workloads can share the same physical host using virtualization and unused servers can be switched off. According to Accenture's research, moving business application to Cloud can reduce carbon footprint of organizations. According to the report, small businesses saw the most dramatic reduction in emissions – up to 90 percent while using Cloud resources. Large corporations can save at least 30-60 percent in carbon emissions using Cloud applications, and mid-size businesses can save 60-90 percent.

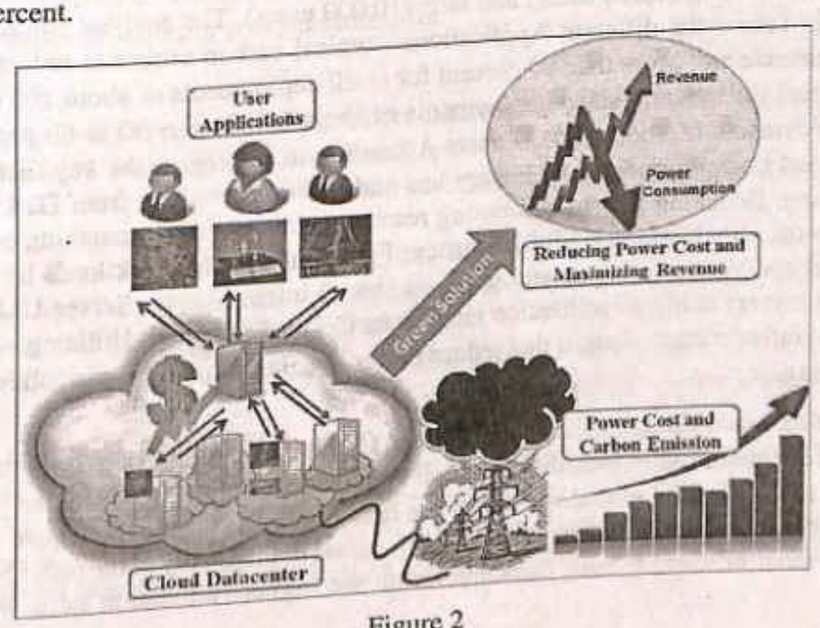

Figure 2

Clouds are essentially virtualized datacenters and applications offered as services on a subscription basis as shown in above Figure 2. They require high energy usage for its operation. Today, a typical datacenter with 1000 racks need 10 Megawatt of power to operate, which results in higher operational cost. Thus, for a datacenter, the energy cost is a significant component of its operating and up-front costs. In addition, in April 2007, Gartner estimated that the Information and Communication Technologies (ICT) industry generates about 2% of the total global CO2 emissions, which is equal to the aviation industry. According to a report published by the European Union, a decrease in emission volume of 15%–30% is required before year 2020 to keep the global temperature increase below 2°C. Thus, energy consumption and carbon emission by Cloud infrastructures has become a key environmental concern.

Microsoft's cloud solutions can reduce energy use and carbon emissions by more than 30 percent when compared to their corresponding Microsoft business applications installed on-premise. Microsoft together with Accenture and WSP has conducted a study to the saving of energy and carbon emission by cloud computing. They developed a quantitative model to calculate the energy use and carbon footprint of an organization's IT applications Microsoft Exchange, SharePoint and Dynamics CRM for both cloud and on-premise deployment. This approach aligns with the assessment methodology developed by the Global e-Sustainability Initiative.

The study compared the environmental impact of cloud- based versus on-premise IT delivery on a per-User basis and considered three different deployment sizes—small (100 users), medium (1,000 users) and large(10,000 users). The analysis suggests that, on average across the different Applications , typical carbon emission reductions by deployment size are: More than 90 percent for small deployments of about 100 users 60 to 90 percent for medium-sized deployments of about 1,000 users 30 to 60 percent for large deployments of about 10,000 users According to the report the key factors that enable cloud computing to lower energy use and carbon emissions from IT: Dynamic Provisioning: Reducing wasted computing resources through better matching of Server capacity with actual demand. Multi-Tenancy: Flattening relative peak loads by serving large numbers of organizations and users on shared infrastructure. Server Utilization: Operating servers at higher utilization rates. Data Center Efficiency: Utilizing advanced data center infrastructure designs that reduce power loss through improved cooling, power conditioning, etc.

