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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore.	2016
M.Com.	Computer Applications	Bharathiar University, Coimbatore.	2016
MBA.	Finance	Bharathiar University, Coimbatore.	2009
M.Phil.	Commerce	Kongu Arts and Science College Erode.	2005
M. Com.	Commerce	Gobi Arts College, Gobi.	1996
B. Com.	Commerce	Gobi Arts College, Gobi.	1994

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Corporate Social Responsibility	IIT, Kharagpur	2019
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA.	Computer Applications	Bharathiar University.	2004

Research Guidance

Programme	No. of Scholars	
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Ph. D.	-	1
M. Phil.	9	-

Edited Books Published

- Role of banking sector in rural economic Development, Volume-1, ISBN- 978-81-920808-1-9
- Role of banking sector in rural economic Development, Volume-2, ISBN- 978-81-920808-2-6

Research Publications International

- Dr.M.Prakash **A Study on Importance of Rural Entrepreneurship in India** EPRA International Journal of Research and Development (IJRD) Volume 8 Issue 3 March 2023.
- Dr.M.Prakash Mr.R.Karthikeyan **Effectiveness of Television Advertisement Towards Eating Habits of Children in Tirupur City** NOLEGEIN Journal of Advertisement and Brand Management 2022 Volume 5 Issue 01 ISSN 2581-530X.
- Dr.M.Prakash M. Ragavi **Employees' Awareness And Effective Utilization Towards ESI Benefits**, Journal of Emerging Technologies and Innovative Research (JETIR) © 2020 JETIR February 2020, Volume 7, Issue 2 www.jetir.org (ISSN-2349-5162).
- M.Prakash Dr.S.Namasivayam, M.Gunasekaran & S.Ashwini **"A study on effectiveness of training programme inpropel industries Sulur"** International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182),Vol.No.3, Issue 2, February 2016, pp. 306-210. (Impact factor: 5.72).
- Dr.M.Prakash, Dr.S.Namasivayam & S.Ashwini, **Analysis on Equity Share Behavior of Selected Companies Scrip in Pharmaceutical Sector and Banking Sector**, International Journal of Multidisciplinary Research and Development, Vol.No.2, Issue 3,pp. 576-578, March 2015,(E-ISSN: 2349-4182,(Indexed in UGC, Google Scholar).
- Dr.M.Prakash, Dr.S.Namasivayam, S.Ashwini & M.Gunasekaran, **A Study on Performance Appraisal System of Propel Industries In Sulur**, International Journal of Marketing, Financial Services & Management Research,Vol.No.4, Issue 8,pp. 71-78, August 2015, (E-ISSN: 2277 3622,(Indexed in UGC, Google Scholar).
- M.Prakash, G. Vaishnavjee, **A Study on Students Satisfaction Regarding Educational Loanwith Special Reference to Nationalized Bank in Coimbatore City**, GJRA –Global Journal for Research Analysis, Volume-4, Issue-10, October-2015, ISSN.No2277-8160, (Indexed in Google Scholar)
- M.Prakash, Dr.T.Duraipandi, **A Study on Socio- Economic Conditions and Consumer's Environmental Attitude of Green Products in Erode District**, Indian Journal of Applied Research, Vol. 5, Issue 3, March 2015, ISSN - 2249-555X, (Indexed in Google Scholar)

- M.Prakash S.Namasivayam, and Mr.M.Suganthathendral, **A Study on customer satisfaction towards online shopping with special reference to Coimbatore city**, Global Research Analysis Vol. 2, Issue 12, December 2013, pp. 155-156, ISSN: 2277-8160, (Indexed in Google Scholar)

Research Publications in Edited Books International

- Role of Service Sectors in Financial Markets-Banking Industry, International Seminar on Emerging trends in global and Indian financial markets, Hindustan College of Arts and Science, Coimbatore, 6-Feb-15, pp 81-85, ISBN:978-93-80686-41-7.

National

- **Role of Cooperative Banks in Agricultural Credit**, National Seminar, Dr. N.G.P. Arts and Science College, Coimbatore, 18-Dec-14. ISBN:978-81-920808-6-4.
- **Rural Development Through Agri Entrepreneur**, Role of Agribusiness in sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug-15, pp. 750-755. ISBN: 978-81-920808-7-1.

Presentation and Participations in seminars / Conference / Workshops

- AI for Sustainable Development- Challenges and Opportunities Organised by School of Commerce VET Institute of Arts and Science Erode Presented a paper entitled **IMPACT OF IT IN AUTOMOBILE INDUSTRY** on 25th November 2022.
- Digital Transmission: Issues and Challenges in the International Conference on Impact of Digital Economy in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 12th September 2018.
- Human Resource Management Practices in a National Seminar on Emerging Business Practices in the global environment conducted by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli on 19th January 2017.
- Impact of GST in the International Conference on Pros and Cons of GST in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 11th August 2017.
- GST in India – Associated Benefits and Problems in a National Seminar on Impact of Goods and Services Tax (GST) conducted by Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 27th September 2017.

- Participated in a State Level Symposium on "CORPORATE EMPLOYABILITY SKILLS" organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 14th September 2015.
- Women Entrepreneur And Their Entrepreneurship Prospective in a National Seminar on Economic Empowerment of Women through Entrepreneurship - Problems and Prospects conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 16th August 2016.

