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Contents

IMPLEMENTING GOODS AND SERVICES TAX: PERCEPTION OF RETAILERS	5-11
Janitha N. P., Dr. Sefiya K. M.	
CUSTOMER SATISFACTION IN OVER THE TOP (OTT) SERVICES IN THRISSUR DISTRICT DURING COVID-19 PANDEMIC	12-21
Anaswara P.A., Princy Francis	
AN OVERVIEW OF NATIONAL PENSION SCHEME FOR RETIREMENT FINANCIAL PLANNING	22-27
Sudheesh T V, Princy Francis	
COMPLIANCE OF MORPHOMETRIC CHARACTERS OF <i>SARDINELLA LONGICEPS</i> WITH LEGAL REGULATION	28-36
Zainul Abid P. M., Dhanya P. R.	
RESONANCE OF PEACE IN LIFE: A PRAGMATIC APPROACH	37-41
T. M. Khaleelulla	

IMPLEMENTING GOODS AND SERVICES TAX: PERCEPTION OF RETAILERS

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ABSTRACT

Implementing Goods and Services Tax (GST) is one of the revolutionary changes in the indirect tax system in India since independence. This paper analyses how retailers perceived GST after its implementation in July 2017. An assessment of the immediate effect of GST on retailers is also made in this paper. The study is descriptive. Primary data for the study were collected using questionnaires from the retailers of a district. The data were collected in 2018. The findings revealed the important role played by tax consultants in helping retailers for learning and smoothly adoption of GST in their concerns. This study is significant as it records how taxpayers could transition from one tax to another.

Keywords: Goods and Services Tax (GST), Indirect tax, Perception of Retailers, Retailers, Retail sector in India

INTRODUCTION

Taxes are compulsory contributions that a government agency, whether local, regional, or federal, imposes on people or businesses (Gorton, 2022). In the Indian context, taxes are divided into two categories – direct taxes and indirect taxes. India's tax system has often placed a significant emphasis on indirect taxes. Up until tax changes were implemented in the 1990s, indirect tax revenue was the main source of tax revenue. The main justification offered for a large reliance on indirect taxes was that the majority of people in India were underprivileged, so expanding the direct tax base had intrinsic drawbacks (Rupa, 2020). The Goods and Services Tax (GST), which went into effect on July 1, 2017, is regarded as India's most

significant tax reform to date since gaining independence in 1947 (*Goods and Services Tax Network*, 2022)

GST was developed with the main goal of replacing all indirect taxes in India, including the Central Excise Tax, VAT/Sales Tax, Service Tax, and others, and establishing a single taxing system (Dani, 2016). India has adopted the Goods and Services Tax (GST), a value-added tax. The only indirect tax that has a direct impact on every sector and area of our economy is the GST (Kumar, 2017).

With several competitors joining the market, India's retail industry has emerged as one of the most dynamic and quick-paced sectors (Akhter & Equbal, 2012). Since its early stages of existence, retail in India has undergone numerous changes in both its mode of operation and how consumers in various categories perceive it. India is undergoing significant changes in the retail industry, similar to other developing nations. As the majority of retailers now prioritize profitable expansion, the market is maturing (B. A. Kumar & Rao, 2018). Unorganized retailers still constitute a major part of the retail sector in India (*India - The Top Retail Destination*, 2022). The majority of retailers are knowledgeable about the fundamental elements of GST (Joseph, 2018). This paper aims to analyze how retailers perceived GST while it was implemented.

REVIEW OF LITERATURE

GST in India

Indirect taxation in India was characterized by a cascading, distorted tax on the production of goods and services, which hinders productivity

and slows economic growth. There were countless taxes in the older system, most of which are imposed by the federal government and the remainder by state governments. To eliminate this multiplicity of taxes and lessen the burden on taxpayers, a straightforward tax, such as the Goods and Services Tax was implemented in 2017 (Rupa, 2020). F & P (2017) had the opinion that the timing of GST implementation is not right as the economy is still recovering from the impact of demonetization (November 8, 2016). GST was expected to create a business-friendly environment, as price levels and hence inflation rates would come down over time as a uniform tax rate is applied (C. R. Kumar, 2017). GST is mostly a technological endeavor. The GST Portal is the only place to do tasks including registration, return filing, refund requests, and notification response; these speed up the procedures (Vora & Sanghvi, 2020).

Singh et al. (2019) analyzed the sentiment of people regarding implementing GST and it was found that the Indian population had a neutral attitude toward it. In addition, a time series analysis was carried out. Positive attitudes and neutral attitudes have increased, according to the data.

The retail sector in India.

The fourth largest retail market in the world is India. The Indian retail market is anticipated to grow from 690 billion dollars in 2021 to almost \$2 trillion by 2032 (*India - The Top Retail Destination*, 2022). The sizable middle class and nearly unexplored retail market in India are the main enticing factors for international retail behemoths seeking to move into additional countries, which will help the Indian retail business grow more quickly (Handa & Grover, 2012). Established retailers are gaining market leadership by offering cutting-edge technologies, various shop styles, and payment methods to the expanding retail sector (Kumar, 2017). Even after digital penetration, the traditional brick-and-mortar market share is 93%

(Dayalani, 2022). In India, organized retailing of consumer goods is a thriving and developing industry (Vijumon, 2018)

GST and Retailers

Retailers are aware of changes happening around their ecosystem (F & P, 2017). Initially, retailers may oppose GST (Rupa, 2020). Joseph (2018) found that retailers lack a more in-depth understanding of several features of this new taxing scheme. The majority of retailers are not happy with the support and education that were given by the tax authorities. The survey showed that merchants are having a lot of difficulties as a result of GST implementation-related doubts, complications, and transitional concerns. However, replacing VAT with GST is a good idea, as per the opinion of retailers (Karthikeyan et al., 2020).

