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VIVEK
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Editorial

Resarch has a significant role in the professional lives of university and college teachers. If we compare Indian Universities to be the Western Universities in terms of research, we are for behind. Hardly 6 to 7 Nobel Prize winners are in India, whereas there are 84 Nobel Laureates in Hardward University alone. It clearly indicates the position of research in India.

There are several reasons that our university and college teachers are not serious about research. Many of the teachers don't have positive approach towards research. Some of them have real urge about research and they want their work to be published and commented so that there can be valid and reliable conclusions. But unfortunately they don't geproper platform to publish their work, as there are limited number of research journals available now. To cater the needs of the research scholars, we have started 'Vivek Research Journal'. This is a sincere attempt to encourage researchers in various disciplines to publish their research articles and help them to generate research culture among them.

It gives me immense pleasure to publish Second issue of vol V, No. 2 of Vivek research Journal. It is a matter of pride that the response to this is overwhelming. I am very happy to mention that the journal is converted in to referred national journal. All the articles published in this issue are properly reviewed by the panel of referees and I believe that we are successful in maintainning the standard of the journal. I appreciate the efforts of the article writers and I am sure they will sustain and enhance their research culture.

CONTENT

QUEST FOR IDENTITY IN R.K. NARYAN'S THE GUIDE

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Abstract: - Indian society was always under the dominance of Mughals, Sultans and many of other invaders continuously. It was the British Empire in the 18 the century, brought transformation in the life of Indians by introducing education to masses. The present paper is an honest of attempt to show R.K Narayan's; The Guide is the novel of post-colonial quest for identity. It was published in 1958 after the ten years of independence. As per identity quest is concerned this is not a new term for us but the root of this concept is found in the Indian tradition. Most of the mythological figures fought to show the identity for e.g. Rama, Pandavas, Kauravas, even the freedom fighters who scarified their life for the nation could be considered as identity quest, and kings, rulers including British Mughals, Sultans Shivaji and his Maratha warriors, in short the dalit and minority groups struggles for the quest of identity. Women are not exception for this, there are examples of women freedom fighters, social reformers, political leaders, religious groups etc. in R.K.Narayan's The Guide the three major characters are the representative of different caste and groups.

Key words :- quest for identity, social reforms, dalit minority etc.

Introduction – Except for last sixty five years, Indian society was always under the dominance of Mughals,Sultans and many of other invaders continuously. It was the British Empire in the 18 the century, brought transformation in the life of Indians by introducing education to masses. Which proved to be a turning point in the Indian society? Modernity resulting from this education and an age old Indian traditionalism clashed with each other, naturally, brought about transformation in the thousands of lives in India. It is an identity crises or quest of many freedom fighters that realized the Indian unique identity and fought to achieve it. During the colonized period only the aristocratic and elite class aware of identity. But it was freedom struggle and independence which shapes identity of all.

As far as my paper is concerned I think that 1950 to 1960 is the period of transition and transformation, our nation adopted the constitution in 1950. We got result after ten years that the first generation of education, because it was made compulsory for all. R.K Narayan, MulkrajAnand, Raja Rao and many other Indian writers who tried their hand in writing in English because they had seen the freedom struggle before, during, and after. They are the eye witness of colonialism and post colonialism.

The present paper is an honest of attempt to show R.K Narayan's, The Guide is

the novel of post-colonial quest for identity. It was published in 1958 after the ten years of independence. Which automatically belong to the post-colonial period? So far as this novel is concerned many scholars and researchers have explored it with many angles and ways but it is my attempt to look at this novel of post-colonial quest for identity and the this book perfectly suits for this mould

The present novel describes three lives Raju, Rosie and Marco who try to show their identity and all of them belong to different strata of society. Raju is belonged to middle class family. Marco belonged to rich class or we can say elite class. The last important character Rosie belonged to devdasi community which can be considered lower class as well as caste in southern Indian. Each character in the novel is in the search of identity of their own for example, Raju in the beginning is the heiress of small shop vendor and who left his identity as a shop keeper and adopts his identity as a tourist guide which is challenging for him.

India's industrialization and five years planning of nation, the traditional village transformed into a tourist place which is full with the natural sights and temples of the finest archaeological set up. Railways construction disturbed the life of Raju and he was honored the identity of guide who is popularly known as railway Raju. As he was proud of being called him railway Raju, "my reputation had survived my interest in job. Railway Raju was an established name, and still pilgrims and travelers sought his help". (p- 116) Raju becomes the tourist guide is a symbol of quest for identity who was proud of his profession of guide

Actually his change of profession from small shop keeper to a tourist guide is not the result of his interest but because of railway station, many tourist visit to Malgudi is the real reason to change his profession but again he seems to be happy in his profession. Their fate is also responsible for his job. He becomes guide due to economical need but too much hunger and lust for money brought trouble in his life and at the end of novel he becomes Sadhu. This may be the result of his forgery. Too much expectation brings problems in the life like that he becomes blind because of money, which he got from Rosie's shows which are also the result of Raju's entry in her life. He dreams to live happy life with Rosie but his destiny does not allow him to do so and he was sent into the prison so here his luck is not with him. It was against to him and he became victim of it. It was his fate which takes his Rosie away from him and he faces the identity quest up to end of the novel.

The second most important character obliviously, the heroine of the novel Rosie she be longs to the devdasi community, traditionally devoted to the temple activity generally this community belongs to the out caste or lower class. But Rosie is exception for this who breaks the chain of slavery of orthodox custom, obtains master degree in economics. Though, she is from devdasi community who marries to Macro in a matrimonial advertisement. It is not a emotional marriage it is a need of time or adjustment for both of them but it would not be a successful because the dry relation would be broken so it happens between them. There was always quarrel between husband and wife regularly the profession Marco calls her dancing as "street acrobatics "and she calls her husband, "a ruin collection activity

"their marriage turns disastrous because she has nothing in common with her husband she finds no human love and passion in her husband in short, Rosie remains emotionally hungry, at this juncture Raju enters in her life and full fill the gap. He not only fills in the gap but gives meaning to her life by awakening the hidden identity of dancer in her. Rosie was also in search an opportunity which was made available by Raju to her. The following quotation is very important regarding Rosie by Raju. He says, "I am really very happy to think of you, such gem lost to the world. In his place I would have made you a queen of the world".p-86 It is quite clear that Raju wants to transform her life into a glamorous one, even he successful to bring it but his luck was not with him.

Further,C.D.Narsimhala observes," he believes in appearances, she in reality. It he who suggests a change of name, while for her is nothing in name. Raju is stuck up about his growing importance" p-185. For the sake his importance Raju forces to change her name and awakes her hidden identity only for his own benefits, may be the economical gains.

Rosie left her name and takes another name as Nalini, which can be called as special identity for her. Both of them change their roles and names, such as Raju becomes as Railway Raju as well as saint, sadhu at the end of the novel. A devdasi girl called Rosie, a traditional Indian woman transformed into a modern dancer not by dancing the western dance but by traditional Bharatnatyam. One of the classical dance of India. So their transformation from traditionalism to modernism is also considered as quest for separate identity.

The traditional society has given them identity but they reject it and adopt an identity, for the sake of this Raju leaves his mother, relative, and villagers. Rosie leaves her husband, who trusts in her. Though, he was not interested in her dancer but hopeful for her as traditional wife.

When somebody neglects the existence of our counterparts or companion, the identity force comes with double power, which happens with Rosie. Whose identity is not considered by her husband? Who neglects her as an individual? She discovers that he is more interested in the sculptures figures on the walls and stones in the caves than his wife. Who is live embodiment of these images? Dead and decaying thing have attracted him but not the thing that have live and move and swing their hands. Her position in his company is no better than that of an animal. For Rosie," followed him, day after day, like a dog waiting on his grace" (p-151).