- Rural Development through Agri entrepreneur in a National Seminar on Role of agribusiness in sustainable rural entrepreneurship development conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 20th August 2015.
- Women Development and Empowerment Model in Higher Education in a National Conference on Emerging Education Models for 21st century learners, organized by Association of Principals of Colleges, Bharathiar University held at Dr.N.G.P. Arts and Science College, Coimbatore on 01.08.2015.
- Role of Cooperative Banks in Agricultural Credit in a National Seminar conducted by Department of Commerce with Information Technology & Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore on 18th December 2014.
- Features and implementation of Kissan Credit Card in a National Level Seminar conducted by Department of Commerce CA, Dr. N.G.P. Arts and Science College, Coimbatore on 23rd September 2011.
- Financial Re-engineering Strategies and Regulations in a National Level Seminar conducted by Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore on 28th January 2010.

Participations in Faculty Development Program

- Participated International Faculty Development Programme in “Teaching Pedagogy and Life Skill Management Organised by Department of Commerce Hindustan Arts and Science College Coimbatore from 27th March to 31 March 2023.
- Participated One Day Workshop on Outcome Based Education (OBE) Organised by Dr.N.G.P. Arts and Science College Coimbatore in association with IPSR Solutions limited on 04th March 2023.
- Participated Faculty Development Programme in “National Webinar in Collaboration with AMFI on Strategy for Managing the Personal finance Organised by Internal Quality Assurance Cell (IQAC) and School of Commerce VET Institute of Arts and Science College Erode on 22nd February 2022.
- Participated Faculty Development Programme on “Digital Teaching Methods In Higher Education” Organized by PG and Research Department of Commerce with Computer Applications Hindustan College of Arts and Science, Coimbatore from 23rd August to 28 August 2021.

- Participated Faculty Development Programme on “Outcome Based Education” Organized by Department of Management, Karpagam Academy of Higher Education, Coimbatore from 26. 07.2021 to 01.08.2021.
- Participated as a delegate in the seven day Online Faculty Development Programme on Research Methodology and Pedagogy for Tertiary Education during June 15-21. 2021 organized by Internal Quality Assurance Cell & Center for Faculty Development, Dr.N.G.P. Arts and Science College, Coimbatore, India.
- Online Functional Faculty Development Programme on Term Insurance Checklist July 30, 2021 Organized by Department of Commerce Banking and Insurance & Center for Faculty Development Dr. N.G.P. Arts and Science College Coimbatore 48.
Quality Initiatives in Higher Education, Online in Google Meet Jointly organized by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science Coimbatore, Gobi Arts and Science College, Gobichettiapalayam & Vellalar College for Women, Erode held from 13th to 20th April 2020.
- Quality Measures in Higher Education, at Dr. N.G.P. Arts and Science College, Coimbatore, held from 3rd to 9th December 2018.
- Managing Business Process Services - I organized by Tata Consultancy Services at Dr. N.G.P. Arts and Science College, Coimbatore from 11th July to 13th July 2018.
- Teacher Student Relationship: Psychological Dimensions at Dr. N.G.P. Arts and Science College, Coimbatore, held on 2nd July 2016.
- Teaching Learning: A New Paradigm at Dr. N.G.P. Arts and Science College, Coimbatore, held on 3rd November 2016.

Seminars /Conference /Workshops Organised

- Convenor, National Conference on “Modern Business - Opportunities and Challenges (CMBOC-2020)”, Dr.N.G.P. Arts and Science College, Coimbatore on 27.02.2020.
- Convenor National Conference on “Opportunities and Challenges of Business in the Digitalized Era - (COCBD2018)”, Dr.N.G.P. Arts and Science College, Coimbatore on 27th and 28th Sep 2018
- Organizing Secretary, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.

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- Acted as Organizing Secretary in organizing a National Level Seminar on "CHALLENGES AND OPPORTUNITIES IN RURAL MARKETING AND ITS IMPACT ON RURAL DEVELOPMENT" held at Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2015.
- Organizing Secretary National Level Seminar on "Financial Inclusion for sustainable financial development" , Dr.N.G.P. Arts and Science College, Coimbatore on 6th September 2013.
- Joint-Secretary , National Level Seminar on "Role of Banking sector in Rural Economic Development" , Dr.N.G.P. Arts and Science College, Coimbatore on 23rd September 2011.
- Joint-Secretary , National Level Seminar on "Challenges and opportunities in banking and insurance sector" , Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2006.

Membership in Professional and Academic Bodies

- University Nominee in Commerce with Computer Applications UG and PG Board of Sri Ramakrishna College of Arts and Science Coimbatore. (2018-2019 to 2020-2021).
Member - Board Studies of B. Com BA in Department of Commerce with Business Analytics, Dr. N.G.P. Arts and Science College, Coimbatore from June 2016 to October 2017.
- Chairman - Board Studies of B. Com CA in Post Graduate and Research Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore from June 2015 onwards.
- Chairman - Board Studies of Commerce with Computer Applications UG and PG Board of, Dr. N.G.P. Arts and Science College, Coimbatore from April 2016 onwards.

Effectiveness of Television Advertisement Towards Eating Habit of Childrens in Tirupur City

M. Prakash^{1,*}, R. Karthikeyan²

Abstract

This research emphasizes on the impact of television food advertisement on the eating habits of children, for this the study is conducted on 160 respondents in Tirupur city, data were analyses by percentage and Garrett ranking technique under convenient sampling techniques, The study concentrated on the elements of television advertisements that influence children to seek food products and the kinds of foods that children demand after viewing advertisements on television. Children are a particularly susceptible target market and are readily seduced by marketing. The primary goal of the research is to understand how youngsters consume food and what they like to buy. The children will insist their parents to buy the product after they watch the TV food advertisements. The report also reveals what parents think about food advertisements on television. According to national legislation and advertising standards, advertising to children is the act of promoting or advertising goods or services to children. Children come across advertising through TV, radio, billboards, magazines and newspapers - and innovative forms of advertising are developing all the time. It is important for young children to know that advertisers are trying to make you buy something. Advertising has a significant impact on society today because it particularly targets the brains of children. Advertisers target children because they easily lure them in. children insist their parents to purchase what they see or hear on television. Advertisers choose children because they are easily influenced and they spent money if they find something interesting. Children are encouraged by advertisements to convince their parents to buy the things featured in the ads, regardless of how beneficial they may be. If they are not given the product, the children often become stubborn. Children frequently lose the capacity to live a life devoid of materialistic delight after viewing the glitter of TV. Kids are frequently more drawn to expensive branded goods.

