

**AWARENESS LEVEL OF CRYPTOCURRENCY AMONG PEOPLE IN
KANNUR DISTRICT IN KERALA**

A PROJECT REPORT

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Under the supervision of

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In partial fulfilment for the award of Bachelor degree in

COMMERCE



**DON BOSCO ARTS AND SCIENCE COLLEGE
OF KANNUR UNIVERSITY**

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KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report “**AWARENESS LEVEL OF CRYPTOCURRENCY AMONG PEOPLE IN KANNUR DISTRICT IN KERALA**” is the bonafide work of **ALEN BAIJU, ALNA.T.V, ATHUL SHIJU & SHONIMA.V.T** who carried out the project work under my supervision

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DECLARATION

We, **ALEN BAIJU, ALNA T V ,ATHUL SHIJU and SHONIMA V T** , hereby declare that the project work has entitled **“AWARENESS LEVEL OF CRYPTOCURRENCY AMONG PEOPLE IN KANNUR DISTRICT IN KERALA”** has been prepared by me and submitted to Kannur University in partial fulfilment of requirements for the award of Bachelor of Commerce, is a record of original work done by me under the supervision of **Mrs.NEETHU A.E** of Department of Commerce, Don Bosco Arts and Science College,Angadikadavu.

We also declare that this project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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1.1 INTRODUCTION

The world is growing and expanding rapidly; Internet has made the world a different place and has ensured that the world of information and business is available to its user at a press of a button. The Internet has disrupted the old means of communication and transfer of ideas, money, and business. The Internet is therefore known as one of the disruptive technologies that has shaken the world. We order food, groceries, and other items of needs without leaving our homes or offices as we can buy them online with the help of E-Commerce sites. We also pay them online by using our debit or credit card and sometimes other wallets like the Paytm etc. Besides this, a large part of the world is also transacting money with the aid of virtual currencies, which called Crypto currencies.

Cryptocurrency does not exist in physical form (like paper money) and is typically not issued by a central authority. Cryptocurrencies typically use decentralized control as opposed to a central bank digital currency (CBDC). When a cryptocurrency is minted, or created prior to issuance, or issued by a single issuer, it is generally considered centralized. When implemented with decentralized control, each cryptocurrency works through distributed ledger technology, typically a blockchain, that serves as a public financial transaction database. Traditional asset classes like currencies, commodities, and stocks, as well as macroeconomic factors, have modest exposures to cryptocurrency returns.

These tokens or coins are encrypted online for safety and are a medium of exchange designed to use cryptography for its secured transfer or transactions and to ensure the authenticity of the new currencies. Crypto currencies are money worth virtual currencies which are stored in E-Wallets and transmitted online, securely, and anonymously using the Internet, on Peer-to-Peer basis within seconds. Cryptocurrency is a digital currency which is created for the purpose of transactions as a normal currency. Cryptocurrency adoption has seen some huge spikes in the last few years. It has been different theories and conspiracies about crypto's effect in short and long-term adoption. In the meantime, cryptocurrency market has also increased and new forms of usage of crypto have been implemented. People pouring million into cryptocurrency and it is safe to say that most people have some percentage of their portfolio invested in crypto. Increased attention for the industry is followed by increased adoption and countries also more well-known companies thinking over accepting cryptocurrency as a method of payment. Many companies hold a fair share of crypto such as

Bitcoin in their investment sheet, such as Tesla and Micro Strategy. In recent years, it has been inevitable to avoid debates about cryptocurrency and regulation of that matter among regular people and Politiscience. People's conversation surrounds investment, and the government debate includes investment strategies as well as regularity concerns. Institutional adoption of the cryptocurrency made a mark that a cryptocurrency is a form of technology there available for the long term and more adoption will be added in near future

It uses Cryptography and Block chain technology to secure its exchanges and limit the production of a particular type of cryptocurrency and keep track of each transaction in whole network. Till here, we need a particular count of cash printed or minted by the Government and it will be kept in a bank through which we carry out all our transactions, which is a form of centralized system but now we have gone one step ahead and Decentralized form of currency has emerged which is being used in transactions for various purposes, known as Cryptocurrency. The Cryptocurrency laden with so much new age technologies and a huge market presence all over the world, but still, even after a decade of its existence, it has not attained an established image as a new age currency system among majority of the countries in the world and people are still skeptical about its worth. Even though greater number of countries coming forward to regularise its use in day-to-day business transactions, some countries are regulating its use as part of financial investment as digital asset by devising rules and regulations but still countries like India and China are not showing any friendly stance towards the cryptocurrencies neither in form of currency nor as investment tool.

However, the rise and fall of cryptocurrency usage is depended on different reasons. There has been some fast phase adoption of crypto in some geographical areas and some slow adoption in others. What that depends on can be a factor of different reasons. First, we can refer to a different method of using cryptocurrency and why it exists. Crypto has been invented by Satoshi Nakamoto in 2008, who has tried to solve the inflation problem and accessibility of peer-2-peer transaction with Bitcoin. Later cryptocurrency tackled to reduce the transaction fees of payment systems in the unbanked world. In 1983, American cryptographer David Chaum conceived of a type of cryptographic electronic money called ecash. Later, in 1995, he implemented it through Digicash, an early form of cryptographic electronic payments. Digicash required user software in order to withdraw notes from a bank and designate specific encrypted keys before it can be sent to a recipient. This allowed the digital currency to be untraceable by a third party.

In 1996, the National Security Agency published a paper entitled *How to Make a Mint: the Cryptography of Anonymous Electronic Cash*, describing a cryptocurrency system. The paper was first published in an MIT mailing list and later in 1997 in *The American Law Review*. In 1998, Wei Dai described "b-money", an anonymous, distributed electronic cash system. Shortly thereafter, Nick Szabo described bit gold. Like Bitcoin and other cryptocurrencies that would follow it, bit gold (not to be confused with the later gold-based exchange BitGold) was described as an electronic currency system which required users to complete a proof of work function with solutions being cryptographically put together and published. In January 2009, Bitcoin was created by pseudonymous developer Satoshi Nakamoto. It used SHA-256, a cryptographic hash function, in its proof-of-work scheme. In April 2011, Namecoin was created as an attempt at forming a decentralized DNS. In October 2011, Litecoin was released which used scrypt as its hash function instead of SHA-256. Peercoin, created in August 2012, used a hybrid of proof-of-work and proof-of-stake. Cryptocurrency has undergone several periods of growth and retraction, including several bubbles and market crashes, such as in 2011, 2013-2014–15, 2017-2018 and 2021–2023. On 6 August 2014, the UK announced its Treasury had commissioned a study of cryptocurrencies, and what role, if any, they could play in the UK economy. The study was also to report on whether regulation should be considered. Its final report was published in 2018, and it issued a consultation on cryptoassets and stablecoins in January 2021. In June 2021, El Salvador became the first country to accept Bitcoin as legal tender, after the Legislative Assembly had voted 62–22 to pass a bill submitted by President Nayib Bukele classifying the cryptocurrency as such. In August 2021, Cuba followed with Resolution 215 to recognize and regulate cryptocurrencies such as Bitcoin. In September 2021, the government of China, the single largest market for cryptocurrency, declared all cryptocurrency transactions illegal. This completed a crackdown on cryptocurrency that had previously banned the operation of intermediaries and miners within China. On 15 September 2022, the world second largest cryptocurrency at that time, Ethereum transitioned its consensus mechanism from proof-of-work (PoW) to proof-of-stake (PoS) in an upgrade process known as "the Merge". According to the Ethereum Founder, the upgrade can cut Ethereum's energy use by 99.9% and carbon-dioxide emissions by 99.9%. On 11 November 2022, FTX Trading Ltd., a cryptocurrency exchange, which also operated a crypto hedge fund, and had been valued at \$18 billion, filed for bankruptcy. The financial impact of the collapse extended beyond the immediate FTX customer base, as reported, while, at a Reuters conference, financial industry executives said that "regulators must step in to protect crypto investors." Technology analyst Avivah Litan commented on the

cryptocurrency ecosystem that "everything...needs to improve dramatically in terms of user experience, controls, safety, customer service."

At present, India neither prohibits nor allows investment in the cryptocurrency market. In 2020, the Supreme Court of India had lifted the ban on cryptocurrency, which was imposed by the Reserve Bank of India. Since then, an investment in cryptocurrency is considered legitimate, though there is still ambiguity about the issues regarding the extent and payment of tax on the income accrued thereupon and also its regulatory regime. But it is being contemplated that the Indian Parliament will soon pass a specific law to either ban or regulate the cryptocurrency market in India. Expressing his public policy opinion on the Indian cryptocurrency market to a well-known online publication, a leading public policy lawyer and Vice President of SAARCLAW (South Asian Association for Regional Co-operation in Law) Hemant Batra has said that the "cryptocurrency market has now become very big with involvement of billions of dollars in the market hence, it is now unattainable and irreconcilable for the government to completely ban all sorts of cryptocurrency and its trading and investment".He mooted regulating the cryptocurrency market rather than completely banning it. He favoured following IMF and FATF guidelines in this regard.

1.2 STATEMENT OF THE PROBLEM

The Cryptocurrencies can be utilized just like our traditional currency for transaction purpose but still the Regulatory Authority as well as Government are skeptical about its use. It is almost a decade that Cryptocurrencies are existing all over world but still its status has not been identified as whether it will ever attain the actual currency status or remain as a part of investment portfolio. People are also not much aware about the worth of cryptocurrency and mostly they perceive it as illegal means. The purpose of the study is to examine the awareness level of people on Cryptocurrency in Kannur District of Kerala.

1.3 SIGNIFICANCE AND SCOPE OF STUDY

As Cryptocurrency is a digital currency which has not been perceived as legal means of transaction for day-to-day activities till now in majority of the countries in the world. In India too, it has not been taken positively by the Government or Regulatory Authority, as currently RBI has issued notice to ban any transaction related to Cryptocurrency through any bank in the country. So, the study of its awareness and perception among people which is mainly

based in Kannur District of Kerala will give some insight on how people have perceived its presence in our own State. So, this study will reflect the overall perception of people towards Cryptocurrency. The samples under the study were employed people in various public/private/educational institutions, Business community, unemployed categories and students. As survey was done through Google Survey Form, so it was restricted to the people who have online connectivity.

1.4 OBJECTIVES OF STUDY

- To study the awareness of people towards Cryptocurrency
- To understand the factors investing in cryptocurrency
- To find out the challenges and issues faced by cryptocurrency.

1.5 RESEARCH METHODOLOGY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. Thus, research methodology is the way to systematically solve the research problem. It describes the procedure which has been used in the research.

1.5.1 RESEARCH DESIGN

Research Design is a set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research. The present study is descriptive in nature.

1.5.2 POPULATION

The total number of items or things in a particular equity is known as population. Here the population is infinite that means the population cannot be measured. The population of the study is entire Kannur district

1.5.3 SAMPLING TECHNIQUE

The Sampling is mainly convenience sampling. The questionnaire was distributed specially to working class community, business & students and their responses were collected which

formed the basis of study. As the questionnaire was in Google Survey Form, so it was easy to reach to different sampling units

1.5.4 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. The number of respondents selected for the study is 45.

1.5.5 COLLECTION OF DATA

A. Primary data: Questionnaire was used for primary data

B. Secondary data: Secondary data are already collected and analysed by some other persons for their own use and later the same data are used by another person. These were collected from journals, books related to the topic and websites etc.

1.5.6 TOOLS FOR DATA COLLECTION

Primary data collected through Survey method, by using a structured Questionnaire, circulated in the form of Google Forms online. The options in each question are multiple choice.

1.5.7 AREA OF STUDY

This study is conducted with the people who have heard about cryptocurrencies in Kannur district in Kerala.

1.6 STATISTICAL TOOLS

To analysis and interpret the data collected from different sources are used to graphs methods for the presentation of necessary data.

1.7 PERIOD OF THE STUDY

The duration of study is from December 2022 to February 2023.

1.8 LIMITATION OF STUDY

- As the survey was circulated through Google Survey Forms, which require internet connection. So, this study is limited to the internet users only.
- Some of the respondents of sampling units filled the survey without any interest and knowledge, which lead to sampling error to some extent.
- Cryptocurrency is a global product, but this study is mainly based on the people of Kannur District of Kerala. So, it will not give clear picture of its adoption at larger platform as people really want to have this as currency or investment tool.
- The responses may not be accurate.

1.9 CHAPTER SCHEME

The chapter is divided into four chapters

Chapter 1: Introduction and design of the study

The chapter deals with introduction, significance of the study, statement of the problem, objectives, research methodology, period of the study and limitations of the study

Chapter 2: Theoretical Background and review of literature

Following the introductory chapter, the second chapter deals with theoretical background and review of literature on this area and other relevant to study.

Chapter 3: Data analysis and interpretation

In connection of the objectives the presentation of data for analysis and interpretations were done in a systematic manner with necessary tables.

Chapter 4: Findings, suggestions and conclusions

This chapter provides a brief summary of findings, suggestions which drawn on the basis of result of the study and conclusions.

2.1 REVIEW OF LITERATURE

Bierer (2016): This paper briefly defines cryptocurrency, explains how it functions in its various forms, and shows why it would behove lenders to utilize cryptocurrency as collateral. The paper then examine the various regulatory approaches taken regarding cryptocurrency within the United States as context for subsequent discussions as to how a secured transaction utilizing cryptocurrency as collateral might be accomplished, both now and under proposed amendments or clarifications to Article 9 of the Uniform Commercial Code. The data is collected from secondary sources. The study concludes that cryptocurrencies represent both a useful opportunity to lenders and debtors alike, and can be effectively utilized, even under the current regulatory and legal schemes, as collateral.

Vyas (2017): This research was mainly to find out the awareness about the cryptocurrency, people's preference, their trading preference, advantage, disadvantage and important factors about cryptocurrency. This study uses exploratory study, and a survey has been used to collect primary data and 68 respondents were used in final analysis. The study revealed that cryptocurrencies are indeed a known topic among Indians. After 9 years of inception, Bitcoins still the most preferred cryptocurrency which means that security and widespread acceptance is far important than utility and other application of crypto and Blockchain.

Hileman & Rauchs (2017): This research focused on alternative payment systems and digital assets. The research team collected data from over one hundred cryptocurrency companies and organizations as well as 30 individual miners participated in one or more of the four surveys. The findings of the research shown that the user adoption of various cryptocurrencies has really taken of, with billions in market cap and millions of wallets estimated to have been 'active' in 2016. Second, the cryptocurrency industry is both globalized and localized, with borderless exchange operations, as well as geographically clustered mining activities. Third, the industry is becoming more fluid. Fourth, issues of security and regulatory compliance are likely to remain prevalent for years to come.

Catania & Grassi (2017): This paper studies the behaviour of cryptocurrencies financial time-series of which Bitcoin is the most prominent example. The dynamic of those series quite complex displaying extreme observations, asymmetries, and several nonlinear characteristics which are difficult to model. They develop a new dynamic model able to account for long-memory and asymmetries in the volatility process as well as for the presence of time-varying skewness and kurtosis. The empirical application carried out on 606

cryptocurrencies. Results are robust when considering different level of market capitalization and forecast horizon. Their suggestion for investors and risk managers is to implement a robust specification with the inclusion of time-varying skewness.

Mazikana (2018):The study sought to analyse the impact of cryptocurrencies in Zimbabwe: an analysis of bitcoin. The objective of the study was to gain an understanding of Bitcoins used by banks in Zimbabwe; to find out if bitcoin can solve liquidity crunch; ascertain the factors that influence the adoption of Bitcoins by banks. The study used primary data which was collected through use of questionnaires with respondents were from selected sample of banks in Zimbabwe such as CBZ, Stewart bank and Cabs. The sample size was fifty. The study concluded that there are many meanings attached to cryptocurrency, it is beneficial to adopt cryptocurrency and there are many challenges faced in adopting cryptocurrency. The study recommended that banks need to adopt cryptocurrency and banks should enhance cryptocurrency.

Jani (2018): The paper is aimed to measure the spread of cryptocurrency use and analysis the way in which 21 different countries have responded in terms of regulation and legislation towards cryptocurrency and its impact on various laws in India in order to regulate it. A pilot study has been conducted in march2018 to collect data of different aspects of cryptocurrency. The survey questionnaire involved 21 questions and collect data from 45 multinational internet users and most of them where Indians. The paper reveals that there many concerns, challenges, and issues are existing in many cryptocurrency platforms. Until cryptocurrency is being well regulated and controlled, users need to take extra precautions of using such using money and it has a promising future.

Rahman, Jasim, & Dawood (2018): This research paper tries to find the status of cryptocurrency in the eye of law tries to define it and found that it is not a currency or legal tender as per Indian legislation however it, use as goods. The data has been collected from various secondary sources like journals, research papers etc. The objective of the paper is to find the exact status of cryptocurrency in the light of legislation and literature review. The paper concluded that the cryptocurrency may be considered as 'goods. It can be transferred or purchased or sold anywhere in India and in the world easily.

Kumar V V & Swathy(2019):This is a conceptual paper that tries to study the different aspects of cryptocurrencies, starting with their history, types, its working, advantages and disadvantages, challenges and opportunities. The objective is to understand the concept of

cryptocurrency, its working, advantages, disadvantages and opportunities in India. This paper is purely based on secondary data referring to various journals, newspapers, articles, websites and reports. Results showed that cryptocurrency can bring more positive changes to e-Business and e-Payment sector. Many concerns, challenges and issues are existing in many cryptocurrency platforms. Until cryptocurrency is being well regulated and controlled, users need to take extra precautions of using such virtual money. So, the lack of legislations is considered as the main concern in cryptocurrency systems.

Jaideep & Prashanth Jyoty (2019):The study is focused on assessing the role and impact of Bitcoin. As India is in the technical era, techno-Indians speak, invest, and possess Bitcoin. This paper is an outcome of an exploratory research on the role of Bitcoin and its future in the Indian economy. The study answers the question “Is Bitcoin boon or bane in India”. The analysis has been done through secondary data to answer the queries related with bitcoins. The study revealed that Cryptocurrency has potential to replace the traditional monetary system. In order to adopt this phase of Cryptocurrency it must first evolve and accept a secure network of currency exchange. This will help Indians to reach the next platform of e-commerce.

2.2 THEORETICAL BACKGROUND

A cryptocurrency (or crypto currency or crypto for short) is a digital asset designed to work as a medium of exchange wherein individual coin ownership records are stored in a ledger existing in a form of computerized database using strong cryptography to secure transaction records, to control the creation of additional coins, and to verify the transfer of coin ownership. It typically does not exist in physical form (like paper money) and is typically not issued by a central authority. Cryptocurrencies typically use decentralized control as opposed to centralized digital currency and central banking systems. When a cryptocurrency is minted or created prior to issuance or issued by a single issuer, it is generally considered centralized. When implemented with decentralized control, each cryptocurrency works through distributed ledger technology, typically a blockchain, that serves as a public financial transaction database.

Bitcoin, first released as open-source software in 2009, is the first decentralized cryptocurrency. Since the release of bitcoin, other cryptocurrencies have been created.

However, the interest is not represented in the same amount in all countries. Bitcoin as the first fully functional cryptocurrency has solved the problem of double-spending and made it

possible to consider bitcoin as a form of payment. But the idea of the Bitcoin invention as it is mentioned in the bitcoins white paper is deflationary and in time would work as a hedge against inflation (Bitcoin Whitepaper, 2008). It has not been proven yet that Bitcoin could be used as a hedge against inflation, but the main idea of many other cryptocurrencies invented after Bitcoin is to be used as a hedge fund. Later, other cryptocurrencies such as Ethereum, Cardano, Solana etc. This cryptocurrency represents the technology to improve digital money and global payment by offering tokens to its users. These cryptos made it possible for anyone, anywhere with access to the internet to start a financial payment system which led to more people joining the crypto community. The downside of cryptocurrency decentralization is the scams (Ethereum Whitepaper 2014). So, Cryptocurrency being a form of payment is purely an empirical question, thus, it fills all criteria as form of payment system, but it could still have a long road to go as similar as cash transformation to debit and credit payment. And in our paper, we will use access to financial system to determine effect of current payment system on adoption of cryptocurrency

WORKING OF CRYPTOCURRENCY

Transactions are sent between peers using software called “cryptocurrency wallets.” The person creating the transaction uses the wallet software to transfer balances from one account (AKA a public address) to another. To transfer funds, knowledge of a password (AKA a private key) associated with the account is needed. Transactions made between peers are encrypted and then broadcast to the cryptocurrency’s network and queued up to be added to the public ledger. Transactions are then recorded on the public ledger via a process called “mining”. All users of a given cryptocurrency have access to the ledger if they choose to access it, for example by downloading and running a copy of the software called a “full node” wallet (as opposed to holding their coins in a third party wallet like Coin base). The transaction amounts are public, but who sent the transaction is encrypted (transactions are pseudo-anonymous). Each transaction leads back to a unique set of keys. Whoever owns a set of keys, owns the amount of cryptocurrency associated with those keys (just like whoever owns a bank account owns the money in it). Many transactions are added to a ledger at once. These “blocks” of transactions are added sequentially by miners. That is why the ledger and the technology behind it are called “block chain”. It is a system to transfer and store data or information that is generated while transacting in a cryptocurrency.

TYPES OF CRYPTOCURRENCIES

Cryptocurrency is designed to work as a medium of exchange. The number of cryptocurrencies available over the internet is over 1600 and growing. A new cryptocurrency can be created at any time. Some of the cryptocurrencies recently used are bitcoin, Ethereum, tether, Litecoin etc.

Bitcoin (BTC):

One of the most known currencies, Bitcoin is considered an original cryptocurrency. Using blockchain technology, Bitcoin allows users to make transparent peer-to-peer transactions. While everyone can see the transaction, only the owner of that Bitcoin can decrypt it with a “private key” that is given to each owner. Unlike a bank, there is no central authority figure in the Bitcoin. Bitcoin users control the sending and receiving of money, which allows for anonymous transactions to take place throughout the world. Bitcoin has become a fixture in today’s modern society, a source of innovation and mystery, and has begun to change the way we think about currency. Because of Bitcoin’s success, many modern cryptocurrencies are simply variations on the Bitcoin framework. These Bitcoin derivatives are referred to as Altcoins. By understanding the cryptocurrency framework, through analysis of Bitcoin, examiners will be capable of understanding artifacts in a wide range of cryptocurrencies.

Litecoin (LTC):

Like other cryptocurrencies, Litecoin is a peer-to-peer cryptocurrency and open source-source software project released under the MIT/X11 license. Its creation and transfer are based on an open-source cryptographic protocol and it is completely decentralized. Litecoin is different in some ways from Bitcoin. A few differences between these digital currencies are: The Litecoin network aims to process a block every 2.5 minutes but Bitcoin takes 10 minutes. This allows Litecoin to have faster transaction confirmation.

The improved transaction speed was meant to prove to merchants that they no longer had to be frustrated by Bitcoin’s long settlement time. Instead, they could accept Litecoin and settle

payments faster and, therefore, conduct business more quickly and at speeds more on par with other digital payment methods.

Ethereum (ETH):

It is an open-source platform based on blockchain technology. While tracking ownership of digital currency transactions, Ethereum blockchain also focuses on running the programming code of any decentralized application, allowing it to be used by application developers to pay for transaction fees and services on the Ethereum network.

Ethereum is a decentralized blockchain platform that establishes a peer-to-peer network that securely executes and verifies application code, called smart contracts. Smart contracts allow participants to transact with each other without a trusted central authority.

Tether(USDT):

Tether is a type of cryptocurrency, that is designed to maintain a stable value that is pegged to the US dollar. It is known as stable coin because its value is relatively stable as compared to other cryptocurrency, which can experience significant price fluctuations.

Tether is described as a stablecoin because it was originally designed to be valued at USD \$1.00. Tether Limited has stated that it maintains USD \$1 of asset reserves for each USDT 1 issued, but has been fined by regulators for failing to do this and has failed to present audits showing sufficient asset reserves.

ADVANTAGES OF CRYPTOCURRENCY:

Protection from inflation

Inflation has caused many currencies to get their value declined with time. Almost every cryptocurrency, at the time of its launch, is released with a fixed amount. The source code specifies the amount of any coin; like, there are only 21 million Bitcoins released in the world. So, as the demand increases, its value will increase which will keep up with the market and, in the long run, prevent inflation.

Self-governed and managed

Governance and maintenance of any currency is a major factor for its development. The cryptocurrency transactions are stored by developers/miners on their hardware, and they get the transaction fee as a reward for doing so. Since the miners are getting paid for it, they keep transaction records accurate and up to date, keeping the integrity of the cryptocurrency and the records decentralized.

Secure and private

Privacy and security have always been a major concern for cryptocurrencies. The blockchain ledger is based on different mathematical puzzles, which are hard to decode. This makes a cryptocurrency more secure than ordinary electronic transactions. Cryptocurrencies, for better security and privacy, use pseudonyms that are unconnected to any user, account or stored data that could be linked to a profile.

Currency exchanges can be done easily

Cryptocurrency can be bought using many currencies like the US dollar, European euro, British pound, Indian rupee, or Japanese yen. With the help of different cryptocurrency wallets and exchanges, one currency can be converted into the other by trading in cryptocurrency, across different wallets, and with minimal transaction fees.

Decentralized

A major advantage of cryptocurrency is that they are mainly decentralized. A lot of cryptocurrencies are controlled by the developers using it and the people who have a significant amount of the coin, or by an organization to develop it before it is released into the market. The decentralization helps keep the currency monopoly free and in check so that no one organization can determine the flow and the value of the coin, which, in turn, will keep it stable and secure, unlike fiat currencies which are controlled by the government.

Cost-effective mode of transaction

One of the major uses of cryptocurrencies is to send money across borders. With the help of cryptocurrency, the transaction fees paid by a user is reduced to a negligible or zero amount. It does so by eliminating the need for third parties, like VISA or PayPal, to verify a transaction. This removes the need to pay any extra transaction fees.

A fast way to transfer funds

Cryptocurrencies have always kept itself as an optimal solution for transactions. Transactions, whether international or domestic in cryptocurrencies, are lightning-fast. This is because the verification requires very little time to process as there are very few barrier.

Transparent

With the decentralized nature of blockchains, one can view the money transfer transactions by simply using blockchain explorer on the platform to track live transfers. This open and transparent system is a relief among investors and is corruption-free.

DISADVANTAGES OF CRYPTOCURRENCY:

Can be used for illegal transactions:

Since the privacy and security of cryptocurrency transactions are high, it is hard for the government to track down any user by their wallet address or keep tabs on their data. Bitcoin has been used as a mode of exchanging money in a lot of illegal deals in the past, such as buying drugs on the dark web. Cryptocurrencies are also used by some to convert their illicitly obtained money through a clean intermediary, to hide its source.

Data losses can cause financial losses:

The developers wanted to create virtually untraceable source code, strong hacking defences, and impenetrable authentication protocols. This would make it safer to put money in cryptocurrencies than physical cash or bank vaults. But if any user loses the private key to their wallet, there is no getting it back. The wallet will remain locked away along with the number of coins inside it. This will result in the financial loss of the user.

Decentralized but still operated by some organization:

The cryptocurrencies are known for its feature of being decentralized. But the flow and amount of some currencies in the market are still controlled by their creators and some organizations. These holders can manipulate the coin for large swings in its price. Even hugely traded coins are susceptible to these manipulations like Bitcoin, whose value doubled several times in 2017.

Some coins not available in other fiat currencies:

Some cryptocurrencies can only be traded in one or a few fiat currencies. This forces the user to convert these currencies into one of the major currencies, like Bitcoin or Ethereum first and then through other exchanges, to their desired currency. This applies to only a few

cryptocurrencies. By doing this, the extra transaction fees are added in the process, costing unnecessary money.

Adverse Effects of mining on the environment:

Mining cryptocurrencies require a lot of computational power and electricity input, making it highly energy intensive. The biggest culprit in this is Bitcoin. Mining Bitcoin requires advanced computers and a lot of energy. It cannot be done on ordinary computers.

Susceptible to hacks:

Although cryptocurrencies are very secure, exchanges are not that secure. Most exchanges store the wallet data of users to operate their user ID properly. This data can be stolen by hackers, giving them access to a lot of accounts. After getting access, these hackers can easily transfer funds from those accounts.

No refund or cancellation policy:

If there is a dispute between concerning parties, or if someone mistakenly sends funds to a wrong wallet address, the coin cannot be retrieved by the sender. This can be used by many people to cheat others out of their money. Since there are no refunds, one can easily be cheated for a transaction whose product or services they never received.

CHALLENGES/ ISSUES OF CRYPTOCURRENCIES

The form of cryptocurrencies is not free from some financial problems and security concerns. I analyzed several studies and cryptocurrency platforms and observed some cryptocurrency selling forums in order to explore challenges and issues that exist in such virtual phenomenon. The main problems and impacts of cryptocurrency can include:

Government Regulation:

Indian government stand towards Bitcoin is the prime challenge for its growth. The future of cryptocurrency is doubtful in India for now. In 2019 RBI announced that cryptocurrency will not be considered as a legal tender. Because it is completely decentralized.

Security threats:

Hackers and malicious users can create as much as they want from virtual currency if they break the system and know the method of virtual currency creations. This will lead to the

ability to create fake virtual currency or steal virtual currency by just changing the accounts balances.

Collapse concerns in cryptocurrency systems:

Unlimited issuing of virtual currency in the variety virtual communities will lead to economic problems since its issuing is not based on the demand and supply. It is possible for some providers such as Second Life to issue unlimited Linden Dollars and increase their virtual items prices in order to gain more real revenues. On the other hand, it will suffer from inflation and economic issues leading to collapse in the virtual currency system.

Unknown identity risks:

Since creating an account in most of virtual currency platforms such as social games and social networks is not authenticated, financial transactions cannot be monitored very well. Gamers and users can create more than one account with unknown identities and use them for illegal transactions. There is no way to recognize the source of creating or cashing out the virtual currencies. This leads to inability to track the transactions in case of money laundering suspicion. Moreover, unknown identity will enable criminals to get paid with virtual currency for their crimes.

Black market for cryptocurrency:

The financial position of some social games such as Second Life and World of Warcraft are mature enough to create black market for buying and selling their virtual currency. The increasing popularity of virtual currency in online environment has led to a thriving black market for trading virtual currency with real money. By observing several social games' forums, some fraud cases have been raised and discussed between users.

Negative impact on Indian monetary system:

Cryptocurrency like Bitcoin help users to purchase virtual and real goods and services with virtual currency in some platforms may reduce the demands on real money. Users will no longer depend on real money to buy what they want, and they will use virtual money instead. On the other hand, some platforms enable users to exchange their virtual currency with real currency and this will increase the demands on real world currency. This demand-supply fluctuation will negatively affect the real monetary systems.

Using for Alleged activities:

Several incidences have occurred stating that Bitcoins have been used for illicit and illegal activities around the globe like money laundering, black marketing, tax evasion etc.

Human mismanagement in online exchanges:

The people running unregulated online exchanges that trade cash for Bitcoins can be dishonest or incompetent. The only difference is that conventional banking losses are partially insured for the bank users, while Bitcoin exchanges have no insurance coverage for users.

3.1 CLASSIFICATION BASED ON GENDER.

Table 3.1

CLASSIFICATION BASED ON GENDER

Gender	Responses	Percentage
Male	26	58
Female	19	42
Total	45	100

Source : Primary data

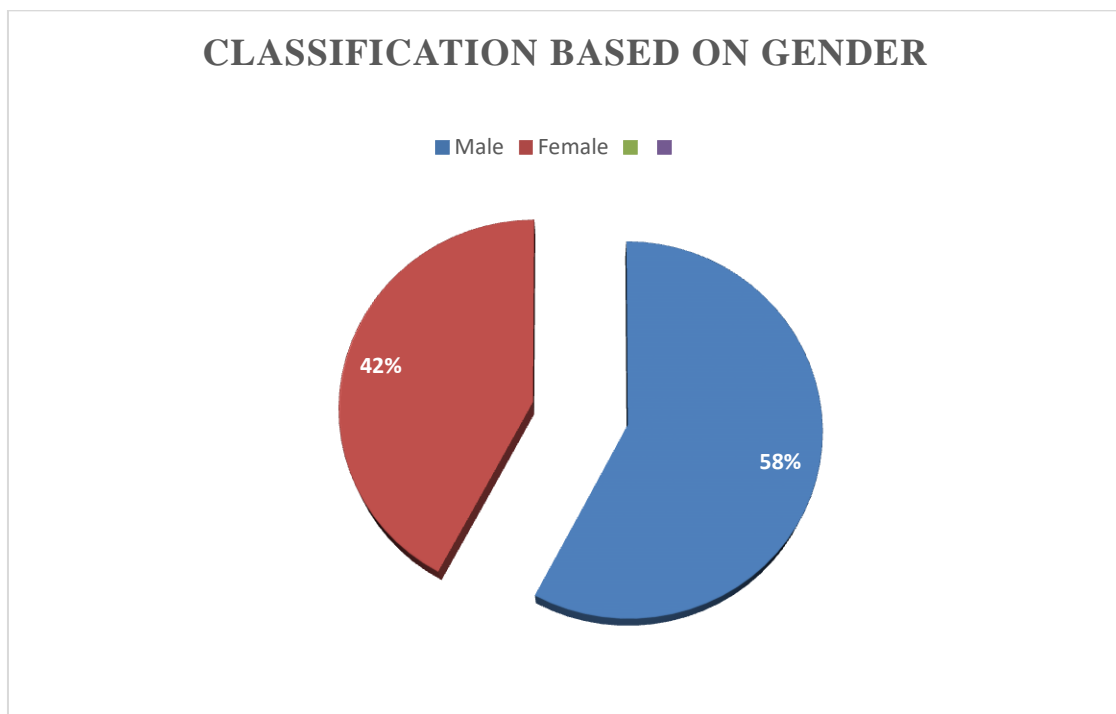


Figure 3.1

Interpretation:

From the above graph, it can be observed that, among all respondents 58% are male, 42% are female. It is found from the study that male is more aware about cryptocurrency than female.

3.2. CLASSIFICATION BASED ON OCCUPATION.

Table 3.2

CLASSIFICATION BASED ON OCCUPATION

Choices	No of respondents	Percentage
Student	40	90
Self employed	2	4
Salaried job	2	4
Unemployed	1	2
Total	45	100

Source: Primary data

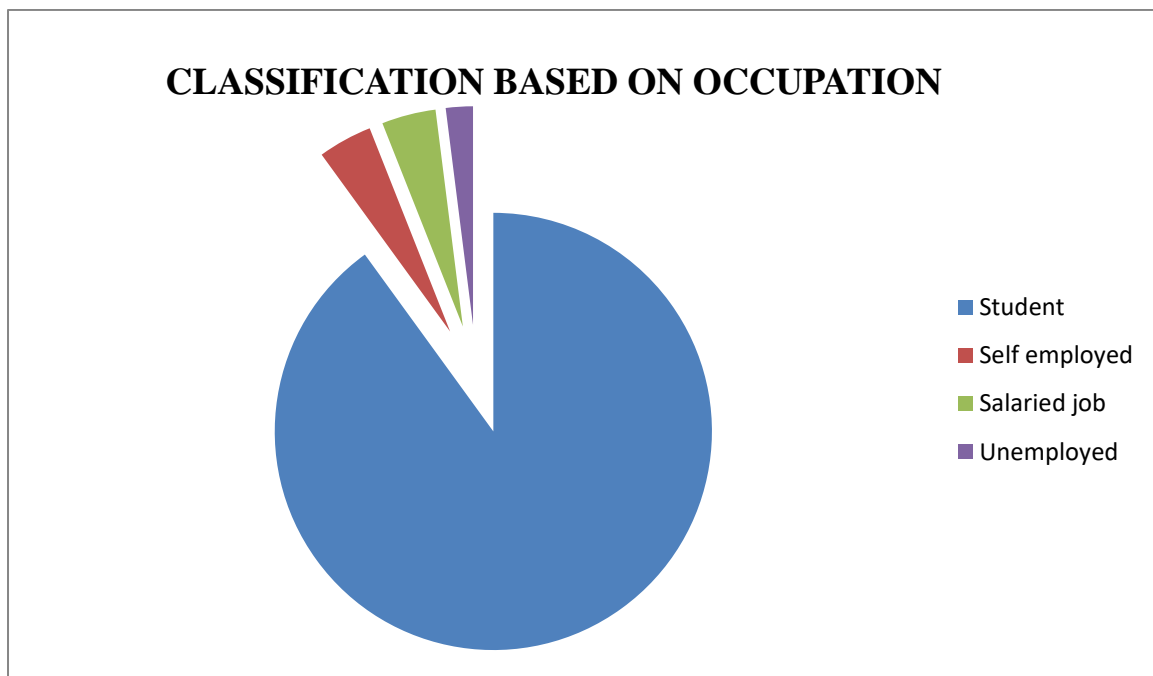


Figure 3.2

Interpretation:

From the above data, it can be interpreted that Students are more aware about cryptocurrencies. Around 90% are students and 4% consists of Self-employed. 4% consists of Salaried job .

3.3 PEOPLE HEARD ABOUT CRYPTOCURRENCY

Table 3.3

PEOPLE HEARD ABOUT CRYPTOCURRENCY

Choices	No of Respondents	Percentage
Yes	45	100
No	0	0
Total	45	100

Source: primary data

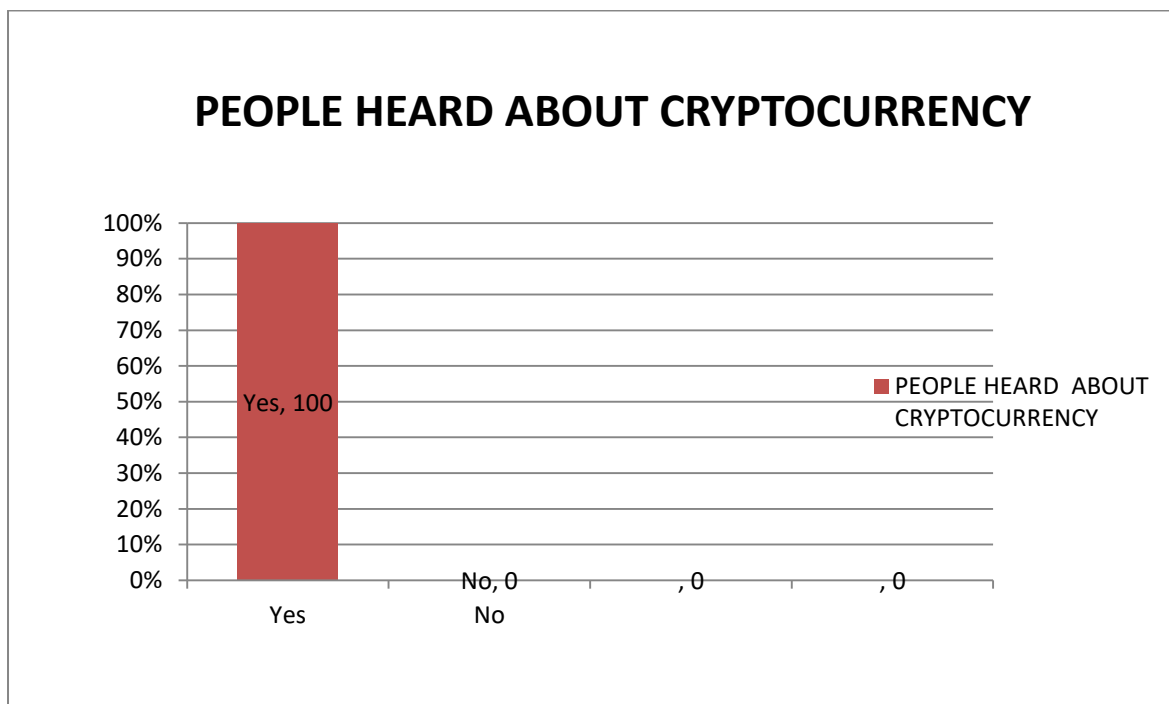


Figure 3.3

Interpretation

Among all respondents, 80% know about cryptocurrencies and only 20% do not know about cryptocurrency.

3.4 KNOWLEDGE ABOUT CRYPTOCURRENCY

Table 3.4

KNOWLEDGE ABOUT CRYPTOCURRENCY

	No of respondents	Percentage
Very familiar	7	15
Not at all familiar	13	30
Slightly familiar	18	40
Moderately familiar	7	15
Total	45	100

Soure:Primary data

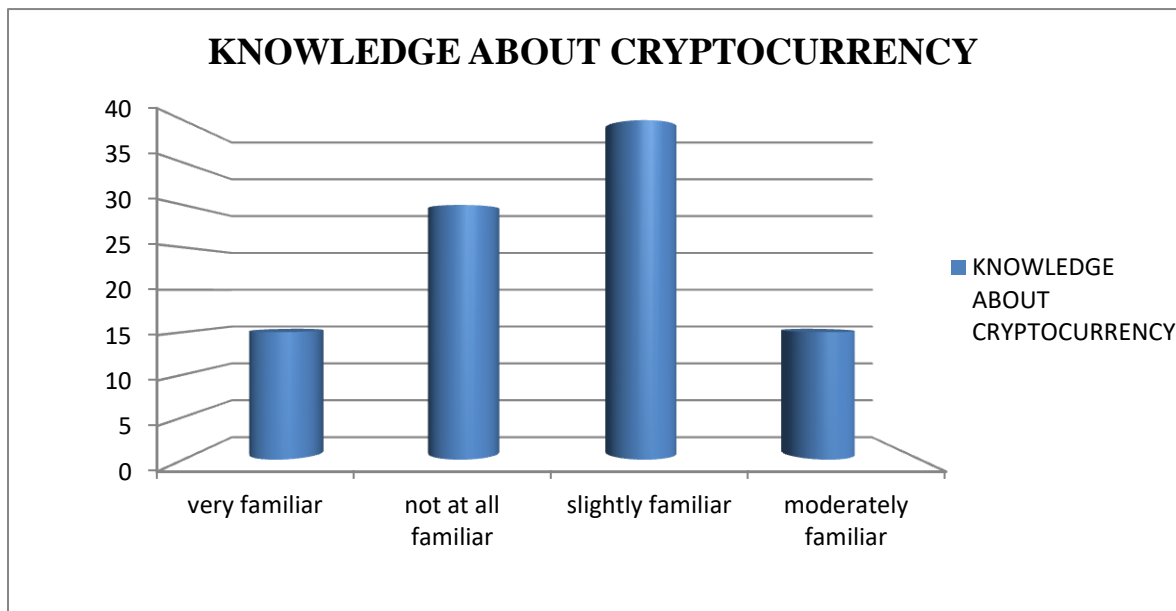


Figure 3.4

Interpretation:

15% of respondents are much familiar about cryptocurrency,30% are not at all familiar ,40% are slightly familiar,15% are moderately familiar about cryptocurrency.

3.5 PREFERENCES ON TYPES OF CRYPTOCURRENCIES

Table 3.5

PREFERENCES ON TYPES OF CRYPTOCURRENCIES

Types of cryptocurrencies	No of Respondents	Percentage
Bitcoin	36	80
Ethereum	4	9
Litecoin	3	7
Tether	2	4
Total	45	100

Source : primary data

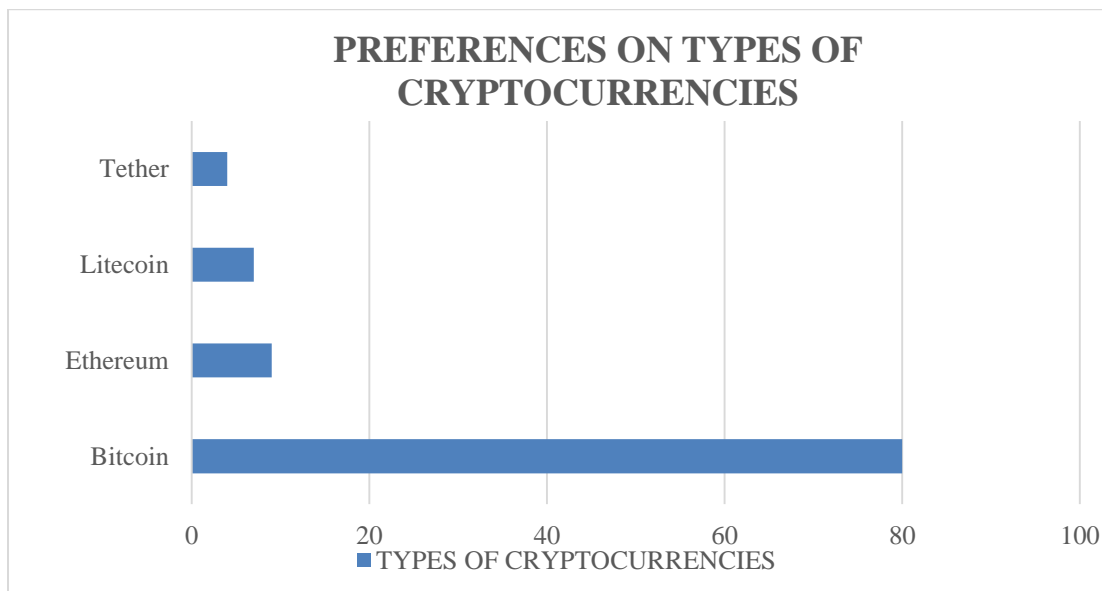


Figure 3.5

Interpretation

From the above graph, Bitcoin is the most preferred cryptocurrency. Among all respondents 36 prefers Bitcoin, 4 prefers Ethereum, 3 prefers Litecoin, 2 chooses Tether.

3.6 STORAGE OF CRYPTOCURRENCY.

Table 3.6

STORAGE OF CRYPTOCURRENCY

Storage	No of Respondents	Percentage
Paper wallets	12	27
Cloud wallets	15	33
Software wallets	13	29
Hardware wallets	5	11
Total	45	100

Source : Primary data

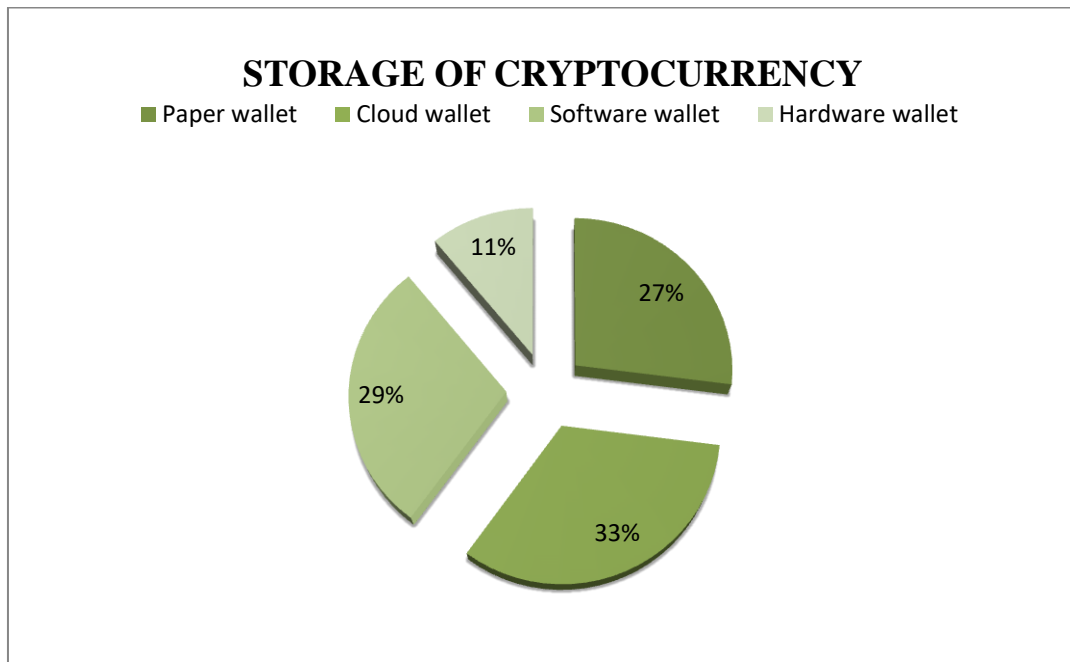


Figure 3.6

Interpretation

From the above graph, 27% store their cryptocurrency in Paper wallets, 33% store their cryptocurrency in Cloud wallets, around 29% store their cryptocurrency in Software wallet and only 11% store their cryptocurrency in Hardware wallets.

3.7 USAGE OF CRYPTOCURRENCY

Table 3.7

USAGE OF CRYPTOCURRENCY

Opinions	No. Of response	Percentage
Yes	15	33
No	10	22
Sometimes	20	45
Total	45	100

Source : Primary Data

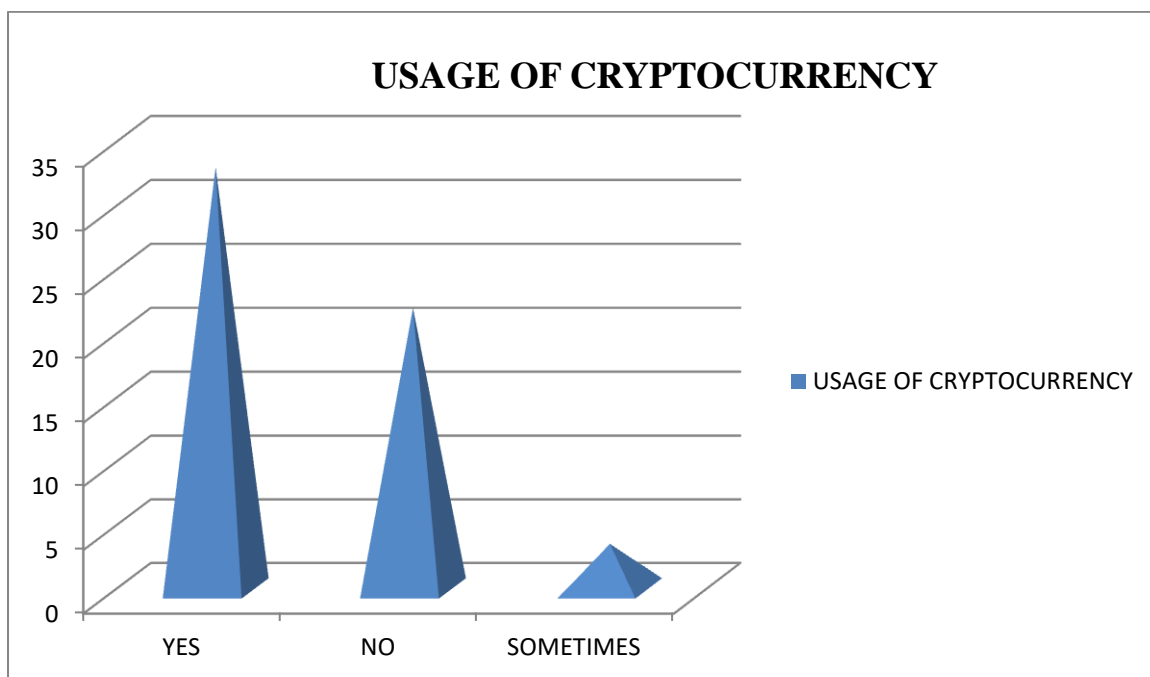


Figure 3.7

Interpretation:

From the above diagram it is clear that 33% of people use cryptocurrency, 22% of people don't use cryptocurrency but whereas only 45% of people use cryptocurrency rarely.

3.8 BARRIES FOR USAGE OF CRYPTOCURRENCY

Table 3.8

BARRIES FOR USAGE OF CRYPTOCURRENCY

Opinions	No. Of respondents	Percentage
Lack of knowledge	9	20
Riskier	10	22
Lack of money	15	33
Other	11	25
Total	45	100

Source:Primary data

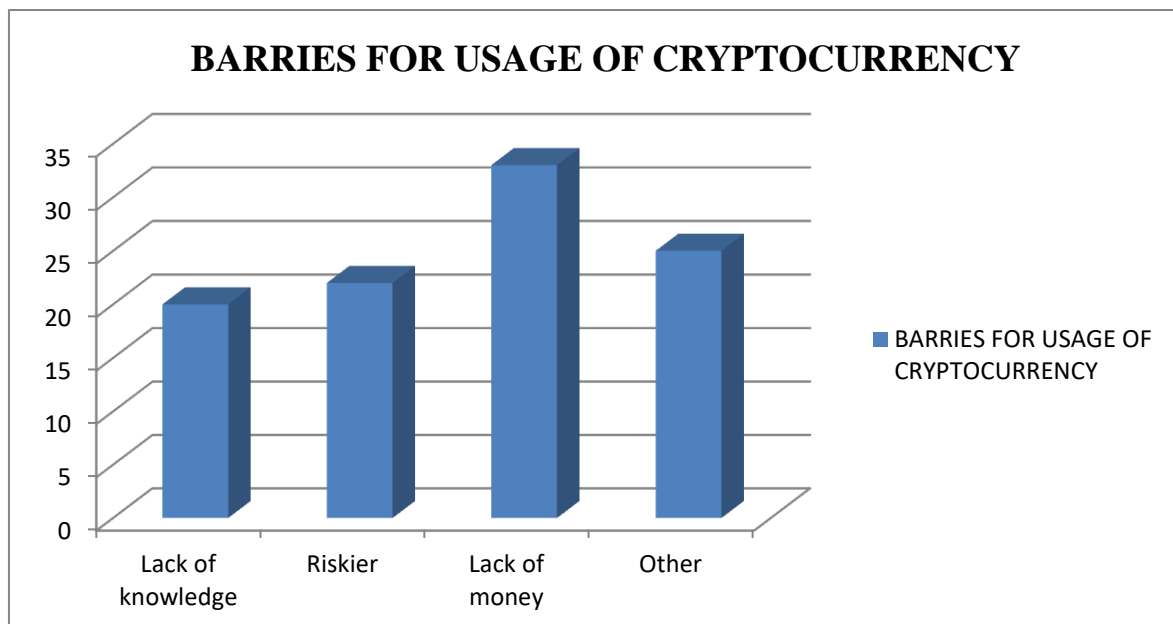


Figure 3.8

Interpretation:

20% of people stop using cryptocurrency due to lack of knowledge, 22% because it is riskier, 33% due to lack of money and 25% due to other reasons.

3.9 MODE OF USE OF CRYPTOCURRENCY

Table 3.9

MODE OF USE OF CRYPTOCURRENCY

Response	No of Respondents	Percentage
Speculative asset	20	44
Currency	25	56
Total	45	100

Source: Primary data

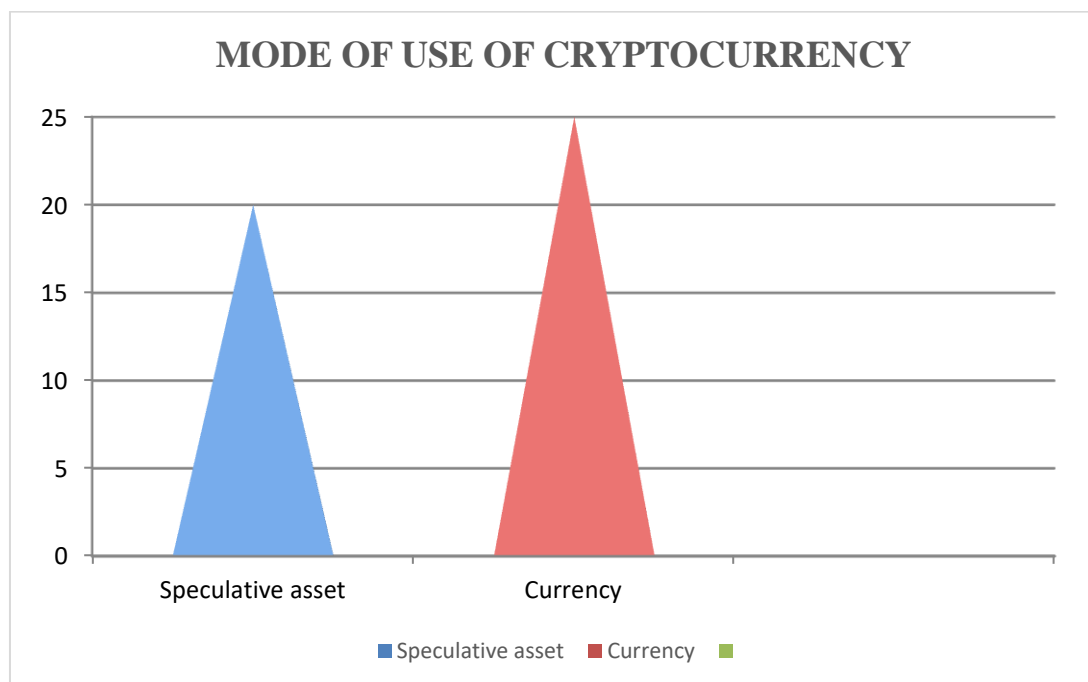


Figure 3.9

Interpretation

From the above table and chart, it can be interpreted that around 56% respondents consider cryptocurrency as a currency and around 44% consider it as a Speculative asset.

3.10. FACTORS AFFECTING OF CRYPTOCURRENCY IN INVESTING

Table 3.10

FACTORS AFFECTING OF CRYPTOCURRENCY IN INVESTING

Response	No of response	Percentage
Anonymity	8	18
Low transaction cost	10	22
No central authority	12	27
International acceptance	15	33
Total	45	100

Source:Primary data

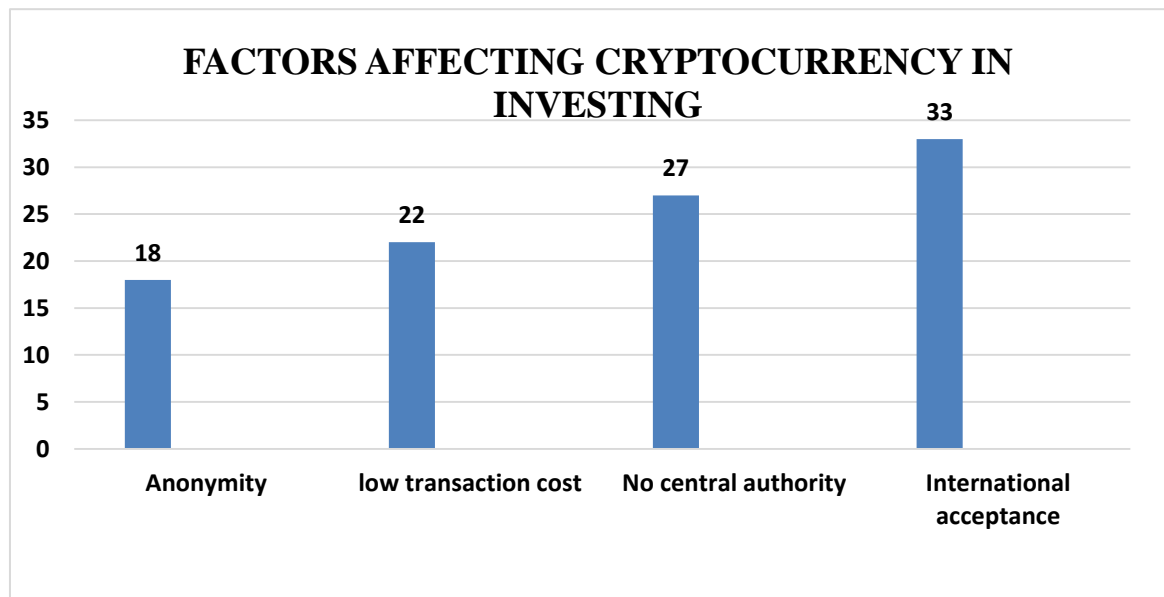


Figure:3.10

Interpretation:

It can be interpreted that more people consider international acceptance as factor of advantage of using cryptocurrency and least consider anonymity as an advantage.

3.11. RISKS OF CRYPTOCURRENCY

Table 3.11

RISKS OF CRYPTOCURRENCY

Response	No.of response	Percentage
Theft of data	9	20
System limitations	7	16
Fraudulent offerings of cryptocurrency	14	31
Manipulative trading of cryptocurrency	15	33
Total	45	100

Source: Primary data

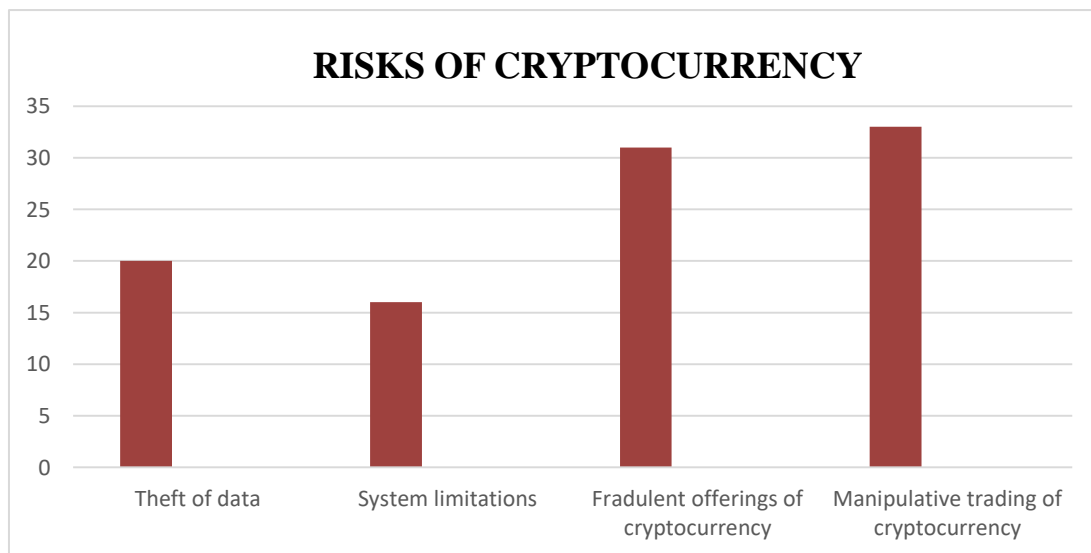


Figure:3.11

Interpretation

It can be interpreted that manipulative trading of cryptocurrency causes high risk and lower risk is caused by theft of data.