In the company of Raju too she fares no better. She feels like one of those parrots in a cage taken around the village fair: the position of Hindu house wife realistically presented by Narayan. In utter helplessness, she gives vent her feeling," it is better to ends one's life on his (Marco's) doorstep." (P-220)

She becomes the popular dancer later on even she tires of such works in the later part of novel. But she is successful to her name and fame. It was all against the social codes and customs, but it was necessity of time for them to show their existence. Coincidently, they meet and by fate or greed of money they separate. For this Marco is also responsible, who never looks at his

wife as human being, SomDev rightly remarks, "If Rosie is driven to arms to the strangers, it is partly not her fault........had her considered the basic need of the woman, whom he takes for a wife, perhaps their union would not have sundered in this manner. He has offered insult to the womanhood and in turn the womanhood in Rosie raises its hood to leave 'fang marks' on him" (p-115)

Even S.R.Ramteke says, "he looks down upon dancing, misunderstanding the art as something as bellow his rank and position" (p-55). The Literary Criterion observes, "old prejudices die-hard and Marco for all his erudition looked upon dancing as just street acrobatics, and he killed Rosie's instincts for life and love of art by denying her both of them"(p..) She was denied by her husband and that the reason of her identity to show. She breaks the social norms of the rigid culture. Marries to man of action but her fate stands like a barrier in her life and she separates from lover who was her transformer into a popular dancer. There is a similarity between the character like Raju and Rosie who are the epitome of modern world but victimized by the fate or even the so called old culture. Raju and Rosie both of them suffer from the quest of identity. It is their daring to break the social norms of marrying to each other knowing to each other's position in the society. They are right at their own place but wrong at the social point of view. In a traditional society we are not allowed to break the social peace and harmony though we suffer a lot and if we try to break the norms the destiny will definitely punish it is the belief of the community. Rosie and Raju do the same thing so they have to leave their houses respectively and were not allow returning in the society.

They met by chance and separated by their fate this could be a punishment for them for breaking the norms of society.

The third important but flat character is Marco, who is representative of the high class Indian version. Whose name is similar to the world famous wanderer and Marco lives like western style? But traditional in views and opinions regarding his family .He is a reserved minded person. He believes his wife. Very cool hearted man. He is always seen with his thick jacket and helmet. His marriage with Rosie is through the matrimonial advertisement. Before marriage he examines the certificates of Rosie. Perhaps he marries Rosie for a status symbol. He is a very particular in money and time. As scholar of intellectual pursuit, he has neither time nor patience for common family matters. Marco has neither love nor care for his wife. He has also a very low opinion her art. He is very self-centered man. He has nothing to share with his wife as husband or human being. Sometimes he even appears extremely inhuman to Rosie.

That could be the cause of Rosie's elopement with Raju. Marco struggles to keep his identity as rigid and intellectual person, a sturdy husband, through his behavior. It is clearly seen that he was stable and cool at every moments. Even he comes to know about his wife's adultery. He is successful to keep his image as educated, high class and elite class person. It is a big problem before Marco to keep his status and for the sake of this status he marries to a qualified girl. He wants to sustain his dignity pride even he comes to know his wife's affair with Raju a tourist guide.

So far as the identity crisis is observed

in Dal;it and Black literature. But it is also found in women's writings. In Indian Writing in English also one of the most dominant aspect because we have no equal status for all. We have caste, class, religion and languages. So everybody thinks they are superior to others. In a patriarchal frame work woman is always, "accepting but not accepted" so most of time this type of theme is reflected in Indian writing in English. R.K. Narayan is such a creative writer, who observed this minutely and depicted in his novels. The Guide is not exception for it. Otherwise it is clearly seen that three different class people at their level try to get their name, fame and popularity or try to keep themselves different from others. That is their struggle to show their own identity. Dalits and minority communities are not considered in the mainstream. So their voice is also a part of identity crisis. As per this concept is concerned,' it is a psychological condition or state'.

In brief The Guide by R.K.Narayan presents the theme of identity crisis, "the characters in the novel are Marco, Rosie and Raju. Marco is an archaeologist, he is drunkards and womanizer. His wife is Rosie, she longs for the affectionate relations. She expects recognition. The couple comes to Malgudi, where they meet Raju a tourist guide. As Marco is busy with his work, Friendship develops between Rosie and Raju. Raju admires Rosie's dancing. He wakes up the art of dancing in Rosie. Within short period they fall in love. Rosie leaves her husband and elopes with Raju. She reaches the highest position in dancing with Raju's support and encouragement Later Rosie begins to neglect Raju. He feels that he is losing the recognition. In the novel all

the characters face identity crisis" p-44 Here Raju awakes the identity of his beloved by hammering. Raju is successful in his attempt but he also suffered from the identity quest as earlier we have seen that he changes his profession from shopkeeper to a tourist guide.

Conclusion - The present paper highlights the theme of quest for identity in R.K.Narayan's The Guide because this novel was published after the independence. The era was the transitional or transformational in the lives of Indians. This is the best example of the identity quest because three most important three characters, Raju, Rosie and Marco face the same problem. Even they try to maintain their identity. The novelist is successful to show the identity problems of these three characters. Another specialty of this novel is that these characters belong to different sections of society. It is clear that the problem of identity was not the referred to high class, caste but it is the issues of all. As per identity quest is concerned this is not a new term for us but the root of this concept is found in the Indian tradition. Most of the mythological figures fought to show the identity for e.g. Rama, Pandavas, Kauravas, even the freedom fighters who scarified their life for the nation could be considered as identity quest, and kings, rulers including British Mughals, Sultans Shivaji and his Maratha warriors, in short the dalit and minority groups struggles for the quest of identity. Women are not exception for this, there are examples of women freedom fighters, social reformers, political leaders, religious groups etc. in R.K.Narayan's The Guide the three major characters are the representative of different caste and groups.

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Performance Appraisal of Employees in PSU Banks
With Special Reference to Selected Branches of Bank of Maharashtra in Kolhapur City

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Abstract: - Performance appraisal is necessary to understand and improve the employee's performance through human resource development. Performance appraisal indicates the level of desired performance level, level of actual performance and the deviations between these two. Performance appraisal is a systematic way of judging the relative worth of an employee in performing his task. It helps to identify employees who are performing their tasks well and also those who are not and the reasons for such performance. The performance of the banks depends largely on the effective utilization of their human resource. In this case, the performance appraisal helps as a tool to gear up with changing trends. A banking sector is one sector, where a great degree of attention of attention is being paid to Performance Appraisal System (PAS), Several PSU banks and privet sector banks have changed their PAS in the changing environment. Therefore, the statement of the problem is decided as, Performance Appraisal of Employees in PSU Banks. The finding of the present research supports the view that performance appraisal system should be HRD oriented. Besides being a base for making administrative and developmental decisions, performance appraisal can be useful instrument for building a good relationship with employees, planning employee performance, discovering employee potential and improving organizational effectiveness.

Introduction: The process of Human resource development helps the organizations to acquire and develop technical, behavioral knowledge, skill and abilities and moulds the values, beliefs and attitudes necessary to perform present and future roles. Performance appraisal is necessary to understand and improve the employee's performance through human resource development. Performance appraisal indicates the level of desired performance level, level of actual performance and the deviations between these two. The deviation should be bridged through human resource development techniques like training, executive development. The information collected through performance appraisal system helps the management to incorporate the decisions regarding training, placement, promotion, salary administration and termination of the employees. Performance appraisal system provides management by supplying the information that helps to identify employees' potentials which gives proper guidance to the administrative decisions. It is a method by which an employee is evaluated. Performance appraisal is an important tool in the hands of people to reflect their own competencies and issues concerned to their performance. Performance appraisal is a systematic evaluation of the individual in

respect to his/her potential for development. Banking sector is fast growing sector in India. Banks are beginning to feel new pressure on their organisational abilities, therefore, to ensure the right number of staff with right number of capabilities; performance appraisal is an important key in the hands of the people to reflect upon their own competencies related to their performance. The system of performance appraisal helps the organizations to capable of solving its problems and meets the business objectives.

Performance Appraisal :

Performance appraisal refers to all the formal procedure used to evaluate an individual and his contribution and potential. Performance here refers to the degree of accomplishment of the tasks that make up an individual's job; it indicates how well an individual is fulfilling the job demands. According to Flippo, "Performance appraisal is the systematic, periodic and an impartial rating of an employee's 'excellence his maters to his present job and his potential for a better job." Dale Beach defines the performance appraisal as, "it is the systematic evaluation of the individual with regard to his/her performance on the job ad his potential for development."