Keywords: Television advertisement, children's behavior, parent's opinion, influence

INTRODUCTION

The Latin word "adverter," which means "to turn the attention," is the root of the English word "advertising." Advertising serves as a key marketing tool and an effective communication channel. It has an important impact on the manufacturer, the customer, and society at large. It supports the manufacturer's efforts to launch new items, keep up demand for current ones, and draw in new clients. Advertising assists the consumer in gathering important information about the product's quality, conditions of sale, and other factors. It also assists them in conducting a comparison and selecting the best option. Advertising generates huge revenue, employment opportunities in the society, which helps in the overall development in the nation. The success of advertising depends heavily on the effectiveness of advertising

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campaigns and the message that the advertiser sends. Marketer to group of individuals [1]. The message is known as 'advertisement'.

The promotion of food goods using a variety of media is known as food advertising. Food marketing reflects alterations in food preferences, diets, and eating routines. Food items can appeal to customers on a practical, physiological, and emotional level all at once. Food advertising can harness sensuous appeal taste, smell, sight, and texture on a more potent level than the other product categories [2–4].

Therefore the food advertisements, which are the messages of the food manufacturers to the prospective consumers, can pass through any media such as newspapers, banners, tv, radio, internet etc., if the messages of the food advertisers are to reach the target audience, they must not only be interesting, innovative and creative but also containing the right message for the right people at the right time [5].

Food advertisements have become essential because innumerable food products are being launched almost every day. Moreover the food manufacturing companies are engaged in competition to highlight their own food products. The market for the things they advertise grows better with more inventive advertising. Advertisers for food should exercise caution to avoid abusing their power in a way that endangers the general population. Instead of promoting addiction, they have a duty to promote exercise, nutrition knowledge, and self-control. Because they are readily swayed by new things, children are a sensitive and emotionally charged audience for advertising. Marketing or advertising goods or services to children is known as advertising to children. Children nowadays are exposed to many kinds of ads across a variety of platforms, including television, print media, and the internet. Children are generally more impressionable and sensitive to marketing messages. When a marketer uses television to advertise a product, they do not recognise that it is a company and that their primary goal is to make sales. They are unaware of how marketers and advertising work to make kids desire to purchase their items. Children accept everything as true and unquestioningly accept the message included in commercials. Advertisements are created in a way that will grab kids' attention. Advertisers should take extra precautions to shield these young customers from damaging, potentially misleading, and objectionable material because of their naivete, lack of experience, and inability to critically evaluate the information they receive [6–8].

PROBLEM STATEMENT

Children are a particularly susceptible target market and are readily seduced by marketing. Children lack the adult's analytical skills and judgement, which is the cause of this. Food marketers all across the world prey on children's vulnerabilities. Nowadays, a lot of food advertising on TV are aimed towards kids. Food companies use manipulative tactics to attract children through the media of advertising. Children typically view food commercials for goods with high fat, sugar, and calorie content. Children think that consuming items shown in advertising is healthy when they see it. They are unaware that certain meals are bad for your health. Children's food ads must thus be given special consideration.

The purpose of this study is to examine how TV food advertising affect children's eating habits. Because it's possible that the kids won't be able to answer to the poll. Parents of children have provided information on how TV food advertisements affect their eating habits [9–11].

OBJECTIVE OF THE STUDY

- To examine the elements of television advertising that cause kids to ask for food.
- To learn what parents think about food commercials on television.
- To examine the kinds of foods that kids want after viewing television commercials.

RESEARCH METHODOLOGY

The main objective of this research is to study the impact of television food advertisements on the eating habits of children a study with reference to Tirupur city.

Period of the Study

The period considered for the study is from December 2020 to March 2021.

Sampling Technique

A practical sampling approach is employed.

Area of the Study

The study was conducted in the city of Tirupur.

Sampling Size

160 respondents make up the study's sample size.

Source of Data

Primary Data

Questionnaires are used to gather the essential information.

Secondary Data

The secondary data is gathered from periodicals, newspapers, websites, and magazines.

Tools used

- Simple percentage analysis
- Garrett ranking technique

LIMITATIONS OF THE STUDY

The following were the limitations of the study:

- a. The study was restrained to Tirupur city only.
- b. The study period was limited for 4 months, so the data was collected only from 160 respondents.
- c. The results of the study may vary from time to time.

PERCENTAGE ANALYSIS

Interpretation

From the above Table 1 shows that the majority of the respondents qualification are under graduate (35% of respondents), the majority of the respondents are doing business (48.7% of the respondents), the majority of the respondents monthly income is under 25001 to 50000 (31.3% of the respondents), the majority of the respondents children's age is under 5 to 7 years (42.5), the majority of the respondents children's are male (61.9% of the respondents), the majority of the respondents children behaviour is pay attention to television food ads (29.4% of the respondents).

