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**An Analysis of Tourism sector for the Economic Development in India:  
An Overview**

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**Abstract:**

In India travelling & tourism are integrated part of its culture & tradition. Tourism industry is the most dynamic territorial activity and now a day its turnover is billions. The potential and previous performance of India's tourism industry required to be measured in terms of its socio-economic dimensions. In this paper we discuss about India's growth in popular international tourist destination, driven by focusing on innovation, ease of procedures and value creation for tourists. The tourism sector is an important social phenomenon in almost all societies because of the basic human tendency to have new and memorable experiences in adventure, learning and entertainment activities. Furthermore, there are several factors that drive tourism as socio-cultural, religious and commercial activities. The basic human impulse to experience the unreached parts of the globe is an important factor that drives tourism. Therefore, it is well understood that tourism can play a vital role in achieving inclusive and sustainable growth and development. The objective of this paper to examines the impact of tourism on India's economic growth, the role of the travel & tourism industry in the GDP of India.

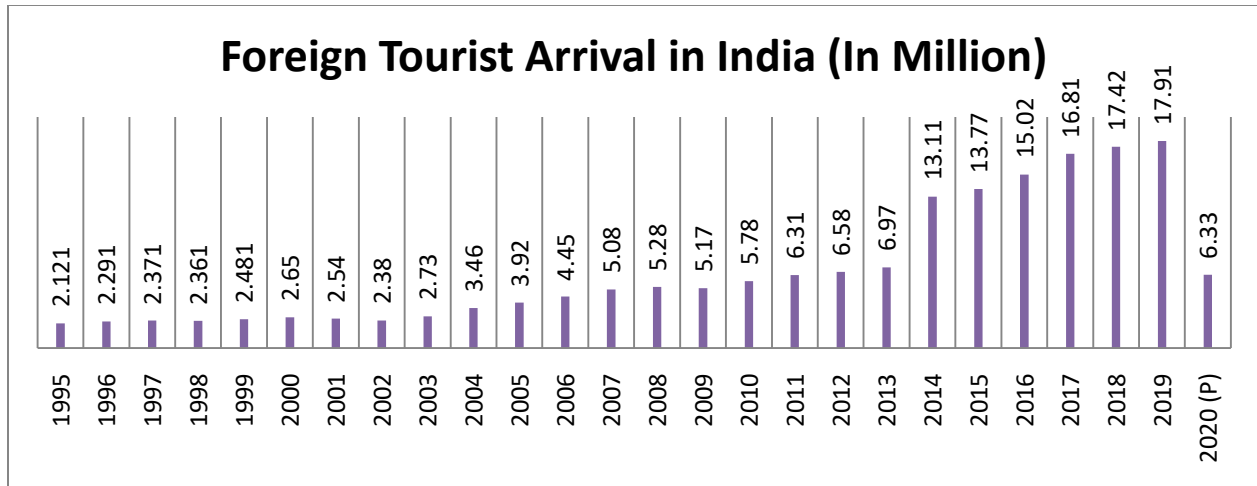
**Key Words:** Travel & Tourism Industry, impact on economy, foreign tourist, economic growth.

**Introduction:**

The interaction between tourists and host societies through tourism, changes not only the socio-economic conditions of host communities, but it improve their value system also (Cook et al., 2010; Kumar & Kumar, 2014). Hall & Page (1999) mentioned that tourism leads to changes in people's individual and collective value systems, behavior patterns, social structures, way and quality of life. Leavitt (2003) also argued that tourism positively affects the socio-economic conditions of a community by increasing racial and cultural tolerance, creating new employment opportunities, developing infrastructure structures and contributing to its overall development. (Gjerald (2005) documented that the socio-economic impacts of tourism in terms of displaced labour, changes in the form of employment, increased participation of women in the labor force, improving the social status of workers, changing the standard of living and therefore. It is believed that as people move around the world and get to know each other, understand the customs of others and appreciate the qualities of the individuals of different countries, an international understanding is built which clearly improves the attitude towards the peace in the world (D'Amore, 2010). Another aspect of tourism is that tourism brings bliss & opportunities to the host society through a higher level of economic growth and development in every related area.

**Economic Growth:**

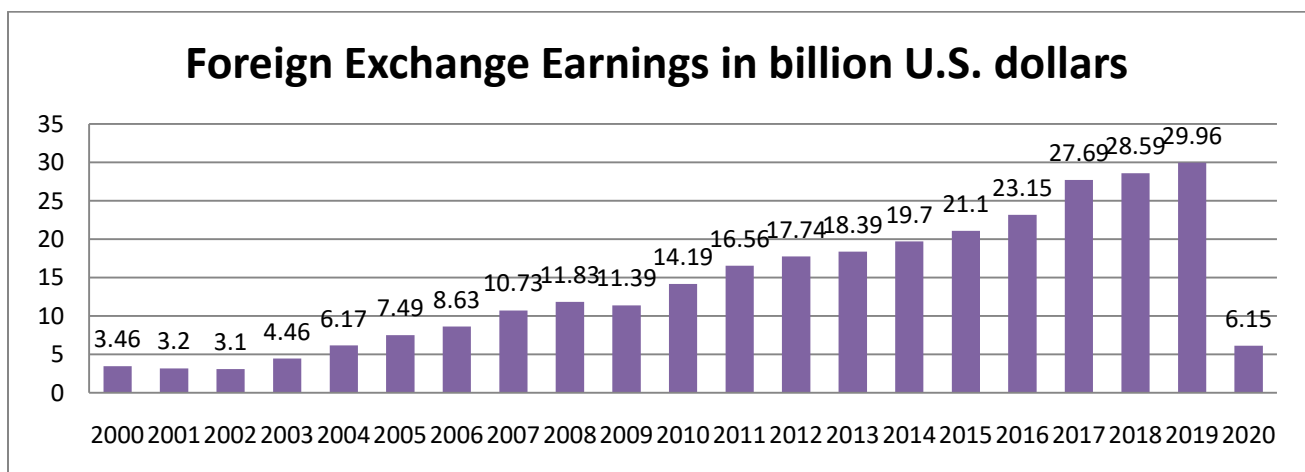
Now a day's tourism in India has become an essential part of the economy, contributing significantly in the inclusive and sustainable development of the nation. India has become the most favorite destination for foreign travelers and for domestic travelers too. Tourism represents the Indian philosophy of unity in diversity to international travelers. Over years, the tourism sector has helped in generation of foreign exchange; create employment opportunities and also income for Indians, as it has done in many other developing economies. Tourism brought the opportunity to develop infrastructure and contributed to regional and economic development.



**Figure 1: Foreign Tourist Arrival in India (1995 to 2020)**

The figure 1 above shows increments in foreign tourist arrival in India from 2.121 million in 1995 to 17.91 million in 2019, increase is almost 9 times over the 25 years. In 2020 due to COVID-19 pandemic, several restrictions imposed on international travelling that adversely affected the travel & tourism industry. As we can see above figure only 6.33 million international tourists arrives India in 2020.

In India, the tourism industry is most important driver of globalization, as well as resilient in the face of natural disasters, health related crises, rising of oil prices, fluctuation in exchange rates and other several uncertainties. In terms of economic & financial benefits, tourism has its contributions in the form of earning foreign exchange, boost in exports and increase in overall gross domestic product, and also investment increases in tourism itself and allied areas.



**Figure 2: Foreign Exchange Earnings (2000 to 2020)**

The figure 2 presents the foreign exchange earnings over the past 20 years. In the year 2000 we get only 3.46 billion USD in the form of foreign exchange, that hugely increase in recent years. As we see in the year 2019 we got 29.96 billion USD in the form of foreign exchange that is almost 9 times from 2000. But due to COVID-19 pandemic, travel & tourism industry adversely affected in the year 2020. As we can see in above figure we get only 6.15 billion USD in the form of foreign exchange in 2020.

From a broader perspective, all of these interpretations of societal advancement implicitly presuppose the presence of better job opportunities. Therefore, it has been suggested in the literature that increase or decrease in employment can be considered the most readily available indicator to initiate measuring the societal impact of tourism. There is consensus that new job generation usually helps to create opportunities for better living standards and related conditions for socio-economic progress. India is a developing country which has not yet attained its optimum socio-economic development. On many fronts, including illiteracy, poor health, malnutrition, unemployment, poverty and inequality, the country still has a long way to go.

**Research Objectives**

***To assess the role of tourism in the development of States/UTs in India***

The principal and foremost objective of this research work is to examine the economic impact of tourism in India. However, there are several minor objectives' for this research also framed as social impact of tourism, status of new job opportunities and rising in living standards.

**Research Methodology**

This research work is empirical in nature and specifically explores the social and economical impacts of tourism in India at macro level. The period of this study spans from 2001 to 2020. This research in based on secondary data collected from central as well as state government publications & reports including India Tourism Statistics of Ministry of

Tourism, Reserve Bank of India publications and non-governmental sources like CMIE database on States of India, World Travel & Tourism Council, World Development Indicators of World Bank, and Indiatat.com etc.

### **Domestic Tourist Visits**

Domestic tourism is essential element for any country because it provides opportunities for wealth redistribution and balanced regional development, and contributes to greater cultural and environmental awareness in the country itself. In India, tourism is dominated by domestic tourist visits as people from one region often travel to another for various reasons including leisure, business, family, meetings and other non-activity related purposes. Table 1 & Figure 3 show the number of domestic tourist visits to all states/UTs of India during the period of 2001 to 2020. In the year 2001 total 236.47 million domestic tourists visit various parts of India, but in the year 2019, 2321.98 million domestic tourists visit various parts of India that is almost 9 times from the year 2001. But in the year 2020 very drastic fall down shows due to COVID-19 pandemic & related restrictions and only 610.22 million domestic tourists visit various parts of India in 2020.

**Table 1: Domestic tourist visits**

<b>Year</b>	<b>Domestic tourist visits</b>	<b>% Change over the Previous Year</b>
2001	236.47	7.4
2002	269.6	14
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7
2006	462.44	18
2007	526.71	13.9
2008	563.03	6.9
2009	668.8	18.8
2010	747.7	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.8	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6
2018	1853.79	11.8

2019	2321.98	25.3
2020	610.22	-73.7

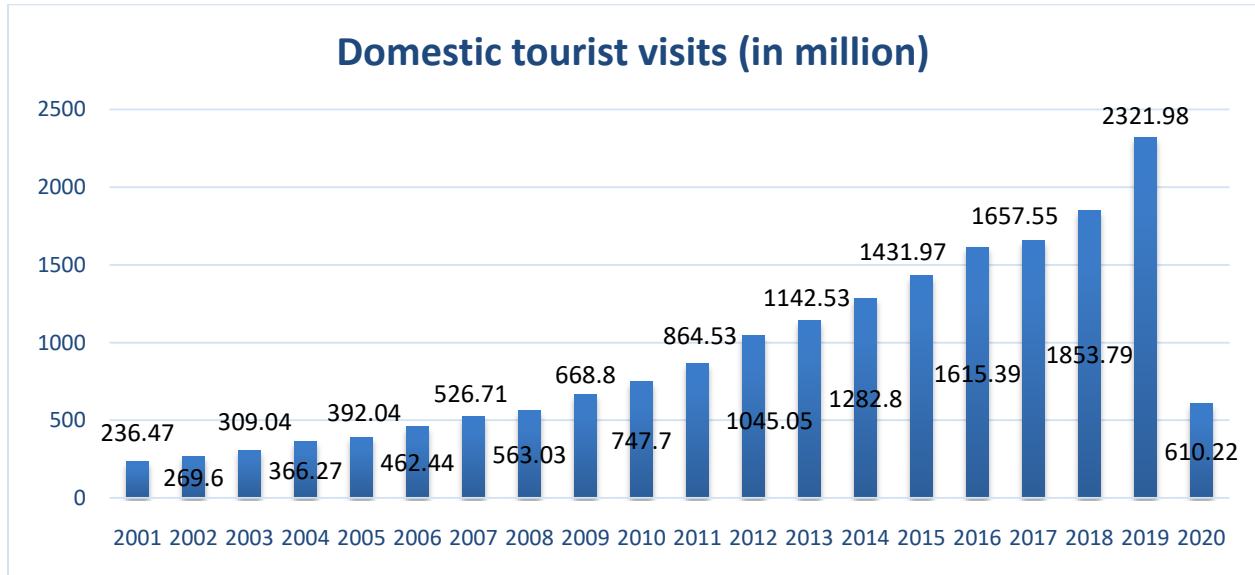


Figure 3: Domestic Tourist Visits, 2001 to 2020

The visit of foreign tourists is most important for the real contribution to the growth of the tourism industry in any country and India is no exception. International tourism is not only important for its economic contributions, but also for its socio-cultural and political impacts on the destination country. International tourism offered opportunities to get foreign exchange, know about the foreign culture and help in the spreading the message of peace, useful for the maintenance of social cohesion and better international relations. The table 2 shows foreign tourists arrival in India over the period of 25 years. In the year 1995 only 2.12 million international tourists visit India, but in the year 2019, 17.91 million international tourists visit India that is almost 8 times from the year 1995. But in the year 2020 very drastic fall down shows due to COVID-19 pandemic & related restrictions and only 6.33 million international tourists visit India in 2020.

Table 2: Foreign Tourist Arrival in India

Year	Foreign Tourist Arrival in India (In Million)	Yearly Percentage Change
1995	2.12	12.60
1996	2.29	7.70

1997	2.37	3.80
1998	2.36	-0.70
1999	2.48	5.20
2000	2.65	6.70
2001	2.54	-4.20
2002	2.38	-6.00
2003	2.73	14.30
2004	3.46	26.80
2005	3.92	13.30
2006	4.45	13.50
2007	5.08	14.30
2008	5.28	4.00
2009	5.17	-2.20
2010	5.78	11.80
2011	6.31	9.20
2012	6.58	4.26
2013	6.97	5.93
2014	13.11	10.21
2015	13.77	4.50
2016	15.02	9.70
2017	16.81	14.00
2018	17.42	5.20
2019	17.91	3.20
2020 (P)	6.33	-74.90

### IMPACT OF TOURISM ON THE ECONOMY:

Travel and Tourism in India as old as civilization itself. The tourism industry in India has several positive and negative impacts on the economy and society as well. These impacts are discussed below.

#### POSITIVE IMPACTS:

**1. Generating Revenue and Employment:** Tourism in India has become a tool for revenue and employment generation, poverty alleviation and sustainable development. It contributes 6.77% to national GDP and 8.78% to total employment in India. Currently almost 20 million people work in India's tourism industry. This has a favorable effect on the country's balance of payments.

**2. Conservation of National Heritage and Environment:** Tourism helps conserve several places which are of historical importance and government declaring them as



heritage sites. Also tourism helps in saving the environment through preservation of national parks, wetlands etc.

**3. Development of Infrastructure:** Tourism tends to promote the development of multiple uses of infrastructure facilities that benefits the host country, including hotels & motels, various means of transportation, health care facilities, and sports center facilities etc.

**4. Promotion of Peace and Stability:** Tourism industry may also help in promotion of peace and stability in developing country like India by providing more jobs, generating revenues & diversifying the economy, give better opportunities to earn money.

**5. The Multiplier Effect:** When Travelers & Tourists spend money at various places that flow of money, multiplies as it passes through various sections and segment of the economy.

**6. Regional Development:** Various underdeveloped regions contain areas of high scenic beauty and cultural attractions of the country may greatly benefit from development of tourism. Tourism helps to develop those regions in various ways.

**7. Economic Value of Cultural Resources:** Tourism offers monetary incentives for the development of many local crafts and culture, therefore the income of local craftsmen and artists positively affects itself.

**8. Promotion of International Understanding:** Tourism can also become an effective instrument to develop a spectral understanding and interaction between people from different countries as well as regions.

**NEGATIVE IMPACTS:**

**1. Unwanted Social and Cultural Change:** Tourism some time caused the destruction of the social fabric of a community or region. The more tourists visit into a place, the more the perceived risk of that place losing its identity & modernization change occur very fast into that impact adversely into original worth.