Thus, Performance appraisal is a systematic way of judging the relative worth of an employee in performing his task. It helps to identify employees who are performing their tasks well and also those who are not and the reasons for such performance.

STATEMENT OF THE PROBLEM:

Banking in India is the lifeline of the nation and its people it has helped in developing the important sectors of the economy and usher in a new dawn of progress on the India horizon. The banking sector has translated the hopes and aspirations of millions of people into reality. However, banking industry has undergone numerous changes over the past few years to be on par with international banking norms and standards. There is great competition in the banking sector due to the emergence of private banks in this sector. Therefore it is high time to think upon the performance of the employees as an important resource which can face the problems of the changing scenario of the banking challenges. Therefore, the performance of the banks depends largely on the effective utilization of their human resource. In this case, the performance appraisal helps as a tool to gear up with changing trends. A banking sector is one sector, where a great degree of attention of attention is being paid to Performance Appraisal System (PAS), Several PSU banks and privet sector banks have changed their PAS in the changing environment. Therefore, the statement of the problem is decided as, Performance Appraisal of Employees in PSU Banks With Special Reference to Selected Branches of Bank of Maharashtra in Kolhapur city.

OBJECTIVES OF THE PRESENT STUDY:

1. Study the satisfaction level of employees, towards the existing performance appraisal system in the Sample study organizations i. e. Bank of Maharashtra.

2. To identify the factors those are responsible for the dissatisfaction of employees towards PAS in the concerned organization.

3. To study the opinion of the employees regarding effectiveness of Performance Appraisal method used by the bank.

SCOPE OF THE STUDY :

Topical scope: The Present Study is on the topic Performance Appraisal of Employees in PSU Banks with Special Reference to Selected Branches of Bank of Maharashtra in Kolhapur city.

Analytical scope: For the analysis of present research topic the researcher has been used marketing strategies, correlation, chi square test and appropriate statistical test.

Geographical scope: The Present Research work on performance appraisal of employees in PSU banks from the Kolhapur city.

Periodical scope: The Study of Performance Appraisal of Employees in PSU Banks with Special Reference to Selected Branches of Bank of Maharashtra in Kolhapur city has been conducted during the year 1015-16.

SIGNFICANCE OF THE STUDY

In the modern era banking sector plays an important role in the process of economic development of the nation. On the stake of globalization there is acute completion in the field of banking sector with the emergence of private banks in the market. As capital is the life blood of industry, the human resources too are equally important to employ such capital in the productive sector and these sectors can contribute directly to the national income. The study also helps to identify employees' attitude towards present PAS, and determines training and development needs. It provides to identify the the factors those are responsible for the dissatisfaction of employees towards PAS in the concerned organization. It also provides to study the opinion of the employees regarding effectiveness of Performance Appraisal method used by the bank. Based on the findings on the study, management can make the decisions to use the proper method of performance appraisal and find the remedies in the causes of the dissatisfaction on the present performance appraisal system.

RESEARCH METHODOLOGY:

In order to collect the required information from the bank employees of sample study organizations regarding their overall satisfaction with PAS in the Bank of Maharashtra was collected by framing a systematic questionnaire. The study involved a questionnaire survey of employees at officer level and of clerical staff. The questionnaires contained various questions in each set relevant to important dimensions of perceived characteristics of appraisal system which influence satisfaction with the performance appraisal system. The second part questionnaire sought some personal information like Name, Designation, Years of experience etc. which was for analytical purposes. Secondary sources of data like internet, past terature, books and magazines were also used for the collection of information.

Based on the responses to the each statement by the respondents, and after having the mean score, S. D. Calculated. The Z test is applied

Table No.1: Perceived Views of Employees (Officers and Clerical staff) Towards the Overall Performance Appraisal System in Bank of Maharashtra (n=65)

Sr. No	Statements	M.S.	S.D.	% to M. S.	Z Value	Sig.
1	Employees have a clear understanding of what is expected from them regarding their performance in this banking organization	3.23	0.73	80.75	9.83	1.00
2	Performance appraisal system provides an opportunity for supportive superior-subordinate communication to facilitate the employee's job Performance.	3.03	0.76	75.75	6.4	1.00
3	The Performance appraisal system provides scope for self-appraisal and reflection to the employees	3.04	0.7	76.0	7.05	1.00
4	Performance appraisal system provides scope for reflection and assessment of the employee's personality factors and attributes required for their job performance.	3.07	0.59	76.75	9.18	1.00
5	Performance appraisal system encourages open communication between superior and subordinate through performance review discussions.	2.9	0.66	72.5	5.3	1.00
6	Performance appraisal system provides scope for employee's expression on their developmental needs.	3.0	0.71	75.0	6.4	1.00
7	Superiors help their subordinates in planning subordinates performance in the beginning of the performance period.	2.76	0.85	69.0	2.16	0.98
8	Employees work through a self- appraisal in terms of reviewing, reflecting and analyzing the factors affecting their performance.	2.79	0.64	69.75	3.41	1.00
9	Employees take active part in performance review discussions.	2.4	0.69	60.0	-3.31	0.00
10	The P.A report in this bank is used for administrative purposes	2.97	0.54	74.15	7.78	1.00
11	The P.A report in this bank is used for developmental purposes.	2.43	0.6	60.75	-3.23	0.00
12	Performance appraisal is a useful tool for weeding out the poor performance in this bank.	2.86	0.72	71.5	4.12	1.00

13	Performance appraisal system facilitates growth and learning of both superiors and subordinates in this banking organization.	2.79	0.66	69.75	3.28	1.00
14	Employees' tasks are clearly defined.	2.77	0.72	69.25	2.81	0.99
15	People are rewarded in proportion to the excellence of their job performance.	2.61	0.85	65.25	0.21	0.55
16	Management makes an effort to talk with employees about their career aspirations within the company.	2.56	0.75	64	-0.58	0.27
17	The Philosophy of management emphasizes the human factor, how people feel etc.	2.63	0.69	65.75	0.63	0.68
18	The superior knows and understands the problems faced by the employees.	2.65	0.74	66.75	0.62	0.77
19	The superiors show confidence and trust in employees.	2.79	0.77	69.72	2.83	0.99
20	The superiors show supportive behaviour towards employees.	2.71	0.75	67.75	1.75	0.95
21	The superiors share information with the employees to high extent	2.64	0.71	66.00	0.74	0.73
22	The superiors seek information and inputs from employees towards achieving organization's objectives.	2.82	0.80	70.5	3.17	0.99
23	The employees have confidence and trust in the superior.	2.73	0.7	68.25	2.12	0.98
24	The Banking organization makes an effort to communicate about the organizational policies and practices.	3.14	0.7	78.5	8.75	1.00
	Overall satisfaction across all the above statements	2.78	0.38	69.75	5.76	1.00

Clarification of Rating Scale

1. Scoring Scale. 4=Strongly Agree, 3=Agree, 2=Disagree, 1=Strongly Disagree.

2. Higher mean score indicates to more favourable perception of employees towards the overall performance appraisal system in J&K Bank Ltd. & lower mean score indicates vice versa.

3. M.S=Mean Score, SD=Standard Deviations, Sig. =Significance. For onward references as well.

4. The bold figures indicate the highest and lowest mean scores recorded against the given statements.

The Z-values recorded against 3statements in the above table are below -1.64 which means that 3 statements have recorded dissatisfaction level in case of The highest Z-value (12.03) is recorded for 'Performance Planning' showing high satisfaction level. In case of employees in the banks only 2 statements have a Z-value below -3.31 showing dissatisfaction. The overall Z-value is 5.76 which fall in the acceptance region at 0.05% level of significance, which is indicative of dissatisfaction.

Conclusion

The finding of the present research supports the view that performance appraisal system should be HRD oriented. Besides being a base for making administrative and developmental decisions, performance appraisal can be useful instrument for building a good relationship with employees, planning employee performance, discovering employee potential and improving organizational effectiveness.