GARRETT RANKING TECHNIQUE

Interpretation

From the above Table 2 shows the factors influencing the children;" Colorful ads" was ranked first by the respondents with the mean score of 24. "Animation" is ranked second with the mean score of 67. "Music" is ranked third with the mean score of 60. "Cartoon" is ranked fourth with the mean score of 51. "Dance" is ranked fifth with the mean score of 43.5. "Action" and "celebrity is occupied sixth and seventh position with the mean score of 36.3 and 24 respectively.

Interpretation

From the above Table 3 it shows opinion of parents regarding television ad's; 'TV food advertisement urge to try new products' is ranked first with the mean score of 82. 'TV foods advertisements are misleading' is ranked second with the mean score of 69.72.' TV foods advertisements make child adamant' is ranked third with the mean score of 61.32.' TV foods advertisements are attractive' is ranked fourth with the mean score of 55.44.' TV foods advertisements are joyful' is ranked fifth with the mean score of 49.' TV foods advertisements educate your child' is ranked sixth with the mean score

of 42.06.’ TV foods advertisement is not reliable’ and ‘TV foods advertisements are not reliable’ is occupied seventh and eighth position with the mean score of ’34.32’and’21.82’ respectively.

Table 1. Analysis and interpretation classification of respondents according to their demographic.

S.N.	Variables	Categories	Percentage
1.	Education	School level	34.4
		PG graduate	21.9
		UG graduate	35
		Profession	8.8
2	Status of the parent	Employed	21.3
		Business	48.7
		Housewife	20.6
		Profession	9.4
3	Monthly income	Below Rs25,000	28.7
		Rs25,001-Rs50,000	31.3
		ssRs50,001-Rs75,000	21.9
		Above Rs75,001	18.1
4	Age of children	3–5 yrs	30
		5–7 yrs	42.5
		7–10 yrs	14.4
		10–15 yrs	13.1
5	Gender of the children	Male	61.9
		Female	38.1
6	Behaviour of children	Pay attention to TV food ads	29.4
		Wants the product instantly	23.1
		Fond of watching particularly food ads	35.6
		Ignore the ads	11.9

Source (primary data)

Table 2. Shows the factors influencing the children.

S.N.	Factors	Mean Score	Rank
1.	Celebrity	24	VII
2.	Cartoon	51	IV
3.	Music	60	III
4.	Animation	67	II
5.	Colorful ads	79.5	I
6.	Dance	43.5	V
7.	Action	36.3	VI

Source (primary data)

Table 3. Shows the opinion of parents regarding television AD’S.

S.no	Statement	Mean score	Rank
1.	TV foods advertisement are not reliable	34.32	VII
2.	TV foods advertisements are attractive	55.44	IV
3.	TV foods advertisements are joyful	49	V
4.	TV foods advertisements are misleading	69.72	II
5.	TV foods advertisements make child adamant	61.32	III
6.	TV foods advertisement are not reliable	21.82	VIII
7.	TV foods advertisements educate your child	42.06	VI
8.	TV foods advertisements urge to try new products	82	I

Source (primary data)

Table 4. Shows the type of foods items demanded by children.

S.no	Food Items	Mean score	Rank
1.	Fast food	76.8	I
2.	Chocolate	61.54	II
3.	Fried item	23.43	V
4.	Ice cream	50.96	III
5.	Soft drink	40.6	IV

Source (primary data)

Interpretation

From the above Table 4 it shows the type of food items demanded by children's; 'Fast Food is ranked first with the mean score of 76.8.' Chocolate 'is ranked second with the mean score of 61.54.' ice cream is ranked third with the mean score of 50.96.' Soft Drink and Fried Items ranked fourth and fifth with the mean score of 40.6 and 23.43 respectively.

SUGGESTION

The investigation of "Impact of TV food advertisement on the eating behaviour of kids" led to the recommendations that are listed below.

- Children should be given accurate information about the food product in food advertisements rather than being misled by exaggerated claims.
- Parents can watch television with their kids while assisting them in differentiating between healthy and unhealthy commercials.
- The government must outlaw the advertising of harmful foods by enacting strict regulations and punishing food marketers who break the law.

CONCLUSION

Given that they are easily influenced by the advertisers' marketing strategies, children in particular are a large segment of the potential consumer base that advertisements can target. The study supports the idea that food goods marketed to children through television advertisements have a long-lasting effect. Children are influenced by the food advertising on television, which has an impact on their appetites and shopping habits. Furthermore, it might alter kids' eating patterns. Therefore, it is the advertisers' duty to use the utmost caution when promoting their food goods. Equally as important is for parents to watch out for their children's exposure to unhealthy food marketing. Therefore, by working together, the government, parents, and advertisers can lessen the harmful effects that advertising has on young children.

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A STUDY ON IMPORTANCE OF RURAL ENTREPRENEURSHIP IN INDIA

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ABSTRACT

In India nearly 73% of the population live in rural areas where agriculture is being the major part of their life. The economic development of the country is mostly depends upon the development of rural areas. Rural entrepreneur is one of the most important inputs in the economic development of the country. The scarce resources are used efficiently by the rural entrepreneurs by increasing the profits and decreasing the cost. The main problems faced by the rural entrepreneurs are shortage of finance and raw materials. And the peculiar problems faced by the rural entrepreneurs are illiteracy, lack of training and experience, fear of loss, competition from urban entrepreneurs. Rural entrepreneurship can be considered as the solution for unemployment, migration, economic disparity, reduce poverty, development of rural areas and backward regions.