3.12. USES OF CRYPTOCURRENCY

Table 3.12

USES OF CRYPTOCURRENCY

Choices	No of Respondents	Percentage
Risk from uncertainties	9	20
Investing	14	31
Make profit	12	27
Transferring fund globally	10	22
Total	45	100

Source: primary data

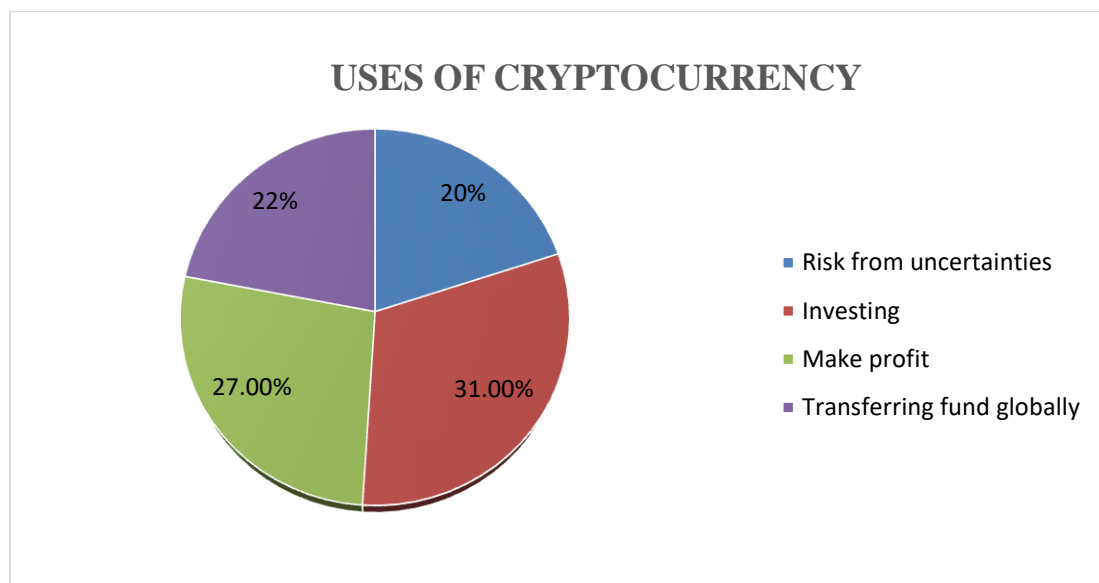


Figure 3.12

Interpretation

From the above table and chart it is interpreted that cryptocurrency is more useful for both investing and making profit. Around 31% and 27% of respondents uses it for investing and making profit.

3.13. GROWTH OF CRYPTOCURRENCY

Table 3.13

GROWTH OF CRYPTOCURRENCY

Choices	Count	Percentage
Clear and supportive regulations	6	13
Improvement in technology	16	36
Through social media	14	31
Other	9	20
Total	45	100

Source: Primary data

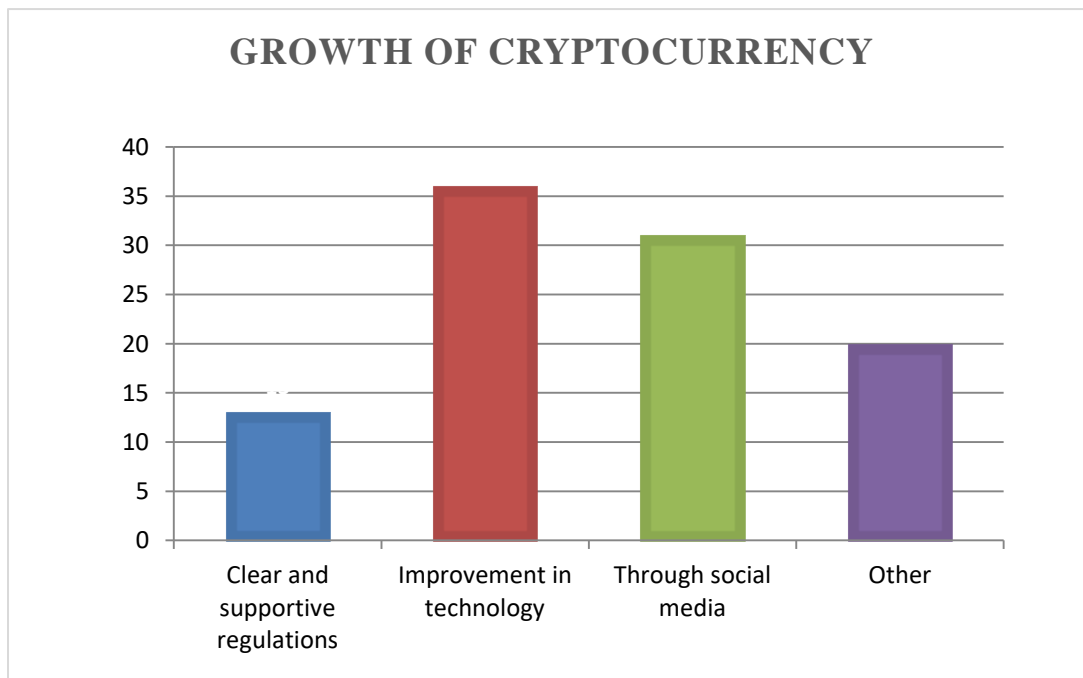


Figure 3.13

Interpretation

It can be interpreted that improvement in technology and through social media has led to the growth of cryptocurrency

3.14. POSITIVE IMPACTS OF CRYPTOCURRENCY IN INDIAN ECONOMY

Table 3.14

POSITIVE IMPACTS OF CRYPTOCURRENCY IN INDIAN ECONOMY

Factors	No.of response	Percentage
Digitalised India	15	33
Increased job opportunity and entrepreneurship	12	27
Reduction of poverty	4	9
Other	14	31
Total	45	100

Source:primary data

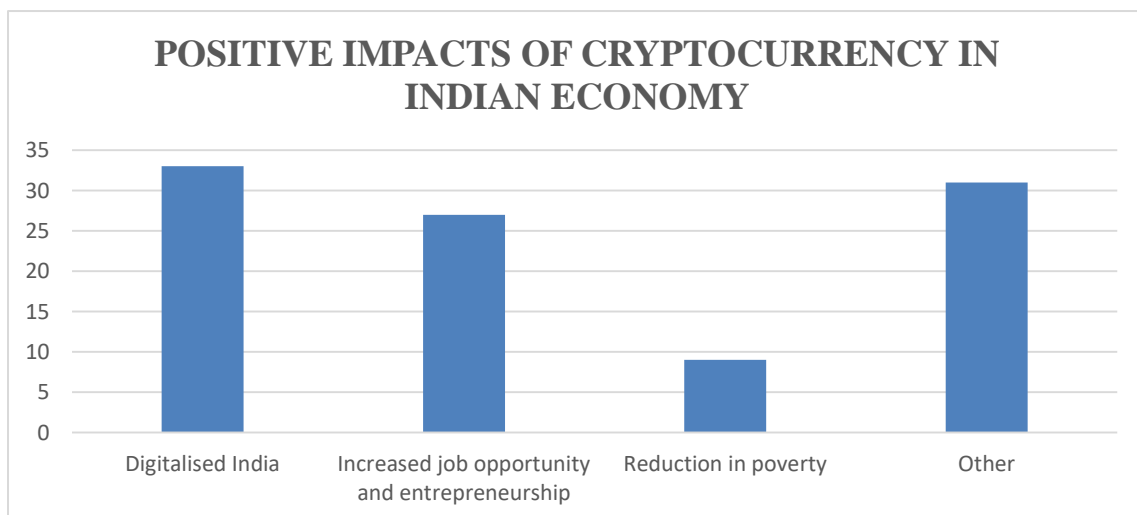


Figure 3.14

Interpretation

From the above diagram it is interpreted that cryptocurrency has been affected Indian economy by digitalized Indiaby 33% and by reduction in poverty by 9%.

3.15.MISCONCEPTIONS ABOUT CRYPTOCURRENCY

Table 3.15

MISCONCEPTIONS ABOUT CRYPTOCURRENCY

Choices	No of Respondents	Percentage
Not secure	13	29
Are scam	10	22
It's banned	15	33
Other	7	16
Total	45	100

Source:Primary data

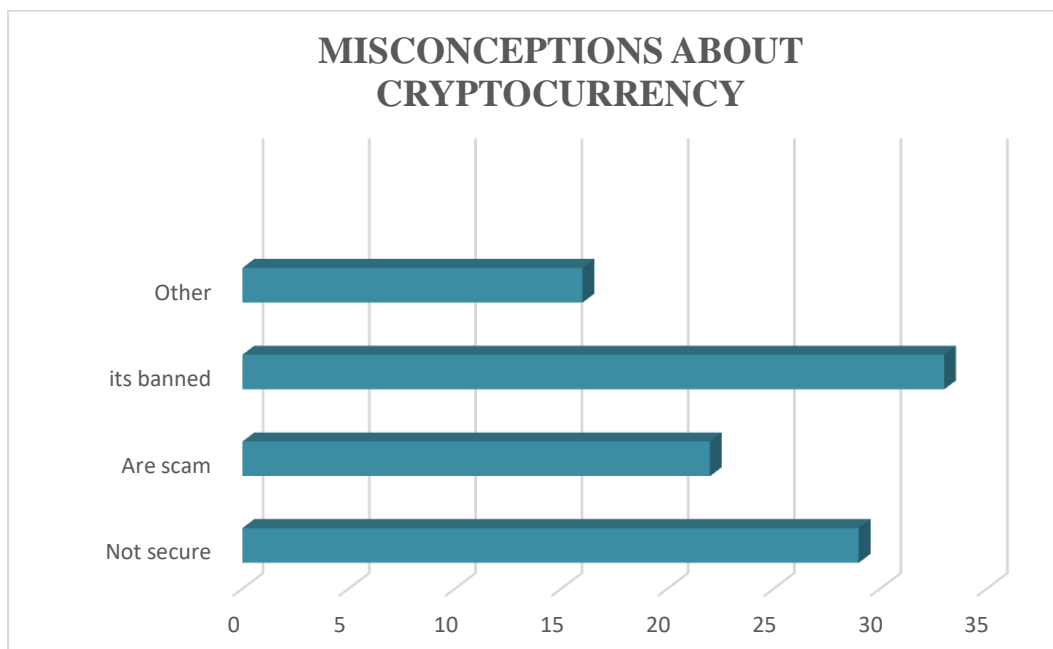


Figure 3.15

Interpretation

From the above graph, it can be interpreted that 33% of respondents have misconception about cryptocurrency that it is illegal, 29% as not secure, 22% as scam and others.

FINDINGS

From the data analysis and data interpretation, following findings have emerged-

- ✓ It is founded that very few people hear or read about cryptocurrency.
- ✓ Most of the people slightly prefer cryptocurrency.
- ✓ Most of the people prefer Bitcoin.
- ✓ Majority of them store cryptocurrency in cloud wallets.
- ✓ Majority of the respondents are Male.
- ✓ Most of the respondents are Students.
- ✓ People agree that International acceptance is the main factor for investing in cryptocurrency
- ✓ Most of them rarely use cryptocurrency.
- ✓ Lack of money is the major barrier for usage of cryptocurrency.
- ✓ Most of them consider cryptocurrency as currency.
- ✓ People consider that manipulative trading of cryptocurrency is the major risk.
- ✓ Most of the people prefer investing in cryptocurrency.
- ✓ Improvement in technology has led to the growth of cryptocurrency.
- ✓ India being digitalised is the positive impact of cryptocurrency in Indian economy.
- ✓ Misconceptions among people that cryptocurrency is banned.

SUGGESTIONS

- India being digitalized, by providing knowledge and education about cryptocurrency to the people who are unaware would improve the standards of people.
- Imposing a ban on cryptocurrency would cause a great loss to the present generation to learn and experience such innovative product. Therefore, its regulation is justifiable.
- By providing government assistance in investing in cryptocurrency it will play a major role in investment portfolio.

CONCLUSION

From the above findings, it can be concluded that people in general are little bit aware of the Cryptocurrency and they would like to see it as part of their investment portfolio as it provides good return. But they are not willing to invest in Cryptocurrency due to lack of regulation from Government and its regulatory authorities and due to lack of money. If Government of India and its regulatory authorities will come forward to regulate its use and transaction in financial market, it can play a major role in entire investment portfolio. As it is well known that Cryptocurrency is the product of all new age innovative technologies, and many countries of the world have already regulated its use in day-to-day business and many countries are coming forward to regulate its transaction in financial market. So, Indian Government and its regulatory authority should come forward and take steps to regulate the transactions of Cryptocurrency as investment option.

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- Times of India
- Deccan Chronicle
- The Hindu
- The Indian Express
- The Economic Times

QUESTIONNAIRE

1. Your gender?

- Male
- Female

2. Occupation

- Student
- Self-employed.
- Salaried job
- Unemployed

3. Do you know about cryptocurrency?

- Yes
- No

4. How do you classify your knowledge about cryptocurrency?

- Very familiar
- Not at all familiar
- Slightly familiar
- Moderately familiar

5. Which of this do you prefer?

- Bitcoin
- Ethereum
- Litecoin
- Tether

6. Where did you store your cryptocurrency?

- Paper wallets
- Cloud wallets
- Software wallets
- Hardware wallets

7. Currently, do you use cryptocurrency?

- Yes
- No
- Sometimes

8. If no, what stops you from investing in cryptocurrency?

- Lack of knowledge
- Riskier
- Lack of money
- Other

9. Do you consider cryptocurrency more like a currency or speculative asset?

- Currency
- Speculative asset
- None

10. What are the factors affecting cryptocurrency in investing?

- Anonymity
- Low transaction cost
- No central authority
- International acceptance

11. What are the risks faced by cryptocurrency?

- Theft of data
- System limitation
- Fraudulent offerings of cryptocurrency
- Manipulative trading of cryptocurrency

12. In what do you think cryptocurrency will be useful?

- Risk from uncertainties
- Investing
- Make profit.
- Transferring fund globally

13. In your opinion which is more important for continuous growth of cryptocurrency?

- Clear and supportive regulations
- Improvement in technology
- Through social media
- Other

14. What are the positive impacts of cryptocurrency in Indian economy?

- Digitalized India
- Increased job opportunity and entrepreneurship
- Reduction of poverty
- Other

15. What are some common misconceptions about cryptocurrency?

- Not secure
- Are scam
- It's illegal
- Other

**SCOPE AND CHALLENGES OF FISH
FARMING RETAILING WITH SPECIAL REFERENCE
TO IRITTY MUNICIPALITY**

A PROJECT REPORT

Submitted by

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ALBIN DEVASIA (REG No: DB20BR0018)

Under the supervision of

Mrs. NEETHU A.E

In partial fulfilment for the award of bachelor degree in

COMMERCE



**DON BOSCO ARTS AND SCIENCE COLLEGE
OF KANNUR UNIVERSITY**

MARCH 2023

KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report “**SCOPE AND CHALLENGES OF FISH FARMING RETAILING WITH SPECIAL REFERENCE TO IRITTY MUNICIPALITY**” is the bonafide work of **ABIN BINOY, ADITHYA AV, ALBIN DEVASIA** who carried out the project under my supervision.

SIGNATURE

Mrs. SHILPA VICHITRAN

HEAD OF THE DEPARTMENT

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Mrs. NEETHU A.E

SUPERVISOR

**DEPARTMENT OF COMMERCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU**

DECLARATION

We **ABIN BINOY, ADITHYA AV, ALBIN DEVASIA** hereby declare that the project entitled “**SCOPE AND CHALLENGES OF FISH FARMING RETAILING WITH SPECIAL REFERENCE TO IRITTY MUNICIPALITY**” has been prepared by us and submitted to Kannur University in partial fulfilment of the requirements for the award of Degree of Bachelor of Commerce, is a record of original work done by us under the supervision of **Asst. Prof. Mrs. NEETHU A.E** of Department of Commerce, Don Bosco Arts and Science College Angadikadavu.

We also declare that this project work has not been submitted by us fully or partly for the award of any other Degree, Diploma, Title or any other recognition before.

Place: Angadikadavu

Signature of the student

Reg No:DB20BR0014

DB20BR0030

DB20BR0018

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ABIN BINOY

ADITHYA AV

ALBIN DEVASIA

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

This project is undergone to understand the challenges and scope of fish farming. The study is conducted on the sample Fish Farmers in Iritty Municipality. Fish farming, the well-known concept, is the most common type of aquaculture. It includes the selective breeding of fish, either in freshwater or seawater, to produce fish commercially. It is highly used as it allows to produce a cheap source of protein for the poor and coastal countries. It is easier to do than other kinds of farming as fish are not care-intensive, only requiring food and proper water conditions as well as Temperatures. The process is also less land-intensive as the size of ponds required at present to grow some fish species. Commercial farming are those fish farming operations whose goal is to maximize profits, where profits is decreasing due to high volume of fish collection. As a Result, setting up commercial fish farming business is a must to meet up the nutritional demand of Indian people. India is blessed with large number of rivers, lakes, and many natural water resources. So, there are great opportunities for setting up new career, business, and income source by commercial fish farming in India. So, so in order to success in area of fish farming, the Farming Farmers Must overcome the challenges of Fish farming and utilize its Scope wisely.

1.2 STATEMENT OF PROBLEM

Fishing in India contributes over 2 percentage of India's annual gross domestic product. Fishing in India Employs about 14.5 million people. Even though the fishing farming contributes a major percentage to GDP and export, it is facing many challenges now-a-days. The Fish farming has many scopes. The government also has implemented many measures, promotion schemes and policies. However there are many advantages to Fish farmers they are not properly reached or used properly. In this context a study on scope and challenges of fish farming is required to overcome the challenges and to utilize its scope properly.

1.3 SIGNIFICANCE OF THE STUDY

The scope of fish farming is very wide and it can contribute great results with a minimum investment. Fish is a perishable commodity that demands immediate storage and preservation. Unfortunately, our state lacks such amenities. This study throws attention to the possibilities of fish farming in sustainable rural development and gives

insights into the scope of fish processing. Central Institute of Fisheries Technologies and the Indian Council of Agriculture Research together and on self-capacity offers various kinds of fishing and fish processing technology and even the trial production facility that the common men are not aware of. The present study enquires into that also. With minimum effort and investment, we can earn a better income through economically feasible, socially acceptable, and environment-friendly aquaculture practices which can support them with food security, zero hunger, regular income, and a better standard of living for the public which ultimately contributes to rural development.

Value addition programs can create employment opportunities at various levels like its procurement, peeling, cleaning, processing, packing, preservation, storage, drying, marketing, refining oil, and other extracts. Not only that, through integrated farming practices we can cultivate both rice and fish or prawns together thereby achieving food security and zero hunger. Our technology has been developed so far to achieve rural development. Adaption to such technologies through skill development can contribute greater results in developing our society sustainably and equitably.

1.4 SCOPE OF THE STUDY

This project is conducted to identify the scope and challenges faced by the farmers of retail fish farming. This study aims to look after the scope of maximum production of fishes for consumption at the lowest cost. The study has been conducted among the farmers of Iritty Municipality.

1.5 OBJECTIVES OF STUDY

1. To study the challenges of fish farming
2. To analyze the scope of fish farming
3. To facilitate the opportunities for sale employment for members

1.6 RESEARCH METHODOLOGY

Research is a systematic approach to a purposeful investigation. Research Methodology is a science that helps a researcher to study how the research can do scientifically. Research methodology provides various steps that can be adopted by the researcher in studying his research problems. Research methodology has many dimensions. It

explains why we are using a method and why not using another so that research result is capable of being evaluated either by researcher or by others The success of any study depends upon the research methodology used for the study.

1.6.1 RESEARCH DESIGN

Research Design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection measurement and Analysis of data was descriptive research. Descriptive research involves collecting numerical through a questionnaire. For the present study the research was descriptive and conclusion oriented.

1.6.2 POPULATION

The total number of items or things in a particular equity is known as a Population. Here the population is Fish Farmers in Irritty Municipality.

1.6.3 SAMPLING TECHNIQUE

For collecting data for the study, forty-five (45) respondents, those who are Carrying on Fish Farming. The Convenient sampling technique has been used for collecting the data.

1.6.4 SAMPLE SIZE

A sample of 45 respondents was selected and Questionnaire was distributed to them.

1.6.5 DATA COLLECTION

Information has been collected from both primary and secondary data.

- Primary Data

Primary data those which are fresh and collected from the first time and thus happened to be original in character. The primary data was collected through Structured Questionnaire.

- Secondary Data

Secondary data those which are already been collected by someone else and which already has been passed through the statistical processes. The secondary data are collected through websites, books, magazines etc.

1.6.6 TOOLS FOR DATA COLLECTION

For the present study questionnaire, face to face interactions, secondary data, articles, etc. were used for collection of data.

1.6.7 AREA OF STUDY

The area of study is confined to Iritty Municipality in Kannur District.

1.7 PERIOD OF STUDY

The period of study was December 2022 to March 2023

1.8 LIMITATIONS OF THE STUDY

- Collected only from a small representative of Fish Farmers in Iritty Municipality. The smaller sample size may affect the study
- Time for conduct of study was limited to small period. This may affect the study
- Reluctance from the part of farmers to provide information regarding their income from fish farms.

CHAPTER 2
THEORETICAL FRAMEWORK
AND
REVIEW OF LITERATURE

2.1 THEORETICAL FRAMEWORK

AGRICULTURE AND ALLIED ACTIVITIES

The Word agriculture is derived from the Latin words 'ager' which means "field" and 'cultra' which means "growing". Agriculture is the cultivation and breeding of animals, plants and fungi for food, fibre, bio-fuel, medicinal plants and other products used to sustain and enhance life. Agriculture was the key development in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that nurtured the development of civilization. The major agricultural products can be broadly grouped into foods, fibres, fuels and raw materials.

Specific foods include cereals (grains), vegetables, fruits, oils, meats, and spices. Fibres include cotton, wool, hemp, silk, and flax. Over one third of the world's workers are employed in agriculture, second only to the services sector, although the percentage of agricultural workers in developed countries have decreased significantly over the past several centuries.

AGRICULTURAL PRODUCTION SYSTEM

(A) CROP CULTIVATION SYSTEMS

Cropping system vary among farms depending on the available resources and constraints; geography and climate of the farm; government policy: economic social and political pressures; and the philosophy and culture of the farmer. Shifting cultivation (or slash and burn) is a system in which forests are burnt, releasing nutrients to support cultivation of annual and then perennial crops for a period of several years. Annual cultivation is the next phase of intensity in which there is no fallow period. This requires even greater nutrient and pest control inputs.

Further industrialisation led to the use of monoculture, when one cultivar is planted on a large acreage. Because of the low biodiversity, nutrient use is uniform and pests tend to build up, necessitating the greater use of pesticides and fertilizers. Multiple cropping, in which several crops are grown sequentially in one year, and intercropping, when several crops are grown at the same time, are other kinds of annual cropping systems known as polycultures

(B) CROP STATISTICS

Imported categories of crop include cereals and pseudo-cereals, pulses (legumes) forage, fruits and vegetables. Specific crops are cultivated in distinct growing regions through the world. The following table shows crop types and their production all over the world Top agricultural products;

CROP TYPES	PRODUCTION(Million Tonnes)
Cereals	2,263
Vegetables and melons	866
Roots and tubers	715
Milk	6119
Fruit	503
Meat	259
Oil crops	133
Fish(2001 estimates)	130
Eggs pulses	63
Vegetable fiber	30
Pulses	60

(Sources: Food and agriculture organization, FAO)

(C) LIVESTOCK PRODUCTION SYSTEM

Livestock production system can be defined based on sources, as grassland based, mixed, and landless. As of 2010, 30% of Earth's ice and water free area was used for producing livestock, with the sector employing approximately 1.3 billion people. Between the 1960 and 2000 there was a significant increase in livestock production, increases. Global cattle, sheep and goat population are expected to continue to increase sharply through 2050.

Aquaculture of fish farming, the production of fish for human consumption in confined operations, is one of the fastest growing sectors of food production, growing at an average of 9% a year between 1975 and 2007. During the second half of the 20th

century, producers using selective breeding focused on creating livestock breeds and crossbreeds that increased production, while mostly disregarding the need to preserve genetic diversity. This trend has led to a significant decrease in genetic diversity and resources among livestock breeds, leading to a corresponding decrease in disease resistance and local adaptations previously found among traditional breeds.

FISH FARMING AN OVERVIEW

Fish farming or pisciculture involves raising fish commercially in tanks or enclosures such as fish ponds, usually for food. It is the principal form of aquaculture, while other methods may fall under mariculture. A facility that releases juveniles is generally referred to as a fish hatchery. Worldwide, the most important fish species produced in fish farming are carp, tilapia, salmon, and catfish. Demand is increasing for fish and fish protein, which has resulted in wide spread overfishing in wild fisheries. China provides 62% of the world's farmed fish such as salmon, does not always reduce pressure on wild forage fish. The 2008 global returns for fish farming recorded by the FAO totalled 33.8 million tonnes worth about \$US 60 billion. Aquaculture makes use of local photosynthetic production (extensive) or fish that are fed with external food supply (intensive).

FISH FARMING METHODS

Within intensive and extensive aquaculture methods, numerous specific types of fish farms are used; each has benefits and applications unique to its design.

(A) CAGE SYSTEM

Fish cages are placed in lakes, bayous, ponds, rivers, or oceans to contain and protect fish until they can be harvested. The method is also called "off-shore cultivation" when the cages are placed in the sea. They can be constructed of a wide variety of components. Fish farming with cages in many types of waters can be constructed of a wide variety of components. Fish are stocked in cages, artificially fed, and harvested when they reach market size. A few advantages of fish farming with cages are many types of waters can be used (rivers, lakes, filled quarries, etc...) Many types of fish can be raised, and fish farming can co-exist with sport fishing and other water uses. Cage farming of fishes in open seas is also gaining popularity. Given concerns of

disease, poaching, poor water quality, etc... Generally pond systems are considered more simple to start and easier to manage.

(B) IRRIGATION DITCH OR POND SYSTEM

These fish-farming ponds were created as a co-operative project in a rural village in the Congo. These use irrigation ditches or farm ponds to raise fish. The basic requirement is to have a ditch or pond that retains water, possibly with an above-ground irrigation system (many irrigation systems use buried pipes with headers.) Using this method, water allotments can be stored in ponds or ditches, usually lined with bentonite clay. In small systems, the fish are often fed commercial fish food, and their waste products can help fertilize the fields. In larger ponds, the pond grows water plants and algae as fish food. Some of the most successful ponds grow introduced strains of plants, as well as introduced strains of fish.

Control of water quality is crucial. Fertilizing, clarifying, and pH control of the water can increase yields substantially, as long as eutrophication is prevented and oxygen levels stay high. Yields can be low if the fish grow ill from electrolyte stress.

(C) COMPOSITE FISH CULTURE SYSTEM

The composite fish culture system is a technology development in India by the India Council of Agriculture Research in the 1970s. In this system, of both local and imported fish, a combination of five or six fish species is used in a single fish pond. These species are selected so that they do not compete for food among them by having different types of food habitats. As a result, the food available in all the parts of the pond is used. Fish used in this system include catla and silver carp which are surface feeders, rohu, a column feeder, and common carp, which are bottom feeders.

One problem with such composite fish culture is that many of these fish breed only during monsoon. Even if fish are collected from the wild, they can be mixed with other species, as well. So, a major problem in fish farming is the lack of availability of good-quality stock.

(D) INTEGRATED RECYCLING SYSTEMS

Large plastic fish tanks are placed in a greenhouse. A hydroponic bed is placed near, above or between them. When tilapia is raised in the tanks, they can eat algae, which naturally grows in the tanks when the tanks are properly fertilized. The tank water is

slowly circulated to the hydroponic beds, where the tilapia waste feeds commercial plant crops. Carefully cultured micro-organisms in the hydroponic bed convert ammonia to nitrates, and the plants are fertilized by the nitrates and phosphates. Other wastes are strained out by the hydroponic media, which double as an aerated pebble-bed filter.

This system, properly tuned, produces more edible per unit area than any other. A wide variety of plants can grow well in the hydroponic beds. The main environmental impact is discharge of water that must be treated to maintain the fishes' electrolyte balance. Some veterinary authorities speculate that ultraviolet ozone disinfectant systems (widely used for ornamental fish) may play a prominent part in keeping the tilapia healthy with recirculated water.

FISH FARMING IN INDIA

Fish is one of the favourite items in the food menu of almost 60% of Indians. So, market demand is always high for fish items. If we consider the global demand also, total requirement becomes very high. The main source of fish is from the sea. But the global fish harvest from the sea is decreasing rapidly. The only way we can ensure availability of fish to meet increasing demand is through fish farms. Inland fresh water fish farming plays a major role here. We have many natural ponds here. With a good business plan and decision, we can convert this opportunity to a successful small-scale farm.

Fishing in India is a major industry in its coastal states, employing over 14 million people. In 2014-2015, the country exported over 1050000 metric tonnes of fish to 75 countries, worth over \$5.51 billion. According to the Food and Agriculture Organization (FAO) of the United Nations, fish production has increased more than tenfold since 1947 and doubled between 1990 and 2010. India has 8,129 kilometres (5,051 mi) of marine coastline, 3827 fishing villages and 1,914 traditional fish landing centres. India's fresh water resources consist of 195,210 kilometres (121,300) of rivers and canals, 2.9 million hectares of minor and major reservoirs, 2.4 million hectares of ponds and lakes, and about 0.8 million hectares of flood plain wetlands and water bodies. As of 2010, the marine and fresh water resources offered a combined sustainable catch fishing potential of over 4 million metric tonnes of fish. In addition, India's water and natural resources offer a tenfold growth potential in aquaculture (farm fishing) from

2010 harvest levels of 3.9 million metric tonnes of fish, if India were to adopt fishing knowledge, regulatory reforms and sustainability policies.

ADVANTAGES OF FISH FARMING IN INDIA

The main advantages of setting up commercial fish growing business in India are listed below.

1. Fish and products have a huge demand in India
2. Market demand and price is always high for fish and fish related products in India.
3. Indian climate is very suitable for fish production and fish growing business.
4. Various types of easily found water sources are available.
5. Various types of fast-growing fish species are available.
6. This will provide them both financial freedom and permanent income opportunities.
7. The main facility of commercial fish farming in India is that you can easily sell your products in proper price.

ECONOMIC BENEFITS

Fishing India contributed over 1% of Indians annual gross domestic product in 2008. fishing in India employs about 14.5 million people. To harvest the economic benefits from fishing, India as adopted exclusive economic zone, stretching 200 nautical miles (370km) in to the Indian ocean, encompasses more than 2 million square kilometres. In addition to this marine zone, India has about 140000 km² of brackish water available for aquaculture, about 16000 km² of fresh water lakes, ponds, and swamps; and nearly 64000 kilometres of rivers and streams.

Fish production rose from 800000 tons in financial year 1950 to 4.1 million tons in the early 1990s. from 1990 through 2010, India fish industry accelerated, reaching a total marine and fresh water fish production to about 8 million metric tons. In 2006, Indian Central government initiated a dedicated organization focused on fisheries, under its Ministry of Agriculture. Special efforts have been made to promote extensive and intensive inland fish farming, modernize coastal fisheries, and encourage deep-sea fishing through joint ventures. These efforts led to a more than fourfold increase in coastal fish production from 520000 tons in FY 1950 to 3.35 million tons in FY

2013. The increase in inland fish production was even more dramatic, increasing almost eightfold from 218,000 tons in FY 1950 to 6.10 million tons in FY 2013. The value of fish and processed fish exports increased from less than 1% of the total value of exports in FY 1960 to 3.6 percent in FY 1993. Between 1990 and 2007, fish production in India has grown at a higher rate than food grains, milk, eggs, and other food items. India inland waters (rivers, reservoirs, wetlands, lakes and ponds) contribute 62-65 % of the total fisheries production.

AQUACULTURE

CARP farming in the country started between 1970 and 1980 due to the demonstrated high production levels of 8 to 10 tonnes/hectare/year in a incubation centre. Late 1980s saw the dawn of aquaculture in India and transformed fish culture into a more modern enterprise. With the economic liberalization of the early 1990, India breeding and culture technologies include primarily different species of carp, including the important India major carp species (notably, catla, mrigal and rohu). Other species such as catfish, murrels and parents are recent addition. The culture systems adopted in the country vary greatly depending on the input available in any region as well as on the investment capabilities of the farmer. While extensive aquaculture is carried out in comparatively large water bodies with stocking of the fish seed as the only input beyond utilising natural productivity, elements of fertilization and feeding have been introduced in to semi-intensive culture. The different culture systems in India practices include: with supplementary feeding and aeration (10-15 tonnes/ha/yr.). Com, composite carp culture (4-6 tonnes/ha/yr.), weed-based carp polyculture (3-4 tonnes/ha/yr.), Integrated fish farming with popular, pigs, ducks, horticulture, etc. (3-5 pen culture (3-5 tonnes/ha/yr.), cage culture (10-15 kg/m²/yr.), Running-water fish culture (20-50kg/m²/yr.).

(A) FRESH WATER AQUACULTURE

Fresh water aquaculture accounts for nearly 55% of the total fish production in India. Aquaculture resources in India include 2.36 million hectares of ponds and tanks, 1.07? Million hectares of beels, jheels and derelict waters plus in addition 0.12 million kilometres of canals, 3.15 million hectares of reservoirs and 0.72 million hectares of upland lakes that could be utilized for aquaculture purposes. Ponds and tanks are the prime resources for fresh water aquaculture in India. However, less than 10% of India's

natural potential is used for aquaculture currently. For bringing more areas under scientific fisheries and aquaculture, the Indian government and primer fisheries research Institute are typing hard to sensitize the fish farmers and entrepreneurs regarding the package of practices and prospects of the highly promising-culture-based fisheries technology (CBF) is one of the for most strategies for achieving blue revolution. CBF is generally practiced in inland waters having areas between 100 and 1000 ha (lakes, wetlands, and small reservoirs) and cautiously in 1000-5000 (medium-sized reservoirs).

(B) BRACKISH WATER AQUACULTURE

Brackish water aquaculture has become an important source seaweed, shellfish, and fine fish, especially for human food and production, which is likely expand well in the next century if a sea level rise maintains its present pace. It has both direct and indirect impacts on biodiversity through the consumption of natural resources and the production of wastes. Most of the brackish water aquaculture has developed in the mangrove ecosystem as the water has congenial parameters and tidal actions.

2.2 REVIEW OF LITERATURE

- 1) **Swathi N.A.; Shanmugam T. R.; &Sathiadhas R.**-(2011)- Central Marine Fisheries Research institute – Kochi – India –“Economic viability of mechanized fishing units and socio economics of fishing ban in Kerala” – The study revealed that, in open access unregulated marine fisheries, the viability of a fisher’s unit greatly influences the entry or exit of vessels in the fishing industry. The paper analyses the friability of various mechanized fishing units in the Kerala state using different economic and financial Indicators. Socio-economic impact of fishing ban on fishing labor was also worked out and suggestions were given for improving the livelihood security of fish Workers.
- 2) **Ga Onkar Rekha R., Rodrigues maria D.** CFishery Management A. P. H, publishing Corporation – 4435-36/7, Ansari Road – Darya Ganj – New Delhi – 110002. – 2008. This book is the outcome of the UGC sponsored major research project. The book addressed “the main issues confronting the fishery sector”.The fishing industry has experienced many structural changes due to the introduction of new technology.

- 3) **Venugopal S.** (2005) in his book “Aquaculture” claims that information and consumer education programs can play a vital role in expanding the demand for aqua cultural products”. He suggests that economists should be innovative in their research approaches to study consumer demand for fish and sea food and about the resource allocation and public policy affecting aquaculture.
- 4) **Khader Vijaya; Sathyadhas R. & Mohamad leasim H.**-(2004)-“Role of women in fisheries in coastal Eco-system of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu 15-12-2004”, States that fish eaters in the study area comprise 47 per cent of the total Population ranging from 237 per cent in Tamil Nadu to 85 per cent in Kerala. Though the Position of Tamil Nadu in terms of numbers of coastal districts and possession of coast Line including the number of landing centers is envious, the number of fish eaters in the state is minimal. Andhra Pradesh employs 32 per cent of its fisherwomen in fish caring / Drying / net making and 27 per cent in processing plant works.
- 5) **Nirmala Vivek H.; Sontakki Bharat S.; Birodar R. S.; Metar Santosh Y.** – (2003)-Central Institute of fisheries education- Mumbai – Assessment of Indigenous Knowledge of coastal fisher folk of greater Mumbai and Sindhudurg district of Maharashtra – 10 June 2003- The conclusion of this study is the indigenous knowledge of coastal fisher folk on various fisheries management aspects like choice of materials and methods for fishing and fish processing, their perceptions on the effect of water Color, wind direction, lunar cycles, tidal fluctuations on fish catch are by and large based On scientific rationality efficacy and use of local resources as judged by the fisheries experts, hence such indigenous knowledge can be gainfully blended with the modern Scientific and technical wisdom to evolve a package of fisheries management that enjoys ready acceptance by the fishermen and enhances efficacy. Sustainable use of local Resources without affecting the environment.
- 6) **D’Souza**(2002) in his study “Fishing woes to the Fore” asserted that the main Reason for the malaise in the fishing scenario in Goa is the lackadaisical approach of the Governmental agencies, both Central and Sate. The Central Government has still to enact the law to implement a uniform ban period on fishing activities all over the country. He Stressed that there should not be more than 800 trawlers

operating if there is to be Optimum fishing yield in the state. He found that pollution by organic released generated From industrial units, urban settlements; hotels and shrimp farming activities have Adversely affected bio-productivity in Goa's coastal waters. His main conclusion is that The quantity and quality of fish is slowly deteriorating in the state.

- 7) **Barbosa(2002)** in his study “Fishing for a High Living” states that the mechanized Fishing in Goa is done without any proper regulations. There is no license system for Trawlers in the state. Once a trawler owner registers his trawler, he need not approach any Government department again. The state of Goa has 1128 registered trawlers and this is Far above the saturation point. He suggests that there is a need to regulate the number of Trawlers that go in the sea and their expedition schedule. The author strongly feels that There is a need to redraft the laws and to control the mesh size.
- 8) **Vijayakumar K.** (2001) in his paper “Social Audit – an ideal method for Neutralizing conflict situations in aquaculture industry” attempts to identify and examine the activities of the aquaculture industry having an impact on the immediate environment and to elaborate how social audit would help to neutralize the conflict situation in Aquaculture industry. The author states that once the factors contributing to the social Costs/benefits are identified, their objectives, assessment, evaluation, measurement and Presentation will give an idea of the net cost/benefit of the farm. The study reveals that The understanding of the principles and adoption of the practices will certainly lead to the Achievement of sustainability in the long-run.
- 9) **Sathiadas R. and Kumar Narayana R.** (2001) in their paper entitles “Export of Finfish-impact on domestic trade production” assess the trends in production and export Trade of selected varieties of finfish based on the data collected from the publication of CMFRI and MPEDA, Cochin. Their study reveals that in spite of exporting the top Quality selective fishes, the unit value realized by them from abroad is not appreciable And even less than that of the prevalent domestic prices for some varieties. Expansion of Export trade of finfish without enhancing the internal supply of quality fishes will be Detrimental to the interest of domestic consumers. Aquaculture alone is the viable Alternative for the same. Diversified

fresh and brackish water aquaculture production of Quality fishes and sea farming should be intensified to bridge the gap between demands and supply in the domestic market and to maintain the tempo of export trade of fin fishes.

- 10) **Sehara D. B.S. et.al**(2000) studied “Economic Evaluation of Different Types of Fishing Methods along Indian Coast.” They indicated that the studies on the craft and gear Combination should be conducted on macro level in different maritime states for effective Future planning in maritime fisheries sector. Non-mechanized motorized and mechanized sector should be given equal priorities While undertaking cost and earning studies. There has to be also a stress on employment Potential, marketing problems, financial needs of various types of units and proper Management of inputs used for fishing.

CHAPTER III
ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected from Irritty Taluk. This analysis and interpretation are based on the responds given by the farmers those who are doing fish farming. The proceeded data is presented on the analysis part with the help of tables and figures for the easy understanding and interpretation.

The data obtained from the farmers in Irritty Taluk are analyzed and interpret with the help of various tables and charts.

3.1 TYPE OF FISH FARMING

TABLE NO 3.1

TYPE OF FISH FARMING

Type of fish farming	No. of respondents	percentage
Fresh water fish farming	40	88.89
Salt water fish farming	5	11.11
Brackish water fish farming	0	0
Marine fish farming	0	0
total	45	100

Source:Primary data

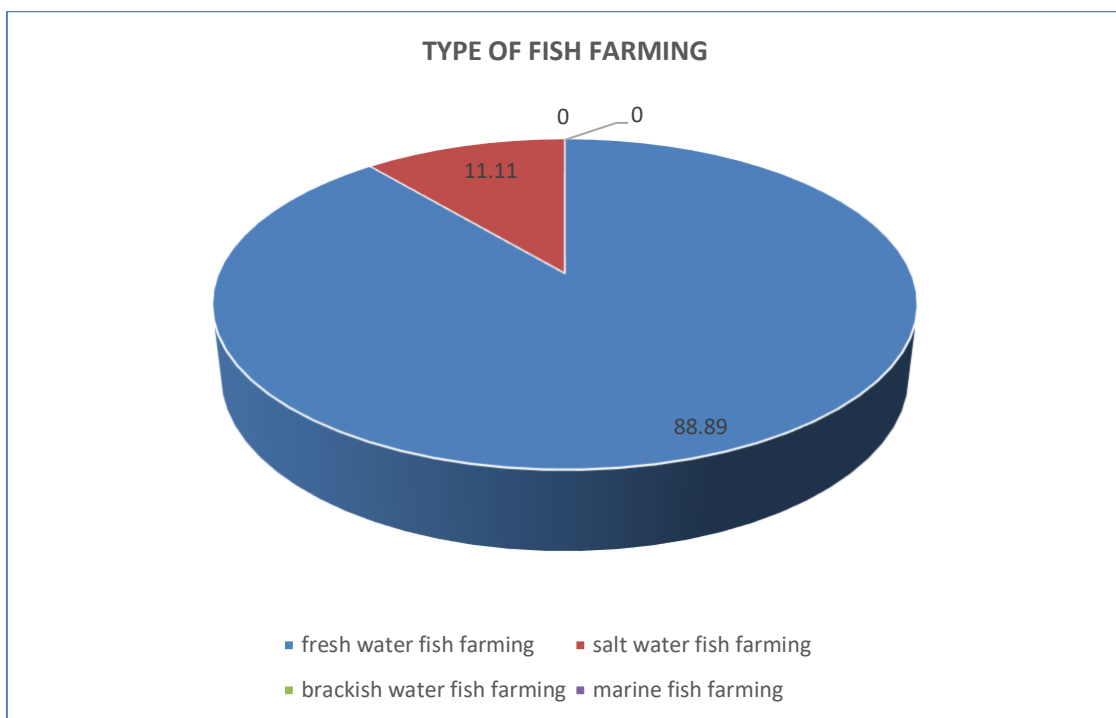


CHART NO 3.1

INTERPRETATION

Table 4.1 shows that about 88.89% of the farmers are doing fresh water fish farming. Only 11.11% are focused on salt water fish farming. None of the farmers are doing brackish or marine water fish farming.

3.2 TIME SPEND ON FISH FARMING

TABLE NO 3.2

TIME SPEND ON FISH FARMING

Time spend on farming	No of respondent's	percentage
Below 1 hour	10	22.22
1-4 hours	35	77.78
7-10 hours	0	0
Above 10 hours	0	0
Total	45	100

Source:Primary data

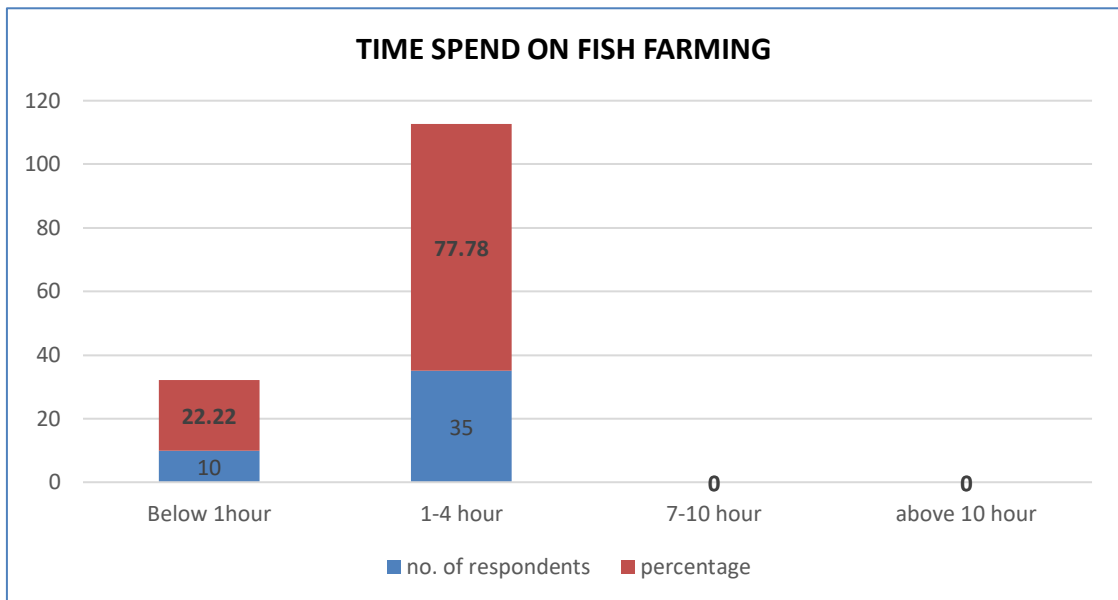


CHART NO 3.2

INTERPRETATION:

From the table it is clear that 77.78% farmers are spending between 1-4 hours and the rest 22.22% are spending below 1 hour for fish farming. None of the farmers spend more than 7 hours.

3.3 DURATION OF FISH FARMING

TABLE NO 3.3

DURATION OF FISH FARMING

Duration	No. of respondents	Percentage
Below 1 year	10	22.22
1-3 years	20	44.45
3-5 years	15	33.33
5-10 years	0	0
Total	45	100

Source:Primary data

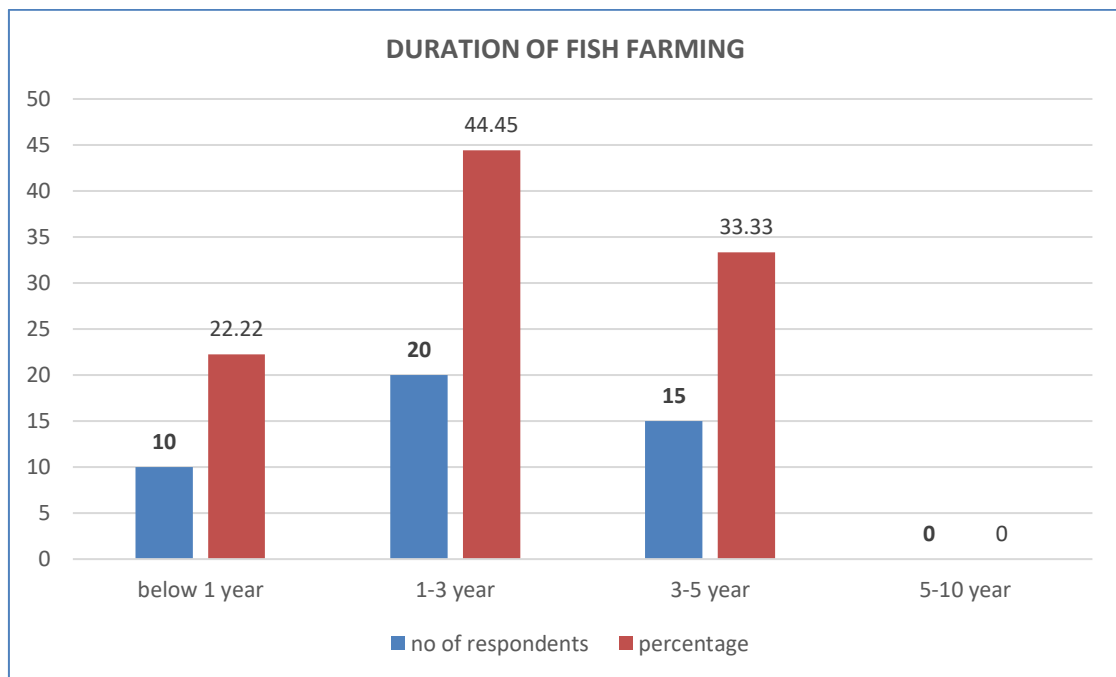


CHART NO 3.3

INTERPRETATION:

In the above chart 4.3, 44.45% are doing fish farming for about 1-3 years and 33.33% have been doing it for 3-5 years. There is also a percentage of 22.22 % of farmers doing farming for less than 1year. Also, none of the respondents are doing the fish farming for more than 5 years.

3.4 SCOPE AND ADVANTAGE OF FISH FARMING

TABLE NO 3.4

SCOPE AND ADVANTAGE OF FISH FARMING

Particulars	No. of respondents	Percentage
Less capital investment	20	44.45
High rate of return	15	33.33
The export possibilities	0	0
Subsidies and other incentives	10	22.22
Total	45	100

Source:Primary data

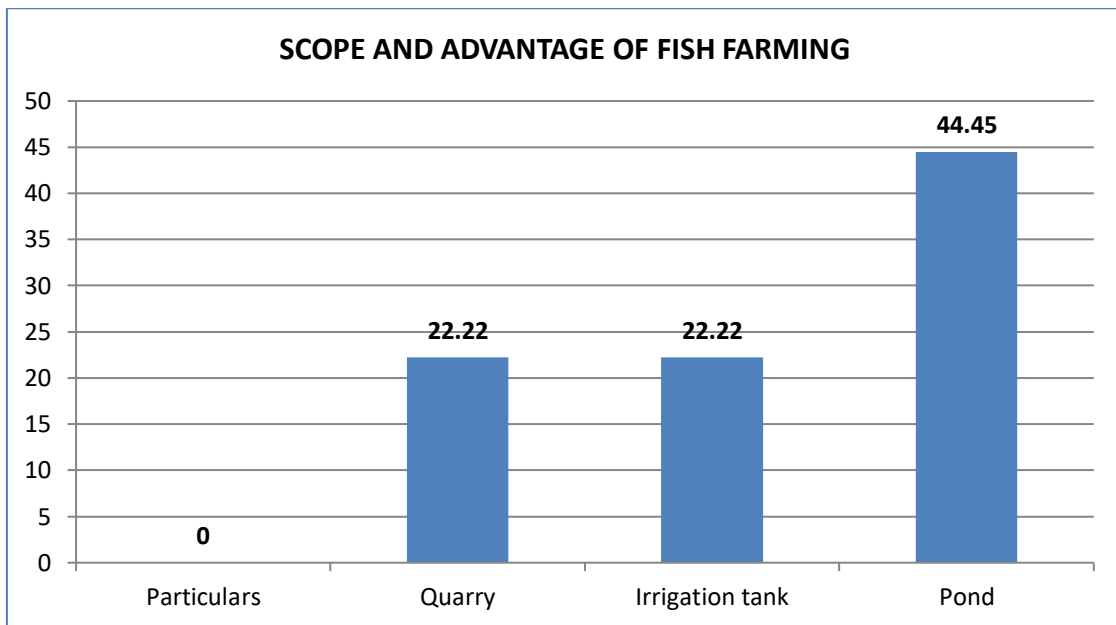


CHART NO 3.4

INTERPRETATION:

From table no.4.4 about, 44.45% of respondents chose an advantage of fish farming as less capital investment. High rate of return is opinioned by 33.33% and 22.22% pointed towards subsidies and other incentives as an important advantage. None of the respondents chose the export possibility as an advantage.

3.5 FACTORS MOTIVATING FISH FARMING

TABLE NO 3.5

FACTORS MOTIVATING FISH FARMING

Particulars	No. of respondent	Percentage
Self-employment	30	66.67
Less risk	0	0
Self interest	15	33.33
Finance assistance from government	0	0
total	45	100

Source: Primary data

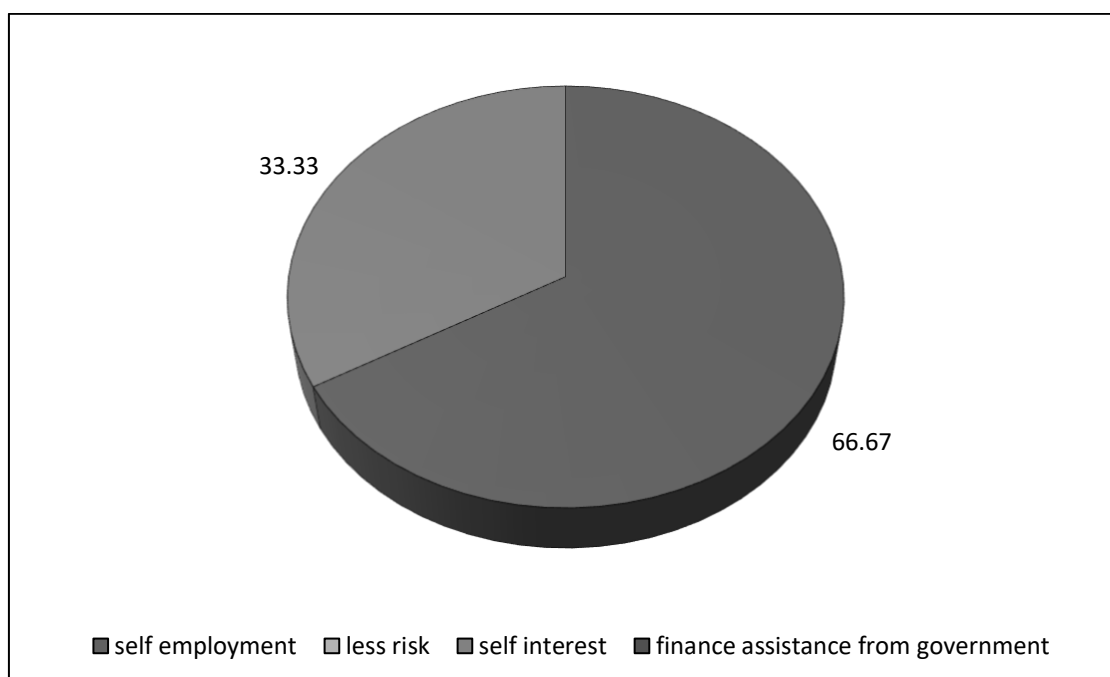


CHART 3.5

INTERPRETATION:

In the table no 4.5, about 66.67 % of the respondents have agreed self-employment as a motivating factor. 33.33 % respondents considered self-interest and none of them chose less risk and finance assistance from government as a factor motivating fish farming.

3.6 AVERAGE WORKIING CAPITAL

TABLE NO 3.6

AVERAGE WORKIING CAPITAL

Average working capital	No. of respondents	Percentage
Below 10000	20	44.44
10000-30000	25	55.56
30000-50000	0	0
50000-100000	0	0
Total	45	100

Source: Primary data

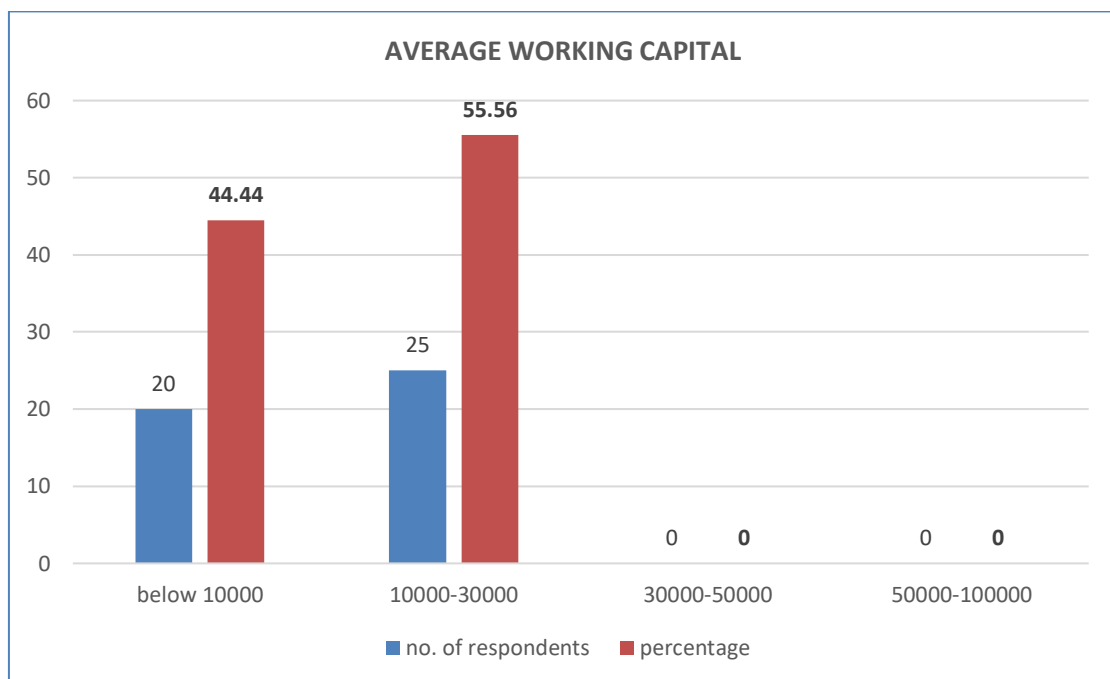


CHART NO 3.6

INTERPRETATION:

In the table 4.6, about 55 % of respondents have agreed that their average working capital was about 10000-30000 and 44.44 % of respondents agreed their average working capital was only below 10000

3.7 AVERAGE MONTHLY INCOME

TABLE NO 3.7

AVERAGE MONTHLY INCOME

Average monthly income	No. of respondents	Percentage
Below 10000	25	55.56
10000-30000	10	22.22
30000-50000	10	22.22
Above 50000	0	0
Total	45	100

Source: Primary data

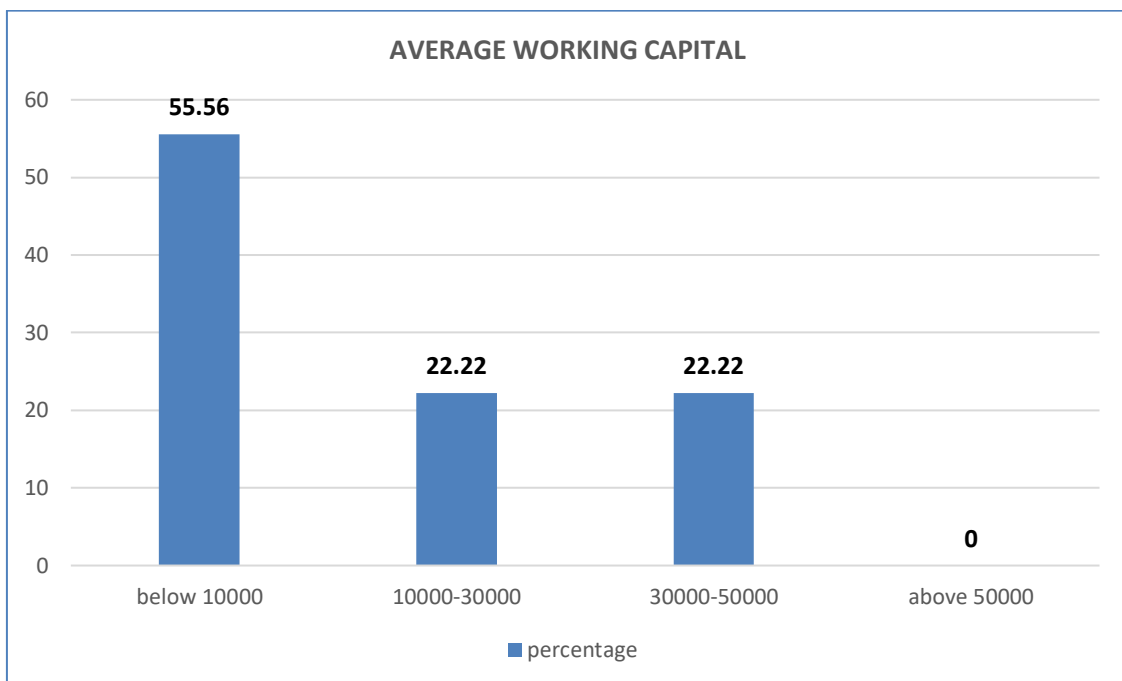


CHART NO 3.7

INTERPRETATION:

In the table 4.7, about 55.56% of people says that their average monthly income from fish farming was below 10000 and 22.22% of people says about 10000-30000 and 22.22% of people says that their average monthly income was about 30000-50000.

3.8 BASIC REQUIREMENTS

TABLE NO 3.8
BASIC REQUIREMENTS

Particulars	No. of respondents	Percentage
Land	0	0
Capital	0	0
Water	5	11.11
All of the above	40	88.89
Total	45	100

Source:Primary data

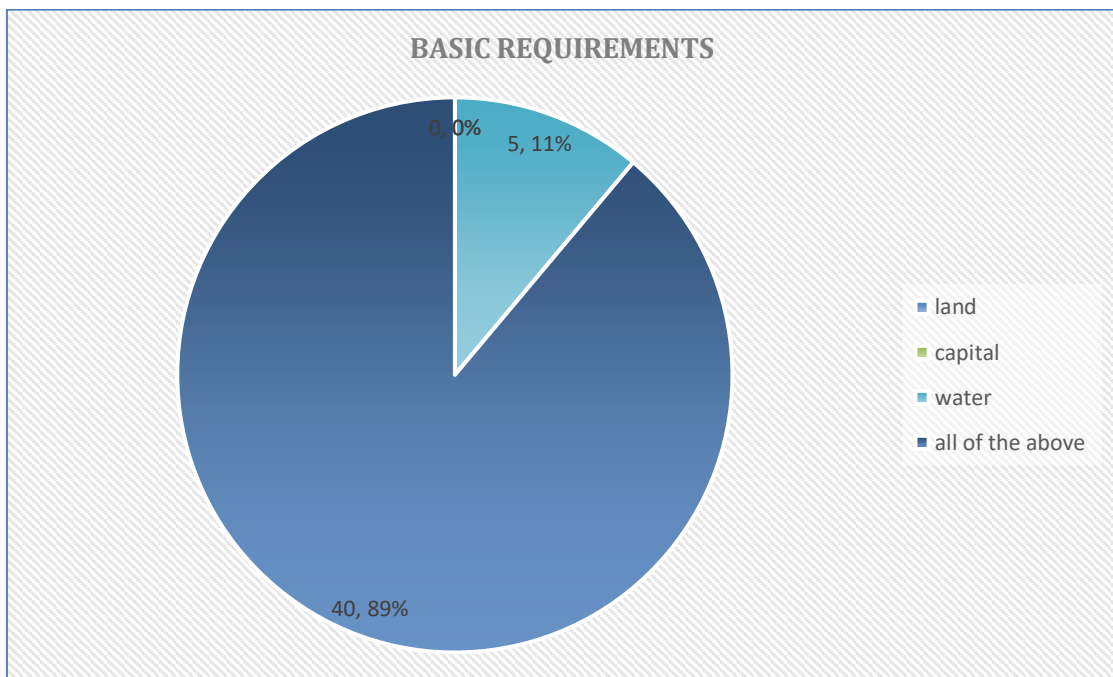


CHART NO 3.8

INTERPRETATION:

In the table 4.8 about, 88.89% of respondents have agreed that their basic requirements of fish farming was all of above which means the land, capital and water. And 11.11% of respondents agreed that water was the basic requirements of fish farming.