**2. Increase Stress and Hostility:** Tourism can increase stress, hostility and distrust between tourists and local communities when there is no respect and understanding of one another's cultural values and rituals & way of life.

3. **Creating a Sense of Antipathy:** Tourism brought few benefits to the local community. With most all-inclusive tour packages, more than 80% of the travel fees go to airlines, hotels and other international companies, not local businessmen and workers.
4. **Adverse Effects on Environment and Ecology:** One of the most significant unfavorable effects of tourism on the environment, it increased pressure on the carrying capacity of the ecosystem in each tourist region.
5. **Leakage in Import Advantage:** This normally occurs when tourists insist to provide standards of equipment, food, drinks, and other products that the host country cannot supply due to high value & maintenance, especially developing countries.
6. **Seasonal Character of Job:** The job opportunities related to tourism industry are mostly seasonal in nature as they are available only during the tourist season at the particular area or region.
7. **Increase in Prices:** The growing demand for fundamental services and assets of tourists will often cause increase in prices that have a negative impact on residents whose income does not rise proportionally.

#### **DEVELOPMENT OF TOURISM IN INDIA:**

##### **Early Development:**

The first conscious and organized effort to promote tourism in India was made in 1945 when the government set up a committee chaired by Sir John Sargent, then the Education Advisor to the Government of India (Krishna, AG, 1993). From then on, tourism development resumed as planned in 1956, coinciding with the second five-year plan. But it wasn't until the 1980s that tourism started to gain momentum. The government has taken several important steps. In 1982 a national tourism policy was announced. Later, in 1988, the National Tourism Committee formulated a comprehensive plan to achieve sustainable tourism growth. In 1997, the New Tourism Policy recognizes the role of central and state governments, public sector companies and the private sector in tourism development.

##### **CONCLUSION:**

The tourism industry in India is growing and has great potential to create more jobs and earn a large amount of foreign exchange as well as boost the country's overall economic and social development. But there is still a lot to do. Ecotourism needs to be promoted for

tourism in India to help preserve and conserve the diversity of India's natural and cultural environments. Tourism in India should be developed to accommodate and entertain visitors in a way that is minimally intrusive or environmentally damaging and that preserves and supports indigenous cultures in the region. Since tourism is a multi-dimensional activity, and basically a service industry, it would require all wings of central and state governments, the private sector and voluntary organizations to become active partners in efforts to achieve sustainable growth in tourism. India is becoming a world player in the international tourism industry.

It is observed that the total contribution of travel and tourism industry to real GDP in India shows a linear trend over the years. The reason for this could be the importance that both the public and private sectors attach to the travel and tourism sector in India. Most importantly, the travel and tourism sector in India makes direct, indirect and induced contributions to GDP. The indirect and induced contribution of industry leads to a multiplier effect in the economy in general.

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**HPTLC Finger Printing Studies of Medicinal Plant**  
***Adiantum Capillus-Veneris L.***

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**Abstract**

*Adiantum capillus-veneris L.* is commonly known as herbaceous plant belong to the family *Adiantaceae.*, Hindi- Hansraj, Mubarak, Purusa, Urdu-Parsiashan, Kumaoan-Mubarak, Kashmiri-Duntuli, Arabic-Shairuljin, Shiruljin and in English-Southern maidenhair fern, Maidenhair fern, Venus hair fern It is an important medicinal plant native to the United States America, Eurasia, the Levant in Western Asia, Australasia and Asian region, North east India region and west Bengal etc. Quality assurance, quality control parameters studies to evaluate and fix the drug validation, authenticate quality standards development. Active phytochemical constituents present in the plant triterpenoids, aoleananes, phenyl propanoids, carbohydrates, carotenoids, alicyclics and flavonoids like rutin, quercetin, quercetin-3-O-glucoside, querciturone, soquercitrin, nicotiflorin, naringin, astragalin, populnin, procyanidin, prodelphinidin, and kaempferol-3-sulfate. TLC/ HPTLC studies of chloroform and alcohol extracts showed various spots / peaks at 254nm, 366nm and derivatized plates (Vanillin-sulphuric acid reagent), Quality assurance and Quality control parameter. The evaluated HPTLC. research data's will serve as referential supports of pharmacopoeial standard research development of the plant in the near future for any analytical and biological research studies.

**Keywords:** *Adiantum capillus-veneris L.*, TLC/HPTLC research studies, Quality Assurance, Quality Control parameters.

## **Introduction**

*Adiantum capillus-veneris* L. commonly known as herbaceous plant belongs to the family Adiantaceae is a kind of medicinal and ornamental fern widely distributed throughout the world. *Adiantum capillus-veneris* grows from 6 to 12 inch (15 to 30 cm) in height; its fronds arising in clusters from creeping rhizomes 15 to 60 cm tall, with very delicate, light green fronds much subdivided into pinnae 4.5 to 8 mm long and broad; the frond rachis is black and wiry, (Shown in Fig.1(a),(b) and (c) respectively.

It is most frequently used for treating problems related to the Diuretic, stimulant, emollient, purgative, demulcent, general tonic and hair tonic. It is used in treatment of cold, fever, cough and bronchial disorders, tumour of spleen, liver and other viscera, treatment of jaundice and hepatitis. (Yumkham *et al.*, 2018) It is known as herbal fern which is used in many regions as a herbal medicine for a variety of problems. It is in the treatment of bronchitis in folklore medicine in China. In Kurdistan dried maidenhair fern is rehydrated and boiled in water then the filtrate is used as a drink to get rid of kidney stones, because it is used as a diuretic. It is also used for detoxifying the liver and shortness of breath. In the Philippines fronds are used as treatment for chest disease, and also used for cold, coughs and difficulty of breathing in Iraq, and Iran. (Nakane *et al.*, 1999) It has been used for respiratory and urinary disorders. Found to be useful for helping to clear up coughs, and for congestion, and hoarseness. It is also used as syrup in various regions in central and South America, in Amazon and Peruvian as diuretic also in France a syrup from the fronds is used to reduce mucus and cough which is called "Sirop de Capillaire,". And finally England use's true maidenhair for some disease such as asthma, hair loss and shortness of breath (Ansari, and Ekhlesi, 2012).

It is listed as a cultivated plant for economic purposes by many countries (Chong *et al.* 2009). A total of nine (9) species including three (3) sub-species and two (2) races of *Adiantum* have been recorded from the seven states of NE India in the present investigation. They are *A. capillus-veneris*, *A. caudatum*, *A. edgeworthii*, *A. flabellulatum*, *A. hispidulum*, *A. incisum*, *A. peruvianum*, *A. philippense* and *A. raddianum*. Four species (*A. philippense*, *A. flabellulatum*, *A. caudatum* and *A. capillus-veneris*) are very common in the entire NE India and grow along stream banks, brick-canals, humus deposited stones etc.

During our survey, we collected three subspecies of *A. philippense* showing diverse in sterile fronds ranging from entire in *A. philippense* subsp. intermedium, sub-entire in *A. philippense* subsp. philippense to deep-lobed pinnae in *A. philippense* subsp. teestae. In between the two races of *A. capillus-veneris*, the dissectum race is rare and mostly confined to the higher altitude (approx. 1000 m a.s.l.).

*Adiantum capillus-veneris* L. called in Hindi- Hansraj, Mubarak, Purusa, Urdu-Parsiashan, Kumaoan-Mubarak, Kashmiri-Duntuli, Arabic-Shairuljin, Shiruljin and in English-Southern maidenhair fern, Maidenhair fern, Venus hair fern. It is an important medicinal plant native to the southern half of the United States from California to the Atlantic coast, through Mexico and Central America, to South America. It is also native to Eurasia, the Levant in Western Asia (Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, State of Palestine, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates and Yemen etc.) and Australasia. Found in Asia region such as India (North east India region - Arunachal Pradesh, Sikkim, Manipur, Mizoram, Meghalaya, Nagaland and Tripura and west Bengal etc.) *Adiantum capillus-veneris* L. (Hansraj) have been extensively used in traditional system of medicine for centuries. Native to South America, however it has become widespread throughout the world and begun to naturalized in many places (Asia, Africa and Pacific) as an ornamental fern.

Three (3) maiden ferns (*A. peruvianum*, *A. hispidulum* and *A. raddianum*) are exclusively cultivated as ornamental plants and sold in florist shop/ local ferneries/horticultural firms at the rate of Rs. 200–500. In some areas (Barpeta, Heigang Laitumkhrah, Shillong), these ferns have escaped from cultivation and begin to naturalize in their surroundings. According to Shaffer–Fehre (2006), *A. raddianum* has the potential of becoming an invasive weed in rice fields and tea gardens. In Hawaii, natural population of *A. capillus-veneris* has been replaced by *A. raddianum* in the past few decades (Wilson 1996). The Himalayan species, *A. edgeworthii* was found growing only in three states (Arunachal Pradesh, Manipur and Nagaland), while *A. incisum* were collected from Manipur and Assam. Two more maidens (*A. pedatum* L. and *A. venustum* D. Don.) were recorded from Assam by Borthakur *et al.* (2001), and (Yumkham *et al.*, 2018).

**Bioactive Phytochemical constituents and compounds:** Their impertinent and remarkable medicinal character is due to the presence of various compounds like leaves extract contain flavanoids like kaempferol-3-sulfate, procyanidin, rutin, naringin, prodelphinidin, rhodoxanthin etc. (Imperato 1982). Akabori and Hasegawa (1969) also reported presence of astragin, quercetin, isoquercetin and nicotiflorin. For the first time, oleanane compounds like olean-12-en-3-one and olean-18-en-3-one were isolated from *A. capillus-veneris* (Nakane *et al.*, 1999). From *A. capillus-veneris*, numerous compounds were isolated. It includes 21-hydroxyadiantone, fern-9(11)-en-12-one, isoadiantone and hydroxyadiantone which are triterpenoids in nature (Ansari and Ekhlesi-Kazaj,2012) Other important bioactive compounds attributing to their medicinal property include 16-hentriacontanone, hentriacontane, isoquercetin, neohop-13(18)-ene, (Kshirsagar and Mehta 1972; Tsuzuki *et al.* 2001). As the genus *Adiantum* is used as a medicinal herb in many parts of the world from ancient time, many researches and scientists on their pharmacological activity were initiated by different scientific communities. From *A. edgeworthii*, neohop-12-ene, hop-22(29)-ene and 2,6-di-tert-butyl p-cresol were isolated (Shiojima and Ageta 1994; From *A. caudatum*, important steroids like  $\beta$ -sitosterol and daucosterol were reported by Gupta *et al.* (1990). triterpenes, flavonoids, alicyclic acids, phenyl propanoids, lipids, sterols etc. As many as 124 bioactive compounds have been isolated from the genus (Pan *et al.*, 2011). From *A. flabellulatum*, three essential oils (nonanoic acid, n-decanoic acid, and 6, 10, 14-trimethyl-2-pentadecanone) were isolated from the rhizome and young fronds (Kang *et al.* 2009). This includes kaempferol-3-glucoside, isohopane-type triterpenoid, fern-9(11)-en-25-oic acid, filicenol B, 6-oxoferen-9(11)-ene, 3 $\beta$ -acetoxy-21 $\alpha$ -H-hop-22(29)ene, 22, 29n-Epoxy-30-norhopane-13 $\beta$ -ol (Mukherjee *et al.* 2001, 2003; Reddy *et al.* 2001). Ji *et al.* 2008; Ageta *et al.* 1968). In highly ornamental ferns like *A. peruvianum* and *A. raddianum*, little research is done to assess their medicinal property. However, Singh *et al.* (2008) Another prominent medicinal maiden fern, *A. incisum* showed presence of multiple bioactive compounds like hentriacontane, adiantone, isoadiantone, adininaonol, adiantuoleanone,  $\beta$ -sitosterol, ferene, 17-pentatriacontene, neophytadiene, hexadecanoic acid and 2,3-hydroxyfernene (Sengottuvel *et al.* 2015; Hayat *et al.* 2002). An essential oil containing n-nonanal as a chief constituent was isolated from the fronds and 2, 6-di-tert-butyl p-cresol from rhizome of *A.*



*edgeworthii* by Ji *et al.* (2008). The literature of *Adiantum capillus-veneris* L.(Hansraj) on phyto-chemical studies of reveals the presence of triterpenoids, aoleananes, phenylpropanoids, carbo -hydrates, carotenoids, alicyclics and flavonoids like rutin, quercetin, quercetin-3-O-glucoside, querciturone, isoquercitrin, nicotiflorin, naringin, astragalin, populnin, procyanidin, prodelphinidin, and kaempferol-3-sulfate. (Yumkham *et al.*,2018)

The present study was conducted to evaluate the pharmacognostical parameters viz., macroscopy and microscopy, HPTLC finger printing (Sagar *et al.*, 2020; Meena *et al.*,2017)

### **Material and method:**

Herbal drug was procured from Delhi and Ghaziabad market and identified by botanist using pharmacopoeial standards (Johnson, 1940). The physico-chemical studies of the drug were carried out according UPI and for HPTLC profile DESAGA sample applicator was used and photographs were taken with the help of DESAGA photo-documentation system.

### **Results and Discussion:**

#### **Pharmacognostical Studies, Macroscopic Features**

The drug is made up of aerial parts of *Adiantum capillus-veneris* L. stem and size ranges from 10 to 16 cm long and 1.5 mm broad and sub erect with aromatic and bitter taste (Slightly), whereas the size of the leaf range from 1.0 to 1.8 cm long and 1.10 to 2.15 cm breadth with wedge and fan shaped having fragrant smell and slightly bitter taste. Shown in Fig.-1(a.) Aerial parts, Fig.-1(b.) Leaf parts, Fig.-1(c.) Herbarium sheet of *Adiantum capillus-veneris* L. respectively

#### **Analytical Studies**

Physico-chemical Parameters : The parameters such as the amount of foreign matter, loss on drying at 105°C, total ash content of the sample, amount of water soluble ash, amount of acid insoluble ash, amount of water soluble extractive, alcohol soluble and hexane soluble extractive of the sample are useful in establishing quality profile of *Adiantum capillus-veneris* L.

High Performance Thin Layer Chromatography Fingerprinting Analysis (HPTLC): The drug samples (2g) were soaked in chloroform and alcohol separately for 18 hours and refluxed for 10 minutes on water bath and filtered through Whatman No.1 filter paper. The filtrates were concentrated and made up to 10 ml in volumetric flask with respective solvents (Saxena and Yadav, 1983). HPTLC analysis was carried out as per the standard method. (Wagner and Bladt, 1996).

Safety Parameters: The microbial load and heavy metal parameters were carried out as per the WHO guidelines (Anonymous, 1998). Aflatoxins were estimated by Kobra cell techniques using Agilent HPLC instruments as per ASTA method (Anonymous, 1997). The heavy metals were analyzed by Atomic Absorption Spectroscopy (Anonymous, 2005) and pesticide residues were analyzed using GC-MS Agilent instruments equipped with Mass selective detector as per AOAC method (Anonymous, 2005; Sagar *et al.*, 2020; Meena *et al.*, 2017)

High Performance Thin Layer Chromatography (HPTLC) fingerprinting was performed on 10 cm × 10 cm TLC plates pre-coated with 0.25 μm thin layers of silica gel 60 F<sub>254</sub> (Merck). The chloroform extract of the sample was applied on the plates as bands 10 mm wide. Linear ascending development to a distance of 80 mm with *Toluene: Ethyl acetate* (8 : 2 v/v) as mobile phase was performed in a twin-trough glass chamber (20 cm × 10cm) previously saturated with vapours of mobile phase for 20 minutes. Allow the plate to dry in air and examine under UV (366nm). Observe 13 major fluorescent spots at R<sub>f</sub> 0.10, 0.12, 0.20, 0.23, 0.25, 0.29, 0.37, 0.41, 0.44, 0.56, 0.62, 0.69 & 0.77 (red). Under UV (254nm), observe 04 spots at R<sub>f</sub> 0.20, 0.61, 0.66 & 0.73 (green). Dip the plate in 1% *Vanillin - Sulphuric acid* reagent followed by heating at 105°C for 5 minutes and examine under visible light. Observe 11 major spots at R<sub>f</sub> 0.13 (pinkish purple), 0.19 (green), 0.23, 0.31 (pinkish grey), 0.45 (purple), 0.49 (pinkish purple), 0.58 (yellow), 0.60 (green), 0.62 (pink), 0.67 (light green) & 0.75 (green)., Shown in Table-1, Fig.-2 respectively.