INTRODUCTION

In India majority of population live in villages. The economic development of our country largely depends on the standard of living of rural masses and progress of rural areas. In national economy the rural industry plays an important role and recognizes the opportunities available in rural areas and they accelerate a unique blend of resources in agriculture. By creating new methods of production, new markets, new products the rural entrepreneurship brings an economic value to the rural sector and it generates employment opportunities thereby ensuring continuous rural development. The person those who carry out entrepreneurial activities by establishing business and industrial units in the rural sector of the economy. Rural entrepreneurship reduce poverty and make many people employed and it controls the migration and economic disparity. The entrepreneurs does not only engage themselves with planning and organising but also they take risk in while doing it so. The entrepreneurs make their dreams into reality by setting their enormous goals for themselves and staying devoted for achieving regardless obstacles with the dedication and determination towards attaining their goals. The development of rural entrepreneurs will only solve the unemployment, poverty, poor infrastructure etc.

OBJECTIVES

- The main of the present study is to know the various types, importance and benefits of rural entrepreneurship
- To know the challenges faced by the rural entrepreneurs



TYPES OF RURAL ENTREPRENEURSHIP

- **Agro Based Enterprises:** It means the industries that have direct and indirect links with agriculture. Eg. Sugar industry
- **Forest Based Industries:** It means the industries that use forest raw materials. Eg. Match wood and sandal wood industry
- **Mineral Based Industry:** This industry use mineral ores as their raw materials. Eg. Iron and Steel industry
- **Textile industry:** It primarily concerned with design, production and distribution of textiles. Eg. Spinning mills
- **Handicrafts:** Activity involving the making of decorative domestic or other objects by hand. Eg. Woven bags

IMPORTANCE OF RURAL ENTREPRENEURSHIP

- **Employment generation:** In rural areas the people would mostly accompany or engage them with the hereditary work
- **Prevents rural exodus:** Though the rural entrepreneurship reduce the unemployment problem it mostly prevents the rural exodus
- **Fosters economic development:** Economic growth is driven oftentimes by consumer spending and business investment
- **Products goods of consumer's choice:** The rural entrepreneurs mostly prepare or organise or cultivate or manufacture the products according to the needs of the consumer
- **Entrepreneurial development:** Though the entrepreneurs have lot of business to engage there is an entrepreneurial development in the rural areas

MEASURES FOR DEVELOPMENT OF RURAL ENTREPRENEURS

- **Provision for credit facilities:** The private and public banks and financial institutions must come forward to provide credit facilities for rural industries with easy terms and conditions
- **Creation of strong raw-material base:** Though all the industries is in need of raw materials the rural industries face many problems in procuring and storing raw materials so for storing and strengthening the raw material the rural sector is on the priority basis
- **Provision for entrepreneurial training:** Training is very essential for all the fields for getting the efficiency in the output
- **Creation of awareness of various facilities amongst the rural people:** Most of the rural people are not aware of all the facilities which are all available in rural industries but it is very important to disseminate information about what is available under certain sections
- **Common production-cum-Marketing centre need be set up:** In order to solve various problems arising the marketing would help to solve all those misleading.

ROLE OF RURAL ENTREPRENEURSHIP

- **Reduction of poverty and unemployment:** The rural entrepreneurship solves the unemployment problem and it make them to set their lives above the poverty line
- **Increasing the foreign exchange:** Through exporting the goods or commodities to other countries the rural entrepreneurship has increased the foreign exchange
- **Check on migration of rural population:** It can control the population moving from rural to urban areas by checking the problems behind it
- **Check on social evils:** rural entrepreneurship controls the poverty, slum growth and it mostly decreases the pollution
- **Proper utilization of local resources:** It is very important for entrepreneurs to use and utilize all the resources which are available in rural industry

BENEFITS OF RURAL ENTREPRENEURSHIP

1. **Requires less capital and financial resources**
In rural areas agriculture and small scale business is being the profession for everyone so there is no need of much capital amount for investment or business
2. **Reduces the migration to urban areas**
Though there is no need of much investment and can earn more profit within a short period many people have stopped migrating to urban areas
3. **Reduces the unemployment**
The small scale industries, agriculture etc would require many workers and employees so the rural entrepreneurship has highly reduced the unemployment
4. **No promotion of artistic activities**
As there is no need of advertisements like banners, posters, media ads, etc for agriculture the amount is not being spent for artistic activities



5. Equitable distribution of income

In rural entrepreneurship the income would be equally distributed to all the workers and employees who work under same division

CHALLENGES FACED BY RURAL ENTREPRENEURS

Management problems

There are certain management problems which would affect the rural entrepreneurs and they are:

- a) Having lack of technical skills
- b) Lack of availability of skilled workers or labours
- c) Formalities which is to be performed legally
- d) Procurement of raw materials
- e) There are lack of training facilities and extension services
- f) The quality of products which are imported have a chance of getting poor quality

Human resources problems

- a) There are low skill of workers
- b) Many would have negative attitude

Other problems

- a) Political problems and political pressure
- b) Low purchasing power

1. Access to funding

The most important challenge for rural entrepreneurs is access to funding. Nearly 40% of rural business owners have trouble in accessing the capital, so many of them use personal savings. Many local banks provide loan for small entrepreneurs but many people are not aware of the schemes offered by the Government

2. Access to talent

Many people would be talented all over rural areas to explore their talents most of them would migrate to other states and other countries. People search for work in urban areas based on their educational qualification to prove their talent instead of using it in their hometown

SUGGESTIONS

For rural entrepreneurs the Government should provide separate financial fund. Special training should be provided for rural entrepreneurs. Government should felicitate top ranker rural entrepreneurs. For rural entrepreneurs an adequate infrastructure facility should be provided. The educated youth should come forward in the field entrepreneurship. The rural entrepreneurs should improve the quality of the products they manufacture in order to compete with similar units in the market

CONCLUSION

Rural entrepreneurship is one of the ways for converting developing country into developed nation. Rural entrepreneurship is the solution for removing the rural poverty in India. Most of the rural youth are not thinking the entrepreneurship as a career option. Those youth are needed to be motivated for taking up entrepreneurship as a career. Without the rural industrialization it is impossible to solve the unemployment completely. By this it is concluded that the rural entrepreneurship is the backbone of the nation to solve various problems of youth, women, small business owners etc.