Greenpeace Contrary study about Green Cloud Computing Contrary to the above opinion, Greenpeace, observes that the Cloud phenomenon may aggravate the problem of carbon emissions and global warming. The reason given is that the collective demand for computing resources is expected to further increase dramatically in the next few years. Even the most efficiently built datacenter with the highest utilization rates will only

mitigate, rather than eliminate, harmful CO_2 emissions. The reason given is that Cloud providers are more interested in electricity cost reduction rather than carbon emission.

Cloud Computing and its Contribution to Climate Change in March of 2010, highlighted the scale of IT's estimated energy consumption, and provided the electricity consumption of data centers may be as much as 70% higher, new analysis on the projected growth in energy consumption of the internet and cloud computing for the coming decade, particularly as driven by data centers. Key findings and outstanding questions from the Make IT Green report include: The combined electricity demand of the internet/cloud (data centers and than previously predicted. telecommunications network) globally is 623bn kWh to 1,973bn kWh, an amount greater than the combined total demands of France, Germany, Canada and Brazil.

Cloud computing, being an emerging technology also raises significant questions about its environmental sustainability. While financial benefits of Cloud computing have been analyzed widely, the energy efficiency of Cloud computing as a whole has not been analyzed. Through the use of large shared virtualized datacenters Cloud computing can offer large energy savings. However, Cloud services can also further increase the internet traffic and its growing information database which could decrease such energy savings.

In conclusion, by simply improving the efficiency of equipment, Cloud computing cannot be claimed to be Green. What is important is to make its usage more carbon efficient both from user and provider's perspective. Cloud Providers need to reduce the electricity demand of Clouds and take major steps in using renewable energy sources rather than just looking for cost minimization.

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Privacy and Online Social Networks: Can colorless green Ideas sleep furiously?

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One definition of privacy is selective revelation of information about oneself. With billions of people using social media, it's increasingly difficult for users to control what they're disclosing and to whom. Current privacy protection measures block leakages via privacy settings that are syntactic in nature, but existing solutions don't attempt to cover all the entities who might end up receiving the data, ensure the need for or use of the data collected, determine the duration of data retention, or reveal if the data is merged with external information to reveal the user's full identity. "Colorless green ideas sleep furiously" is a sentence composed by Noam Chomsky in 1957 as an example of a sentence whose grammar is correct but whose meaning is nonsensical, however Noam Chomsky, who used it to distinguish between syntax and semantics. It was used to show inadequacy of the probabilistic models of grammar, and the need for more structured models. Virtually all privacy solutions thus far handle issues relating only to the first hope of the personal data flow from a user. This surveys the state of the art and presents some potential directions in moving from a syntactic approach to a more holistic semantics-based approach.

Online Social Networks (OSNs) continue to grow in terms of number of users (roughly one of two people who have access to the Internet have an account on an OSN), network traffic, user time, and correspondingly commerce in the form of advertisements. Targeted advertisements have been touted as the holy grail requiring tailoring of ads to the interests inferred based on users' actions on OSNs or other websites. The profile information provided by the users to the OSN, their social graph, their set of interactions via internal and external applications, linkable actions outside the OSN, are all input to generating and delivering targeted ads.

Privacy revolves around the notion of selective revelation of information about oneself. Increasingly, users disclose information Via multiple input vectors (mobile devices, laptops, PCs) to numerous entities, some of whom are invisible to the users. Personal information disclosed include location, device identifiers (an IP address or unique ID of

a cell phone), contact (email and physical addresses, telephone numbers), identity (name, date of birth, photos), social (friends, interests), and activities (search, Web site visits, games) among others. Further, data collected tends to last with the added risk of being linked in diverse ways. The combination of disclosure, storage, and linkage is the core of the privacy problem faced by users.