Apply *Ethanol* extract on precoated aluminium TLC plate of silica gel 60 F<sub>254</sub> using HPTLC automatic sample applicator. Develop the plate in *Toluene - Ethyl acetate* (8: 2) solvent system. Allow the plate to dry in air and examine under UV (366nm). Observe 14 major

fluorescent spots at  $R_f$  0.10, 0.13, 0.15, 0.18, 0.26, 0.33, 0.41, 0.45, 0.47, 0.56, 0.61, 0.65, 0.75 & 0.85 (red). Under UV (254nm), observe 04 spots at  $R_f$  0.25, 0.68, 0.72 & 0.78 (green). Dip the plate in 1% *Vanillin - Sulphuric acid* reagent followed by heating at 105°C for 5 minutes and examine under visible light. Observe 09 major spots at  $R_f$  0.28 (olive green), 0.32 (light brown), 0.40 (bluish grey), 0.53 (pinkish purple), 0.62 (yellow), 0.66 (violet), 0.67 (blue), 0.76 (yellow) & 0.81 (green)., Shown in Table-2, Fig-3 respectively.

### Conclusion

In the present study various parameters such as pharmacognostical, physico-chemical, HPTLC finger printing and WHO parameters of *Adiantum capillus-veneris* L. (Hansraj) plant were carried out and can be laid down as reference standards of the drug and evaluated phytochemical research data will serve as referential supports, pharmacopeial standard research development of the plant in the near future for any advance pharmacological, analytical and biological research studies. It can be concluded that the single drug *Adiantum capillus-veneris* L. (Hansraj) is safe and free from any toxic, hazardous substance.

**Table-1: Rf Values of Chloroform Extract**

Solvent system	Rf Values		
	254nm	366nm	After Derivatization
Toluene : Ethyl acetate (8.0 : 2.0, v/v)	0.20 ( Green)	0.10 ( Red)	0.13 (Pinkish purple)
	0.61 ( Green)	0.12 ( Red)	0.19 (Green)
	0.66 (Green)	0.23 ( Red)	0.23 (Pinkish Grey)
	0.73 ( Green)	0.25 ( Red)	0.31 (Pinkish Grey)
		0.29 ( Red)	0.45 (Purple)
		0.27 ( Red)	0.49 (Pinkish purple)
		0.37 ( Red)	0.58 (Yellow)

	0.41 ( Red)	0.60 (Green)
	0.44 ( Red)	0.62 (Pink)
	0.56 ( Red)	0.67 (Light green)
	0.62 ( Red)	0.75 (Green)
	0.69 ( Red)	
	0.77 ( Red)	

**Table-2: Rf Values of Alcohol Extract**

Solvent system	Rf Values		
	254nm	366nm	After Derivatization
Toluene : Ethyl acetate (8.0 : 2.0, v/v)	0.25 ( Green)	0.10 ( Red)	0.28 (Olive green)
	0.68 ( Green)	0.13 ( Red)	0.32 (Light brown)
	0.72 (Green)	0.15 ( Red)	0.40 (Bluish grey)
	0.78 (Green)	0.18 ( Red)	0.53 (Pinkish purple)
		0.26 ( Red)	0.62 (Yellow)
		0.33 ( Red)	0.66 (Violet)
		0.41 ( Red)	0.67 (Blue)
		0.45 ( Red)	0.76 (Yellow)
		0.47 ( Red)	0.81 (Green)
		0.56 ( Red)	
		0.61 ( Red)	
		0.65 ( Red)	
		0.75 ( Red)	
	0.85 ( Red)		

Fingers :



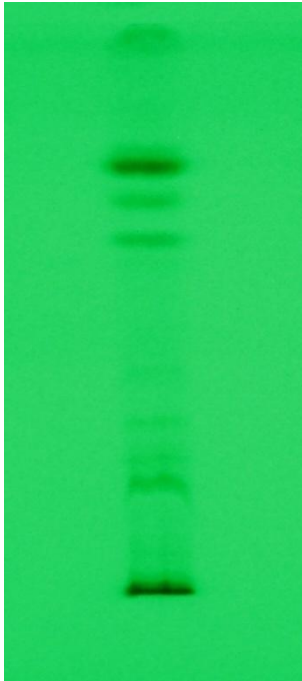
Fig.-1a. Aerial parts of *Adiantum capillus-veneris* L.

Fig.-1b. Leaf parts of *Adiantum capillus-veneris* L.

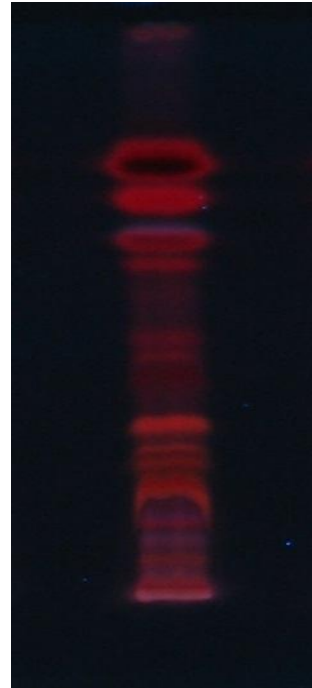


Fig.-1c. Herbarium sheet of *Adiantum capillus-veneris* L.

Fig.-2: HPTLC pic. of *Chloroform* extract of *Adiantum capillus-veneris* L.(Hansraj) plant:



UV 254nm

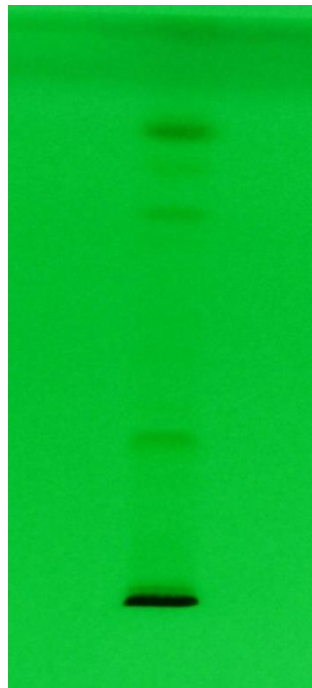


UV 366nm

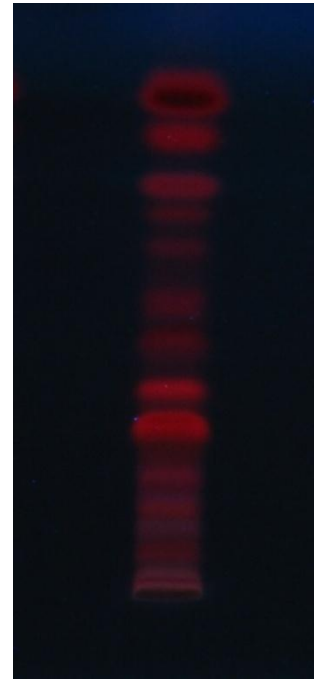


Visible Light (After derivatization)

Fig.-3: HPTLC pic. of Ethanol extract of *Adiantum capillus-veneris* L.(Hansraj) plant:



UV 254nm



UV 366nm



Visible Light (After derivatization)

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**Implications of Educational Technology in Government Schools at  
Kurnool district of Andhra Pradesh**

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***Abstract:***

Today technology had become a buzzword for everyone and everywhere. Without technology there are no resources which fetch us. Education is the major area of development for every individual. Education is the one which brings empowerment and behavioral changes in human. Education system through the appropriate use of evolving information and communication technologies benefits country in its progress and advancement. India being the developing country the problems of rural India need to be addressed immediately due to its illiteracy attained financial empowerment for country's technological advancements. Though many implications over educational technology has been initiating yet rural education seem still lying down. The present schemes like digital India program shall lay special emphasis on the development of teachers to enhance pedagogies and to ensure uniform quality in teaching across the country. Today there is a significant gap between knowledge and skills that students learn in school and the knowledge and skills that workers need at workplaces and communities. This creates the major gap between the rural institutions and urban institutions. Due to this gap majority of rural populations are being migrated and working in unorganized sector.

**Keywords:** Educational technology, Rural India, Workplace, Unorganized sector, Migration.

**Introduction:**

In the contemporary world technology is the prime factor which drives every aspect of human life. From the well known saying the two powerful things in world are sword and pen, once imagine the status of country if the rising technology intersects with these two. With of any sort of inconvenience we can say that the country with high technology in defence and high technology in field of education will lead the world as supreme power. Many super power countries viz America, Japan, China, European Union etc., has terrific technology innovations in both education and defence domains. In the words of Mr. Chinmoy Goswami stated in the article 'Role of Technology in Indian Education' as Educational technology is the study and ethical practice of facilitating e-learning, which is the learning and improving performance by creating, using and managing appropriate technological processes and resources. Further stated that Educational Technology relies on a broad definition of the word "technology" which significant the tools and the sources to be enhanced, to develop the skills of the Education.

Technological innovations which enhance the creativity, distribution, and use of current knowledge, is the pivotal factors besides capital deepening, higher quality labour, technological literacy approach, knowledge deepening approach as identified by the economist.

Liz Burdon Britain's Durham University (2012), concluded is the research that The Knowledge Creation approach -Increasing the ability of students, citizens, and the workforce to innovate, produce new knowledge, and benefit from this new knowledge. "Our aim was to encourage far higher levels of active student engagement, where knowledge is obtained by sharing, problem-solving and creating, rather than by passive listening. This classroom enables both active engagement and equal access".

**Research design:**

The employees of rural zilla parshad high schools, B.Ed colleges, kendriya vidhyalaya schools of Kurnool district of Andhra Pradesh. Essentially stratified random sampling method is employed to select the sample. This sample consists of 29 employees from zp schools, 3 employees from KV schools and 3 employees from government B.Ed college. Employees consist of teachers and principals of said institution. A structured questionnaire designed to collect the data from teachers, principals/ administrators of government and private schools of Kurnool district Andhra Pradesh. The study period is from March to July 2019.

**Facts noticed by researchers in study area:**

The researcher compared the enrollment and infrastructure of small private school to the government school in village noted the following facts.

With reference to Computer in the classroom, researcher didn't notice single computer in a proper condition for students in rural ZP schools. When it comes to the village schools the researcher didn't find even see a single computer. A tenth standard student in zilla parshad schools has been facing while using Microsoft office. In regard of Interactive Whiteboards Due to the government policies towards education had brought classrooms with an interactive whiteboards and proper infrastructure. Unfortunately many rural government institutions are lacking in proper infrastructure. In area of access to Class blogs and Wikipedia, the present day technology helps in collaborative learning. Being in initial stage it hadn't yet started in government rural school. But some professionally trained and skilled teachers have already started their blogs and wikis. *With reference to Online media*, Online media like youtube channels, google, Instagram, moocs etc. students are quite familiar with online media but this media is used very rarely by them. E learning in classrooms with online media is not upto the expectation in rural institutions. But it is good in some institutions. *Utilization of Digital video-on-demand*, Besides to the e-learning which had become a mandatory tool to digital video must be implemented which in turn helps the student and teachers to have an effective learning. These videos ensure the students with clarity and retain the information for longer period of time.

**Barriers in integrating educational technology in rural India:**

The investigator had noticed while conversation with the teacher and administration in the study area that language, lack of skilled professional, lack of connectivity, multiple role of teacher, regularity in student etc., observed to the prime barriers in integrating educational technology in rural India. The role of each component in integrating educational technology is explained as follows.

**Language:**

Language is the important component of communication. Potential skills or basic skills in the language play an important role in integrating educational technology. Obviously rural India have been acquainted with the native language in general telugu in particular in the study area thereby there were lacking in basic skills in English, which intern doesn't provide opportunity in using technology on par with others. One of the respondents responds to the investigator on the role of language as shravani 9<sup>th</sup> standard student of Zilla parshad school is facing language problem in utilizing technology up to the stand.

**Skilled professionals:**

Skill is the mainspring for every aspect, for better integration of ICT in education skilled professional are keystones. But researcher had observed least performing teachers. In Gorantla Zilla parshad school only 2 out of 14 teachers have basic knowledge on technology

**Multiple roles of teachers:**

In municipal and village institutions for primary classes generally there will be only a single teacher who teaches every subject. This is the major backlog in rural education. a teacher can say only 5 periods a day and he can teach continuously for not more than 3 periods. Though technology can help teacher in better teaching but lack of equipment's and lack of skill and connectivity he can give up to the mark.

**Lack of proper connectivity:**

Researcher had observed power supply, speed of server, quality of network, payment, unhealthy competition, equipment's etc are the major connectivity problems. Teachers due to this problems are unable to use technology in classes. In Zilla parshad school gorantla(AP) two teachers 'dilshad' and 'seema' take their own speakers and laptop to show YouTube videos based on particular lesson as soon as they finish lesson vocally. But every teacher may not do this and stop using technology in places with connectivity problem.

**Regularity in students:**

Regularity of students is one of the major barriers which dissatisfy both government and teachers in developing new education through integrating ICT in education. By using technology we can also raise regularity and enrollment in schools through giving priority to pupil with healthy competitive environment can be developed along with regularity in students.

**Facts on government role in implication of educational technology:**

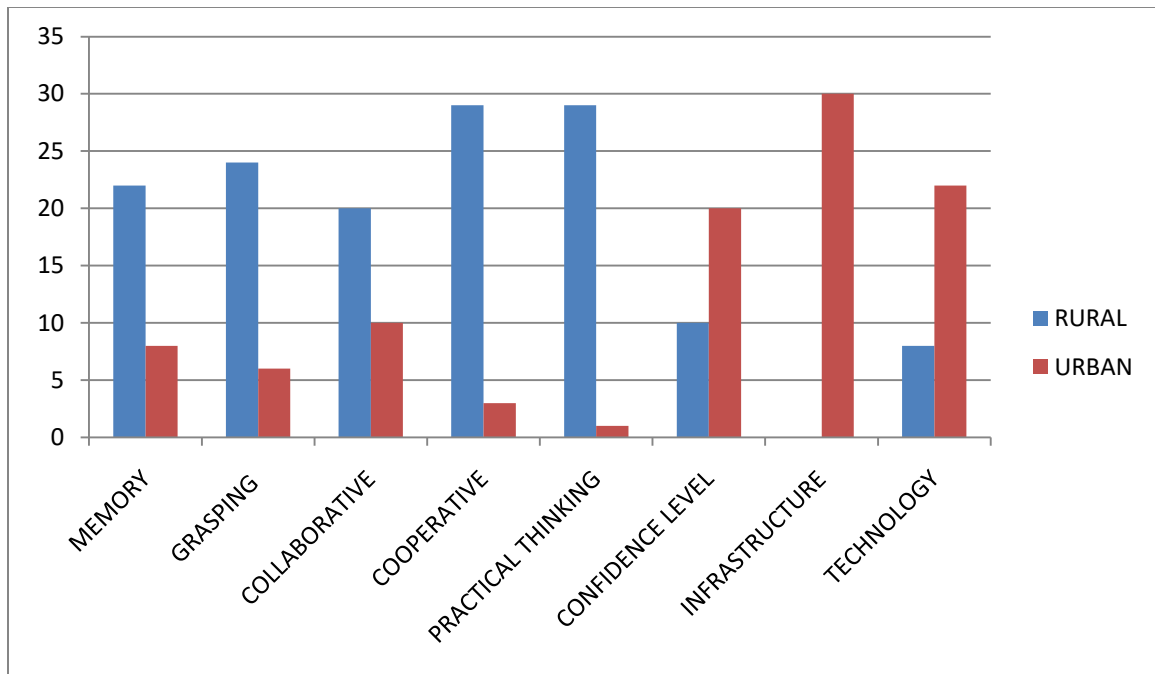
The reality on technology implication in Indian education is at different phases with different levels of implications. Technology education can be said nil on bases of average calculations in field of rural education, municipal and zilla parshad level schools. In government high schools and corporate schools excluding high range corporate schools are laying on stranded scale in between poor and above average. We can say some top most schools like international schools with proper curriculum are lying in between good and outstanding of the stranded scale.