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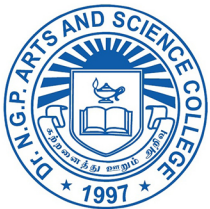
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Effectiveness of Television Advertisement Towards Eating Habit of Childrens in Tirupur City

M. Prakash^{1,*}, R. Karthikeyan²

Abstract

This research emphasizes on the impact of television food advertisement on the eating habits of children, for this the study is conducted on 160 respondents in Tirupur city, data were analyses by percentage and Garrett ranking technique under convenient sampling techniques, The study concentrated on the elements of television advertisements that influence children to seek food products and the kinds of foods that children demand after viewing advertisements on television. Children are a particularly susceptible target market and are readily seduced by marketing. The primary goal of the research is to understand how youngsters consume food and what they like to buy. The children will insist their parents to buy the product after they watch the TV food advertisements. The report also reveals what parents think about food advertisements on television. According to national legislation and advertising standards, advertising to children is the act of promoting or advertising goods or services to children. Children come across advertising through TV, radio, billboards, magazines and newspapers - and innovative forms of advertising are developing all the time. It is important for young children to know that advertisers are trying to make you buy something. Advertising has a significant impact on society today because it particularly targets the brains of children. Advertisers target children because they easily lure them in. children insist their parents to purchase what they see or hear on television. Advertisers choose children because they are easily influenced and they spent money if they find something interesting. Children are encouraged by advertisements to convince their parents to buy the things featured in the ads, regardless of how beneficial they may be. If they are not given the product, the children often become stubborn. Children frequently lose the capacity to live a life devoid of materialistic delight after viewing the glitter of TV. Kids are frequently more drawn to expensive branded goods.

Keywords: Television advertisement, children's behavior, parent's opinion, influence

INTRODUCTION

The Latin word "adverter," which means "to turn the attention," is the root of the English word "advertising." Advertising serves as a key marketing tool and an effective communication channel. It has an important impact on the manufacturer, the customer, and society at large. It supports the manufacturer's efforts to launch new items, keep up demand for current ones, and draw in new clients. Advertising assists the consumer in gathering important information about the product's quality, conditions of sale, and other factors. It also assists them in conducting a comparison and selecting the best option. Advertising generates huge revenue, employment opportunities in the society, which helps in the overall development in the nation. The success of advertising depends heavily on the effectiveness of advertising

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campaigns and the message that the advertiser sends. Marketer to group of individuals [1]. The message is known as 'advertisement'.

The promotion of food goods using a variety of media is known as food advertising. Food marketing reflects alterations in food preferences, diets, and eating routines. Food items can appeal to customers on a practical, physiological, and emotional level all at once. Food advertising can harness sensuous appeal taste, smell, sight, and texture on a more potent level than the other product categories [2–4].

Therefore the food advertisements, which are the messages of the food manufacturers to the prospective consumers, can pass through any media such as newspapers, banners, tv, radio, internet etc., if the messages of the food advertisers are to reach the target audience, they must not only be interesting, innovative and creative but also containing the right message for the right people at the right time [5].

Food advertisements have become essential because innumerable food products are being launched almost every day. Moreover the food manufacturing companies are engaged in competition to highlight their own food products. The market for the things they advertise grows better with more inventive advertising. Advertisers for food should exercise caution to avoid abusing their power in a way that endangers the general population. Instead of promoting addiction, they have a duty to promote exercise, nutrition knowledge, and self-control. Because they are readily swayed by new things, children are a sensitive and emotionally charged audience for advertising. Marketing or advertising goods or services to children is known as advertising to children. Children nowadays are exposed to many kinds of ads across a variety of platforms, including television, print media, and the internet. Children are generally more impressionable and sensitive to marketing messages. When a marketer uses television to advertise a product, they do not recognise that it is a company and that their primary goal is to make sales. They are unaware of how marketers and advertising work to make kids desire to purchase their items. Children accept everything as true and unquestioningly accept the message included in commercials. Advertisements are created in a way that will grab kids' attention. Advertisers should take extra precautions to shield these young customers from damaging, potentially misleading, and objectionable material because of their naivete, lack of experience, and inability to critically evaluate the information they receive [6–8].

PROBLEM STATEMENT

Children are a particularly susceptible target market and are readily seduced by marketing. Children lack the adult's analytical skills and judgement, which is the cause of this. Food marketers all across the world prey on children's vulnerabilities. Nowadays, a lot of food advertising on TV are aimed towards kids. Food companies use manipulative tactics to attract children through the media of advertising. Children typically view food commercials for goods with high fat, sugar, and calorie content. Children think that consuming items shown in advertising is healthy when they see it. They are unaware that certain meals are bad for your health. Children's food ads must thus be given special consideration.

The purpose of this study is to examine how TV food advertising affect children's eating habits. Because it's possible that the kids won't be able to answer to the poll. Parents of children have provided information on how TV food advertisements affect their eating habits [9–11].

OBJECTIVE OF THE STUDY

- To examine the elements of television advertising that cause kids to ask for food.
- To learn what parents think about food commercials on television.
- To examine the kinds of foods that kids want after viewing television commercials.

RESEARCH METHODOLOGY

The main objective of this research is to study the impact of television food advertisements on the eating habits of children a study with reference to Tirupur city.

