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**EFFECTIVENESS OF JANAMAITHRI SURAKSHA PROJECT ON LOCAL PEOPLE- A  
STUDY FOCUSED ON RANNI, PATHANAMTHITTA DISTRICT, KERALA**

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**Abstract**

The face of police force is continuously changing day by day. Community policing is the new initiative of police force and this is the combined endeavor of police and local community to recognize the law and order issues in the locality. Maintenance of law and order, crime reduction etc., are the core objectives of police force. Responsible participation of local community is essential to ensure peace of a society. Janamaithri Suraksha Project is the community policing initiative of Kerala Police. This project is a successful venture to some extent, however, there is scope for improvement. This research work is an attempt to analyze the efficacy of Janamaithri community policing in Kerala with special focus on Ranni. This study found out that lack of staff strength, attitude of local people, lack of proper awareness about Janamaithri etc., are the main obstacles in the proper functioning of Janamaithri. If the police force is ready to create a strong relation between police and public, anxiety of people may disappear and the functioning of the project becomes more effective and at the same time government and police force should improve the necessary requirements such as staff strength, night patrolling, regular samithi meetings etc.

**Key words:** Community Policing, Janamaithri Suraksha Project, Janamaithri Suraksha Samithi, Public – Police cooperation, Law and order

**Introduction**

Crime is always a serious issue all over the world and has become a challenge for every government. Police plays a vital role to implement the law and order of the government and also plays a key responsibility to control the crimes of the society. The traditional police system has given thrust to implement the law and order on behalf of government. The authoritative character of police force has created a huge gap between common people and police force. Now, Indian police system has been realizing the role of public participation in the proper implementation of law and order. This awareness has given birth to a new policing philosophy that is commonly known as community policing. Community policing bridges the gap between police and local people. The capability of police for execution and maintenance of the law depends on the community participation and cooperation. This participation may reduce crime, increase resource conservation, decrease offense against women etc. Public –Police partnership is an effective model to ensure peace of a nation. India has recognized the viability of community policing to prevent all forms of crime. Different state governments of India have taken initiatives to construct strong collaboration between public and police. Community policing is practiced in diverse names and styles in different parts of the nation. Some of them are “Friends of Police Movement” (FOP) in Tamilnadu, “Gram/Nagar Raksha Samiti” in Chattisgarh, “Community Liaison Groups” in Uttarkhand and “Janamaithri Suraksha Project” in Kerala. Janamaithri Suraksha Project is a brilliant idea from the part of police to make a strong cooperation between police and common people. The main objective of Janamaithri Suraksha Project is to reduce crime with the help of local people. Common people have precise knowledge about every nook and corner of their locality and also have a clear picture about the people who live in that particular locality. Kerala police have capitalized this regional knowledge through Janamaithri project.

#### *Abstract*

Women and men are the two indispensable parts of a society. Men have extreme freedom in everyday life. Women perform a key role in their house and society. But she has certain limitations compared to men. These limits are the outcomes of patriarchal system followed by our society. Generally Indian society is a patriarchal form of culture and Kerala also follows this. Capacity of women in taking household decisions varies from state to state depending up on the socio economic and cultural conditions of the state. Kerala state is well-known about her high literacy rate, hygiene, gender equality etc. Are Kerala women truly enjoying freedom in all spheres of her life? This research is an enquiry about actual capacity of Kerala women in taking crucial decisions in her household and also tries to find out the limits of freedom to take such decisions. The major finding of this research is that women in Kerala have until now not enjoyed decision making freedom about financial matters and her own essential matters etc.

**Key words:** Financial independence, Gender roles, Gender equality, Women decision making

#### **Introduction**

Yatra naryastu pujiyante ramante tatra Devata, yatra ita astuna pujiyante sarvaa statra falaah kriyaah is a well-known sloka taken from Manusmriti. This sloka explains the importance of women in our society. It means where the women are worshiped, there the God lives. Vedic period insisted that society should give due respect to women. Where the women are insulted, all the actions remain fruitless. Later Vedic period reduced the role of women and they restricted her role only as a housewife. Lot of social evil emerged in that period.