Research Objectives

- To analyze the perception of retailers on Goods and Services Tax
- To assess the immediate effect of Goods and Services Tax on retailers' business

METHODOLOGY

Research design

The study follows a descriptive research design.

The population of the study

Retailers who have been registered under The Central Goods and Services Tax Act, 2017 and who were previously registered under The Value Added Tax Act, 2005 constitute the population of the study

Data source and Data Collection

The study was mainly based on primary data. The primary data has been collected by administering questionnaires. The questionnaire mainly includes questions relating to various aspects that may have been faced during the

transition towards GST. It was also translated into the regional language for a better understanding of the respondents. Personal interview with retailers has been adopted to obtain first-hand information. The data was collected in May 2018.

Sampling method and sample size

Thrissur district in Kerala was selected as the sample unit for the study. From the sample unit,

50 samples have been taken for the study. Samples were selected using purposive and judgmental sampling.

Tools of analysis

Statistical techniques like percentage, mean, standard deviation, weighted average mean, and one sample t-test are used for analyzing the data. One sample t-test is analyzed using an online calculator provided by a website.

Data Analysis

		No. of responses	Percentage
Type of Business	Sole proprietor	33	66
	Partnership	17	34
Duration of Existence of the Shops	Less than 2 years	5	10
	2 – 5 years	9	18
	5 – 10 years	12	24
	More than 10 years	24	48
Annual Turnover of Shop	Less than 20 lakhs	19	38
	20 – 50 lakhs	20	40
	More than 50 lakhs	11	22

(Source: Primary data)

Table 1 shows the profile of retailers who participated in this study. Most of the respondents are sole owners of the business (66%). Most of

them have been doing business for more than 10 years (48%). The majority of the respondents' annual turnover is less than 1 50 lakh per annum.

Table – 2: Opinion on GST

Question	Yes (%)	No (%)
Is it difficult to understand GST?	64	36
Do you file GST returns and forms by yourself?	0	100
Do you seek the help of consultants to file returns and forms?	100	0
Do you find the transition to GST smooth?	44	56
Have you appointed consultants to transition from VAT to GST?	100	0
Whether there are any positives in GST?	62	38
Do you want to go back to VAT?	26	74

(Source: Primary data)

The above Table 2 shows that most of the respondents (64%) do find it difficult to understand GST. Consultants have been appointed to transition from VAT to GST. Retailers' do not file GST returns and forms by themselves. They seek the help of

tax consultants to file the returns and forms. Nearly half of the respondents found it difficult to transition towards GST. Most of the respondents (62%) have found that there are positives in GST and the majority (74%) do not want to go back to VAT.

Table –3: Rating of GST

Rating (x)	Frequency (f)	Percentage	Fx
1	4	8	4
2	3	6	6
3	5	10	15
4	10	20	40
5	15	30	75
6	3	6	18
7	6	12	42
8	3	6	24
9	0	0	0
10	1	2	10
Total	50	100	234
Mean score	4.68		

(Source: Primary data)

It is evident from Table 3 that, the mean score for the GST in the experience of a short period of about ten months is 4.68. This indicates that they don't

rate it as extremely poor or excellent. The rating of GST is average as per the opinion of respondents.

Table 4 – Difficulties in GST

Sl. No.	Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean score	Rank
1	Still chances for tax evasion	0	9	14	17	10	50	2.44	IV
		0	36	42	34	10	122		
2	Difficult for SMEs	18	19	9	4	0	50	4.02	I
		90	76	27	8	0	201		
3	Difficult to give a discount	11	20	12	6	1	50	3.68	II
		55	80	36	12	1	184		
4	Difficult to get free samples	14	14	14	5	3	50	3.62	III
		70	56	42	10	3	181		

(Source: Primary data)

Table 4 reveals that the orientation of the sample respondents regarding the statements is positive as their means are higher than the significant value which is 3 except in the case of statement 1. The highest-rated drawback of GST is that it is not friendly to Small and Medium Enterprises (4.02) like the previous indirect taxes. Also, it is difficult to give discounts (3.68) and to get free samples (3.62) from suppliers due to the provisions in GST regarding these. But there is no more chance of tax evasion as most disagree with the statement (2.44).

The scaling technique is used to measure variables related to the effect of GST on a three-point scale with a weightage of three, two, one for favorable, no change, and unfavorable. An increase in margin and discount and a decrease in cost and price are taken as favorable. Therefore, a decrease in margin and discount and an increase in cost and price is taken as unfavorable.