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Future Of E-Commerce In India

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ABSTRACT

The E-Commerce market is flourishing and poised for strong growth in Asia. There ar players United Nations agency created an honest starting. Their success depends on their understanding of the market and giving numerous forms of options. This paper offers an summary of the longer term of E-Commerce in India and discusses the longer term growth segments in India's E-Commerce. conjointly conclude numerous factors that may essential for future growth of Indian E-commerce. And represent the assorted opportunities for retailers, wholesalers, producers and for folks. during this paper we tend to found that the E-Commerce can increase exponentially in coming back years within the rising market of India.

Key words : - E-Commerce, segments, Online Channels

INTRODUCTION

The E-commerce business in India has return a protracted method since its period of time. The market has matured and new players have entered the market area. within the gift dynamic situation, e-commerce market within the B2C area is growing in demand moreover as within the array of services. The transition to on-line getting from ancient getting is taking a protracted time within the Indian market. E commerce includes not solely shopping for and commerce product over web, however conjointly numerous business processes at intervals individual organizations that support the goal. like e-commerce, e-business (electronic business) conjointly incorporates a range of various definitions and is employed during a range of various contexts.

Ideas And Definitions

Electronic commerce or e-commerce refers to a large vary of on-line business activities for product and services. It conjointly pertains to "any variety of business dealing within which the parties act electronically instead of by physical exchanges or direct physical contact."

A a lot of complete definition is: E-commerce is that the use of electronic communications and digital information science technology in business transactions to make, transform, and redefine relationships for price creation between or among organizations, and between organizations and people.

completely different form of E-COMMERCE: the key differing types of e-commerce are: business-to-business (B2B); business to- client (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce (m-commerce).

E-COMMERCE IN Asian country

For developing countries like Asian

country, e-commerce offers considerable likelihood. E-commerce in Asian country continues to be in growing stage, but even the most-pessimistic projections indicate a boom. it's believed that low price of personal computers, a growing place in base for internet use, Associate in Nursingd associate a lot of and a lot of competitive internet Service provider (ISP) market will facilitate fuel e-commerce growth in Asia's second most underpopulated nation. the first e-commerce information processing system in Asian country was rediff.com. it fully was one altogether the foremost trafficked portals for every Indian and non-residents Indians. It provided a wealth of Indian-related news a reach engine, e-commerce and internet answer services. The past 2 years have seen a rise at intervals the vary of companies facultative e-commerce technologies and conjointly the net in Asian country. Major Indian portal sites have jointly shifted towards e-commerce instead of betting on advertising revenues.

The web communities designed around these portal sites with content area unit effectively targeted to sell everything from event and mouse tickets the grocery and computers. the key throughout this services being Rediff.com and conjointly {the internet the online the net} and Asian country plaza with started a looking section once In spite of run batted in regulation low web usage e-commerce sites have popped up everywhere hawking things like groceries, bakehouse things, gifts, books, audio and video cassettes, laptop etc. none of the key players area unit deterred by the low laptop computer penetration and mastercard.

FUTURE OF E-COMMERCE IN Asian country

India is developing rapidly and if development is to be measured, but can we have a tendency to tend to ignore the role of e commerce in it. the net user base in Asian country may still be a mere 100 million that's method less once place next to its penetration at intervals the u. s. or {uk United Kingdom UK Great {britain United Kingdom UK Great Britain GB Britain Un ited Kingdom of Great Britain associated Northern Ireland kingdom} GB Britain Un ited Kingdom of nice Britain Associate in Nursingd Northern Ireland kingdom} but it's sure increasing at an minacious rate. the number of latest entrants throughout this sphere is escalating daily and with rate reaching its point it'll be plausible that in years to come back back, customary retailers will feel the requirement to vary to on-line business. Insights into increasing demand for broadband services, rising standards of living, convenience of wider product ranges, reduced prices and busy lifestyles reveal this truth tons of prominently thereby giving because of on-line deals on gift vouchers. Going by the statistics, the E commerce market in Asian country was price regarding $2.5 billion in 2009. It rose to $8.5 billion by a pair of011 thus depiction a particular surge at intervals the last 2 years. in line with associate announcement discharged by the net and Mobile Association of Asian country (IAMAI), these figures would reach up to $12 billion by 2012! to understand this example, we have a tendency to area unit ready to divide E-commerce into three broad categories that embrace physical services, physical product and virtual product. Another category that is bit by bit making its mark is that the native commerce (couponing, phone book, classifieds etc.) that provides very important overlaps with E-

commerce. the primary category of physical services is definitely the key contributor which includes travel ticketing, jobs, married and event management websites with travel sites accounting for seventy fifth of all E-commerce industries! It provides attractive deals too.

The ordinal category of physical product is that the one presently gaining considerable attention, because of the plug created by new startups/stores being launched daily. Leaders throughout this division ar Flipkart, Infibeam, Homeshop18, Indiatimes, Naaptol, Letsbuy etc. each of that provides everything from mobile phones to pet food.

The third and final category of virtual product and gift vouchers like on-line music, software's, movies, games, Taj building gift vouchers, Reebok gift vouchers, dish Hut gift vouchers etc. area unit relatively building material behind in Asian country as compared to Europe and America, primarily thanks to piracy problems and conjointly the social perspective of Indians. but the case is expected to vary with the digital downloads section expected to grow at intervals the Indian E-commerce market thanks to the explosion of mobile devices and conjointly the services offered over the net at special discounts.

Certain distinctive attributes of the E-commerce business in Asian country comparable to cash on delivery mode of payment and direct imports that lower costs considerably ar seemingly to inspire a speedy growth throughout this business in years to come back back.

According to the foremost recent analysis by Forrester, variety one world analysis and consultatory firm. the e-

commerce market in Asian country is prepared to grow the fastest at intervals the Asia-Pacific Region at a CAGR of over fifty seven between 2012-16. The report, titled "Asia Pacific on-line Retail Forecast, 2011 To 2016," has been issued by Forrester analysis opposition. Analyst Zia Daniell Wigder, with Steven Noble, Vikram Sehgal and bulbous plant Varon.

E-commerce in Asian country to explode in 2012, Indian e-shoppers will have associate honest time getting nice deals and services on-line. A recent pan-India report discharged by Com Score opposition reveals that on-line looking in Asian country has touched a rate of eighteen per cent and is solely likely to grow further. The report found that just about sixty per cent of voters in Asian country visited a retail information processing system in November 2011, with the number of internet shoppers increasing by eighteen per cent at intervals the past year. E-commerce can became Associate in Nursing integral a neighborhood of sales strategy whereas it's one altogether the foremost price effective medium to reach out the new markets, if implemented successfully, it offer a wise methodology of growth & doing e-commerce attribute to the booming implementation to scrupulously understanding the merchandise & services, customers and conjointly the business methodology. straightforward -to-use system to extend the business on the web.

A new report by the capital of Massachusetts Consulting cluster says on-line retail in Asian country may be a S84-billion business by 2016 — over 10 times its price in 2010 — and might account for four.5 per cent of total retail. The e-

commerce platforms maximize its reach to the potential customers and provide them with a convenient, satisfying & secure looking experience.

Segments that recorded growth

Online channels ar enjoying a really vital role of connecting with shoppers of unknown markets. The journey of on-line outlay that started with Associate in Nursing increasing vary of shoppers of travel and vacation plans at intervals the last decade has presently extended to an increase in spends on family appliances and luxury product. whereas segments like apparel and luxury product have registered unexampled growth in 2011, jewellery, electronic appliances and hardware product have shown promising growth trends furthermore. "Indian shoppers ar showing larger desire to move on-line, fuelling the e-commerce boom," same Anuj Kumar, CEO, Affle.

The report jointly found that coupon sites ar rapidly gaining quality, with 16.5 per cent of the Indian on-line population visiting the category in November 2011 – twenty seven.2 million on-line users in Asian country aged fifteen and older accessed the retail category from a home or work laptop computer, an increase of eighteen per cent from the previous year, as shoppers still intercommunicate the net to shop for for and obtain things and retailers still increase their on-line visibility through active promoting campaigns.

Increase in shoppers of the coupon sites indicate that analysis is enjoying the role of catalyst in conveyance tons of and tons of shoppers on-line. many of these shoppers have shown affinity towards affordable on-line product, that was priced lesser than the value. variety of the foremost

vital retail subcategories disclosed that coupons category was the foremost vital with seven.6 million guests as shoppers rapidly adopt daily deal sites. shopper physics class-conscious next with seven.1 million guests, growing at twelve per cent over the previous year, while 5.8 million on-line users visited comparison looking sites, an increase of twenty 5 per cent from the previous year.