Post-independence period has been witnessed with some serious positive changes regarding the situation of women in India. This period also witnessed the constitutional support to women; Indian constitution has given equal opportunities to men and women. In India more than 60% of the domestic duties, especially more than 90% of the cooking and child care duties are done by women. Contribution of women in decision making process had shown very disappointing results. Declaration of International Women's Decade (1976-1985) started the battle of improving status of women (UN, n.d) Most of the states in India, women do not enjoy equal rights in decisions making as men. Development of a nation is incomplete without considering the prominence of women. Role of women in domestic decision making is a basic sign of gender equality of a society. Unequal treatment of men and women is a disgrace of the dignity of the nation.

#### **Literature Review**

Puri (1971) in his research found that role of women in decision making process is vital and the same time they approached their male counterparts to take decisions about farm. He observed that the main decisions of the household like marriage, expenditure pattern, etc., were the responsibility of the head of the family and decisions regarding education of children, occupation of children were the responsibility of women. Devi and Rayalu (2003) conducted a research on perception of working and non-working women on their relative empowerment in self-decisions in urban families. The major finding is that working women have more ability to take self-decision than non-working women. Acharya et.al (2010) conducted a study about women's autonomy in household decision making. The main conclusion of this study is that freedom of women in decision making is positively associated with age, employment, education etc. Sulthana (2010) conducted a study on women decision making in Bangladesh. The main findings of the study are that education of women, job participation, income, etc. positively influenced women decision making capacity. Women have no special rights regarding financial decisions and their duties are mainly related to domestic work and to watch over children. This study found that women participation is more effective than men in



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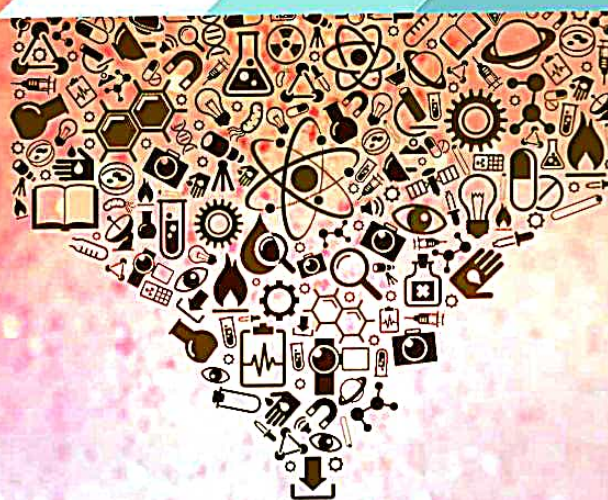


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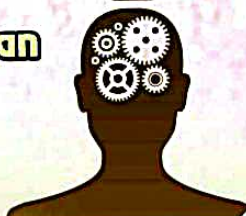
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## ❧ CONTENTS OF ENGLISH PART - II ❧

S. No.	Title & Author	Page No.
1	The Covid-19 Pandemic, Lockdown and Mental Health- Coping Strategies <b>P. P. Joshi</b>	1-5
2	Study of the E-Commerce Trends during Covid-19 Pandemic in India <b>Mr. Manoj Balkrushna Chavan</b>	6-10
3	A Study on OTT Platforms in Post Covid Era <b>Ashwin Manoj</b> <b>Dr. Roni Jain Raju</b>	11-15
4	Impact of Capital Structure on Performance during Pandemic Era <b>Sonika Chaudhary</b> <b>Dr. Priti Sharma</b>	16-22
5	The Effect of Covid-19 on Indian Stock Market <b>Mr. Ajinkya P. Patil</b>	23-29
6	Covid-19: Impact on Indian Economy in MSMEs <b>Mr. Vasant Chintaman Gaikwad</b>	30-35
7	Impact of Covid-19 Pandemic on Teaching and Learning <b>Minakshi Chikhalkar</b> <b>Ashish Gade</b>	36-42
8	The Covid-19 Pandemic and Children in Care Homes: Learnings from Janusz Korczak <b>Smriti Rashmi Parhi</b>	43-48
9	The Performing Arts in the New Normal <b>Ms. Mini Rajan</b>	49-54
10	Pradhan Mantri Awaas Yojana - Gramin & Pandemic <b>Mrunal Khobragade</b>	55-60
11	Impact of Covid-19 on E-Retailing in India <b>Prof. Sachin Prakash Pawar</b>	61-66
12	Covid -19 and its Impact on Indian Education Sector: An Overview <b>Dr. Pratibha Arjunrao Devane</b>	67-77