Researcher had observed the efforts of government of Andhra Pradesh for better education through some initiatives like Anadha vedika, QR code in textbooks, computer training for teachers and students, apps like Diksha etc,. Let's peep in to the reality one by one,

- a. Computer training: Government had provided all facilities in schools like zilla parshad to enhance the basic computer knowledge for both teachers and students, the program is good but the drawback is that, government recruited

the computer teacher in an contract bases for 2 years, this laid path for the failure of the program, thought the trainer hadn't trained but both the teachers and students were certified as trained, this laid to the failure of basic knowledge in teachers like operating digital classrooms, making MS words, power points etc. In the average calculations through survey in a school only 20% of teachers have 50% of technological knowledge. This is running not only with zilla parshad schools but also in maximum schools.

- b. Apps and QR code: Government had started learning apps for better teaching for both students and teachers, but the classroom doesn't have any proper gadget to utilize them. Though some schools have gadgets they are kept aside due to some barriers like connectivity, government had provided "QR codes" which gives them additional text but it is not utilized properly though utilized it will be confined to individual. Same with apps like "Diksha" app also.
- c. Curriculum changes: we see there is a change in curriculum but it is not so drastic, we can see curriculum change in the program "Anandha Vedika", this is the mandatory first period for every class. In this class teacher must teach only moral values i.e. ethics class. This is the step to build the morally developed society. As it's a new initiative it is been running successfully.
- d. Schools like Kendra vidhyalaya and Jawaharlal navodaya schools: we can say these schools as are the better performing schools, teachers are recruited with basic computer knowledge, they also train the teachers during their training. We can say it as good that they start the digital and computer class from 3<sup>rd</sup> standard. Though they don't have any app they are moving in the better standards.
- e. Comparison between urban and rural students: every individual leave in their own environment. This gives the great difference between individual to individual. Even external artificial environment also impacts them, based on this I had collected a primary data from 30 teachers that which student are doing best in some specified fields, they have rated their preferences as shown in bar graph.



The above graph speaks about the rating of teachers on comparison of urban student education with rural education.

- f. B.Ed. colleges: This main area which should be good but in reality it's not so. Having a course headed educational technology majority of colleges doesn't have any technology lab. Even minimum facilities are not there in colleges. Lack of permanent faculty can be said as one of the major cause for this poor performance, only projects doesn't help any student, many filed works, new initiative works must be done timely. Methodology based teaching must be developed in B.Ed. and teacher training courses.

Majority of the respondents expressed a common kind of perspectives or views in conversation with investigator.

- Basic knowledge must be given to teachers with proper connectivity.
- Teachers must be much interested in teaching with ICT.
- Some teacher says that technology is an aid for teacher so with the present technological equipment's they can have better teaching.
- Better infrastructure with better connectivity.
- Practical work is needed.
- New methodology must be brought up.
- Education must be come out of the market based society.
- Rise in GDP, which automatically leads to better education.



**Conclusion:**

Education is the important aspect in today's globalized world. In education again technology literacy approach is the most important. But in an rough point we can say that the only nearly 20% of educators who are entering the profession are well skilled with proper capital and teaching labour, But remaining 80% of educators are from the government and small corporate schools which have laying back in capital with high qualified teachers(labour). So when we provide the proper capital we can give nearly 50 out of 80% as well skilled educators. In ancient days India is standing in a unique place due to its educational institutions like takshashila, nalanda, vikramashila etc., universities. Rural Indian population is comparatively higher than urban, so this the areas where we have to focus. We can make education strong by bringing up new technology in to rural institution. Rural pupil learns things very soon due to their plenty of learning experiences in their day to day life. They have high practical knowledge than bookish. Implication of technology is not showcasing the technology or using in an elaborated way, it is nothing but involving the technology in improving the learning process. For this the major work we have to do is share of education in GDP is playing a major role. At present education share in GDP is 2 percent this must be increased and utilized with proper steps. Technology must be utilized in a limit if not so it leads to the decline of development.

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7. Experience of students and teachers.

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**Freedom of Expression in the Social Media in Indonesia**

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**Abstract**

This study discussed the regulation of freedom of expression on social media according to Indonesian law after the enactment of Law number 19 of 2016 concerning amendments to Law 11 of 2008 concerning Information and Electronic Transactions. Law number 19 of 2016 concerning amendments to Law 11 of 2008 concerning Information and Electronic Transactions is considered to threaten freedom of expression in Indonesia. Law number 19 of 2016 concerning amendments to Law 11 of 2008 concerning Electronic Information and Transactions limits the space for public opinion by interfering in civil rights which is a basic human right to argue that the function of the law is to provide criteria for an opinion which can be said to contain the element of insulting or defaming someone and include provisions regarding the limits of the implementation of the right to express opinions held by a person as well as obligations or sanctions therein in order to guarantee and provide protection for human rights both individually and in certain communities.

**Keywords:** Freedom of expression, Constitution, Right

## **Introduction**

Humans are the most perfect creatures among other creatures on this earth. One of the signs of man as the most perfect creature, can be seen from the abstract nature of human nature itself, namely monodualistic and monopluralist beings. Understanding humans as monodual and monopluralist creatures because humans in their position as creatures of God, as well as independent beings, their composition consists of body and soul, and the nature of nature as individual beings, as well as social beings. The nature of human nature is each creature that is also paradoxical binary, but both are united in the human person so that they are called monopluralists.

Democracy is a principle of state which in its implementation varies from country to country. Even so, the spirit of democracy continues to be upheld by each of these countries. The idea of democracy provides a new concept, namely a legal state in which there are principles of protection of human rights (HAM).

Related to democracy, protection of human rights is the impact of the existence of democracy which guarantees freedom of politics. Whereas, human rights contain the principles of freedom of opinion and politics. A society is considered truly democratic, there must be protection in a high degree of spending on ideas in the published form, "whether the medium is newspapers, magazines, books, pamphlets, films, television, or the most recent internet" (John W, Johnson , 2001: 51).

Freedom of opinion as often heard lately, post-reform, which seems to provide an opportunity for the public to issue their thoughts and ideas, even criticize the government. Freedom of opinion has its own place in the process of democracy and reform currently underway in Indonesia today.

One characteristic of a democratic state is that there is a guarantee of the protection of freedom of opinion, so that the government should in this case the executive rights holders and the House of Representatives as the mandate of the people encourage and seek respect for this freedom of opinion. "A country is considered truly democratic, it must be prepared

to provide substantial protection for the ideas of spending media opinion" (John W, Johnson, 2001: 56).

Law number 11 of 2008 which was changed to Law number 19 of 2016 concerning Information and Electronic Transactions (ITE), was the first legal basis in Indonesia to be established in the field of Information Technology and Electronic Transactions. Law No. 11 of 2008 concerning Information and Electronic Transactions seems to have been made only to regulate and protect, and provide legal certainty in business transactions through internet media.

This can be seen in the article which regulates more about the protection of transactions carried out with online systems. While the provisions governing the protection of freedom of opinion, who are the subjects and their rights to the limits of an opinion expressed by someone through internet media can be said to defame other people or certain legal entities that are not regulated. Considering that the right to freedom of expression is one of the substance of human rights that demands respect and protection by anyone, including the state.

### **1. The Notion of Freedom of Expression**

Literally, according to *Kamus Besar Bahasa Indonesia* (Indonesian Dictionary) the freedom of expression comes from the word free (freedom) which means a state of freedom or independence, whereas opinion (opinion) is someone's idea or idea of something, therefore, freedom of expression is an independence for someone to issue ideas or thought about something. Based on the above description, it is clearly stated that the opinion or expression is independence, so that the ideas or thought issued by a person are the rights of every person.

The requirement for freedom of expression and association is another absolute requirement, which must be possessed by a democratic State. This freedom must also be guaranteed in the laws of the country concerned. The law governing freedom of expression and association must expressly state that freedom of expression exists both verbally and in writing. In the framework of freedom of expression, each person has the right to collect the

materials he/ she needs, so that his/ her rights must be guaranteed to seek, obtain, possess, store, process, and deliver. "Instead of that, there must also be provisions of the law that prohibit anyone, including the government, who want to reduce, limit or eliminate these freedoms" (Krisna Harahap, 2003: 70). According to Law No. 9 of 1998 concerning the Submission of Opinions in Public, the Definition of Freedom of Delivering Opinion is "Freedom of opinion is the right of every citizen to express their thoughts in oral, written, and so forth freely and responsibly in accordance with the provisions of valid laws and regulations" (Article 1 of Law No. 9 of 1998). Article 19 (2) The Covenant on International Civil and Political Rights that ideas and information can be received or transmitted transmitted orally or in writing, in the form of art, or through other media chosen by the communicant or recipient of information.

## **2. The Notion of Media Social**

Some understanding of social media has been formulated by various parties, both in communication studies and other studies. According to Carr and Hayes, notions or definitions that have been formulated often refer to social media on three main things, as follow:

1. Digital technology that emphasizes on user-generated content or interaction.
2. Characteristics of media.
3. Social networks such as Facebook, Twitter, Instagram and others are examples of interaction models.

Andreas M. Kaplan and Michael Haenlein (2010) divide various types of social media into 6 (six) types, as follow:

1. **Collaborative projects** allow collaboration in content creation carried out by several users simultaneously, for example, Wikipedia. Some sites of this type allow users to add, remove or change content. Another form of collaborative projects is social bookmarking that allows group-based collections and internet link rankings or media content. (Read: Symbolic Interaction Theory).

2. **Blog** is one of the earliest forms of social media that grow as personal webs and generally display date-stamped entries in chronological forms. The type of blog that is very popular is text based blogs.
3. **Content communities** have the main purpose of sharing media content among users, including text, photos, videos and power point presentations. Users don't need to create a personal profile page.
4. **Social networking sites** allow users to connect by creating personal profile information and invite friends and colleagues to access profiles and to send e-mails and instant messages. Profiles generally include photos, videos, audio files, blog and etc. Examples of social networking sites are Facebook, MySpace, and Google+.
5. **Virtual games worlds** is a platform that replicates the environment into three-dimensional forms that make users appear in the form of personal avatars and interact based on the rules of the game.
6. **Virtual social worlds** allow inhabitants to choose behavior freely and to live in the form of avatars in a virtual world that is the same as real life. An example is Second Life.

## **I. Research Result and Discussion**

Freedom of expression and opinion are universal principles in democratic countries. The state or government creates good conditions in the International Covenant on Economic, Social and Cultural Rights. Freedom to express and states opinions is a universal principle in a democratic country. In its development, this principle inspired the development of democracy in developing countries, that the importance of creating conditions both directly and through government or state political policies that guarantee the public's right to freedom of expression and issue opinions as one of the barriers to democracy in a nation's society.

Basic freedom to express and states opinions cannot be defined or interpreted by someone who can eliminate or obscure the meaning of the spirit of implementation. Freedom of expression and expressing opinions containing elements of violence is a violation of the principle itself, for example, freedom of expression and opinion through acts of burning houses, shopping centers, looting, threatening with sharp weapons and others.

From the aspect of human rights, such actions are classified as acts that violate the right to freedom from others, because in addition to disturbing public order it also limits the right to security of others in society. Meanwhile, from the legal aspect, it is a crime that can be prosecuted through the court. The media is increasingly widespread and the internet is present as a place to express opinions, so the government tries to intervene to regulate it. On the other hand, the government argues that the government must protect public interests that are quite heterogeneous from negative media exposure, however, on the other hand the government also curbs the freedom of expression held by the public. The internet has become one of the alternative media for the public to express their opinions freely. It can be said that online media does not yet have rules regarding press freedom. In addition, in various instruments such as Law No. 40 of 1999 concerning the Press, it is explained that freedom of expression is the spirit of press freedom.

In Indonesia, the provisions governing and guaranteeing freedom of expression can be seen from various provisions such as follow:

1. Article 28 of the 1945 Constitution, stated as follow:

"Freedom of association and assembly, issuing thoughts with oral or written and so forth are stipulated by law" (Article 28 of the 1945 Constitution. From the above article it can be concluded that the state provides protection and guarantees freedom for every citizen to express their opinions in public as one of the implementation of human rights, but also with the responsibility of the individual in the life of the community, nation and state so that a conducive atmosphere can be created for the development of participation and creativity of citizens in their participation to create a democratic atmosphere.

2. Article 28E paragraph 3 of the 1945 Constitution, stated as follow:

"Everyone has the right to the freedom of association, assembly and opinion" (Article 28E of the 1945 Constitution, paragraph 3). The above article has the understanding that the 1945 Constitution directly and explicitly guarantees freedom of association, freedom of assembly, and

freedom of expression, not only for every Indonesian citizen, but also for everyone including those foreigners living in Indonesia.

3. Article 28 F of the 1945 Constitution, stated as follow:

"Everyone has the right to communicate and obtain information to develop their personal and social environment, and has the right to seek, obtain, possess, store, process and deliver information using all types of available channels (Article 28 F of the 1945 Constitution). The above article gives the understanding that everyone has the right to communicate and obtain information to develop their personal and social environment, and has the right to seek, obtain, possess, store, process, and convey information using all types of available channels.

The regulation on freedom of expression is not strictly regulated in this Act, because the provisions relating to freedom of expression are only contained in one article, namely Article 27, specifically paragraph (3) which states that "everyone intentionally and without the right to distribute and/ or transmit and/ or make accessible electronic information that has content of insult and/ or defamation". (Article 27 paragraph (3) of Law No. 11 of 2008).

In this provision, it also regulates the protection of the right to personal freedom even to the mind and conscience that cannot be reduced by anyone or any circumstances. In other parts of Law No. 39 of 1999 concerning Human Rights, there are also provisions governing the protection of personal rights as in Article 29 paragraph (1) and even the protection of correspondence including correspondence in communication through electronic means in Article 32 which must not be disturbed, except by order judges or other legitimate powers in accordance with the provisions of the legislation. Therefore, the regulation concerning the protection of the freedom of correspondence and the relationship of this information can be linked to the dissemination of opinions through the Internet. In this case, making connections through internet media is equated with the activities of correspondence, namely by electronic mail (email), even activities through friendship services can also be said as correspondence because it is his personal rights with other people.



Moreover, the implementation of the right to express this opinion, there is also a special obligation and special responsibility that follows it. In the Convention on Civil and Political Rights as already known that it has been ratified in Law No. 12 of 2005, especially Article 19 paragraph (3) states:

"The implementation of the rights set out in paragraph 2 gives rise to special obligations and responsibilities. Therefore, it can be subject to certain restrictions, however, this can only be done by law and if necessary to:

- a) Respect the rights or reputation of others;
- b) Protect national security or public order or health or general morals. "(Article 19 paragraph (3) Law No. 12 of 2005)

Based on several provisions regarding restrictions in the above legislation, the object of restrictions that can or may be carried out is limited to:

- a. Recognition and respect for human rights and basic freedoms of others;
- b. Paying attention to religious values;
- c. Moral and ethics;
- d. Security and public order, and;
- e. The integrity and interests of the nation.