INDIA's PROSPECTS IN E-COMMERCE :

1. likelihood FOR RETAILERS: A retailer can save his existence by linking his business with the on-line distribution. By doing thus, they will produce offered rich further data regarding various things to the patrons, meet electronic orders and be involved the patrons all the time. Therefore, E-Commerce is also a wise likelihood.

2. likelihood FOR WHOLE SALERS/ DISTRIBUTER: at intervals the globe of Ecommerce the existence of the wholesalers is at the simplest risk as a results of the producer can merely ignore them and sell their product to the retailers and conjointly the patrons. In such a state of affairs those world organisation agencylesalers can benefit of E-Commerce WHO ar capable of building contractors with supposed producers and linking their business with the on- line.

3. likelihood FOR PRODUCERS: Producers can take blessings of e-commerce by linking themselves with on-line, by giving higher data regarding their product to the alternative links at intervals the business chain and by a having an entire identity.

4. likelihood FOR PEOPLE: As tons of oldsters have gotten joined with E-commerce, the demand for centre providing internet facility or cyber eating place is in addition increasing. Hence, the those that

would really like to want advantage of it'll establish cyber and have their edges.

Essential factors for growth of E-Commerce in India:

• shopper convenience: By providing cash on delivery payment risk service to customers.

• Replacement guarantee: got to be Offers thirty day replacement guarantee to their customers.

• Reach: facultative mobile-capable sites and supporting M-Commerce services.

• Location based services: Since customers presently ar invariably on the move, promoting the right product at the right time and placement becomes Associate in Nursing integral aspect

• Multiple payment option: traditional credit cards, debit cards and bank payments risk got to be there.

• Right content: getting the right content and targeting customers with crisp and relevant data is of utmost importance to users on the move.

Price comparison: suppliers giving instant price comparison ar very fashionable amongst the worth aware customers.

• merchandise option: Low price merchandise got to be there. The convenience of assortment orders post work whereas returning home got to be there.

• provision challenges: In Asian country, the geographical unfold throws provision challenges. the sort of product being offered by suppliers got to verify the supply planning.

• Legal challenges: There got to be legal demand of generating invoices for on-line transactions.

• quick Service: Timely service provided by the company.

• Terms and condition: T & C got to be clear & realistic.

• Quality: the merchandise quality got to be same as shown on the portal.

• shopper care centre: a passionate 24/7 shopper care centre got to be there.

EXPERTS browse regarding FUTURE GROWTH OF E-COMMERCE IN INDIA:

Leading e-commerce portals at intervals the country embrace Flipkart.com, Futurebazaar.com, Ebay.in, Homeshop18.com, Snapdeal.com, Indiaplaza.com, Starcj.com, Amazon.com, Fashionandyou.com, Rediffshopping.com., inkfruit.com, myntra.com, futurebazaar.com, yebhi.com, zoomin.com and hushbabies.com. Internet on mobile phones and e-commerce ar set to steer the trend at intervals the IT sector, Google Asian country MD Rajan Anandan saidon June 2012. Speaking at the thirteenth annual Confluence at the Indian Institute of Management, Ahmedabad (IIM-A) here, Anandan illustrious trends comparable to mobile internet, social networking, e-commerce and internet video as being the foremost necessary trends for any technology company to want advantage of. "We have seen 80-90 per cent growth in traffic month-on-month over the last three quarters. we've been bit by bit increasing the pace of hiring and over following six months, we'll add regarding 5 hundred people," Snapdeal Chief administrator Kunal Behl same.

"With the growing e-commerce business at intervals the country and major international players coming back into the market, the number of job offers would

undoubtedly hunt," e-commerce firm Homeshop18.com corporate executive and founder Sundeep Malhotra same. The online retail section is expected to report durable growth at intervals the approaching back years as a results of growing internet shopper base because of increasing use of smartphones, laptops/PCs and convenience of internet at intervals the remotest a neighborhood of the country. "e-commerce space is also a booming space as internet audience ar likely to double at intervals succeeding two-three years and this business would force talent from various sectors like technology, product, analytics, sourcing, general management talent, commerce and promoting," online retailer Fashionandyou.com co-founder and corporate executive Pearl Uppal same. Another e-commerce player HomeShop18.com has fully grown by over seventy per cent in head count terms in 2011 over the last year and is further poised to grow by identical proportion this year, also as Associate in Nursing augmentation of the technology team.

Meanwhile, the e-commerce sector is fast hiring the foremost effective talent offered at intervals the country and this placement season saw e-commerce companies recruiting large numbers at premier institutions a bit like the Indian Institutes of Management (IIMs) and Indian Institute of Technology (IITs). According to a report by business body Assocham, on-line retail section is maybe getting to be price Rs seven,000 whole number by 2015 thanks to rising broadband convenience and increasing internet penetration, from the Rs 2,000 whole number at this point. it's growing at Associate in Nursing annual rate of thirty 5 per cent.

CONCLUSION

The future of E-Commerce is hard to predict. There ar various segments which will grow at intervals the long run like: Travel and industrial enterprise, electronic appliances, hardware product and apparel. There are also some essential factors which might significantly contribute to the boom of the E-Commerce business in Asian country i.e. replacement guarantee, M-Commerce services, location based services, multiple payment risk, right content, merchandise risk, legal demand of generating invoices for on-line transactions, quick Service, T & C got to be clear & realistic, the merchandise quality got to be same as shown on the portal, dedicated 24/7 shopper care centre got to be there. we have a tendency to tend to found various styles of opportunities for retailers, wholesalers/distributors, producers and jointly for people. Retailers meet electronic orders and should be involved the patrons all the time. Wholesalers can benefit of E-Commerce world organisation agency ar capable of building contractors with supposed producers and linking their business with the on- line. Producers might linking themselves with on-line, by giving higher data regarding their product to the alternative links at intervals the business chain and by a having an entire identity. As tons of oldsters have gotten joined with E-commerce, the demand for centre providing internet facility or cyber eating place is in addition increasing. Hence, the those that would really like to want advantage of it'll establish cyber and have their edges. people might found various opportunities of employment. On the behalf of on prime of same reports and specialists browse showed that the long term of e-commerce in Asian

country would be bright at intervals the approaching years if all essential factors would be implemented.

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A Study of Opportunities and Challenges In Indian Agribusiness

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Abstract :-

The Indian Agriculture Sector has made considerable progress in the last few decades with its large resources of land, water and sunshine. Agribusiness is the business of Agriculture Production. It includes agrichemicals breeding, crop production, distribution farm, machinery, processing and seed supply as well as marketing and retail sales. All agents of the food and fiber value chain influences it are the part of agribusiness. In this paper has discussed Number of opportunities available in the agriculture sector and that agro based industry. But now day's agro based industry and agricultural sector are facing some challenges threats.

Keyword – Agribusiness, Agricultural

Introduction :-

The Indian agriculture sector has made considerable progress in the last few decades with its large resources of land, water and sunshine. India is presently the world largest producer of pulses and the second the second largest producers of rice and wheat. The country is also the largest producer, Consumer and exporter of spices and spice producer in the world and overall in farm and agriculture output, it is ranked second. The Indian agro industry has based on processed frozen food, fisheries, meat, poultry and food grains this plenty of areas to choose for business.

In Indian Agriculture the factor like high soil productivity, supply of balanced crop, various efficient water management, improved crops, better plant protection, post-production management for value addition and marketing are responsible for maker yield as compared to most of the other countries Achievements of Indian agriculture like development of HYVPs new hybrids of different crops, research in the area of vaccine production. This opportunities help to Indian agribusiness for varietal development. In the new millennium challenges in Indian agricultural sector are quite different from those met in the previous decades. The enormous pressure to produce more food from less land with shrinking natural resources is a tough task for farmers. To keep up the momentum of growth a careful economic evaluation of inputs like seeds, fertilizers, irrigation sources etc. are of considerable importance.

This paper is based on secondary data mainly Books and research paper. In their study researcher has discussed opportunities and challenges before Indian agribusiness.