3.9 TRADITIONAL WAY

TABLE NO. 3.9
TRADITIONAL WAY

Particulars	No .of respondents	Percentage
Yes	15	33.33
No	30	66.67
Total	45	100

Source: Primary data

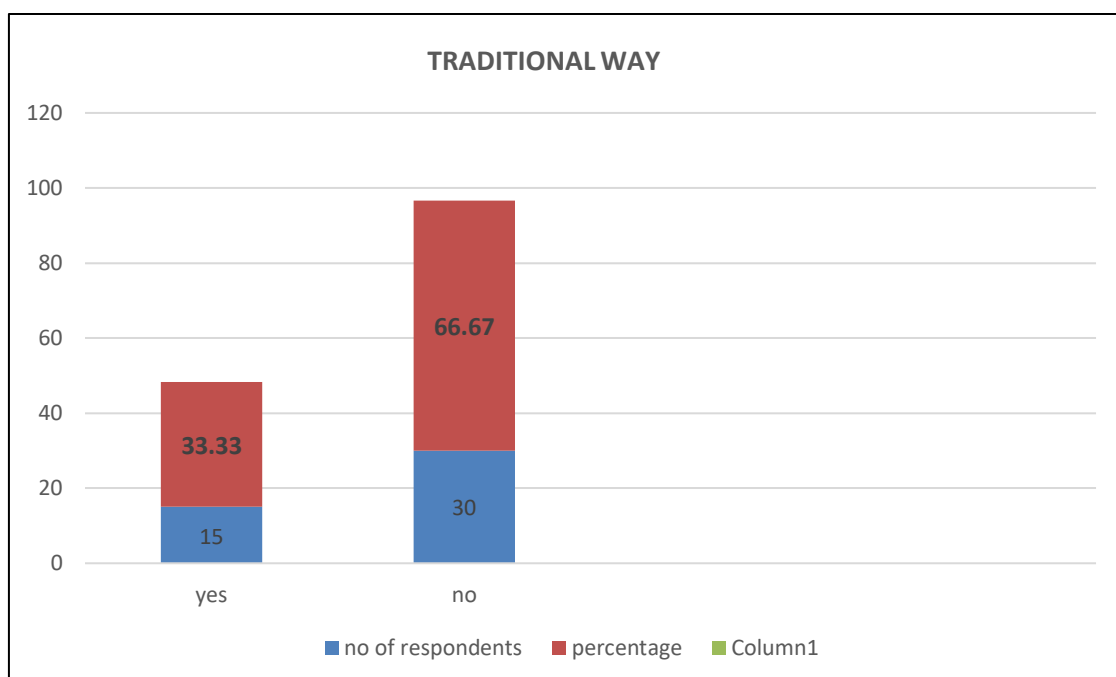


CHART NO 3.9

INTERPRETATION:

In the table 4.9 about 66.67 respondents have agreed that they are executing their fish farming in traditional way and 33.33% of respondents says that they are not executing the fish farming in traditional way.

3.10 SUBSIDIES

TABLE NO 3.10

SUBSIDIES

Subsidies	No. of respondents	Percentage
Below 10%	25	55.56
10-30%	20	44.44
30-50%	0	0
Above 50%	0	0
Total	45	100

Source: Primary data

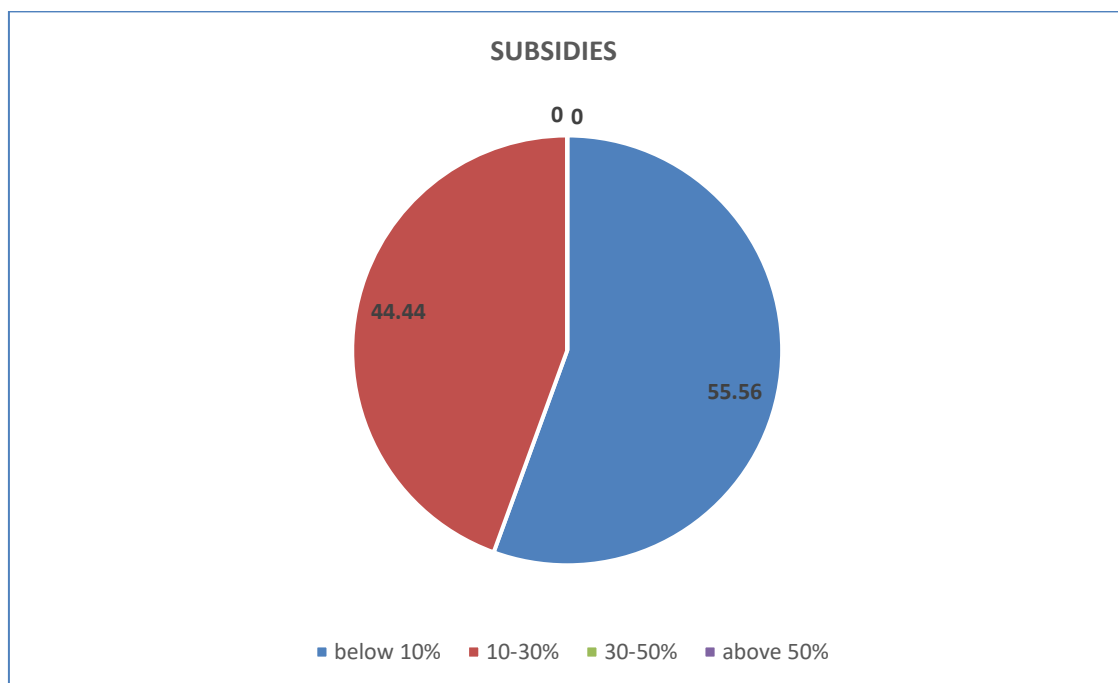


CHART NO 3.10

INTERPRETATION:

In the table 4.10 about 56.56% of people have agreed that their percentage of subsidies they were getting from fish farming was below 10% and 44.44% says that their subsidies getting from fish farming was about 10 – 30 %.

3.11 BENEFITS OF FISH FARMING

TABLE NO 3.11

BENEFITS OF FISH FARMING

Benefits	No. of respondents	Percentage
Fishing keeps you fit	0	0
Fishing improves self esteem	25	55.56
Fishing reduce stress	5	11.11
Fishing gives relaxation	15	33.33
Total	45	100

Source: Primary data

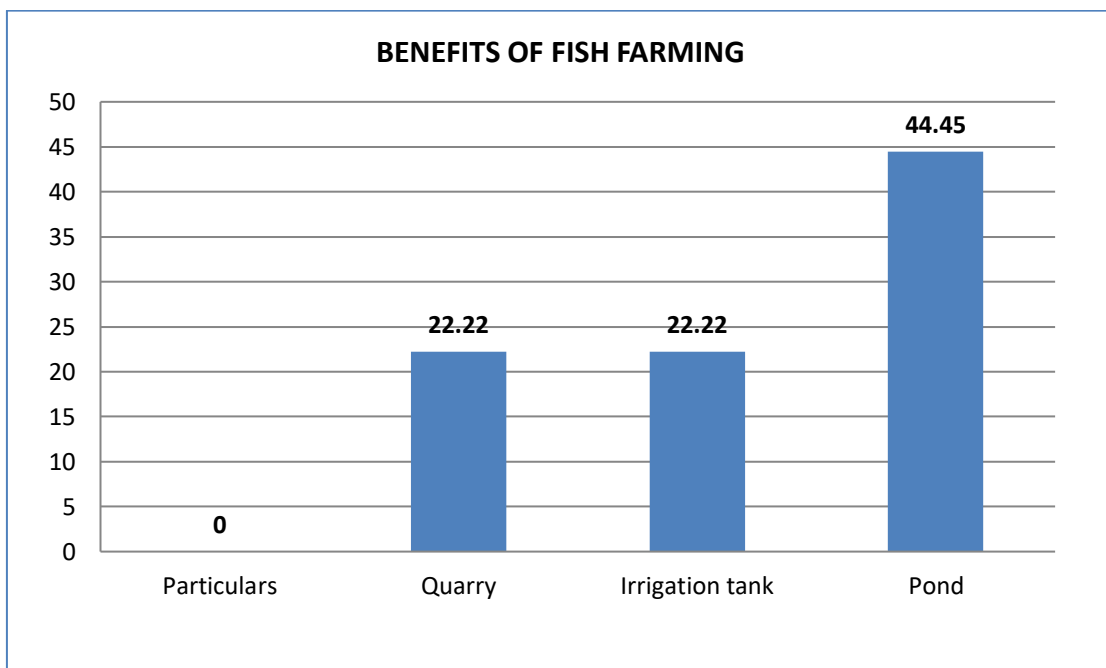


CHART NO 3.11

INTERPRETATION:

In the table no 4.11 about 55.56% of the respondents' states that fishing improve self-esteem and 33.33% of respondent's states that gives relaxation and remaining states that fishing reduce stress.

3.12 LEVEL OF SATISFACTION

TABLE NO 3.12

LEVEL OF SATISFACTION

Particulars	No. of respondents	Percentage
Very satisfied	15	33.33
Less satisfied	20	44.45
Neither satisfied or dissatisfied	10	22.22
dissatisfied	0	0
Total	45	100

Source: Primary data

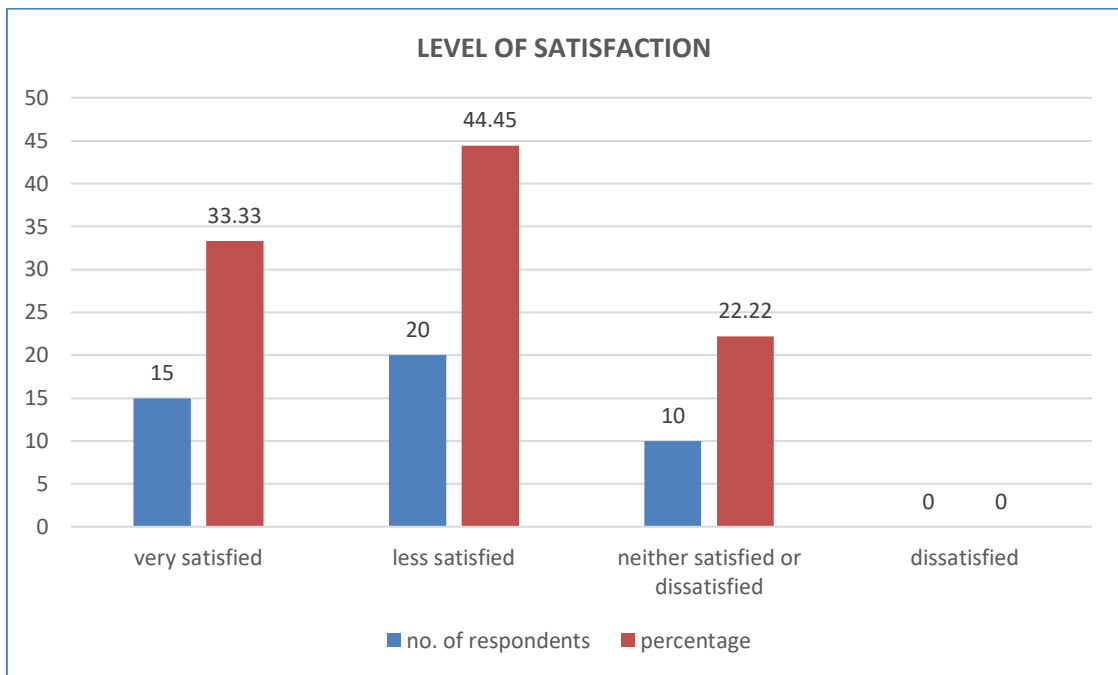


CHART NO 3.12

INTERPRETATION:

In the table no 4.12 about 33.33% of respondents are satisfied with fish farming and 44.45% are less satisfied and others remaining are neither satisfied or dissatisfied.

3.13 PROFITABILITY

TABLE NO 3.13
PROFITABILITY

Type of fish farming	No. of respondents	Percentage
Cat fish farming	0	0
Salmon fish farming	0	0
Tilapia fish farming	40	88.89
Common carp fish farming	5	11.11
Total	45	100

Source: Primary data

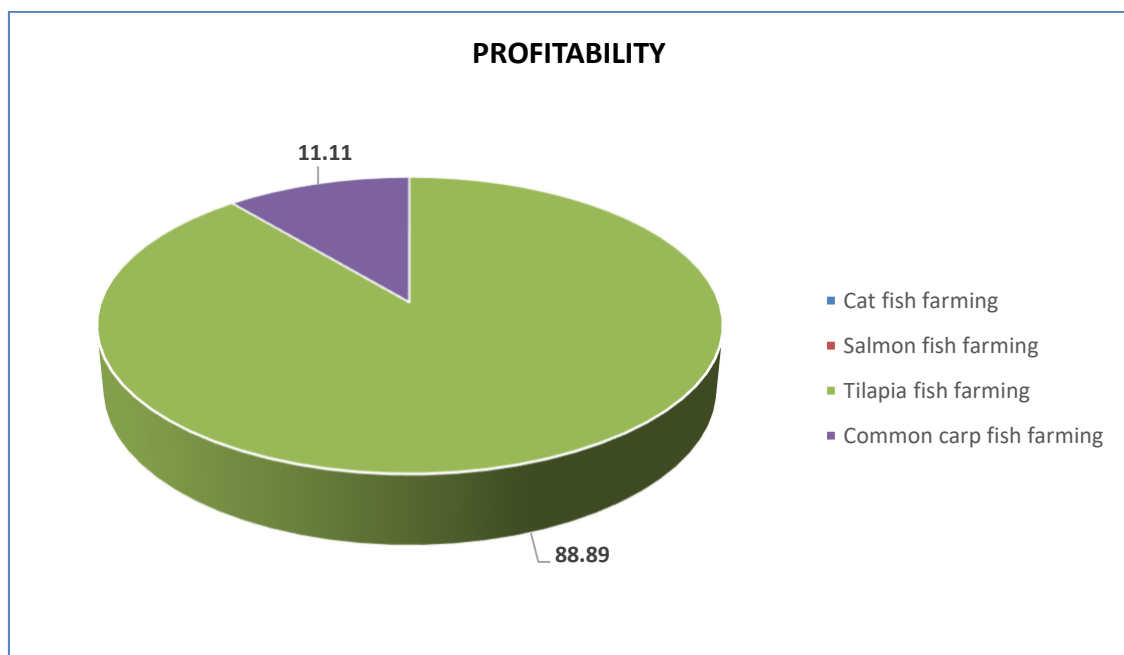


CHART NO 3.13

INTERPRETATION:

In the table no 4.13 about 88.89% of the respondents says about tilapia fish farming and remaining 11.11% are in common carp fish farming are most profitable in fish farming.

3.14 BEST FISH FRMING FIELD

TABLE NO 3.14

BEST FISH FRMING FIELD

Particulars	No. of respondents	Percentage
Quarry	10	22.22
Irrigation tank	10	22.22
Pond	20	44.45
Backwaters	5	11.11
Total	45	100

Source: Primary data

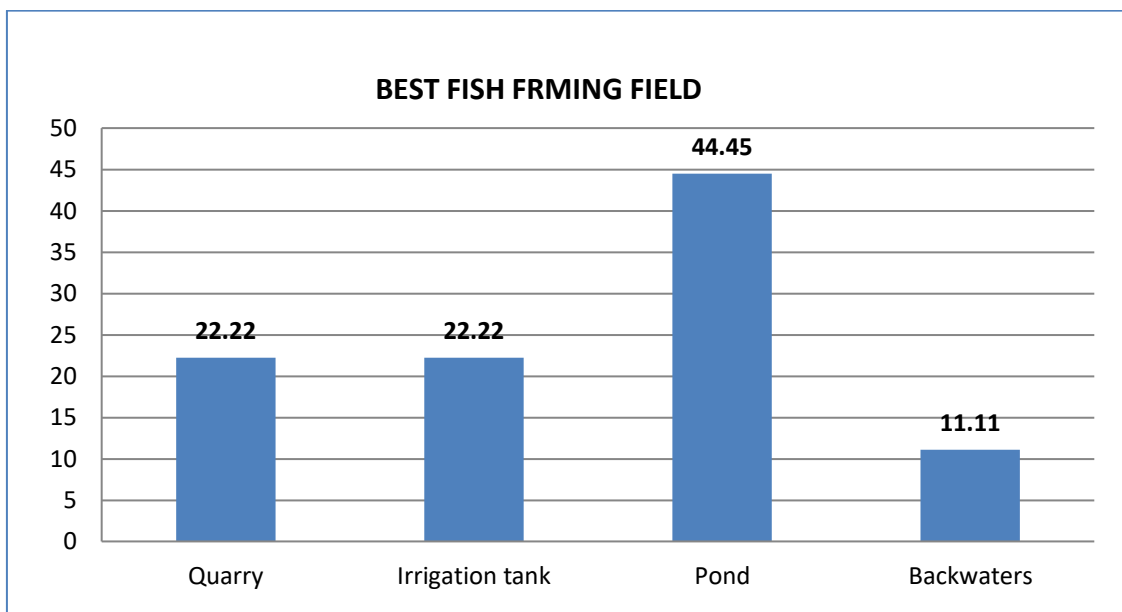


CHART NO 3.14

INTERPRETATION:

In the table 4.14 about 44.45% of respondents says that pond is best for fish farming and 22.22% of respondents choose quarry and irrigation tank and remaining choose backwater.

3.15BEST SEASON

TABLE NO 3.15

BEST SEASON

Particulars	No. of respondents	Percentage
Summer	15	33.33
Rainy	30	66.67
Winter	0	0
Spring	0	0
Total	45	100

Source: Primary data

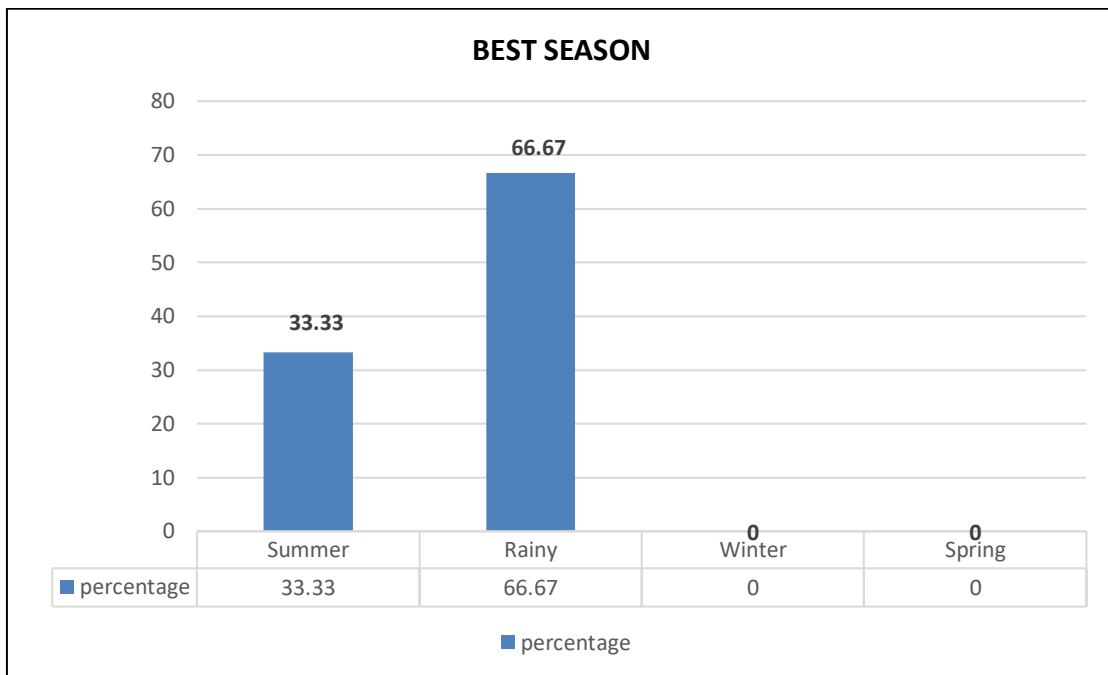


CHART NO 3.15

INTERPRETATION:

In the table no 4.15 about 66.67% of respondents says that rainy season is the best for fish farming and remaining 33.33% choose summer season.

3.16 BEST FEED

TABLE NO 3.16

BEST FEED

Particulars	No of respondents	Percentage
Fish stick	0	0
Domestic food	5	11.11
Natural food	20	44.44
Fish flakes	20	44.45
Total	45	100

Source: Primary data

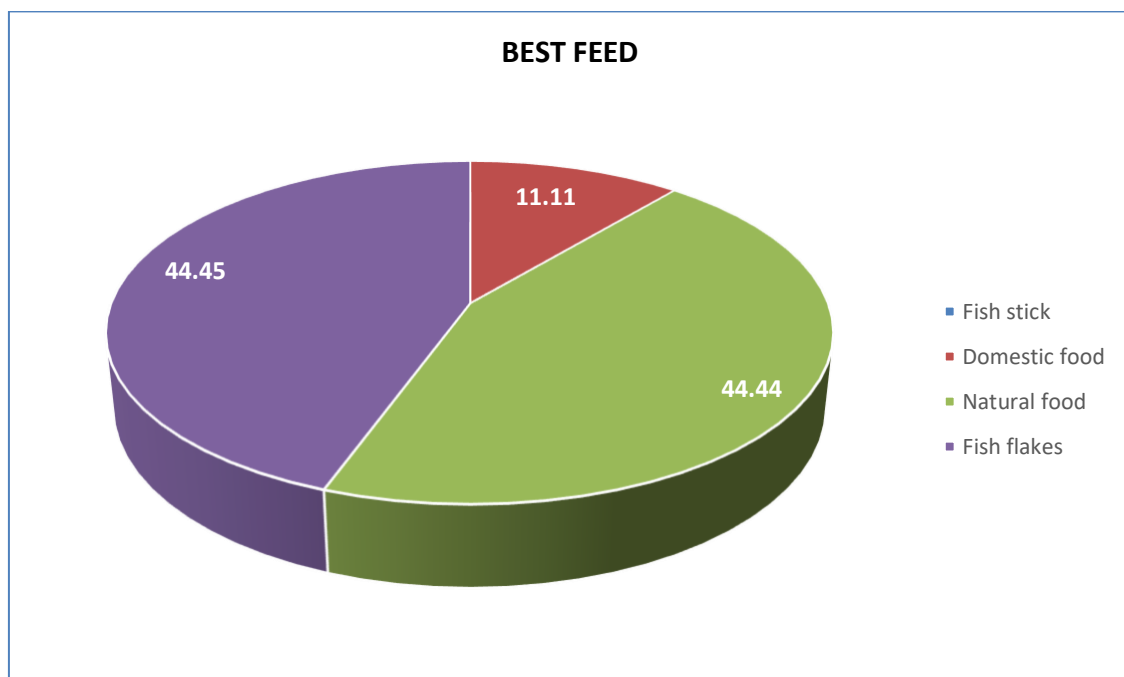


CHART NO 3.16

INTERPRETATION:

In the table no 4.16 about 44.45% of respondents says fish flakes is the best feed. 44.44% says natural food and 11.11 % of the respondents says fish stick is best.

3.17 PROBLEMS IN FISH FARMING

TABLE NO 3.17

PROBLEMS IN FISH FARMING

Major problems	No. of respondents	Percentage
Lack of hatchery	15	33.34
Stress	10	22.22
High speed cost	10	22.22
Lack of proper knowledge	10	22.22
Total	45	100

Source: Primary data

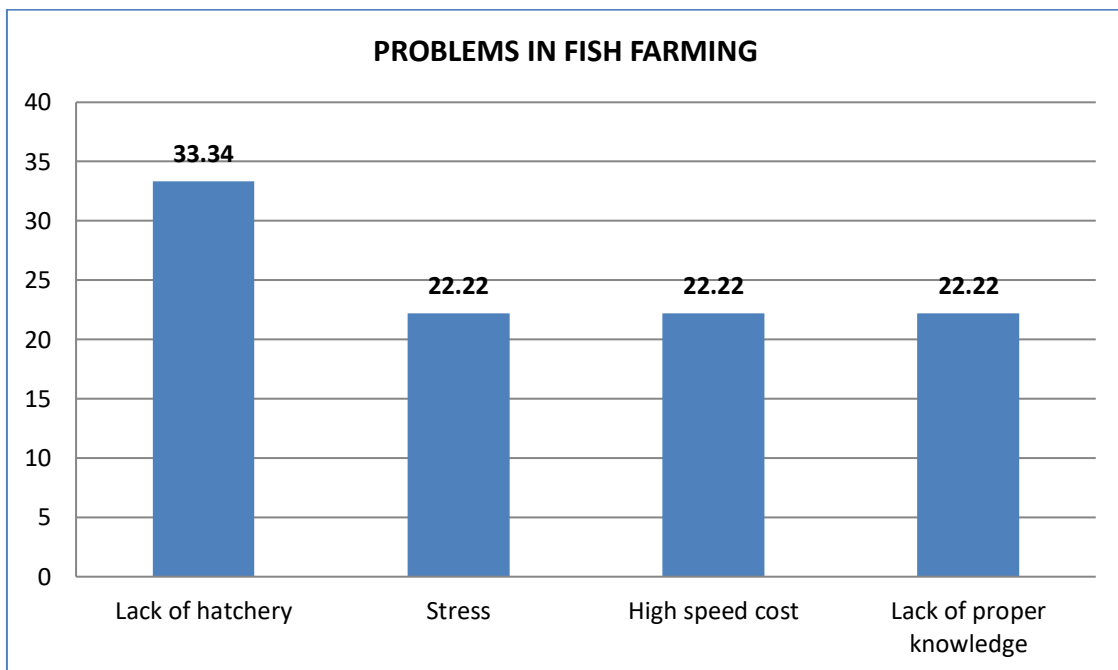


CHART NO 3.17

INTERPRETATION:

In the table no 4.16 about 33.34% of respondents face lack of hatchery as major problem and 22.22% of the other respondents are included in facing stress, high speed cost and lack of proper knowledge.

3.18 CHALLENGES IN FISH FARMING

TABLE NO 3.18

CHALLENGES IN FISH FARMING

Particulars	No. of respondents	Percentage
Climatic change	20	44.45
Lack of raw materials	0	0
Lack of fund	10	22.22
Others	15	33.33
Total	45	100

Source: Primary data

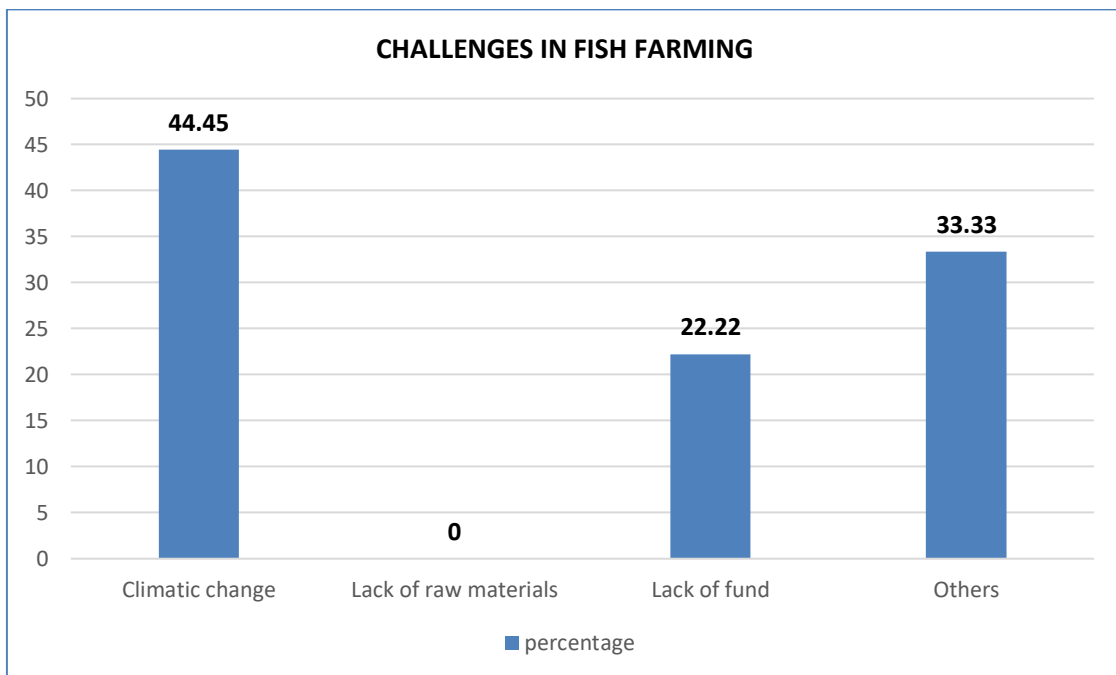


CHART NO 3.18

INTERPRETATION:

In the table no 4.17 about 44.45% of respondents face climate change of fish farming and 22.22% faces the lack of fund problem and 33.33% of respondents included in the other category.

3.19 DIFFICULTIES IN FISH FARMING

TABLE NO 3.19

DIFFICULTIES IN FISH FARMING

Particulars	No. of respondents	Percentage
Yes	25	55.56
No	20	44.44
Total	45	100

Source: Primary data

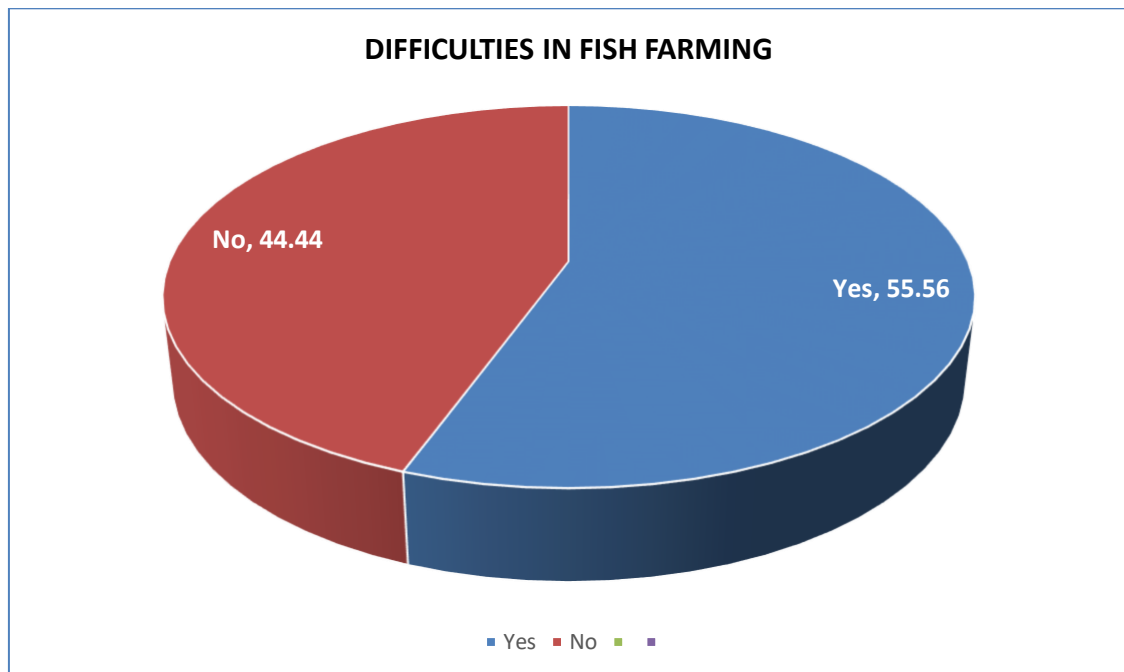


CHART NO 3.19

INTERPRETATION:

In the table no 4.18 about 55.56 % of respondents face difficulty in fish farming and 44.44% of respondents says that fish farming is not difficult.

3.20 TRAINING PROGRAM

TABLE NO 3.20
TRAINING PROGRAM

Particulars	No of respondents	Percentage
Yes	10	22.22
No	35	77.78
Total	45	100

Source: Primary data

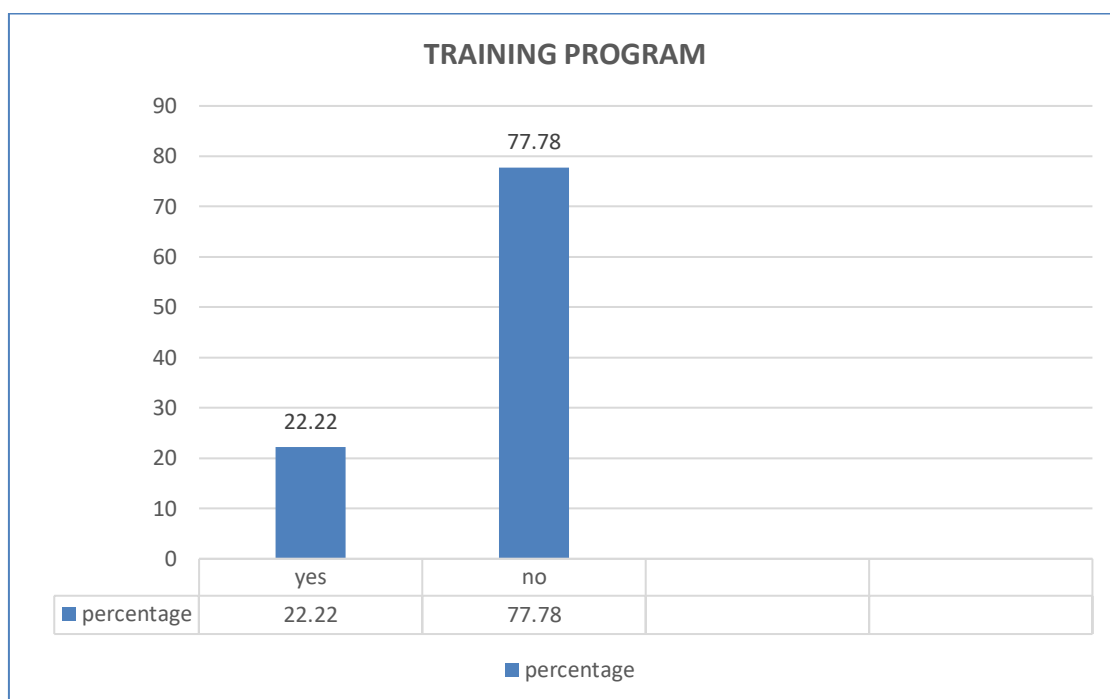


CHART NO 3.20

INTERPRETATION:

In the table no 4.19 about 77.78% are not interested in the training program of fish farming and 22.22% of them are included in fish training programs.

CHAPTER IV

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

- It was found that majority of respondents says rainy season is best for fish farming.
- Through the findings we can say that the average monthly income of fish farming is below 10000.
- The study reveals 90% respondents are engaged in Tilapia fish farming and 12% are in common crap fish farming.
- It was observed that 35% of respondents are quite satisfied with fish farming and 50% of respondents are less satisfied.
- It was identified that most profitable fish farming is common crap fish farming.
- Among the respondents, most of the states that fishing improves self esteem.
- The majority of respondents face climate change and lack of fund problem.
- It reveals that 70% of respondents have agreed that they are executing their fish farming in traditional way.
- It was observed that while comparing with other type of fish farmers, fresh water fish farming is best for farmers.
- The study points out that, self-employment as the motivating factor.
- It is observed that subsidies and incentives are major scope of fish farming.

4.2 SUGGESTIONS

- The fish farmers should consider geographical advantages or location advantages while choosing a place for the farm in order to reduce challenges regarding climate changes, scarcity of water, etc.
- The fish farmers should utilize the stable demand of fish and other marine products and its export possibilities.
- The unemployed youth can enter into fish farming; as they get subsidies and other benefits so as to earn profit.
- 70% of fish farmers are not attending any kind of fishing training programs, for more improvement in this field, the government should provide training programs to the farmers.
- After the COVID pandemic, many new fish farmers have come to this field, but they have only limited resources and capital. At this point, the government needs to provide more incentives and subsidies for them.
- It is advisable to spend more time on the time period immediately after the commencement of the farm.
- Domestic and natural food is more cost-effective and safe than other manufactured foods.
- Fish farmers are required to be engaged in farming for more than 4 hours.

4.3 CONCLUSION

In conclusion, it is hoped that the information presented in this Atlas will promote the greater and more effective use of locally available raw materials for feeds and fertilizers, and at the same time reduce dependence on imported feedstuffs. It is also hoped that the discussions will help provide insights to farmers in their adoption of technologies for increasing productivity and profitability. Freshwater aquaculture is of major importance to these countries. It contributes to higher fish production, increasing supplies of animal protein and generation of employment, and is also a means of improving farming. Policies should be implemented regarding the use of natural resources, research, inputs and outputs and pricing, and they should also be able to address the problems in marketing, credit, trade, investment and exchange rates.

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ANNEXURE

QUESTIONNAIRE

Name:

Age:

Gender: Male Female

Occupation:

1. What type of Fish Farming are you doing?

Fresh water fish farming

Salt water fish farming

Brackish water fish farming

Marine fish farming

2. How many hours are spent on fish farming in a day?

Below 1 hour

1-4 hours

7-10 hours

Above 10 hours

3. How long you have been engaged in fish farming?

Below 1 years

1-3 years

3-5 years

5-10 years

4. What are the scope and advantages of fish farming?

Less capital investment

Higher rate of return

The export possibilities

Subsidies and other incentives

5. Factors motivating fish farming?

Self-employment

Less risk

Self-interest

Finance assistance from government

6. What is the average working capital of fish farming?

Below 10000

10000-30000

30000-50000

50000-100000

7. What is the average monthly income from fish farming?

Below 10000

10000-30000

30000 -50000

Above 50000

8. What are the basic requirements of fish farming?

Land

Capital

Water

All of the above

9. Are you executing the fish farming in a traditional way?

Yes No

10. What percentage of subsidies you are getting from fish farming?

Below 10%

10-30%

30-50%

Above 70%

11. What are the benefits from fisheries activities?

Fishing keeps you fit

Fishing improves self-esteem

Fishing reduces stress

Fishing gives relaxation

12. Are you satisfied with Fish farming?

Very satisfied

Less satisfied

Neither satisfied or dissatisfied

Dissatisfied

13. Which type of fish farming is most profitable?

Cat fish farming

Salmon fish farming

Tilapia fish farming

Common carp fish farming

14. Which land is best for fish farming?

Quarry

Irrigation Tank

Pond

Backwaters

15. Which season is best for Fishing?

Summer

Rainy

Winter

Spring

16. Which is the best feed for fish?

Fish sticks

Domestic food

Natural food

Fish flakes

17. What are the major problems in fish farming?

Lack of hatchery

Stress

High speed cost

Lack of proper knowledge

18. What are Challenges you face in fish farming?

Climate changes

Lack of raw materials

Lack of fund

Others

19. Are you facing any difficulty in fish farming?

Yes No

20. Have you participated in any training program related to aquaculture?

Yes No

**STUDY ON EMPLOYABILITY AFTER GRADUATION IN
IRITTY AREA
A PROJECT REPORT**

Submitted by

**ANJANA C K DB20BR0006
ABHISHEK C K DB20BR0001
ASHIN MANOJ DB20BR0023
S SUJISHA DB20BR0040**

Under the supervision of

Ms.SHILPA VICHITHRAN

In partial fulfilment for the award of bachelor degree in

COMMERCE



**DON BOSCO ARTS AND SCIENCE COLLEGE
OF KANNUR UNIVERSITY**

MARCH 2023

KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report “**STUDY ON EMPLOYABILITY AFTER GRADUATION IN IRITTY AREA**” is the bonafide work of **ABHISHEK C K, ANJANA C K, ASHIN MANOJ and S.SUJISHA** who carried out the project work under my supervision.

SIGNATURE

Mrs..DEEPTHY JOSEPH

HEAD OF DEPARTMENT

SIGNATURE

Ms.SHILPA VICHITHRAN

SUPERVISOR

**DEPT. OF COMMERCE,
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU, KANNUR.**

DECLARATION

I, **ABHISHEK C K, ANJANA C K, ASHIN MANOJ and S.SUJISHA** hereby declare that the Project Work entitled “**STUDY ON EMPLOYABILITY AFTER GRADUATION IN IRITTY AREA**” has been prepared by me and submitted to Kannur university in partial fulfillment of requirements for the award of Bachelor of Commerce, is a record of original work done by me under the supervision of **Ms.SHILPA VICHITHRAN**, Assistant Professor, Department Of Commerce, Don Bosco Arts &Science College, Angadikadavu.

I also declare that this Project Work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: Angadikadavu

Signature of the Student

Date :

DB20BR0001

DB20BR0006

DB20BR0023

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I sincerely express my deep sense of gratitude to the persons who have been of great help to me during the course of my project.

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We also wish to express my thanks to guide **Ms. SHILPA VICHITHRAN**, Assistant Professor, Department of Commerce for her valuable advice and timely assistance during the period of study.

I am grateful to my classmates, friends, my father and all the faculty members of the department for my studies. I would like to express my thanks to my seniors for their support which kept me safe through the difficulties of the project. I also thank all those who helped me directly and indirectly in the successful completion of this project.

ABHISHEK C K

ANJANA C K

ASHIN MANOJ

S.SUJISHA

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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

Employability means creating work getting paid for it and learning at the same time enhancing the ability to get work in the future. Employees Universities and professional bodies agree that the modern world need to develop professionals who are highly skilled and ready to face the challenges of increased competition .More than ever need the professionals who are responsive to economic, social cultural technical and environmental change and can work flexibly and intelligently across business contexts.

The number of degree student finish higher education has been gradually increasing. In 2010 these were 15707, international degree students including 7815 in universities and 7892 in universities of applied sciences. When considering these figures, the goal of the strategy for the internationalization of higher education institutions in 2009-2015 increase the number have expressed a growing concern as to what happens to these students after they graduate. International students to 20000 by 2015 look feasible. However various stakeholders Employability are central to the strategic direction of the Department for Education and Employability.

Government policy to enhance the employability of graduate is part of a wider strategy to extent the skills base in the This UK. This employability is associated with human capital theories of innovation and economic performance. Growth in the stock of human capital is essential for economic growth, and hence the government's agenda is driven by the desire to stem the productivity shortfall. The higher education system is therefore being steered to place greater emphasis on the employability of graduates. Morley (2001) suggest that higher education institutions are mediate and manage government policy, and that the boundaries between the academy, government and business have loosened and been reformed.

1.2 STATEMENT OF THE PROBLEM

Employability a set of achievements- skills understandings and personal attributes- that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.

The study is an attempt to analyze the relevance of employability after graduation and also to find out the employability skills of graduates.

1.3 SIGNIFICANCE OF THE STUDY

Unemployability is the main problem of the society. So its study is most important. This project studies on employability after graduation in Irrity area. The number of graduate holders increased .So this project is an attempt to studying the effect of employability after graduation

1.4 SCOPE OF THE STUDY

Various surveys and research prove that the graduate employability have a great role in the society. The present study attempt to make an analysis of graduates what do after their graduation. Even through many studies have been conducted on this topic generally, no study has been done on this particular “employability after graduation”. So I am sure that my project will be helpful one regarding this topic.

1.5 OBJECTIVE OF THE STUDY

- To understand the scope of employability after completing graduation.
- To analyze employability skill of graduates
- To find out the reasons for unemployment even after completing graduation
- To make feasible suggestions to improve the employability of graduates.

1.6 RESEARCH METHODOLOGY

The study is based on a single unit and hence survey method is accepted as a general methodology. Some statistical tools such as percentage method used for analysis of data.

1.6.1 RESEARCH DESIGN

Research design is the frame work r blueprint for conducting the research. It specifies the details of the procedures necessary for obtaining the information need and for solve research problem.

1.6.2 AREA OF STUDY

Graduate holders in Irrity area is purposefully selected for this study

1.6.3 POPULATION

The total number of items or things in a particular equity is known as population. In

this project study was conducted through various graduate holders of different colleges in Irritty area.

1.6. 4 SAMPLE SIZE

Sample size taken in this project is 45 graduate holders of different colleges in Irritty area.

1.6. 5 SAMPLE TECNNIQUE

Sampling technique is the technique used to select the sampling size. This study is used convenient sampling on the convenience of the researcher.

1.6.6 SOURCE OF DATA

Both primary sources and secondary sources are used for the smooth conduct of study.

A. Primary Data: These are data those collected by the investigator for the first time for a specific purpose and thus they are original in character. These are collected on the basis of questionnaires.

B. Secondary Data: These are the data already collected by someone else for his purpose, is utilized by the investigator for his purpose. Bank annual reports, journals, websites, and books.

1.7 TOOL FOR ANALYSIS OF DATA

Percentage method

The present study is used percentage analysis method. Percentage analysis is the method to present raw stream of data as a percentage for better understanding. Simple percentage method has been used for analysis of primary data collected.

Percentage of respondent=Number of respondents/Total number of respondents*100

1.8 PERIOD OF STUDY

Period of study is from December 2022 to February 2023

1.9 LIMITATION OF THE STUDY

- The area of study was very wide hence it was able to collect only small sample.
- Only limited number of respondent could be included in the study.

- The respondent was not interested to fill the questionnaire and they were very eager to finish the questionnaire.

1.10 OVERVIEW OF REPORT

Present study consist of four chapters

- **Chapter 1** consists of introduction

The chapter deals with introduction, significance of the study, statements of the problem, objectives, research methodology and period of the study and limitations of the study.

- **Chapter 2** consists of theoretical profile.

Following the introductory chapter , the second chapter deals with theoretical profile and review of literature on this area and other relevant to study.

- **Chapter 3** consists of data analysis and interpretation.

In connection of the objectives the presentation of data for analysis and interpretation were done in a systematic manner with necessary tables.

- **Chapter 4** consist of findings, conclusion and suggestions.

This chapter provides a brief summary of findings, suggestions which drawn on the basis of result of the study and conclusion.

CHAPTER II
THEORETICAL BACKGROUND AND
LITERATURE REVIEW

THEORETICAL PROFILE

OVERVIEW OF EMPLOYABILITY

Employability is a management philosophy, developed by late professor Sumantra Ghoshal and others, which recognizes that employment and market performance stem from the initiative, creativity and competencies of all employees, and just from the wisdom of senior management. For employers, it involves creating a working environment that can provide opportunities for personal and professional growth, within a management environment where it is understood that talented, growing organizations. For many employees, the new contract would involve movement towards a greater commitment to continuous learning and development, and towards an acceptance that, in a climate of constant change and uncertainty, the will to develop is the only hedge against a changing job market.

EMPLOYABILITY RELATIONSHIP

There are several options for and many aspects of employability

Traditional Employment without Employability

Traditional employment does not include employability.

Employability is related to work and the ability to be employed, such as:

- The ability to gain initial employment; hence the interest in ensuring that ‘key competencies’, careers advice and an understanding about the world of work are embedded in the education system.
- The ability to maintain employment and make transitions between jobs and roles within the same organization to meet new job requirements, and
- The ability to obtain new employment if required, i.e. to be independent in the labour market by being willing and able to manage their own employment transitions between and within organizations.

Including Employability Contract

Lee Harvey defines employability as the ability of a graduate to getting satisfying job, stating that job acquisition should not be prioritized over preparedness for employment to avoid pseudo measure of individual employability. Lee argues that employability is not a setoff skills but arrange of experiences and attributes developed through higher

level learning, thus employability is not a product but a process of learning.

Several employability definitions have been developed based on, or including input from business and industry. In the United States, an Employability skill framework was developed through a collaboration of employers, educators, human resources associations, and labor market associations. This framework states, “employability skill are general skill that are necessary for success in the labor market at all employment levels and in all sectors “.After conducting research with employers across Canada, the Conference board Canada released employability skill 2000+, which defines employability as “the skill you need to enter, stay in, and progress in the world of work”. Saunders & Zuzel (2010) found that employers valued personal qualities such as dependability and enthusiasm over subject knowledge and ability to negotiate.

Employability Skills

Coopers and Lybrand define employability skills ‘in terms of four key areas:1)traditional intellectual skills –e.g. Critical evaluation ,logical argument;2).key sills – communication IT etc 3)personal attributes –motivation ,self reliance and 4)knowledge of organizations and how they work. There are several synonyms-core, key, generic, personal transferable skills, common, work or employment related skills- this is another of the reason why it is difficult to conceptualize what is meant by employability skill. Add to that ,’skills’ are often referred to as capabilities ,competencies or attributes, level or learning outcomes, thus compounding the sense of confusion. This means that students can be aware of any gaps in their own personal development well of advance of getting to the stage of applying for jobs sets out a list of skills which knight and Yorke (2001) and Bennett et al. (1999) also consider to be important.

It is possible that employer’s criticisms of the shortcomings recruits are not so much the result of failure in the HE curriculum, rather of failure in the transfer process .Atkins (1994) questions how transferable key skills are into employment contexts. Eraut (1994) sees transfer as a learning process in its own right, althoughthis may be easier for skills in relation to objects such as using particular computerpackage rather than the softer skills of interacting with and managing people effectively. Brown believes that learning, and the transfer of that learning is most likely to be effective if the learning situation closely resembles the work place. Knight and Yorke believe that if there is

any hope of transferring the learning from one context to another, the learner needs to use that learning in a variety of different situations. From this comments, it would seem that practice in a number of contexts is fundamental for the development of employability skills and attributes.

Academic Perspective

Academics will need to be convinced that an institutions insistence on their incorporating employability skills into their teaching is not an attack on academic freedom in terms of content, but a request that academics consider how they teach their subjects. In relation to the debate concerning core and generic skill provision, Bennett et al. comment that there was little impact because of tutor skepticism of the message, the messenger and its vocabulary. The same is probably true for the employability debate. Harvey advocates the view that the primary role of higher education is to train students by enhancing their knowledge, skills attitudes and abilities and to empower them as lifelong critical and reflective learners. This is similar to the perspective of the skills plus project that see concern for employability is supportive of good learning rather than the opposition to it. Empowering learner's is about giving students control over the educational process and their post educational lives , and Harvey suggest that it is debatable how serious academia is in achieving these ends. It is essential that any changes to the curriculum are owned by the staff delivering the modules, if they are to be successfully implemented. Atley and Harriis comment that is important to work with the culture and values of the institution and higher education itself. A culture that strives to improve the learning environment for the benefit of the student's staff is essential for the successful implementation of change. However, Deia Harpe Et Al conclude that in the anarchy of individualism that is academia , the responses of staff varies unpredictably little can be achieved without staff commitment accompanied by an agreed change process .

Traditional academic systems at universities may operate against good teaching and teaching innovation since the emphasize for promotion is on research output and quality rather than improvements to curriculam. De la Harpe et al have found this to the case in Australia. However, public acknowledgement of good teaching is beginning to occur in some universities.

Assessment and Employability

Assessment affects how students study, encouraging them to take a ‘deep’ approach to a task rather than a ‘surface’ approach (Entwhistle, 1996). Assessment criteria also inform students of what they need to improve upon to succeed, and identify what their tutors perceive to be important and what is not. Formative assessment is important so that students can learn from prior work and from taking risky challenges rather than opting for the ‘safer’ pieces of work that are less of a challenge (Yorke 2001). Considerate feedback can be emotionally important, particularly when it builds learner confidence and sense of achievement. That is not to say that feedback should not be critical, but it should also offer suggestions of how improvements could be made next time (Knight, 2001). Biggs and Moore (1993) encourage self-assessment of formative work and skills development. This encourages students to become autonomous learners and learn from their own mistakes: if they can see how they could improve a piece of work they are more likely to implement change with the next assignment. Peer assessment is also important, as students will learn from each other. Peer and self- assessment may need guidance sheets for students to work to, and work may need to be moderated by tutors so that a common standard is maintained, highly critical comments can be moderated and gaps in assessment filled.

Implications for Postgraduates -

Postgraduates are rarely mentioned in the literature concerning the development of employability skills and attributes. They seem to be a forgotten group who are not explicitly encouraged to think about either their skill or career development. This is beginning to change. Orchard et al. (2000) in a report for the DfEE note a number of inhibiting factors in the training of research students for employability, these include:

1. A lack of time, with priority given to research progress rather than personal development
2. A lack of interest from supervisors
3. Negative experiences of previous profiling systems.
4. A lack of relevance of documentation to specific research topics.

They recommend personal profiles for research students that can be used for; monitoring and appraising skills development and competence; regular recording of

information; facilitating the description, analysis, reflection upon and evaluation of experiences. Skills workshops are also recommended to develop team working skills, enable postgraduates to gain a better understanding of their own personal working style, address the challenges posed by the changing nature of work and enhance career management skills, e.g. CV writing, job-searching and interview skills.

Personal development Planning

A significant outcome of the Dearing Report (1997) was Recommendation 20, that: ‘institutions of higher education, over the medium term, develop a Progress File. The file should consist of two elements;

1. A transcript recording student achievement which should follow a common format devised by institutions collectively through their representative bodies.

2. A means by which students can monitor, build and reflect upon their personal development.’ The QAA expects students graduating in 2005/06 to have progress files or Personal Development Plans (PDP), documenting their achievements. The primary objective of PDP is to improve the capacity of individuals to understand what and how they are learning, and to review, plan and take responsibility for their own learning. Students need to be able to reflect on their achievements and present evidence for them and to be aware of how their own employability is being developed both through the curriculum and extra-curricula activities. If a student is unaware that she possesses certain qualities, s/he is unlikely to apply them (Yorke, 2001). Activities, are linked to the learning outcomes of programmes of study and are supported and endorsed by academic staff (LTSN Guide for busy academics no.1). Some students have given this idea a lukewarm reception and staff claim that they have more important things to do than wade through complex documentation (Wright & Knight, 2000). But, PDPs are important for the development of an individual’s employability. Employers are primarily interested in the process of PDP rather than the outcomes. At recruitment stage, the value of PDP is in helping applicants to explain and demonstrate what they know, what they can do and what they have done (LTSN guide for Busy Academics No. 3). Application forms are not focused on academic subjects that have been studied, but instead require reflection and description of both academic and non-academic activities. PDP can be useful in this context as it encourages students to recognise their learning in ways that employers are interested in. PDP can also help to prepare students

for Assessment Centres by increasing their understanding of how their competencies are transferable between situations. Students may also be more prepared for the type of competency frameworks they may encounter within organisations by being more self-aware and reflective. PDP is useful for career management and lifelong employability, as increasingly, individuals are being given responsibility for their own CPD early in their careers (guide for Busy Academics No. 3). Getting students into the habit of reflecting upon their activities and achievements and planning the action that they need to take to move on will have long term positive benefits for most graduates.

Lifelong Learning

Educational policy in Britain is currently putting great emphasis on lifelong learning. This is in response to the recognition that the typical patterns of everyday working life are changing, which makes more varied demands on an individual's skills (Harvey, 1997). Harvey (2000a) regards employability to be a subset of and fundamentally contingent on transformative lifelong learning. Atkins (1999) suggests that Dearing (1997) sees the undergraduate experience as a one-stop shop for the development of employability skills, terminating in graduation. Yet in the role of HE, improving the performance of employees, the concept of lifelong learning offers more scope, by enabling students to develop skills which will give them a foundation and basis for future learning and development. The recent approach to lifelong learning is more than a second-chance at education – it sees a well educated and trained population as essential for future economic prosperity, innovation, social and political cohesion (Harvey, 2000a). The view of education as preparatory is being challenged by the concept of lifelong learning, which sees education as an activity each individual engages with throughout life and under conditions which favour motivation and success (Skilbeck & Connell, 1996). However, there is still ambiguity about what lifelong learning means for HE in practice, so that lifelong learning tends to be associated with the employability agenda. The wider democratic agenda does not appear to be at the forefront of development (Harvey, 2000a), and also it is not philosophically integrated into the mainstream concept of HE. Coffield (1997) suggests that Government plans to create a new culture of lifelong learning without developing a theory of learning, or even recognising that one is required.

Dunne et al. (2000) concur, suggesting that without a theoretical understanding of how

students and graduate employees learn, of how the setting or context mediates what and how they learn, or of institutional and organisational change, the Dearing prescriptions for the role of HE in economic development and in lifelong learning will not be realised. According to Skilbeck and Connell (1996), a vital determinant as to whether or not graduates choose to become lifelong learners is the climate of intellectual inquiry in their institution. Lifelong learning perspectives are leading to a view of the first cycle of education as an enabling device for future learning – with an emphasis on generic achievements – rather than a vocational passport. Individual, self-directed learning is an important element of this agenda – and relates to PDP

Reflection

Reflective thinking refers to the capacity to develop critical consideration of one's own world-view and the relationship to the world view of others. It is the ability to transcend preconceptions, prejudices and frames of reference and it underlies the capacity to learn from others and from experience (Warn & Tranter, 2001). The learning cycle based on Kolb (1984) is often used as the basis for explaining experiential learning to students. However, Kolb overlooks the social, historical and cultural aspects of self, thinking and action (Davies, 2000). Memory is also omitted from the learning cycle. The Kolb learning cycle is however, a helpful analytical tool for an individual to use as a basis for analysing their experiences. Moon (1999) states that reflection lies some where around the notion of learning and thinking. We reflect in order to learn, or learn as a result of reflecting. Reflective writing is central to many employability initiatives, for example PDP representation of the process of thinking reflectively (Moon, 1999). It will often involve a student (for example) describing an experience and evaluating and analysing their feelings and experiences. It may also involve the student thinking about how they would tackle a similar situation in the light of these experiences and analyses.

Warn and Tranter (2001) suggest that one of the implications of their study conducted in Australia is that universities should make more explicit the importance of reflective thinking in terms of its potential importance in the workplace, rather than simply its more esoteric value within a degree. However, a Pilot Study carried out at Leeds Metropolitan University came across potential barriers due to student perceptions that reflection is a 'girly thing' (Davies, 2000). This can only be overcome by making reflective learning something that is central to curricula and introduced at an early stage

of the degree programme so that it is an activity that is seen as 'normal'.

Work Experience

Dearing (1997) and the TEC National Council (Times Higher, 1997) strongly suggested that work experience should be made available to a greater number of students. Work experience could mean: structured summer placements – tasters or a year out; summer internships; short term project placements; casual work – temping, bar work etc.; work shadowing or voluntary work. DfES (2002) suggest that students of all ages can learn from their experiences in the world of work to develop their key competencies and skills and enhance their employability. Employers value people who have undertaken work experience and reflected on it and can articulate and apply what they have learnt (Knight & Yorke, 2002a). Partnerships between HEIs and employers are valuable in promoting work-related learning and improving the quantity and quality of those experiences. Tables 1b&c show that employers also value graduates who have an awareness of how businesses work and this can be gained through work experience. There has not to date been a study of the impact of the option of work experience modules on the recruitment of student numbers. However, since parents are increasingly concerned with the employability of their children when they graduate, especially in the light of incurring large debts while studying, it would seem that graduate employability will increasingly become a consideration. Work experience opportunities need to be well managed to be educationally valuable, but *good* work experience can enhance learning and employability (Knight & Yorke, 2000). Work-based learning requires the learner to manage their own learning, create learning opportunities to enable outcomes to be achieved and provide satisfactory evidence (Jackson, 1999). Davies (2000) noted that from his experience and from talking to academics in his institution, accreditation was felt to be the most likely way of persuading students to undertake work experience modules. However, some students entering HE at 18 or 19 years of age may not be mature enough to reflect effectively on work experience and employability skills, although in general, Bibby found that students understand the relationship between work experience, reflection and skills development. Holmes (2001) suggested that if work experience is not a formal part of the degree programme, tasks should be set that explicitly and intentionally relate to the work place. For example, students may be asked to write a report from the stance of an employee of a particular position within a particular organisation. This will enable

students to focus upon practices relevant to the occupations that are typically entered into. This enables students to develop more than just 'skills' but can be viewed as a rehearsal for 'the real thing'. Increasingly, students are working more than the 15 hours maximum recommended to support themselves whilst they are studying at university (Bibby *et al.*, 2000). There needs to be a progress of employment as students go through their degree programme, as they increasingly need to minimise hours of work and at the same time increase their income (Bibby, *et al.*, 2000). A large percentage of students are having to work in order to support themselves whilst they are studying at university, because of tuition fees, the lack of grants and an increase in the expectations of the standard of living that students have (Shabi, 2002). Academia has to accept that most students will be spending some time each week working to earn money rather than studying. These experiences LTSN Generic Centre 10 October 2002 are therefore best utilised to increase students' understanding of both themselves and the workplace.

Teamwork

The need for graduates prepared for employment and skilled in teamwork has been advocated over the last decade internationally (Dunne & Rawlins, 2000). With increasing numbers of students entering HE and reductions in staff contact time, the ability of students to work together efficiently is likely to become increasingly important (Dunne & Rawlins, 2000). Groups of students often work together during the course of their degree studies, for example seminar groups in Law, groups on Geography, Biology or Archaeology field classes, or in laboratory classes. Teamwork is used for enhancing the learning process, and enhancing the learning knowledge, not just skills development (Nichol, 1997). It is not often however, that students are trained explicitly to understand the processes, roles, tensions and means of resolving them that stem from team work (Dunne & Rawlins, 2000).