# ECOTOURISM AND ENVIRONMENTAL EDUCATION – AN ANALYSIS

527

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## Abstract

Tourism is the largest industry in the world. It is a key sector in the world economy. Tourism has the potential to contribute to a high level of economic and social development. However if tourism development is not properly planned and managed, the destructive consequences of development will outweigh the otherwise beneficial. The industry is repeatedly blamed for damaging the environment and local cultures. Tourism occurs in environments, which have limits. By violating these restrictions serious and irreversible damage has occurred on various destinations which ultimately affect tourism development. The continuous expansion of tourism underlines the need for sustainable development in the tourism sector. Ecotourism has been recognized as a form of sustainable tourism expected to contribute to both conservation and development. Kerala-the 'Gods own Country' is unique in its culture and tradition. Kerala is the ideal spot for eco-tourism with all its vegetation and natural beauty. Konni ecotourism is developing as a major tourist centre in Kerala. Along with its natural beauty attempts are made by Tourism Department, Government of Kerala to promote Konni as a holidaying spot. As the re-search works done in the area of ecotourism in

Kerala are very scarce, the present study attempts to analyze the educational effect of ecotourism on local communities in Konni region and to suggest suitable strategies for its better performance.

*Key words: Ecotourism, sustainable tourism, sustainable development , environmental conservation*

## Introduction

Tourism is an ever growing industry around the world with many countries now dependent on the tourism industry within their country to continue to grow and develop. World over tourism has emerged as one of the priorities of governments as a sector with immense potential for economic development and employment generation. Various international agencies like World Tourism Organization (WTO) have pointed out the vast developmental potential of tourism, particularly with reference to the developing nations, like India. Throughout the world, tourism is promoted by governments sector because it supposedly contributes to creating wealth at the national and local levels. For many developing countries, tourism has become a significant foreign exchange earner (Sharpley 2002). Tourism, it is also suggested, generates enough revenue



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# Study of heavy metal contamination of water bodies collected from flood affected area - Mammukku, Ranni, Pathanamthitta District, Kerala, India

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# Study of Heavy Metal contamination of Water bodies collected from flood affected area -Mammukku, Ranni, Pathanamthitta District, Kerala, India.

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**Abstract.** Physical and chemical parameters degrade water causing health issues in living organisms. The present study examines the variation in these parameters in Pamba River at Ranni. Water were collected from five different sources at Mammukku, Ranni and tested at CEPCL Kollam. The study showed that the water quality at Ranni is fit for domestic use in terms of heavy metals. But BOD levels were elevated due to the pressure of organic waste that could have been entered due to the presence of chemical and sewage wastes in water bodies at Ranni. Among the five heavy metals (Cadmium, Chromium, Lead, Mercury and Copper) Copper and Chromium were below the standard limit and the other three heavy metals Lead, Cadmium and Mercury was below detected level. The regular water treatment methods adopted in the area due to recent flood may be the result of water quality in Ranni with respect to heavy metals. The physical parameters like pH of water sources in Ranni is normal except well water which slightly acidic due to chemicals runoff and wastewater discharge. The TDS levels are normal in all five sources but BOD levels are elevated due to the presence of organic wastes entered from chemical and sewage disposal in water bodies.