Most users derive significant value through memberships in OSNs and interactions with popular Websites, while the underlying economics of the transaction remains hidden. Privacy activists and consumer protection agencies have been working to resolve the tussle with the advertising industry. Much of the discussion has been about the disposition of data collected. However, there are continuing battles over the meaning of exactly what tracking denotes.

Virtually all of the current privacy protection mechanisms operate at a syntactic level—individual personal information bits (such as date of birth, search strings, cell phone numbers) could be protected from being shared with the party with whom the user is currently communicating. Aspects of the privacy problems include use of data across subsequent communications with multiple parties; this is the "secondary use" problem. Some may be hidden, so there is a strong need to examine the operational semantics arising from the full information flow. The data is also used over a long period of time and across different OSNs (data aggregation) and in an entirely different context compared to the one in which it was shared (situational semantics where privacy boundaries differ). Without the user's knowledge, the data is linked with other auxiliary information . The millions of external applications available to OSN users are written and hosted by entities other than OSN. At installation time, the applications request for access to various privacy bits. It is impossible for an OSN to verify if all these bits are actually required by hand. Typically OSNs allow the users to decide if they want to share the bits or choose not to install the application.

The title of the paper refers to an example that Chomsky used to crisply capture the key difference between syntax and semantics: the sentence is syntactically correct but has no real meaning. Likewise, most of the current privacy protection attempts are heavily biased towards the syntactic and do not solve the privacy problem. Tracking the full semantics facilitates in understanding both when and what context the information is shared. This leads to better potential privacy control. A semantic approach to the privacy problem would examine the full flow of user's data, all the parties with whom data might be shared, the set of privacy bits actually needed for the successful operation of external applications, and the time and context in which the shared data might be used. A user purchasing jewelry for a significant other may not want that information to be shared with all their friends as it might include the significant other. Limiting disclosure to certain contexts would reduce the risk of such an occurrence.

Various vectors of privacy leakages and potential linking of the leaked data elements optionally with other ambient data available. The range and diversity of interactions

between users via their social graph, across multiple OSNs and the Web, and the external applications ecosystem, have expanded dramatically. The concerns of privacy leakage has grown alongside. Users have to manage their privacy without fully understanding the breadth of the problem. The complexity of potential flows of information and the consequences of actions over time is too large to envisage a coherent protection mechanism. Here, we trace the discoveries of leakage over multiple axes: across time, passive leakage via regular OSNs and their mobile counterparts, and inference through active mining. We then examine the potential for linkage of data.

In some cases raw bits of personally identifiable information were being leaked directly. The OSN identifier was being leaked via HTTP headers as well as popular external applications. Some of these leakage vectors were plugged (often only after widespread publicity in the media) and some triggered governmental actions that took a few years to result in settlements. Meanwhile numerous other leakages were disclosed followed by quicker reactions from the industry and growing interest from the privacy activists and government agencies. With the explosion in mobile devices and their use in accessing OSNs, new leakages identified included current presence on the OSN, unique device identifiers, user locations etc.

The ability of aggregators to merge publicly available personal information in the OSNs with external information is worrisome. The ease of linkage of user's data means that, even in the absence of cookies, tracking has grown. Leakage of highly privacy-sensitive search strings (e.g., names of specific diseases) that can be linked to an user's OSN account via globally unique identifiers (such as email addresses) raises significant concern. A user's action in an OSN indicating their endorsement of a business provided an additional linkage mechanism for tracking outside the OSN. The connections across OSNs showed the potential reach due to transitive closure of the flow of a user's data. For example, a user's "check-in" in a mobile OSN indicating their current location could be translated into a tweet on Twitter or status update on Facebook. Users may have explicitly enabled such a communication when they opened their accounts. Over time new linkages occur and new applications become available. Yet there is no mechanism for feedback to the users about these changes—or the extent to which their data can spread as a result (sometimes caused by a single action at a single OSN).