Performance indicators – measuring employability

University performance is already measured against research and teaching quality and Smith predicted that it would also include employment of graduates, since this was highlighted by the Chancellor of the Exchequer in his 1999 pre-budget report. HEFCE (2001) measures employability in terms of graduates getting jobs, any jobs. AGCAS now defines a graduate job as any job that a graduate does – this reflects the diversity of graduate employment and also raises the question as to whether all graduates are

employed in suitably demanding jobs, or whether a percentage of them are underemployed. Little (2001) suggests that one of the measures of 'output' from HE is the quality of graduates, and from this has come the notion of graduate employability. If getting 'any job' is used as a measure of success, it calls into question the notion of 'quality'. Little (2001) questions whether graduate employability figures are trustworthy indicators of the quality of higher education. An Employability Performance Indicator (EPI) is thought by many to be too crude and that it could be used inappropriately (Harvey, 2000b). An EPI will probably be used as a management tool for the allocation of funding against performance criteria and also to produce information to inform students about potential career routes that might follow a particular university course (Smith *et al.*, 2000). Concern has also been expressed that an EPI backed by the Treasury would be primarily economically-driven, rather than related to the education mission of HEIs and the broader purposes of HE. There are two main purposes of EPI; 1) accountability and improvement, accountability through benchmarking and league tables, accompanying press coverage and through additional student numbers, and 2) improvement through internal institutional development and continuous quality improvement. Harvey (2000b) states that an EPI must have greater emphasis on improvement than on accountability, but that any EPI must be seen as part of the development of the learning process, not detached from it. Harvey (2001) concludes that any evaluation of employability needs to clearly indicate areas for internal improvement, rather than simply ranking institutions. There is a danger that institutions will focus too much on their place in the league tables as they seek to improve their scores. This may be at the expense of fulfilling the educational aims that students should leave with a rich variety of employment orientated skills, understandings and attributes (Knight & Yorke, 2001). An EPI based upon the First Destinations Returns survey (FDR) can result in employability being construed as an institutional achievement, rather than the ability of individual students to gain employment (Harvey, 2001), and as such is a pseudo-measure of success. FDR is logged 6 months after graduation, and this is probably an unrealistic timeframe on which to base a survey of graduate employability. Many students will be travelling, undertaking further study, or still looking for work, or may be underemployed temporarily until a more appropriate and fulfilling job opportunity arises. It may be the case that graduates will take any job so that they can pay off debts (Mason, 1995). However, there is considerable pressure from the government and funding agencies to

‘keep employability simple’, so employability is being de facto equated to the gaining and retaining of fulfilling work (Hillage and Pollard, 1998). First Destinations Returns Survey (FDR) is divided into four categories:

1. Entering employment (E)
2. Proceeding to further education or training (FS)
3. Unemployed or seeking work or further study (U)
4. Inactive – unavailable for work or further study (OLF)

Further information is gathered on graduates in employment. Harvey expressed concern about the accuracy, categories and breakdown of FDRs. For example, HESA makes no distinction in statistics between those who are unemployed and seeking work and those who are unemployed and not seeking work. Smith proposed a method for the construction of a set of employment-related university performance measures. They distinguish between the positive outcomes and the negative outcomes on the basis that some return is expected of students given the investments made in their education. They rank universities on the criterion of the probability of graduates being U or OLF. They also distinguish between E and FS and construct a performance measure for each category. They have also constructed a performance measure on the basis of the quality of the employment to account for those that may be under-employed. Labour market patterns, economic cycles on hiring patterns and regional variations also need to be taken into account when measuring employability as a PI. Harvey (2000b) took the view that salary should not be included as an indicator of a ‘graduate’ job, given that many graduates do not begin their working life in graduate jobs, six months after graduation when the FDR is conducted. However, as the Dearing Report (1997) stated, graduates should be able to earn a premium over non-graduates, and so salary should not be ignored altogether. Harvey (2000b) and Smith (2000) propose the construction of university performance measures based on individual-level data – from FDR survey data matched to administrative data on individual student records, e.g. subject of study, gender, age, ethnicity, occupation of parents, entry qualification. This is because the class of the degree obtained, degree subject studies, prior qualifications and social class background strongly affect the likelihood of U or OLF. It is naïve to assume that the employability of an individual necessarily correlates with them obtaining a graduate job, especially in the first six months after graduation (Knight & Yorke, 2002a). Harvey

(2000b) also suggests that the FDR data be collected at least one year after graduation rather than the current six months, or as time series data for each cohort. One problem with this is the movement of graduates for taking up work, the diminishing probability that graduates would keep their alumni office informed of all relocations and the probability that after the first survey, the rate of returns would drop off sharply. Prospective students are advised by Smith *et al.* (2000) not to follow the performance rankings of an institution slavishly, since rankings based on one years' data may be misleading. Relevant characteristics of the institution's intake need to be taken into account and any performance measure can only be regarded as being indicative of outcomes for the average student. Their results also suggest that students from poorer backgrounds have a lower probability of being employed in graduate occupations after graduation. Careers Advice is important to help students to find suitable employment after graduation. This is especially important since FDR is the measure of employability used. The main problem is that CAS usually do not have input into programme design and may find themselves advising students who cannot make strong claims to employability (Knight & Yorke, 2002a). All modules need to be accredited with personal and key skill components & also requirements.

Quality

Quality in HE is a complex concept that has eluded clear definition. If 'Quality' is deemed to mean 'fit for purpose', then de la Harpe (2000) suggest that the first thing required is that universities are able to determine what society expects from its graduates. Warn and Tranter (2001) suggest that HE adds value by the development of generic competencies which prepare students for the workplace. They also suggest that HE is a transformative experience, and that by developing these generic competencies students become adaptive and adaptable

THE TOP TEN GRADUATE RECRUITERS WANT

- 1. Commercial awareness (or business acumen):** This is about knowing how a business or industry works and what makes a company tick. Showing that you have an understanding of what the organisation wants to achieve through its products and services, and how it competes in its marketplace.
- 2. Communication:** This covers verbal and written communication, and listening. It's about being clear, concise and focused; being able to tailor your message for

the audience and listening to the views of others.

3. Teamwork: you'll need to prove that you're a team player but also have the ability to manage and delegate to others and take on responsibility. It's about building positive working relationship that helps everyone to achieve goals and business objective.

4. Negotiation and persuasion: this is about being able to put forward your way but also being able to understand where the other person is coming from so that you can both get what you want or need and feel positive about it.

5. Problem solving: You need to display an ability to take a logical and analytical approach to solving problems and resolving issues. It's also good to show that you can approach problems from different angles.

6. Leadership: You may not be a manager straight away, but graduates need to show potential to motivate teams and other colleagues that may work for them. It's about assigning and delegating tasks well, setting deadlines and leading by good example.

7. Organization: This is about showing that you can prioritise, work efficiently and productively, and manage your time well. It's also good to be able to show employers how you decide what is important to focus on and get done, and how you go about meeting deadlines.

8. Preservation and motivation: Employers want people to have a bit of get – up-and-go .Working life presents many challenges and you need to show employers that you're the kind of person who will find a way through, even when the going gets tough ...and stay cheerful-ish.

9. Ability to work under pressure: This is about keeping calm in a crisis and not becoming too overwhelmed or stressed.

10. Confidence: In the workplace you need to strike the balance of being confident in yourself but not arrogant, but also have confidence in your colleagues and the company you work for a company.

Gaining these skills and attributes

- Have a can-do attitude- be proactive and identify and make advantage of

opportunities for self-development. It is never too early or too late to start.

- Research the career areas your interested in to find the skills and qualities need for that career.
- Find relevant work experience or volunteering to build these skills and attributes and to test your idea s.
- Make most of your networks, your family, friends and tutors, people at your part time jobs or use social networking sites such LinkedIn or Twitter to find the evidence you have for this.
- Analyze and reflect on what you are doing. What skills are you building? What evidence have you got for this? What other skills might you need to build? How are you going to do this?
- Market your skills effectively through applications, CVs and the interview process opportunities Make a and experience note of the skills you are building and the interview process

FOUR TIPS TO IMPROVE EMPLOYABILITY WHILE STILL IN SCHOOL

The job market continuous to be challenging for new graduates. Employers are wary of hiring candidates with little experience and can still have a recession mindset. The good news is there are steps you can take before you graduate to improve your employability. Below are a few ideas to try while you are pursuing an online degree.

Speaking with subject matter experts-Understanding the trends within your chosen career field is a big part of positioning yourself to get hired. Reading articles from thought leaders in the space or setting up informational interviews before you need a job can be a great step forward to understanding what future employers are looking for in new hires. Luckily for Bryant & Stratton College Online students, our instructors are subject matter experts in their fields. If you're enrolled in an online degree program here, get to know your instructors and consider them a primary resource as you set your career goals.Focus on soft skills –You'll learn the foundations of an industry in your online classes and having this knowledge is important. But, don't forget about soft skills. Developing the ability to think critically, creatively solve problems synthesize

information and provide excellent customer service is just as impotent. The soft skills are rising to the top of the list of qualities employers are looking for in new hires.

Make Achievement-Based Resume-roles and responsibilities only go so far to describe why you will be an asset to employers. To effectively highlight your employability (aka what makes you stand out over other applicants), make sure your resume includes specific achievements you have made in industry –related classes and past jobs. It may take a little more effort to think about keys ‘wins’ you’ve had but it will help your resume filter to the top of the hiring manager’s stack.

Create a Career-Ready portfolio-After reading the above tip, you may be wondering what to do if you don’t have any professional experience to highlight. While you are still earning your online degree you can start collecting assignments and projects that will showcase your employable skills. Additionally as you work through your online degree program, keep in mind what you’ve learned from industry experts (like your instructors about what employers want and find projects that will highlight those skills, that way when you’re ready to apply for job you’ll already be the kind of employee your dream company wants to hire.

LITERATURE REVIEW

Review of literature focuses on the earlier studies on employability following are the various studies on the employability after graduation

Employability is a difficult concept to define succinctly and comprehensively. A^s **¹Hillage and Pollard** state, it is a term used in a variety of context with range of meanings and a lack clarity and precision as an operational concept. This is rapidly growing area for publication and this literature review cannot hope to comprehensively cover all publications, it aims to put the main issues into context.

The notion of the employability challenges traditional concepts of higher education and raises the question of what the point of higher education is subject knowledge and understanding or learning how to l. Some academic feel that this agenda is too driven by government policy and employers rather than the academy, and this can lead to unrest amongst academics that are expected to teach employability skills and attributes in the classroom.

²Whilst Dearing (1997) explicitly refined from producing a list of skills, because of the nature of the individual programmes of study and their learning objectives, it is probably useful for students to see the sort of the skill that a programmers is aiming to develop so they are more aware of their own personal development. It is also useful for students to see the type of skill which employers are typically seeking for graduate

³De La Harpe Et Al suggest that there is concern worldwide that existing undergraduates programs are not producing graduates with the kind f lifelong learning skills and professional skills which they need in order to be successful in their careers.

⁴Coyer (1997) stated that very few PhD students do themselves justice in the job market, often underselling themself to prospective employers because they fail to appreciate the value of the skills they have developed during their research. Students who are aware of the additional skills that they have attained during the course of their research should have the competitive edge in the job market.

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1. Hillage and Pollard
 2. Whilst Dearing
 3. De La Harpe Et Al
 4. Coyer

⁵**Cryer (1997)** believes that these initiatives should be mainstream rather than peripheral or else they will become sidelined to the perhaps more pressing research commitments. By raising a research student's awareness of their own employability it should help to increase their self-esteem and enable them to fulfil their potential.

⁶**Mutch (1998)** suggests that the 'softer skills' of negotiation and compromise can be honed from working in teams where the primary aim is knowledge based and these are important attributes in the workplace. Training students in team work skills would seem to have a broader impact than just enabling them to work in teams more effectively, although obviously this is a primary objective.

⁷**Berntson (2008)** argues that employability refers to an individual's perception of his possibilities of getting new, equal, or better employment. Berntson's study differentiates employability into two main categories-actual employability (objective employability) and perceived employability (subjective employability).

The employability debate is not new one for higher education. The Robins report highlighted the objectives of providing instruction in skills suitable to play a part in the general division of labour. More recently the Dearing report into higher education emphasized the importance of education for employability-focusing on the development of key skills and importance of work experience.

5. Cryer

6. Mutch

7. Berntson

CHAPTER III

DATA ANALYSIS AND INTERPRTATION

Table No.3.1

GENDER OF THE RESPONDENTS

Particulars	No. of Respondent	Percentage
Male	12	27
Female	33	73
Total	45	100

Source :primary source

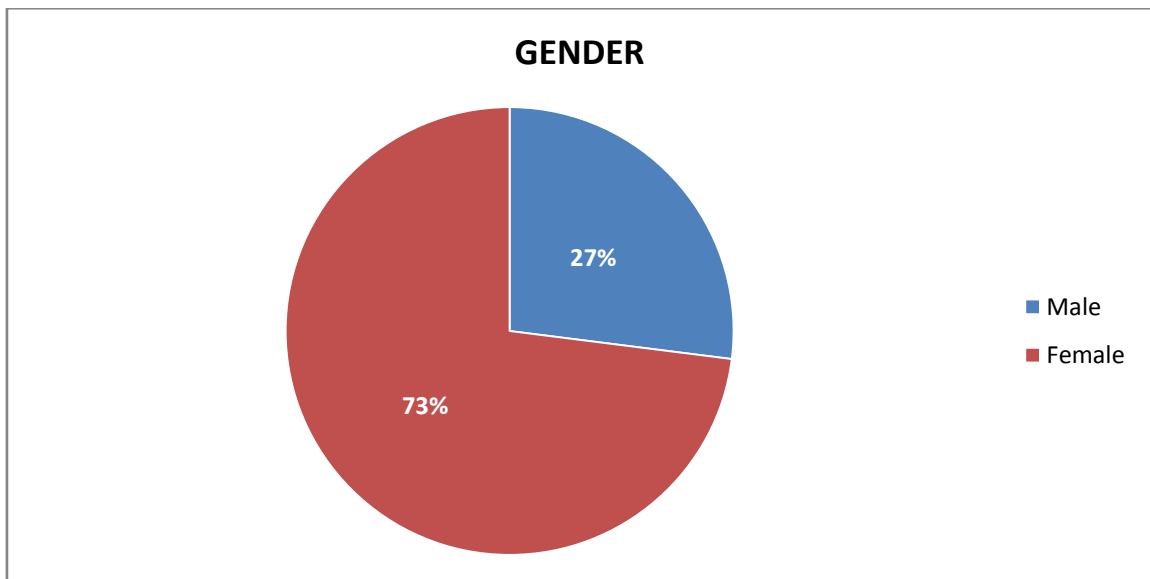


Figure 3.1

INTERPRETATION

The above table 3.1 reveals that 27 percentage of the respondents are male and 73 percentage of the respondents are female.

Table No.3.2

AGE OF THE RESPONDENTS

Particulars	No. of respondents	Percentage
18-25	15	33
25-30	17	38
Above 30	13	29
Total	45	100

Source: primary data

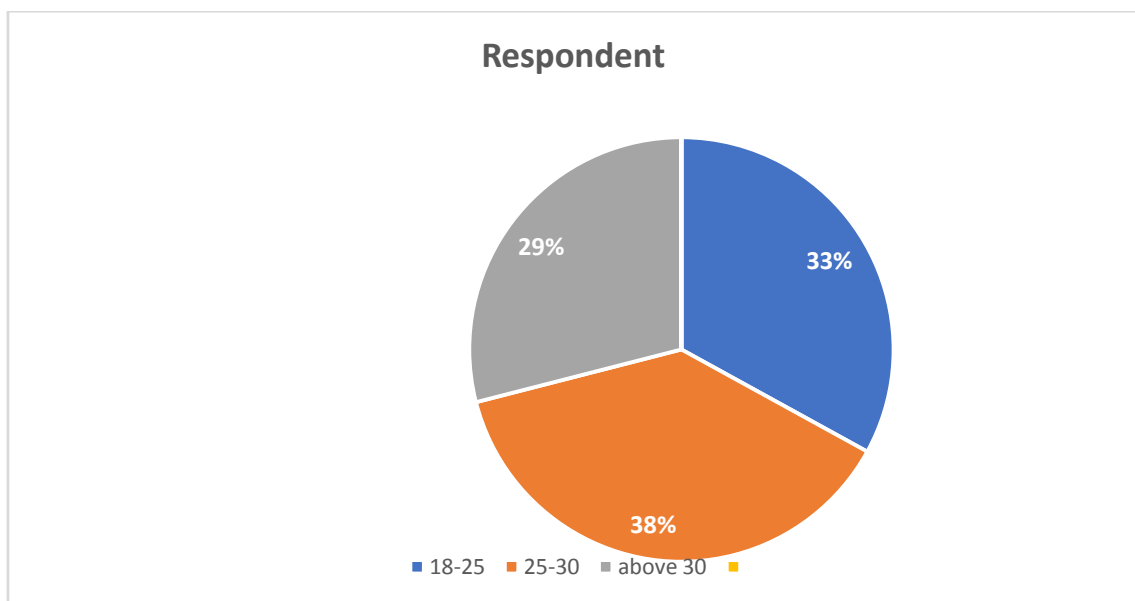


Figure 3.2

Interpretation

The above table 3.2 depicts that 38% of the respondents are falling under 25-30 age category, 33% of the respondents are falling under the category of 18-25 years, 29% of the respondents are falling under above 30 age group.

Table no.3.3

LOCATION OF THE RESPONDENTS

Particulars	No. of respondents	Percentage
Village	20	44
Town	25	56
Total	45	100

Source: primary data

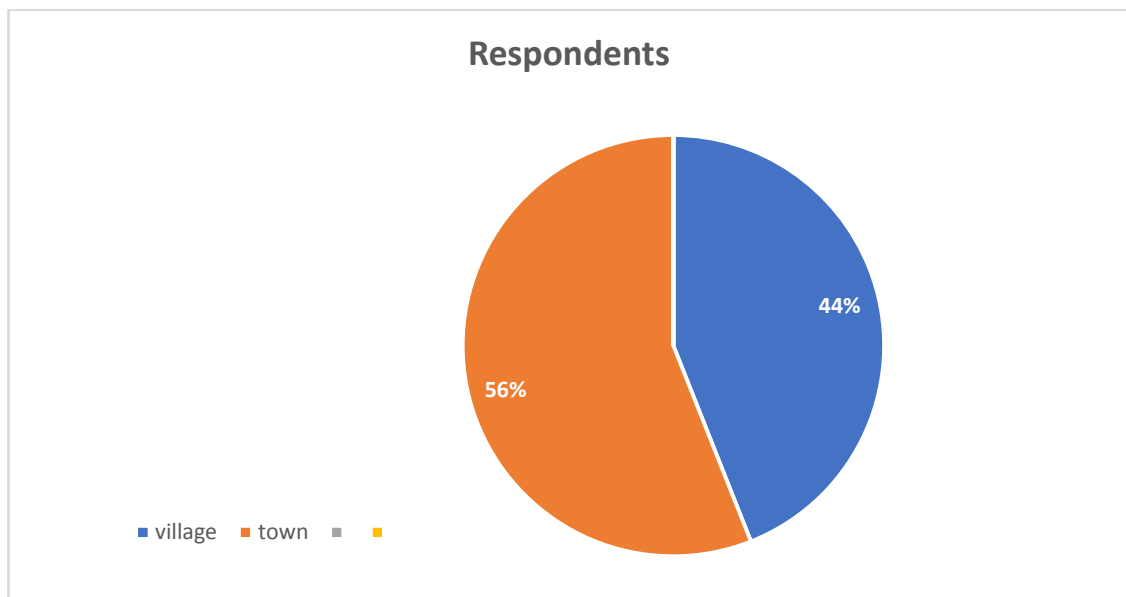


Figure 3.3

Interpretation

The above table 3.3 show that 56 percentage of the respondents are falling under town area and 44 percentage of the respondents are falling under the category of village area.

Table 3.4
QUALIFICATION WHILE GETTING THE JOB

Response	Number of Response	Percentage
After 10 th	8	18
After 12 th	18	40
After graduation	19	42
Total	45	100

Source: primary data

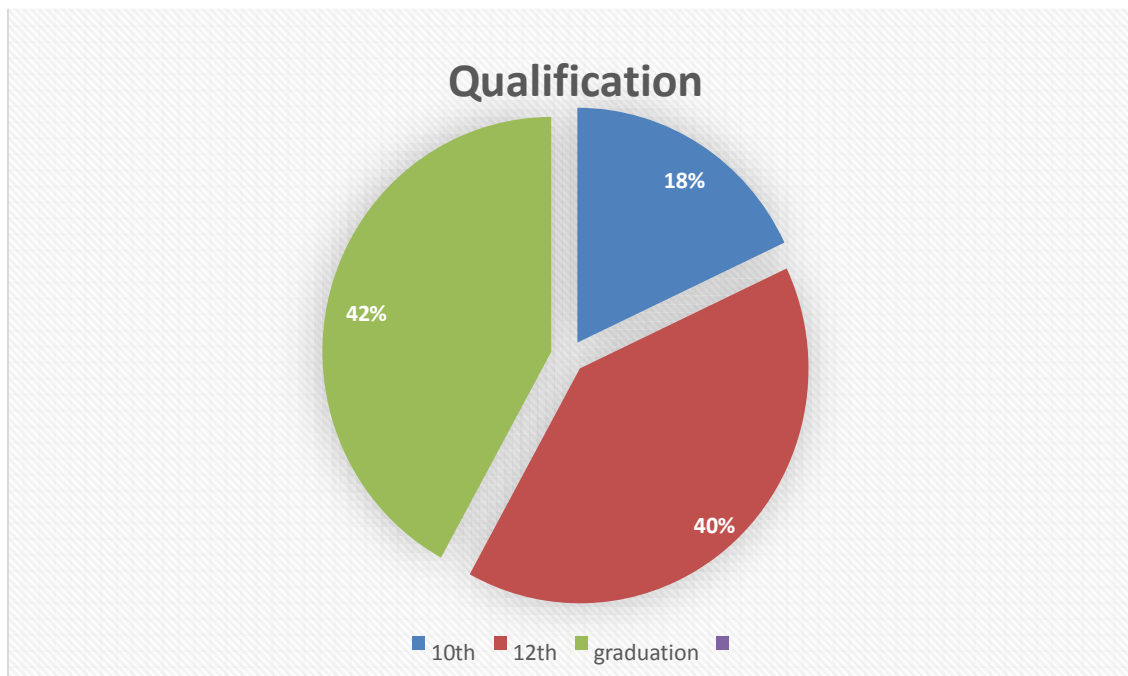


Figure 3.4

Interpretation

The study shows that 42 percentages of person gets job after graduation, 40 percent of person gets job after 12th and only 18 percent of the person gets job after 10th.

Table 3.5
CURRENT SALARY PACKAGE

Response	Number of Response	Percentage
Below 10000	12	27
10000-25000	19	43
25000-50000	9	20
Above 50000	5	10
Total	45	100

Source : Primary data

Figure 3.5

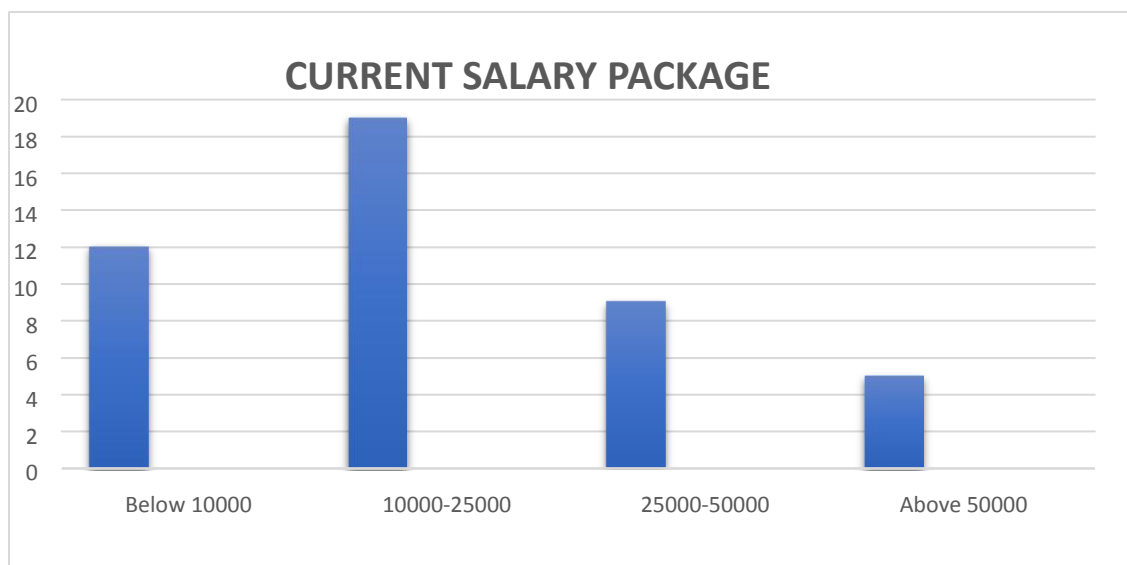


Figure 3.

Interpretation

The table show that 27 percentage graduates current salary package is below 10000, 43 percentage graduates have upto 10000-25000 salary and 20 percentage graduate have 25000-50000 salary and only 10 percentage graduate have above 50000 salary .

Table 3.6
SATISFIED IN YOUR CURRENT JOB

Response	Number of Response	Percentage
Yes	11	24
No	34	76
Total	45	100

Source: primary data

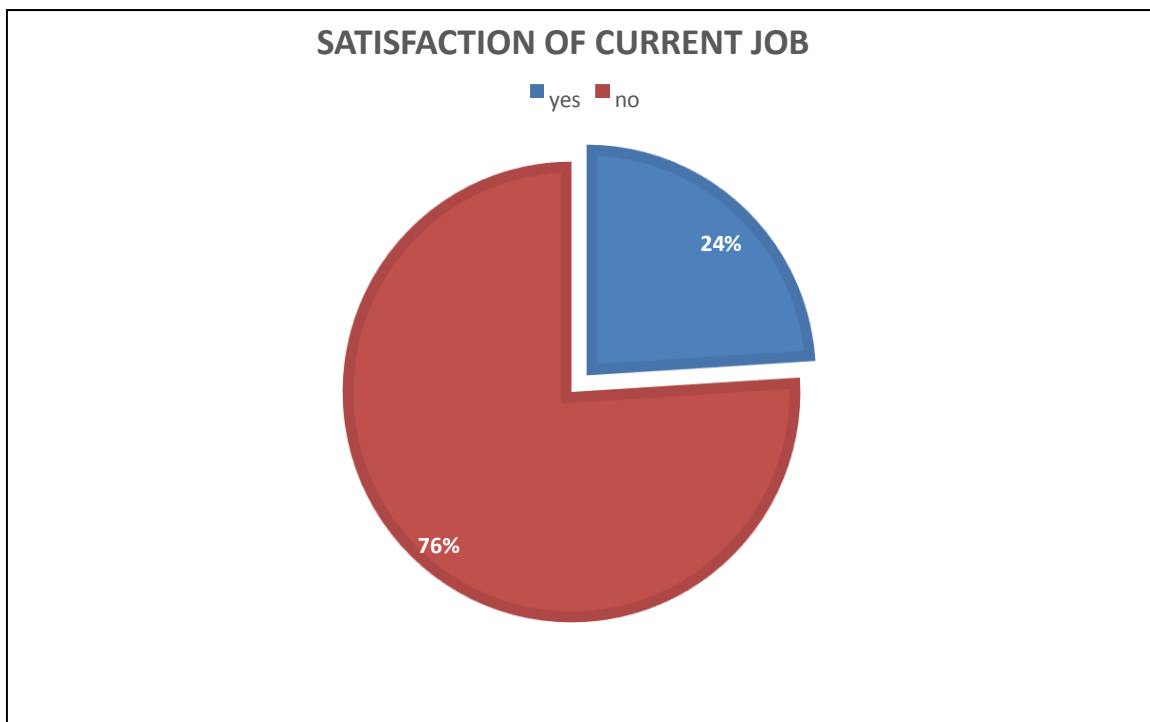


Figure 3.6

Interpretation

The table shows that 76 percent of graduates are not satisfied in their current job .Only 24 percent said yes , they are satisfied with their job.

Table 3.7

HAVE YOU REGISTERED IN EMPLOYMENT EXCHANGE

Response	Number of Response	Percentage
Yes	33	73
No	12	27
Total	45	100

Source: primary data

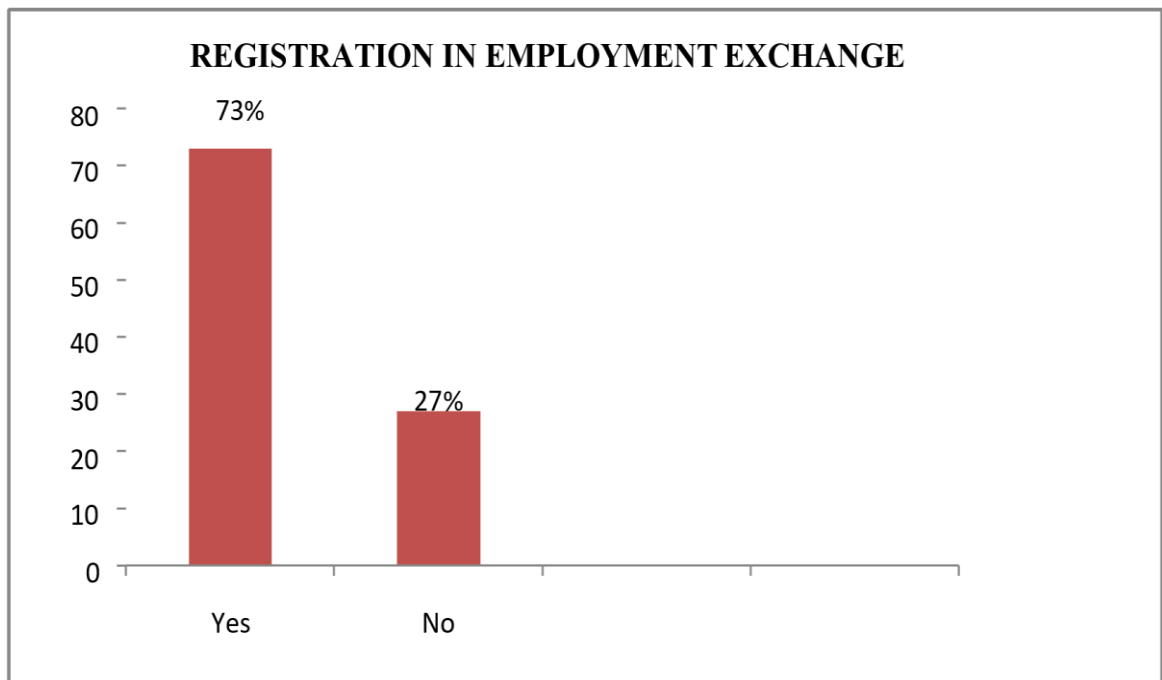


Figure 3.7

Interpretation

The study reveals that 73 percentage graduates said that they registered in employment exchange. Only 27 percentage graduates said that they have not registered in employment exchange.

TABLE 3.8
BASE FOR JOB BUSINESS

Response	Number of Response	Percentage
Education	3	7
Experience	12	27
Courage	10	23
Money	20	43
Total	45	100

Source: primary data

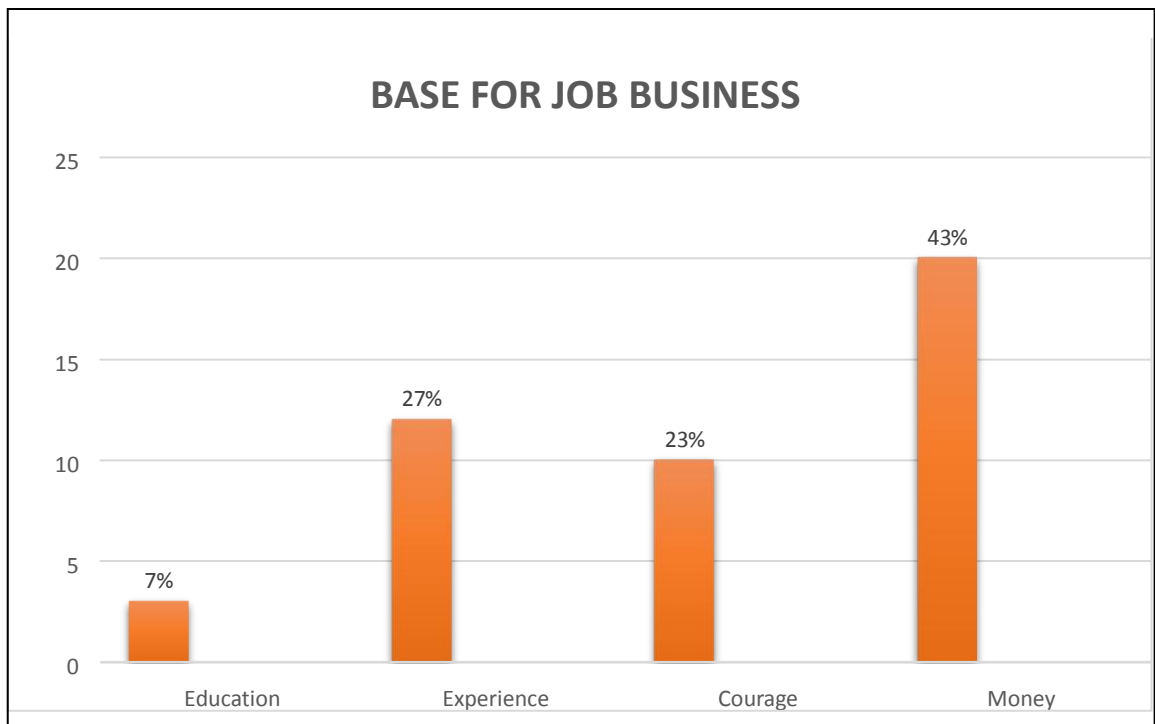


Figure 3.8

Interpretation

The study shows that 43 percent of graduates said that money is the base for doing business. 27 percentage graduates said that experience is the base for doing business. 23 percentage said that courage and only 7 percentage said that education is the base for doing business. We can understand that money is the base for doing business.

TABLE 3.9

MOST IMPORTANT CRITERIA FOR JOB

Response	Number Of Response	Percentage
Communication skill	10	33
Subject knowledge	8	17
Practical knowledge	12	27
Graduation	10	23
Total	45	100

Source: Primary data

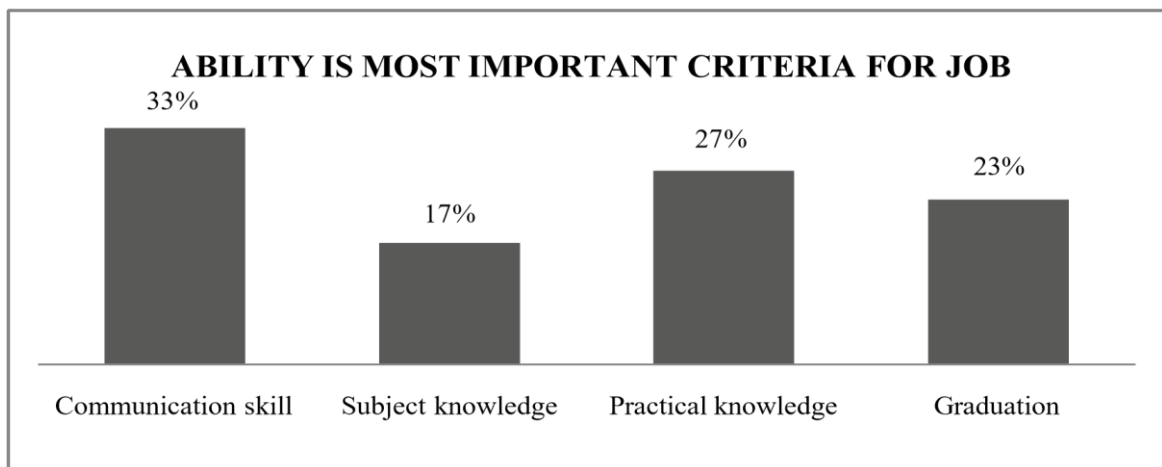


Figure 3.9

Interpretation

The table shows that 33 percent graduates are strongly agree that communication ability is most important for job 27 percent graduates agree that practical knowledge is important and only 23 percent graduates agree graduation is important for a job.

Table 3.10

EMPLOYABILITY CHANCE IS HIGH IN THE MODERN WORLD

Response	Number of Response	Percentage
Strongly agree	8	17
Agree	17	37
Disagree	6	13
Neutral	10	23
Strongly disagree	4	10
Total	45	100

Source: primary data

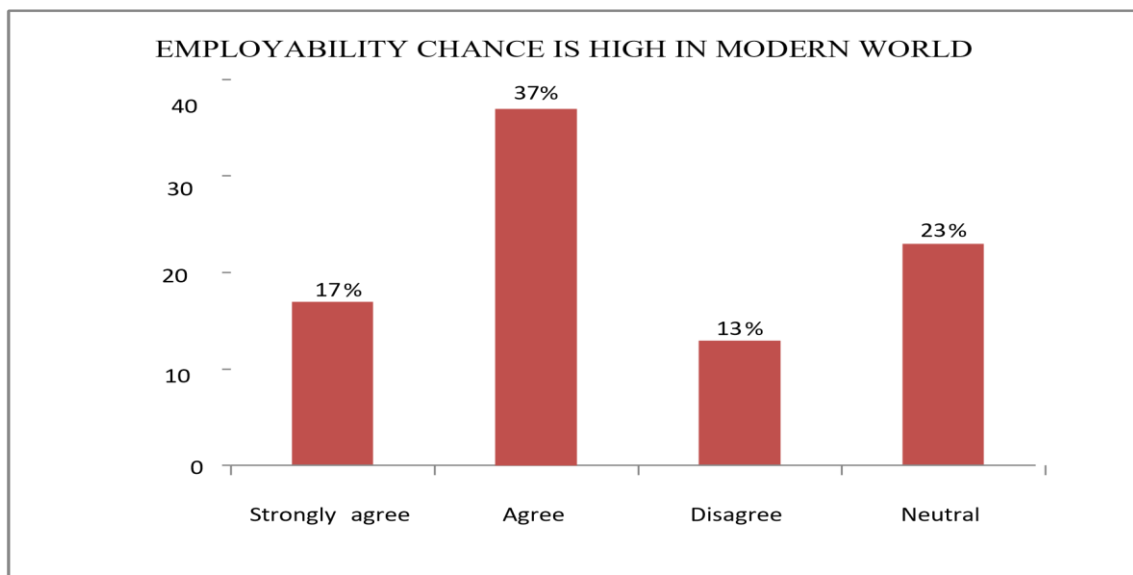


Figure 3.10

Interpretation

Table shows that 37 percentage are agree that the employability chance is high in the modern world. 23 percentage are neutral and 17 percentage are strongly agree only 10 percentage are strongly disagree that employability chance is high in the modern world. Since a large number of graduates agree, employability chance is high in the modern world.

TABLE 3.11
GRADUATION IS THE BASE FOR THE JOB

Response	Number of Response	Percentage
Yes	21	47
No	24	53
Total	45	100

Source: primary data

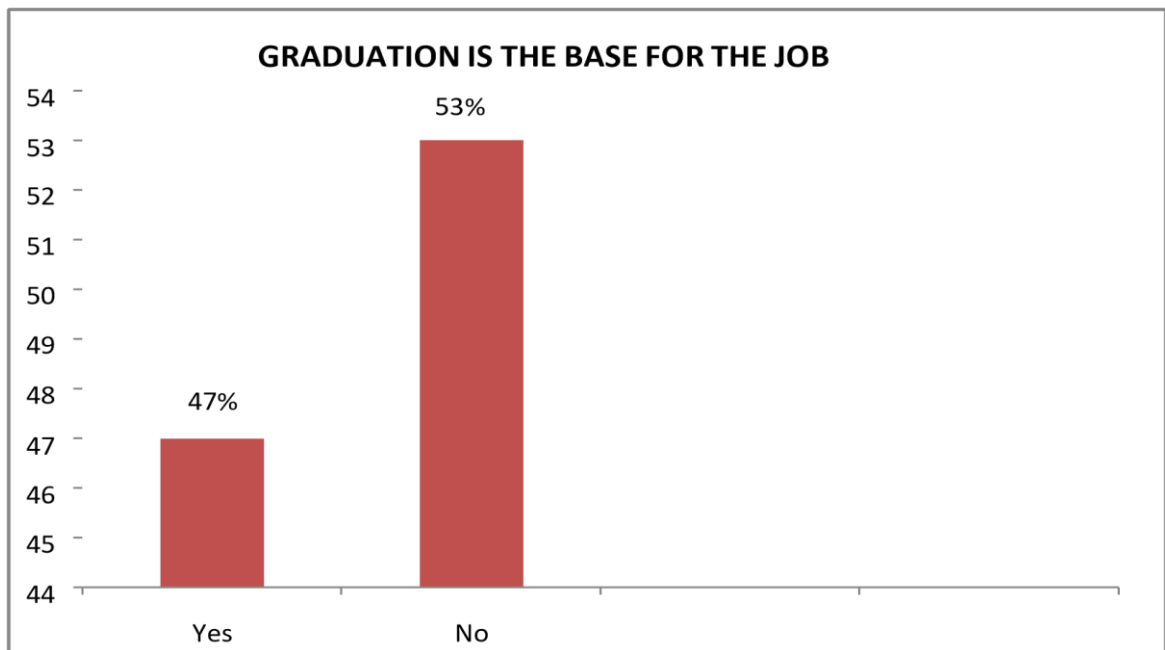


Figure 3.11

Interpretation

The table shows that 53 percent of graduates are said that graduation is not base for the business.

Only 47 percent said yes we can understand that graduation is not base for business.

TABLE 3.12
CRITERIA FOR GETTING A JOB AFTER GRADUATION

Response	Number of Response	Percentage
PSC	18	40
Interview	15	33
Placement	4	10
Others	8	17
Total	45	100

Source: primary data

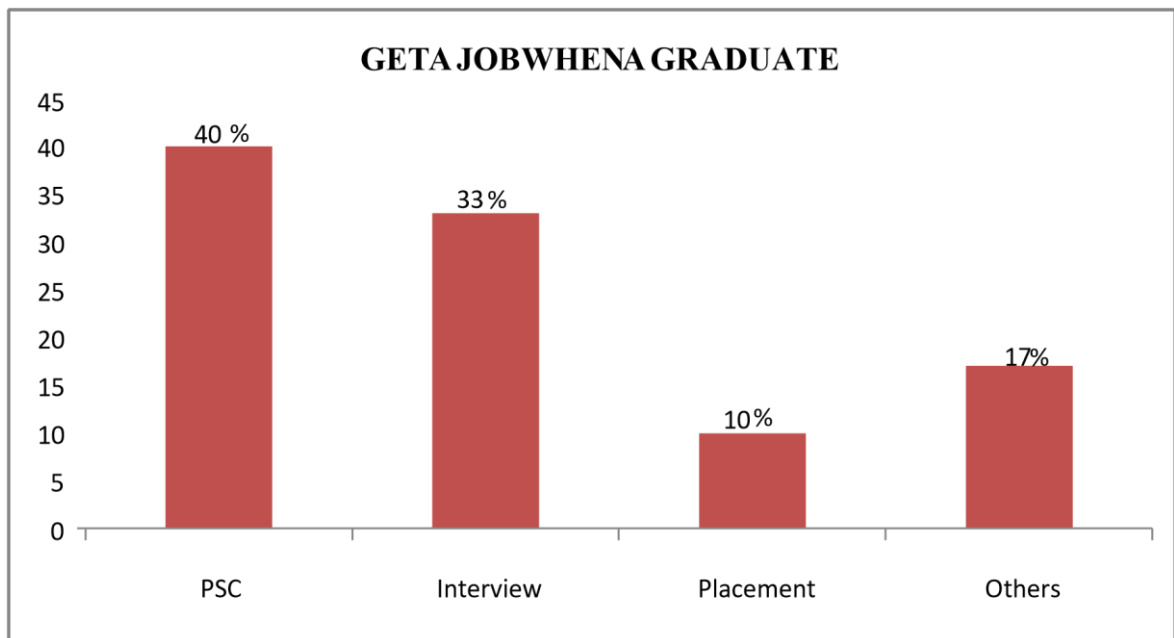


Figure 3.12

Interpretation

The study shows that 40 percentages of graduates say that they get a job on PSC. 33 percentage of graduates said that they get a job on interview 17 percentage graduate said that they get a job other way only 10 percentage said that placement.

TABLE 3.13
SATISFACTION ABOUT SEMESTER SYSTEM FOR
GRADUATION

Response	Number of Response	Percentage
Yes	32	73
No	13	27
Total	45	100

Source: primary data

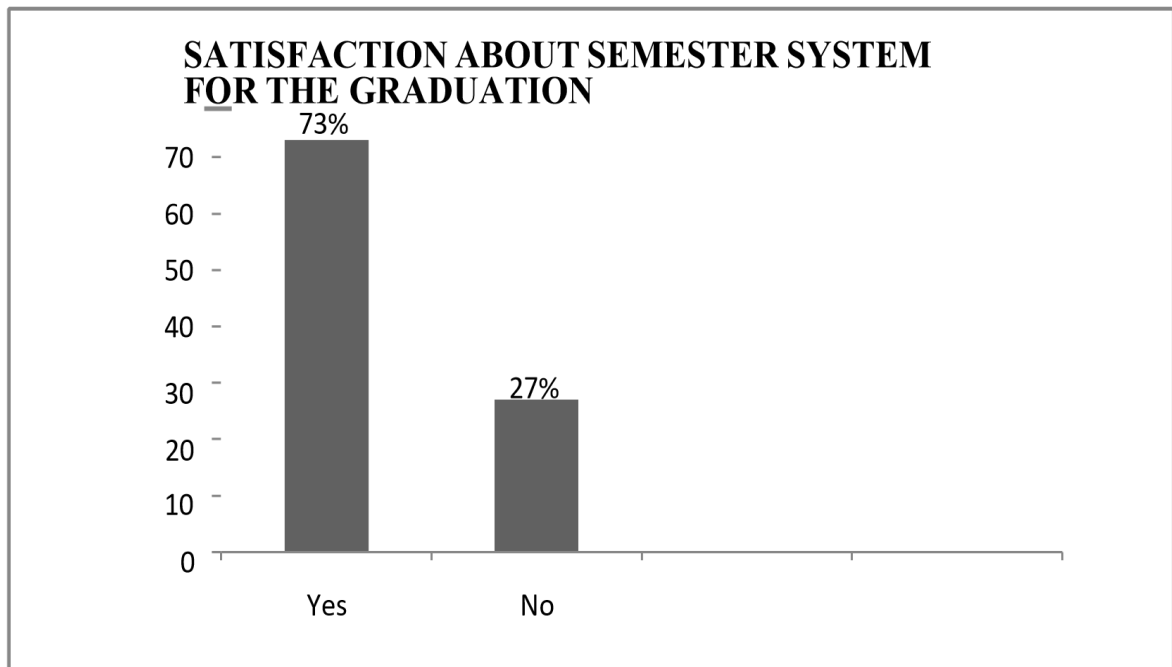


Figure 3.13

Interpretation

From the table it is clear that 73 percent of graduates are agreeing semester system can develop student's knowledge. Only 27 percent are not agreeing. Since 73 percent satisfied with semester system can develop student's knowledge.

TABLE 3.14

GRADUATE HOLDER HAS AN ABILITY TO OVERCOME AN INTERVIEW AND OTHER TYPE OF COMPETITIVE EXAMINATIONS

Response	Number of Response	Percentage
Strongly agree	4	7
Agree	19	43
Neutral	12	27
Disagree	6	13
Strongly disagree	4	10
Total	45	100

Source: primary data

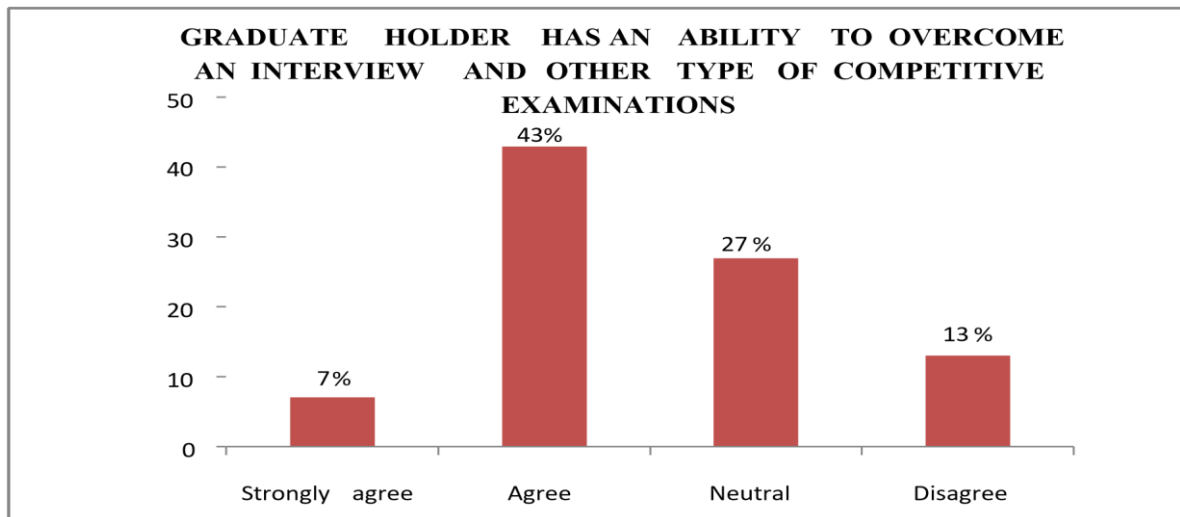


Figure 3.14

Interpretation

The table shows that 43percent of graduates agreeing that graduate holder has an ability to overcome an interview and other type competitive examinations.27percent are neutral 13 percent are disagree and only 10percent are strongly disagree. We can understand that 43 percent of graduates agreeing that graduate holder has an ability to overcome an interview and other type competitive examinations.

TABLE 3.15
ARE YOU CONSCIOUS ABOUT JOB INTERVIEW

Response	Number of Response	Percentage
YES	30	67
NO	15	33
TOTAL	45	100

Source: primary data

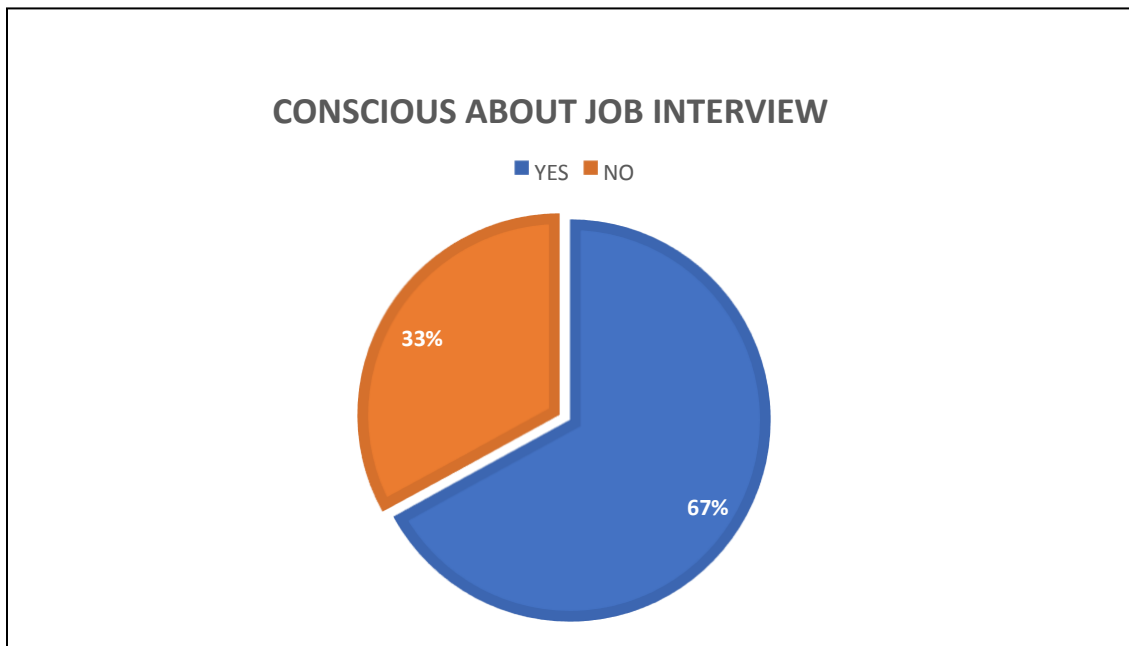


Figure 3.15

Interpretation

Table shows that 67 percentage of the graduates are conscious about job interviews and only 33 percentage of the graduates are not conscious about job interview.

Table 3.16

DISTANT EDUCATION SYSTEM IS USEFUL TO GRADUATES

Response	Number of Response	Percentage
Yes	30	67
No	15	33
Total	45	100

Source: primary data

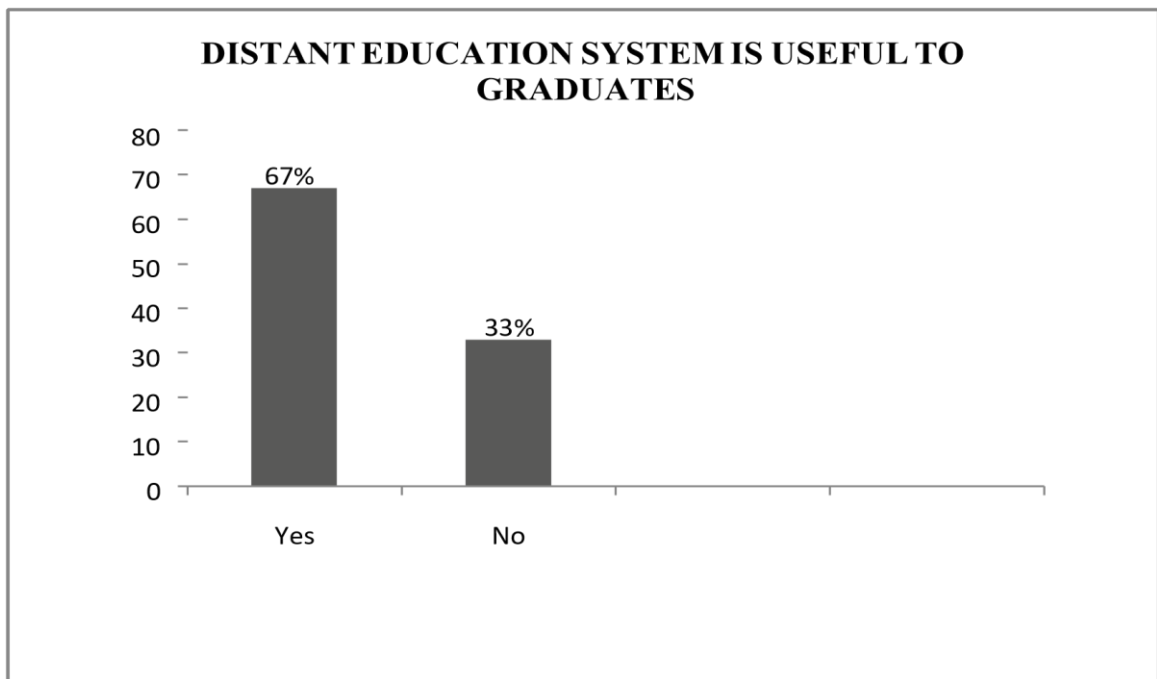


Figure 3.16

Interpretation

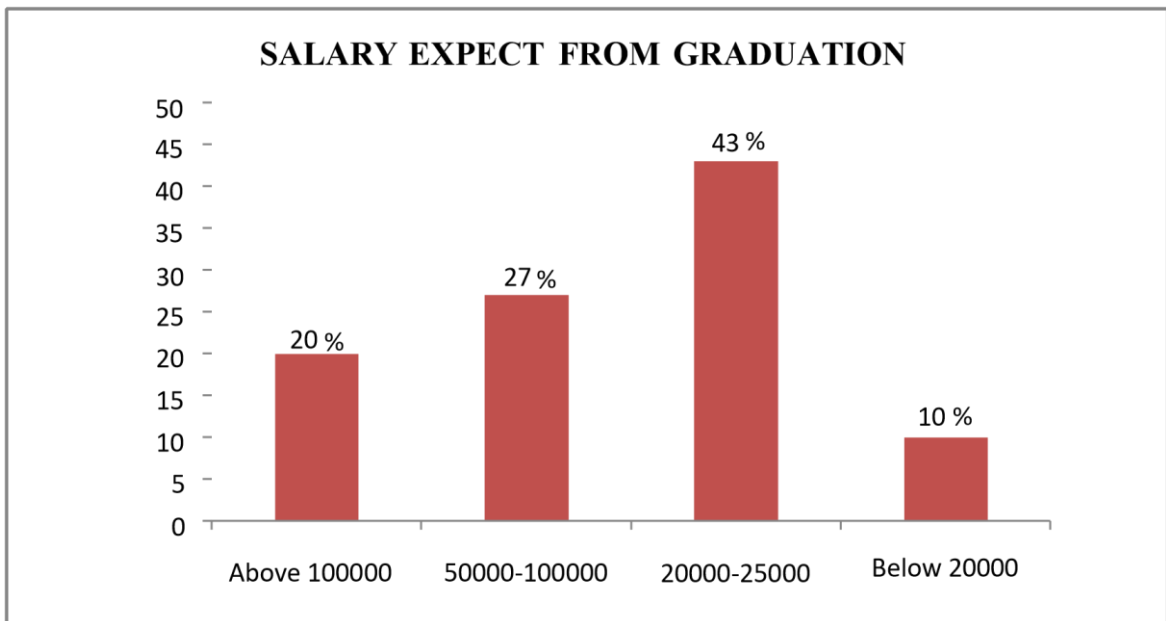
From the table, it is clear that 67 percent of graduates are agreeing distant education system is useful for graduates. Only 33 percent are not agreeing. Since 67 percent are agree.

Table 3.17
SALARY EXPECTATION FROM GRADUATION

Response	Number of Response	Percentage
Above 100000	9	20
50000-100000	12	27
20000-50000	19	43
Below 20000	5	10
Total	45	100

Source: primary data

Figure 3.17



Interpretation

The table show that 43 percentage graduates 20000-50000 salary expect from graduation. 27 percentage graduates 50000-100000 salary expect and 20percentage 100000 salary expect and only 10 percentage graduates expect below 20000.

TABLE 3.18

ARE YOU GETTING SUFFICIENT SALARY AS A GRADUATE

Response	Number of Response	Percentage
YES	11	24
NO	34	76
TOTAL	45	100

Source: primary data

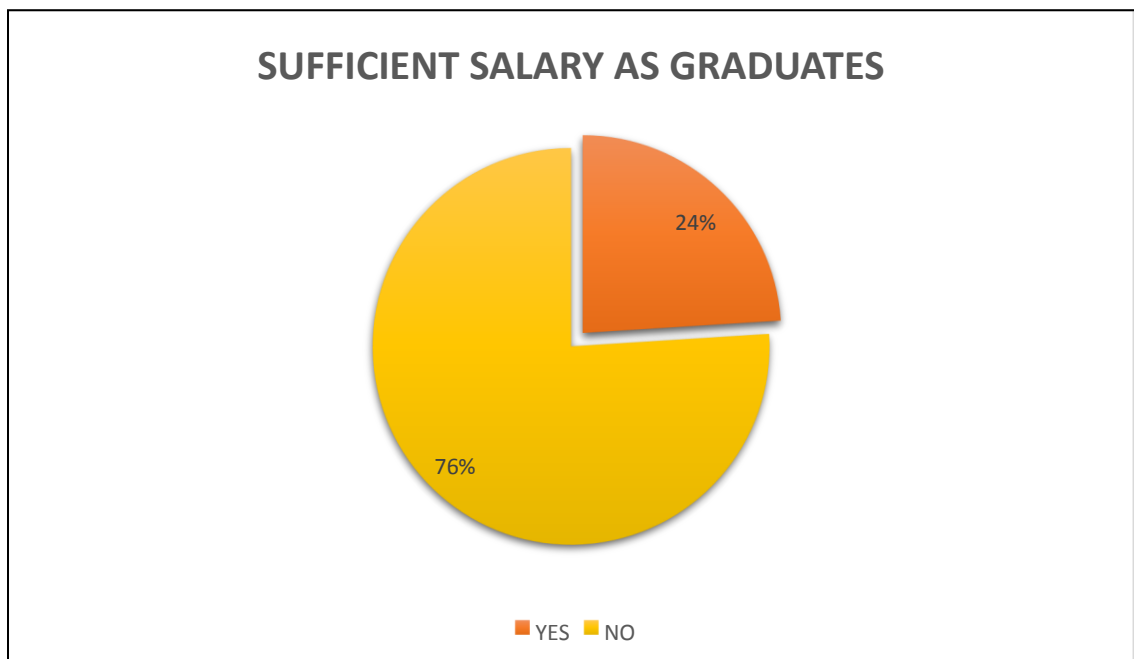


Figure 3.18

Interpretation

The table shows that 76 percentage of the graduates are not getting expected salary and only 24 percentage of the graduates are getting expected salary.

CHAPTER IV
FINDINGS, SUGGESTION AND CONCLUSION

4.1 FINDINGS

- The study reveals that communication skill is most important for a job.
- 67% of the respondents agreed distant education system is useful for graduate.
- It was observed that most of the respondents are agreed the semester system can develop student's knowledge.
- It was found that most of the respondents are comfortable with the semester system for graduation.
- 67% of the respondents agrees that they are conscious about their job interview.
- Study revealed that most of the respondents are not considering graduation as a base for the business.
- According to the opinion of 43% of the respondents' money is the base for doing business.
- Study revealed that a graduate holder has the ability to perform in an interview and other type of competitive examinations.
- Most of the respondents agree employability chance is high in the modern world.
- 43% of the respondents expect 25000 from their job after graduation.
- 18% of the respondents expect job after their graduation through PSC.
- Most of the respondents opined is a competitive world and as a graduate holder they will surely get a job.

4.2 SUGGESTIONS

1. Establish employability strategy by developing a clear framework for students to understand and reflect on their employability and future opportunities.
2. Improve the knowledge and understanding of subjects that has been chosen to study through practical oriented learning mechanism.
3. Developing skills both subjects specific and generic skills by aligning the educational offerings with in demanded skills.
4. Universities and colleges should try to develop graduate employability skills.
5. Provide more practical knowledge through providing practical information accessible to international students.
6. Develop student knowledge about their work by providing training and orientation programme.
7. Provide more employment opportunities through placements and internship.
8. Improve soft skills in the time of graduation by focusing on future opportunities by providing academic advisors and employability staff.
9. Provide training facilities including e-learning, learning manuals and different aids.

4.3 CONCLUSION

Employability is most important in our society. This study reveals that employability chance is high in the modern world. But graduates have less employability knowledge. Employees Universities and professional bodies agree that the modern world need to develop professionals who are highly skilled and ready to face the challenges of increased competition. So universities and colleges should develop employability skill at the time of graduation. That will increase employability chance. This study on employability after graduation helps to know the problems of graduate in the time of job selection and find out the suggestions.

REFERENCE

BOOKS:

1. Michael Tomlinson and Leonard Holmes, "Graduate employability in context" 2016
2. Mercy V Chaita, "Developing graduate employability skill
3. Ruth Bridgestock, Neil Tippet, "Higher education and the future of graduate employability
4. Paul Hager, Susan Holland, "Graduate attributes, learning and employability.