Period of the Study

The period considered for the study is from December 2020 to March 2021.

Sampling Technique

A practical sampling approach is employed.

Area of the Study

The study was conducted in the city of Tirupur.

Sampling Size

160 respondents make up the study's sample size.

Source of Data

Primary Data

Questionnaires are used to gather the essential information.

Secondary Data

The secondary data is gathered from periodicals, newspapers, websites, and magazines.

Tools used

- Simple percentage analysis
- Garrett ranking technique

LIMITATIONS OF THE STUDY

The following were the limitations of the study:

- a. The study was restrained to Tirupur city only.
- b. The study period was limited for 4 months, so the data was collected only from 160 respondents.
- c. The results of the study may vary from time to time.

PERCENTAGE ANALYSIS

Interpretation

From the above Table 1 shows that the majority of the respondents qualification are under graduate (35% of respondents), the majority of the respondents are doing business (48.7% of the respondents), the majority of the respondents monthly income is under 25001 to 50000 (31.3% of the respondents), the majority of the respondents children's age is under 5 to 7 years (42.5), the majority of the respondents children's are male (61.9% of the respondents), the majority of the respondents children behaviour is pay attention to television food ads (29.4% of the respondents).

GARRETT RANKING TECHNIQUE

Interpretation

From the above Table 2 shows the factors influencing the children;" Colorful ads" was ranked first by the respondents with the mean score of 24. "Animation" is ranked second with the mean score of 67. "Music" is ranked third with the mean score of 60. "Cartoon" is ranked fourth with the mean score of 51. "Dance" is ranked fifth with the mean score of 43.5. "Action" and "celebrity is occupied sixth and seventh position with the mean score of 36.3 and 24 respectively.

Interpretation

From the above Table 3 it shows opinion of parents regarding television ad's; 'TV food advertisement urge to try new products' is ranked first with the mean score of 82. 'TV foods advertisements are misleading' is ranked second with the mean score of 69.72.' TV foods advertisements make child adamant' is ranked third with the mean score of 61.32.' TV foods advertisements are attractive' is ranked fourth with the mean score of 55.44.' TV foods advertisements are joyful' is ranked fifth with the mean score of 49.' TV foods advertisements educate your child' is ranked sixth with the mean score

of 42.06.’ TV foods advertisement is not reliable’ and ‘TV foods advertisements are not reliable’ is occupied seventh and eighth position with the mean score of ’34.32’and’21.82’ respectively.

Table 1. Analysis and interpretation classification of respondents according to their demographic.

S.N.	Variables	Categories	Percentage
1.	Education	School level	34.4
		PG graduate	21.9
		UG graduate	35
		Profession	8.8
2	Status of the parent	Employed	21.3
		Business	48.7
		Housewife	20.6
		Profession	9.4
3	Monthly income	Below Rs25,000	28.7
		Rs25,001-Rs50,000	31.3
		ssRs50,001-Rs75,000	21.9
		Above Rs75,001	18.1
4	Age of children	3–5 yrs	30
		5–7 yrs	42.5
		7–10 yrs	14.4
		10–15 yrs	13.1
5	Gender of the children	Male	61.9
		Female	38.1
6	Behaviour of children	Pay attention to TV food ads	29.4
		Wants the product instantly	23.1
		Fond of watching particularly food ads	35.6
		Ignore the ads	11.9

Source (primary data)

Table 2. Shows the factors influencing the children.

S.N.	Factors	Mean Score	Rank
1.	Celebrity	24	VII
2.	Cartoon	51	IV
3.	Music	60	III
4.	Animation	67	II
5.	Colorful ads	79.5	I
6.	Dance	43.5	V
7.	Action	36.3	VI

Source (primary data)

Table 3. Shows the opinion of parents regarding television AD’S.

S.no	Statement	Mean score	Rank
1.	TV foods advertisement are not reliable	34.32	VII
2.	TV foods advertisements are attractive	55.44	IV
3.	TV foods advertisements are joyful	49	V
4.	TV foods advertisements are misleading	69.72	II
5.	TV foods advertisements make child adamant	61.32	III
6.	TV foods advertisement are not reliable	21.82	VIII
7.	TV foods advertisements educate your child	42.06	VI
8.	TV foods advertisements urge to try new products	82	I

Source (primary data)

Table 4. Shows the type of foods items demanded by children.

S.no	Food Items	Mean score	Rank
1.	Fast food	76.8	I
2.	Chocolate	61.54	II
3.	Fried item	23.43	V
4.	Ice cream	50.96	III
5.	Soft drink	40.6	IV

Source (primary data)

Interpretation

From the above Table 4 it shows the type of food items demanded by children's; 'Fast Food is ranked first with the mean score of 76.8.' Chocolate 'is ranked second with the mean score of 61.54.' ice cream is ranked third with the mean score of 50.96.' Soft Drink and Fried Items ranked fourth and fifth with the mean score of 40.6 and 23.43 respectively.

SUGGESTION

The investigation of "Impact of TV food advertisement on the eating behaviour of kids" led to the recommendations that are listed below.

- Children should be given accurate information about the food product in food advertisements rather than being misled by exaggerated claims.
- Parents can watch television with their kids while assisting them in differentiating between healthy and unhealthy commercials.
- The government must outlaw the advertising of harmful foods by enacting strict regulations and punishing food marketers who break the law.