By merging online and offline data a much richer picture of users can be generated and sold to interested parties. For example, local courts have personal information about legal cases, deeds, criminal records that are not generally available online. Fairly recently information about real estate transactions and political donations of individuals have already migrated online. Combining personal information that is available on social networks with offline data leads to a significantly broader profile of the user. This cannot be prevented by any syntactic method of privacy protection. While an OSN cannot provide protection to users who already have a lot of external data available, they can ensure that they are not an unwitting vector for leakages by contributing to potential linkage. Instead,

the OSNs should use their platform to educate and alert their users about vulnerabilities.

Popular privacy protection proposals are almost always syntax-based. A brief taxonomy of attempted solutions to the privacy problem includes browser-level protection mechanisms, new architecture proposals, use of cryptography, and masking identities. Governmental consumer protection agencies and others have also made attempts at promoting collaborative efforts.

As browser-based solutions are easy to deploy and attract a large number of users, many of the protection attempts have focused there. The attempts can be categorized as presenting detailed information to the users, such as Privacy Bucket (use demographic information to predict what an be learnt about users),visualization tools (e.g.,WebCrumbs, Privacy Dashboard), FourthParty (instruments in-browser functions and logs all resource accesses and cookies into a searchable database), and Priv3 (enables Facebook's Like button only if the user affirmatively interacts with the site). Some popular browser extensions have been re-purposed towards protection; for example AdBlock and Ghostery can prevent connections to aggregators and No Script can prevent execution of suspect JavaScript. To address the growth of aggregators, users can contribute regular expressions that block connections to the new ones to AdBlock's shared database. Globally unique identifiers constructed by stringing together version numbers of the extensions or font collections installed in a user's browser, negate protection provided by blocking all cookies and disabling JavaScript. All these syntactic protection are merely discrete steps in the absence of a comprehensive privacy solution.

Rather than thinker at the edges, entirely new alternatives to the currently centralized OSN model have been proposed at the architectural level. Architectural approaches bypass the syntax and semantics question by moving the users into an entirely new milieu where privacy can be addressed comprehensively. If the data is stored among an available set of peers the need for third parties and advertisements is eliminated.But architectural attempts lack a viable economic' model and fail to address two key issues: guaranteeing availability of all user's data at all times and the proposed system scaling up to attract a large number of users. None provide viable incentives to move users from existing OSNs.

Reusing security paradigms is often proposed for solving privacy problems. This includes cryptographic privacy for OSNs like Twitter whereby user's tweets are protected to limit what various parties can learn and controlling one's identity cryptographically while participating in electronic commerce. But unless the end-to-end semantics are completely protected, leakage is bound to occur.

The notion of fencing user's data and communications is another thread of research; this includes sending false or misleading information to a site. For example, consider a user who wants to take advantage of location based services but does not want to reveal her location. A user's device could send queries about multiple nearby locations and locally reconstruct the answer for its current location and thus avoid revealing her current location. Such attempts fall under the rubric of trying to mask one's personal information

(such as routing requests through proxies or using Tor) and by their nature are syntactic. But, as human rights activists—who really understand the risks they face—know that such approaches to protecting individual privacy bits (IP address, location information) need to be merged so the full collection of user's private data can be protected.

Another reason for failure of even the limited privacy protections available is their limited usability. Factoring in the additional semantic complexities currently ignored by protection mechanisms would worsen usability further. The large number of privacy settings and their complex interactions has made it hard to present a simple interface to end-users to manage their privacy. Users are often unclear about their privacy need which worsens the situation. There has been prior work on examining semantics of privacy in the areas of contextual integrity and accountability, these have been at the theoretical level. A framework on usage control policies to improve compliance has been proposed in the OSN context. Information tracing attempts at semantic level assume that the information is either in the users control or the application binary is available; neither are true in the OSN context.

Finally, we look at some non-technical efforts made to address the privacy problem. The U.S. Federal Trade Commission has run privacy roundtables with privacy advocates and ad industry personnel participating. The workshop on Web Privacy Measurement brought privacy researchers and tool builders and representatives of governmental agencies of US, Canada, and Europe. The World Wide Web consortium has been working on the Do Not Track mechanisms with representatives of ad industry and publishers. The various OSNs, publishers, and the advertising community want to ensure viability of the online ad industry as popular Websites and OSNs rely on advertising rather than subscription fees.