Table 5 – Effect of GST

	Factors	Effect of GST											
		Favorable			No change			Unfavorable			Total		
		R	%	S	R	%	S	R	%	S	R	%	S
1	Price	7	14	21	20	40	40	23	46	23	50	100	84
2	Margin	1	2	3	11	22	22	38	76	38	50	100	63
3	Cost	3	6	9	10	20	20	37	74	37	50	100	66
4	Discount	3	6	9	17	34	34	30	60	30	50	100	73

(Source: Primary data)

From Table 5 it is clear that 54 percent of retailers claimed that GST hasn't increased the price. Margin, cost, and discount have unfavorably changed as of 76%, 74%, and 60%.

One sample t-test is used to test whether the GST impacted every factor equally or not.

Hypothesis for the test

The impact of GST is equal in various factors.

Sub - hypotheses

1. There is no significant difference between the effect on price and the overall effect of GST
2. There is no significant difference between the effect on margin and the overall effect of GST
3. There is no significant difference between the effect on cost and the overall effect of GST
4. There is no significant difference between the effect on discounts and the overall effect of GST

Table 6 – T score of factors

	Factors	Mean	Standard Deviation	Standard Error	t value	p value
1	Price	1.68	0.705	0.0997	2.507	0.015**
2	Margin	1.26	0.482	0.0682	2.494	0.016**
3	Cost	1.32	0.581	0.0821	1.339	0.186
4	Discount	1.46	0.607	0.0858	0.349	0.728
5	The overall impact of GST	1.43	0.621			

Sub - hypotheses 1 and 2 are rejected at a 95% confidence interval. So, there is a significant difference between the effect on price and margin and the overall effect of GST. From Table 6 it can be concluded that the overall effect of GST is 1.43. This indicates that GST has not made any change to the retailer's existing condition. The effect on price (1.68) is considerably greater than this value. But the effect on margin (1.26) is considerably lower than this value.

From the t-test it is clear that GST least affected the price and most affected the margin when compared to other factors. The effect of GST on cost and discount is almost equal to the overall effect of GST. This indicates that out of the overall impact of GST, the margin is the factor that had a significantly unfavorable change. Price is the factor that had a significantly favorable change.

Research findings and discussion

Even after ten months of implementing GST, retailers still do find it difficult to understand the GST system. Consultants played a major role in transitioning from VAT to GST. Retailers outsource the filing of returns and forms to tax consultants. These results are in alignment with the findings of Sharma & Indapurkar (2020) who reported that retailers lack the skills necessary to operate the GST software for submitting returns online and find the process to be burdensome because there are no programs available to educate them. The tiniest shopkeeper, retailer, or trader prefers to outsource the work of submitting GST Returns to a CA since it is more convenient.

The majority of the respondents don't want to go back to VAT. This indicates that the retailers are

ready to try the new tax system with an open mind. They gave an average rating to the GST. The impact of GST on various factors like price, margin, cost, and discount is not equal. When the overall effect of GST is taken into consideration price is the least affected factor and margin is the most affected factor. So, implementing GST has not increased the price of the product. But it has reduced the retailer's margin a little bit. This contradicts the prediction made by Rupa (2020). She predicted that implementing GST would increase the price of the product.

The significant problem caused by GST is that it is difficult for Small and Medium Enterprises to follow this. Retailers also agree that getting free samples and giving discounts to customers is also not easy under the GST regime. And, most disagree with the statement that there is still a chance for tax evasion in current the tax system.

CONCLUSION

The study has provided insight into how retailers perceived implementing GST. Retailers don't file returns and other forms on their own. This results in the heavy dependency of retailers on their tax consultants. Tax consultants also had a major role in facilitating the transition of retailers from VAT to GST. The impact of GST on factors like price, cost, margin, and the discount was not uniform. SMEs found it most difficult to cope with the new system.

Suggestions

More awareness needs to be given to traders since they find it difficult to understand the GST system and they are not independent to file returns and forms on their own. Small and Medium Enterprises (SMEs)

face a lot of problems due to GST. Therefore, special provisions need to be laid down to reduce the difficulties of SMEs in the manufacturing sector. The working of the tax consultants needs to be monitored as they have a major role in indirect tax mechanisms, especially in the case of small retailers.

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CUSTOMER SATISFACTION IN OVER THE TOP(OTT) SERVICES IN THRISSUR DISTRICT DURING COVID-19 PANDEMIC

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ABSTRACT

Customer satisfaction is a measure of how products and services offered by a company meet or outperform the expectations of a customer. Customer satisfaction can be simply defined as a measurement of how happy the customers are with the products and services of a company.

OTT was an unfamiliar term a few years ago. But, now it is a highly popular term among people from all walks of life. The reason being manifold such as convenience, safety, cost effectiveness etc. offered by OTT services, especially during the pandemic. OTT services were the only available option for newly released contents like films and web series during the COVID-19 lockdown. So, it gained much popularity during the lockdown and the trend is on the rise. The popularity of smartphones led to the popularity of OTT services in India. COVID-19 brought relevance to OTT platforms. OTT is an exponentially growing industry that is a part of the majority of people's lives in the world. It was one of the alternatives to watch new movies safely in the pandemic period. So, the customer satisfaction of the people using it had to be studied. This study helped to find out the improvements people wish to be brought in OTT services to increase customer satisfaction. Hence, this study mainly focuses on the level of satisfaction of customers using OTT services.

Keywords: Customer Satisfaction, OTT, COVID- 19, Video streaming, Entertainment.