Freedom here is not an absolute freedom of rights and cannot be limited, however, in that right an obligation is attached to others. This is interpreted as an extension of the use of the protection of the right to freedom of opinion and the imposition of responsibilities that must be carried out in order to protect the rights of others in order not to harm each other. Therefore, it requires an awareness of every right owner to express his opinion to pay attention to the rights of others.

The provisions as stated in the laws and regulations above are not stated in Law No. 11 of 2008 concerning Information and Electronic Transactions accordingly. Therefore, it can be said that in terms of the regulation regarding the protection of freedom of expression in the internet media has not been regulated explicitly and still too broad which causes the possibility of multiple interpretations in terms of its

implementation.

As viewed from its essence, the right to freedom of expression and the excesses that arise due to this right, indeed a rule or ethics is needed in expressing that opinion. Ethics argues that this can be universally stated in statutory provisions such as to guarantee the recognition and respect for human rights and other people's basic freedoms, morality, public order and national interests. If it is associated with the problems discussed in this study, freedom of speech contained in law No.11 of 2008 concerning Information and Electronic Transactions as a legal basis in the field of internet (cyberspace) in Indonesia, as contained in Article 27 paragraph (3) is considered still unable to fulfill those become the requirement in conducting the restrictions.

The protection of freedom of expression in the ITE Law has not been regulated "rigidly". When discussing freedom of expression viewed from the side of human rights, as a personal right, the protection of the right to express this opinion is guaranteed in various provisions.

The Universal Declaration of Human Rights (DUHAM) 1948, Article 12 states "No one may arbitrarily interfere with his/ her privacy) his/ her personal life, his/ her family, his/ her house of residence or his/ her correspondence, and his/ her honor or his/ her name is violated (reputation). Everyone has the right to legal protection against such interference or violation. "It is clear in the provision, that one's personal rights cannot be disturbed by anyone.

In addition, in Article 4 of Law No. 39 of 1999 concerning Human Rights states "The right to life, the right not to be tortured, the right to personal freedom, mind and conscience, religious rights, the right not to be enslaved, the right to be recognized as a person and equality before the law, and the right not to be prosecuted retroactive legal basis is human rights which cannot be reduced under any circumstances and by anyone".

In this provision, the protection of the right to personal freedom even to the mind and conscience that cannot be reduced by anyone or any situation is also regulated. In other parts of Law No. 39 of 1999 concerning Human Rights, there are also provisions governing the protection of personal rights as in Article 29 paragraph (1) and even the protection of correspondence including correspondence in

communication through electronic means in Article 32 which must not be disturbed, except by order judges or other legitimate powers in accordance with statutory provisions. Therefore, the regulation regarding the protection of freedom of correspondence and the relationship of this information can be linked to the dissemination of opinions through the Internet. In this case, making connections through internet media is equated with the activities of correspondence, namely by electronic mail (email), even activities through friendship services can also be said as correspondence because it is his personal rights with others.

Regarding the limitation of freedom of opinion which is owned by others, especially Law No. 11 of 2008 concerning ITE is not regulated in it. This limitation can be seen in the laws and regulations that are still related to it as stated in Article 28 of the Indonesian NKRI Constitution before being amended.

Regulations regarding these restrictions are also contained in Law No. 39 of 1999 concerning Human Rights which more specifically regulates the restrictions imposed in the case of submission of such opinions, namely in Article 23 paragraph (2) as described above, where in the paragraph there are provisions that say "... with regard to the values of religion, morality, public order, and national integrity".

Therefore, in terms of the use of rights of opinion anywhere and through any media including also through internet media, it is also necessary to pay attention to the rights of others and the restrictions stipulated in these laws and regulations. Enforcement and ratification of restrictions on the rights held by a person is valid on the basis of the provisions in Law No. 39 of 1999 Article 73 which states that "the rights and freedoms set forth in this Law can only be limited by and based on the Law solely to guarantee recognition and respect for human rights and basic freedoms of others, morality, public order, and the interests of the nation".

Basically, the right to freedom of expression through internet media, the main difference between interactions in the real world (physical world) with cyberspace (cyberspace) is only from the perspective of the media used, then all interactions and activities through the internet will have an impact or excess for life humans in the real

world. Included also are correspondence activities via email or friendship sites as well as the web or blog.

Therefore, the implementation of rights in the real world, as well as in cyberspace has the risk to be able to disrupt order and justice in society if there is no convergence or meeting point and harmony between law and information technology, the absence of legal or statutory regulation clear rules for protecting people's rights.

## **Conclusion**

1. Freedom of Expression through Digital Media has been clearly and rigidly regulated in various instruments of international law such as the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and various provisions of regional law.
2. The Implementation of Regulation concerning Freedom of Expression through digital media in Indonesia has been carried out by the Government through the Ratification of ICCPR and Human Rights Law No. 39 of 1999 and specifically regulates Electronic Information and Transactions through Law No. 11 of 2008. However, in the application there are still many challenges and problems related to intolerance from citizens, undemocratic political policies and various pressures from those who do not like the concept of human rights.

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**Constitution**

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Law No. 9 of 1998 concerning Independence Delivering Public Opinions

Law No. 39 of 1999 concerning Human Rights

Constitution No. 10 of 2004 concerning Establishment of Legislation.

Law No. 12 of 2005 concerning Civil and Political Rights

Law 11 of 2008 concerning Information and Electronic Transactions

1948 Universal Declaration of Human Rights Covenant on Civil and Political Rights

Uniform Electronic Transaction Act (UETA)

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## Economic Empowerment of Tribal Women through Contemporary Women Development Schemes in Karnataka

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### ABSTRACT

The empowerment of women is very essential for a nation. The freedom of life of a woman brings enlightening not only the family but also the entire nation. In the modern era, the women are achieving great level in all the fields. They do business, caring family, business, science and technology and what not? Though they earn money, most of them are not empowered economically yet. Earnings of a married women help to lead a family. Mostly middle class women earnings are contributing more in the family development. But in many occasions, they are not able to take financial assessment in their life. Hence, this article is an attempt to study the economic empowerment of women in India. In fact, the development story casts its stare evenly athwart a range of women, homogenises experiences and contexts, refuses to dig deeper into women's life experiences, and is content to have counted women as participants, beneficiaries, fatalities, and case studies. Content to have counted her in, but not necessarily explored the complex socio-political, cultural and economic dynamics that she lives through every day. We have **33 million** women who are part of **SHGs**; **1.3 million** women elected representatives in our Panchayats. And we also have **20,000** homemakers committing suicide annually; this is a rate that is drastically higher than that of farmer suicides, which form a big part of our country's developmental and political discourse.

**Key words:** women empowerment, economic empowerment in India, women employment, Tribal, Schemes

**Background:**

India lives in villages. Indian rural segment is one of the biggest rural sectors in the world after China, with over 74% population living in rural areas. In India more than 90% of labor force is employed in unorganized sector where it doesn't provide social security and other benefits of employment as in the organized sector (Usha Rani J. 2007). Women constitute more than 50% of the world's population, one third of the labor force, and perform nearly two thirds of all working hours. It is estimated that India is the home to 12.7 crores working women and 90% of them are working in the unorganized sector (Census of India 2001). Women are mostly found in marginal and casual employment and that also mostly in agriculture and the growing formal sector. Women are overwhelmingly concentrated in agro-based/house-hold-based activities such as dairying, fisheries, small animal husbandry, handlooms, handicraft, social forestry and sericulture. Women in a tribal society play a vital role in their social, cultural, economic and religious ways of life and are considered as an economic asset in their society. But they are still lagging far behind in the various walks of life like education, employment, good health and economic empowerment etc. Empowering may be understood as enabling weaker sections like poor women, especially tribal women to acquire and to possess power and resources, in order to make decisions on their own After the analysis of the data and field observation, it is revealed that lack of education, poor health status and infant mortality rate, low level of wage work, lack of self employment opportunity, organising capacity and leadership quality are the main obstacles to the economic empowerment of tribal women. The government and non-governmental organisations should prepare suitable plans and programmes for the economic empowerment of tribal women.

In this context, empowerment is viewed as the process of increasing assets and capabilities of individuals or groups to make purposive choices and to transform those choices into desired actions and outcomes. Empowered people have freedom of choice and action. This in turn enables them to better influence the course of their lives and the decisions which affect them. The social relations of gender, in fact, mediate women's experience of poverty. This implies that it is only by looking at the context that we can deduce whether social relations of gender act to exacerbate or relieve scarcity (Kabeer,



1996, 1997). The study is therefore attempted to understand the level of women empowerment economically and socially at different levels.

### **Statement of the Problem**

In the world Women constitute almost half of the total population and out of which two third of the world's adult illiterates are women. According to FAO, the most disadvantaged section of society is the women; they are the 'silent majority' of the world's poor. Seventy percent world poor are women and they face peculiar social, cultural, educational, political and allied problems (Sharma and Varma, 2008). Hence, empowerment of women of any flock is critical not only for their welfare but also for the development of the country. The Women's status definition is measured using different indicators in different frameworks. The frameworks used to study status were defined more by default than discourse, the parameters used by a given study or analysis becomes the de facto definition of the frame work to study status. Most women's studies research, at least in India, have used a sectoral approach, analyzing the situation of women Vis-a- Vis men in some key sectors such as demography status, economic and work status, education status, health status political status and social status. The objective of the self-help group is to promote strong and independent women groups who exert control over their own development and that of the community. The women would be equipped with managerial and technical skills through enhanced participation in economic activities. The programme also envisages an enhancement in the capacities of women through the development of training modules and material that can adapt to the local context. With this background, the study seeks to examine the functioning of Swa-Shakti, Swavalambana and Udyogini Programmes, and analyses economic benefits (improvement in livelihoods and access to resources) and social benefits (improvement in knowledge and participation) in order to empower the tribal women with special reference to Karnataka State.

### **Objectives of the Study**

The study is based on the following objectives;

1. To study the performance of Swa-Shakthi, Swavalambana and Udyogini programs in economic empowerment of Tribal women in Karnataka.
2. To examine the awareness about various income generation activities among the

tribal women beneficiaries of the contemporary women development programmes.

3. To study the impact of programmes on income, employment and standard of living in the study area.
4. To identify the problems faced by the tribal women beneficiaries in availing the benefits of the programmes.

### **Hypotheses**

The following hypotheses have been framed in the study

1. Income level of the tribal women has been improved during post SHG stage due to Swashakti Scheme.
2. Social empowerment of the tribal women has been improved in the study area due to Swashakti Scheme.
3. Swashakti Scheme contributes to increases the level of consumption, savings and reduction in the incidence of poverty of tribal women.

### **Research Methodology**

This study is based on both primary and secondary sources of data. Primary data for the study have been collected from the members of self help groups supported by various schemes. For the primary information 300 respondents have been selected from the two taluks. One taluk (Malur) in Kolar district and another taluk (Pavagada) in Tumkur district on simple random sampling basis.

### **Limitations of the Study**

1. The study is confined to Swa-Shakthi, Swavalambana and Udyogini, Scheme Beneficiaries only.
2. Study is restricted to Pavagada and Malur taluks only.
3. Primary information has been collected from 300 respondents only.
4. The study period is from 2007-08 to 2017-18.

## **Review of Empirical Studies**

The brief review of empirical studies related to empowerment of women is presented here below;

Kumaran K.P (1997) in his study on “Role of Self-Help Groups, Empowerment of People Gross Roots Strategies and Issues” opined that-“flexibility of SHG in meeting the credit needs of the poor women related in the women using the health and housing by woman have to be understand as investment for better living. The intervention by NGO and group strategy has resulted in cultivating the women for saving and borrowing in the group. The collective bargaining strength has increased the confidence of poor to like the IGA for augmenting their earning capacity. Hence, it is concluded that group approach as made the women to learn in the village itself. This is a most important welfare consequence of the self-help among the women”.

Archana Sood (2004) in her study on “Sustainable rural development” analyzed Women Self-Help Groups; “to improve the social, economic and political empowerment of women and to help these who have become victims of the development process and who struggle to conserve their sustenance base, women empower themselves by forming autonomous groups. These groups mobilize women’s intent energy and teach them to earn their own living. Thus women led SHG to the main stream of decision making, SHG is a viable organized set up to disburse micro credit to rural women, encouraging them to enter into entrepreneurial activists, as women prove to be very good entrepreneurs”.

Ramakrishna R. (2002) opined that as compared to “IRDP beneficiaries, those covered under SHGs far better in respect of socio-economic empowerment and access to institutional credit. If the SHGs are allowed to develop links with bank branches, the credit needs of the poor are met and their small savings, tapped recoveries and profitability would improve. The linkage of the SHGs with the bank will enable them to become operationally viable units”.

Shylendra H.S (2008) in his study on “Role of Self-Help Groups”, has stated that- there “is a massive mobilization of women taking place as a result of the SHG movement. The growth of SHG is accidentally has occurred during the economic reforms period”.

Kaladhar (1997) has studied the design, structure and governance of micro-finance in India, “it revealed that the outreach of the programmes have been increasing over the years through the help and assistance from SEWA, NGOs, IRDP programmes, cooperative banks and commercial banks. Banking sector reforms have tried to remove some of the imperfections, which were dealt in detail by institutional economics.”

Nedumaran. S. (2001) in a study on “Performance and Impact of Self-Help Groups” indicated that “more than 62 percent of the members were scheduled castes/tribes and about 67 percent were illiterate. The main occupation of about 70 percent of the members was agricultural labour. About 47 percent of SHGs were registered as with their saving performance. The saving and the over age loan group member in the groups showed an increase based on the age of the groups. The average annual saving per member was Rs.550 in the Self – Help age group 2–3 years, which almost doubled and the loan advanced increased by 33 percent after a period of four years, the repayment of loan was to the extent of 95 to 98 percent. The annual net family income of the members in the post-SHG situation increased by 20 percent over the pre-SHG situation.

Sabyasachi Dos (2003) in his study on “ Self-Help Groups and Micro-credit”, he observed that “micro credit is an alternative source of credit, most important input for development, to the poorer section of the society, but also aimed for their capacity building. The phenomenal growth of SHG indicates that the weaker sections of the society also capable to sharpen their micro-entrepreneurial skills with the help of their own savings and additional bank credit as needed. At this point micro credit-SHG integration could be the way out for overall rural development vis-à-vis poverty alleviation”.

## **Results and Discussion**

Based on the analysis and discussion in the study the following findings have been drawn:

1. The study clearly indicates that the age group of the respondents under study contains 51.67% respondents in 31 to 40 years and 26.67% respondents in the age group of 20 to 30 years, 13.33% respondents in 41 to 50 years, 7.67%

respondents in 51 to 60 years and 0.66% respondents in more than 60 years of age group.

2. It is evident from the study that out of 300 respondents under study 9.66% respondents are illiterate, 19.67% were only literate, 26.67% of respondents have studied upto primary school level, 20.67% of the respondents have studied upto middle school level, 18.33% of respondents have passed the high school and PUC examinations, 5.0% respondents are highly educated and they have obtained graduation degree.
3. It can be observed in Pavagada taluk, 36.67 per cent of women beneficiaries belong to agricultural labour followed by 23.33 per cent were agriculture, and 16.67% of respondents are from weaving and dairy respectively. And 2 per cent of women beneficiaries were sheep rearing and 5 per cent of women beneficiaries were house wife.
4. Out of 300 respondents, after joining SHG all respondents income level has been improved and 6.6 percent of the respondents crossed their income level above Rs.2000 per month.
5. It is found that 83.6 percent of the respondents have economically benefited and better access to the credit facilities, followed by their better saving habits (67.6%).
6. Out of 300 respondents 72.4% were getting monetary benefits upto Rs.1500 from income generating activity and 22.8% respondents getting monetary benefit which ranged between Rs.1,501 to Rs.3,000 per month.
7. It is seen from the study that 95.6% of the respondents felt that there is improvement in their communication ability followed by increased confidence level (83.6%), respect from the society (76.4%) and respect from the family member (67.2%) by taking up of income generating activity.
8. The problem faced by the respondents was excessive stress and tension in women (80.4%) followed by improper utilization of fund (71.2%), improper accounts keeping (68.4%).
9. The study indicates that cent-percent of SHG members were aware of dairy

(100%), sheep and goat rearing (100%) enterprise followed by poultry (20.67). In Pavagada taluk, it was observed that all the SHG members were aware of dairy (100%) sheep and goat rearing (100%) followed by poultry (30.00%) enterprises. In Malur taluk, it was observed that majority of SHG members were aware of dairy (100%) and sheep and goat rearing (100%) followed by poultry (13.34%) enterprises.