As more users on the Internet share more information with each other as well as with commercial entities and data aggregators, the battle lines appear to be drawn between privacy advocates and consumer protection agencies on one side and the advertising industry and OSNs on the other side. The tussle to enable responsible sharing with reasonable privacy guarantees has devolved into a cat and mouse game. Research has yet to come to grips with the growing manners of data sharing through multiple devices. The complexity of providing highly usable privacy protection has also not been handled. The current syntactic protection methods do not capture the full reach and flow of user's data over time and across sites. Significant work remains in developing a more semantics-based approach. While the solution to the privacy conundrum includes serious legal and policy components, technology may also have much to offer.

Currently contributions by the privacy advocacy community are used by the few users who are proactively inclined towards privacy. Expanding the applicability of the tools to a larger audience is hard. Use of crowd sourcing to broaden the reach is likely to be needed. Meanwhile OSNs face negative publicity due to privacy leakage stories in the press and are spending millions of dollars in handling lawsuits and lobbying to avoid

governmental mandates. Integrating some of the proposed techniques and encouraging users to better understand the reach of their data should help. Because OSNs have the most detailed knowledge about the interactions of their users, they are in a position to increase privacy requirements on external aggregators and applications. The increased role of OSNs and a semantics-based approach to privacy protection would let us know if colorless green ideas can indeed sleep furiously.

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"MARKETING OF NATIONAL PENSION SYSTEM (NPS) IN NORTH EAST REGION"

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If an emerging economy like India wants to foster "sustainable and inclusive growth", fight poverty, and reduce inequalities (Planning Commission 2008), its government needs to provide a social safety net for its population. Otherwise, people will fall back into poverty again and again because of substantial income reductions due to social risks, including sickness, employment injury, and old age (Krishna 2010). India was lagging behind in terms of providing a *universal social security system* to protect the elderly against economic deprivation like most other developing countries till the introduction of NPS. By instituting NPS Govt. of India moved from a defined benefit pension to a defined contribution based pension system. The GOI adopted 'National Pension System' (NPS) for all new entrants compulsorily to Central Government services (except the Armed Forces) with effect from 1 January 2004. PFRDA has made NPS available to all citizens of India, with effect from 1 May 2009 on a voluntary basis. A separate model to provide NPS to the employees of corporate entities, including PSUs since December 2011 has also launched titled as- NPS – Corporate Sector Model. To cover the unorganized sector it is opened for contribution from all citizen of India from the year 2009 followed by an announcement in the Union Budget 2010 then Union Finance Minister Pranab Mukherjee inaugurated New Pension Scheme for unorganized sector under the name "**Swavalamban**", a Pension Scheme for the unorganized Sector on 26th September,2010. It mainly targeted the wreaker and economically disadvantaged sections of the society with their limited investment potential.

NPS is a voluntary defined contribution scheme . The Pension Fund Regulatory and Development Authority (PFRDA) is the apex authority who regulate the NPS models.NPS is distributed through "Points of Presence" (PoPs), which are financial sector institutions, including banks and insurance companies. NPS-Lite is distributed through "aggregators", which are local institutions including NGOs and self-help groups.As said NPS is a defined contribution scheme here an individual can open a tier I account and invest a regular sum of money till retirement. Professional fund managers manage funds invested under the scheme. At the time of retirement, investors can avail as a lump-sum a maximum of 60% of the total pension wealth generated by NPS over the years.

The remaining sum has to be invested in an annuity plan. Buying an immediate annuity assures a regular payment from the insurance company. This payment can be monthly, once every three months, once every six months or even once a year.

This scheme is now open to any Indian citizen between the age of 18 and 55. The retirement age is fixed at 60 years. Individuals do have the flexibility to leave the pension system prior to age 60. The investor also has the option of opening a tier II account, which permits voluntary savings that can be withdrawn at any point of time. But to be eligible to open a tier II account, one needs a tier I account.