Objectives :-

1) To know the opportunities and challenges in Indian Agribusiness.

2) To understand the concept of agribusiness.

Research Methodology and Database:

This paper is based on secondary data such as Internet, books, various Research

paper etc.

Database:-

Agribusiness – is the business of agriculture production.

The term was coined in 1957 by Goldberg and davis. It includesagrichemicals breeding, coop production, machinery, processing and seed supply as well as marketing and retail sales. All agents of the food and fiber value chain and those institutions that influence it are part of agribusiness system.

List of Agribusiness :-

- Commercial Floriculture
- Commercial meat, Egg & Fish production
- Plantation crops like tea, coffee, rubber, cocoa, cashew and oil palm
- Commercial calf rearing center
- Commercial goat/ sheep/ pig rearing center
- Export oriented agriculture & horticulture
- Freshwater pearl culture
- Agro services center
- Agro clinic and Agri-business center
- Refrigerated van
- Agro-eco Tourism
- Bio fertilizer production and Marketing
- Soil testing laboratory
- Fingerlinging production
- Commercial Fruit cultivation
- Biogases based unit
- Cashew processing and other cashew nut based industry
- Coir based industry
- Seed processing plant
- Oil extraction mill
- Cattle & poultry/fish feed plant
- Bee keeping

- Jute based industry
- Coconut based product
- Dairy farming and milk processing
- Squash, Jam, Jelly, Pickle etc. of different fruits
- Fruit pulp
- Vegetable & spices based industry
- Dehydration and canning of vegetable
- Frozen fruits and vegetables
- Cultivation and processing of mushroom
- Meat processing unit
- Food products based on soybean
- Maize processing plan
- Product out of crop residue
- Tissue culture laboratory
- Vermiculture
- Bio pesticide/ Bio control agent producing unit
- Green house, poly house, glass house
- Extraction of essence/ oil from flowers, roots leaves and branches
- Cold storage
- Integrated farming
- Technology up gradation/ modernization agro based industry
- Groundnut processing
- Ragi, small millets, coarse cereal processing

India Agribusiness – Key Facts

1) Varied agro climatic zones.
2) Second largest available land in the world.
3) Largest irrigated land in the world.
4) Largest wheat producer.
5) Largest producer of pulses.
6) Largest of milk producers.

7) Largest producer and exporter of spices.

8) Second largest tea production/ rice. (Basmati)

9) Second largest sugarcane production.

Result and Discussion

Emerging Areas of agribusiness –

• Opportunities: -

The improve efficiency of the marketing system. There is need of substantial investment in marketing infrastructure both physical and institutional. The investment needs and opportunities for investors exist in the following broad areas.

1)Production

• Production of high – yielding seeds.

• Production of high – quality planting material, including use of issue culture methods of micro-propagation.

• Nurseries, including hardening nurseries.

• Organic farming

• Production of microbial cultures and vermicompost.

• Floriculture.

2) Processing

• Fruit and vegetable processing, including dehydration, canning, aseptic packaging, for other products like grapes raisin, bleached dry ginger and spices powders.

• Processing of maize for starch and feed through improved mini/ small mills and dry milling plants.

• Processing of millets for various purposes, including malt from finger mullets and (RTE)(ready to eat) products.

• Processing of sugarcane for various jiggery products like spiced jiggery, powdered jiggery and jiggery cubes.

• Processing of herbal and medicinal plants.

• Processing of dairy products.

• Processing for poultry products, including poultry dressing.

• Processing of livestock products and livestock wastes.

3) Infrastructure

• Cool chain infrastructure including cold stores.

• Storage and warehousing.

• Specialized transport services.

• Specialized transport services.

• Packing infrastructure, including pack house

• Agro-clinics and services centers.

4) Trade and others

• Procurement through contract arrangement including contract farming.

• Retailing.

• Capacity chain management

• Capacity building including human resources development in agribusiness.

The employment potentials of SME sector is very high several companies and food chains are now sourcing agricultural products from India to feed their outlets across the world.

The food miles are increasing due to developments in food technology, transport technology ICT and biotechnology. The Indian food companies are also globalizing and their wide opportunities for agribusiness.

Challenges in Agribusiness:-

1) Unemployment and poverty :-

50% rural families are unable to meet even the essential needs. Not only to ensure social justice but also to maintain self sufficiency in food supply.

2) Food security is a pre-requisite for economic progress and is the challenge in agribusiness.

3) Lack of irrigation facilities available in agribusiness.

4) Availability of fertilizer and pesticides in high cost.

5) Extensive network of rural infrastructure.

6) Quality seeds :-

Distribution and availability of good quality seeds is crucial to accelerated food production with only of MNC and effect of patent increase the cost of seeds.

7) WTO Control.

8) Lack of technology up gradation.

9) Credit System

The farm credit system in Indian agriculture, evolved over decades has been instrumental in enhancing production and marketing of farm produce and capital formation require in agriculture.

10) Scarcity of labour (agriculture)

11) Lack of Agri Education

12) Management Support

• Finance –

Govt. should be providing fund, subsidies and cheap loan to agribusineswhich is one of the challenging in front of agribusiness.

• Lack of Information services-

• Transfer of data –

As a large section of the farmers are not adequately educated to make effective use of the technology and information services.

• Management personnel –

Agribusiness require dedicated personnel with managerial skill. But this skill is not available in the business

• Marketing services –

Inadequate marketing network is a major bottleneck in agriculture.

Challenges

Water Challenges

Policy Factor

Market Factor

Technology

Macro Economy

Global Factor

climat Factor

CONCLUSION :-

This paper concludes here in the agriculture sector number of opportunities available such as dairy farming, agro eco

tourism, commercial floriculture, export oriented agriculture, cashew processing, Bee keeping, seed processing, Bio-fertilizer etc. while taking opportunities in agribusiness some challenges also facing in agribusiness like govt. support, marketing, finance, poverty, unemployment, technology. WTO control lack of education, seeds fertilizer not available of extensive network of rural infrastructure these are challenge in the agribusiness but now days more FDI investing in agribusiness so quite beneficial to Indian agribusiness. The Indian food companies are also globalizing and their wide opportunities for agribusiness. more challenges available in Indian agribusiness but govt. should focus on global agro opportunities.

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USE OF QR CODE IN AN INNOVATIVE WAY FOR ACADEMIC LIBRARIES: TO REACH MORE USERS

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Abstract : QR codes are two dimensional barcode. We are witnessing wide spread commercial use of QR code. But when we try to consider it to LIS, the picture is different than this. Use of QR code in LIS is in its primary stage. This paper try to explain application of QR code to LIS profession for reaching its user with their smartphones.

KEYWORD : QR code, smartphone, two dimensional, Library Orientation, registration, Website blog

INTRODUCTION:

Today use of smartphones & the mobile web has increased to a big extent.India is the second biggest smartphone market in the world, till date there are near about 292 millions of smartphone users in India. Over a decade, we all have noticed a thing about our usersthat they are more engaged in virtual world of internet where they are provided with immediate online access to information. As a result of all this they are less connected to libraries physically. ICT has changed traditional role of librarians.LIS professionals have to accept this change with a view, as an opportunity to adapt the library to new demands of our users. QR codes are one of the tools which provide us opportunity to strengthen library connection with this generation.It has great potential to attract & engage with a generation of mobile and always connected to social media. QR code can be used as an easy way to give additional information to mobile web users at their place & time. It is a one kind of tool which help us to improve library-user relations.

Use of QR code in libraries are yet less tried. But they can be used to provide useful content often at the time of need. It is a low threshold technology, easy to implement, low cost.If we plan to implement this technology, we don't need additional budget, hardware or software.It doesn't require any installation part or even training session for staff or users. We just can incorporate QR code with our existing staff & user without any cost.So this paper tries to focus on how libraries can Use QR Code.

About QR Code:

A Quick Response code (QR) is a matrix barcode readable by smartphones. QR codes are similar to Barcodes. But it can hold much more information than barcode.QR code can carry information both vertically & horizontally. The information encoded in QR code may be a URL, a phone number, an email a text, or even it may be alpha numeric too. Information in QR code can be decoded at a very high speed.