WEBSITE:

1. https://www.researchgate.net/publication/332937809_Graduate_employability
2. <https://graduateemployability.com>

APPENDIX

QUESTIONNAIRE

1. Name

2. Gender

Male

Female

Other

3. Age

18-25

25-30

Above 30

4. Location

village

town

5. What is your Current job ?

6. Qualification while getting the job.

After 10th

After 12th

Graduation

7. What is your current salary package?

Below 10000

10000-25000

25000-50000

Above 50000

8. Are you satisfied with your current job?

Yes No

9. Have you registered in employment exchange?

Yes No

10. What is the base for job?

Education

Courage

Money

Expenses

11. What is the most important criteria for job?

Communication skill

Subject knowledge

Practical knowledge

Graduation

12. Do you think employability chance is high in the modern world .

Yes No

13. Do you agree that graduation is the base for a job.

Strongly agree

Agree

Disagree

strongly disagree

14. In your perspective, what do you think the most important criteria for getting a job after graduation?

PSC

Interview

Placement

Other

15. Are you satisfied with the semester system for graduation.

Yes No

16. Do you agree with the opinion that a graduate holder has an ability to overcome an interview and other type of competitive examinations?

Strongly agree

Agree

Disagree

strongly disagree

17. Are you conscious about job interview .

Yes No

18. Do you agree that distant education system is useful for graduates.

Strongly agree

Agree

Disagree

strongly disagree

19. What salary do you expect from graduation ?

Above 100000

50000-100000

20000-20000

Below 20000

20. Are you getting sufficient salary as a graduate?

Yes No

**‘A STUDY ON CONSUMER PERCEPTION ON HERBALIFE
NUTRITION PRODUCTS’**

A PROJECT REPORT

Submitted by

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JUDE SAJI DB20BR0025

Under the supervision of

SIMMY P.V

In partial fulfillment for the award of Bachelor degree in

COMMERCE



DON BOSCO ARTS AND SCIENCE COLLEGE OF KANNUR UNIVERSITY MARCH

2023

KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report “**A STUDY ON CONSUMER PERCEPTION ON HERBALIFE NUTRITION PRODUCTS**” is a bonafide work of “**ASHIN JOHNY, JILNA MOL JOSEPH, FATHIMATHUL SAJILA, JUDE SAJI**” who carried out the project work under my supervision.

SIGNATURE

Mrs. DEEPTHI JOSEPH

HEAD OF THE DEPARTMENT

SIGNATURE

Mrs. SIMMY P.V

SUPERVISOR

DEPARTMENT OF COMMERCE

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU

DECLARATION

We, **ASHIN JOHNY, JILNA MOL JOSEPH, FATHIMATHUL SAJILA, JUDE SAJI**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PERCEPTION ON HERBALIFE NUTRITION PRODUCTS** ” has been prepared by us and submitted to Kannur University in partial fulfilment of requirements for the award of Bachelor of Commerce, is a record of original work done by us under the supervision of **Asst. Prof. Mrs. SIMMY P.V** of Department of Commerce, Don Bosco Arts and Science College Angadikadavu.

We also declare that this project work has not been submitted by us fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: Angadikadavu

Signature of the student

Date:

DB20BR0036

DB20BR0009

DB20BR0038

DB20BR0025

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ASHIN JOHNY

JILNA MOL JOSEPH

FATHIMATHUL SAJILA

JUDE SAJI

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CHAPTER I

INTRODUCTION

‘A STUDY ON CONSUMER PERCEPTION ON HERBALIFE NUTRITION PRODUCTS’

1.1 INTRODUCTION

Herbalife Nutrition Ltd is also called Herbalife International or simply Herbalife is a global multi-level marketing corporation that develops and sells dietary supplements. The company was founded by Mark R Hughes in 1980 and it employs an estimated 9900 people worldwide. The business is incorporated in Cayman Islands, with its corporate headquarters located in Los Angeles, California. The company operates in 95 countries through a network of approximately 4.5 million independent distributors and members. In October 2022, previous CEO Michael O Johnson was appointed as Chairman and interim Chief Executive Officer following the departure of John Agwunobi. Its operating income is US\$640.6 million (2020). It has a revenue of US\$5.54 billion (2020). Everything they do is about greatness and it starts with great products, and all their products starts with proven science. Herbalife Nutrition is dedicated to developing innovative, effective products that comply with high quality research, development and manufacturing standards in the industry.

Herbalife Nutrition is a global company that has been changing people's lives with great nutrition products and a proven business opportunity for its independent distributors since 1980. The company offers high-quality, science-backed products, sold in over 90 countries by entrepreneurial distributors who provide one-on-one coaching and supportive community that inspires their customers to embrace a healthier, more active lifestyle. Through the Company's global campaign to eradicate hunger, Herbalife Nutrition is also committed to bringing nutrition and education to communities around the world.

1.2 STATEMENT OF PROBLEM

In this research it is found that awareness about the nutritional products will lead to the high level of customer satisfactions. It also reveals that price is not an important factor towards the customer satisfaction. General attitude concerning nutritional supplements influence the level of satisfaction of the consumers Importance of nutritional supplements should be communicated properly to the consumers so that they can feel more benefits of using these products. In terms of marketing strategies, nutritional supplements need to be promoted with the aim of making them much more visible and recognizable to final consumers in order to avoid confusion with other generic health foods. The study focused on how advertising influences consumer buying behavior and preference for health products promoted by Herbalife Products. It aims to explore factors affecting the customers satisfaction towards Herbalife Products nutritional products as well as

other dietary supplement products. The findings were analyzed using simple percentage analysis.

1.3 OBJECTIVES OF THE STUDY

- To study the general awareness of the consumer towards Herbalife Nutritional Products.
- To study the effect of consumer attitudes towards Herbalife Nutritional Products.
- To analyze the factor influencing the consumer in selecting the Products.
- To find out the problem faced by the consumer on using the Herbalife Nutritional Products.

1.4 NEED OF THE STUDY

The need of the study is to know the awareness level and perception about the products.

1.5 RESEARCH METHODOLOGY

Research Methodology a way to systematically solving how the research is a science of studying problems. It is the science of studying how the studying how the research is done. Research has explained the methods and steps adopted for achieving the purpose of study and be alive at a meaningful conclusion.

Convenience samples are drawn for the problem of project datas we collected using Structured questions.

1.5.1 RESEARCH DESIGN

Research Design is the conceptual structure within which the research is conducted. It constitutes the blueprint for collection, measurement and analysis if data was descriptive research. Descriptive research involves collecting numerical through a questionnaire. For the present study the research was descriptive and conclusion method.

1.5.2 AREA OF THE STUDY

The scope of the study was limited to the Taliparamb Taluk in Kerala.

1.5.3 SAMPLING UNIT

The target people must be defined that have to be sampled. The sampling unit of research included that awareness and perception towards the Herbalife Nutritional Products in Taliparamb Taluk in Kerala.

1.5.4 SAMPLE SIZE

This refers to the number of respondents to be selected from universe to constitute a sample. The sample size is 45.

1.5.5 SAMPLING TECHNIQUE

Convenience sampling was used to select the sample. The convenient sample is a non-probability sampling technique that attempts to obtain a sample of convenient elements. In the case of a project the questionnaire methods were used for collecting the data. With the help of this method of collecting data a sample survey was conducted.

1.5.6 SOURCE OF DATA

Information has been collected from the both primary and secondary data

A) primary data

Primary data are those which are fresh and are collected from the first time and thus happen to be original in character. The primary data was collected through direct personal interviews (open minded and closed ended questionnaires) and observation methods.

B) secondary data

Secondary data are those which have already been collected by someone else and which already had been passed through the statistical

process. The secondary data was collected through websites, books, magazines etc.

1.6 PERIOD OF THE STUDY

The period of the study consists of December 2022 to February 2023.

1.7 LIMITATION OF THE STUDY

- Due to time and resources a countryside survey was not possible.
- Some of the respondents could not answer the questions due to lack of knowledge.

CHAPTER II
THEORETICAL FRAMEWORK & REVIEW OF LITREATURE

2.1 THEORETICAL PROFILE

In this competitive world almost all organisations adopt different strategies in order to attract more consumers towards their products. With the fast moving life style and sedentary working pattern there has been an increase in proper weight management energy and fitness, nutrition supplement and personal care of the people.

Healthy life begins with nutritious food and good dietary habits. Attention to diet has become vital to counter the stress of present day lifestyle. With speed in change in lifestyle, people prefer processed food products with preservatives, fast foods and junk foods to cut short the time in cooking, where these kinds of food practices deteriorates health. Herbalife offers a complete solution for weight management, targeted nutrition supplement energy & fitness and personal care for all age groups for a healthy and nutritious lifestyle

Herbalife offers weight-loss and health management products. Herbalife products are sold exclusively through independent distributors, often customers themselves, who have been trained and educated on the Herbalife system. Through the program, Herbalife also allows loyal dieters an opportunity to earn and work part-time or full-time from home.

With on-the-go drink mix packets, vegetarian shake mixes and high-protein snacks, Herbalife makes it reasonably easy for most people to follow the program.

Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are considered to be food rather than medicine because they're complete, all-natural and pure, as nature intended Herbal products are medicines derived from plants. They are used as supplements to improve health and well being, and may be used for other therapeutic purposes. Herbal products are available as tablets, capsules, powders, extracts, teas and so on. Herbal health products and supplements are available in many forms, including in tea bags, capsules, tablets, liquids, and powders. Herbalife offers meal replacement shakes, dietary supplements and other health products for dieters through the Core, Healthy Weight, Specialized Nutrition Energy and Fitness product lines.

Herbalife nutrition founder Mark Hughes dreamed of “a future brilliant beyond compare”. His vision was aligned with improving people’s lives through better nutrition and an unparalleled business opportunity. He turned this dream into reality in 1980 as he launched Herbalife nutrition in Los Angeles, CA and began rewriting the history of network marketing. 41 years later, it now operates in more than 90 countries with over 8000 employees around the world.

“You can’t stop a good idea from taking hold and spreading.”

-Mark Hughes.

Herbalife Nutrition Ltd., also called Herbalife International, Inc. (with a U.S. subsidiary called Herbalife International of America) or simply Herbalife, is a global multi-level marketing (MLM) corporation that develops and sells dietary supplements. The company was founded by Mark R. Hughes in 1980, and it employs an estimated 9,900 people worldwide. The business is incorporated in the Cayman Islands, with its corporate headquarters located in Los Angeles, California. The company operates in 95 countries through a network of approximately 4.5 million independent distributors and members. In October 2022, previous CEO Michael O. Johnson was appointed as Chairman and interim Chief Executive Officer following the departure of John Agwunobi.

The company has been criticized for allegedly operating a "sophisticated pyramid scheme". Herbalife agreed to "fundamentally restructure" its business, in the US but not worldwide, and pay a \$200 million fine as part of a 2016 settlement with the U.S. Federal Trade Commission (FTC) following these accusations.

2.2 HISTORY

In February 1980, Mark R. Hughes began selling the original Herbalife weight management product from the trunk of his car. Hughes often stated that the genesis of his product and program stemmed from the weight loss concerns of his mother Joanne whose premature death he attributed to an eating disorder and an unhealthy approach to weight loss. His first product was a protein shake designed to help people manage their weight. He structured his company using a direct-selling, multi-level marketing model. In 1982, Herbalife received complaints from the Food and Drug Administration for claims made about certain products and the inclusion of mandrake, poke root, and food-grade linseed oil in another.

The Department of Justice of Canada filed criminal charges against the company in November 1984 for misleading medical claims in advertisements. As a result of the complaints, the company modified its product claims and reformulated the product.

By 1985, the company was considered the fastest-growing private company in America by *Inc.* after its sales increased from \$386 thousand to \$423 million over

the previous five years. That same year, the California Attorney General sued the company for making inflated claims about the efficacy of its products. The company suffered as a result of the lawsuit and was forced to lay off nearly 800 employees by May 1985. The company settled the suit for \$850,000 without admitting wrongdoing. In 1986, Herbalife became a publicly-traded company on the NASDAQ and rebranded itself as Herbalife International. However, as a result of the negative publicity from the FDA lawsuit, the company posted a \$3 million loss that year.

By 1988, the company had expanded its reach to Japan, Spain, New Zealand, Israel, and Mexico and increased its worldwide sales to \$191 million in 1991. In 1993, the company underwent a secondary offering of five million shares. The company launched a line of personal care products in 1995 which included fragrances and facial cleansing products. The company was sued in civil court by two former distributors in 1997 for withholding earned income.

In 1999, Hughes attempted to take the company private after asserting that Wall Street was undervaluing the company. While the board approved the buyout offer, shareholders of the company filed a suit against the firm because they believed the share price they were offered was unfair. Hughes eventually abandoned his attempt to buy the company and settled the suit with shareholders. On May 20, 2000, Mark Hughes died at age 44. Following his death, the company was led by Christopher Pair until October 2001.

Indian consumers are increasingly becoming conscious when it comes to health and fitness and Herbalife Nutrition have addressed the growing demand in the last 20 years through its innovative and indigenous product offerings. India's dietary supplement market has witnessed exponential growth and is ripe for innovation with macro tailwinds of fitness and preventive care. Herbalife Nutrition, over the last two decades has taken significant strides to enhance its footprint in India. The company has invested in R & D to develop local flavours and products to cater to a range of discerning customers.

"Through the last 20 years, Herbalife has brought smiles and delight to many athletes and health fitness enthusiasts across the world, and our focus has always been on staying relevant to consumers who have made this journey an exciting one. As always, we will continue to delight our consumers with healthy and exciting new products", said Ajay Khanna, Vice President and Country Head, Herbalife Nutrition.

HERBALIFE NUTRITIONAL PRODUCTS

Ocular defense 30 capsules

Ocular Defense, a scientifically designed formula, which contains ingredients that supports eye health. Maintenance of normal vision and helps improve macular pigment optical density (MPOD).

Triphala 60 tablets

Triphala tablet is a combination of three indigenous fruits -Indian gooseberry (Amla), Chebulic myrobalan (Harad) and Bedda nut tree (Baheda). Triphala supports digestive system and helps in relieving constipation. It is also Known as antioxidant. One tablet two times a day every day.

Afresh Energy Drink Mix Kashmiri Kahwa 40 g

It contains Orange Pekoe extract, green tea extract and natural caffeine powder. Caffeine helps you feel energized and supports alertness. Enjoy as a refreshing beverage at any time of the day.

Mix 1 g of Afresh with 160 ml hot or cold water for a refreshing drink. Replace your Tea/Coffee with Afresh. Not to consume more than three servings per day. Consume not more than 500 ml per day.

MRP Rs 744.

Male Factor +

Contains blend of standardized fenugreek extract, pine bark (Pinus Gerardiana) extract and L – Citrulline. It helps to support male sexual arousal, male sexual health and male libido.

Take one tablet twice a day.

MRP Rs 3559.

Formula 1 Nutritional Shake Mix Rose Kheer 500 g

Packed with vitamins & minerals along with natural herbs, antioxidants and dietary fiber, it provides desired protein and nutrition without overloading unnecessary fat and calories. One serving of Formula 1 shake mix provides 90 kcals of energy. Enjoy Formula 1 shakes once or twice a day along with portion controlled nutrition and exercise to help towards keeping the body fit.

MRP Rs 2276.

Women's Choice

Woman's Choice includes plant-derived ingredients, and these ingredients help women to find their natural balance and enjoy their life. It is formulated with a special blend of Soy isoflavones and Chasteberry. It help to support comfort & general well-being during monthly hormonal fluctuation in women. It help manage menopausal related quality of life.

MRP Rs 1298.

Formula 1 Nutritional Shake Mix Dutch Chocolate 500 g

Formula 1 Nutritional Shake Mix makes a great tasting shake, specifically formulated with all necessary quality soy protein isolate, as a Nutritional Food product for nutritional requirements.

MRP RS 2276.

Afresh Energy Drink Mix Cinnamon 50 g

Afresh Energy Drink Mix contains Orange Pekoe extract, green tea extract and natural caffeine powder. Caffeine helps you feel energized and supports alertness. Enjoy as a refreshing beverage at any time of the day.

Mix 1 g of Afresh with 160 ml hot or cold water for a refreshing drink. Replace your Tea/Coffee with Afresh. Not to consume more than three servings per day. Consume not more than 500 ml per day.

MRP Rs 848.

Afresh Energy Drink Mix Tulsi 50 g

Afresh Energy Drink Mix contains Orange Pekoe extract, green tea extract and natural caffeine powder. Caffeine helps you feel energized and supports alertness. Enjoy as a refreshing beverage at any time of the day.

Mix 1 g of Afresh with 160 ml hot or cold water for a refreshing drink. Replace your Tea/Coffee with Afresh. Not to consume more than three servings per day. Consume not more than 500 ml per day.

MRP Rs 848.

H24 Rebuild Strength

Recovery shake mix that delivers a tri-core protein-amino blend of free amino acids. Whey and casein proteins help rebuild fatigued muscle. A blend of amino acids, carbohydrate and protein help support lean muscle mass.

No artificial flavour, colour. Provides vitamins and minerals.

Consume one shake per day within 30 minutes following physical activity, use 1 serving per day.

MRP Rs 2731.

Herbal Control

Herbal Control is a blend of green, black and oolong teas and contains caffeine that stimulates your metabolism, provides an energetic sensation and increases alertness.

Take one tablet twice a day. Not to exceed the recommended daily usage.

MRP Rs 3584.

Herbalifeline® 60 Softgels

Herbalifeline® - Herbalife Nutrition teamed with Nobel Laureate Lou Ignarro to develop this blend of highly purified marine lipids containing Omega-3 fatty

acids, such as Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA). These Omega-3 fatty acids help to maintain a healthy cardiovascular system by maintaining blood triglycerides levels within normal range.

One Softgel, two times per day, preferably with a meal. Not to exceed the recommended daily usage.

MRP Rs 2785.

Formula 1 Nutritional Shake Mix Banana Caramel 500 g

Formula 1 Nutritional Shake Mix makes a great tasting shake, specifically formulated with all necessary quality soy protein isolate, as a Nutritional Food product for nutritional requirements. Packed with vitamins & minerals along with natural herbs, antioxidants and dietary fiber, it provides desired protein and nutrition without overloading unnecessary fat and calories. One serving of Formula 1 shake mix provides 90 kcals of energy. Enjoy Formula 1 shakes once or twice a day along with portion controlled nutrition and exercise to help towards keeping the body fit.

MRP Rs 2276.

Afresh Energy Drink Mix Ginger 50 g

Afresh Energy Drink Mix contains Orange Pekoe extract, green tea extract and natural caffeine powder. Caffeine helps you feel energized and supports alertness. Enjoy as a refreshing beverage at any time of the day.

Mix 1 g of Afresh with 160 ml hot or cold water for a refreshing drink. Replace your Tea/Coffee with Afresh. Not to consume more than three servings per day. Consume not more than 500 ml per day.

MRP Rs 848.

Afresh Energy Drink Mix Elaichi 50 g

Afresh Energy Drink Mix contains Orange Pekoe extract, green tea extract and natural caffeine powder. Caffeine helps you feel energized and supports alertness. Enjoy as a refreshing beverage at any time of the day.

Mix 1 g of Afresh with 160 ml hot or cold water for a refreshing drink. Replace your Tea/Coffee with Afresh. Not to consume more than three servings per day. Consume not more than 500 ml per day.

Beta Heart Vanilla

Nutritious powder containing Oat beta-glucan as key ingredient. It is a natural form of soluble fiber found mostly in the outer layer of oat grains. Daily intake of 3g of oat Beta glucan helps maintain healthy blood cholesterol levels. No added sugar. No artificial sweeteners, No added colors, Natural vanilla flavour.

MRP Rs 2342.

Herbal Aloe concentrate

Aloe soothes the stomach and is traditionally used for its digestive health benefits. It can serve as a healthy replacement for soft drinks or high-sugar juices. It supports nutrient absorption and intestinal health.

MRP Rs 2815.

Active fiber complex – Unflavored 200 g

Well-balanced formula improves regularity and bowel function. One serving of Active Fiber Complex provides 5g of dietary fiber (soluble & insoluble fiber).

Take 2 times daily.

MRP Rs 2672.

Niteworks

Niteworks is a refreshing powder mix containing L-Arginine which helps create more nitric oxide during the night. Research indicates the L-Arginine helps produce nitric oxide, which can protect your cardiovascular health and help the circulatory system, stay healthy. Contains vitamin C, E and folic acid.

Take 1 serving per day.

MRP Rs 7442.

Dinoshake Strawberry 200g

Great tasting shake with essential vitamins and minerals which children need everyday. A source of Calcium, Protein and antioxidant Vitamins A, C and E. Part of healthy eating habits for children with wholesome nutrition.

shake 2 scoops of Dinoshake with 240ml of milk or water. Take one shake per day.

MRP Rs 1164.

ShakeMate

ShakeMate has been developed to help individuals to want to use powder formula in place of Skimmed/Soy milk in their shakes and prepare shake anywhere, anytime. Protein Digestibility Corrected Amino Acid Score (PDCAAS) of 1. PDCAAS is the world standard for evaluating the quality of protein from different food sources.

MRP Rs 598.

Herbalife H24 Hydrate

Hydrate is developed by experts in sports nutrition. Replenish your body with bioavailable electrolytes. It is of a part of a balanced and varied diet in line with a healthy active lifestyle.

Use 1 serving per day.

MRP Rs 1709.

HN - Skin Booster - 30 Servings

Designed to nourish your skin from within and provides the nutrients to maintain healthy skin. It is formulated with hydrolyzed fish collagen and vitamins that required for healthy skin.

Consume 1 serving a day.

MRP Rs 4082.

Personalized Protein Powder 400 g

It is a convenient way to increase your protein consumption which helps to maintain your energy level between meals and helps you to maintain lean muscle mass.

Take 2 times a day.

MRP Rs 2594.

Cell Activator New 60 Tablets

Cell Activator is packed with select botanicals and nutrients. Contains alpha-lipoic acid (ALA), a known antioxidant. Antioxidants help support general well-being and healthy aging.

Take 2 tablets a day with shakes or meals.

MRP Rs 2313.

Herbalife Calcium Tablets

It is a dietary supplement that provides the calcium needed for strong, healthy bones, along with magnesium & Vitamin D, essential for calcium absorption.

Take 1 tablet per day.

MRP Rs 1256.

Joint Support

It is a unique formula of Glucosamine, Scutellaria root extract and minerals to help maintain healthy joint function and comfort.

Take one tablet three times a day with meals.

MRP Rs 2563.

Cell-U-Loss 90 Tablets

Cell-U-Loss is a unique herbal blend which is designed to support healthy fluid balance.

Take 1 tablet 3 times a day.

MRP Rs 1780

Simply Probiotic

Simply Probiotic is a science-backed probiotic that helps promote the growth of friendly bacteria in your system. It is specially designed for resilience, that survives the gastric journey. It helps maintain balance with your microbiome. Consume 1 serving per day.

MRP Rs 2306.

Aloe Plus 60 Capsules

Aloe Plus contains Aloe which supports digestion and relieves Discomfort. It helps in better absorption of nutrients.

Take one capsule twice a day.

MRP Rs 1106.

Activated Fibre 90 Tablets

Adequate dietary fibre is essential for good health. Includes fibre from pea and oats to increase your fibre intake.

consume one to two tablets with meal, three times per day.

MRP Rs 1709.

Brain Health

Brahmi extract helps support mental attention, learning, focus and short term working memory. Brahmi is extensively researched for its functional benefits for a healthy brain and supported by 11 clinical studies.

One tablet two times every day.

MRP Rs 1529.

Immune Health

Standardized extracts of Tulasi and Kalmegh in this product helps manage the body's natural immunity and maintain a healthy life. It contains 100% pure extracts of Kalmegh and Tulasi. It helps manage symptoms of common cold.

One tablet two times every day

MRP Rs 1596.

Putting across health segments in India, Herbalife nutrition today unveiled a new flavour offering of its Herbalife 24 sports nutrition line, h24 rebuilt strength and h24 hydrate. in a journey that started in 1997, Herbalife nutrition has set benchmarks by finding new ways to inspire health enthusiast by combining world class ingredients and finest products.

Herbalife nutrition product

Herbalife nutrition founder Mark Hughes dreamed of “a future brilliant beyond compare”. Herbalife has been near the forefront of the business with operations in India since 1999. In 2012 the company’s sales in that country rose nearly 41 percentage in local currency making it Herbalife 3rd largest market in Asia-pacific and one of its top 10 markets worldwide with sales of about 140 million dollar. The company has 2500 nutrition clubs in India, and all of them are sent a disclaimer on products claims in 8 languages that is to be posted on the wall.

- In 1986 the company was listed on the NASDAQ stock exchange.
- In 2002, the company was acquired J.H Whitney and company and golden crate capital.
- In 2004, the company was listed on the New York stock exchange.
- In 1988, the company expands rapidly throughout the world holding events in America, Australia, the UK and Canada.
- In 1988, company continues aggressive international expansion into Japan, Spain, New Zealand, Israel and Mexico.
- In 1991, with the help of international business, sales reach 191 million dollar.
- In 1992, the company launches distribution and promotion of a new innovative food products and monthly sales jump from 3.1 million dollar to 21 million dollar per month.
- In 1993, Herbalife filed for a secondary offering of 5 million shares in 1993.

- In 1994, Mark Hughes introduces the Herbalife family foundation, a charity program dedicated to providing healthy nutrition to children in need around the world.
- In 1995, company introduces a line of personal care products.
- In 1998, firm had expanded into turkey, Botswana, Lesotho Namibia, Swaziland and Indonesia.
- In 2000, Herbalife is celebrating its 20th anniversary w9th more than 1 million independent partners worldwide promoting more than 100 home and outdoor products in 50 countries.
- In 2001, expanded into morocco.
- In 2005, celebrating 25th anniversary.
- In 2010, celebrates 30 years of inspiring change in people's lives by establishing Herbalife nutrition institute which operates as a nutrition and health education provider.
- In 2014, the Herbalife family foundation celebrates its 20th anniversary supporting over 120 organizations in more than 50 countries helping over 1 lakh children annually.
- In 2019, Herbalife nutrition is a worlds number 1 brand in meals substitutes operating in over 94 countries with a turnover of 49 billion dollar for 2018 with more than 8300 employees.

Herbalife through Herbalife 24 series supports sports worldwide supporting 60 professional teams and leagues, Siz national Olympics committee (Greece, Italy, Costa Rica, India and Vietnam) while continues to be the official nutrition sponsor of the top soccer player Cristiano Ronaldo and the official nutrition partner of the Los Angeles galaxy football team.

CHAPTER III
DATA ANALYSIS AND INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

3.1 KNOWLEDGE ABOUT THE PRODUCT

Table 3.1

KNOWLEDGE ABOUT THE PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
TV	2	4
Friends	19	42
Relative	16	36
Others	8	18
Total	45	100

Source: primary data

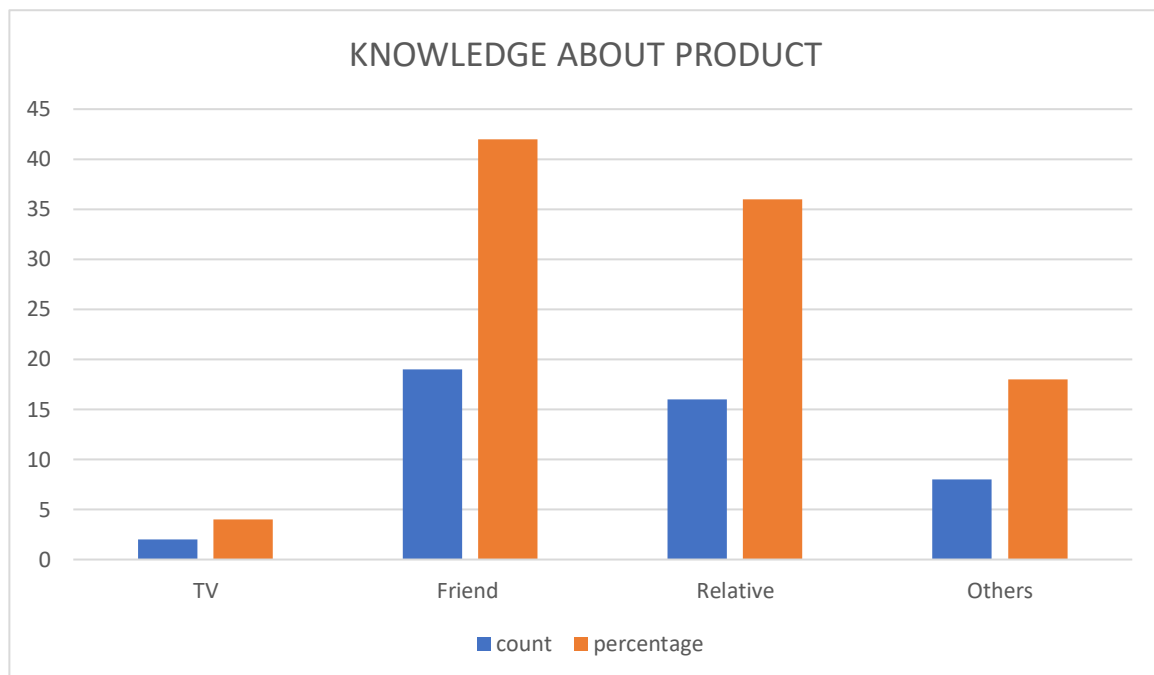


Figure 3.1

INTERPRETATION

Table 3.1 shows that 4 percent of the respondents got the information about the product through television, 42 percent of the respondents got information through their friends, 36 of them got information from their relatives and remaining 18 percent got information from others.

3.2 REASON FOR USAGE

Table 3.2
REASON FOR USAGE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Health problem	25	56
Body fitness	15	33
Others	5	12
Total	45	100

Source :primary data

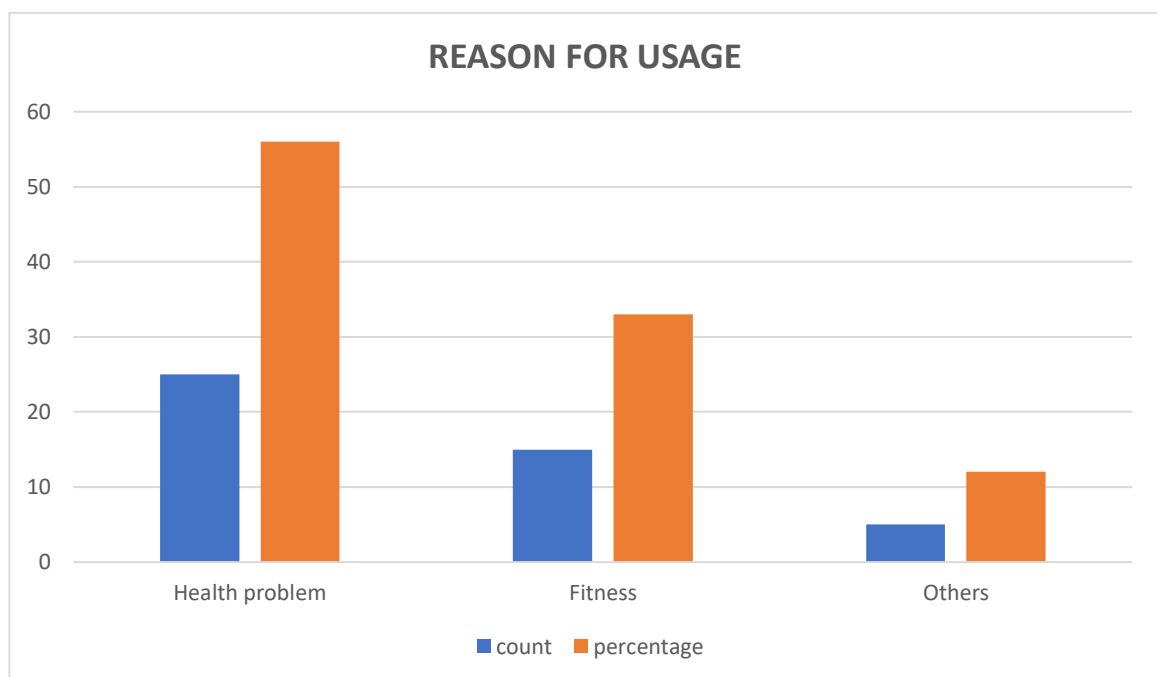


Figure 3.2

INTERPRETATION

Table 3.2 shows that 56 percent of the respondents use the product for health problems, 33 percent of them use the product for body fitness and the remaining 12 percent of them use the product for other reasons.

3.3 FIRST PRODUCT USED

Table 3.3
FIRST PRODUCT USED

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Nutritional Product	30	66
Beauty Product	10	22
Child Product	5	12
Total	45	100

Source: primary data

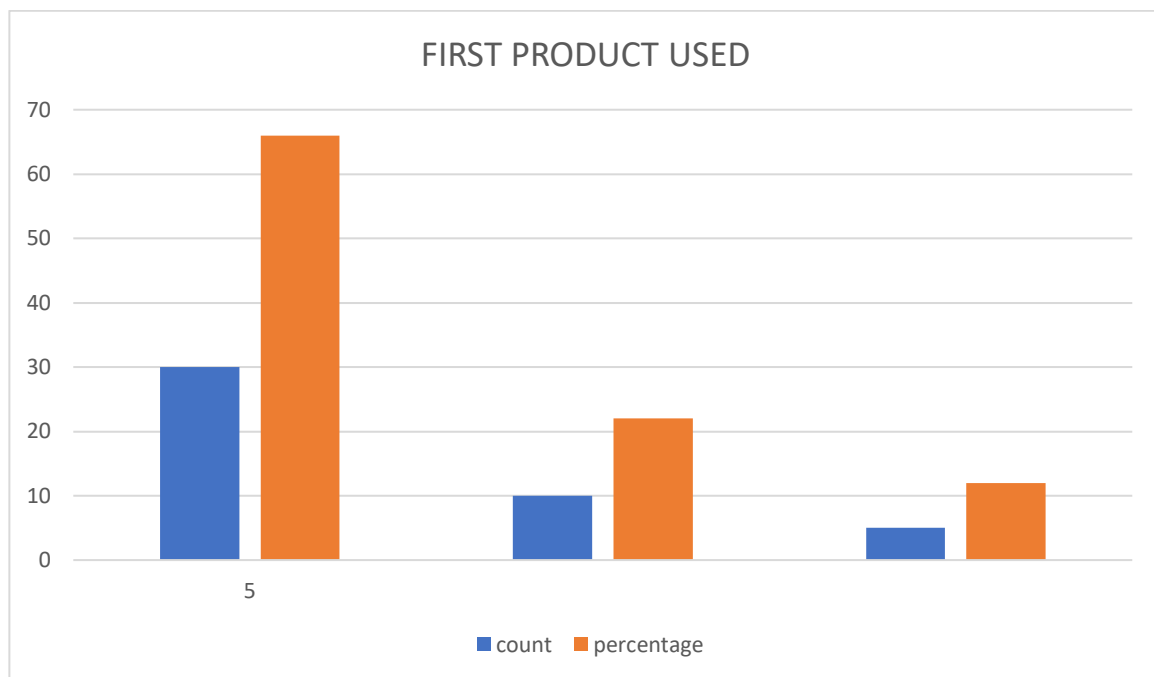


Figure 3.3

INTERPRETATION

Table 3.3 shows that 66 percent of the respondents used Nutritional products for the first time, 22 percent of the respondents used Beauty products for the first time and remaining 12 percent used Child products for the first time.

3.4 EXPIRY TIME OF PRODUCT

Table 3.4

EXPIRY TIME OF PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1 month	5	11
4 months	30	67
Or more	10	22
Total	45	100

Source: primary data

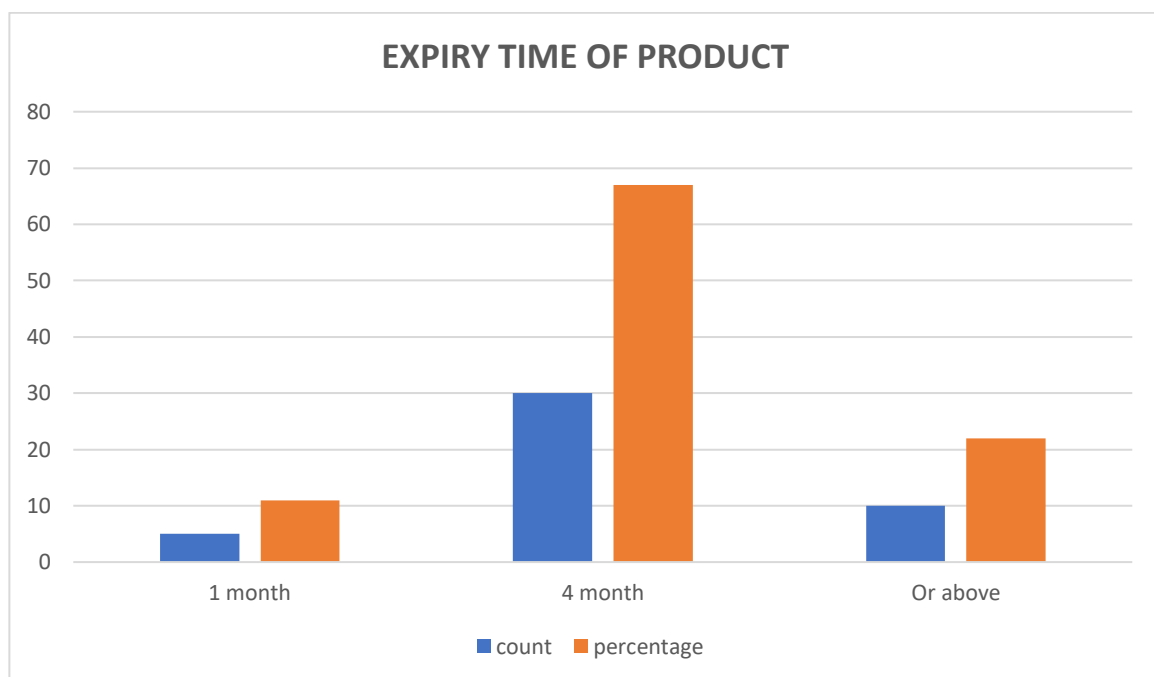


Table 3.4

INTERPRETATION

Table 3.4 shows that 11 percent of the respondents state the expiry time of the product is 1 month, 67 percent of the respondents state the expiry time of the product is 4 month, and the remaining 22 percent states that the expiry time of a product is more than 4 months.

3.5 DIET TIMETABLE

Table 3.5
DIET TIMETABLE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	24	53
No	21	47
Total	45	100

Source: primary data

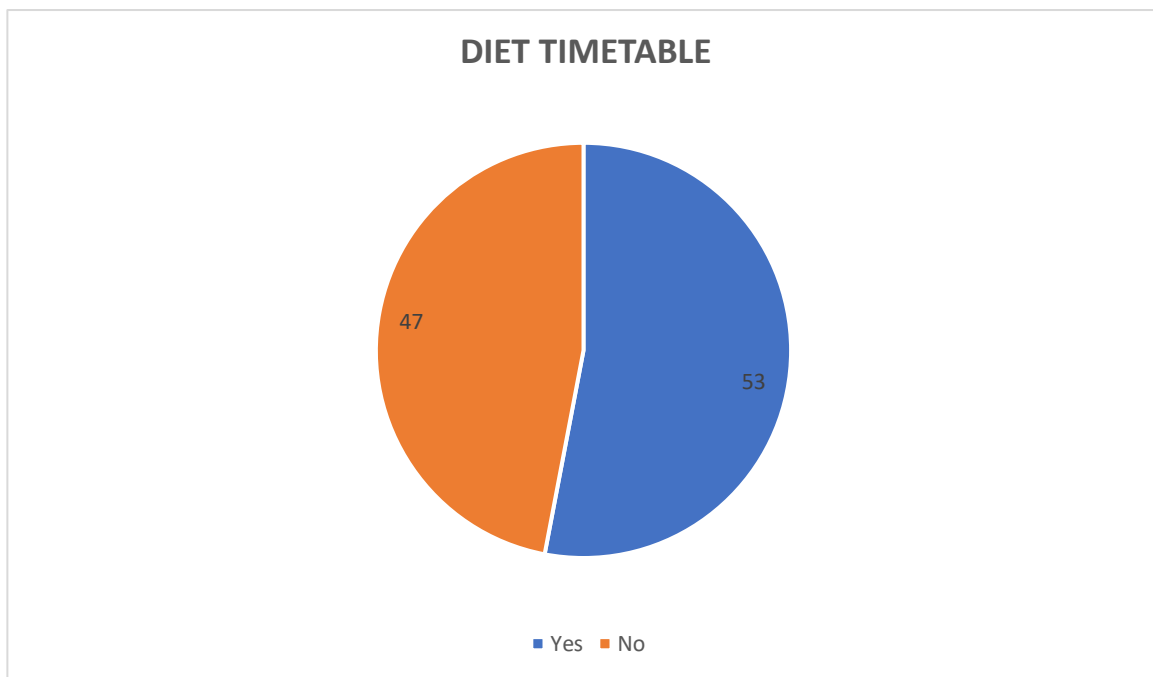


Figure 3.5

INTERPRETATION

Table 3.5 shows that 53 percent of the respondents have a diet timetable and the remaining 47 percent of the respondents does not have a diet timetable.

3.6 ANY ALLERGIC EXPERIENCE

Table 3.6

ANY ALLERGIC EXPERIENCE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	2	4
A kind off	3	7
No	40	89
Total	45	100

Source: primary data

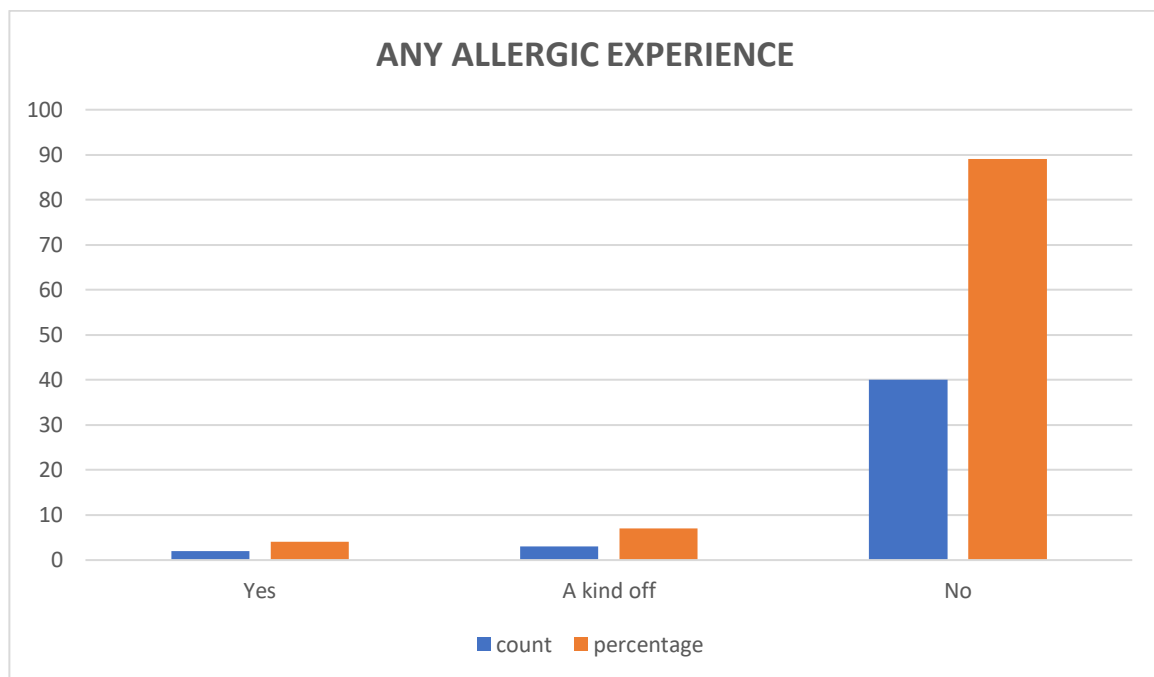


Table 3.6

INTERPRETATION

Table 3.6 shows that 4 percent of the respondents have an allergic experience, 7 percent of the respondents have a kind off allergic experience and the remaining 89 percent of the respondents do not have any allergic experience.

3.7 USAGE BY DIFFERENT AGE GROUPS

Table 3.8

USAGE BY DIFFERENT AGE GROUPS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	37	82
No	8	18
Total	45	100

Source: primary data

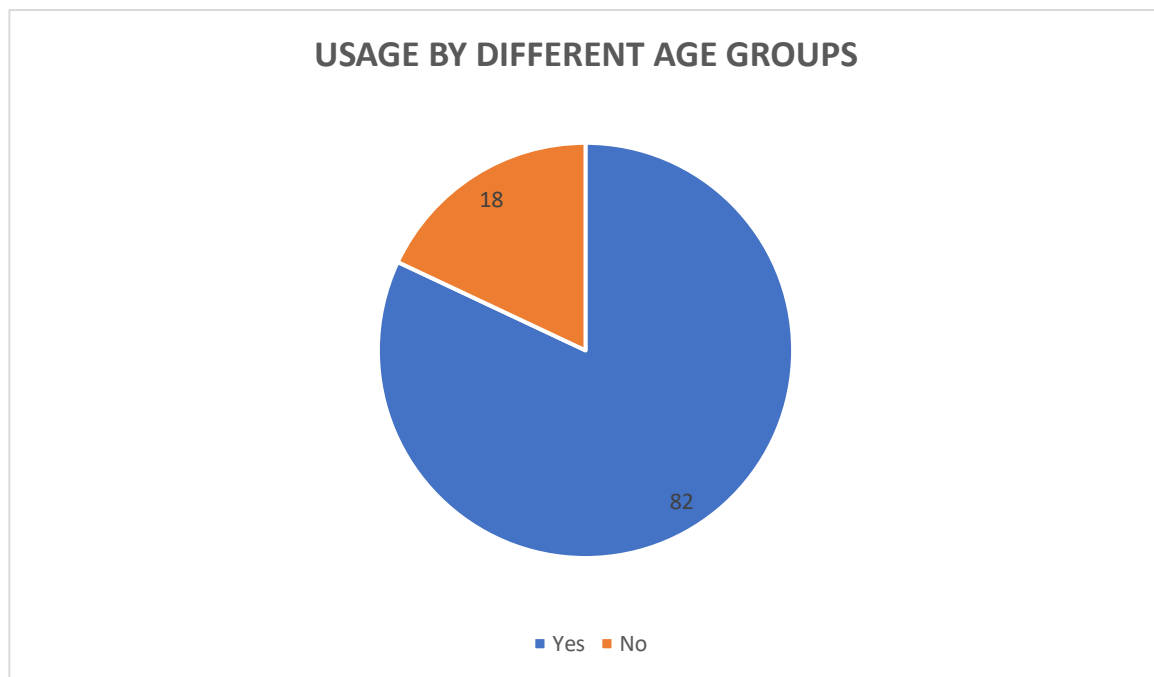


Figure 3.7

INTERPRETATION

Table 3.7 shows that 82 percent of the respondents respond that everyone of different age groups can use these products and remaining 18 percent of the respondents respond that not everyone of different age groups can use these products.

3.8 PRODUCT SAFETY

Table 3.8
PRODUCT SAFETY

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	35	96
No	10	4
Total	45	100

Source: primary data



Figure 3.8

INTERPRETATION

Table 3.8 shows that 96 percent of the respondents states the usage of this product is safe and the remaining 4 percent of the respondents state that the usage of this product is not safe.

3.9 PRODUCT SIDE EFFECT

Table 3.9
PRODUCT SIDE EFFECT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	10	22
No	35	78
Total	45	100

Source: primary data

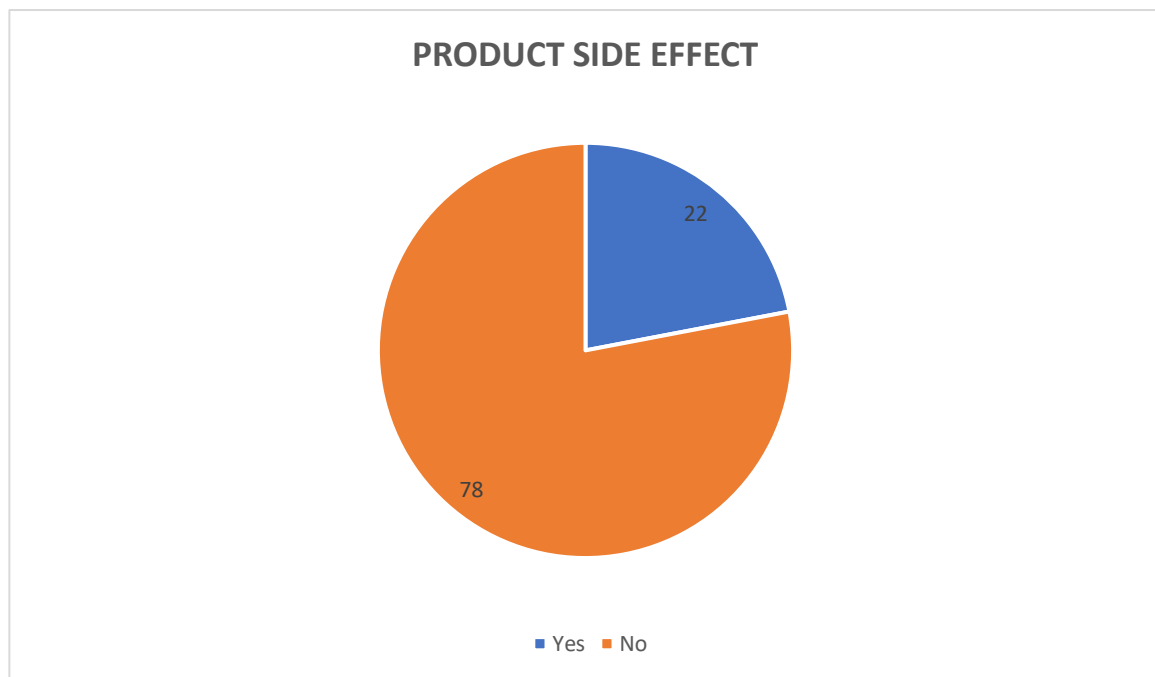


Figure 3.9

INTERPRETATION

Table 3.9 shows that 22 percent of the respondents states the product have side effects and remaining 78 of the respondents states the product does not have any side effects.

3.10 EXPERIENCE AFTER TAKING THE PRODUCT

Table 3.10

EXPERIENCE AFTER TAKING THE PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	36	80
Good	3	7
Average	6	13
Total	45	100

Source: primary data

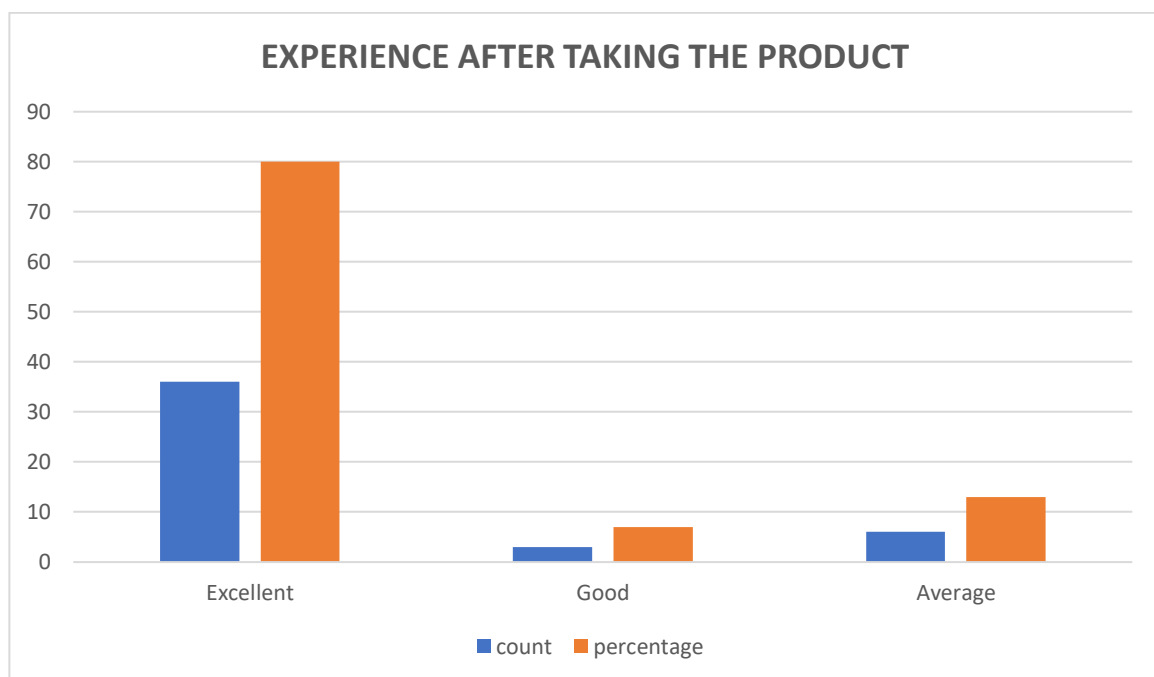


Figure 3.10

INTERPRETATION

Table 3.10 shows that 80 percent of the respondents have excellent experience after taking the product, 7 percent of the respondents have a good experience after taking the product and remaining 13 percent have an average experience after taking the product.

3.11 SATISFACTION OF THE PRODUCT

Table 3.11

SATISFACTION OF THE PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Very satisfied	40	89
Satisfied	3	7
Dissatisfied	2	4
Total	45	100

Source: primary data

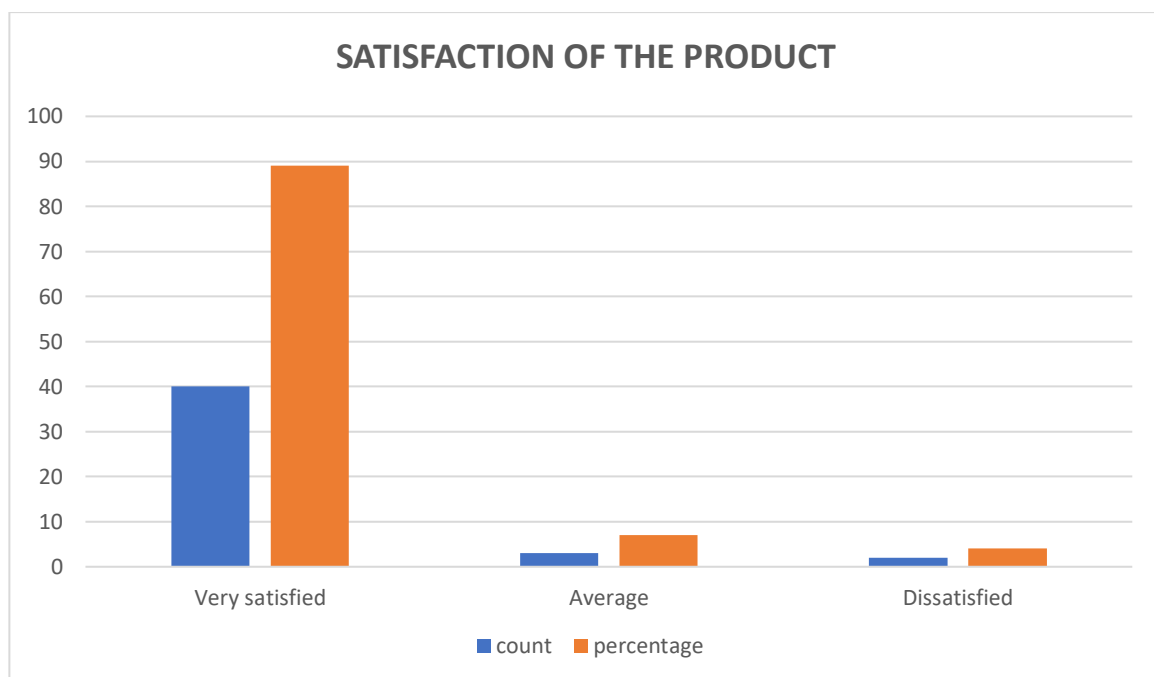


Figure 3.11

INTERPRETATION

Table 3.11 shows that 89 percent of the respondents are very satisfied after using the product, 7 percent of the respondents have an average satisfaction after using the product and remaining 4 percent of the respondents are dissatisfied after using the product.

3.12 PRICE OF THE PRODUCT

Table 3.12

PRICE OF THE PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Expensive	25	55
Affordable	15	33
Fair	5	12
Total	45	100

Source: primary data

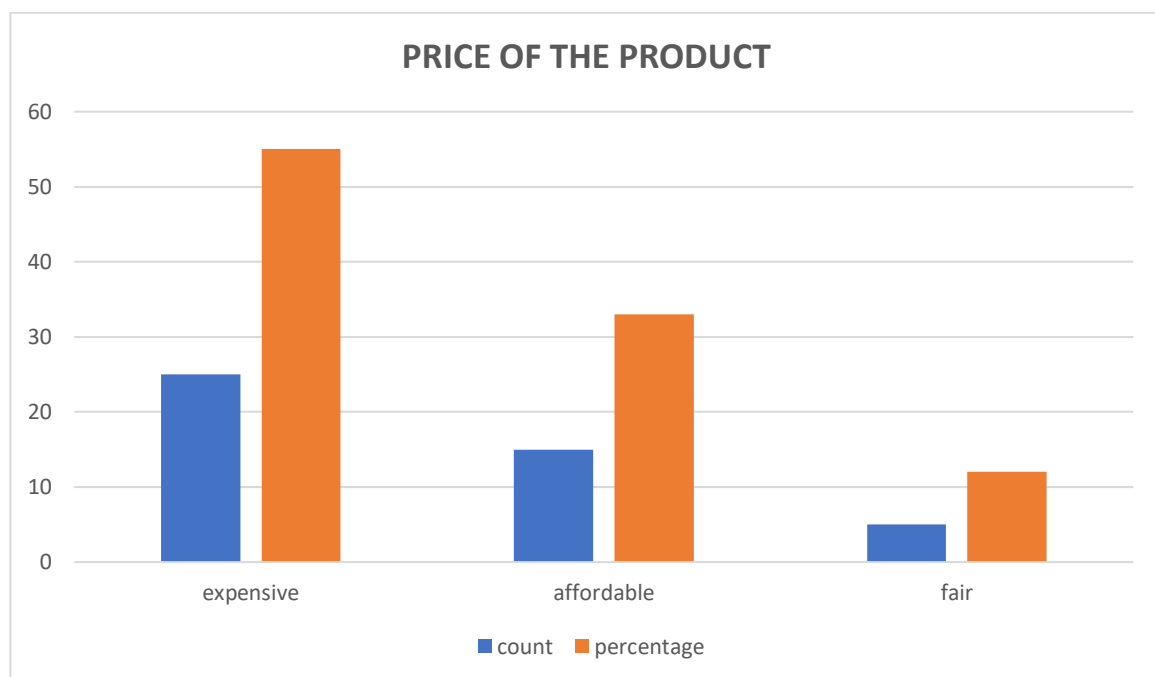


Figure 3.12

INTERPRETATION

Table 3.12 shows that 55 percent of the respondents state the price of the product is expensive, 33 percent of the respondents state that the price is affordable and remaining 12 percent of the respondents state that the price of the product is fair.

3.13 EFFECTIVENESS OF THE PRODUCT

Table 3.13

EFFECTIVENESS OF THE PRODUCT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Highly effective	42	93
Moderately	2	4
Not effective	1	3
Total	45	100

Source: primary data

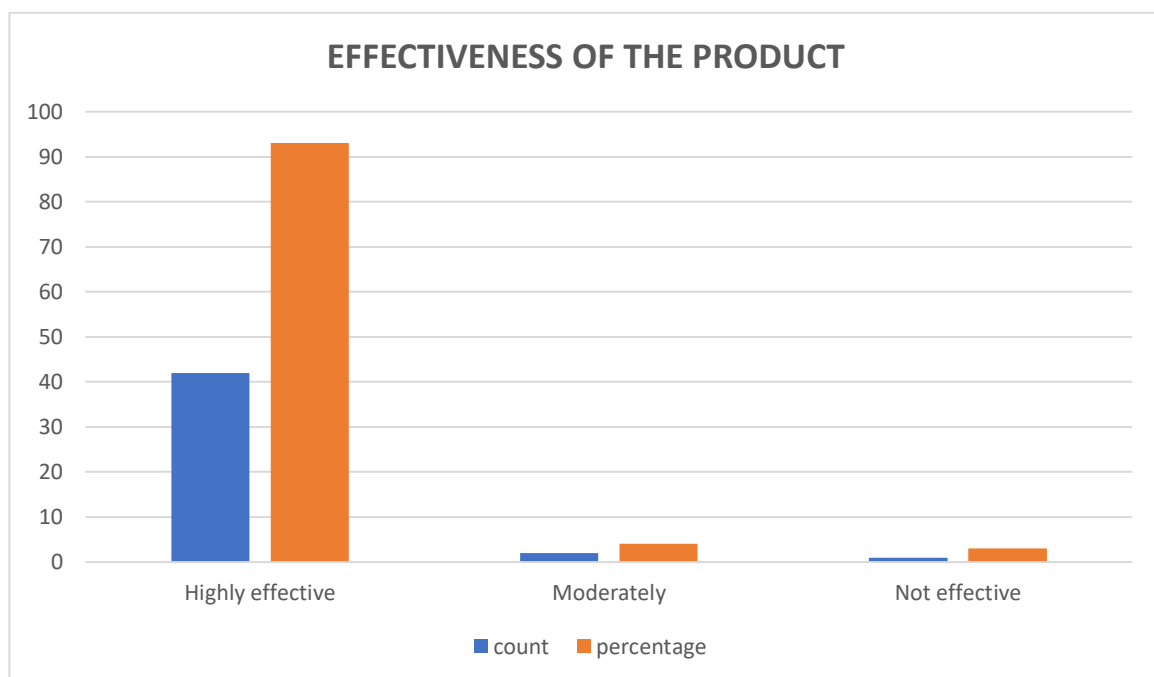


Figure 3.13

INTERPRETATION

Table 3.13 reveals, 93 percent of the respondents state that the product is highly effective, 4 percent of the respondents state that the product is moderately effective and the remaining 3 percent of the respondents state that the product is not effective.