10. The study revealed that cent-percent of SHG members were aware papad making (100%) enterprise, followed by pickle making (98.33%), bakery (97.50%), roti making (96.67%), vermicelli (89.17%), chutney (52.50%) and masala powder (22.50%). In Pavagada taluk, it was observed that all the SHGs members were aware of papad making (100%) enterprise followed by pickle making (96.67%), bakery (95.00%), roti making (93.33%), vermicelli (78.33%) chutney (50.00%) and masala powder (13.33%). In Malur taluk, it was observed that all the SHGs members were aware of pickle making (100%), papad making (100.00%), bakery (100%), roti making (100.00%) and vermicelli (100.00%) enterprise followed by chutney (55.00%) and masala powder (31.67%).
11. The Study shows that majority of SHGs members were aware of fuel (66.67%) enterprise, followed by honey (46.67%), fruits (39.16%) and gum (32.5%). In Pavagada taluk, it was observed that majority of SHGs members were aware of honey (71.66%) enterprise, followed by fuel (68.33%), fruits (31.67) and gum (26.67%). In Malur taluk, it was observed that majority of SHGs members were aware of fuel (65.00%) enterprise, followed by fruits (46.67%), gum (38.33%) and honey (21.67%).
12. Study indicates that considerable numbers of SHG members were aware of vegetable vending (20.00%). In Pavagada taluk, it was observed that considerable number of SHG members was aware of vegetable vending (11.67%). In Malur taluk, it was observed that considerable number of SHG members was aware of vegetable vending (28.33%).

### **Suggestions**

On the basis of the study, the following suggestions are recorded to make government programmes to be more effective and purposeful in development of tribal women:

1. The performance of the group's women should be properly educated and periodical training at regular intervals may be made and also a study on the respective field may be conducted to outcome the conclusion.
2. Empowerment of Women should be reflected through a direct budgetary commitment rather than a core component of all development agenda. The micro credit as a component should reflect in the policies and plans oriented towards women empowerment to enhance women's agency on social, political and economic levels. Women's agency must be given primacy. Women's rights over property rights need to be enhanced, and women access, control and decision-making needs to be ensured in all programme components.
3. There is need to streamline government programmes and to ensure convergence of schemes, so that officials' support for skill training, extension support, credit and other enterprise related services may be accessed easily.
4. The micro credit programmes must include strategies and budgetary allocation for building the capacity of SHGs, their members and federation of SHG to manage savings and credit, augment vocational skills and promote enterprise. Skill training programmes should be linked with market analysis, credit provision, income generating activities and market contact.
5. To impart practical knowledge and training in modern techniques to all tribal women regularly so that their work becomes easier and production increase.
6. The focus on girls' education, inclusive of context-specific traditional and innovative innervations. Launch special and sustained education drives in low female literacy tribal pockets.
7. The tribal children in their mother tongue at least at primary level and also ensure gender based educational infrastructure.
8. The tribal household with educational level, income levels, health status, housing status etc. needs to be recorded and reviewed by the panchayaths with

the full involvement of the devolved institutions and functionaries of local self governments. This may have as its ultimate aim the preparation of a 'household biometric card/smart card system'.

9. The decentralized planning process can combine the developmental behavior of the tribe is the introduction of a mechanism or a system to follow up the beneficiaries of different schemes and enquire whether the assistance has really helped them or improved their lives. This will avoid the practice of selecting the same beneficiary every year. The panchayaths leaders and the members should be made accountable for this sort of performs.
10. It can be said that each service delivery by the Grama Panchyaths, and development departments should be made known to the people. It would be desirable to make the tribal households know of not only the type of service but also on how to apply for the particular service, what documents should be produced, when one can expect the service, who are the officers who would scrutinize and approve the application and what each officer would look for etc.

## **Conclusion**

On the basis of the above analysis and discussion it can be conclude that the Tribal women plays a major role in the co-management of their natural, social, economic resources and agricultural development including crop production, livestock production, livestock production etc but they remain backward due to traditional values, illiteracy, superstition and many other social and cultural factors. The participatory role of tribal's in improving their living conditions by fully exploring natural endowments and alternative uses must find an appropriate place in the strategic draw near. The finance is an element which everyone requirements. The regular and immediate finance can play a significant role for development of socio-economic circumstances of the people chiefly the rural poor. Microfinance is usual to play a significant role in poverty alleviation and rural development particularly the rural women. The potential for growing micro finance institutions in India is very high. Major cross-section can have been benefited if this sector will grow in its fastest pace. From the analysis of data it can be concluded that numbers of members have



started savings only after joining the groups while majority of the members have no savings in the pre-SHG era. After joining the groups most of the members solved their trouble alone. There should be implementation of various programmes for empowering the women, both economically as well as socially.

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**Cultural Crash between the Merger of Daimler-Benz and Chrysler: Applying Hofstede Analysis**

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**Abstract**

This article explore the issue of management on crisis within the arena of cross-cultural management. One of the biggest merger failures that happened in automobile history is the cooperation between Daimler-Benz with Chrysler. The failure of this iconic merger is due to the clash of cultures between the two. Both companies initially planned to collaborate to tackle the 90s recession together by pooling in their respective strengths. In 1998, a new company, DaimlerChrysler was born following the merger. However, after only nine years, they finally de-merged, when Daimler-Benz chose to sell off its share away in 2007. The expected synergy never existed and the dream of becoming the world automobile leader vanished.

**Keywords**

Cross-cultural management, decision-making, crisis management, organizational culture

## **Introduction**

Cross-cultural management is the analysis of management in a cross-cultural context. The study includes the influence of social culture on leaders as well as their management practice. It also includes alternate study of cultural orientations of both leaders and own employees (Peterson and Soendergaard, 2008). It focuses on descriptions of organizational behaviour within different countries working within the same organization or work environment. Subsequently, domestic companies can enter the global market through several ways, for example partnership of any form, merging, joint venture or acquisitions is one of the most common ways. Companies usually choose to merge because they want to share the goal of becoming the leader in a specific industry. They can achieve this objective by sharing their different know-how, different work processes and organizational cultures. In this case, Daimler-Benz and Chrysler wanted to merge in order to be the leader of the world's car industry (Hollmann, Capers and Beuron, 2010).

The merger of Daimler-Benz and Chrysler happened back in 1998. Daimler-Benz (now called Daimler AG) is a German automotive corporation headquartered in Stuttgart (Daimler.com, 2020). It was first formed in 1926 following the mergers of two pioneer German automobile companies, Daimler-Motoren-Gesellschaft and Benz & Cie Rheinische Gasmotorenfabrik (Daimler.com, 2020). Daimler-Benz is most famous for their luxury car line, Mercedes-Benz. At the time of merging, Daimler-Benz had a very strong presence in the European market. However, even with their well-established background in the European countries, they faced difficulty when entering the US market. Before they fused with Chrysler, they had merely less than 1% market share in the US market (Kumar, 2019).

Chrysler on the other side, is an automobile manufacturer from the United States. Chrysler was founded in 1925 by Walter Chrysler (Kollewe, 2009). Before it was re-organized to be the Chrysler we know today, it used to be known as Maxwell Motor Company (Ward, 2010). This American company that is headquartered in Michigan is now operating under their parent company, Fiat Chrysler Automobiles N.V (abbreviated FCA), an American-Italian multinational automobile company (FCAGroup.com, 2020). Back in the day, at the time the merging of Daimler and Chrysler happened, Chrysler was known to have a very strong position in the American market.

The main reason for the merger was majorly based on the fact that the car industry was facing a crisis in the 1990s. Both Daimler-Benz and Chrysler planned to strengthen their positions by pooling in strengths and tackling the recession together (Kogut, 1999; Daimler.com, 2020). Furthermore, they shared the same ambitious goal of becoming the third largest automobile manufacturer behind General Motor and Ford. Aside from that, the key reasons for Daimler-Benz to propose the merging idea to Chrysler was to prevent themselves going bankrupt during the recession, strengthen their position in the US market and to gain competitive advantages (Hollmann, Carpes and Beuron, 2010).

The combination of the two organizational cultures between the German car manufacturer and the American carmaker failed due to a culture clash (Wearden, 2007; Alexander & Korine, 2008). These two companies' cultures were totally different in order to be well integrated. Based on this case, the existing differences became obvious for both companies appeared in the daily work. As discussed for most of the part, the differences of both companies were within the numerous differences in organizational cultures and leadership styles (Campbell, Whitehead & Finkelstein, 2009). Management of Daimler-Benz and Chrysler did not focus on priority to succeed in bringing line of connection for both cultures and it failed in setting the foundation for a shared corporate culture that reflected aspects of both cultures.

In addition, the strong failure cause that doomed the merger were the contrary and opposite organizational cultures that give out overwhelming obstacles. This can be seen that Daimler-Benz's dream of becoming the third largest car producer in the global burst when Daimler-Benz ended this corporation by selling all its shares of the Chrysler division after fusing with them for nine years (Mateja, 2007; Wearden, 2007). The introduction of two different organization models involved led to the 'clash of culture'. With the consideration of 'merge of equal', both companies were supposed to serve a shared goal and gaining competitive advantages but after merging it soon obvious can be seen is not the same from the first sight. This can be seen that a problem appeared when Robert Eaton, CEO of Chrysler corporation did not seem in agreement for the joining company where the idea of Chrysler was not obtained by Daimler-Benz and had the intention of no promise of guaranteed equal status to its German partner (Alexander

& Korine, 2008). It became evidence that this could no longer be considered a 'merger of equals'. After two years of merger with Daimler-Benz, Chrysler's share price dropped dramatically and obtained an estimated loss of \$500 million hence the sale of Chrysler's division in 2007 was unavoidable (Garvin & Roberto, 2001).

## **Two Cross-Cultural Issues**

### **Decision Making**

Soon after merging, both companies experienced various conflicts due to differences in corporate cultures, business practices, management and leadership styles and inefficient communication networks (Badrtalei and Bates, 2007). Firstly, in the DaimlerChrysler situation, the issue on decision making is significant. There were times where dispute in decision-making is hindering the synergy of the two companies. The issue with DaimlerChrysler's decision-making is somehow related to ethnocentrism, which refers to the situation where one tends to judge other cultures by using their own culture as the standard of evaluation (Tripathy, 2019). It goes beyond characteristics of humans who are reluctant to change (O'Sullivan, 2008). One example is during the discussion about the production costs for Mercedes-Benz E-class' seat. American engineers suggested they use Chrysler's components for the seats to reduce the production cost significantly. However, German designers disagreed saying that Chrysler's components failed to meet the standards. Moreover, after more investigations, Daimler-Benz found out those components were expensive (Ostle, 1999). After being told that, Chrysler's side defended themselves, saying there were no problems with their components and accused the Germans of having an attitude problem. Unlike the Americans, the Germans looked more into the details to ensure that all components fulfill the quality requirement to ensure there will not be any unwanted and unexpected issues in the future, which is related to their high uncertainty-avoidance nature. The German designers disagreed to include Chrysler's components based on the fact that the components did not meet the requirements and were costly. However, the Americans had unconscious ethnocentrism, where they failed to take the high-uncertainty avoidance aspect of the Germans into consideration and perceived that the Germans were rejecting their components because they wanted control and stated that the Germans had attitude problems.

Next, according to Hofstede (1984), uncertainty-avoidance refers to tolerance and ambiguity of a society in a country. High level of uncertainty-avoidance results in more stability, structured rules and less comfort in taking risks (Hancioğlu, Doğan and Yıldırım, 2014). Daimler-Benz originated from Germany, a country with a high level of UA (Al-Alawi and Alkhodari, 2016). This caused Daimler-Benz to be more resistant to change and intolerance towards new ideas (Hofstede, 1984). For instance, during decision-making processes, members of Daimler-Benz took longer time to discuss and pay more attention to details to avoid any mistakes that might expose them to uncertainties. On the other side, Chrysler was more used to low uncertainty-avoidance culture (Street and Matelski, 2019). It can be seen that the major factor contributing to Chrysler's success before the merger was their willingness to take risks of incorporating new and fresh ideas in their car development process (Washington, 1999). Following the merger, there were often disputes in the decision-making process because of the differences in uncertainty tolerance levels. When developing cars, Daimler-Benz demanded Chrysler to be more consistent in its engineering instead of trying to incorporate new innovations (Resetarits and Ankle, 2019). Another example is the differences in the way the German and American employees reacted to problems. While German employees preferred following procedural methods and took longer discussion time before coming out with a solution, the Americans were more "hands-on", spontaneous and solved the problems on the spot (Badrtalei and Bates, 2007).

Furthermore, this issue was also connected to structured value orientation of the unified cultural framework. The dimension concerns individual relations with others based on their preferences about being part a group or standing individually. It focuses on decision making preferences within an organization and expresses how feedback is given and their impact. Through the Daimler-Chrysler merger, decision making in both German and American organizations was sometimes individual-based and sometimes group-based and it mostly depended on circumstances and importance of decisions. For example, Daimler-Chrysler's new car project is critical for both German and Americans to be involved. Where American is more into individualism with less distinction between in-groups (Johann, 2008). They have strong individualism and rely to a smaller degree in the organization by discussing the project their own way. When Americans encounter a problem, they tend to discuss it with their own hired specialist to gain new aspects and conclude it (Ostle, 1999). They were encouraged to be independent and did

not discuss with their German partners. As a result, Daimler-Benz executives thought that the Americans had the tendency to not listen to the German's side opinions. On the other side, Germans were used to having formal meetings where they discuss among the members of organizations to come out with a final decision in a structured process. Once everyone agrees upon this, proper actions need to be performed accurately and rapidly (Caliskan, 2014). The constant conflicts in the decision-making process made it impossible for the newly-found company DaimlerChrysler to be effective and efficient, hindering their performance compared to their competitors.

### **Organizational Structure**

Second, issues in organizational structure were also a major barrier for the continuation of Daimler-Benz and Chrysler merger. The merge failure was mainly caused by the sudden mesh of remarkably inadequate organizational cultures of the two companies. Based on cultural value orientation (unified framework), power value orientation is featured in Daimler-Chrysler's management style. Daimler-Benz's management was based on pronounced hierarchies, while Chrysler was known for their flat hierarchy structure. This dimension will be utilized for analysing hierarchy versus equality in organizational structure among different cultures (Kawar, 2012). After the combination of Chrysler and Daimler-Benz into one integrated unit, the level of authority and power are strictly following the hierarchical style (Nyambegera, Sparrow & Daniels, 2000). In another way, the workers do their task according to the command of their director. Chrysler's employees were used to working in freedom, but after the merge, the new organisational structure is tightly controlled where responsibility and authority are centralised (Niranjan et al., 2013). This can be seen where German is dominating Daimler-Chrysler and harms the American's company morale. CEO of Daimler-Benz, Schrempp manipulated by populating the top hierarchy with Germans people. Daimler took advantage and imposed its culture on Chrysler and acted as a dominant counterpart. This causes a reduced employee satisfaction at Chrysler. Right after this change, the press was overflowed with the news of resignations of former Chrysler executives and employees (Washington, 1999).