The QR code appears as a small white square with black geometric shapes.QR

can are also easy to use. They can be easily created using free QR code generator and just as easily be read with a simple smartphone app. There are a number of sites which may generate QR codes & they are all free.Similarly there are many QR code reader which are available free of cost too.

How to create QR code :

• Select a QR code Generator:

There are plenty number of open source QR code available over web. But a few of the post popular include Kaywa, GOQR.me,Visualead& QR stuff. Points to be consider while choosing QR code generator is that it should allow you to create your unique designs & should be compatible with common QR code reader.

• Design & link it up:

Select your content which you want to send your users insert the content whether it may be text, URL, sms, email or phone number too.Check out preview & save or download your code.

• Check QR code:

After successfully creation of code we need to check if the code reads correctly and be sure to try more than one reader.

Use of QR code in Library Catalogue:

Now-a-days most of library software started to implement QR codes in their catalogues in an innovative way. If user's searches the library catalog, the details page for each item displays the author,title, call number, etc. as well as a dynamically generated QR code that can be scanned to save information, necessary for finding the item in the library, to their smart device. This

replaces the need to write down, e-mail, or take a picture of the computer monitor for future use. This can help the users who "may write down incomplete information from the catalogue screen and become frustrated when they then fail to find the item" (Walsh, 2010, p. 6).

For promotion of library website/blog/institutional repository/digital library:

Mostly university library have developed their websites, blogs, IR/Digital libraries. But here again promotion of such websites is vital issue.We can add automatically our library as a contact into users' cell phones by using QR code. We just have to create QR Code for library contact information, address email, blog including library website/institutional repository/ digital library URL. Thus we can promote library website/blog effectively.

For Promotion of E-resources:

As library's e-resources like e-book, e-journal & e-database grows in number, the major challenge before libraries is how to make aware about the increasing number of these resources& how to access them. Solution is QR code. In nut shell to promote usage of e-resources QR code can be posted thought the printed collections. Additionally, Such QR code can be posted on various locations in library, study room, ladies room Corridor etc. Once Scanned led users to subject page, listing e-resources with titles with links for access.

Using QR code for library orientation:

Library Orientation may be boring for students,at the same time it may be a repetitive process for library staff. But we can make it more innovative & interesting

with the help of QR code. For Library Orientation we have to arrange sessions in groups which is time consuming instead of it if we create QR code of library Tour video, Question & answer sheet and set these codes at various locations of library. User would just scan these code in their smartphone. It will be more interesting to see how students teaching themselves about library's resources.

Use of QR code for user registration, Data collection & Library Feedback:

Libraries can simplify user registration process by using QR code. Libraries can create a QR code for various types of registration such as library membership, event registration or even feedbackform. It makes registration process much easier than ever.

a) How QR code For Registration/data collection/feedback:

• Library have to create QR code of registration forms & set this QR code at library entrance or anywhere in library where you want to collect data.

• Users just scan the QR code with their smartphones using any QR scanning application

• As user scan the code they were redirected registration/feedback form. Now they just need to feel form and submit it online.

• As users are feeling forms with their own smartphones. Library automatically get the required user data in excel. This makes easy to process same data for various purposes such as same data can be uploaded to library system as user data, same data for emails about check-in/check out,library notices/ reminders and so on.

b) Benefits of QR code:

• No more registration Queues

• No extra work after Data collection

Using QR code to Deliver Library Instructions:

Like all other Activities QR code can be used for library instructions too. Information about library rules, services facilities like internet access etc. can be provided through QR code. Now-a-days libraries give Wi-Fi connectivity to their users. For accessing library's Wi-Fi users must know the password & again user have to visit library physically for the same. But instead of it, if library create a QR code for Wi-Fi password.

How it works :

• Create a QR code for library's Wi-Fi

• Set up these code at different places in library

• User would just scan code with their smartphone

• Connect to library's Wi-Fi.

Conclusion :

As many technologies are being implemented in libraries out of this QR code provides flexibility which is not available in other way. Many libraries has started to implement QR codes in their library services but its rate is so less. Library promotion of QR code is also important to consider. As long as the basic things are followed when implementing QR code they can became a great asset to libraries. Above all, be creative in a way that the codes can be used for your unique sets of users.

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E-Commerce or web Marketing :
A Business Review from Indian Context

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Abstract

This paper deals the abstract data of programme selling (SEM) or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper mentioned regarding the highest inducement factors of searching on-line. the current development would be a valuable addition to investigator and academicians; and helpful theory for practitioners, advertisers, and entrepreneurs.

Keywords: SEM, on-line selling or E-commerce, Pay-per-click (PPC)

Introduction

Technology plays an important role in up the standard of services provided by the business units. one in every of the technologies that extremely brought data revolution within the society is web Technology and is justly thought to be the third wave of revolution when agricultural and technological revolution. The leading edge for business nowadays is e-Commerce. the consequences of e-commerce ar already showing all told areas of business, from client service to new product style. It facilitates new styles of data primarily based business processes for reaching and interacting with customers like on-line advertising and selling, on-line order taking and on-line client service etc. It may scale back price in managing orders and interacting with a good vary of suppliers and commerce partners, areas that generally add vital overheads to the price of merchandise and services [Rajiv Rastogi]. Businesses ar more and more exploitation the net for business activities. the ever-present nature of the net and its wide world access has created it an especially effective mode of communication between businesses and customers [Rowley (2001)]. Thompson (2005) introduced that the expansion of web technology has huge potential because it reduces the prices of product and repair delivery and extends geographical boundaries in transportation patrons and sellers along.

Outlined that electronic commerce, ordinarily called e-commerce or eCommerce, consists of the shopping for and merchandising of merchandise or services over electronic system akin to web and different electronic network. Intent is that the technology for e-commerce because it offers easier ways that to access firms and people at terribly low price n order to hold out regular business transactions. programme selling (SEM) could be a sort of net advertising that firms use to push their merchandise and services on programme results pages (SERPs). SEM is targeted on the effective

use of programme advertisements (a.k.a., sponsored results, sponsored links) that seem on the SERP. SEM that permits corporations to focus on shoppers by putting ads on search engines has proved to be a good audience acquisition strategy. not like ancient on-line advertising, advertisers pay once only only if} users truly click on a billboard when with success enforced, SEM will generate steady traffic levels and tremendous come back on investment (ROI).

Remarked that almost all on-line advertising campaigns have 2 main objectives: complete development and direct response. choosing Associate in Nursing acceptable selling channel ultimately depends on that ways can give the best ROI. corporations that provide merchandise and services through {the web|the on-line|the net} clearly stand to achieve from web advertising as a result of their prospective customers ar already online. Non web-based firms could select on-line selling so as to extend exposure and promote complete. SEM permits firms to closely track their ROI from Associate in Nursing audience acquisition stance. SEM delivers ads to users WHO ar already finding out the merchandise or services that Associate in Nursing publicizer is giving, which means that in theory, they're solely receiving qualified traffic. not like ancient banner ads, advertisers ar charged supported the quantity of clicks they receive, not on the quantity of impressions (number of times a billboard appears). moreover, several selling campaigns place an excellent deal of importance on stigmatisation. PPC ads is terribly effective in terms of driving home a brand as a result of they seem aboard search results for thousands of various search terms. SEM could be a sort of web selling that involves the promotion of internet

sites by increasing their visibility in SERP through optimisation (both on-page and off-page) further as through advertising (paid placements, discourse advertising, and paid inclusions) [Search Engine Land 2007].

This paper deals the abstract data of programme selling or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper mentioned regarding the highest inducement factors of searching on-line. the current development would be a valuable addition to investigator and academicians; and helpful theory for practitioners, advertisers, and entrepreneurs. The any analysis areas are; the standard of sponsored ad text, ad position, programme optimisation (SEO), PageRank, telephone book, bid management etc.