INTRODUCTION

After the outbreak of the COVID-19 pandemic, people just wanted to stay out of the uncertainties and worries during the pandemic. They just wanted to stay happy along with staying healthy and safe. So they ended up depending on the internet. It is notable that the word 'comedy' was the most searched word in Google in Kerala during the lockdown and it was a relief that the word depression was not much searched.

Over The Top (OTT) refers to the video streaming services offered directly to the customers over the internet and no cable connection is needed for OTT services. OTT services were not a much-discussed topic till the outbreak of COVID-19. 40 video streaming services were functioning in India during the pandemic period and the demand for OTT services was at its peak from March 29 to April 4 (Jacob, 2020). The most popular among them are Netflix, Amazon Prime Video and Disney+ Hotstar. This increased demand was the COVID-19 lockdown effect. The popularity of smartphones, 4G network & excellent optical fibre connectivity made this possible. During the lockdown associated with COVID-19, the film industry faced many difficulties to release films. So, OTT was chosen as an alternative option to release already shot movies. Initially, there were protests from movie theatre owners. But, people were pulled back from going to movie theatres due to the fear of the pandemic. Initially, the film producers were skeptical about

the profitability of new film releases through OTT platforms. But some films, for example, 'Soorarai Potru' directed by Sudha Kongara ran successfully on Amazon Prime video and profits had crossed 50 crore rupees, according to Tamil Nadu's estimates. There is a fixed income from streaming films through OTT platforms and hence risks associated with it are lower. On the other hand, the big-budget ones may have a higher potential to earn more revenue if they were to be released through movie theatres.

According to a report by FICCI-EY 2019, Indians spent about 70% of their mobile data on entertainment. Estimates discovered that the millennials spent an average of 10 to 20 hours a week online (Clement, 2020) and it increased recently as stated before, especially in the wake of the COVID-19 pandemic. Major film production companies like Walt Disney and Sony Pictures prepared big budgets for online films and the future is likely to see the co-existence of both OTT and movie theatres.

REVIEW OF LITERATURE

The emergence of Over The Top (OTT) platforms like Amazon Prime video and Netflix has made remarkable changes in how people consume media and entertainment. Leisure time activities of people started changing across the world as the OTT platforms became a part of the daily schedules of people, especially in the urban areas. According to Bouten, Latré, Van De Meerssche, et al. (2013), in the beginning, OTT services only offered short videos with low quality, but now, high quality videos, films and live videos are also provided to the customers. It has become so popular also due to its 24 x 7 Video-on-Demand (VOD) feature, accessibility, automation and convenience. The sector began growing rapidly and it was fuelled by the outbreak of COVID-19 pandemic which completely changed people's life styles.

Studies also show that OTT services beat television contents. Actually, TV shows are a

part of OTT platforms and also there is no room for the Fear of Missing Out (FOMO) while using OTT platforms. However being preferred more than TV shows does not mean that the customers are highly satisfied. The satisfaction level of customers in OTT services need to be studied and analyzed for knowing further about the problems faced by the customers.

According to Patwa (2020), the year 2019 witnessed a 140 % rise in demand of VOD (Video on Demand) platforms. Service quality acted as an indicator of customer satisfaction and it led to repurchase intentions & loyalty (Navjot et al., 2020). According to (Landis, 2020), gaining a new customer was five times more expensive than retaining a customer. According to Li, Spachos, Chignell et al. (2016), users differed in terms of their ratings of service quality. People have different perspectives on quality. According to Henderson, Zakia Brown (2016), ways of engaging customers beyond the point of transaction must be identified by the retailers for the customer satisfaction.

According to Cha (2013), the consumers were more likely to use online video platforms when they thought that the online video platforms differ from television in satisfying their needs. The comparative advantages of OTT platforms decrease the usage of television. According to Madnani, Fernandes & Madnani (2020), the satisfaction level of customers was directly related to providing the medium to watch with family, the duration and time to use OTT platforms, the cost and the quality of content on OTT platforms and their preference over television. Change in lifestyles, rise in income, growth of nuclear families and the impact of western culture drive the Indian markets. Also, yesterday's luxuries are today's necessities.

RESEARCH METHODOLOGY

The research design of the study is descriptive as well as analytical in nature. This study was conducted on 50 respondents from Thrissur district. The sampling technique adopted for the

study was convenience sampling, which is a non-probability sampling method. Primary data was used for data analysis. Secondary data was used for report writing. Primary data was collected through questionnaire, telephone interview etc. Secondary data was collected through websites, books, journals, newspapers etc. The tools used for the study are mean score, Kruskal Wallis test, Likert Scale, SPSS, Mendley etc.

Research Hypothesis

Hypothesis is a tentative statement which is to be tested to be true or false. The null hypothesis will either be accepted or rejected.

• H_{01} : There is no significant influence of Educational qualification on OTT usage during COVID-19.

Objectives

- To study the user practices of OTT services in Thrissur.
- To understand the influence of educational qualification on OTT service usage during COVID-19.
- To get awareness on the level of customer satisfaction of OTT services in Thrissur.

Data Analysis

Data analysis makes use of bar diagrams, pie diagrams and tables for the graphical representation of data. It helps in the better understanding of the data.