In addition, cultural clashes of Daimler-Chrysler can be interpreted using Hofstede's theory (Badrtalei & Bates, 2007). The problem started when an American who formerly



worked for Daimler-Benz, Steve Rossi got the position to be the vice president of communication in Daimler-Chrysler instead of former Chrysler's employee, Harris (Washington, 1999). According to Hofstede (1984), German has a high power distance culture, which displays autocratic leadership and degrees of centralization of authority (Karolyi, 2003). However, power distance was ranked significantly lower in the US. This demonstrates America's belief in individual opportunity and equality. Less powerful people of the network will choose to accept and expect that distribution of power unequally (Schermerhorn & Bond, 1997). Chrysler's public relations staff is unhappy that Harris did not get the top job. They had no choice but to accept the new management, their positions in hierarchy and fulfill their roles within it. Besides, a great degree in power distance of a culture preferable a strong tendency towards hierarchy by placing the top director as the most important role (Gill, 2012). Former Chrysler executives were enraged because they felt like they did not have a say in the changes of positions. In terms of American's management style, Chrysler had a reputation for having a more relaxed culture. Employees expected to be treated accordingly and enjoy their own equal right (Neubauer, Steger & Rädler, 2000). Additionally, Rossi's leadership style and ways of communication were heavily influenced by the German style. As such, the German do not provide workers with many rights for shaping the company's responsibilities and goals. Therefore, Chrysler's American employees found it difficult to cooperate with him and decided not to listen.

Cultural Orientations Framework (COF) is another model to map divergent cultural backgrounds (Maznevski et al., 2002). In this merging process, one of the dimension uses of space has been discovered. There were raising concerns on how to merge American employees to fit into German's hierarchical organizational style. The cultural difference was the spatial orientation of German and American employees at DaimlerChrysler. While Americans tend to be more public oriented and less distance between hierarchies whereas Germans are more private oriented (Estienne, 1997). The characteristics of both cultures had an essential influence on spatial behaviour. Therefore, the changing of the new manager role brought up different behaviours on communication style with employees. Most of the Chrysler employees who trust in egalitarian found it hard that they had to report everything to their superiors and enforced it in spatial distance. This prompted more cultural mistakes as Americans thought being controlled by the Germans and their voice being restrained (Kuchinke,

1999). A huge mistake committed by Daimler-Chrysler's managerial board when it came to communications within the company. This caused American employees to feel pressured as they were not used to this style of communication. For instance, the Public Relations staff in Chrysler who needed to work closely with Daimler's staff since the beginning of the merger claimed that they had traumatic experiences. Thus far, Chrysler's PR department tendered the most top-level resignations following the merger (Washington, 1999).

### **Recommendations and Suggestion**

First, DaimlerChrysler should incorporate the cultures of both companies, instead of using only one company's culture to be implemented in the merger. Just like Chrysler's former president Stallkamp said, "a successful merger would require the two companies to abandon their own business cultures and create a new distinct one" (Bloomberg.com, 1999). In DaimlerChrysler's situation, it can be seen that Daimler-Benz's German culture dominated the company, like how they administered the hierarchical organizational structure. During DaimlerChrysler's operations, Daimler-Benz's side treated Chrysler's side in German ways, which Chrysler's side were unfamiliar and uncomfortable with. This led to various problems, including the high resignation rate at the American side, conflicts during decision-making processes as well as the Americans employees feeling controlled. This is where other issues surfaced and caused the merge to finally fail. As a newly merged company between two companies from vastly different cultural backgrounds, DaimlerChrysler should have considered finding a common ground between the two companies and formulated fresh strategies to be employed, rather than just depending on the way-of-conduct of Daimler-Benz's side.

Second, a company should avoid cultural stereotyping with contextual differences. Whenever one has merged with a partner from diverse culture, it is essential to analyze and understand the distinction between two corporates' culture. High turnover on Chrysler's employees was also caused by the fact that they were stereotyped by Daimler-Benz's executives as not compliant towards their superiors. This situation did not inspire trust in Chrysler's employees and brought up multiple serious communication challenges. DaimlerChrysler's top management must acknowledge the presence of stereotypes in the organization, and overcome them. In order to prevent cultural stereotyping, management could gather feedback from employees about their

perceptions of inclusion and provide suggestions for change. Additionally, both Daimler-Benz and Chrysler's workers also lapsed into ethnocentrism. Therefore, there were a lot of times where they misinterpreted the actions of each other. For instance, directness in Germans was perceived as rudeness by the Americans (Resetarits and Ankel, 2019). In order to prevent these disputes, DaimlerChrysler's top management should try to be more culturally sensitive so that they can promote better relationships between the workers from Daimler-Benz and Chrysler.

The third recommendation is that DaimlerChrysler needs to take into consideration how to resolve working styles from different cultures. These differences in culture may result in how employees perform their daily work task. Before the merger of Daimler-Benz and Chrysler, both of the parties should implement an awareness of cross-cultural training within the organization as communication style in Chrysler was non-hierarchical compared to Daimler. Akanni and Ahammad (2015) stated that, by educating the workforce about the culture of the partner and their way of conducting business, it provides cultural understanding to understand their colleagues' cultural values and preferences. Leaders should clearly understand the difference in different cultures. It is essential for them to premeditate these important aspects before the merger, especially countries who are having a high uncertainty avoidance which is positively associated with cultural differences in uncertainty. Moreover, in order to prevent the failed merger of Daimler and Chrysler, common goals need to be addressed as well as different cultural norms and regulations in the business aspect.

Lastly, before the merger, both Daimler-Benz and Chrysler should take into consideration their respective employees' opinions. They might want to conduct analysis on what those employees think about the merging and collect feedback. Those employees should be communicated beforehand to ensure that they are prepared for the foreseeable changes in the organization structure and way-of-conduct. Daimler-Benz's employees deserved to know the differences between Chrysler's employees' and their own cultures so they can have an idea of what they can expect from their soon-to-be American colleagues and vice versa. After all, these employees from both companies are the ones who will be impacted most dramatically following the merger. Additionally, by having clear knowledge of these discrepancies, they would have higher tolerance and

conflicts might be prevented. Moreover, Daimler-Benz and Chrysler should not have disregarded their employees' concerns. Instead, they should help by addressing those concerns to ensure that they are comfortable with the upcoming merger. As such, high resignation rates may be prevented and activities of Daimler-Chrysler is able to be conducted swiftly.

## **Conclusion**

In conclusion, the merge between Daimler-Benz and Chrysler into DaimlerChrysler failed was mainly caused by their incapability of finding harmony between the two significantly different cultures. In this paper, two major cross-cultural issues were highlighted regarding DaimlerChrysler, namely issues in decision-making and organizational structure. After analyzing those issues with several cross-cultural frameworks and theories, vast differences between German's Daimler-Benz and US' Chryslers can be seen. Following Hofstede's framework, there were differences in the level of uncertainty avoidance and power distance. Next, based on the unified framework, there were also discrepancies in structure and power orientation values. According to COF, there were also distinctions in the spatial distance between the two companies. Furthermore, the fact that both the German and American's sides had a certain degree of ethnocentrism towards each other had worsened the situation even more.

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**E-Governance (G2B) Initiatives & Ease of Doing Business in Uttar Pradesh**

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**ABSTRACT**

Since independence India wasn't in condition to pay sufficient attention to the certainty of the business environment for industrial development, which is successively critical to combating poverty. As a consequence, entrepreneurs & enterprises, the engines of wealth creation & development, struggled to try and do business within the unfavorable policies and regulations. The reforms which start in 1991 marked a clear change during this direction as successive governments started paying attention to difficulties faced by businesses. However, there remained too far many impediments to try and do untroubled business. By and enormous, India remained a troublesome place to start out new business and as a state of India, Uttar Pradesh also follow a similar trend. In term of population it's the largest state of India & there are ample business opportunities at the present & in future also. The State is bound by Uttarakhand and Himachal Pradesh within the north, Haryana within the west, Madhya Pradesh within the South and Bihar within the east with excellent road network including Golden Quadrilateral. It's largest railway network within the country spanning over 8,949 km. Lucknow International Airport & other national airports connecting the rest of India, Middle East & South East Asian countries. Main requirement for business is manpower and 56% of UP's over 200 million population are within the working age group. Here is more than 50 Universities, 4345 Colleges, 168 Polytechnics with several research institutes, Centres of Excellence and other vocational institutes that runs Industry focused skill development program also. On the basis of future opportunities, the government of Uttar Pradesh is practicing to develop state in rapid speed with sustainable & Inclusive development. For this



government is taking forward steps in e-governance initiatives and promoting more & more business facilities online & to develop roadmap for ease of doing business. The government & business organizations both attempting to maximise the business opportunities in Uttar Pradesh. This paper discusses the ranking of Uttar Pradesh in various indicators of measuring ease of doing business and steps that Uttar Pradesh has taken to manoeuvre up the ladder of ease of doing business ranking. The paper is based on secondary data. Information regarding ease of doing business and its various indicators is taken from different sources i.e. publications of government, Ministry of Commerce, NITI Aayog, International Bank for Reconstruction and Development and other reputed institutions. During this paper we analyze the efforts of state towards the adaptation of e-governance initiatives & creating a competitive business environment & its effect on business development.

**Key words:** E-Governance, Business Environment, Business Development, Ease of Doing Business, Technology Shift, Uttar Pradesh.

**INTRODUCTION:**

Uttar Pradesh (UP) is the wonderful land where the different Indian Culture has bloomed from ancient time. Uttar Pradesh has contributed various brilliant sections to the archives of Indian History. Uttar Pradesh has been a confluence of cultures, religions, and businesses over the last many decades. Uttar Pradesh is the fourth largest State of India, spread over an area of roughly 2,36,286 sq kms. lies between scope 24 deg to 31 deg and longitude 77 deg to 84 deg east, equal to about 7.3 per cent of the total land area of India. Interestingly, the State with more than 200 million people is equivalent to the population of Brazil, and an economy the size of Qatar, which has a population of 2.4 million, roughly similar as Bijnore, one among the districts of UP.

Uttar Pradesh is encompassed by Bihar in the East, Madhya Pradesh in the South, Rajasthan, Delhi, Himachal Pradesh and Haryana in the west and Uttarakhand in the north and Nepal touch the northern fringes of Uttar Pradesh, it expects key significance for Indian protection. Uttar Pradesh assumes a significant role in the legislative issues, education, culture, industry, horticulture and the travel industry of India. Uttar Pradesh is the biggest state of India in term of population, with large number of skilled, semi-skilled and unskilled workforce.

The Uttar Pradesh's natural resources, industrial policy & rules, basic infrastructure and climate are best suited for businesses & investments in diverse sectors such as Startups & Information Technology (IT), light engineering goods, sports goods, textiles, leather-based industry, agro-based and food processing industry, tourism and biotechnology industry.

The state has excellent road network including Golden Quadrilateral. It has good connectivity through 48 national highways, six airports and rail links to all major cities also included National Waterway-1. The state has witnessed a high rate of infrastructure growth in the recent past few years. There has been a noteworthy increase in the number of industrial clusters/hubs and Public-Private-Partnership (PPP) projects in the infrastructure field.

The Department of Infrastructure and Industrial Development and the Uttar Pradesh State Industrial Development Corporation (UPSIDC) are main responsible organisation for the development of industrial infrastructure in the state.

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The UP has a robust industrial infrastructure which mainly includes 15 industrial areas, 12 specialised parks, and 04 Industrial Infrastructure Development Centres (IIDC) and growth centres. As of January 2019, state had 21 notified, 12 operational SEZs and 24 formally approved SEZs. Merchandise exports from the state reached US\$ 13.80 billion in 2017-18 and US\$ 16.29 billion in financial year ended on 31 March 2019.

As per reports of Department of Industrial Policy & Promotion (DIPP), cumulative foreign direct investment (FDI) inflows in the state, during April 2000 to December 2018, amounted to more than US\$ 686 million.

#### **RELATED LITERATURE REVIEW:**

In his book titled '**E-Governance: Concepts and case Studies**' (2011), C.S.R. Prabhu, evaluate the whole spectrum of e-governance from history & evaluation of e-governance to its definition, e-governance models, infrastructure and manpower facilities, data warehousing, possibilities in execution of e-government projects, and strategies of accomplishment of such projects which gives fundamental understanding towards e-governance initiatives.

**Reynolds and Regio, (2001)** discussed that there are primarily three perspectives including citizens, businesses and government that need to be considered to develop a successful e-Government. **Rhoda C. Joseph (2009)** stressed that the main objective of G2B implementation is for the government to use electronic means to satisfy the service needs of businesses. **Al-Azri et al (2010)** have discussed in detail about the successful implementation of e-government projects. They find that the organizational paradigm, technology paradigm and end-user paradigm are the key factors that have impact on successful implementation of e-government projects. **Mahmood (2004)** said that E-governance service can be used to promote multiple objectives, e.g., efficiency, small business promotion, cost saving, labor reduction and so on.

**Singh Anjali, Jaiswal K. (2018)** in their paper 'Ease of Doing Business in India: A Vision of Make in India' analyzes the indicators of ease of doing business ranking and the major improvements done to build them of global level, it also tries to thrive on the key issues which dampens the trust of investors, various suggestions are offered which

when implemented will be helpful in rebuilding the confidence of investors to invest in India & its states and make it a preferred business destination.

**Gaur Ashutosh D., Padiya Jasmin. (2017)** in their paper titled 'Ease of Doing Business in India: Challenges & Road Ahead' identify the factors that affect Ease of doing business. India including its states are under going through various reform processes which will improve overall business environment which is vital pillar of Make in India which will boost manufacturing sector in India. The researcher has reported on the basis the secondary data and review, diverse emerging trends and issues and challenges in Ease of Doing Business in India. The researchers have also investigate the India rank in Ease of Doing business index released by World Bank and emphasize the various reforms initiated by Government of India to develop business environment in India.

**NITI Aayog (2017)** in its report 'Ease of doing business: An Enterprise survey of Indian States' analyses the practice and perception of manufacturing organisations on doing business in various states. This report focuses on how organised manufacturing firms, rather than experts or implementing agencies, view the business environment in their respective states. This report covers all states and Union Territories (UTs) of India, except Mizoram, Arunachal Pradesh, Lakshadweep and Andaman & Nicobar Islands. An important and surprising finding of the report is that the awareness among enterprises about single window systems, instituted by states, is very low. On average only nearly 20% of start-ups, which are of recent origin, report they using single window services introduced by state governments for setting up a business. Even among industry experts, nearly 40% have any knowledge of the existence of these facilities. An enterprise-friendly regulatory conducive environment will allow easy entry and exit of enterprises, facilitate them to reach an optimal size and scale, and enhance job creation. There is a positive correlation between higher level of economic activity and doing better on a range of various doing business indicators.

**Jotwani, Dhiren. (2016)** in their paper titled 'Ease of Doing Business in Selected Major Indian States: Does Bank Credit Lead to Productivity?' concluded that there are strong relation between ease of doing business and productivity. In this paper he used productivity to study the patterns across major states of India, to judge the ease of doing business in these states. This research utilized forty years of macroeconomic data for

selected Indian states, from 1972 to 2012, to analyse the causal relationship between bank credit and SGDP growth.

**Moorthy, Vivek, Jason A. Arul. (2016)** in their paper 'The Ease of Doing Business Rank: An Assessment of its Macroeconomic Relevance' describing the macroeconomic impact of World Bank's Ease of Doing Business (EDB) rank, of increasing significance to policy makers, using simple but robust cross-country regressions.

#### **METHODOLOGY:**

The study is based on secondary data. Information regarding e-governance initiatives & ease of doing business and its various indicators are taken from various sources i.e. publications & websites of related departments & Government of Uttar Pradesh, Reserve Bank of India, NITI Aayog, Ministry of Commerce and Industry, World Bank and other reputed institutions & Organizations.