CONCLUSION

Given that they are easily influenced by the advertisers' marketing strategies, children in particular are a large segment of the potential consumer base that advertisements can target. The study supports the idea that food goods marketed to children through television advertisements have a long-lasting effect. Children are influenced by the food advertising on television, which has an impact on their appetites and shopping habits. Furthermore, it might alter kids' eating patterns. Therefore, it is the advertisers' duty to use the utmost caution when promoting their food goods. Equally as important is for parents to watch out for their children's exposure to unhealthy food marketing. Therefore, by working together, the government, parents, and advertisers can lessen the harmful effects that advertising has on young children.

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A STUDY ON IMPORTANCE OF RURAL ENTREPRENEURSHIP IN INDIA

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- **Mineral Based Industry:** This industry use mineral ores as their raw materials. Eg. Iron and Steel industry
- **Textile industry:** It primarily concerned with design, production and distribution of textiles. Eg. Spinning mills
- **Handicrafts:** Activity involving the making of decorative domestic or other objects by hand. Eg. Woven bags

IMPORTANCE OF RURAL ENTREPRENEURSHIP

- **Employment generation:** In rural areas the people would mostly accompany or engage them with the hereditary work
- **Prevents rural exodus:** Though the rural entrepreneurship reduce the unemployment problem it mostly prevents the rural exodus
- **Fosters economic development:** Economic growth is driven oftentimes by consumer spending and business investment
- **Products goods of consumer's choice:** The rural entrepreneurs mostly prepare or organise or cultivate or manufacture the products according to the needs of the consumer
- **Entrepreneurial development:** Though the entrepreneurs have lot of business to engage there is an entrepreneurial development in the rural areas

MEASURES FOR DEVELOPMENT OF RURAL ENTREPRENEURS

- **Provision for credit facilities:** The private and public banks and financial institutions must come forward to provide credit facilities for rural industries with easy terms and conditions
- **Creation of strong raw-material base:** Though all the industries is in need of raw materials the rural industries face many problems in procuring and storing raw materials so for storing and strengthening the raw material the rural sector is on the priority basis
- **Provision for entrepreneurial training:** Training is very essential for all the fields for getting the efficiency in the output
- **Creation of awareness of various facilities amongst the rural people:** Most of the rural people are not aware of all the facilities which are all available in rural industries but it is very important to disseminate information about what is available under certain sections
- **Common production-cum-Marketing centre need be set up:** In order to solve various problems arising the marketing would help to solve all those misleading.

ROLE OF RURAL ENTREPRENEURSHIP

- **Reduction of poverty and unemployment:** The rural entrepreneurship solves the unemployment problem and it make them to set their lives above the poverty line
- **Increasing the foreign exchange:** Through exporting the goods or commodities to other countries the rural entrepreneurship has increased the foreign exchange
- **Check on migration of rural population:** It can control the population moving from rural to urban areas by checking the problems behind it
- **Check on social evils:** rural entrepreneurship controls the poverty, slum growth and it mostly decreases the pollution
- **Proper utilization of local resources:** It is very important for entrepreneurs to use and utilize all the resources which are available in rural industry

BENEFITS OF RURAL ENTREPRENEURSHIP

1. **Requires less capital and financial resources**
In rural areas agriculture and small scale business is being the profession for everyone so there is no need of much capital amount for investment or business
2. **Reduces the migration to urban areas**
Though there is no need of much investment and can earn more profit within a short period many people have stopped migrating to urban areas
3. **Reduces the unemployment**
The small scale industries, agriculture etc would require many workers and employees so the rural entrepreneurship has highly reduced the unemployment
4. **No promotion of artistic activities**
As there is no need of advertisements like banners, posters, media ads, etc for agriculture the amount is not being spent for artistic activities



5. Equitable distribution of income

In rural entrepreneurship the income would be equally distributed to all the workers and employees who work under same division

CHALLENGES FACED BY RURAL ENTREPRENEURS

Management problems

There are certain management problems which would affect the rural entrepreneurs and they are:

- a) Having lack of technical skills
- b) Lack of availability of skilled workers or labours
- c) Formalities which is to be performed legally
- d) Procurement of raw materials
- e) There are lack of training facilities and extension services
- f) The quality of products which are imported have a chance of getting poor quality

Human resources problems

- a) There are low skill of workers
- b) Many would have negative attitude

Other problems

- a) Political problems and political pressure
- b) Low purchasing power

1. Access to funding

The most important challenge for rural entrepreneurs is access to funding. Nearly 40% of rural business owners have trouble in accessing the capital, so many of them use personal savings. Many local banks provide loan for small entrepreneurs but many people are not aware of the schemes offered by the Government

2. Access to talent

Many people would be talented all over rural areas to explore their talents most of them would migrate to other states and other countries. People search for work in urban areas based on their educational qualification to prove their talent instead of using it in their hometown

SUGGESTIONS

For rural entrepreneurs the Government should provide separate financial fund. Special training should be provided for rural entrepreneurs. Government should felicitate top ranker rural entrepreneurs. For rural entrepreneurs an adequate infrastructure facility should be provided. The educated youth should come forward in the field entrepreneurship. The rural entrepreneurs should improve the quality of the products they manufacture in order to compete with similar units in the market

CONCLUSION

Rural entrepreneurship is one of the ways for converting developing country into developed nation. Rural entrepreneurship is the solution for removing the rural poverty in India. Most of the rural youth are not thinking the entrepreneurship as a career option. Those youth are needed to be motivated for taking up entrepreneurship as a career. Without the rural industrialization it is impossible to solve the unemployment completely. By this it is concluded that the rural entrepreneurship is the backbone of the nation to solve various problems of youth, women, small business owners etc.

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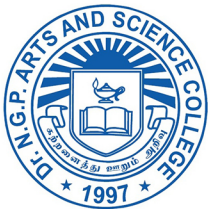


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