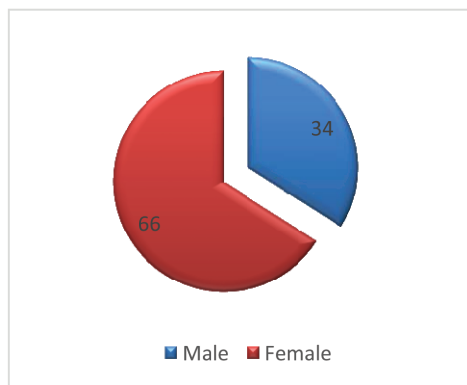


Figure 1.5.1: Gender wise classification
(Source: Primary Data)

Interpretation

Both males and females are covered under the study to analyse customer satisfaction. Out of

the 50 samples taken for the study, 17 people (34%) are males and 33 people (66%) are females.

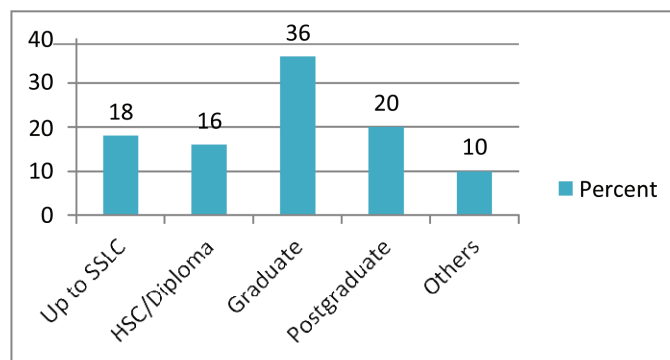


Figure 1.5.2 Classification according to Educational Qualification
(Source: Primary Data)

Interpretation

Out of the 50 people taken for the study, 18% people fall under the educational qualification of ‘Up to SSLC’, 16% people come under ‘HSC/ Diploma’,

36% people are graduates, 20% people are post graduates and 10% people opted the option ‘others’ (professional courses, Ph. D etc.)

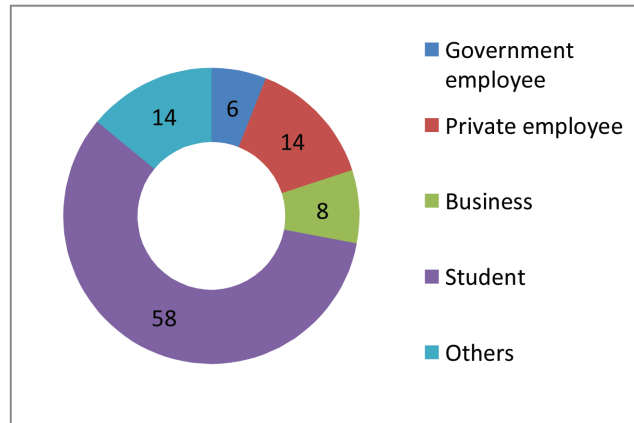


Figure 1.5.3: Classification according to Occupation
(Source: Primary Data)

Interpretation

6% people are Government employees, 40% people are private employees, 8% people are doing business, 58% people are students and

14% people fall under the ‘Others’ category. Majority of people fall under the ‘Student’ category.

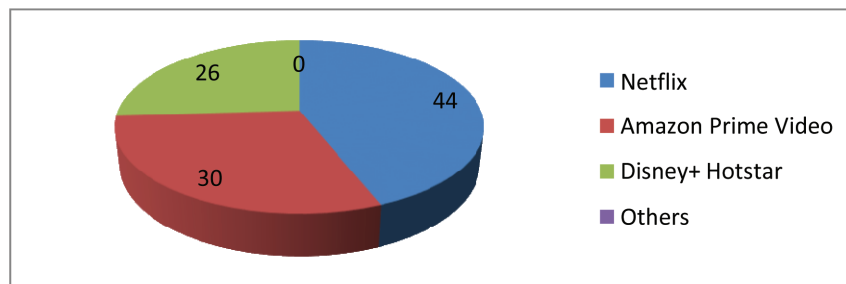


Figure 1.5.4: Most watched OTT platform
(Source: Primary Data)

Interpretation

The most watched OTT platform of 44% people is Netflix, 30% people chose Amazon Prime Video and 26% people chose Disney+ Hotstar. No one chose the option ‘Others’.

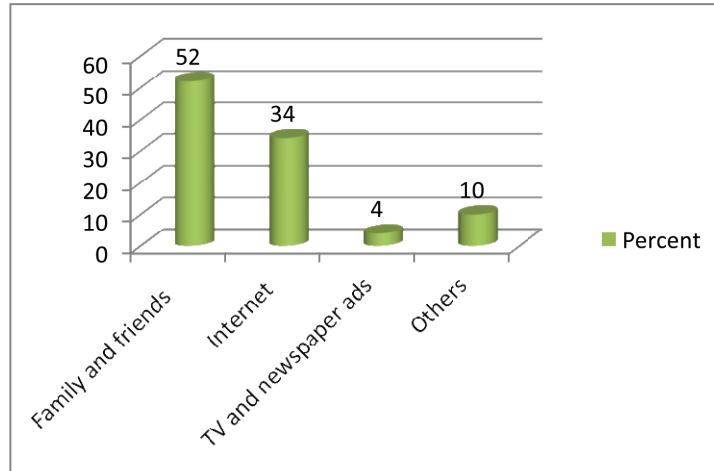


Figure 1.5.5: Source of knowledge about OTT platforms

(Source: Primary Data)

Interpretation

As the source of knowledge about OTT platforms, 52% people chose family and friends, 34% people chose internet, 4% people chose TV

and newspaper ads and 10% people chose the option ‘Others’. The greatest influence is from family and friends in this case.