3.14 RECOMMEND TO SOMEONE

Table 3.14

RECOMMEND TO SOMEONE

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Friends	25	55
Relatives	10	22
Others	10	23
Total	45	100

Source: primary data

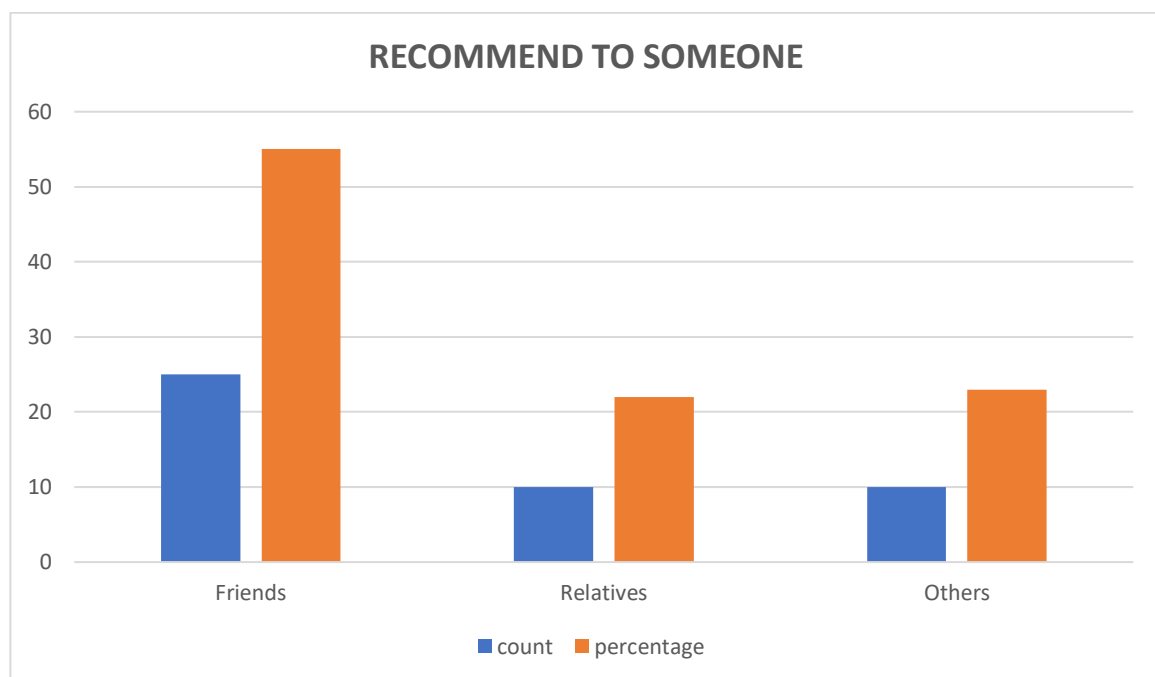


Figure 3.14

INTERPRETATION

Table 3.14 shows that 55 percent of the respondents recommended the product to their friends, 22 percent of the respondents recommended it to their relatives and the remaining 23 percent recommended the product to others.

CHAPTER 4

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

1. Majority of the people got product information through friends and relatives.
2. Most of the respondents use Herbalife products for health-related problems.
3. Herbalife Nutritional products are preferred mostly by people rather than beauty and child product.
4. A good amount of people says that the product expiry time is 4 months.
5. Majority of the respondents have a diet time table for using Herbalife product.
6. Majority of the respondents have no allergic experience towards Herbalife product.
7. Majority of respondents says that usage of Herbalife product is safe.
8. Most of the respondents says that different age group can use Herbalife products.
9. Majority of respondents states that Herbalife products are free from side effect.
10. A good amount of people felt excellent experience after taking the product.
11. Most of the people are satisfied after using Herbalife products.

12. Most of the people says that the product is expensive.

13. Most of people says that the product is highly effective.

14. Most of the users recommend the product to their friends.

4.2 SUGGESTIONS

1. Some people say that the product prices are high. The company should make effort to reduce product price.
2. Some respondents say that the products are recommended to all age group. The company should take an effort that the products should be used by all age groups.
3. A strict diet plan is followed by people consuming nutritional products. Such strict control should be minimised.
4. Herbalife Nutritional products should give more attention to the Ads and services.
5. Company can be more vigilant towards the fraudulent company with the same type of products available through online.
6. Products should be easily available in rural areas.
7. Promote new experimental ideas to ensure a fresh experience to new users.
8. Emphasize the creation of valuable nutrition experiences.

4.3 CONCLUSION

Herbalife is a global nutritional company offering a range of science-based nutrition products that includes weight management, nutritional supplements and personal care products intended to support a healthy life style. The purpose of Herbalife company is to help people to healthier and happier through personalized nutrition and proven business opportunity so that around the global, every tomorrow is becoming better. This project provided a new way of looking at the functioning of the nutrition industry by examining the nutritional features of each product and its related customer suggestion.

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APPENDIX

QUESTIONNAIRE

NAME :

AGE :

GENDER : MALE FEMALE

OCCUPATION :

INCOME LEVEL :

MARTIAL STATUS :

1. How did you know about Herbalife Products?

T.V

Friends

Relatives

Others

2. Why did you become interested in Herbalife Products?

Health Problems

Body Fitness

Others

3. What were the first products you used?

1.

2.

3.

4. What is the expiry period of this products?

1 Month

4 Month

Or more

5. Do you diet while using this products?

Yes

No

6. Have you experienced any allergy type of diseases by using this products?

Yes

A kind off

No

7. What is your weight before and after using the products?(KG)

After Using

Before Using

8. Can everyone of different age groups use these products?

Yes

No

9. Are the Herbalife products safe?

Yes

No

10. Does the products has any side effects?

Yes

No

11. How do you feel after taking the products for 4 weeks?

Good

Average

Excellent

12. Are you satisfied with the products?

Very satisfied

Average

Dissatisfied

13. How did you find the price of the products?

Accountable

Fair

Expensive

14. Is the product effective?

Highly Effective

Moderately

Not Effective

15. Have you recommend the products to someone?

Friends

Relatives

Others

**“A STUDY ON IMPACT OF AGRICULTURAL
INSURANCE WITH SPECIAL REFERANCE TO IRITTY
TALUK”**

A PROJECT REPORT

Submitted by

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LINTO MATHEW DB20BR0026

TREESA SANTHOSH DB20BR0011

SONA SABU DB20BR0039

Under the supervision of
Miss. ANJU K PAULOSE

In partial fulfilment for the award of bachelor degree in

COMMERCE



**DON BOSCO ARTS AND SCIENCE COLLEGE
OF KANNUR UNIVERSIY
MARCH 2023**

KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report **A STUDY ON IMPACT OF AGRICULTURAL INSURANCE WITH SPECIAL REFERANCE TO IRITTY TALUK** is the bonafide work of **ALBIN N, LINTO MATHEW, TREESA SANTHOSH and SONA SABU** who carried out the project under my supervision.

SIGNATURE

Mrs. DEEPTHY JOSEPH

HEAD OF THE DEPARTMENT

SIGNATURE

Miss. ANJU K PAULOSE

SUPERVISOR

**DEPARTMENT OF COMMERCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU**

DECLARATION

We **ALBIN N, LINTO MATHEW, TREESA SANTHOSH AND SONA SABU**, hereby declare that the project entitled **A STUDY ON IMPACT OF AGRICULTURAL INSURANCE WITH SPECIAL REFERANCE TO IRITTY TALUK”** has been prepared by us and submitted to Kannur University in partial fulfilment of the requirements for the award of Degree of Bachelor of Commerce, is a record of original work done by us under the supervision of **Asst. Prof. Miss. ANJU K PAULOSE** of Department of Commerce, Don Bosco Arts and Science College Angadikadavu. We also declare that this project work has not been submitted by us fully or partly for the award of any other Degree, Diploma, Title or any other recognition before.

Place: Angadikadavu

Signature of the student

Date:

Reg No:DB20BR0019

DB20BR0026

DB20BR0011

DB20BR0039

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We also extend our sincere thanks to **Mrs. DEEPTHY JOSEPH**, Head of the Department of Commerce and all other staff members of the Department of Commerce, Don Bosco Arts and Science College, Angadikadavu for making available to us their valuable advice and sincere co-operation of study during the academic period.

We also wish to express my thanks to guide **Miss. ANJU K PAULOSE** Asst. Professor, Department of Commerce for her valuable advice and timely assistance during the period of study.

We express our gratitude to all staff members and department of commerce and all my friends for their encouragement and co-operation.

We are indebted to our beloved parents and other family members for the great support and care.

ALBIN N
LINTO MATHEW
TREESA SANTHOSH
SONA SABU

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

Agriculture sector is primary sector of Indian economy. The engagement in farming activities considered the beginning of human civilization and an experience in group living. However agriculture is an uncertain business in India , because their production and farm income are frequently affected by natural disasters such as flood , drought , land slides ,susceptibility of agriculture to this disaster compounded by the outbreak of epidemics. All these events severely affected farmers through loss in production and farm income and they are beyond the control of farmers. With the growing commercialization of agriculture , the magnitude of loss due to unfavourable eventualities is increasing. The question how to protect farmers by minimizing such losses. Agriculture insurance is considered an important mechanism to effectively address the risk to output and income resulting from various natural and manmade events.

It is necessary to protect the farmers from natural calamities , the government of india and private companies introduce many agricultural insurance schemes throughout the country. Schemes from government were like Prathanmantri Fasal bima Yogana , comprehensive crop insurance schemes, experimental crop insurance scheme , farm income insurance scheme , national agricultural insurance, livestock insurance and so on.

Generally , farmers do not have much awareness on agricultural insurance. The success of agriculture insurance depends upon the awareness among farmers and the satisfaction of the policyholder. The present study is an effort to investigate the level of awareness of farmers towards agricultural insurance and also analyse the issue faced by them.

1.2 STATEMENT OF THE PROBLEM

Agricultural insurance provide risk coverage for agriculture products and live Stock. In many farmers are known about the crop insurance and the farmers less knowledge about the livestock insurance and its scheme. Insurance is not a priority requirement among farmers to meet the uncertainties associated with agriculture. In the circumstances, the present study tried to answer the some of the following questions:

- ❖ What could be the reason for such law awareness about agriculture insurance?

- ❖ What are the factors influencing farmers?
- ❖ Whether agriculture insurance policy is able to reduce the risk of loss?
- ❖ What are the issues and constraints affected in agriculture insurance?
- ❖ What extent the policy holder knows about schemes of agriculture insurance?

1.3 OBJECTIVES

- ❖ To identify the awareness level of farmers on agricultural insurance policy.
- ❖ To examine the satisfaction level of policy holders.
- ❖ To identify the issues and constraints in availing agricultural insurance.

1.4 SCOPE AND SIGNIFICANCE

The scope of the study is that to find out the level of awareness and satisfaction towards agriculture insurance to identify the farmers views regarding risk coverage, premium and so on. A sample of 45 small scale farmers are taken on the basis of convenience sampling method and the data is collected from Irrity Taluk through questionnaire.

Agriculture is a risky prospect ,whenever it is subjected to vagaries of natural disasters like flood, drought and cyclone . Indian economy is predominantly an agrarian economy . Rural insurance scheme to provide risk coverage for the agriculture and livestock.

A review of the literature reveals that there are studies in the areas of farmers awareness and attitude towards agriculture insurance . But they do not throw light on the preceding awareness of small scale farmers . This study focused the reflection of small scale farmers.

1.5 RESEARCH METHODOLOGY

The study designed as an empirical one based on the survey method. Both primary and secondary data have been used for the smooth conduct of the study.

1.5.1 RESEARCH DESIGN

Research design is an arrangement of condition for collection analysis of data in

manner that to combine relevance to the research purpose. The research design refers to the preplanning of what researchers have to study.

The nature of the study is descriptive based on the data collected from the small scale farmers in Irritty Taluk.

1.5.2 SAMPLE SIZE

Sample size is the number of persons chosen for data collection. A sample of 45 potential respondents has been taken for this study from Irritty Taluk.

1.5.3 AREA OF STUDY

The area selected for the study was Irritty Taluk.

1.5.4 POPULATION

The total number of items or things in particular study is known as population. The agriculturist from the Irritty Taluk is the population.

1.5.5 SAMPLE TECHNIQUE

The sample used in this study is convenient sampling. Convenient sampling is one in which a sample is obtained by selecting such units of the universe which may be conveniently located and contacted.

1.5.6 TOOLS FOR DATA COLLECTION

In this study, questionnaire is a tool used for data collection.

1.5.8 SOURCE OF DATA

Source of information means the origin from where the data are collected. It includes primary and Secondary sources.

A. Primary Data

A structured questionnaire is used to collect primary data from the small scale farmers in Irritty Taluk.

B. Secondary Data

Secondary data are selected from published sources like journals internet and books etc. Shodhganga , Google scholar etc. Website also used.

1.6 STATISTICAL TOOLS

Statistical tool were used for systematic arrangement and analysis data. The

collected data were analysed by using tools like, diagram and tabulation.

1.7 PERIOD OF STUDY

The period of study was from December 2022 to February 2023.

1.8 LIMITATION OF THE STUDY

- Accurate information is depending on the response of respondent.
- This study focused only small scale of farmers.
- For the convenience only one Panchayath are selected.
- This is one of the most limiting factor, hence more samples could not be covered.

CHAPTER II
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Sathyapriya (2013), focused on the extent of Awareness and Accessibility of rural Insurance products among rural people in Southern India. The main objective of the study are to study the awareness level among rural people on rural insurance products ,to study the social factors influence that influence the awareness level of rural people on rural insurance and to investigate the factors influencing the accessibility of the products available to the rural people .A questionnaire was framed to collect the data and stratified random sampling was used to select the samples. The results reveal that life insurance is predominantly opted by the rural people and the awareness on the other insurance product is minimum. Suggestion is made to take effective measures that the benefits of insurance reach the rural people of India. The study clearly show that the conventional channels like word of mouth and insurance advisors play a vital role in creating awareness about insurance among the people.

Selvaraj, (2015). Analyzed Crop Insurance makes up the loss or damage to growing crops result in from a variety of causes such as hail or droughts, frost ,flood and disease. The cultivators pay a premium and Protection is given to them on the same basis as in other insurance. Crop Insurance can play extremely important and supporting role in increasing the flow of institutional credit to the agriculture sector. Agricultural Insurance will largely solve the problem of collateral security requirement by banks while extending the loans. In case of Crop failure banks will receive the payment directly from the insurance companies. Crop insurance, thus, promotes flow of institutional credit to the agriculture sector which in turn induces farmers to adopt new technology

Muniraju (2018) conducted to evaluate farmers perception and awareness about crop insurance schemes in Kodagu district of Karnataka because this region receives very high rainfall compared to other regions of the state. Though different crop insurance scheme is operating since 2002, majority of respondents in the study area are not aware about these schemes, implementing agency and who pays compensation. Almost all respondents are in the wrong perception that banks will pay compensation and they are the implementing agency. Majority of the farmers mentioned that they even don't know that they have included under crop insurance schemes. Financial security, protection from the loss and compulsion by the banks were the reasons for opting crop insurance.

Further more than 80% of respondents are not aware of extent of coverage, premium paid, last date of premium to be paid, procedure for insuring crops and method of loss determination. Farmers gave suggestions for improving existing schemes and they want quick settlement of claims which is usually takes more than one year. The study concludes with various suggestions for increasing the awareness level of the farmers for ensuring better penetration of crop insurance in Kodagu district.

Jamanal (2019) examined the satisfaction level of insured farmers about crop insurance schemes in Karnataka State during the year 2017-18 by using the “Ex-postfacto” research design. Belgavi, Dharwad, Haveri and Vijayapura districts were selected purposively based on more number of insured farmers. Further, two taluks from each district and from each taluk three villages (i.e. total 24 villages) were selected randomly. The sample size for the study was 240. The findings of the study revealed that more than half percent of the insured farmers had low level of satisfaction with respect to crop insurance schemes followed by medium and high. The variables such as education, land holding, annual income, extension contact and mass media exposure exhibited positive significant relationship at five per cent level of probability with the satisfaction level of insured farmers. In the present study farmers satisfaction was found to be low. Thus, concerned officers should conduct awareness programs, inform the farmers on or before conducting the Crop Cutting experiment, make the loss assessment procedure flexible and hassle free and disperse the claim before starting of the next season.

Niranjan (2019) found the major implementing agencies of PMFBY in Madhya Pradesh. The study was carried out by Agro Economic Research Centre, JNKVV, Jabalpur. Umaria, Jabalpur and Sagar districts have been selected randomly under the ICICI-Lombard, AIC and HDFCERGO were. From each agency 40 respondents were selected from the respective districts constituting sample size of 120 respondents. District Cooperative Bank was found to be the main implementing bank in the area under study. 90 per cent of the HHs availed crop insurance facility under PMFBY. More than 80 per cent HHs were found to be aware of PMFBY and the main source of awareness was found to be TV/Newspaper and relatives/friends followed by government awareness programs and insurance companies among HHs. The major events of losses were found to be yield loss followed by prevented sowing/planting due to deficit rainfall or adverse weather.

CHAPTER III
THEORITICAL BACKGROUND

3.1 INSURANCE

Insurance is a means of protection from financial loss. It is a form of risk management, primarily used to hedge against the risk of a contingent or uncertain loss. An entity which provides insurance is known as an insurer, insurance company, insurance carrier or underwriter. A person or entity who buys insurance is known as an insured or as a policyholder. The insurance transaction involves the insured assuming a guaranteed and known relatively small loss in the form of payment to the insurer in exchange for the insurer's promise to compensate the insured in the event of a covered loss. The loss may or may not be financial, but it must be reducible to financial terms, and usually involves something in which the insured has an insurable interest established by ownership, possession, or pre-existing relationship.

The insured receives a contract, called the insurance policy, which details the conditions and circumstances under which the insurer will compensate the insured. The amount of money charged by the insurer to the policyholder for the coverage set forth in the insurance policy is called the premium. If the insured experiences a loss which is potentially covered by the insurance policy, the insured submits a claim to the insurer for processing by a claims adjuster. The insurer may hedge its own risk by taking out reinsurance, whereby another insurance company agrees to carry some of the risk, especially if the primary insurer deems the risk too large for it to carry.

3.2 AGRICULTURAL INSURANCE

Agricultural insurance protects against loss of or damage to crops or livestock. It has great potential to provide value to low-income farmers and their communities, both by protecting farmers when shocks occur and by encouraging greater investment in crops. However, in practice its effectiveness has often been constrained by the difficulty of designing good products and by demand constraints. Agricultural insurance can indemnify policyholders for losses, though such indemnity products are relatively rare due to the high costs of administration and the risk of fraud. More commonly, agricultural micro insurance is index-based, providing farmers with payouts tied to the performance of an index (such as a rainfall gauge), rather than indemnifying them for crop losses actually experienced. While they avoid the need for costly (and often impossible) verification of damage, index products have a shortcoming in the form of basis risk, the difference between the performance of the index and the damage the

policyholder actually suffered. In some cases, this basis risk can be quite large, but can be reduced through improvements in the index.

3.3 HISTORY OF AGRICULTURAL INSURANCE IN INDIA

The idea to introduce agricultural insurance scheme was examined soon after the independence in 1947, with assurance given by the Ministry of Food and Agriculture (MOFA) in Central Legislature to introduce crop and cattle insurance. A special study was commissioned during 1947- 48 to decide whether insurance should follow an “Individual approach” or a “Homogenous area approach”

“Individual approach” means to indemnify the farmer to the full extent of the losses and the premium to be paid on the basis of their own yield and loss experience.

The “Homogenous area approach” is suitable in the absence of reliable data regarding the crop loss of individual farmer. It is intended to indemnify the loss on area basis comprising villages that are homogenous from the point of view of crop production and it is treated as the basic unit instead of the individual farmer. In 1965, the government introduced a Crop Insurance Bill and distribute model scheme of crop insurance on a compulsory basis to State governments for their valuable suggestions and opinions. This bill helped the central government to frame a reinsurance scheme to cope with the loss due to agricultural risks of the states. But the states were not in favor of it because of the financial obligations involved.

On receiving the reactions of the state governments, the subject was sent for reference to an Expert Committee, under the leadership of Dr. Dharam Narain, Chairman, Agricultural Price Commission, in July, 1970, for full examination of the administrative, economic, financial and act uaria implications of the subject. The committee provides that “In the context of the paucity of resources, the country cannot afford the huge recurring expenditure on the administration of crop insurance together with the subsidies that may become unavoidable. Such funds could be more advantageously utilized for raising agricultural productivity and reducing crop variability. Since insurance represent the assumption of risks by the insurance agency through consideration of a large number of individual risks, it is to be preferred only if the cost of such assumption is lower than the cost of prevention of risks. Since, under the proposed crop insurance scheme the farmers are expected to get back by way of indemnities what they pay by way of premium, the underlying purpose could be served

better and at less cost to the government if the farmers could be encouraged to save on a recurring basis in the form of deposits in the banks and are provided credit on liberal terms, especially in times of crop failure. In the conditions prevailing in the country, it is not advisable to introduce crop insurance in the near future”. Different forms of experiments on agricultural insurance on a limited, ad-hoc and scattered scale started from 1972-73 when the General Insurance Corporation (GIC) of India introduced a Crop Insurance Scheme on H-4 cotton. In the same year, 21 general insurance business was nationalized and, General Insurance Corporation of India was set up by an Act of Parliament. The new Corporation took over the experimental scheme in respect of H-4 cotton. This scheme was based on “Individual Approach” and later included groundnut, wheat and potato. The scheme was implemented in the states of Andhra Pradesh, Gujarat, Karnataka, Maharashtra, Tamil Nadu and West Bengal. It continued upto 1978-79 and covered only 3,110 farmers for a premium of Rs.4.54 lakh against the claims of Rs.37.88 lakh.

3.3.1 Crop Insurance in India

Crop insurance in general has not been so successful across the globe in different countries. Policy makers have unrolled various avatars of crop insurance in different times. Considering the unique nature of Indian agriculture and inequitable socio-economic status of Indian farmers, crop insurance has remained a failed attempt in general. Even after repeated revision of the schemes and huge support in the form of premium subsidies for the farmers, crop insurance has failed to produce the desired results. Even after more than decades of existence of crop insurance in some form or the other, it has only reached just a small percentage of the farmers.

3.3.2 Development of Crop Insurance Approaches

Crop production involves large number of risks such as natural, social, economic and personal. Crop production is different from another activity, because of its great dependence on nature. It faces the continuous uncertainties arising out of diverse natural and social elements. All these elements have greatest fall on crop production. Thus one of the basic risks is the uncertainty of crop yield, which every farmer has to face, more or less, in all countries. But these risks are particularly high in the developing countries like India. In India, most of the farmers are unable to bear the risks of crop failure especially due to disastrous nature. The government of India

adopted various measures for helping farmers to compensate, at least partially, for loss of their crops through natural calamities. Minimum Support Price (MSP), debt relief, release of fund from Calamity Relief Fund (CRF), National Calamity Contingency Fund (NCCF) towards relief, reduction or suspension of land rent, taxes etc are the some of the usual methods. But the farmers cannot expect them as right. During the period of increasing commercialization and globalization, an important measure, that is agricultural insurance was introduced. The scope and importance of agricultural insurance are not widely understood in India. Therefore, government of India introduced different crop insurance approaches.

The crop insurance which is generally restricted to field crops is closely related with agricultural insurance. Crop insurance is a means of “protecting the farmers against uncertainties of crop yields arising out of natural calamities beyond their control” (Kulkarni, 2001)². It is important to mention that crop insurance is based on either . Area approach or Individual approach. Area approach is based on defined areas which could be a district, a taluk, a block or a mandal or any other

smaller contiguous area. The indemnity limit originally was 80 per cent, which was changed to 60 per cent, 80 per cent and 90 per cent corresponding to high, medium and low risks areas. The actual average yield / hectare for the defined area is determined on the basis of Crop Cutting Experiments (CCEs). These CCEs are the same conducted as part of General Crop Estimation Survey (GCES) in various states. If the actual yield in CCEs of an insured crop for the defined area falls short of the specified guaranteed yield or threshold yield, all the insured farmers growing that crop in the area are entitled for claims.

3.3.3 The claims are calculated using the formula:

$(\text{Guaranteed Yield} - \text{Actual Yield}) \times \text{Sum Insured} / (\text{Guaranteed Yield})$

The claims are paid to the credit institutions in the case of loanee farmers and to the individuals who insured their crops in the other cases. The credit institution would adjust the amount against the crop loan and pay the residual amount, if any, to the farmer. Area yield insurance is practically all risk insurance. This is very important for developing countries with a large number of small farms. However, there are delays in compensation payments. In the case of individual approach, assessment of loss is made separately for each insured farmer. It could be for each plot or for the farm as a whole

(consisting of more than one plot at different locations). Individual farm-based insurance is suitable for high-value crops grown under standard practices. Liability is limited to cost of cultivation. This type of insurance provides for accurate and timely compensation. However, it involves high administrative costs. The basic disadvantage could arise due to changing weather patterns and poor density of weather stations. Weather insurance helps ill-equipped economies deal with adverse weather conditions (65% of Indian agriculture is dependent on natural factors, especially rainfall. Drought is another major problem that farmers face). It is a solution to financial problems brought on by adverse weather conditions. This insurance covers a wide section of people and a variety of crops; its operational costs are low; it employs transparent and objective calculation of weather index and quick settlement of claims (academia.edu) 3. Further, it extends to the entire production process including post harvest storage, processing and transportation of produce to the final markets. With passing of Insurance Regulatory and Development Act (IRDA) 1999, a door has been opened for the entry of private insurers. The first license for a private insurer was issued during October, 2000. Some of the private insurers in the general insurance are Reliance, Tata-AIG, Royal Sundaram, Iffico-Tokio Marine, Bajaj-Allianz and ICICI- Lombard. As per the stipulations and norms of IRDA, every new insurer in the general insurance industry, shall do at least minimum amount of business in the social sector, which includes crop and agricultural sector. Government of India implemented different agricultural insurance schemes. They are Pilot Crop Insurance Scheme (1979-1984), Comprehensive Crop Insurance Scheme (1985- 1999), Experimental Crop Insurance Scheme (1997- 1998), Pilot Scheme on Seed Crop Insurance and National Agricultural Insurance Scheme (1999- 2000 onwards(surhistory.blogspot.com)4. In this section, an attempt is made to study the performance of agricultural insurance in India with a special focus on Kerala and the role of government in implementing various agricultural insurance schemes as a risk management tool.

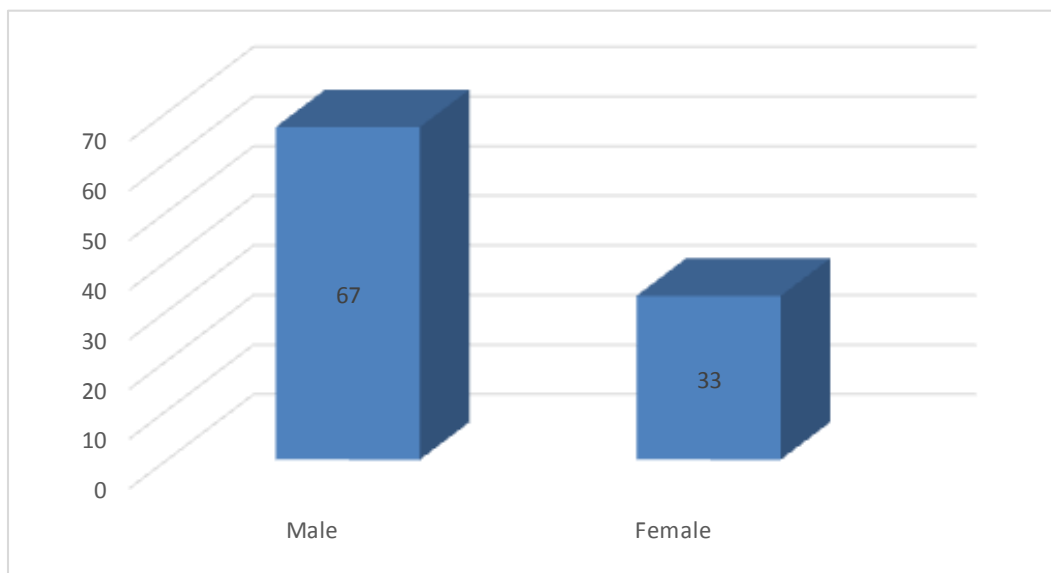
CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

TABLE 4.1
GENDER WISE CLASSIFICATION OF RESPONDENTS

Gender	No. of Response	Percentage
Male	30	67
Female	15	33
TOTAL	45	100

Sources; primary source

CHART 4.1
GENDER WISE CLASSIFICATION OF RESPONDENT



Interpretation

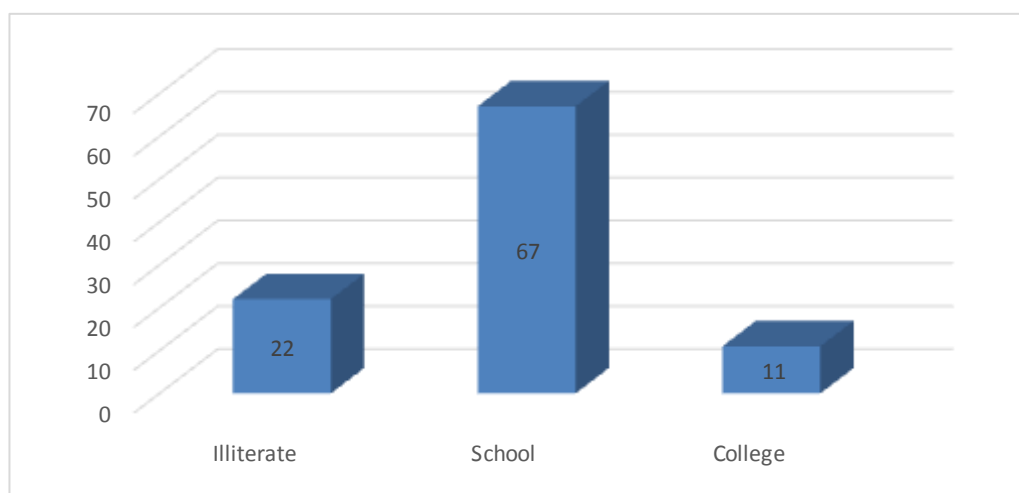
The table reveals that out of the total respondents majority (67%) are belongs to male category and rest from female (33%)

TABLE 4.2
EDUCATION QUALIFICATION OF THE RESPONDENTS

Education	No. of Response	Percentage
Illiterate	10	22
School	30	67
College	5	11
TOTAL	45	100

Sources; primary source

CHART 4.2
EDUCATION QUALIFICATION OF THE RESPONDENT



Interpretation

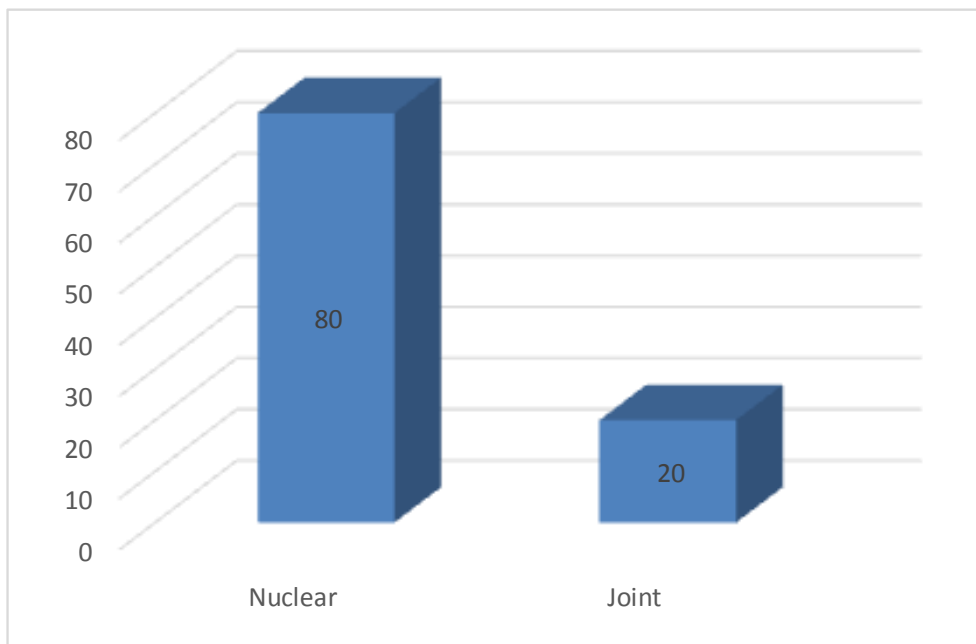
The above table illustrate that majority (67%) of the sample come under the category of school Then both (22%) illiterate and (11%) graduated respondents are very low.

TABLE 4.3
SIZE OF THE FAMILY

Size of family	No. of Response	Percentage
Nuclear	36	80
Joint	9	20
TOTAL	45	100

Sources; primary source

CHART 4.3
SIZE OF THE FAMILY



Interpretation

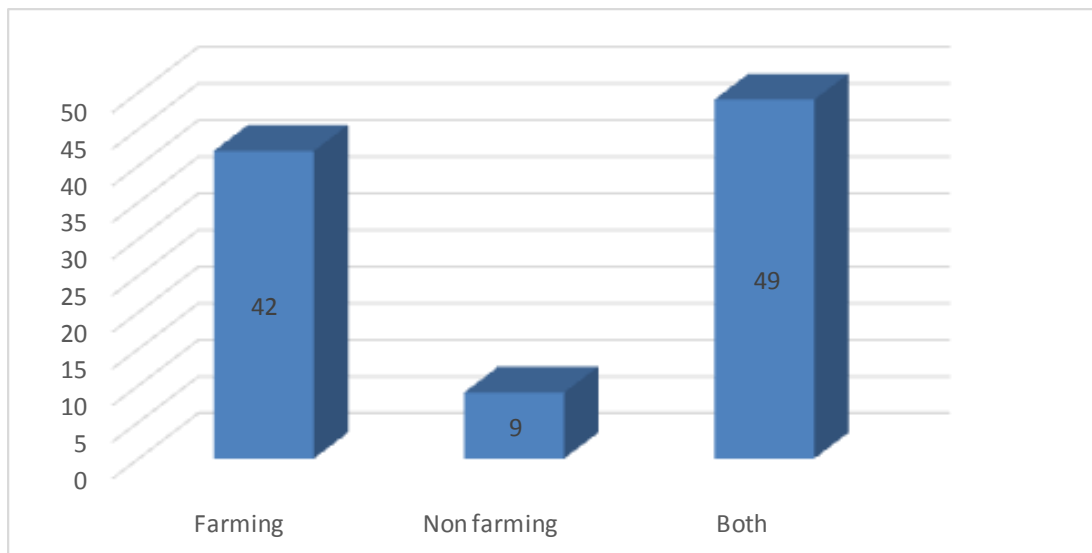
In this table most (80%) of the respondents are belongs to nuclear family compared to joint family

TABLE 4.4
SOURCE OF INCOME

Income	No. of Response	Percentage
Farming	19	42
Non farming	4	9
Both	22	49
TOTAL	45	100

Sources; primary source

CHART 4.4
SOURCE OF INCOME



Interpretation

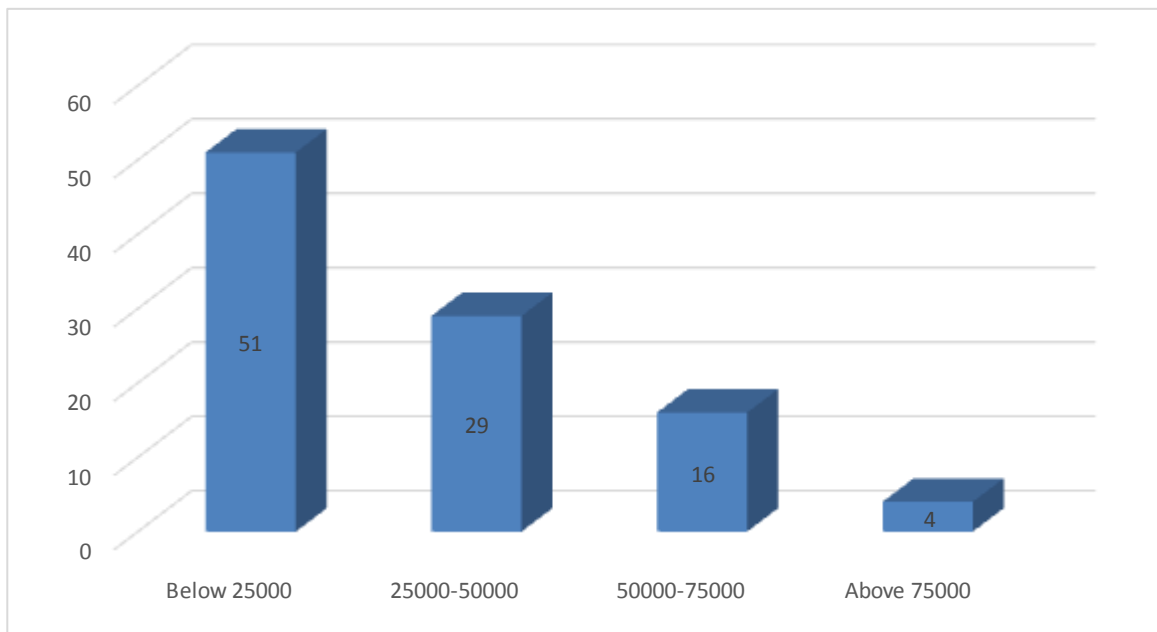
Most of the (49%) farmers earn income from farming and non-farming activities

TABLE 4.5
MONTHLY INCOME

Income	No. of Response	Percentage
Below 25000	23	51
25000-50000	13	29
50000-75000	7	16
Above 75000	2	4
TOTAL	45	100

Sources; primary source

CHART 4.5
MONTHLY INCOME



Interpretation

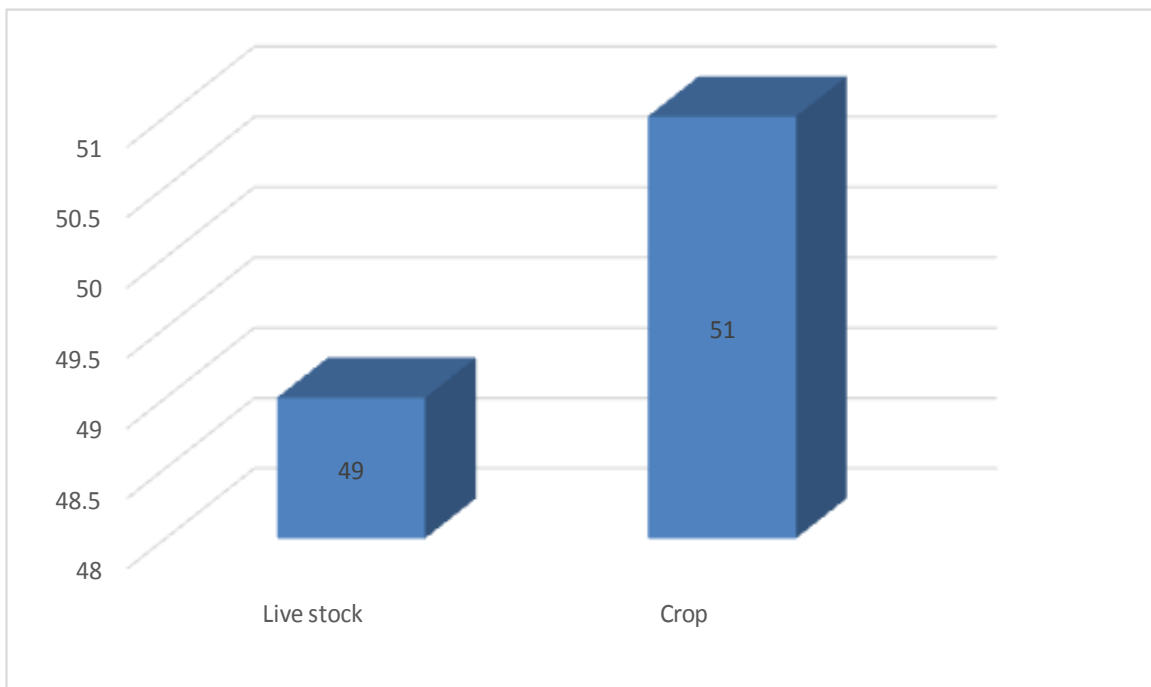
Majority of (51%) the respondents monthly income is below 25000.

TABLE 4.6
KIND OF FARMING

Kind of farming	No. of Response	Percentage
Live stock	22	49
Crop	23	51
TOTAL	45	100

Sources; primary source

CHART 4.6
KIND OF FARMING



Interpretation

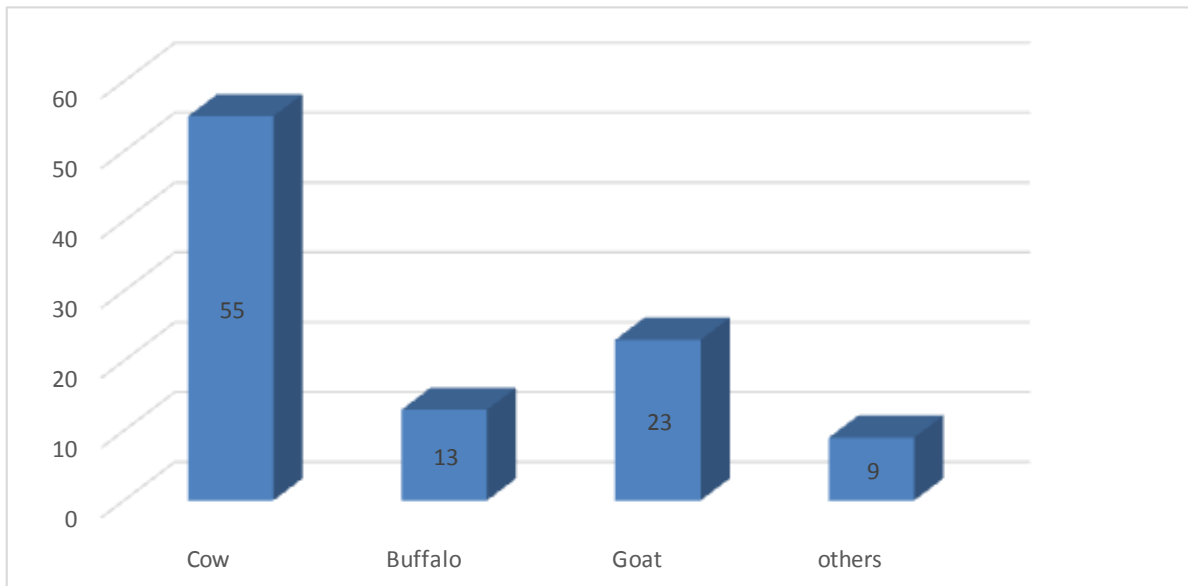
Half of the famers are doing crop and another half are livestock

TABLE 4.7
TYPES OF LIVESTOCK

Livestock	No. of Response	Percentage
Cow	12	55
Buffalo	3	13
Goat	5	23
Others	2	9
TOTAL	22	100

Sources; primary source

CHART 4.7
TYPES OF LIVESTOCK



Interpretation

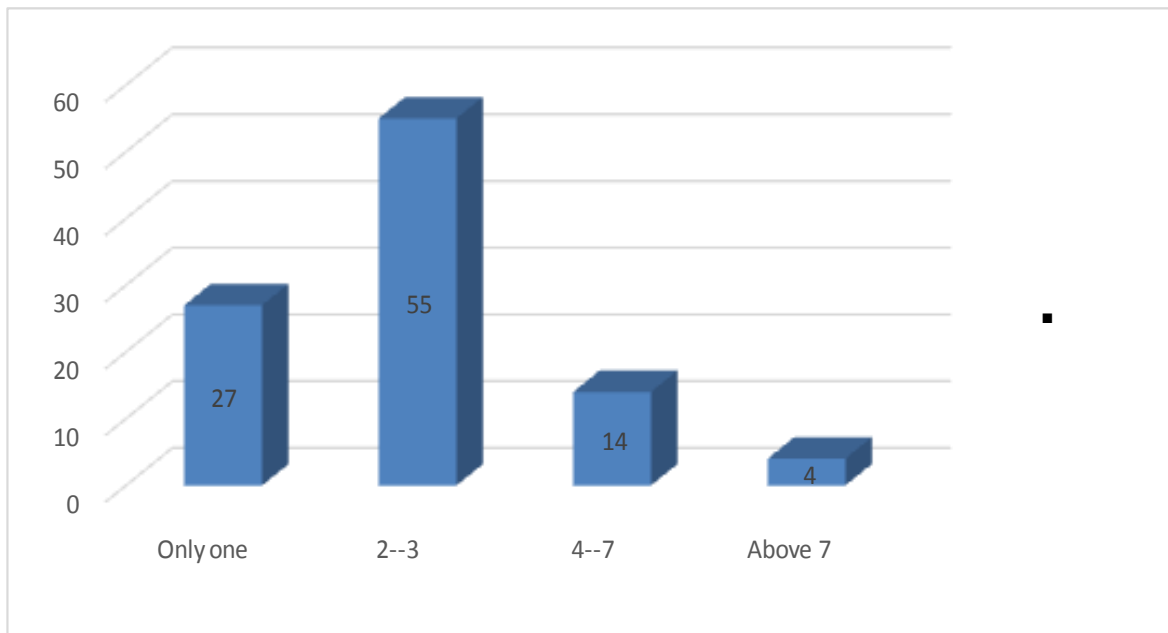
Most of livestock farmers are using cow for farming(55%).

TABLE 4.8
NUMBER OF LIVESTOCKS

Number of live stocks	No. of Response	Percentage
Only one	6	27
2-3	12	55
4-7	3	14
Above7	1	4
TOTAL	22	100

Sources; primary source

CHART 4.8
NO OF LIVESTOCK



Interpretation

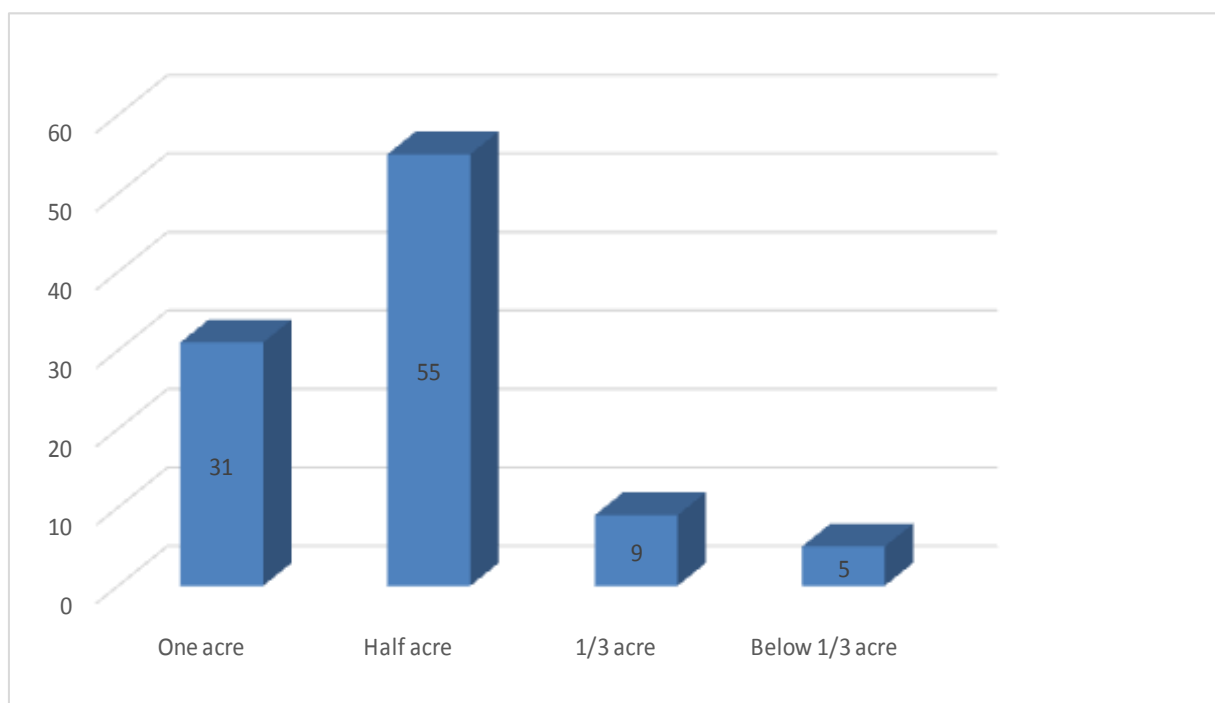
Majority of farmers have 2-3 livestock(55%).

TABLE 4.9
SIZE OF LANDHOLDING

Size of landholding	No. of Response	Percentage
One acre	7	31
Half acre	12	55
1/3acre	2	9
Below 1/3acre	1	5
TOTAL	22	100

Sources; primary source

CHART 4.9
SIZE OF LANDHOLDING



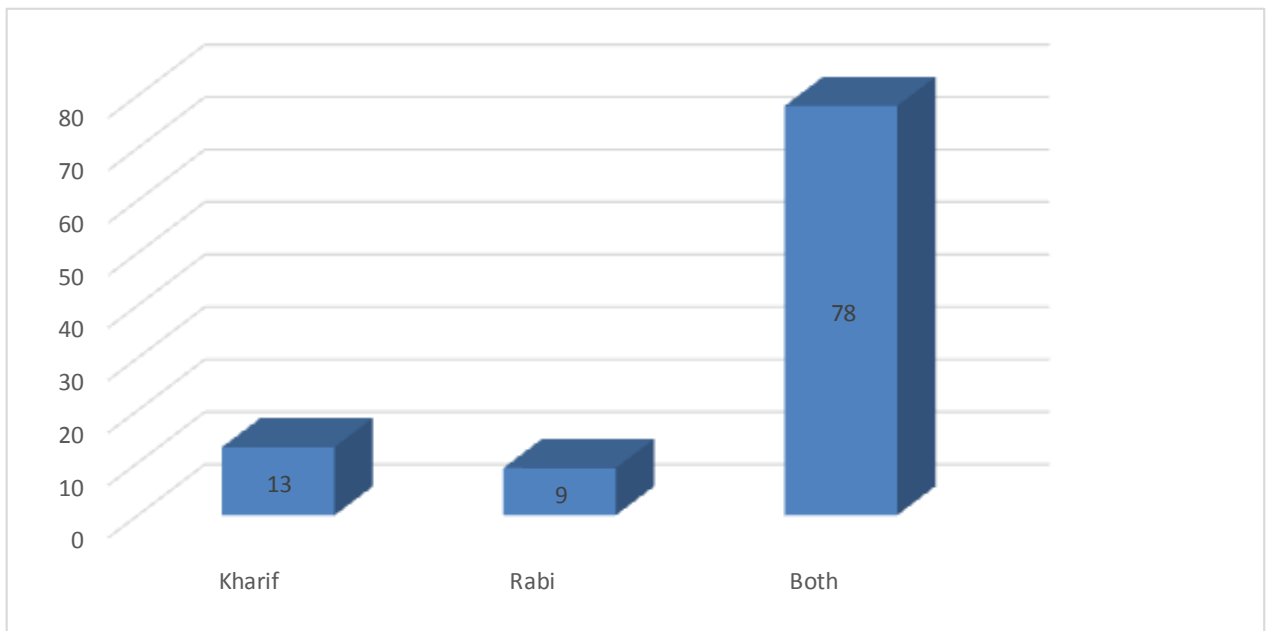
Interpretation

Majority of farmers use Half acre for farming(55%).Very less farmers use below 1/3 acre for farming (5%).

TABLE 4.10
CROPPING PATTERN

Cropping pattern	No. of Response	Percentage
Kharif	3	13
Rabi	2	9
Both	18	78
TOTAL	23	100

CHART 4.10
CROPPING PATTERN



Interpretation

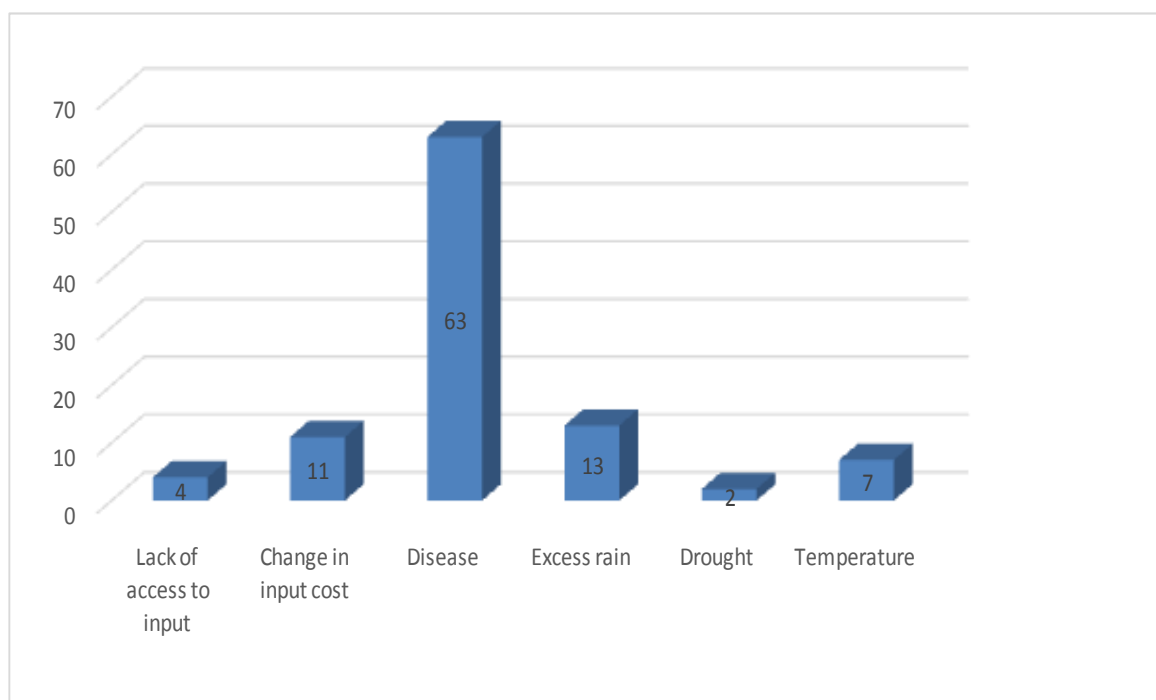
Majority of farmers plot both kharif and rabi crop(78%).

TABLE 4.11
RISK FOR FARMING INCOME

Risk for farming income	No. of Response	Percentage
Lack of access to input	2	4
Change in input cost	5	11
Disease	28	63
Excess rain	6	13
Drought	1	2
Temperature	3	7
TOTAL	45	100

Sources; primary source

CHART4.11
RISK FOR FARMING INCOME



Interpretation

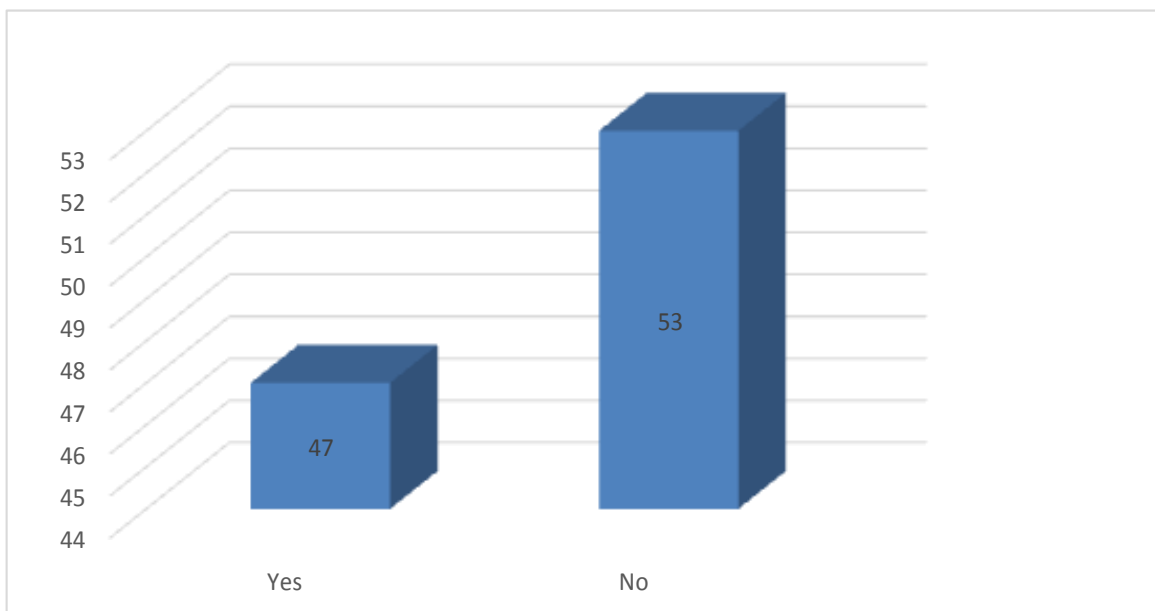
Majority of the risk for farming income from diseases(63%) and excess rain(13%).

TABLE 4.12
MANAGEMENT OF AGRICULTURE RISK

Agriculture risk	No. of Response	Percentage
Yes	21	47
No	24	53
TOTAL	45	100

Sources; primary source

CHART4.12
MANAGEMENT OF AGRICULTURE RISK



Interpretation

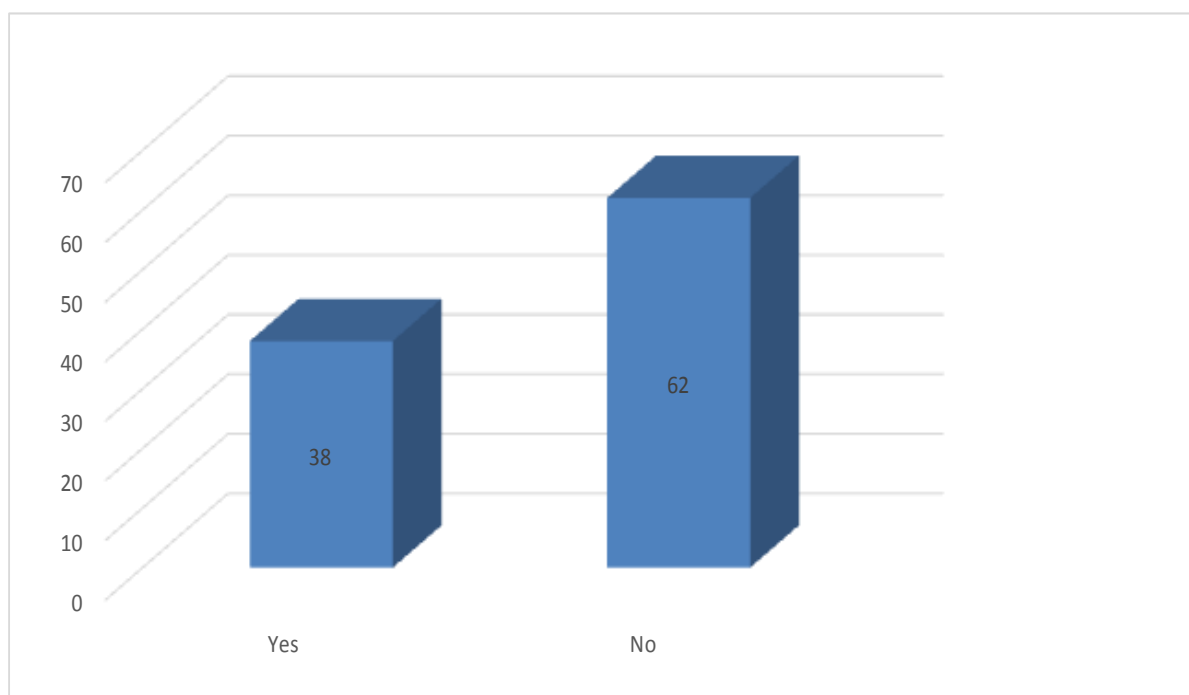
Most farmers are not able to manage agriculture risk(53%) where as some of others are able to manage agriculture risk(47%).

TABLE 4.13
RISK MANAGEMENT EDUCATION

Risk management education	No. of Response	Percentage
Yes	7	38
No	28	62
TOTAL	45	100

Sources; primary source

CHART 4.13
RISK MANAGEMENT EDUCATION



Interpretation

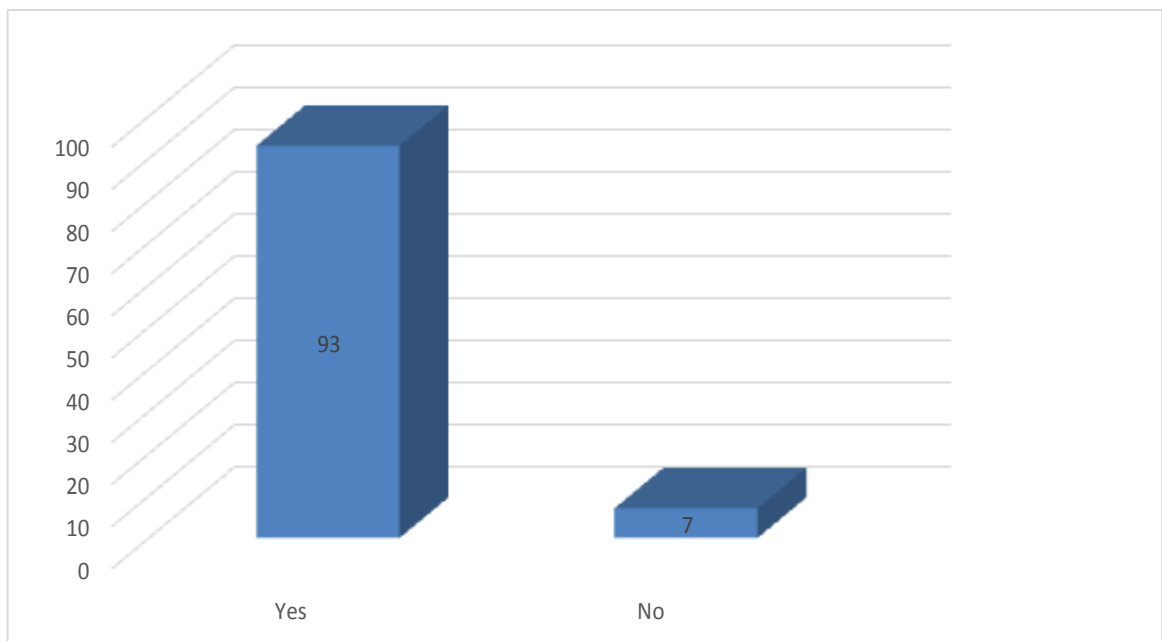
Most farmers do not get risk management education(62%).