The New Pension Scheme (NPS) has so far not seen too many takers after the government opened the scheme to the public in 2009. According to PFRDA chairman Yogesh Agarwal, NPS is first implemented as a defined pension plan keeping in mind Government employess only later on when they find out that Government employess constitute a very small percentage of employees and non-government consist of 87% of workforce so later on it is extended to individuals as well as corporate houses i.e private companies employess, self-employed etc in the year2009. As a result of which proper planning is not done the scheme was merely extended without giving proper notice on areas like Marketing and Distributuion which is important to reach out to people and educate them about the product. Following are some of the recommendation for improving the marketing of NPS in NER:-

1. As marketing of any product/services whether it be a pension plan is based on 7 P'S of marketing. In case of NPS some P's are forgotten which are place, promotion, people and physical evidence. For marketing of any product Promotion of it is of utmost importance by way of advertising as it lead to wider acceptance of the product and physical evidence i.e making people know about the product can be done by pamphlets, broachers, hoardings etc.
2. The process to become a subscriber of NPS scheme is a complex process especially through website as most of unorganized sector which it is targeting for voluntary contribution is not highly educated to use it plus people do not know whom to contact if they want to be a subscriber of NPS. So different POPs have to make them known to the general public for whom it is not mandatory and the process should need to be more simplified
3. The enrollment form, should be made available in Hindi and in the most relevant regional language. The same should apply to advertisement and media campaign
4. The demographic profile of India need to be studied especially in NER where ST,SC and OBC constitute a huge no., as it is directly related to adequacy of the NPS retirement age. Here in NER ST,SC and OBC status need to be studied separately because of another reason is that they are the most poorest and are at the most disadvantageous position.
5. Here people of NER are not so concerned about savings for their retirement, so there is a need of change in behavior and attitude of people here by way of meetings and seminar both by GOVT. side and by different bank who are involved in the process of NPS to infuse the behavior of saving in them with it giving them confidence of security of their money as well. This will help in increasing their

Financial behavior and will improve their confidence in financial organization

6. Need for improvement of incentives for POPs and annuity service providers which will act as a motivational factor to include more subscribers in NPS. As suggested by PFRDA chairman if they increase incentives in the form of charges for various PFMs then from this fund collected they can keep aside a part of it to educated and reach out to people.
7. There is need in flexibility for contribution and withdrawal possibilities as it include unorganized sector and poor section of the society as well, for whom these two factors are of relevant importance as they face more uncertainties
8. Since there is problem in its smooth implementation and delivery, one can utilize comparative advantage of various other stakeholders as well especially private sector-those with local expertise including municipalities, local NGOs and other think tanks
9. Stakeholders of NPS should follow Pull Strategy instead of Push strategy i.e "they have to pull the customers towards the point of sale". By using this they can directly target the end customers, by pointing on level of education, language skills, financial behavior etc
10. Improvement in the security of the NPS investment by providing minimum guarantee which can be around 8% as since its inception it is providing returns in double digits i.e. around 12% it can only be done by PFRDA though it has taken step in this regard but the bill is yet to be passed in parliament.
11. 87% of workforce consist of non- government employees(said by Chairman PFRDA YOGESH AGARWAL) who are not made mandatory to involve in NPS are to be targeted mainly as other pension plans, mutual fund, bank deposit etc options are available to individuals to invest in.

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Present Economic Scenario of India

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Introduction:

After a promising start to the decade in 2011-12 with achievement like GDP growth of 8.4%, bringing down fiscal deficit to 4.7% from 6.4% of GDP in 2009-10, as well as current account deficit to 2.6% from 2.8% in 2009-10.

The slowdown was reflected in all sectors of the economy but the industrial sector suffered the sharpest deceleration which decelerated to 2.9% during 2011-12 from 8.2% in 2010-11. The gross fiscal deficit (GFD)-GDP ratio moved up to 5.8% in 2011-12 compared to the budgeted ratio of 4.6%.

The year 2011-12, especially the second half, was characterized by a burgeoning Current Account Deficit (CAD), subdued equity inflows, depletion of foreign exchange reserves, rising external debt and deteriorating international investment position.