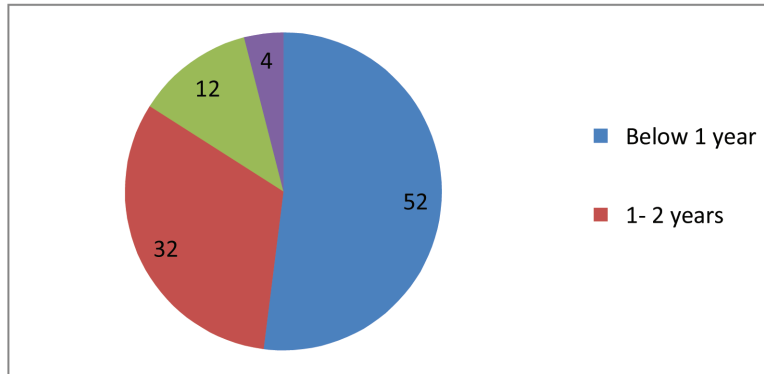


Figure 1.5.6: Time period of OTT usage

(Source: Primary Data)

Interpretation

Majority of people (52%) have not completed one year since they started using OTT services. 32% people chose the option ‘1 to 2 years’ as

their period of OTT usage, 12% people chose ‘3 to 5 years’ and only 4% people have been using it for above 5 years.

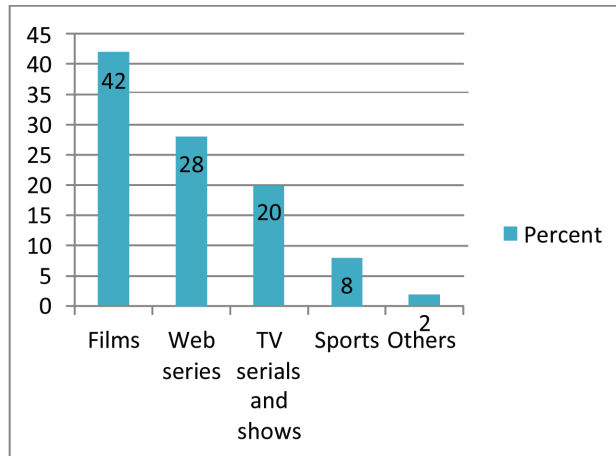


Table 1.5.7: Most watched content on OTT

(Source: Primary Data)

Interpretation

The most watched content on OTT of 42% people is films. 28% people chose web series, 20% people chose TV serials and shows, 8%

people chose sports and only 2% people chose the option ‘others’. The most watched program on OTT platforms by the majority of people are films.

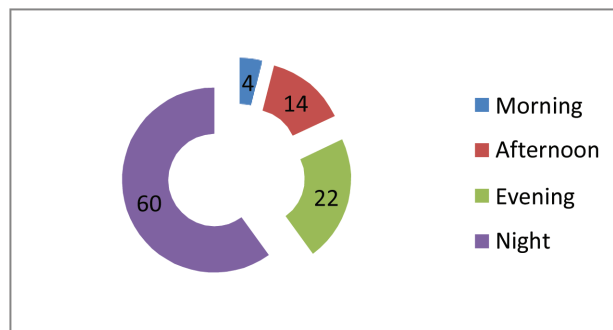


Figure 1.5.8: Time of mostly watching OTT content

(Source: Primary Data)

Interpretation

4% people watch OTT mostly during morning time, 14% people watch mostly during afternoon time, 22% people watch mostly during evening

time, 60% people watch mostly during night. Majority of the people like to watch OTT content during night time.

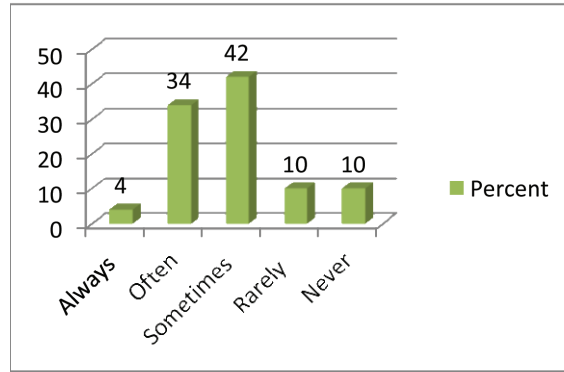


Figure 1.5.9: Frequency of Internet Connectivity problems
(Source: Primary Data)

Interpretation

4% people face internet connectivity problems always, 34% people face the problems often, 42% people face internet connectivity problems sometimes, 10% people face the internet

problems rarely and the remaining 10% people never face such problems. Majority of the people face internet connectivity problems sometimes only.