## INTRODUCTION

Pamba River is the third largest river in the South Indian State of Kerala. It originates from Pulachimalai hill in the Peerumedu Plateau in the Western Ghats at an altitude of 1,650 meter and flows through Chittar, Vadasserikada, Ranni etc. before emptying into the Vembanadu Lake, while another branch flows directly via Karuvatta into Thottappally Spillway. The River enriches Pathanamthitta, Alappuzha districts of Kerala State.

Physical and Chemical Parameters include heavy metals, trace organic compounds, TDS, BOD, PH, etc. for drinking water quality. Chemical Parameters tend to pose more of a chronic health risk through buildup of heavy metals although some compounds have immediate impact. Physical Parameters affects aesthetics and taste of water and may contribute complication of removal of microbes.

Due to the lack of conservation and protection by human beings, the Pamba is under the threat of Pollution. It is now thought to be affected by heavy metal pollution after the recent flood in Kerala. Heavy metals are after assumed to be highly toxic or damaging to the environment. Chromium, Arsenic, Cadmium, Mercury and lead have the greatest potential to cause harm account of their extensive use, the toxicity of some of their combined or elemental forms, and their widespread distribution in the environment [1] Some of them are carcinogen; causes degenerative bone diseases damages nervous system.

Heavy metals degrade water causing health issues in plants, animals and people, when they become concentrated as a result of industrial activities [2]. Common source of heavy metals in this context include mining and industrial wastes, vehicle emission, lead-acid batteries, fertilizer, paints and treated timber aging water etc.

Copper is a naturally occurring metal found in rock, soil, water and sediments. All small amount of copper is essential for good health. Exposure to high doses of copper can cause health problems. Short-term exposure to high levels of copper can cause gastrointestinal distress. Long-term exposure and severe cases of copper poisoning can cause anaemia and disrupt liver and kidney functions. The major source of copper in drinking water is corrosion of

## EMPOWERMENT THROUGH EDUCATION: THE CONTRIBUTIONS OF CHAVARA KURIAKOSE ELIAS

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### ABSTRACT

*St. Chavara Kuriakose Elias, a luminary among the topmost social reformers of India, was the leader of Syrian Catholics in Kerala, India. He can be considered as the morning star of social reformers, and he was such great revolutionary who came before the time. The general trend of stagnation during his time was surpassed by his luminous vision, vibrant actions and educational and literary assignments. Along with the duty as a priest in the church, he could render a great service to the general public of Kerala irrespective of caste, creed and colour. The Catholic Church raised him to the status of a saint on 23<sup>rd</sup> Nov 2014. This study aims at describing the contributions of Chavara in the educational upliftment of his fellowmen, in a caste ridden society, where their conditions were deplorable.*

**KEYWORDS:** *Downtrodden, Education, Empowerment, Society & Women*

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### 1. INTRODUCTION

The British and Indian administrators, who were actuated by liberal impulses introduced even in the early decades of the 19<sup>th</sup> century, a series of administrative and social reforms with a view to modernize the administration and society of Kerala. By the 19<sup>th</sup> century, Kerala witnessed a new era of peace and progress, which resulted in a renaissance of its own. The progress of social change in Kerala society during the 19th century has been interpreted as the output of the interplay of several internal and external factors like introduction of Western education, work of Christian missionaries and the progressive works done by the rulers of that time.

The role played by Saint Kuriakose Elias Chavara (1805-1971), a spiritual colossal figure in this regard cannot be confined into a water tight compartment. Saint Chavara was a radical and total transformer, not merely a saint confined to the Church and the Christian community, but who shed light and paved new paths for the wider humanity in general. He was an integral transformer, who contributed immensely to the overall growth of the 19<sup>th</sup> century Kerala. He is remembered for his various contributions to the socio-cultural development of Kerala. He was endowed with exceptional creative and leadership qualities.