Economy in 2012-13:

1. **GDP growth profile :** According to the first advance estimates for national income for the year 2012-13 of the Central Statistics Office (CSO), the Indian economy is expected to grow at its slowest pace in a decade at a mere 5%, on the back of dismal performance by the firms, manufacturing and services sectors, the estimates is lower than the 6.2% growth clocked in 2011-12 and is the lowest since 2002-03, when the economy grew by 4% only.
2. **Per Capita Income :** The per capita income at current price during 2012-13 is estimated to be Rs. 68747 as compared to Rs. 61564 during 2011-12. India's per capita income, a gauge for measuring living standard, is estimated to have gone up by 11.7% to Rs. 5729 per month in 2012-13.
3. **Agriculture :** In the advance estimate of GDP for 2012-13, the CSO had pegged

farm growth at a 3 year low of 1.8% against last year's 3.6%. Production of food grain, the output of all crops, barring pulses and mustard, is expected to be less than the last year.

4. **Industry :** Industrial growth has remained subdued since July 2011 due to weak global demand, weak supply linkages, high import cost and sluggish investment activities. During 2012-13, industrial growth slowed to 1.0%. Growth in 8 core infrastructure industries decelerated to 3.3% in 2012-13 compared to 4.8% during the previous year.
5. **Exports :** The cumulative value of exports of India, for the period 2012-13 was US $ 214099.77 million (Rs. 1166438.69 Crore) as against US $ 226551.09 million (Rs. 12187315.89 Crore) showing a negative growth of 5.50% in Dollar terms and growth of 9.35% in Rupee terms over the same period last year.
6. **Imports :** The cumulative value of imports of India in 2012-13 was US $ 361271.88 million (Rs. 19420169.91 Crore) as against US $ 363867.81 million (Rs. 19574268.84 Crore) showing a negative growth of 0.71% in Dollar terms and the growth of 14.76% in Rupee terms during the last year.
7. **Trade Balance :** With imports growth turning positive and exports growth remaining subdues, the trade deficit in 2012-13 was estimated at US $ 147.2 billion which was 7.2% higher than the deficit of US $ 137.3 billion during 2011-12.
8. **Inflation :** The inflation rate decelerated to 7.7% in the first half of 2012-13. WPI inflation was 8.07% in September 2012, which was 8.01% in August 2012. It has fallen to 7.32% in October 2012, 7.24% in November and stood at 6.62% (provisional) for the month of January 2013.
9. **Exchange Rate :** Slowdown in net capital inflows, the exchange rate leading to depreciation of Rs. 52.7 (per USD) at the end of September 2012 to Rs. 54.5 (per USD) at the end of November 2012. Pressure on money (Indian Rupee) continued and it closed at Rs. 63.8 (per USD) at August 2013. As on August 2013, the Indian Rupee showed lower depreciation compared to other major emerging markets developing economies like Brazil, South Africa, and Argentina.
10. **Foreign Investment Inflow :**
    A. **Foreign Direct Investment (FDI) :** FDI has declined during 2012-13 of the current fiscal; the inflows have been $ 16946 million which were $ 29277 million during the last year.

B. Foreign Institutional investors (FII) : During 2012-13, FII's made net investments of Rs. 1190 billion in the capital market compared with that of Rs. 520 billion during the previous year.

Prospects of Indian Economy in 2013-14 :

A slow recovery is likely to shape up in 2013-14 with progressive implementation of some of the reforms announced. These include Inter-Alia, liberalization of FDI in multi-brand retail, amendment of the banking regulation act and the setting up of the Cabinet Committee on Investments chaired by Honorable Prime minister Dr. Manmohan Singh to expedite decisions on approvals for implementation of mega-projects. Financing is also expected to improve with the government, accepting the major recommendations of the Expert Committee on General Anti-Avoidance Rules (GAAR), which will bring about greater clarity on taxation aspects. In this milieu, it is imperative that reform measures continue to be executed efficiently and domestic inflation recedes further, to support sustainable recovery in Indian Economy.

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