TABLE 4.14
AWARENESS OF AGRICULTURAL INSURANCE

Awareness	No. of Response	Percentage
Yes	42	93
No	3	7
TOTAL	45	100

Sources; primary source

CHART4.14
AWARENESS OF AGRICULTURAL INSURANCE



Interpretation

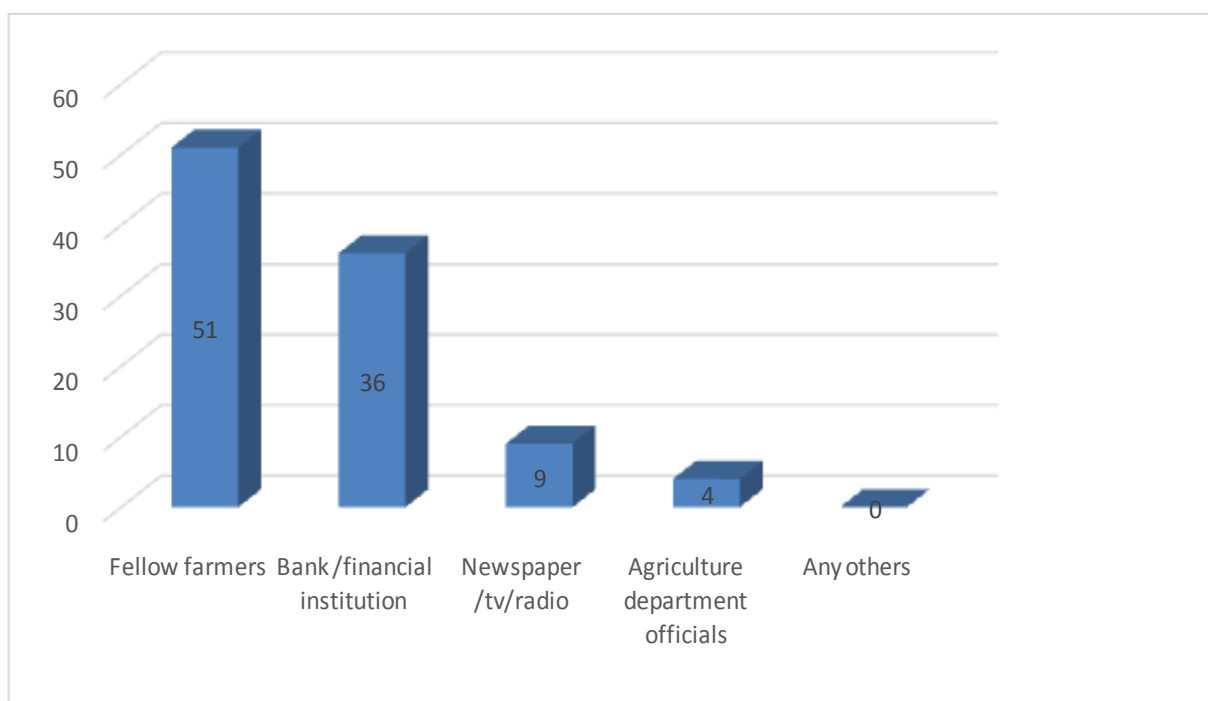
Most farmers are becoming aware of agricultural insurance(93%).

TABLE 4.15
SOURCE OF INFORMATION

Information	No. of Response	Percentage
Fellow farmers	23	51
Bank/financial institution	16	36
Newspaper/tv/radio	4	9
Agriculture department officials	2	4
Any others	0	0
TOTAL	45	100

Sources; primary source

CHART4.15
SOURCE OF INFORMATION



Interpretation

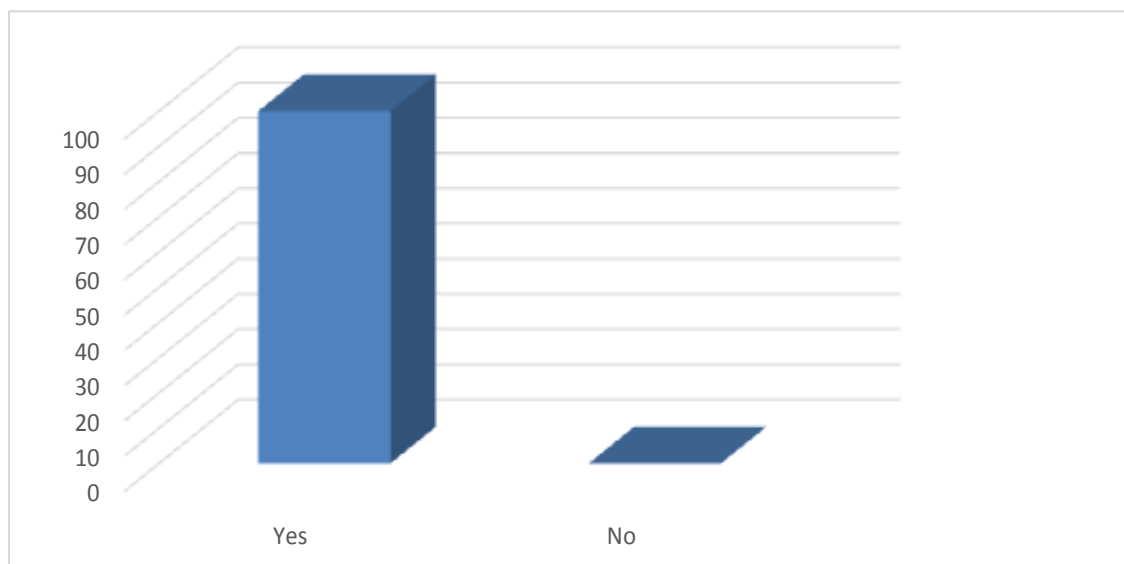
Majority of farmers get information from their fellow farmers (51%).

TABLE 4.16
USERS IN AGRICULTURAL INSURANCE OF CROP/LIVE STOCK

Users	No. of Response	Percentage
Yes	45	100
No	0	0
TOTAL	45	100

Sources; primary source

CHART4.16
USERS IN AGRICULTURAL INSURANCE OF CROP/LIVE STOCK



Interpretation

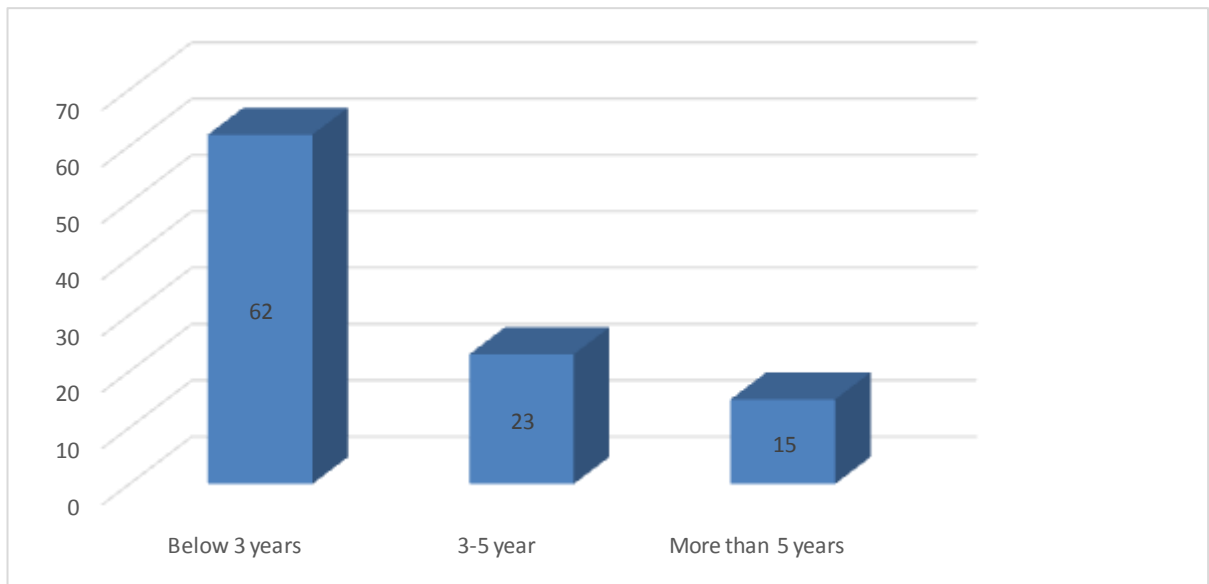
All farmers are taking the agricultural insurance policy(100%).

TABLE 4.17
TIME OF HOLDING AGRICULTURAL INSURANCE

Time of holding	No. of Response	Percentage
Below3years	28	62
3-5year	10	23
Morethan5years	8	15
TOTAL	45	100

Sources; primary source

CHART4.17
TIME OF HOLDING AGRICULTURAL INSURANCE



Interpretation

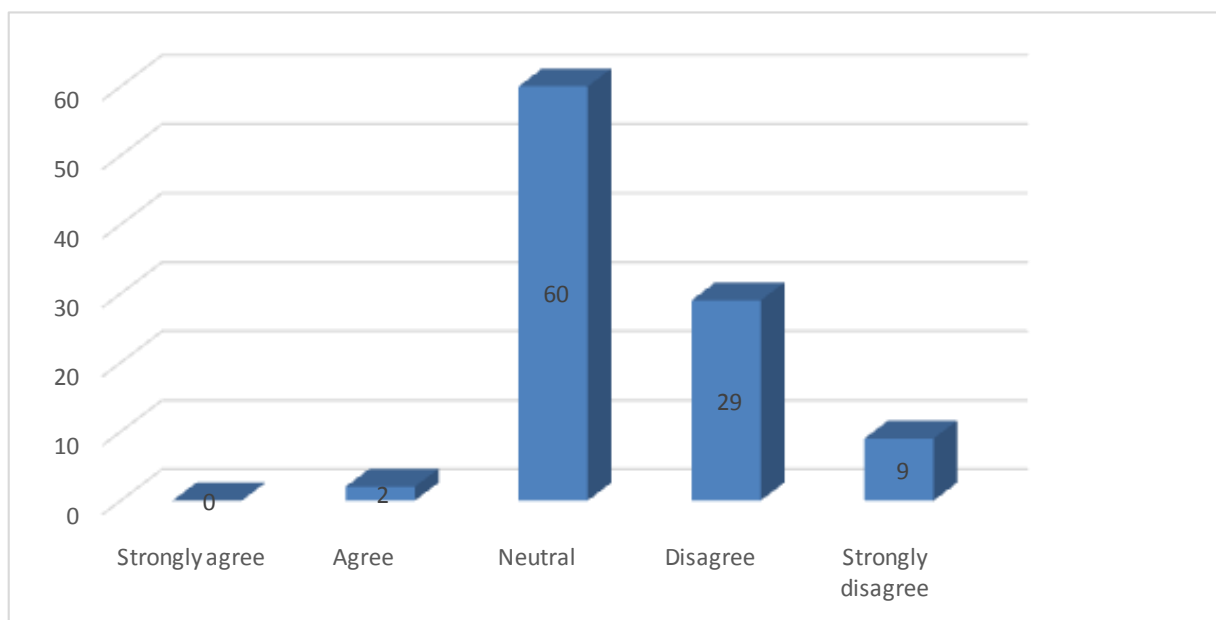
Majority of the respondents holding agricultural insurance below 3 year(62%).

TABLE 4.18
MITIGATION OF RISK

Mitigation of risk	No. of Response	Percentage
Strongly agree	0	0
Agree	1	2
Neutral	27	60
Disagree	13	29
Strongly disagree	4	9
TOTAL	45	100

Sources; primary source

CHART4.18
MITIGATION OF RISK



Interpretation

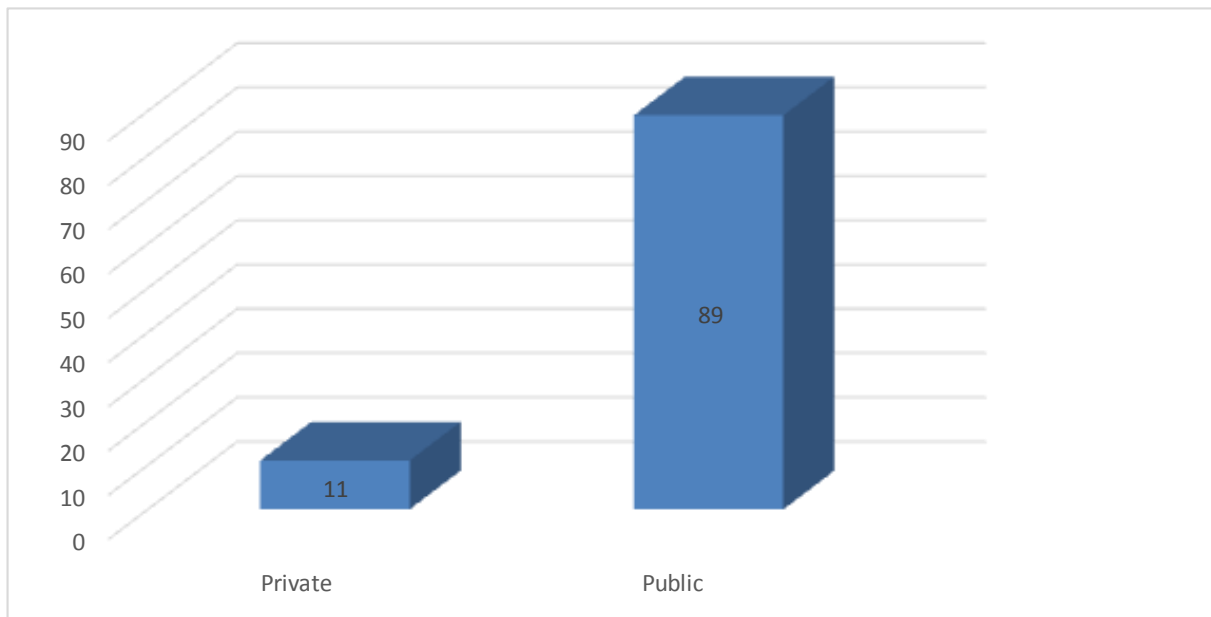
Majority of the farmers are neutral to the mitigation of risk using agriculture insurance (60%).

TABLE 4.19
TYPE OF COMPANY

Types of company	No. of Response	Percentage
Private	5	11
Public	40	89
TOTAL	45	100

Sources; primary source

CHART4.19
TYPE OF COMPANY



Interpretation

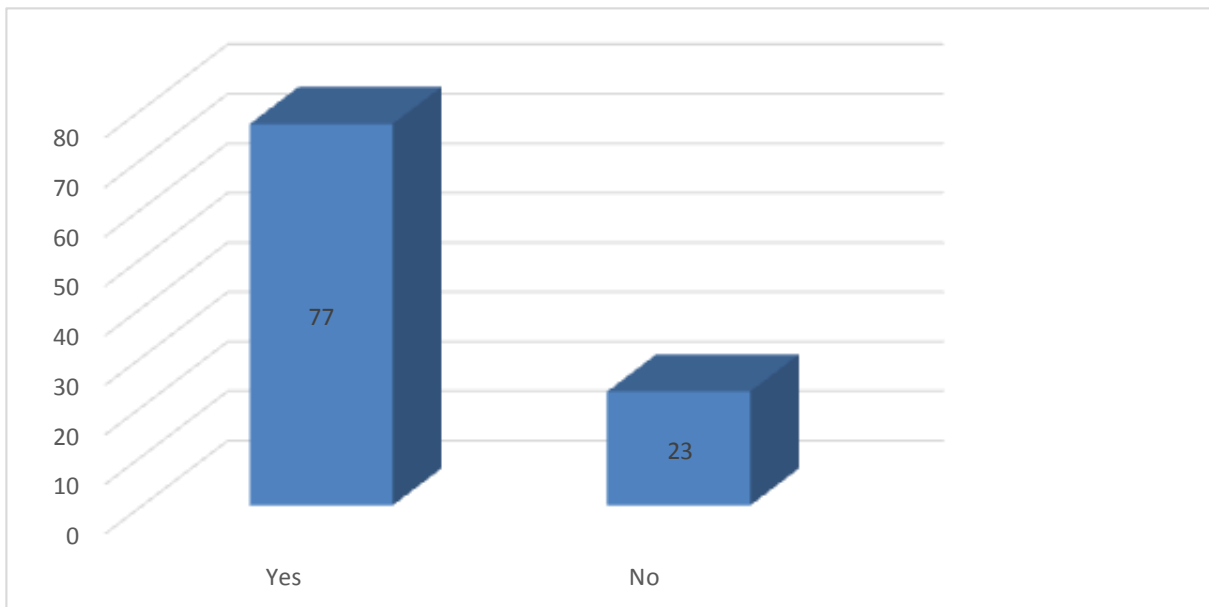
Majority of farmers means (89%) took insurance from public company only(11%)took insurance from private.

TABLE 4.20
ISSUES IN AVAILING SERVICES

Availing services	No. of Response	Percentage
Yes	35	77
No	10	23
TOTAL	45	100

Sources; primary source

CHART 4.20
ISSUES IN AVAILING SERVICES



Interpretation

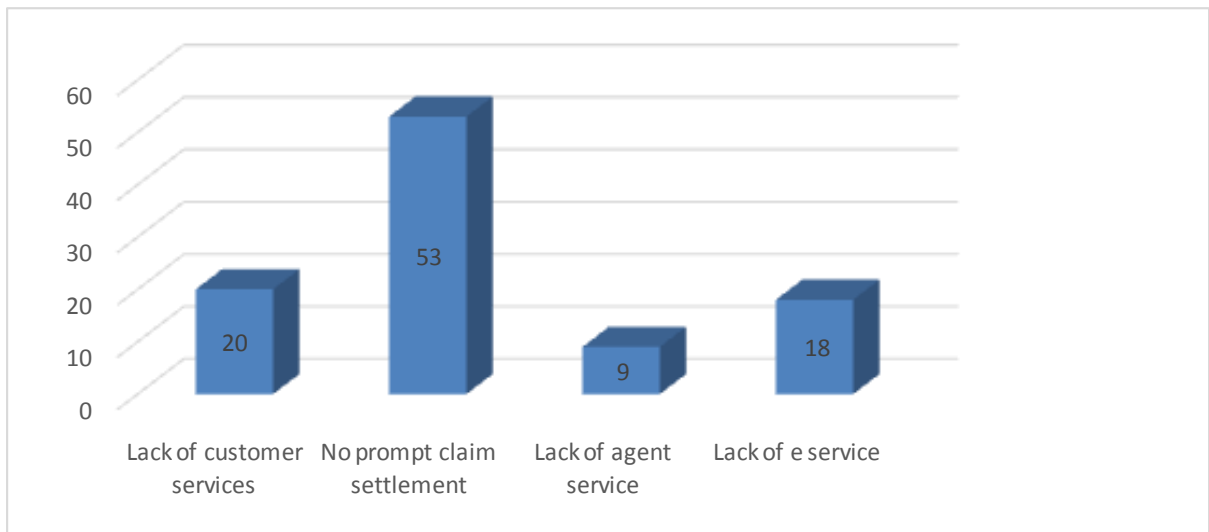
Most of policy holders (77%) are face issues in availing services from agriculture insurance.

TABLE 4.21
PROBLEMS FACED IN AGRICULTURAL INSURANCE

Problems faced	No. of Response	Percentage
Lack of customer services	9	20
No prompt claim settlement	24	53
Lack of agent service	4	9
Lack of e service	8	18
TOTAL	45	100

Sources; primary source

CHART 4.21
PROBLEMS FACED IN AGRICULTURAL INSURANCE



Interpretation

Majority of the (53%) farmers problem is no prompt claim settlement.

CHAPTER V
FINDINGS, SUGGETIONS & CONCLUSION

5.1 FINDINGS

- To find out the awareness level of farmers on agricultural insurance policy
- All farmers are taking the agricultural insurance
- Most of the farmers have very little knowledge about agricultural insurance.
- Most of the farmers are unaware of the central government's schemes.
- Most of the farmers get information about agriculture insurance from fellow farmers.
- Most farmers do not get risk management education.
- All of farmers are aware about the agriculture insurance but not more aware about the various Central Government schemes and its benefit.

To find out the satisfaction level of policy holders

- It is found that majority of farmers are taking insurance at the public company than private.
- While most farmers are satisfied with the services of the insurance provider, they face fewer problems.
- Majority of farmer's opinion that there is no prompt claim settlement system.
- Most of the farmers are not satisfied or neither dissatisfied with the attitude of insurance company.
- The farmers have lack of interest about the agriculture insurance due to lack of agent services and fear.
- Majority of the respondents are not satisfied or neither dissatisfied with interest rate.

Most farmers are satisfied with the services of the insurance provider, they face fewer problems.

To find out the issues and constraints in availing agricultural insurance

- Most of policy holders are face issues in availing services from agriculture insurance.
- Majority of the farmers face the problem of changing input price.

- Majority of the farmer's problem is no prompt claim settlement.
- Most of the farmers say the amount of loss not fully covered.
- Most of the farmers are able to manage the agricultural risk through their own mechanism such as income from other sources, multiple crops etc.
- Majority of farmers problems are no prompt claim settlement system and amount of loss not fully covered.

5.2 SUGGESTIONS

- ❖ Lack of awareness about the benefit of agriculture insurance is the main reason for not taking insurance. Hence it is better to arrange risk management awareness classes or programs through medias.
- ❖ Government, both central and state, should ensure the participation of farmers for taking agriculture insurance.
- ❖ Compulsory insurance coverage should be given to all farmers whether they are take loan or not.
- ❖ It is better to make speedy settlement of claims and also cover more crops.
- ❖ Private insurance company have to take necessary initiatives to provide livestock insurance because majority of the respondent expressed that only public companies serving them at present.
- ❖ Insurance coverage should be provided not only for natural calamities but also for pest attack and diseases such as red root, brown spot, false smut, etc. These have to be included in the list of risk and the loss for indemnity.

5.3 CONCLUSION

The present study entitled “impact of agricultural insurance” established the fact that all of farmers in Iritty Taluk are aware about the agriculture insurance but not more aware about the various Central Government schemes and its benefit, procedure to acquire and renew insurance policy . However, there are some reasons which make lack of attractiveness among farmers, such reasons are loss amount not fully covered, delay in settlement of claims etc. Thus insurance company has to provide or create awareness through proper promotional measures and make necessary adjustment for reducing the procedural difficulty.

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APPENDIX

- 10 did you get any risk management education
yes no
- 11 do you aware about agriculture insurance
\yes no
if yes, specify the source of information
fellow farmers bank/ financial institution paper/t v / radio
agriculture department official any other
- 12 did you insure your crop /livestock
yes no
- 13 if yes ,since how long you are a holder of agriculture insurance
below 3 yrs 3-5 yrs more than 5 yrs
- 14 whether the premium you are paying reasonable ore not
highly reasonable medium low
- 15 Agricultural insurance help to mitigate of risk related to your farming
strongly agree agree neutral disagree strongly disagree
- 16 which type of company you took insurance policy
private public
- 17 do you face any issues in availing services from agricultural insurance
yes no
- 18 if yes ,what are the problems thatyou faced
lack of customer services no prompt claim settlement lack of agent
services lack of e services
- 19 do you face any constraints in agricultural insurance
yes no

**A STUDY ON PRICING STRATEGY ADOPTED BY
MANUFACTURERS OF FMCG'S IN IRITTY TALUK**

A PROJECT REPORT

Submitted by

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Under the supervision of

Ms. SHILPA VICHITHRAN

In partial fulfilment for the award of bachelor degree in

COMMERCE



DON BOSCO ARTS AND SCIENCE COLLEGE

OF KANNUR UNIVERSITY

MARCH 2023

KANNUR UNIVERSITY



BONAFIDE CERTIFICATE

Certified that this project report “**A STUDY ON PRICING STRATEGY ADOPTED BY MANUFACTURERS OF FMCG’S IN IRITTY TALUK**” is the bonafide work of **ALRAJ ANANDHAN, ABHISHEK T S, ALEENA C, ANANDHU K S** who carried out the project under my supervision.

SIGNATURE

Mrs. DEEPTHY JOSEPH

HEAD OF THE DEPARTMENT

SIGNATURE

Ms. SHILPA VICHITHRAN

SUPERVISOR

**DEPARTMENT OF COMMERCE
DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU**

DECLARATION

We **ALRAJ ANANDHAN, ABHISHEK T S, ALEENA C and ANANDHU K S**, hereby declare that the project entitled “**A STUDY ON PRICING STRATEGY ADOPTED BY MANUFACTURERS OF FMCG’S IN IRITTY TALUK**” has been prepared by us and submitted to Kannur University in partial fulfilment of the requirements for the award of Degree of Bachelor of Commerce, is a record of original work done by us under the supervision of **Asst. Prof. Ms. SHILPA VICHITHRAN** of Department of Commerce, Don Bosco Arts and Science College, Angadikadavu.

We also declare that this project work has not been submitted by us fully or partly for the award of any other Degree, Diploma, Title or any other recognition before.

Place: Angadikadavu

Signature of the student

Date:

Reg No:DB20BR0021

DB20BR0013

DB20BR0032

DB20BR0022

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ALRAJ ANANDHAN

ABHISHEK T S

ALEENA C

ANANDHU K S

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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

Our marketing environment has witnessed huge changes in these last few years. The fast changing global business environment has led to more competition, increased consumer choice, lower prices, lower margin and replacement of tangible assets with information

Price is a value attached to product by consumer at some point in time. The price value is the payment for a product or service or exchange something of value, usually money is used for payment. Price is determined by the value that consumer perceive in the product. The value result from their perception of the total satisfaction provided by the product. Price of a product is associated with value, quality and durability and performance. Price must reflect the total cost of producing the product and marketing the product.

For consumers price paid means a sacrifice of purchasing power. For the seller, price is a source of revenue and a determinant of profit

Price is an offer used to enhance the Image of product and to increase sales through discount pricing. Selecting a pricing strategy is critical because price is the most visible element of all marketing effort.

FMCG sales make up for more than half of all consumer spending. Meaning, that more than 50% of what consumers spend goes on FMCG goods. According to BEA (Bureau of Economic Analysis), the amount of money going to FMCG organisations was \$13 trillion in the second quarter of 2020. However, that's down by 34.6% compared to the first quarter of this year, which was already down by 6.9% from 2019. But, the strange thing is that in spite of the large amount of money we're all spending on grocery goods each quarter, FMCG organisations profit margins are surprisingly slim, averaging at 3-10%.

The first areas ripe for FMCG pricing strategy transformations is existing FMCG channel strategy and go to market process. It would be safe to say, that most FMCG pricing strategy is still focused on an old-fashioned dysfunctional relationship with their retail customers. To the extent that now most leading FMCG suppliers haven't got or haven't yet implemented a direct to market, online channel strategy to serve a rapidly growing customer base (currently equalling 20-30% of total sales)

1.2 STATEMENT OF PROBLEM

Price is an important aspect of any firm especially firms whose goal is to maximise their profits. Each price has a different implication for profits, sales revenue and market share. Some firm may set a low price in order to gain easy market penetration and build a bigger market share.

Manufactures of FMCG'S plays an important role in the economic development by paying taxes to the government. Offering employment and sustaining the advertising industry. FMCG'S sector has to a large effect aided in the economic growth of this national as well as helped to improve the standards of living of natives.

The proposed study therefore seeks to fill the gap by providing answers to the questions relating to various pricing strategies in FMCG and the challenges in adopting various pricing strategies.

1.3 SIGNIFICANCE & SCOPE OF THE STUDY

This study is conducted to find out various pricing strategies adopted by manufacturers of FMCG in Iritty Taluk and to know about factors influencing the pricing strategies The study will include all manufacturers in the fast moving consumer goods industry in Iritty Taluk. A few manufacturers in Iritty Taluk has been chosen to be part of the study by virtue give of their size and type of products manufactured. The firms in Iritty Taluk include Frozen Ice creams, MNS Flour product etc.

1.4 OBJECTIVES

- To study various pricing strategy adopted by manufactures of FMCG in Iritty Taluk
- To identify the factors which influence the choice of pricing strategies
- To study the challenges faced by firms in using the various pricing strategy

1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically solving how the research is a science of studying problem. It is science of studying how the research is done. Research has

explained the methods and steps adopted for achieving the purpose of study and to arrive at a meaning full conclusion

1.6 RESEARCH DESIGN

This study is designed as an descriptive research based on surveys and fact finding enquiries

1.7 POPULATION

A population is defined as a group individuals of the species living and inter breeding within a given area. Here the population is infinite, that means the population cannot be measured in this study the number of manufactures of the FMCG'S are the targeted population

1.8SAMPLE TECHNIQUES

The sample technique used in study is convenience sampling. A convenience sampling is one in which the only criteria for selecting sampling unit which is convenience of the researcher.

1.9SAMPLE SIZE

Sample size is the total number of samples select in the study. Here the sample size chosen for the study is 45.

1.10 SOURCE OF DATA

Both primary and secondary data were collected for the purpose of study

A. PRIMARY DATA

Data that been collected from first- hand experience is known as primary data.

Primary data has been not published yet and is more reliable, authentic and objective.

Here primary data collected from Irritty Taluk on the basis of questionnaire.

B. SECONDARY DATA

Secondary data means data which already collected for other purpose. Here secondary data was collected from books, magazines, journals, which help to understand the pricing strategy adopted by manufacturers.

1.11 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from customers. The questionnaire contains multiple choice questions.

1.12 AREA OF STUDY

The study is conducted at Iritty Taluk in Kerala, India

1.13 PERIOD OF STUDY

The period of study is DECEMBER 2022 to FEBRUARY 2023

1.14 LIMITATION OF STUDY

- The main limitation was in accessing the operational managers who represented the views of the organization.
- Most of them were very busy and many visits were made to trace them.
- Finally the study used employees in managerial perspective. This approach leaves other major players. For instance customer perspective out of the picture.

1.15 CHAPTER SCHEME

Chapter I - Introduction and design of the study : the chapter deals with preamble significance of the study, statement of the problem, objective of the study, methodology of the study and limitations

Chapter II - Review of literature and theoretical background of the study : Following the introductory chapter, chapter 2 deals with theoretical background and review of various literatures on this area and area which are relevant to study

Chapter III - Data analysis and interpretations : In tune with the objectives, the presentation of data for analysis and interpretations were done in systematic manner with necessary tables.

Chapter IV – Findings, suggestions and conclusion : This chapter provides brief summary of findings, suggestions, which drawn on the basis of the result of the study and conclusion

CHAPTER II
REVIEW OF LITERATURE & THEORETICAL
FRAMEWORK

INTRODUCTION

Fast Moving Consumer goods have been in existence since time immemorial. In this chapter a review of what others have done have been attempted. Fast Moving consumer goods are so diverse that just a few areas have been covered for the Purpose of this study. The main areas covered in literature review include the concept of Pricing, objectives of pricing as well as pricing strategies such as premium pricing, value Pricing, penetration pricing, cost-plus pricing and competitive pricing. Other factors Covered in the literature review include factors that may influence price such as buyers, Economic conditions, costs and government policies. A lot has also been highlighted as Far as fast moving consumer goods are concerned.

Pricing

Price is the value attached to a product by consumers at some point in time. Price refers To what consumers pay for a product or service or exchange something of value usually Money for a bundle of satisfaction. Price is determined by the value that Consumers perceive in tire product. That value results front their perceptions of the total Satisfaction provided by the product. Price of a product is associated with value, quality and performance. Price can also apply to material goods which carry a price tag. Price For labour, price for tuition and rent. For the consumer price paid means a Sacrifice of purchasing power. Money spent on u product cannot be available for Something else. For the seller price is a source of revenue and a determination of profit. It is revenue expectation for a sale. A products price has a strong effect on Sales. For some products an increase in price may result to an increase in revenue. Market price affects the price of factors of production. Such factors are rent for land, Wages for labour, and interest for capital and profit for enterprise. Therefore price Allocates economic resources for optimum production, distribution and consumption of Goods. Price has social and psychological effects on consumers. Some Products have concealed d values and benefits which cannot be evaluated rationally. In Such cases, price is an indicator of quality and value for many customers.

In fast moving consumer goods and other products, the product physical attributes such As colour, size, packaging, brand name, material used and label may all influence the Price either directly or indirectly. With reference to distribution, such Aspects as channels used, location, vehicles and stock can transmit a firm's price. The list price,

discounts, allowances, payment period and credit terms Can all affect the price of a product. Promotion methods used also has a great effect on The product's price. Discounts, allowances, cents-off, refund offers and Loss leader prices are all attempts to reduce the price in order to promote sales.

Objectives of pricing

Every marketing activity, including pricing should be directed towards a goal. To be Useful the pricing objective selected by management must be compatible with the overall Goals set by the company and the goals of its marketing programme. Profit oriented goals includes achieving a target return or maximizing profit thus to Maximize return on investment. Sales oriented objectives include sales growth or market share growth. Status quo Oriented objectives involves stabilizing prices to meet competition, discourage entrants, And speed exit of marginal firms, maintain price leadership, discourage price-cutting and Stabilize market prices and establish market position. A company can also Pursue any five major objectives through pricing: survival, maximum current profit, Maximum market share, maximum market skimming and product quality determined that when a firm has knowledge of its demand and cost Functions, the companies estimate the demand and costs, associated with alternative Prices and chooses the price that produces maximum current profit, cash flow or rate of Return on investment.

Pricing strategies

Selecting a pricing strategy for FMCGS (Fast Moving Consumer goods) is a critical Function for the manufacturers of such products. This is because price is one of the most Visible elements of all marketing effort . Most manufacturers know The minimum price one must charge to break even and the maximum price that can be Charged based on an estimate of customer demand. Costs and demand estimates provide Them with the amount of price flexibility available in pricing of the product. Competition And profit objectives will then factor in to determine the price that can be charged for the Product. Well, most companies subscribe to one of the following main pricing strategies

Premium Pricing

Premium pricing is used when the product has one or more unique characteristics. This Uniqueness differentiates the product greatly from competition and creates a significant Competitive advantage. I his strategy demands a high-quality item to merit the high

Price. Due to the extremely high price, premium pricing generally is a short-term Strategy as competitors are attracted to markets with high-margin items, the length of Time you can charge customers a premium price depends on the sustainability of the Competitive advantage. A Premium pricing strategy yields the highest product prices of the strategies available. It is best to use premium pricing when there are no substitutes for your product. Substantial barriers to enter the market exist and the potential customers are price Insensitive because they value the benefits provided by the product. Well, one must Remember that premium pricing cannot be used when there is competition. Competitors Would undercut the price, leaving one with ineffective pricing strategy and poor product Sales.

Value Pricing

Price is based on the value of the product. Value priced products are priced a bit lower than premium products because they face moderate market competition. A value pricing Strategy is used best when only a few competitors exist, barriers to entering the market are relatively high and potential customers value the benefits provided by the product. A business should select a value pricing strategy when its product has a Competitive advantage that is unsustainable because of the likelihood that competitors Will enter the market. Value priced products attract many competitors because of the price.

Penetration pricing

Penetration pricing is used when a company launches a product in a market with several Competitors. Initially, the price for the product is set low to grow product sales and Increase market share. Doing this attracts new customers more quickly and easily than Other strategies. Once market share is gained, price is increased. This strategy is Effective when potential customers are price sensitive and economies of scale can be Exploited. Although this strategy might seem to work for small, value-added enterprises, Few will have the infrastructure and size to operate at economies of scale.

The objective to market penetration is to gain market share. The product needs to be Priced lower than the market leader to attract customers. "Penetration" involves setting a Low initial price to enter the market quickly and deeply to attract a large number of buyers and win a large market share. Several conditions favour setting a low price. The market Must be highly price sensitive so that a low price produces more market growth. Production and distribution costs must fall as sales volume increases; the low price

Should serve as a barrier to entry for competitors. This pricing Strategy can help establish brand loyalty and keep new competition out of the market Place. But if the price is set too low. Customers may take view that the product is of low Quality and therefore brand image can suffer.

Cost /Plus pricing

One determines the total costs and adds a margin of profit. Cost/plus pricing is used when A company has a two-tiered focus; costs and return on sales. Companies implement Cost/plus pricing when market share and profits are the objectives. To establish a price Using a cost – plus strategy, the company needs to determine its break-even price by Calculating all costs involved in the production and distribution of the product. TheFor products is high in relation to the barriers to entering the market.

What Are Fast-Moving Consumer Goods (FMCG)?

Understanding Fast-Moving Consumer Goods (FMCG)

Consumer goods are products purchased for consumption by the average consumer. They are divided into three different categories: durable goods, nondurable goods, and services. Durable goods have a shelf life of three years or more while nondurable goods have a shelf life of less than one year. Fast-moving consumer goods are the largest segment of consumer goods. They fall into the nondurable category, as they are consumed immediately and have a short shelf life.

Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin.

FMCGs account for more than half of all consumer spending, but they tend to be low-involvement purchases. Consumers are more likely to show off a durable good such as a new car or beautifully designed smart phone than a new energy drink they picked up for \$2.50 at the convenience store.

Types of Fast-Moving Consumer Goods

As mentioned above, fast-moving consumer goods are nondurable goods, or goods that have a short lifespan, and are consumed at a fast pace.

FMCGs can be divided into several different categories, including:

Processed foods: Cheese products, cereals, and boxed pasta

Prepared meals: Ready-to-eat meals

Beverages: Bottled water, energy drinks, and juices

Baked goods: Cookies, croissants, and bagels

Fresh foods, frozen foods, and dry goods: Fruits, vegetables, frozen peas and carrots, and raisins and nuts

Medicines: Aspirin, pain relievers, and other medication that can be purchased without a prescription

Cleaning products: Baking soda, oven cleaner, and window and glass cleaner

Cosmetics and toiletries: Hair care products, toothpaste, and soap

Office supplies: Pens, pencils, and markers

The Fast-Moving Consumer Goods Industry

Because fast-moving consumer goods have such a high turnover rate, the market is not only very large, it is also very competitive. Some of the world's largest companies compete for market share in this industry including Tyson Foods, Coca-Cola, Unilever, Procter & Gamble, Nestlé, PepsiCo, and Danone. Companies like these need to focus their efforts on marketing fast-moving consumer goods to entice and attract consumers to buy their products.

That's why packaging is a very important factor in the production process. The logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency. The unit pack or primary package is critical for product protection and shelf life, and also provides information and sales incentives to consumers.

FMCGs are sold in large quantities, so they are considered a reliable source of revenue. This high volume of sales also offsets the low profit margins on individual sales as well.

As investments, FMCG stocks generally promise low growth but are safe bets with predictable margins, stable returns, and regular dividends.

Special Considerations

Fast-Moving Consumer Goods and Ecommerce Shoppers across the globe increasingly purchase things they need online because it offers certain conveniences—from

delivering orders right to the door to broad selection and low prices—that brick-and-mortar stores can't.

According to a 2018 report by Nielsen, the most popular goods for online purchase are related to travel, entertainment, or durable goods, such as fashion and electronics. However, the online market for groceries and other consumable products is growing, as companies redefine the efficiency of delivery logistics and shorten their delivery times. While non-consumable categories may continue to lead consumable products in sheer volume, gains in logistics efficiency have increased the use of ecommerce channels for acquiring FMCGs.

What Are Consumer Packaged Goods?

Consumer packaged goods are the same as fast-moving consumer goods. They are items with high turnover rates, low prices, or short shelf lives. Fast-moving consumer goods are characterized by low profit margins and large sales quantities. Products that fall within this group include soft drinks, toilet paper, or dairy products, for example.

What Are 3 Types of Consumer Goods?

The three main categories of consumer goods include durable goods, nondurable goods, and services. Durable goods, such as furniture or cars, last at least three years. Often, economists will watch durable goods spending to track the health of the economy. Nondurable goods are items with a shelf life of under one year, and are consumed rapidly. Fast-moving consumer goods fall within this category. Finally, services include intangible services or products, such as haircuts or car washes.

What Are Some of the Largest Fast-Moving Consumer Goods Companies?

Nestlé, Procter & Gamble, and Coca-Cola are among the world's largest fast-moving consumer goods companies. Swiss-based Nestlé, for instance, operates over 2,000 brands that cover everything from vitamins to frozen foods.

Importantly, within the fast-moving consumer goods industry, the competition for market share is high. In response, companies focus heavily on packaging not only to attract customers, but to preserve the shelf life and integrity of the product.

REVIEW OF LITERATURE

Philip Kotler's (1967) – undertook collection of strategic objectives for price points. Price communicate how to care about brand product and customer to your potential consumers.

Illustrates the relationship between servitization, pricing strategy , building options, revenue models and pricing capabilities

Gijsbrechts(1993)-Has developing pricing strategy is crucial and highly complex price research emphasizes its depend on various factors like environment, firm objectives Customer characteristics and its turn reflect there categories such ach price skimming and penetration

Cravens (1996)-Noted that firms often face situation in which they need to change prices. A price decrease may brought about excess plant capacity , declining market share, desire to dominate market through lower cost and economical recession .A price increase may brought about by cost inflation over demand.

Stanton (2000)-Pointed out that value result from perceptions of total satisfaction provided by the product .price of product is associated with value , quality, durability and performance.

Kotler (2000)-Price is a value attached to a product by consumers at sameikum point of time. This means what consumers pay for a product or service or exchange of value, usually money for bundle of satisfaction. Price is an offer uses to enhance the image of a product and and increase sales through discount pricing or in combination with promotion to build future sales.

Njau(2001)- Concluded that as a result of globalisation the business environment changed fast, competition increased due to entrance of new consumer good companies and we're forced to develop response strategies in order to cope with changing environment and Survival .These response strategies include investment in technology, innovation, new market development, strategic alliances and acquisitions , re-engineering.

Zaithams and Bitner (2003) explained that companies may seek to maximize profit through pricing and other objective that may include maximising current revenue , maximising sales growth, maximising market share and products leadership .

Mukhweso (2003), explained that selecting pricing strategy for FMCGS is a critical function for manufacturers. Most manufacturers know the minimum price one must charge to break even and minimum price that can be charged based on an estimate of customer demand. Cost and demand estimate provide them with amount of price flexibility available for pricing of products.

Kotler (2004) explained that competition and profit objectives determines the price that can be charged for a product and most companies subscribe in one main pricing strategy.

Stunlake (1994), explained that a product price has strong effect on sales. For some products an increase in price may result in increase in revenue. Market price effect the price of factors of production. Price allocates economic resources for optimum production, distribution and consumption of goods. Price has social and psychological effects on consumers. Some products have concealed values and benefits which cannot be evaluated rationally. In such cases price is an indicator of quality and value for many customers.

Ministry for Planning and National Development (2003), There are various challenges faced in FMCGS. Main challenge was increased competition due to globalization and liberalisation. Other challenges including changing lifestyles of consumers and other requirements, rising cost of advertising, corporate requirements, ethical concerns and had economic times, coupled with high prices for products.

Rharath(2004), argues that product superiority plus favourable price value equation will form basis of winning initiatives in the coming years. Another potential opportunity for value creation is in the area of distribution and availability. Firms would need to invest in upgraded store infrastructure in- shop and market level presence and therefore improve presence and availability.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

Table 3.1

CLASSIFICATION ON THE BASIS OF TURNOVER OF BUSINESS

S.NO	TURNOVER OF BUSINESS PER YEAR	NO.OF RESPONDENTS	Percentage
1	Below 5 lakh	27	60%
2	5 lakh to 10 lakh	9	20%
3	Above 10 lakh	9	20%
	Total	45	100%

Source : Primary data

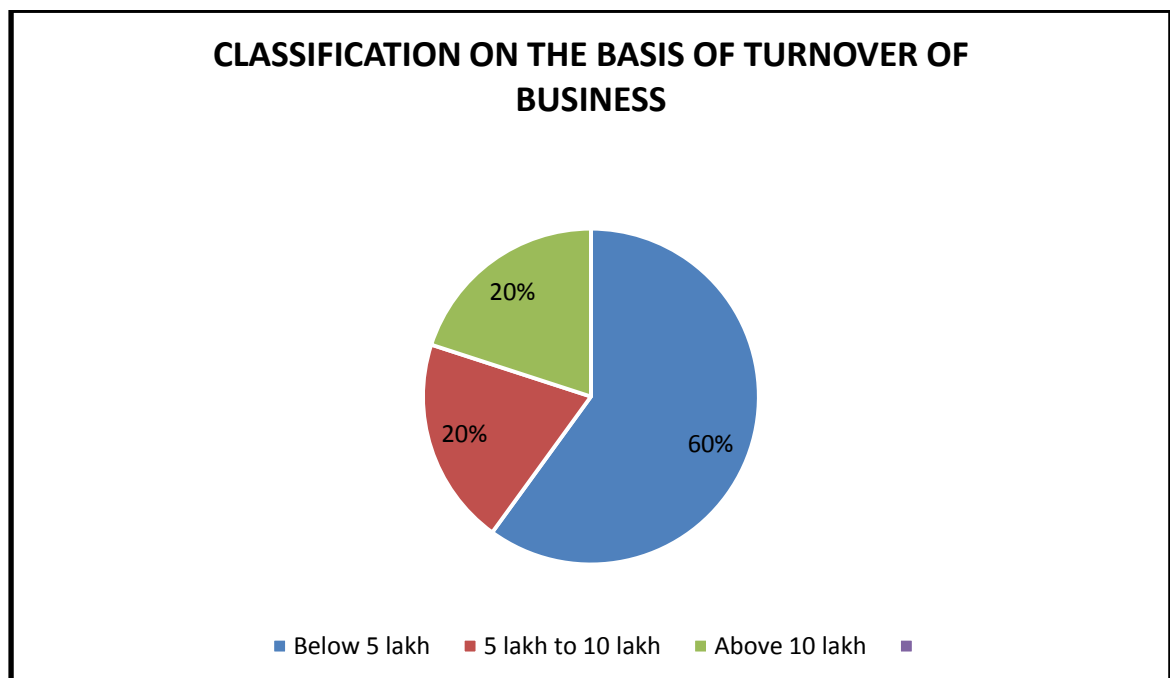


Figure 3.1

Interpretation:

From the above table and figure it is clear that majority of the respondents turnover from business is 60%. Rest of the people whose business turnover is 5 lakh to 10 lakh and above 10 lakh.

Table 3.2

CLASSIFICATION ON THE BASIS OF NUMBER OF BRANCHES

S.no	Branches	No of branches	Percentage
1	Less than 10	25	56%
2	10/more	20	44%
	Total	45	100%

Source : Primary data

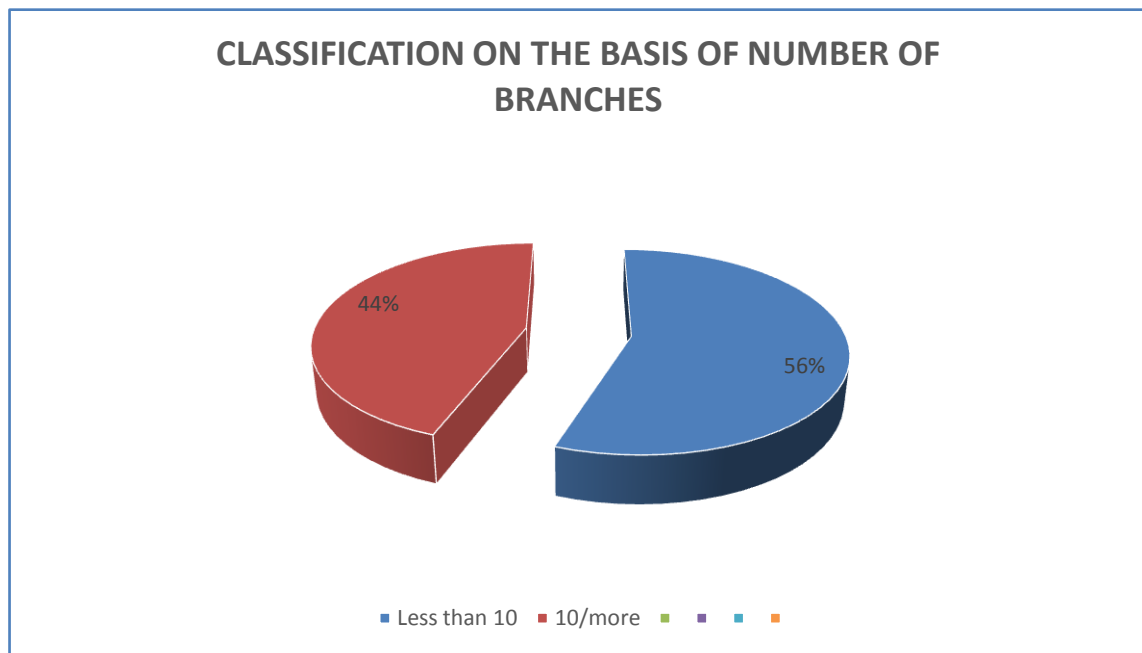


Figure.3.2

Interpretation:

From the above table majority of respondents says that is 56% have less than 10 branches and about 44% have more than 10.

Table 3.3

CLASSIFICATION ON THE BASIS OF AREA OF BUSINESS OR CATEGORY OF PRODUCTS

S.no	Category of products	No.of Respondents	Percentage
1	Packaged food	13	29%
2	Health and wellness products	3	7%
3	Dress and costumes	1	2%
4	Beverages	6	13%
5	Others specify	22	49%
	Total	45	100

Source: Primary data

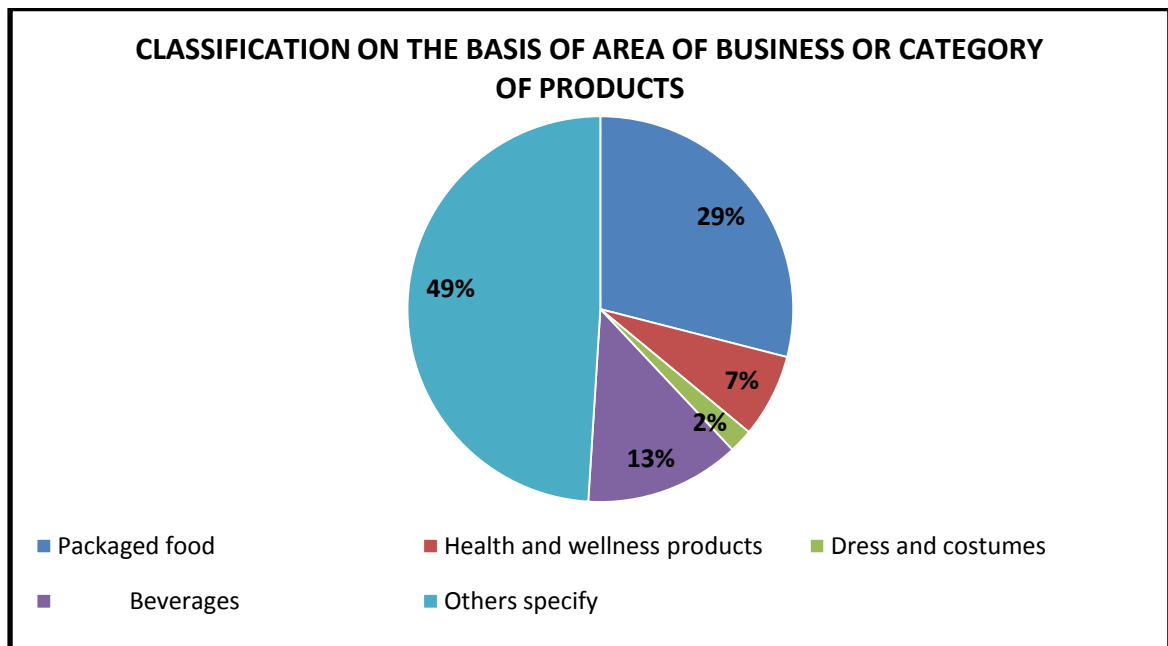


Figure 3.3

Interpretation:

In above table,49% respondents have other specific business, 29% have the business of packaged food. 13% are beverages based of the business, 7% are health and wellness products and only 2% have dress and costume business.

Table No 3.4

CLASSIFICATION OF THE BASIS OF AREA OF OPERATIONS OF BUSINESS

S.No	Area	Total	Percentage
1	Local Area	15	33%
2	Whole district	20	45%
3	Whole state	10	22%
	Total	45	100

Source: Primary data

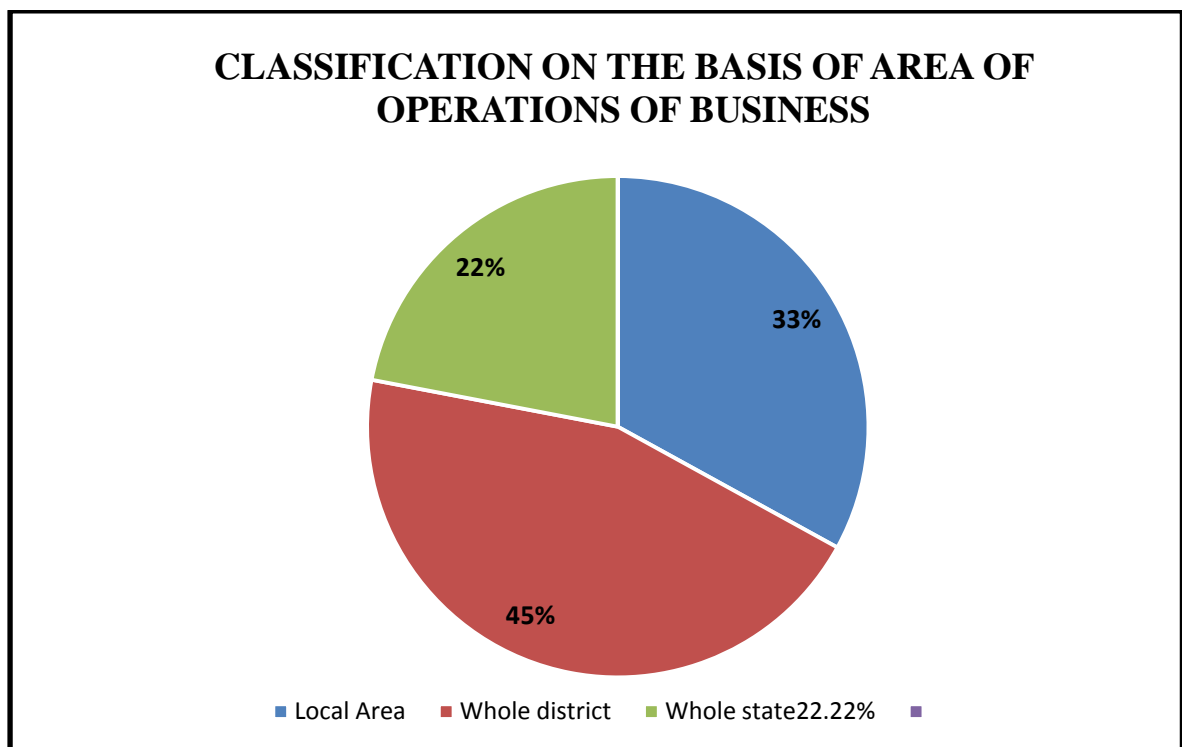


Figure:3.4

Interpretation:

From the above table it is clear most of the respondents i.e; 45% have their business in the whole district where as 33% of the people had their business only in local area and on the other hand 2% have business in the whole state.

Table 3.5

CLASSIFICATION ON THE BASIS OF NUMBER OF EMPLOYEES

S.NO	NO OF EMPLOYEES	NO.OF RESPONDENTS	PERCENTAGE
1	Below 20	10	22%
2	20-40	15	33%
3	40-60	16	36%
4	Above 60	4	9%
	Total	45	100

Source: Primary data

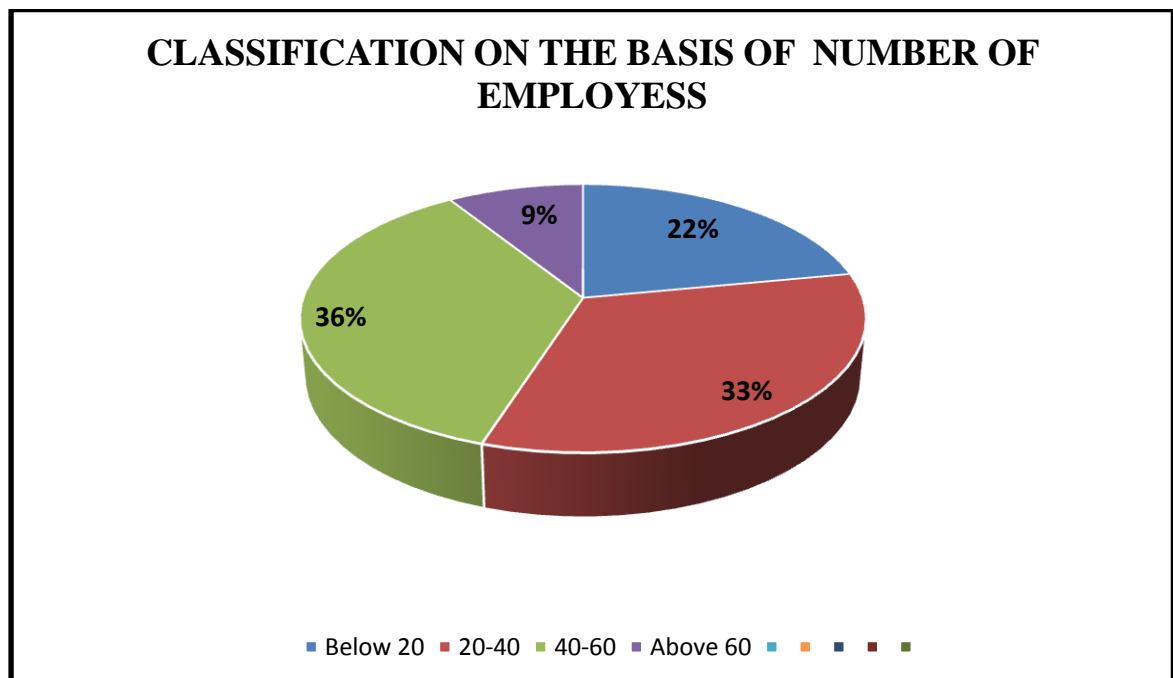


Figure 3.5

Interpretation:

In above table, 36% have 40-60 employees and 9% of people have more than 60 employees. 22% have below 20 employees.

Table 3.6

**CLASSIFICATION ON THE BASIS OF DIFFICULTIES FACED WHILE
FIXING PRICES**

S.no	Response	No. of respondents	Percentage
1	Inappropriate timing of product introduction	14	31%
2	Inadequate market analysis	20	44%
3	High tax rate	7	16%
4	Innovation of counterfeit products	4	9%
	Total	45	100%

Source:Primary data

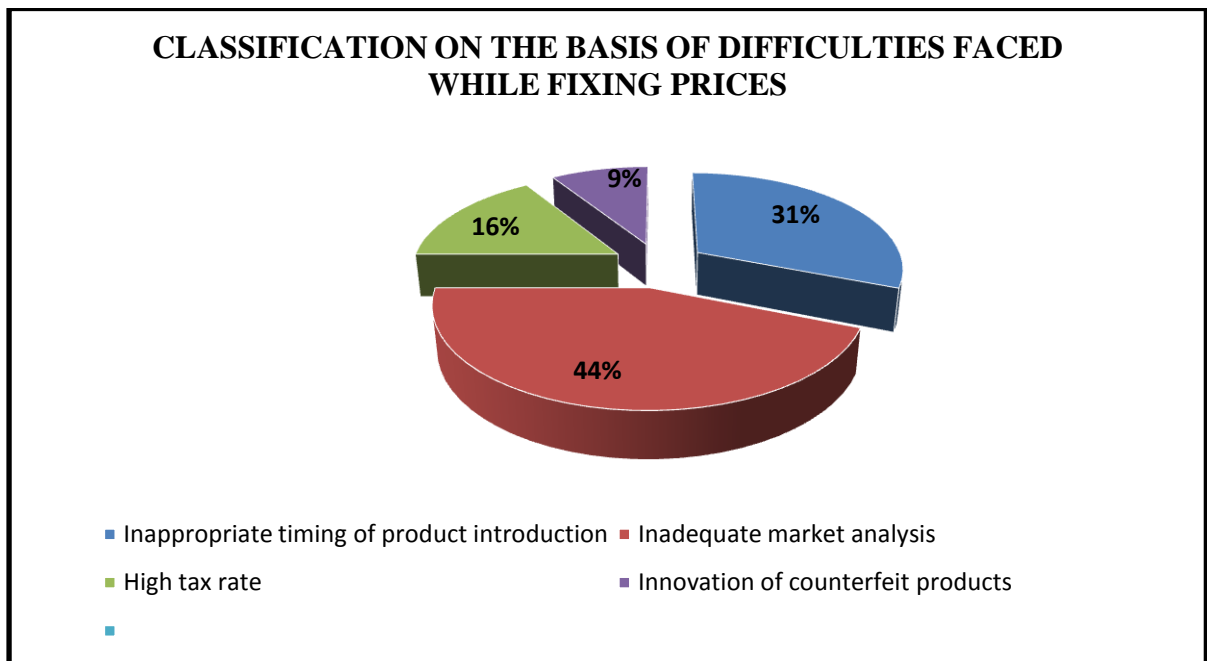


Figure 3.6

Interpretation:

In above table 44% respondents faced inadequate market analysis, 31% faced inappropriate timing of product introduction. People also faced high tax rate and innovation of counterfeit products.