### 2. OBJECTIVES AND METHODOLOGY

The general objective is to identify the role played by Chavara Kuriakose Elias for the empowerment of Kerala society, using education as the medium. The specific objectives are

- To identify the status of Kerala society in the 18<sup>th</sup> and 19<sup>th</sup> centuries.
- To analyze the socio economic status of the marginalized sessions in Kerala, during the 19<sup>th</sup> century



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ORIGINAL ARTICLE

# Excellent protection of mild steel in sodium chloride solution for a substantial period of time using a hybrid nanocoating of poly vinyl alcohol and Titania



P.K. Jaseela<sup>a</sup>, Mathew Kuruvilla<sup>b</sup>, Linda Williams<sup>a</sup>, Chinju Jacob<sup>b</sup>,  
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## KEYWORDS

Nanocomposite;  
Hybrid material;  
TiO<sub>2</sub>;  
PVA;  
Corrosion inhibition

**Abstract** The production of eco-friendly hybrid sol–gel coatings for long term protection of metallic substrates from aggressive environments was one of the emerging areas, competing with conventional chromate and phosphate coatings. Herein, a nanocomposite has been synthesized from TiO<sub>2</sub> and PVA through a novel sol-gel route and the structure and morphology of the same was characterized using X-ray diffraction, FTIR, UV–Vis spectroscopy, FESEM with EDAX, and AFM studies. The flower-like structured composite offers excellent corrosion protection properties in NaCl solution of sea water salinity. Impedance and polarization studies were carried out to monitor the anticorrosion performance of the materials coating. This coating on mild steel offers 98% inhibition efficiency in NaCl. The influence of loading PVA on TiO<sub>2</sub> and its effect on corrosion efficiency have also been investigated. It is found that an optimum weight of 20 wt% PVA is required in the composite for beneficial corrosion resistance. 92% inhibition efficiency is registered by the coated MS in NaCl solution after 40 days of exposure and is quite encouraging compared to many of the recent reports. The Ti–O–Ti, and Fe–Ti–O linkage along with compactness and adherence of the material together contribute to better blocking of steel corrosion.

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## 1. Introduction

The design and fabrication of flexible nontoxic hybrid materials in simple and viable methods are needed to meet the demands of industry for various purposes including the protection of metals/materials from aggressive environments. Mild steel is a common material used in industries due to low cost,

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## Review

## Applications of phytogenic ZnO nanoparticles: A review on recent advancements

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## ABSTRACT

Nanoparticles (NPs) have been integrated into health, food, feed, space, chemical, and cosmetics industries which call for a green and benign approach to their synthesis. Green chemistry has paved way for the development of eco-friendly approach for the synthesis of NPs. Green synthesis of nanoparticles is an approach of developing nanoparticles using different biological components such as microorganisms, plants and other bio-regenerable materials. The natural strains and plant extract secrete some phytochemicals that act as both reducing agent and capping/stabilizing agents. Intracellular enzymes in microorganisms are capable of reducing metal ions which accounts for the feasible formation of NPs. Plant based nano synthesis gained preference owing to the great biodiversity, safest implementation, cost effective and easy synthesis of nanoparticles in large scale. Nano zinc oxide (ZnO) is a versatile material that has been functional in numerous areas. Green synthesized ZnO NPs are nontoxic, biosafe and biocompatible. Further these nanoparticles are also used as drug carriers and in cosmetics and pharmaceutical industries. The review assembles the recent advancement in applications of phytogenic ZnO NPs.

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## Contents

1. Introduction . . . . .	1
2. Green strategies for developing metal oxides . . . . .	2
3. Phyto-mediated synthesis of ZnO nanoparticles . . . . .	3
4. Applications . . . . .	5
4.1. Photocatalytic degradation . . . . .	5
4.2. Antibacterial activity . . . . .	5
4.3. Antifungal activity . . . . .	7
4.4. Antidiabetic activity . . . . .	9
4.5. Anti-inflammatory activity . . . . .	10
4.6. Antioxidant activity . . . . .	10
4.7. Anticancer activity . . . . .	11
4.8. Applications in cosmetics . . . . .	12
4.9. Other emerging applications . . . . .	12
5. Conclusion . . . . .	13
Declaration of Competing interest . . . . .	13
Acknowledgements . . . . .	13
References . . . . .	13