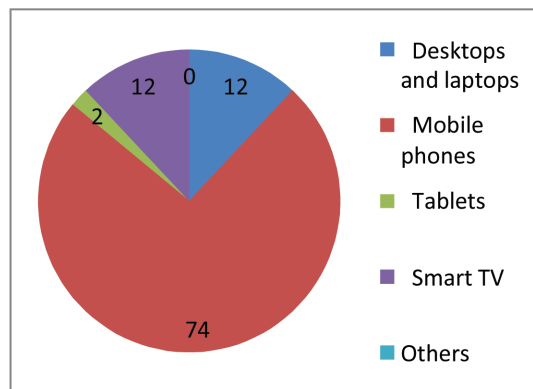


Figure 1.5.10: Most used device for watching OTT contents
(Source: Primary Data)

Interpretation

12% people mostly watch OTT contents on desktops and laptops, 74% people on mobile phones, only 2% people on tablets, 12% people

on smart TV and nobody chose the option ‘Others’. Majority of the people watch OTT contents on mobile phones.

Table 1.5.1: Kruskal-Wallis Test showing the influence of Educational Qualification on OTT watching during COVID-19

• H_{01} : There is no significant influence of Educational qualification on OTT usage during COVID-19.

	Influence
Chi-Square	10.805
df	4
Asymp. Sig.	0.029

(Source: Primary Data)

a. Kruskal Wallis Test

b. Grouping Variable: Educational Qualification

Interpretation

From table 1.5.1, it can be inferred that the p value is 0.029 and p value < than 0.05. Hence,

the null hypothesis is rejected at 5% level of significance. So, there is a significant influence of educational qualification on OTT watching during COVID-19.

Table 1.5.2: Summary of COVID Influence

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
COVID Influence	50	2.00	5.00	3.632 (72.64%)	0.67171

(Source: Primary Data)

Interpretation

73% people (3.632/5*100) agree that COVID-19 has a significant influence on their OTT watching. Table 1.5.2 shows the summary of the number of people who chose the options

‘Strongly agree, Agree, Neutral, Disagree & Strongly disagree’ for the various statements related to the influence of COVID-19 on their OTT watching behaviour.

Table 1.5.3: Summary of Customer Satisfaction of OTT

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Customer Satisfaction	50	2.25	5.00	3.5550 (71%)	0.54875

(Source: Primary Data)

Interpretation

71% people (3.555/5*100) agree that they are satisfied with OTT services. Table 1.5.3 shows the summary of the number of people who chose

the options ‘Strongly agree, Agree, Neutral, Disagree & Strongly disagree’ for various statements regarding customer satisfaction in OTT services.

Table 1.5.4: Number of people in each Level of Satisfaction

Level of Customer Satisfaction		
	Frequency	Percent
Low Level	15	30.0
Medium Level	23	46.0
High Level	12	24.0
Total	50	100.0

(Source: Primary Data)

Interpretation:

30% people have low level satisfaction, 46% people have medium level satisfaction and 24% people have high level satisfaction. Majority of people have medium level satisfaction.

CONCLUSION

The study was conducted among 50 OTT users in Thrissur district to study about the satisfaction of customers. The study shows that COVID-19 has a significant impact on the OTT watching of people and majority of people are satisfied with the OTT services used by them. The most popular OTT services are Netflix, Amazon Prime Video and Disney+ Hotstar. Majority of people has only medium level satisfaction in OTT services. Educational qualification has a significant impact on the OTT watching during COVID-

19. The major suggestions are to make OTT platforms more common among people with lower educational qualifications and to make more people willing to pay for it through the

introduction of more affordable plans.

Coming years will definitely witness an exponential growth in both the number of users and the revenue generated from the sector, especially in the COVID-19 scenario. If the current trend follows, the OTT platforms will surely become an integral part of people’s lives.

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AN OVERVIEW OF NATIONAL PENSION SCHEME FOR RETIREMENT FINANCIAL PLANNING

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ABSTRACT

One of the most significant life experiences that many of us will ever go through is retirement. Realizing a comfortable retirement is an extensive process that requires careful planning and years of perseverance, both from a personal and financial standpoint. Even once it is reached managing retirement is an ongoing responsibility that lasts throughout the life. We all want to be able to retire comfortably, but the process might seem difficult due to the complexity and amount of time needed to construct a good retirement plan. National pension scheme (NPS) promotes regular contributions to invest in pension account during the course of employment. The subscribers can withdraw a specified amount of the corpus after retirement. As a national pension scheme account holder, it is possible to receive the remaining amount as a monthly pension post retirement period. National pension scheme aims to help individuals in order to develop the saving habits for their retirement. The National Pension Scheme was developed as a voluntary, defined contribution retirement savings programme to assist individual subscribers in making the best decisions for their future by prudential savings throughout their working lives. NPS helps to bring confidence among the pre-retirees by a proper allocation of asset classes in order to earn a regular income in future.

Keywords: Retirement planning, NPS, Taxation benefits, GST aspects of NPS

INTRODUCTION

Retirement planning is the planning one does to be prepared for life after paid work ends, not just financially but in all aspects of life. The non-financial aspects include lifestyle decisions like where to live, when to stop working entirely, how to spend time in retirement etc. Many factors affect people's retirement decisions. Retirement funding education is a big factor that affect people's retirement decisions. It is also a big factor that affects the success of an individual's retirement experience. However, it is often possible to accomplish this with fewer headaches and financial pain than you might think; all it takes is some research, an achievable savings and investment plan and a long-term commitment. A comfortable retirement plan will bring confidence among the pre-retirees. So, it is necessary to build up a comfortable retirement plan in order to earn a good amount of return in their post retirement life.