Table 3.7

CLASSIFICATION ON THE BASIS OF PROVIDING DISCOUNT

S.no	Response	No. of Respondents	Percentage
1	Yes	30	67%
2	No	15	33%
	Total	45	100

Source: Primary Data

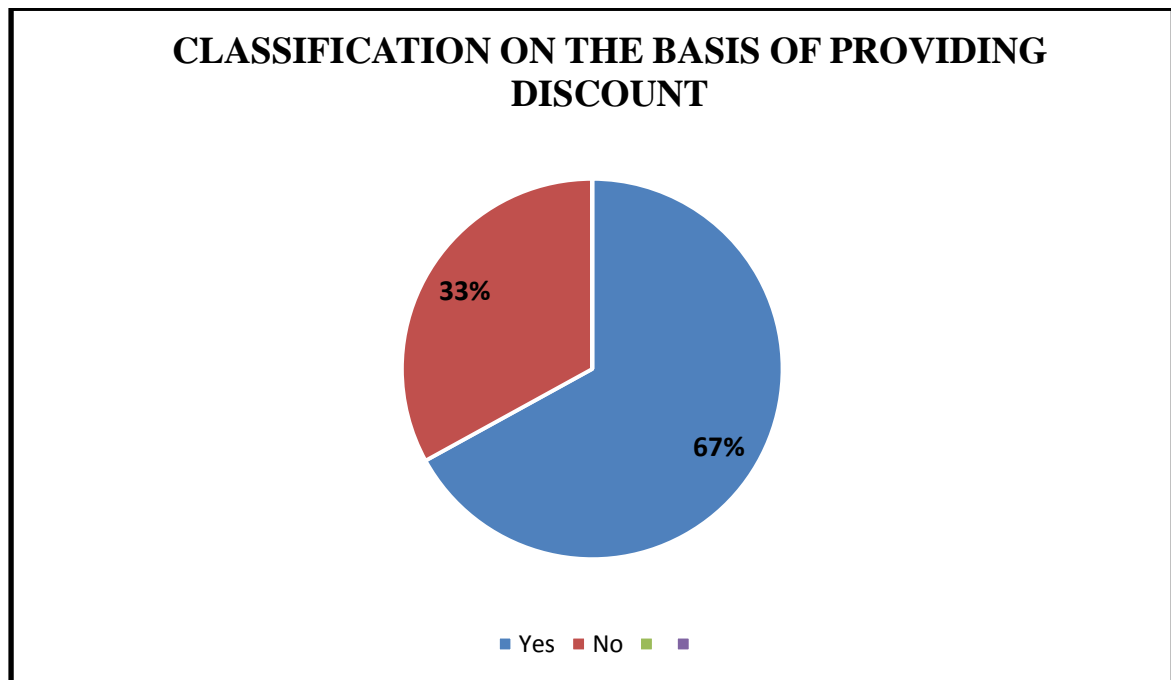


Figure 3.7

Interpretation:

In above table, 67% of the respondents provides discount, 33% of the respondents does not provide discount.

Table 3.8

CLASSIFICATION ON THE BASIS OF MARKET AND DEMAND

S.no	Response	No. of Respondents	Percentage
1	Very large extent	15	33%
2	Large extent	5	11%
3	Some extent	12	27%
4	Small extent	9	20%
5	No extent	4	9%
	Total	45	100

Source: Primary Data

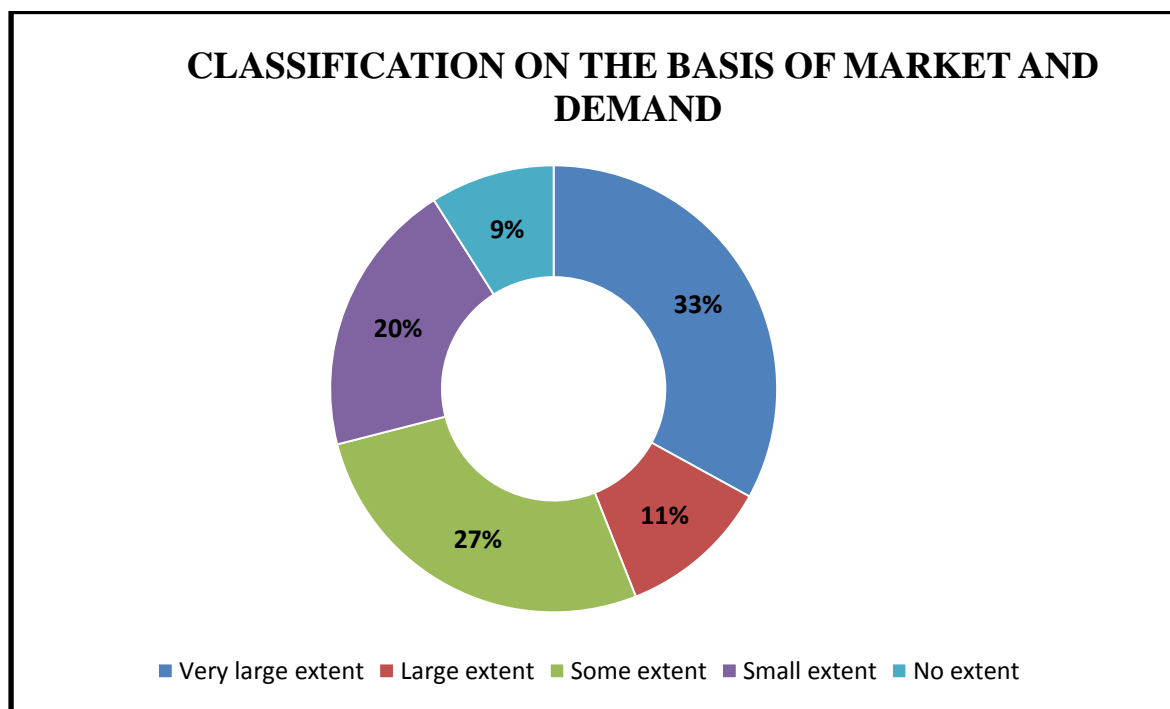


Figure 3.8

Interpretation:

In the above table 33% respondents are agrees to very large extent, 27% are agrees to some extent, 20% of respondents are agrees to small extent, 11% are agrees to large extent and 9% are respondents to no extent.

Table 3.9

CLASSIFICATION ON THE BASIS OF GOVERNMENT POLICIES

S.no	Response	No. of Respondents	Percentage
1	Very large extent	8	18%
2	Large extent	10	22%
3	Some extent	7	14%
4	Small extent	15	33%
5	No extent	6	13%
	Total	45	100

Source: Primary Data

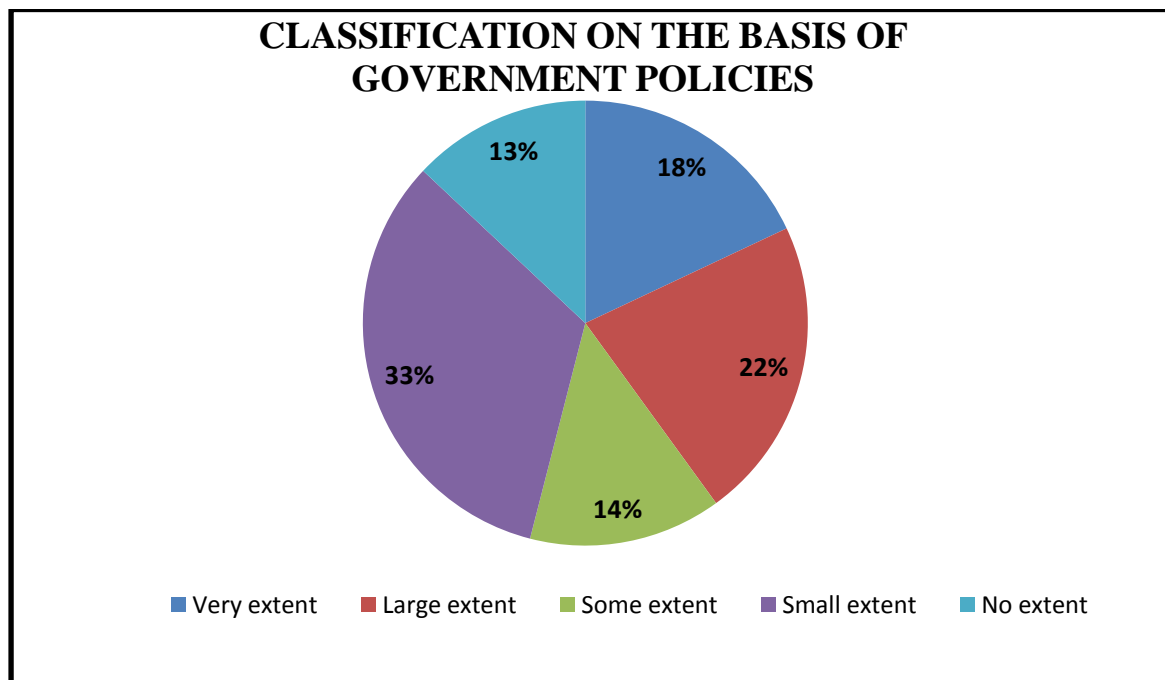


Figure 3.9

Interpretation:

In the above table 33% respondents are agree to small extent, 22% are agree to large extent, 18% of respondents are agree to very extent and 14% are agree to some extent and 13% to no extent.

Table 3.10

CLASSIFICATION ON THE BASIS OF COMPANY OBJECTIVES

S.no	Response	No. of Respondents	Percentage
1	Very large extent	13	29%
2	Large extent	10	22%
3	Some extent	15	33%
4	Small extent	2	5%
5	No extent	5	11%
	Total	45	100

Source: Primary Data

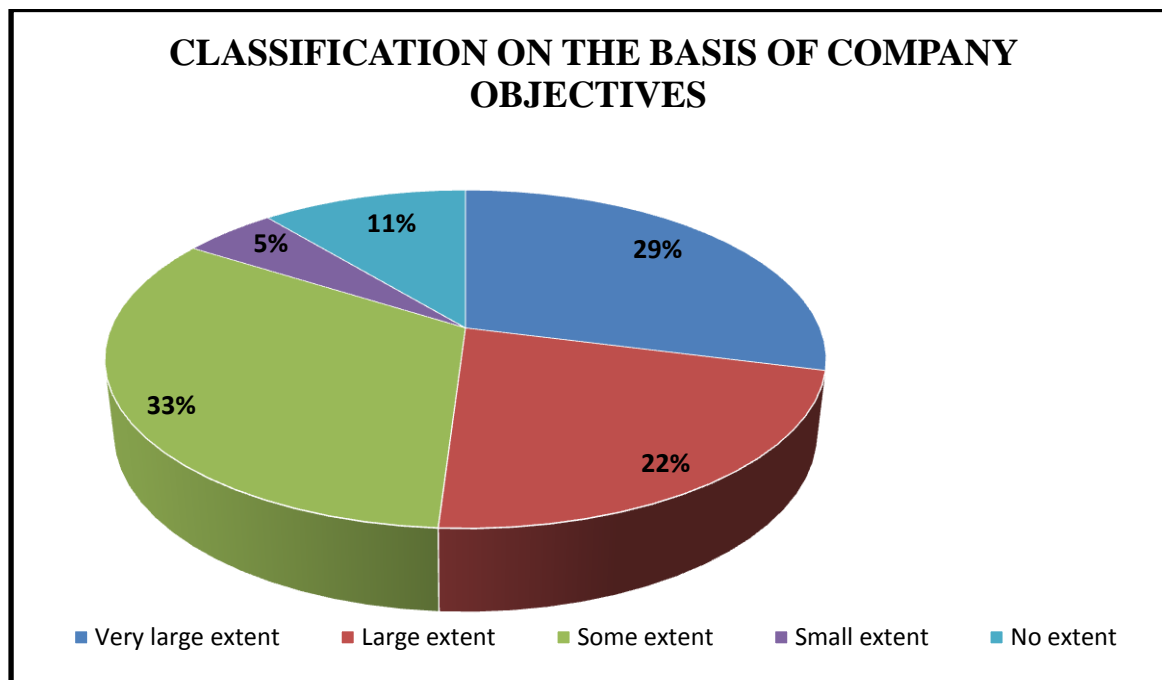


Figure 3.10

Interpretation:

In the above table shows that 33% respondents are agrees to some extent, 29% are agrees to very large extent 22% are agrees to large extent, 11% of respondents are agrees to no extent,5% are respondents to small extent.

Table 3.11

CLASSIFICATION ON THE BASIS OF PRODUCT QUALITY

S.no	Response	No. of Respondents	Percentage
1	Very large extent	19	42%
2	Large extent	13	29%
3	Some extent	8	18%
4	Small extent	3	6%
5	No extent	2	5%
	Total	45	100

Source: Primary Data

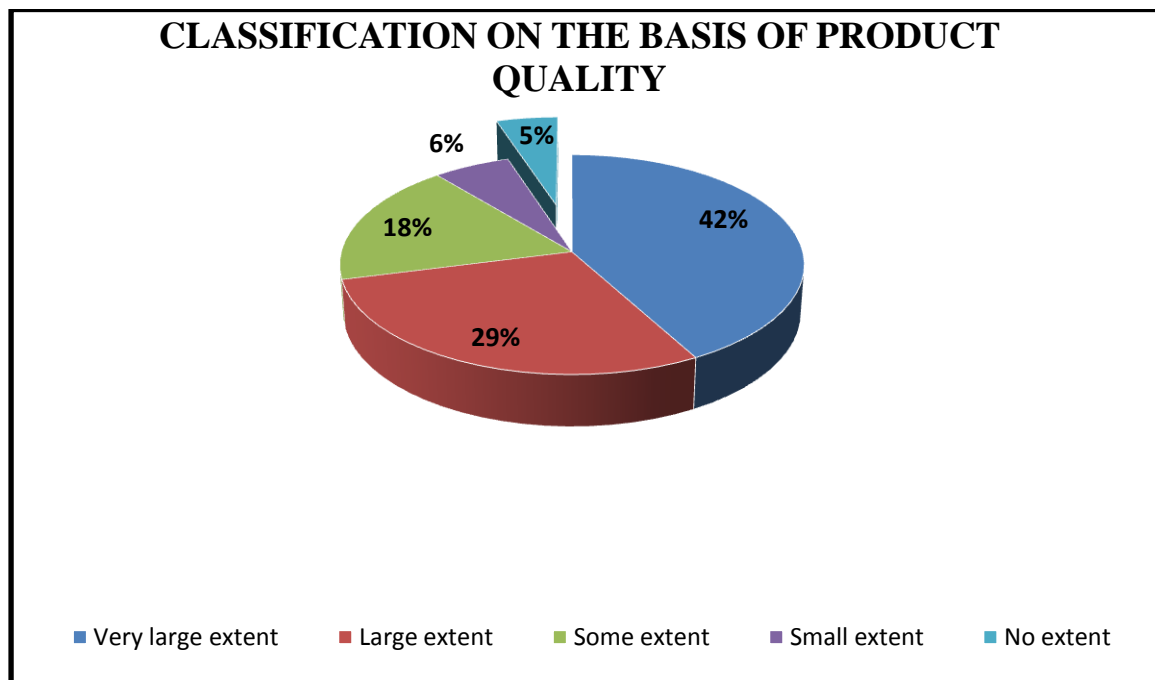


Figure 3.11

Interpretation:

In the above table 42% respondents are agree to very large extent, 29% are agree to large extent, 18% of respondents are agree to some extent, 6% are agree to small extent and 5% are respondents to no extent.

Table 3.14

CLASSIFICATION ON THE BASIS OF COST OF PRODUCTION

S.no	Response	No. of Respondents	Percentage
1	Very large extent	15	33%
2	Large extent	5	11%
3	Some extent	12	27%
4	Small extent	9	20%
5	No extent	4	9%
	Total	45	100

Source: Primary Data

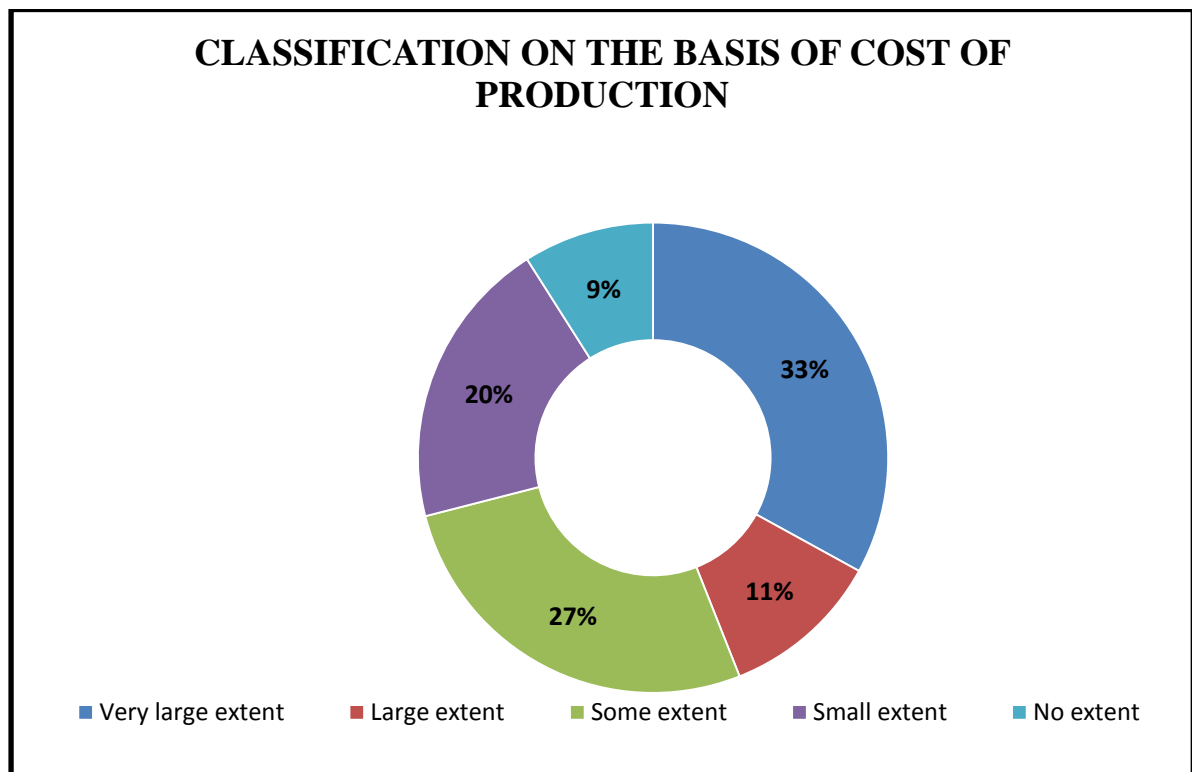


Figure 3.14

Interpretation:

In the above table 33% respondents are agrees to very large extent, 27% are agrees to some extent, 20% of respondents are agrees to small extent, 11% are agrees to large extent and 9% are respondents to no extent.

Table 3.15

CLASSIFICATION ON THE BASIS OF COMPETITIVE POLICES AND STRATEGIES

S.no	Response	No. of Respondents	Percentage
1	Very large extent	10	22%
2	Large extent	5	11%
3	Some extent	12	27%
4	Small extent	14	31%
5	No extent	4	9%
	Total	45	100

Source: Primary Data

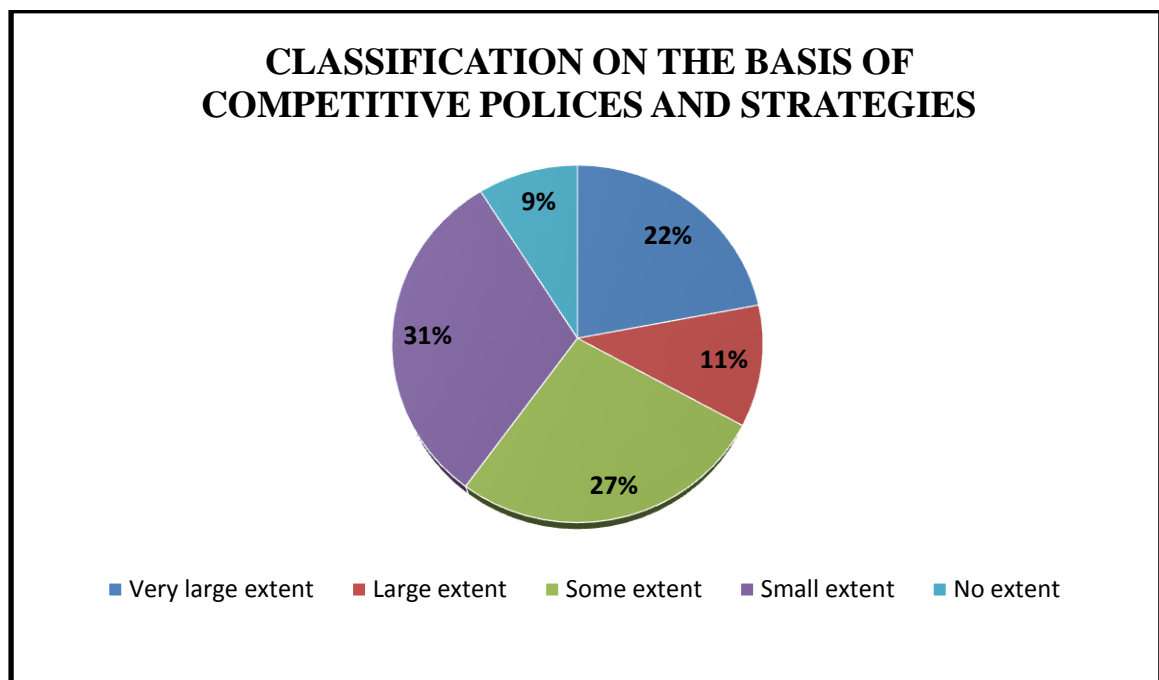


Figure 3.15

Interpretation:

In the above table 31% respondents are agrees to small extent, 27% are agrees to some extent, 22% of respondents are agrees to very large extent, 11% are agrees to large extent and 9% are respondents to no extent.

Table 3.16

CLASSIFICATION ON THE BASIS OF CUSTOMER TASTE AND PREFERENCE

S.no	Response	No. of Respondents	Percentage
1	Very large extent	20	44%
2	Large extent	10	22%
3	Some extent	5	11%
4	Small extent	3	7
5	No extent	7	16%
	Total	45	100

Source: Primary Data

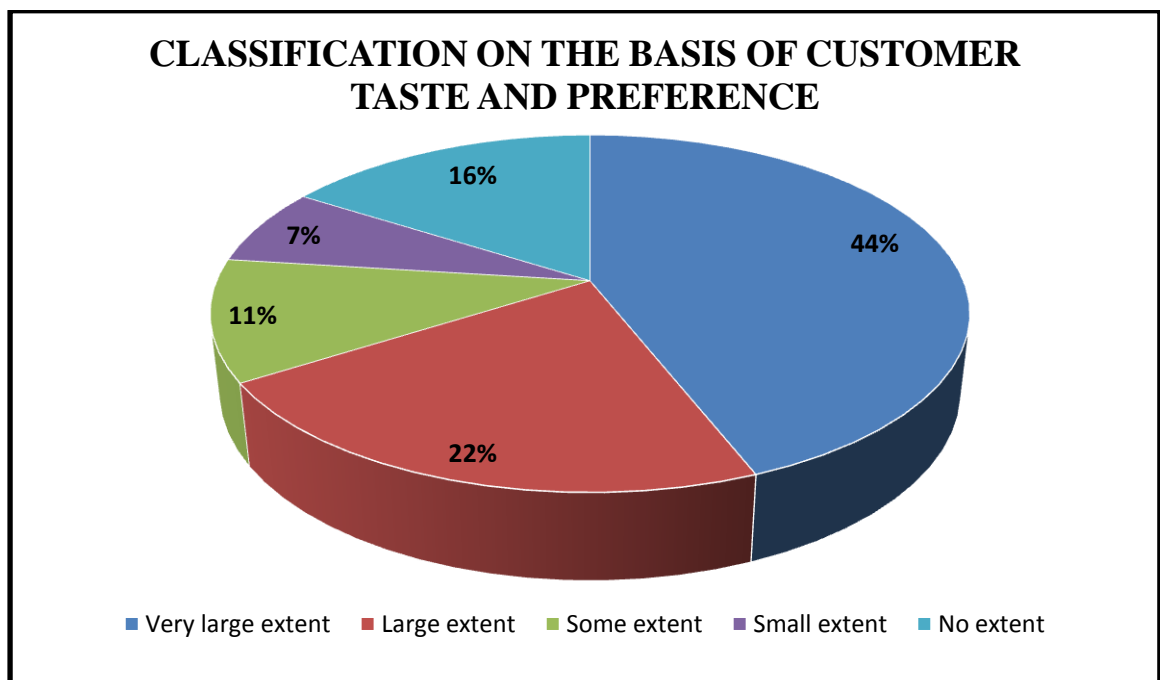


Figure 3.16

Interpretation:

In the above table 44% respondents are agrees to very large extent, 22 % are agrees to large extent, 16% of respondents are agrees to no extent, 11% are agrees to some extent and 7 % are respondents to small extent.

Table 3.17

**CLASSIFICATION ON THE BASIS OF ECONOMIC CONDITION SUCH AS
INFLATION AND RECESSION**

S.no	Response	No. of Respondents	Percentage
1	Very large extent	10	22%
2	Large extent	15	33%
3	Some extent	12	27%
4	Small extent	5	11%
5	No extent	3	7%
	Total	45	100

Source: Primary Data

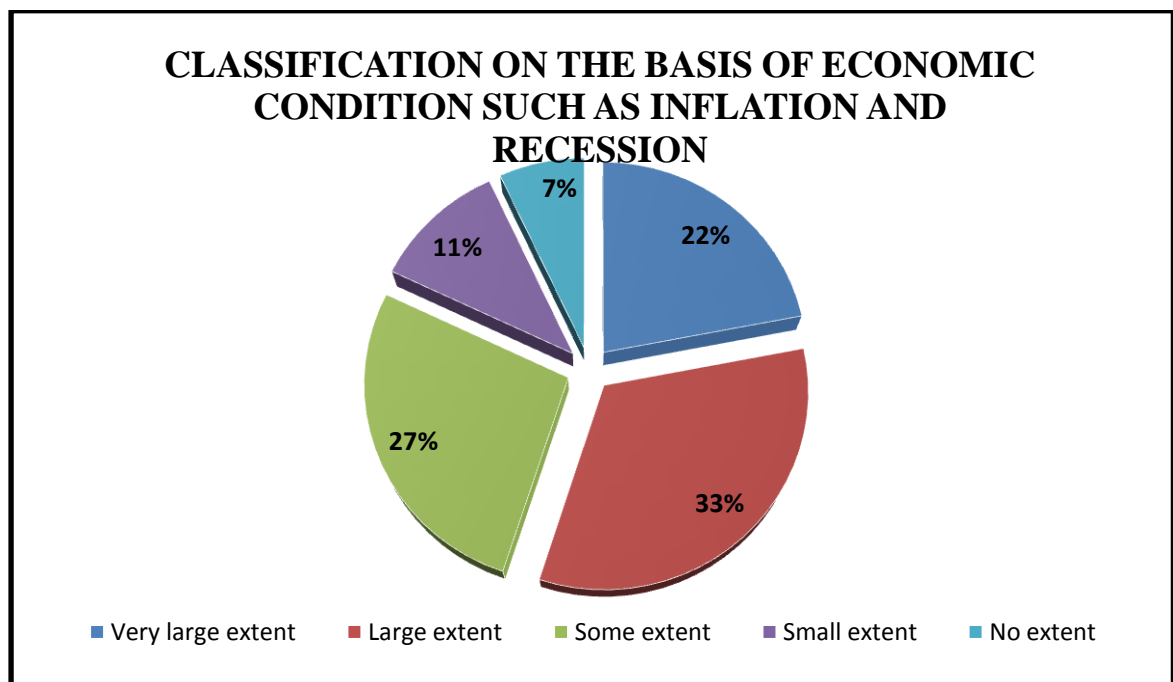


Figure 3.17

Interpretation:

In the above table 33% respondents are agrees to large extent, 27% are agrees to some extent, 22% of respondents are agrees to very large extent, 11% are agrees to small extent and 7% are respondents to no extent.

Table 3.18

CLASSIFICATION ON THE BASIS OF SIZE OF THE PRODUCT

S.no	Response	No. of Respondents	Percentage
1	Very large extent	5	11%
2	Large extent	10	22%
3	Some extent	2	4%
4	Small extent	20	45%
5	No extent	8	18%
	Total	45	100

Source: Primary Data

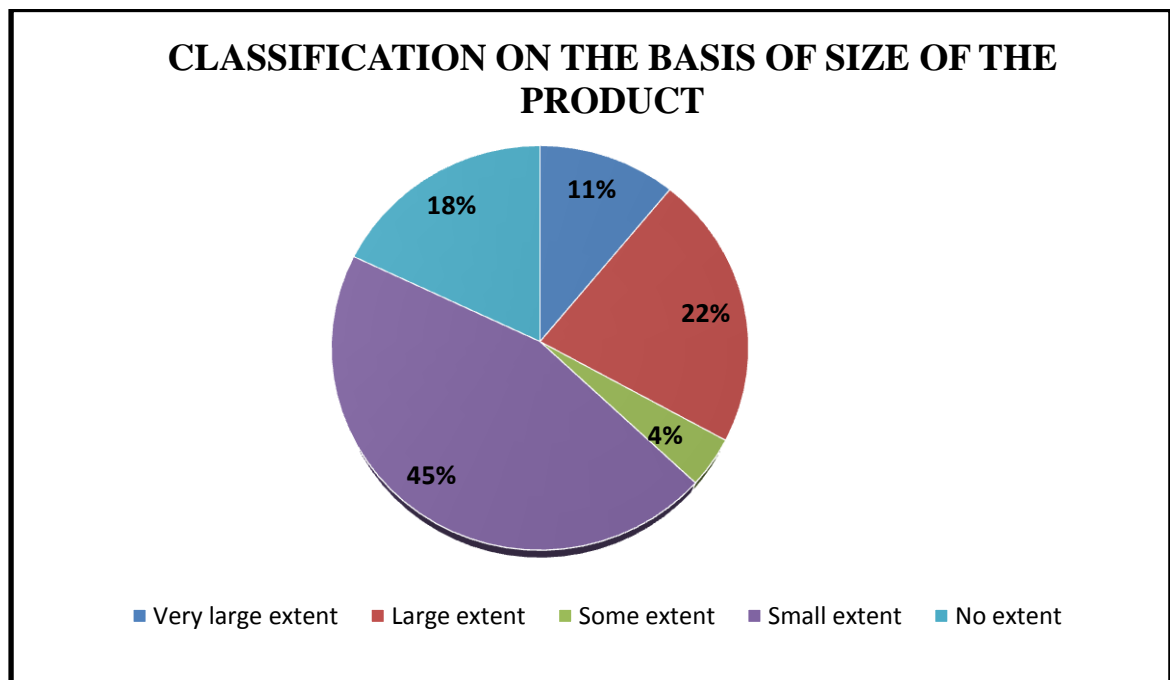


Figure 3.18

Interpretation:

In the above table 45% respondents are agree to small extent, 22% are agree to large extent, 18% of respondents are agree to no extent, 11% are agree to very large extent and 4% are respondents to some extent.

Table 3.19

CLASSIFICATION ON THE BASIS OF CUSTOMER LOCATION

S.no	Response	No. of Respondents	Percentage
1	Very large extent	10	22%
2	Large extent	17	38%
3	Some extent	5	11%
4	Small extent	7	16%
5	No extent	6	13%
	Total	45	100

Source: Primary Data

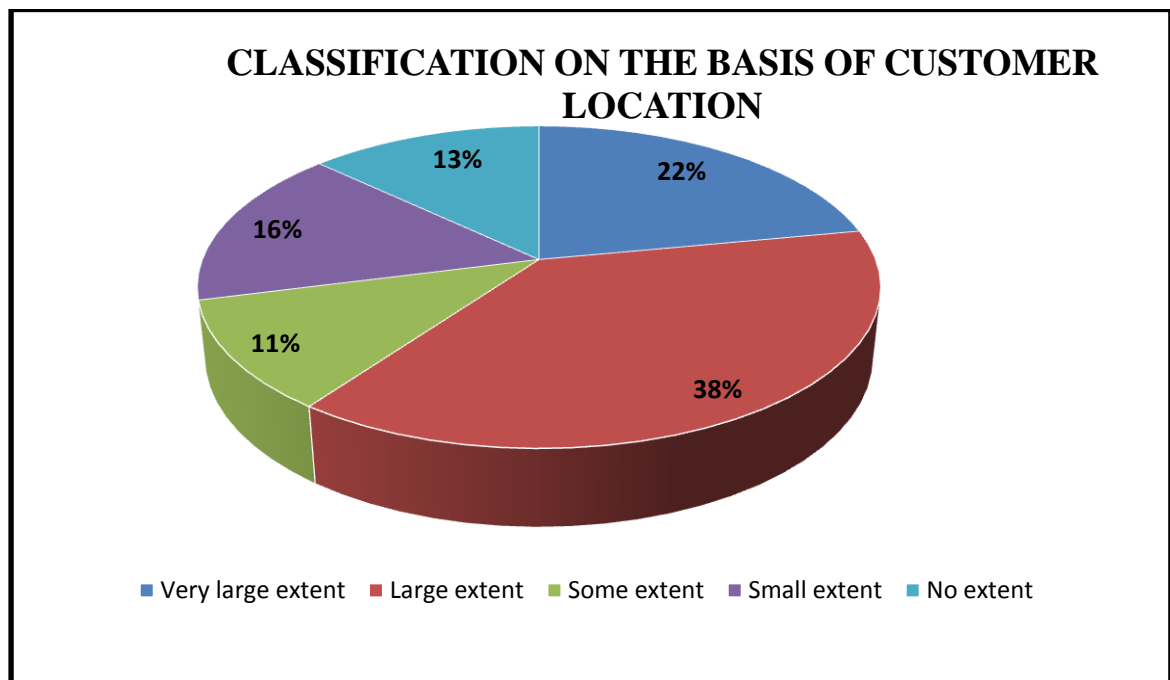


Figure 3.19

Interpretation:

In the above table 38% respondents are agree to large extent, 22% are agree to very large extent, 16% of respondents are agree to small extent, 13% are agree to no extent and 11% are respondents to some extent.

Table 3.20

CLASSIFICATION ON THE BASIS OF INITIAL LOW PRICE

S.no	Response	No. of Respondents	Percentage
1	Very large extent	5	11%
2	Large extent	10	22%
3	Some extent	20	45%
4	Small extent	8	18%
5	No extent	2	4%
	Total	45	100

Source: Primary Data

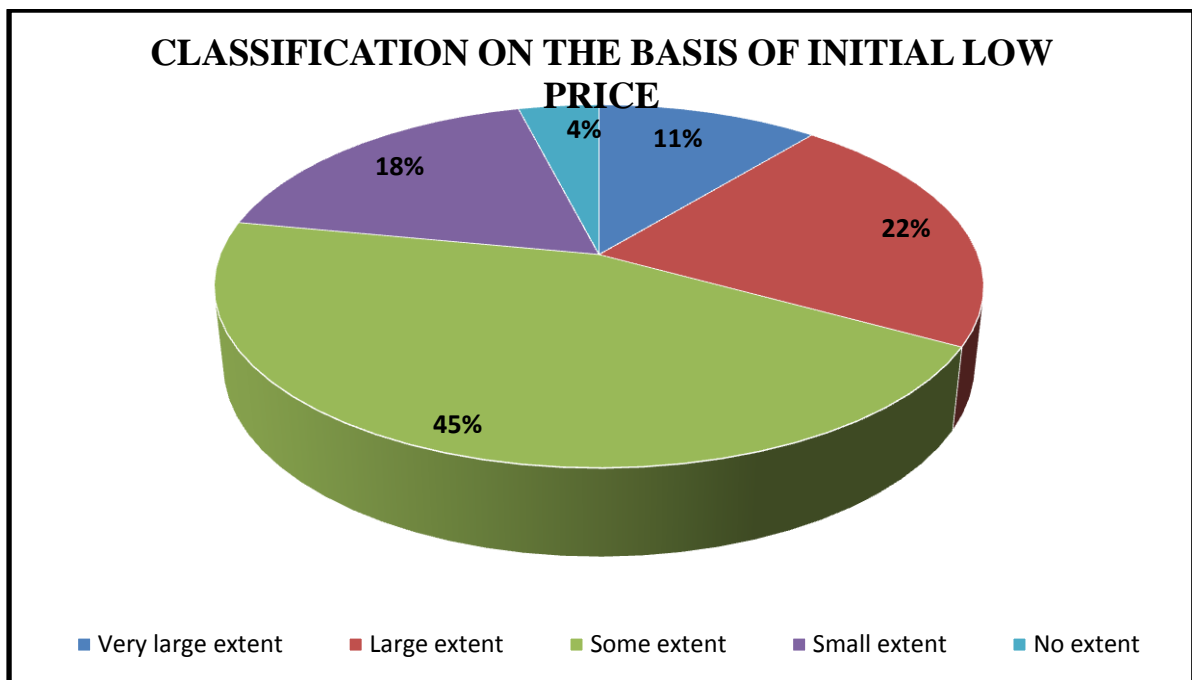


Figure 3.20

Interpretation:

In the above table 45% respondents are agrees to some extent, 22% are agrees to large extent, 18% of respondents are agrees to small extent,11% are agrees to very large extent and 4% are respondents to no extent.

Table 3.21

CLASSIFICATION ON THE BASIS OF INITIAL HIGH PRICE

S.no	Response	No. of Respondents	Percentage
1	Very large extent	20	44%
2	Large extent	10	22%
3	Some extent	5	11%
4	Small extent	3	7%
5	No extent	7	16%
	Total	45	100

Source: Primary Data

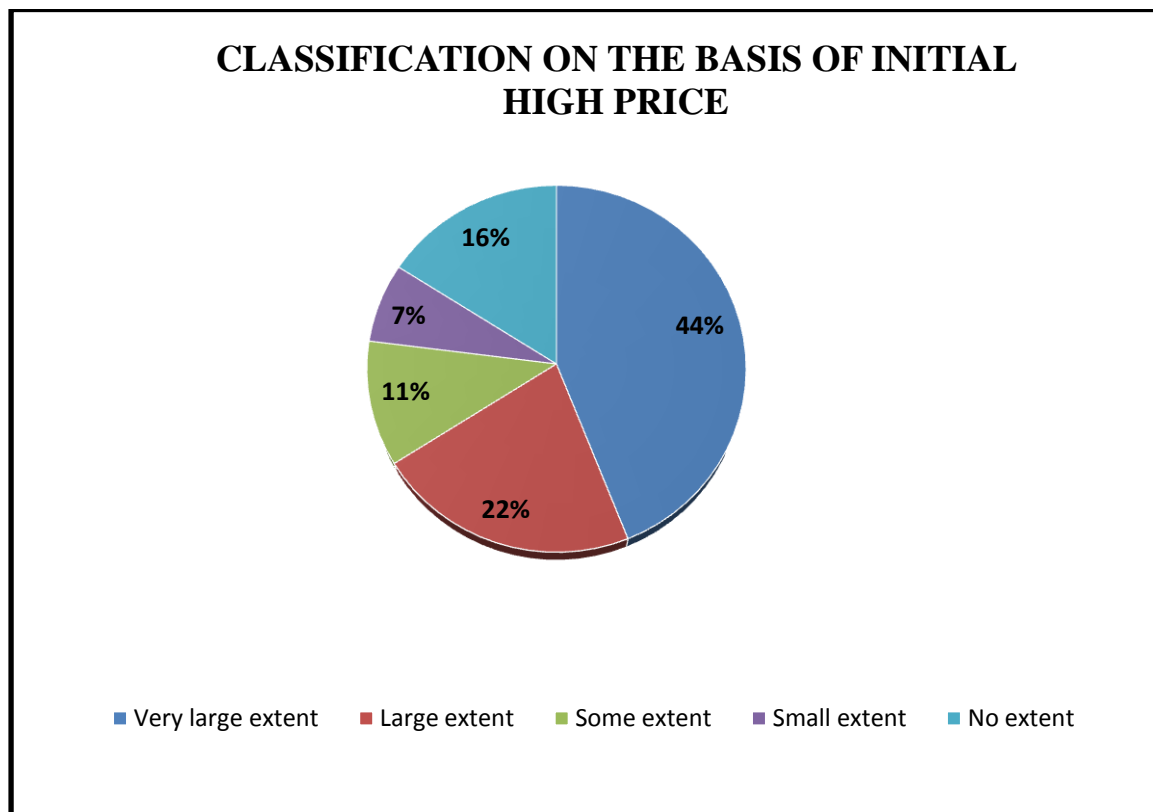


Figure 3.21

Interpretation:

In the above table 44% respondents are agrees to very large extent, 22% are agrees to large extent, 16% of respondents are agrees to no extent, 11% are agrees to some extent and 7% are respondents to small extent.

Table 3.22

CLASSIFICATION ON THE BASIS OF PRICE BASED ON THE QUALITY OF PRODUCT

S.no	Response	No. of Respondents	Percentage
1	Very large extent	10	22%
2	Large extent	17	38%
3	Some extent	5	11%
4	Small extent	7	16%
5	No extent	6	13%
	Total	45	100

Source: Primary Data

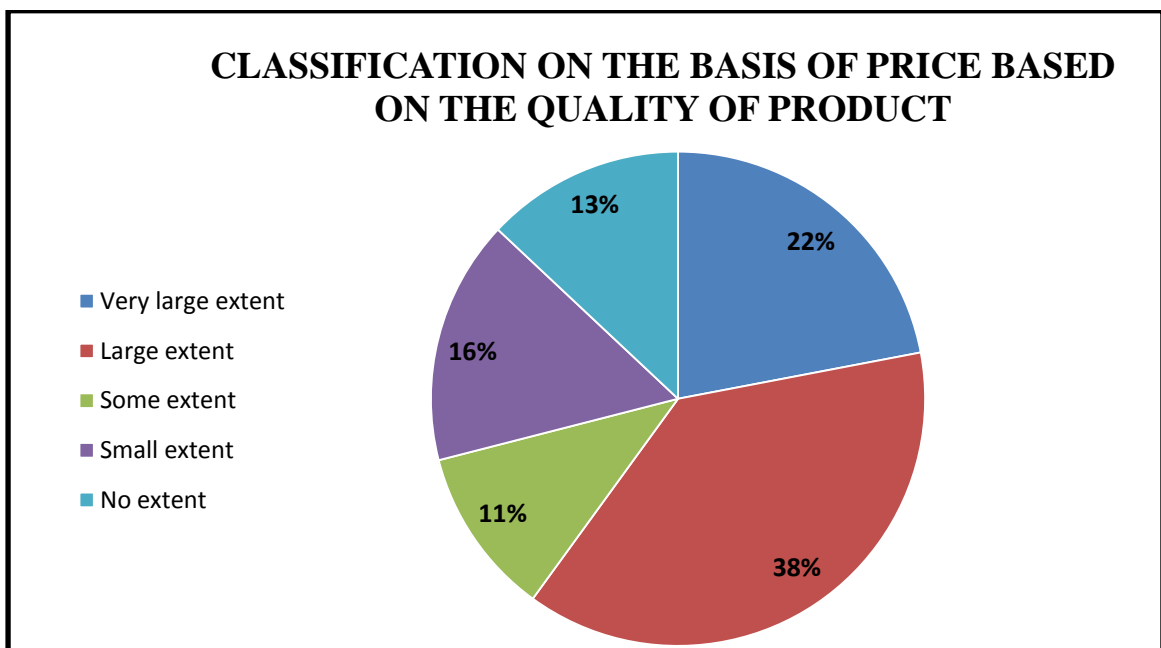


Figure 3.22

Interpretation:

In the above table 38% respondents are agrees to very large extent, 22 % are agrees to very large extent, 16% of respondents are agrees to small extent, 13 % are agrees to no extent and 11% are respondents to no extent.

Table 3.23

CLASSIFICATION ON THE BASIS OF PRICE BASED ON CUSTOMER PERCEPTION

S.no	Response	No. of Respondents	Percentage
1	Very large extent	8	18%
2	Large extent	10	21%
3	Some extent	6	14%
4	Small extent	15	33%
5	No extent	6	14%
	Total	45	100

Source: Primary Data

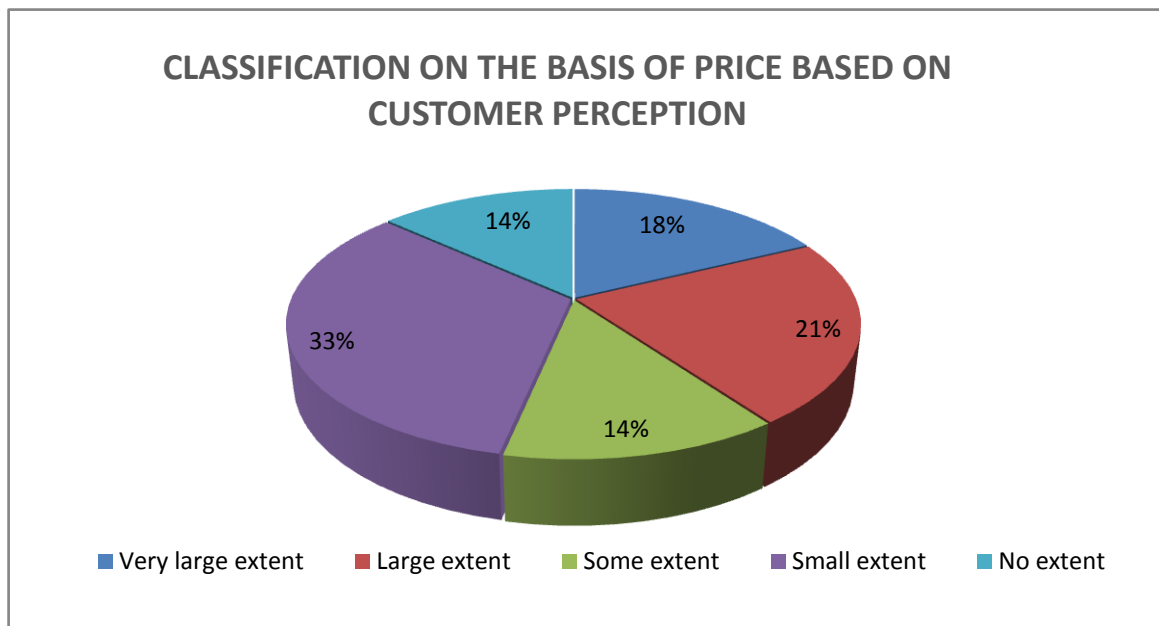


Figure 3.23

Interpretation:

In the above table 33% respondents are agrees to small extent, 21% are agrees to large extent, 18% of respondents are agrees to very large extent, 14% are agrees to both some extent and no extent.

Table 3.24

CLASSIFICATION ON THE BASIS OF CREDIT SALES

S.no	Response	No. of Respondents	Percentage
1	Very large extent	7	16%
2	Large extent	6	13%
3	Some extent	10	22%
4	Small extent	17	38%
5	No extent	5	11%
	Total	45	100

Source: Primary Data

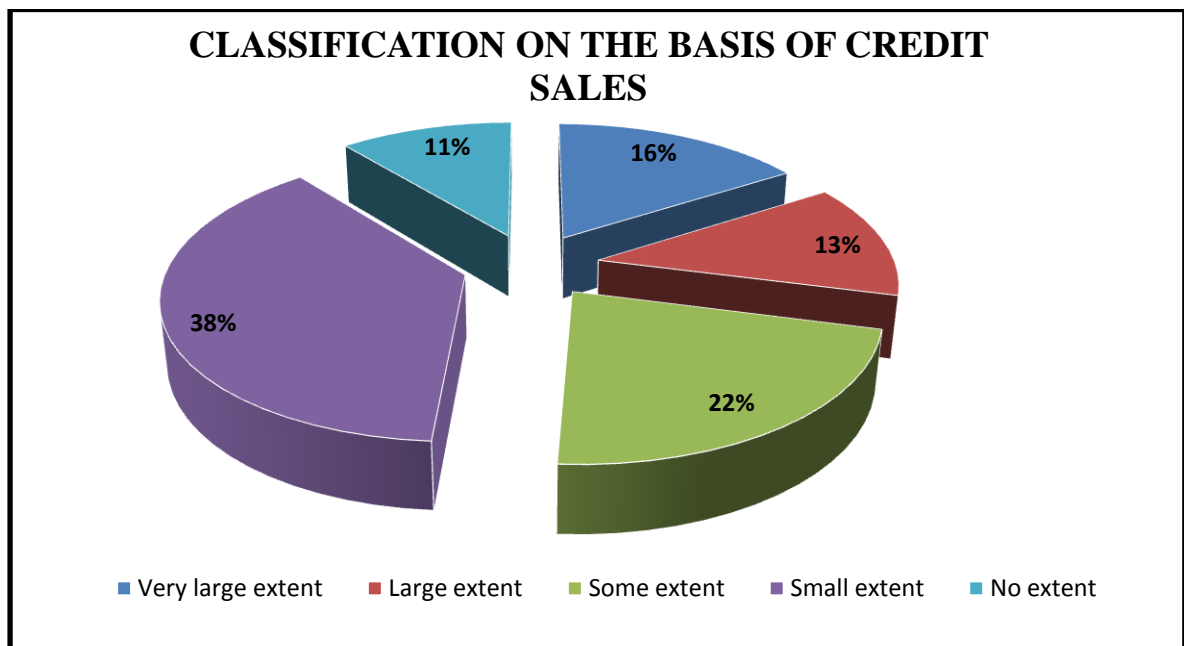


Figure 3.24

Interpretation:

In the above table 38% respondents are agree to small extent, 22% are agree to some extent, 16% of respondents are agree to very large extent, 13% are agree to large extent and 11% are respondents to no extent.

Table 3.25

CLASSIFICATION ON THE BASIS OF FANCY NUMBERS

S.no	Response	No. of Respondents	Percentage
1	Very large extent	15	33%
2	Large extent	5	11%
3	Some extent	12	27%
4	Small extent	9	20%
5	No extent	4	9%
	Total	45	100

Source: Primary Data

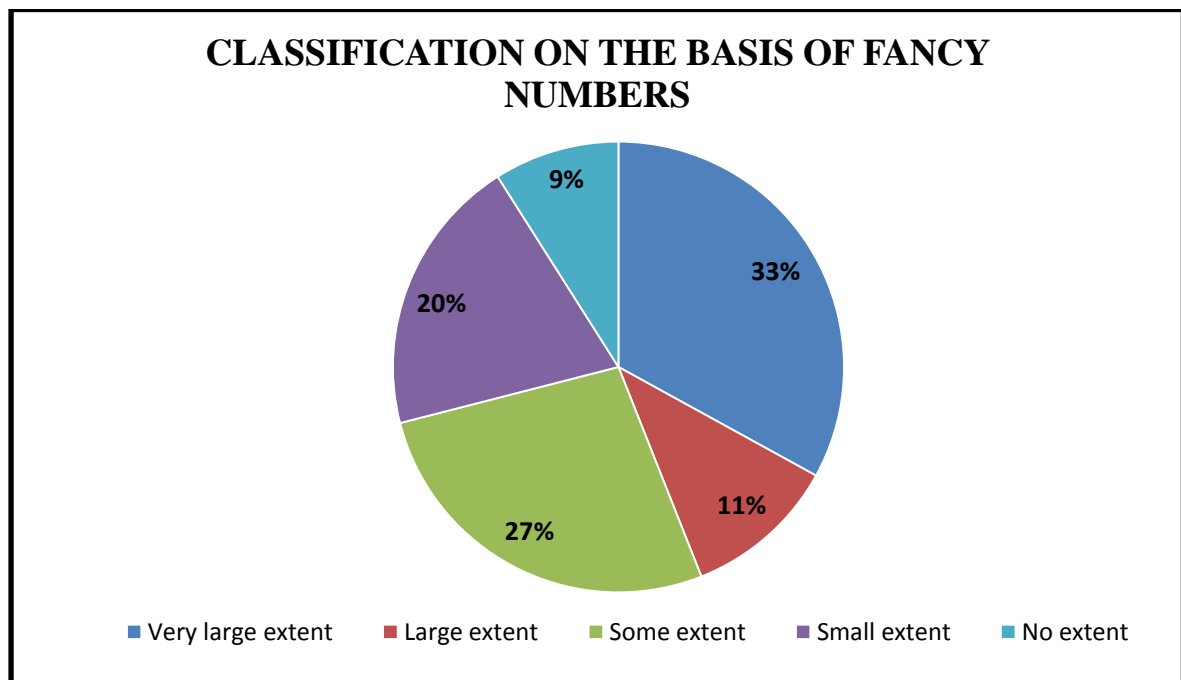


Figure 3.25

Interpretation:

In the above table 33% respondents are agrees to very large extent, 27% are agrees to some extent, 20% of respondents are agrees to small extent, 11% are agrees to large extent and 9% are respondents to no extent.

Table 3.26

CLASSIFICATION ON THE BASIS OF ODD NUMBER PRICING

S.no	Response	No. of Respondents	Percentage
1	Very large extent	9	20%
2	Large extent	10	22%
3	Some extent	7	16%
4	Small extent	11	24%
5	No extent	8	18%
	Total	45	100

Source: Primary Data

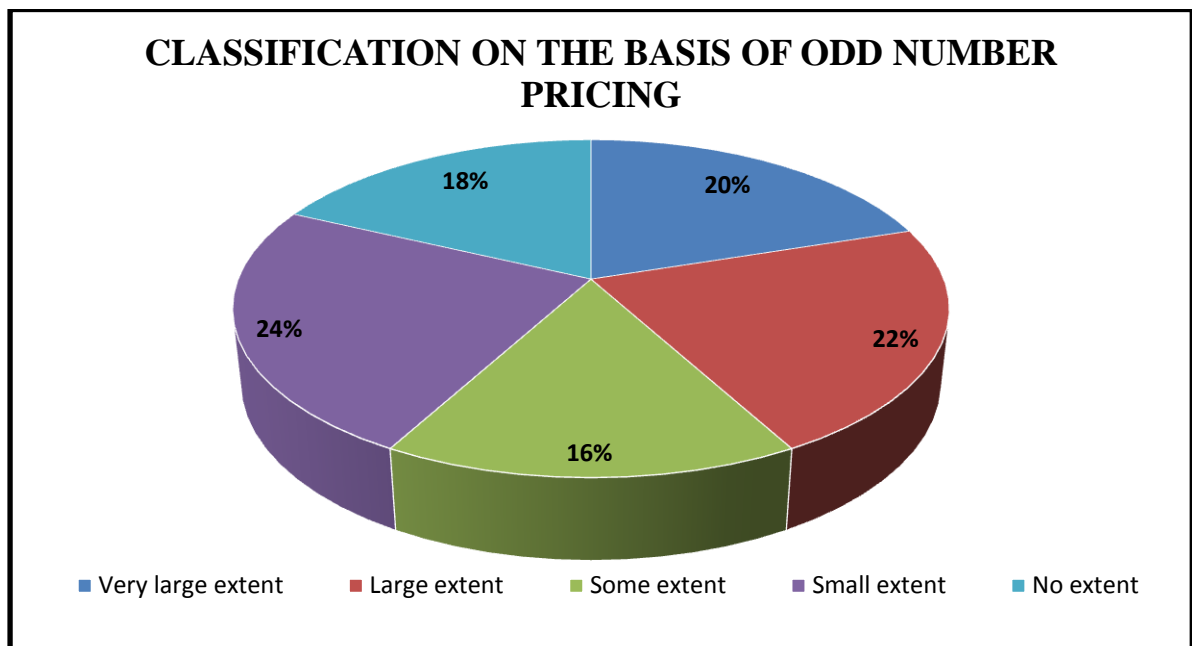


Figure 3.26

Interpretation:

In the above table 24% respondents are agree to small extent, 22% are agree to large extent, 20% of respondents are agree to very large extent, 18% are agree to no extent and 16% are respondents to some extent.

CHAPTER IV

FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 FINDINGS

- The turnover from FMCG business of the most of the respondents are below 5 lakh rupees.
- According to the study the maximum number of branches that a FMCG business having is less than 10.
- About 49% of the respondents have other non specified businesses like cottage industries.
- Most of the FMCG business operations are established within whole district
- Inadequate market analysis is preferred as the major difficulty faced by the respondents for fixing price
- Most of the FMCG manufacturers allow discount on their sale as part of pricing strategy
- 33% of respondents are agreed to small extent on government policies in choice of pricing strategies of FMCG manufacturers
- About 33% of respondents agrees with small extent in case of company objective in choosing pricing strategies
- Initial high price and fancy number are the two methods adopted by manufacturers at very large extent in the opinion of 44% and 33% respectively.
- Customer perception is chosen by respondent at small extent in choosing their pricing strategy.
- Quality of product is chosen by respondent at large extent in choosing their pricing strategy by 29%
- Initial high price is chosen by respondent at very large extent in choosing their pricing strategy.
- Taste and preference is chosen by respondent at very large extent in choosing their pricing strategy.
- Cost of production is chosen by respondent by 27% at very large extent in choosing their pricing strategy

- Relatively market and demand is chosen by respondent at very large extent in choosing their pricing strategy.
- Inflation and recession affects at large extent by 33% while choosing pricing policy
- 45% of respondents agrees that size of product influence in adopting pricing policy only to a small extent.
- Fixing initially low price for the products considered as a pricing strategy by 45% respondents.
- Credit sales and odd number pricing are considered at a small extent by the respondents among FMCG manufacturers.
- Location of customers affects pricing policy to a large extent based on distance from the business spot. 36% of respondents have 40-60 employees for their business.

4.2 SUGGESTIONS AND RECOMMENDATIONS

1. Firms in FMCGS should adopt more diverse pricing strategies such as discounts and allowances, pricing premium instead of concentrating on just few pricing strategies based on cost.
2. Adopt more diverse pricing strategy which will help them to cope with unexpected changes from the marketing environment. For example changes in government policies or changes in prices of competitors product.
3. It is recommended that the firms should join an association from where they can negotiate for reasonable taxes from the tax authorities which will help to reduce cost and thereby to implement effective pricing strategy.
4. Establish effective marketing department to design and manage pricing strategies.
5. Conduct research and studies on competitions in FMCGs before implementing pricing strategies.

4.3 CONCLUSIONS

The study was important in revealing the extent to which FMCGS have adopted various pricing strategies. The pricing strategies adopted by manufacturers of FMCGS to a very large extent include pricing strategy blend very well with product value. Ensure that the price of product is in line with market price and sell on credit to promote sales. It can be concluded that manufacturers of FMCGS price products according to product value as well as according to prevailing market price to remain competitive. They also sell on credit in order to promote sales and maintain customers. The pricing strategies adopted by manufacturers of FMCGS to a very large extent include attach importance to distinctiveness of the company brand in its pricing and add on percentage mark – up on price in order to remain profitable. In conclusion it can be said that most of the manufacturers of FMCGS practice mark – up pricing in order to remain profitable as well as recover cost.

The study also revealed some challenges experienced by manufacturers of FMCGS in their pricing strategies. The biggest challenge was stiff competition and high cost anticipated due to effects of inflation and high cost of production and marketing. Stiff

competition remains as a big challenge as most of the firms produce homogeneous products which are hard to differentiate except to branding .

The aim of any company of FMCG industry should be to satisfy their needs and wants of there customers with their product offering . Therefore selecting the right product to sell is essential, as selling the wrong products can result in loss of profit or customer. It is important for businesses to have a strategy when selecting the correct product to offer as businesses that historically shows the product strategic focus, perform substantially better over extended periods of time than business that do not . Marketers should be aware about the ethics , public policy issues and regulations during the set of new product strategies .

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QUESTIONNAIRE

1. Name of your company.
2. Location.
3. Year of commencement of business.
4. Turnover of business per year.
 - Below 5 lakh
 - 5 lakh – 10 lakh
 - Above 10 lakh
5. How many branches or outlets do you have?
 - Less than 10
 - 10 or more
6. Area of business or category of products.
 - Packaged food
 - Health & Wellness products
 - Dress & Costumes
 - Beverages
 - Others , Specify...
7. Area of operation of business.
 - Local area
 - Whole district
 - Whole state

8. How many employees do you have ?

Below 20

20-40

40-60

Above 60

9. Indicate the extent to which the following factors influence the choice of pricing strategies that you firm uses .

ISSUE	Very large extent	Large extent	Some extent	Small extent	No extent
Market and demand					
Government policies					
Company objective					
Product quality					
Cost of production					
Competitive policies and strategies					
Customer taste and preference					
Economic condition such as inflation and recession					
Size of the product					
Customer location					

10. Indicate the extent to which your organization practices the following pricing strategies.

STRATEGY	Very large extent	Large extent	Some extent	Small extent	No extent
Initial low price					
Initial high price					
Price based on quality of product					
Price based on customer perception					
Credit sales					
Fancy numbers					
Odd number pricing Eg: 199					

11. What are the difficulties facing while fixing price for a product ?

- Inappropriate timing of product introduction
- Inadequate market analysis
- High tax rate
- Innovation of counterfeit products

12. Are you providing discount ?

- Yes No

DATA

Sl. No.	COMPANY NAME	LOCATION	COMMENCEMENT YEAR
1	KJ MEATS	KELAKAM	2002
2	KMM FISHES	KOTTIYOOR	1997
3	HARA VEGETABLES	ULIKKAL	2010
4	AYUSH HONEY	VAYATHUR	2020
5	AJ FRUITS	KANICHAR	2000
6	NM CHEESE	PERAVOOR	2007
7	ARAKKANS MEAT	IRITTY	2013
8	KAANTH TOOTHPASTE	KAKKAYANGAD	2006
9	CLEAN MASKS	VILAKKODE	2021
10	NEER WATER	IRITTY	2005
11	KOOL SHAKES	ULIYIL	2018
12	AMAM JUICE	EDOOR	2020
13	DAHAM	KEEZHUR	2015
14	PITTANS SHAKES	IRITTY	2020
15	CEE YEM JUICE	IRITTY	2013
16	SWEET SNACKS	MANATHANA	2003
17	KK PAPPADAM	KOTTIYOOR	2007
18	FASTA	ADAKKATHODE	2005
19	WRITEWELL NOTES	ADAKKATHODE	2007
20	FROZEN ICECREAMS	PERUMBUNNA	2019
21	TASTY ICECREAMS	IRITTY	2005
22	ADAMS CAKES	KELAKAM	2017
23	SHEEN BAKES	KOTTIYOOR	2006
24	KULFI ICECREAM	KOTTIYOOR	2013
25	ORANGE BAKERY	KOTTIYOOR	2019
26	MNS FLOUR	KELAKAM	1995
27	EK ELECTRONICS	PERAVOOR	2000
28	CLEAR FILES	KELAKAM	2014
29	PITTANS CAKES	IRITTY	2020
30	CAKE PALACE	IRITTY	2021
31	MALABAR FOODS	KELAKAM	2010
32	QUALITY BAKES	IRITTY	2012
33	NAAS SUPERMARKET	IRITTY	2018

34	AKS VEGETABLES	PADIYOOR	2016
35	PATTIAMS BAKERY	IRITTY	2020
36	FIROOS COOLBAR	KANICHAR	2021
37	APSARA BAKERY	IRITTY	2021
38	DIYA SWEETS	CHAVASSERY	2020
39	THANIMA DIARY PRODUCTS	KOTTIYOOR	2009
40	MAGIC MASALA	MANATHANA	2018
41	LEE FURNITURE	IRITTY	2017
42	CITY FURNITURE	IRITTY	2007
43	SUN PHARMA	IRITTY	2015
44	SADHANS COCONUT OIL	MUZHAKKUNNU	2013
45	AISWARYA BAKERY	IRITTY	2016