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## Service quality of state bank of India in Kottayam district

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### Abstract

The banking and financial service sector in India is in a stage of rapid transformation. In order to withstand in this competitive era, bank marketers need to be attentive about the service dimensions that are used by customers in selecting banks. If the bankers are successful in understanding this service dimensions, then the bankers can make the gap between the expectation and perception to minimum. In the present study, for measuring the service quality, SERVQUAL Model is used to analyze the difference between service quality expectation and service quality perception of dimensions like assurance, tangibility, reliability, responsiveness and empathy. The present study measures the service quality of State Bank of India in Kottayam District. The study period covered four months starting from October 2020 to January 2021. The study revealed that customers of State Bank of India has higher gap with empathy dimension and lower gap with tangibility dimension.

**Keywords:** expectation, perception, service quality, servqual

### Introduction

The banking industry has been undergoing through revolutionary changes. In today's intensely competitive economy, providing excellent customer service plays a vital role in the success of banking industry. For that banks are giving greater emphasis on delivering quality services to the customers. Customers who experienced discontent with the quality of service will automatically switch over to the competitors. Increased competition, highly educated consumers and increased standard of living are forcing the banks to give greater emphasis on quality. When banking business gives greater emphasis on quality dimensions, then they can retain existing customers and also acquire new ones and also such banks can differentiate itself from its competitors. Hence Banks need to provide consistent service quality to maintain their market share and it is deemed as the crucial success factor that influence the existence of any organization particularly banks.

Service quality is considered as researchable areas in all service oriented industries such as banking, tourism, hospital etc. In the service industry particularly banks, the concept of service quality tends to focus on meeting customers needs and requirements and to found out how well the service delivered meets their expectations. For that purpose, the banking organization must first identify what it is that constitutes quality to those whom it serves. Quality is defined as the discrepancy between perception and expectations of customers. It is the key factor that influences the formation of perception, expectations and level of satisfaction of the customer with regard to any product and service.

Service quality is the degree and direction between customer service expectations and perceptions. Perceived service quality is defined as the evaluation of the service across the episodes when compared to some explicit or implicit standard.

Further, it can be seen as how well a service satisfies the expectations of customers. Thus service quality is considered as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs. The organizations particularly banks must try to lower the service quality gap. When there is lower gap, it implies that the experience of customers regarding various service attributes meet the expectation of customers and vice versa. Hence the bank must take adequate steps to lower the service quality gap.

Various researchers have developed different models for measuring the service quality. They are: Gronroos Model of Technical and Functional quality, GAP Model by Parasuram, Zeithami, Berry, Haywood Farmers Attribute Service Quality Model, SERVQUAL Model of Service Quality, Synthesised Model of Service Quality, SERPERF Model of Service Quality, Attribute Service quality Model, The P-C-P service attribute Model of Philip and Hazlett, BSQ Model, BANKQUAL Model and so on. In the present study the researcher has employed SERVQUAL model for measuring service quality.

### Rationale of the paper

Service quality is one among the foremost attractive and researchable areas for researches over the last decade in the banking sector. As India is moving towards greater economic liberalization, meeting customer expectation in all areas relating to customer service has been of prime importance for the banking sector in India. As a result of significant growth of banks in India, customers in the banking sector have strong bargaining position. Hence banks should be very vigilant while providing services because of this cut throat competition within the banking industry.

7

To exist in the competitive era, banks must identify and implement new strategies which will satisfy and delight their customer. Thus customer satisfactions as well as customer delightment are viewed as the essence of success of any service organization. High customer satisfaction is pre requisite for having a loyal customer base. Hence both the concepts customer satisfaction and customer delightment can be attained by rendering quality services to its customers. Thus, customer satisfaction is the outcome of service quality. Banking sector in India has made phenomenal development since independence. It has witnessed a major transfiguration from class banking to mass banking. The banking institution which are keen for providing effective customer service at lowest possible costs have been undergone through drastic development in innovation and information technology. IT based services such as Automated Teller Machines (ATM), EFT, anywhere-anytime banking, smart cards, net banking, mobile banking and swift etc are no longer alien concepts to Indian banking customers. The banks have had to respond with an array of digitization and innovation initiative. These initiative employ cutting edge technologies to ensure a customer centric perspectives rather than traditional focus on products. The various technologies are Augmented reality, Block chain, Robotic process automation, Quantum computing, Artificial intelligence, API platform, Prescriptive security, Hybrid cloud, instant payments and smart machines. This all technologies have forced Indian banking institution to enter the trade-off between winning new customers and retain old ones.