Literature on net theory is scant as a result of it's a comparatively a replacement space and therefore the technologists at the forefront of net style ar generally not sufficiently academically inclined to formulate the relevant theories (Day, 1997). whereas previous analysis has examined web usage (Teo, Lim, & Lai, 1999), business websites (Gonzalez and Palacios, 2004), web site style (Kim, Shaw, & Schneider, 2003), web site effectiveness from the consumers' perspective (Bell & Tang, 1998), valuation paid placements on programme (Sen et. al., 2008), and bidding (Bernard and Simone, 2011). this way of on-line advertising emerged in 1998 [Fain and Pedersen 2006], speedily has become the central business model of the main search engines [Jansen and Mullen 2008]. and is one in every of the foremost speedily growing segments of the net selling space [SEMPO analysis 2009]

Search engine has become a necessity for individuals to surf the online

[Hsien-Tsung Yangtze Kiang, 2011]. it's a straightforward computer program is meant. Any user merely fills in many fields and therefore the system makes the choice regarding what to seek out, wherever to look and the way to appear at. the brink of search is down. SEM is {an internet|an online|a net} selling model aiming at promoting the ranking {of web sites|of internet web sites} within the search engine's search results page which may build an internet site introduce into a lot of web users and website traffic [iProspect 2008]. Li-Hsing metallic element et. al., (2011) explained regarding exploration of SEO technology applied in web selling, Kesharwani and Tiwari (2011) studied the importance of web site quality towards the success or failure of any e-vendor. Khan and Mahapatra (2009) studied that the standard of web banking (i-banking) services in Asian country from customer's perspective. Malhotra and Singh (2007) dole out a probe to seek out the i-banking adoption by the banks in Asian country. Thus, it's time that Asian country ought to act quick and resolutely so as to use the growing electronic trade to our advantage.

Types of E-Commerce

(i) B2B E-Commerce: firms doing business with one another akin to makers merchandising to distributors and wholesalers merchandising to retailers. valuation relies on amount of order and is commonly negotiable.

(ii) B2C E-Commerce: Businesses merchandising to the final public generally through cataloes utilizing go-cart computer code. By bulk, B2B takes the prize, but B2C is basically what the common Joe has in mind with regards to ecommerce as an entire. as an example indiatimes.com.

(iii) C2C E-Commerce: There ar several sites giving free classifieds, auctions, and forums wherever people can purchase and sell due to on-line payment systems like PayPal wherever individuals will send and receive cash on-line with ease. eBay's auction service could be a nice example of wherever client-to customer transactions occur on a daily basis.

(iv) Others: G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government).

Shoppers in Metropolitan Asian country

Currently, shoppers in metropolitan Asian country ar driving eCommerce: These shoppers ar primarily shopping for travel, shopper natural philosophy, and books on-line. And though outlay per on-line purchaser remains low, some fifty nine of on-line shoppers in metropolitan Asian country already build purchases on-line a minimum of monthly.

Shoppers in non-metropolitan Asian country

Consumers in nonmetropolitan areas will facilitate fuel growth; not like on-line shoppers in cities, {they ar|they're} a lot of possible to buy on-line for merchandise that are unprocurable at native stores. Zia and Manish (2012) calculable that eCommerce retailers in {india India|Republic of Asian country|Bharat|Asian country|Asian nation} ar increasing their offerings to the net population outside metropolitan India and ar investment heavily within the infrastructure to support these cities.10 on-line attire retail merchant Myntra.com is already seeing demand for its merchandise outside metropolitan India: five hundredth of its sales ar outside India's ten biggest cities. To widen

their reach, as an example, multiple retailers ar building warehouses outside central locations; testing shipping choices that job in rural areas; giving payment choices like money on delivery (COD) that give choices for the unbanked; and afterwards selling these to semi-urban and rural shoppers.

Moreover, Hindu deity Kulkarni , Product Manager at Google (Jan fifteen, 2013) discovered that Asian country perhaps behind the curve on the numbers, however they're growing quick, and after they reach the 200-300 million internet buyers, you'll safely assume that there'll a minimum of be as several e-Commerce players in Asian country as there ar in China. that's to mention, there'll be a minimum of 10-20 in, massive and growing e-Commerce firms in Asian country over successive few years!. i feel the in firms of tomorrow ar about to look totally different from those that ar on the highest currently. There's about to be 100-200 million new e-Commerce customers that ar about to be up for grabs within the next few years. in our own way to appear at it's that in eightieth of the e-Commerce shoppers of 2016 still ar on the market to be nabbed by e-Commerce sites. And they're about to return from preponderantly 2 classes. First, from Tier-2 and Tier-3 cities because the supplying and property there improve and second, children that get jobs/pocket-money and begin searching on-line.

Major Search Engines within the Market

By distinct search engines, implies that search engines, portals, and websites WHO have alliances and WHO solicit bids for paid placements from one supply ar treated mutually programme. for example, by with success bidding for a paid link with Overture exposes a marketer to traffic from many websites, together with MSN, Yahoo!,

AltaVista, InfoSpace, AlltheWeb and NetZero. There ar numerous search engines by content/topic akin to Baidu (Chinese, Japanese), Bing, Blekko, Google, Sogou (Chinese), Soso.com (Chinese), Volunia, WireDoo, Yahoo!, Yandex (Russian), Yebol, and Yodao (Chinese). Among PPC suppliers, Google AdWords, Yahoo! Search selling, and Microsoft adCenter ar the 3 largest network operators, and every one 3 operate below a bid-based model.

The Advantages and downsides of web selling

Melody and Henry Martyn Robert (2001) remarked that the net will give timely data to customers thanks to its ability for immediate communication, and its handiness twenty four hours daily, seven days every week [Lane, 1996]. On-line selling offers a lot of selections and adaptability [Lamoureux, 1997] and, at a similar time, eliminates large inventories, storage prices, utilities, house rental, etc., [Avery, 1997]. individuals tend to associate web selling with {direct selling|marketing} as a result of firms collaborating in on-line marketing typically shortened the availability chain [Edwards, et al., 1998] and reduced commission and in operation prices. the flexibility to function each a group action medium and a physical distribution medium for sure merchandise could be a distinctive feature of web selling. Such benefits is best complete by firms that give digital products/ services akin to computer code, music, news, consulting services, on-line ticketing and reservations, telemedicine, insurance, banking, stock brokerage, tax, and different monetary service industries. exploitation the net because the channel will scale back not solely the delivery price considerably, however conjointly ensures instant delivery

of products/services.

Moreover, Ruckman (2012) instructed that web analysis becomes Associate in Nursing {increasingly|progressively|more and a lot of} vital tool throughout the buying process; more marketers ar seeing the benefits too. It's a win-win scenario. selling departments ar investment a lot of into on-line selling nowadays as a result of it's:

• engaging to a major phase of the demographics for many client profiles. It will effectively reach the target client.

• quicker and fewer dearly-won to conduct marketing campaigns

• Measurable, which suggests that successes ar classifiable and repeatable

• Open 24-hours daily

• cost-efficient, within the long-standing time.

Disadvantages :

There is no actual face-to-face contact concerned within the web communication. For the kinds of merchandise that bank heavily on building human relationship between patrons and sellers akin to the merchandising of life assurance, and therefore the variety of merchandise that needs physical examination, web selling perhaps less acceptable.

Conclusions and suggestions

This paper deals the abstract data of programme selling or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper mentioned regarding the highest inducement factors of searching on-line. the current development would be a valuable addition to investigator and academicians; and helpful theory for practitioners, advertisers, and entrepreneurs. a number of the disadvantages

of e-Marketing ar responsibility on technology, Security, privacy problems, Maintenance prices thanks to a perpetually evolving surroundings, Higher transparency of valuation and redoubled price war, and worldwide competition through economic process. whereas considering the said limitations; advertisers and end-users will effectively use this contemporary platform to create life easier and quicker. within the next three to five years, Asian country can have thirty to seventy million web users which can equal, if not surpass, several of the developed countries. web economy can then become a lot of significant in Asian country. With the speedy enlargement of web, Ecommerce, is ready to play a really vital role within the twenty first century, the new opportunities which will be thrown open, are accessible to each massive firms and on-line commerce in Asian country is destined to grow each in revenue and geographic reach. The any analysis areas in ecommerce are; the standard of sponsored ad text, ad position, programme optimisation (SEO), PageRank, telephone book, and bid management etc.

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विनम्र आवाहन

मा. प्राचार्य,

प्राध्यापक, संशोधक विद्यार्थी यांना विनम्र आवाहन,

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डॉ. डी. ए. देसाई
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