#### **MAJOR INDICATORS OF AN ECONOMY**

World Bank has used following major indicators of an economy to rank Ease of doing business in a country/region:

- 1. Starting a business:** Acts, Laws & Procedures, time required, minimum cost and paid-in capital to start a limited liability company.
- 2. Dealing with construction permits:** Acts, Laws & Procedures, time required and cost to complete all formalities to build a warehouse or manufacturing unit and the quality control and safety mechanisms in the construction permitting system.
- 3. Getting electricity:** Acts, Laws & Procedures, time required and cost to get connected to the electrical grid, and the reliability of uninterrupted electricity supply and the transparency of tariffs.
- 4. Registering property:** Acts, Laws & Procedures, required time and cost to acquire a property or land and the quality of the land administration system.
- 5. Getting credit:** Movable collateral laws, credit lending facilities & credit information systems.

**6. Protecting minority investors:** Acts, Laws & Policy to protect Minority shareholders' rights in related-party transactions and in corporate governance.

**7. Paying taxes:** Availability of tax payment services, Payments of taxes, total tax and contribution rate for a firm to comply with all tax regulations as well as post-filing processes.

**8. Enforcing contracts:** Acts, Laws & Policy for contracts, required time and cost to resolve a commercial dispute and the quality of judicial processes.

**9. Resolving insolvency:** Acts, Laws & Policy for insolvency, Time, cost, outcome and recovery rate for a commercial insolvency and the strength of the legal framework for insolvency.

### State-wise Ease of Doing Business Rank

States/Union Territories	2015		2016		2017		2019
	Score	Rank	Score	Rank	Score	Rank	Rank
Andhra Pradesh	70.12	2	98.78	1	98.3	1	1
<b>Uttar Pradesh</b>	<b>47.37</b>	<b>10</b>	<b>84.52</b>	<b>14</b>	<b>92.89</b>	<b>12</b>	<b>2</b>
Telangana	42.45	13	98.78	1	98.28	2	3
Madhya Pradesh	62.00	5	97.01	5	97.3	7	4
Jharkhand	63.09	3	96.57	7	98.05	4	5

Source: Handbook of Statistics on Indian States 2019-20 published by RBI.

Notes: 1. Scores are in percent.

2. State-wise score for 2019 has not been published so far.

3. Ease of Doing business Index is based on the implementation of the Business Reform Action Plan (BRAP) recommended by the Department of Industrial Policy and Promotion (DIPP) to all States and UTs.

### FINDINGS & DISCUSSION:

Uttar Pradesh's Ease of doing Business ranking has been improved because state has taken various efforts in simplifying the process of starting and running a business.

**Some of the key initiatives implemented by the government to promote Uttar Pradesh as an investment destination are:**

- ❑ Till now, 13 cities have been included by the central government up to the fourth round of the Smart Cities Mission of the state namely Meerut, Kanpur, Lucknow, Varanasi, Agra, Moradabad, Aligarh, Prayagraj, Ghaziabad, Saharanpur, Bareilly, Jhansi and Rampur.
- ❑ As of July 2018, amount of Rs 800 crore (US\$ 119.33 million) has been released for smart city projects in Uttar Pradesh.
- ❑ As per Investor Summit 2018, Uttar Pradesh government is majorly focus on key sectors such as:
  - ↪ IT and ITeS (Information Technology and Information Technology enabled Services)
  - ↪ Dairy
  - ↪ Electronics
  - ↪ Tourism
  - ↪ Manufacturing
  - ↪ Renewable Energy
  - ↪ Agro & Food Processing
- ❑ The state is in the process of implementing and testing the public-private partnership model in the power sector with an input-based franchisee system.
- ❑ The Uttar Pradesh cabinet approved UP Defence and Aerospace Units and Employment Promotion Policy 2018, with an intention to generate 0.25 million jobs and expects an investment of Rs 50,000 crores (US\$ 7.46 billion) over the next five years.
- ❑ The Uttar Pradesh offers a wide range of subsidies, policy and fiscal incentives as well as various assistance for businesses under the Industrial and Service Sector Investment Policy, 2004 and Infrastructure & Industrial Investment Policy, 2012.

- ❑ The Uttar Pradesh Information Technology and Start-up Policy, 2016 is aimed at promoting Uttar Pradesh as a preferred and attractive location for investments for various IT/ITeS companies and for establishing IT cities as well as IT Parks for the expansion of IT Infrastructure in the state.
- ❑ The government of Uttar Pradesh till now has formally approved 24 SEZs across the state, such as IT and ITeS, electronic hardware and software, handicrafts and agro-based industries.
- ❑ The Govt. of Uttar Pradesh also decided to setup 40 IT/ITeS parks (apart from IT SEZs), 02 biotech zones and 01 knowledge park at various districts.

### **IT & Startup Policy of Uttar Pradesh**

Uttar Pradesh, as one of the largest stakeholder in IT/ITeS sector & has been consistently focusing on development of infrastructure, human capital development and effective policy execution so as to create a conducive ambience for Information Technology (IT)- Business Process Management (BPM) industry. The state set target to take Information Technology into the entire land of UP & released Uttar Pradesh Information Technology & Start-Up Policy 2017-2022 focusing on develop state as IT & Startup Hub.

- ❑ Promoting UP as an attractive investment destination for IT/ITeS companies by providing congenial, industry friendly and proactive climate.
- ❑ Promote prominent cities/towns in the State as emerging Tier-II and Tier III IT destinations and providing assistance in setting up state of the art infrastructure like IT city, IT Parks etc. in the state.
- ❑ To develop and promote attractive business ecosystem in UP by offering congenial, business friendly and progressive reforms, initiatives and unique value propositions.
- ❑ To create world class ICT infrastructure as a platform to provide seamless connectivity for businesses and users, easy to use public and private services in a vibrant ecosystem.
- ❑ Enhancing the quality of talent pool and creation of additional employment opportunities, development of skilled IT manpower in the state for all sections of the



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society, across all regions, and to leverage Information Technology as a tool for development of the State in the socio-economic prospective.

### **Technical Institutions and Manpower Centres**

The availability of various technical institutions and manpower centres of excellence makes the state favourable for setting up of IT industry. State has large base of skilled manpower graduating from more than 700 professional & technical institutions, half of which imparting engineering and management courses & degrees including IIT Kanpur, IIIT Allahabad (Prayagraj), IT-BHU & IIM Lucknow & other reputed institutions making it an ideal destination for knowledge-based industry also. Dr. Abdul Kalam Technical University, one of the largest technical university with home to 300+ engineering institutions.

### **Uttar Pradesh State Industrial Development Corporation (UPSIDC)**

As a public sector undertaking UPSIDC spearheads the development of industrial infrastructure in entire state since the last 56 years. Expertise in development of industrial areas, it have developed iconic industrial Areas, Townships & Industrial Parks on more than 42000 acres of land, which presently houses of more than 26,000 units providing employment to lakhs of people directly.

Providing contemporary infrastructure facilities and services to entrepreneurs as objective, UPSIDC strives to build on strength as a pillar of the pulsating industrial ecosystem of state that contributes toward the economic development of the state in particular as well as the Country in general. To cater to the modern demands of High-tech quality infrastructure, UPSIDC has ventured into many new areas by developing High-tech integrated industrial townships like Trans Ganga and Saraswati High-tech cities and also sector specific industrial areas like Agro Parks, Apparel Park, Plastic City, Leather Park etc.

With the specialized infrastructure and amenities provided by UPSIDC, thousands of small, medium and large industrial units are setup in various industrial Areas of across state including Alien Cooper, Ambuja Agro, Amul, Arihant industries, Asian Paints, Avon Cycle, Bharat Electronics Ltd, Bhushan Steel, Birla Cement, Bisleri, Central Electronics Ltd, Coco-Cola, ConAgra, Dabur, Dalmia, Dey's Medical, Escorts, Gyan Diary, Hawkins, Hindustran Petroleum, Indo-Gulf Fertilizers, JP Industries, Nerolac, Nerolac, Nirma,

Parle, Pepsi, Piaggio, Precision Tools & Casting, Rathi Steels, Raunaq, Raymonds, Red Chief, TATA Fertilizer, TELCO etc. to name some.

With Uttar Pradesh rapidly rising to become one among the top business destinations in India, UPSIDC welcome entrepreneurs aiming to set up or expand their industrial ventures to explore the opportunities being offered by UPSIDC across the state.

### **Performance of Uttar Pradesh in Ease of Doing Business ranking in Past Few Years**

With the recently concluded evaluation of the Business Reform Action Plan 2019, Uttar Pradesh has become 2<sup>nd</sup> rank achieving states in the country. Securing the 2<sup>nd</sup> position in the 2019 evaluation, the state has jumped 10 positions from 12<sup>th</sup> in 2017.

The state was categorised as an “Achiever State” with a combined score of 92.89 percent by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India in Business Reform Action Plan 2017.

Uttar Pradesh has been consistently performing upwards starting with 47.37 percent in 2015 to 84.52 percent in 2016 to 92.89 percent in 2017-18 and reach to 2<sup>nd</sup> rank in 2019. Uttar Pradesh has come a long way and continuously aspire to be a leading state in the ease of Doing business index.

### **Implementation for Ease of Doing Business Reforms**

Uttar Pradesh has implemented Ease of Doing Business (EODB) reforms in approximately 23 departments and government agencies which are directly related to starting and operating businesses within the state. These include Commercial Tax Department, Energy Department, Excise Department, Fire Services, Food Safety and Drug Administration, Forest Department, Greater Noida Industrial Development Authority, Housing and Urban Planning, Labour Department, Law Department, Lok Seva, Noida Authority Industrial Development Authority, Pollution Control Board, Pradeshiya Industrial & Investment Corporation of UP (PICUP), Public Works Department (PWD), Registrar-Firms and Societies, Revenue Department, Stamp and Registration Department, Transport Department, UP State Industrial Development

Authority (UPSIDC), Urban Development Department, Weights and Measures Department, Yamuna Expressway Industrial Development Authority.

As recognized by DPIIT, Government of India, Uttar Pradesh has been among the top five performing states in 06 of the 12 reform areas, namely:

- ✦ Single Window System
- ✦ Land Availability & Allotment
- ✦ Environmental Registration Enablers
- ✦ Obtaining Utility Permits
- ✦ Paying Taxes
- ✦ Access to Information & Transparency Enablers

### **Nivesh Mitra – the Single Window System**

Nivesh Mitra is an online single window clearance system which provides No Objection Certificates (NOCs), clearances, etc related to various departments that required for setting up and running a business in Uttar Pradesh. It is strengthening single window portal to enable online application submission from anywhere-anytime through a Common Application Form. It also enables tracking and checking status anytime. This enhanced version of Nivesh Mitra was launched by the Hon'ble Prime Minister of India on February 21, 2018.

More than 34,000 enterprises & organisations have been registered on Nivesh Mitra Portal to get required NOC/licenses. Currently, Nivesh Mitra is providing more than 70 services (NOC/clearances) of 20 government departments. Nivesh Mitra is further in the process to integrate around 30 more services with Nivesh Mitra portal.

Comprehensive checklists, procedures for applying, departmental procedure for grant for all pre and post establishment NOCs, licenses, registrations and other mandatory approvals are made available online on Nivesh Mitra to enhance access and transparency.

It's a totally end-to-end online system which acts as a one-stop solution for online application, consolidated fee payment and monitoring the status. The system has

provision to download final approved digitally signed certificates/licenses. Portal also features a easy feature of online third party verification of certification/licenses.

Nivesh Mitra comes with an online tool called 'Know your Approvals'. This facility is accessible on Nivesh Mitra, single window portal. Through it an investor can identify what all approvals/ NOCs/licenses are required to begin or operate a business in Uttar Pradesh post answering few basic questions on the nature of business.

### **Reforms in the Area of Land Records and Land Allotment**

State government made a provision for online land allotment and building map approvals through the Nivesh Mitra portal, wherein UPSIDA, NOIDA, Greater Noida and Yamuna expressway Industrial Development Authorities are being provided these services through single window system only.

Valid master plans/zonal plans/land use plans for all urban areas which are developing as industrial hub have also been made available online in public domain. Land record databases have been integrated with judicial database (revenue) to provide a complete scenario of current land disputes. Besides these, property registration and verification process & other related services has also been made easy and is available online.

### **Reforms in the Area of Labour Reforms**

In the area of labour reforms, it is mandated online single integrated return filing under all labour laws third party certification for boilers inspection by authorising Boiler Operation Engineer (BoE)-Labour Regulation Enabler.

Under Shop & Establishment Act final registration is granted within one day from the date of application. In order to avoid unnecessary hassle to businesses, the Labour Department has also mandated that inspections (except in case of complaint-based inspections) shall be limited to the checklist only. These are some of key areas wherein the Department of Labour of the state has done an incredible job.

### **Getting Electricity Connection to Businesses**

It has been eased out on the requirement of number of documents in obtaining an electricity connection. Now only few documents are required for obtaining the connection. In case of getting 'Right of Way' approval, electrical connections for all voltages along with Electrical Safety Department provided within seven working days

where ROW is not required and within 15 working days where ROW is required. Data related to past and planned outages (for next 30 days in advance) are being available on the electricity department portal for all DISCOMs to notify businesses/production units in planning their work accordingly.

### **Make Inspection Process Business-Friendly**

In critical departments such as Forest, Housing, Labour, Pollution Control Board, etc. to increase transparency the identification of cases, computerised risk-based inspection process has been implemented.

Presently through online system randomised allocations of inspectors are being done. It has been made mandatory that inspection reports are online available within 48 hours after the inspection. In addition, all related departments have also mandated inspections to be restricted to the checklist only. So, these are the key steps which are going to be instrumental in reinstating inspection process in the state.

### **Strengthen UP Pollution Control Board Services**

UP Pollution Control Board has implemented “Online Consent Management and Monitoring System (OCMMS)” to offer online service for Consent to Establishment (COE), Consent to Operate (CTO) under the Water and Air/Hazardous Act. Now anyone can directly avail these services through Online on Nivesh Mitra. This method has reduced the application processing time near about 50 percent.

### **Getting Tree Felling Related Permissions**

The Forest Department has already mandated that all tree species on arable holdings/intractable except 16 (10 species found naturally) in 46 districts of state are exempted for cutting, i.e. there is no requirement of tree felling permission. In 24 districts of the State, trees located on personal arable/ intractable holdings, there is no requirement of tree felling permission for 27 tree species. Besides this, through the online single window system tree felling permission and tree transmit related permission are also being provided.

### **Support To Pharma And Drug Industry In Uttar Pradesh**

The Food Safety and Drug Administration (FSDA) department has created an online system to grant NOC for drug related retail and wholesale licences. Drug

retail/wholesale licence related services are already being provided through Nivesh Mitra portal. But presently the department has further developing an online system for obtaining licenses for drug manufacturing which is in the process to be integrated with Nivesh Mitra. This online facility will ensure that there are no physical touch-points for pharma and drug manufacturing investors.

### **Timely Disposal of Disputes Arising Out Of Commercial Transactions /Contracts**

The state government has already notified 13 commercial courts to be set up in foremost industrial districts. In this regard, five commercial courts in Lucknow, Kanpur, Faizabad (Ayodhya), Aligarh and Moradabad have already been setup.

### **Online Tax Payment**

As mandated by the govt. of India, under tax enabler area for Goods and Services Tax Act (GST), the govt. of Uttar Pradesh has constituted an authority for advance ruling/appellate authority under the State Goods Service Tax and has published details of application procedure and checklist on the department's website.

The department has also established service centres to help taxpayers in e-filing of returns under the GST Act. The department has also established a helpline providing basic services like assisting users in preparing and filing returns under the GST Act.

### **CONCLUSION:**

Uttar Pradesh has come a long way in improving E-Governance Initiatives & Ease of Doing Business ranking. But it has been left a long way to become best business friendly state. It will required many more reforms and transparency for Uttar Pradesh to feature in top ranking. Improvements must be made and reforms must be brought in the weak areas i.e. registering property and protecting rights of minority/small investors etc. Uttar Pradesh in order to improve economic growth and go through the "double digit" growth must improve its business environment. A business -friendly regulatory environment will allow easy entry and exit of business organisations, enable them to reach an optimal size and scale, and also boost job creation in turn leading to faster economic growth.

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