In order to sustain and grow on the face of stiff competition, issues concerning with maintaining service quality in Indian banking sectors have to be studied extensively and widely. The successful banker must have the ability to anticipate and satisfy their customer needs. For providing faster and more

State Bank of Hyderabad, State Bank of Travancore and State Bank of Patiala and with the Bharatiya Mahila Bank, which had been considered as the bank exclusively for women. State Bank of India is regarded as one of the responsible and trustworthy bankers by the general public of India. It is the need of the hour that State Bank of India should give prime importance for delivering services to its customers. Against such a backdrop, the scope for studying the service quality of State Bank of India has its own significance

### Objectives of the study

1. To assesses the Service Quality Gap with respect to tangibility, assurance, reliability, responsiveness and empathy dimension of customers of State Bank of India.
2. To give suggestions on the basis of findings of the study.

### Literature review

The present study is an attempt to study the service State Bank of India. The studies pertaining to ser are reviewed in this section. The sources are in relevant scholarly research studies, journals, publi

Nitin Seth and S.G. Deshmukh (2005)<sup>[1]</sup>: attempt, various service quality models covering the asp, conventional services to web interacted services. The study concluded that service quality outcome and measurement is dependent on type of service setting, situation, time, need etc. In addition, even the customer's expectations towards particular services are also changing with respect to factors like time, increase in the number of counters with a particular service, competitive environment, etc

Mamta Brahmabhatt and Dharmendra Panchia (2008)<sup>[2]</sup>: measured and compared service quality and customer

# Travel and Travel Writing: Some Facts

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## Abstract

Despite the negative reception and minimal popularity the genre has had down the ages, travel writing enjoys an unprecedented acceptance and acclaim in the contemporary times. To meet the growing demand for travel stories every year a stream of new travelogues emerges from publishing houses. Apart from the print media, travel stories appear in visual media too. TV channels, documentaries and seminars based on travel are widely popular today. Travel photography and travel shows are just a few of the recent developments in the field of travel. There are also travellers who willingly shun the modern modes of conveyance to undertake arduous journeys across entirely inhospitable terrains of the earth. Thus travel has changed, and so has travel writing.

**Keywords:** Travel, Travel writing, Popularity, Contemporary

The history of travel extends back to antiquity. Writing and travel have always been intimately connected and the travellers' tales are as old as the fiction itself. However, travel writing has had only a middle-brow status until the first half of the previous century when it was often treated inferior to poetry or novel. Therefore many writers like Claude Lorraine, Bruce Chatwin and Jenni Diski who have very successful travel narratives have not received the credit, disliked being labelled themselves as travel writers. Writers like Paul Theroux and Evelyn Waugh even predicted the doom of the genre in the post-war years. However, the genre withstood all forces of annihilation and has become a very popular genre in the recent years. Two renowned English journals are currently in circulation, *Journal of Travel Studies* and *Journeys*. In addition to this, the British literary journal *Granta* has issued special editions on travel, the first travel issue of which was published eleven times and triggered a boom in travel publishing.

The current popularity of the genre owes much to some acclaimed travel writers, their innovations in narrative styles and techniques, and of course the unending passion for travel stories. Commercial success of the genre could be evidenced in book shops that have well-stocked shelves exclusively reserved for travel related texts like travel memoirs, guide books and other travel publications. Moreover, names of many travel writers appear in the best-seller lists nowadays unlike in the past. Many leading newspapers publish travel supplements. The high demand for travel writing is evident

the negative reception and minimal