Objectives of the study

- To study the concept and types of National Pension Scheme.
- To study the merits and demerits of NPS for retirement financial planning.
- To study the taxation benefits of National Pension Scheme.

RESEARCH METHODOLOGY

The present article is descriptive and purely a reviewed article based on secondary data collected from books, articles, national journals, international journals, published reports of

government, Pension Fund Regulatory and Development Authority (PFRDA) and other websites.

An overview of national pension scheme

The PFRDA (Pension Fund Regulatory and Development Authority) established by the PFRDA Act of 2013, is in charge of overseeing and administering the National Pension Scheme. It is monitored by central government. NPS is a contributory pension plan with market linked returns. Anyone can open NPS account with the terms and conditions offered by PFRDA. The Central Record keeping Agency (CRA) generates and maintains a specific Permanent Retirement Account Number (PRAN) for each subscriber under the NPS plan.

Concept and Types of NPS Accounts

NPS is a contributory pension scheme. The Pension Fund Regulatory and Development Authority is in charge of overseeing the performance and functioning NPS. It was implemented with the intention of transitioning the country's defined benefit pension scheme to a defined contribution pension scheme. NPS offers two account classifications: Tier-I and Tier-II. Both accounts have distinctive characteristics. Tier-I accounts are required retirement accounts for pension account holders, and withdrawals from these accounts are restricted. A voluntary account called Tier-II provides investment and withdrawal liquidity. However, Tier-II is a voluntary savings account linked to PRAN and is only permitted when a Tier-I account in the name of a specific subscriber is active. Compared to Tier I accounts; Tier II accounts allow for greater withdrawal flexibility because they can be accessed at any time. It is allowed only when there is an active Tier-I account in the name of the subscriber. In both types of accounts, contributions build up over time until retirement and increase in tandem

with returns linked to the market. At least 40% of the corpus fund must be used to obtain a lifetime pension upon exit, retirement, or superannuation. The remaining corpus fund must then be paid out as a lump sum.

National Pension Scheme provides various models to accommodate user segments. Individual subscribers can choose among this. It consists of:

(1) For government employees (Central/State):

Under this model, NPS is mandatory for all central government employees hired on or after January 1, 2004, with the exception of the armed forces. Following that, all state governments, with the exception of West Bengal, adopted NPS for their employees. In the case of state government employees, they make a monthly contribution equal to 10% of their salary and dearness allowances, and the government matches their contribution. With effect from April 1, 2019, the employer contribution rate for central government employees has been increased to 14%.

(2) The corporate model:

Companies can use NPS as part of their pension plan for their employees, with contribution rates based on the nature of employment and employment conditions.

(3) The all-citizen model:

It is a voluntarily maintained account. The NPS's all-citizen model allows all Indian citizens aged 18 to 65 to join the NPS on a voluntary basis.

The National Pension Scheme (NPS) was launched in 2004 and became available to all citizens in 2009. Investors can contribute a minimum of Rs.500 per contribution and must deposit a minimum of Rs.6000 per financial year. People are quite concerned about saving money for their post-retirement lifestyle. For the

majority of people, choosing a suitable retirement portfolio is a challenging undertaking. The government offers a retirement programme called the “national pension scheme” that is accessible to the general people. A regular person may simply evaluate it. Any person between the ages of 18 and 65 is eligible to subscribe to the NPS. You can also manage your NPS account by downloading the NPS mobile application. The primary goal of the NPS’s creation was to expand pension coverage to include private sector workers. The programme was initially solely available to government workers, but it was eventually offered to everyone, including those working in the private sector. Because investors have the option to select the necessary annuity providers, the scheme is much more flexible. So, investors have the freedom to choose among the asset classes available under NPS administered by PFRDA.

Public sector and private sector banks have a major role as an intermediary in order to open NPS account. Individuals are required to open an account at the authorized body – (Point of Presence) which is mostly public and private sector banks. They will do all the requirements as per the subscriber’s request. In order to function the pension account, the subscriber will get a permanent retirement account number i.e., PRAN and are required to maintain the number for the life time. The minimum amount to be deposited while opening Tier I account is Rs 500 and Rs.1,000 is required for Tier II account. Tier – I account is compulsory for government employees. Subscribers can make contributions as per their capability into both the accounts. Those who already have Tier I account is only eligible to make contributions in Tier II account. Minimum required contribution to these accounts are Rs.6000 and Rs.2000 in Tier I and Tier II respectively. There is no limit for maximum contributions. The funds will be invested in different instruments like Government

securities, Corporate Bonds and Equities by the registered pension fund managers under PFRDA. The expected returns may vary according to the market trends in future. So, subscribers cannot ensure a fixed returns in future. There are various pension fund schemes are available and it is administered by pension fund managers under PFRDA. The following are the pension fund/ schemes for different sectors.

- A. Pension Funds for Government sector
 1. SBI Pension Funds Private Limited
 2. UTI Retirement Solutions Limited
 3. LIC Pension Fund Limited
- B. Pension Funds for other than Government sector
 1. SBI Pension Funds Private Limited
 2. UTI Retirement Solutions Limited
 3. Aditya Birla Sunlife Pension Management Limited
 4. LIC Pension Fund Limited
 5. HDFC Pension Management Co. Limited
 6. ICICI Prudential Pension Fund Management Co. Limited
 7. Kotak Mahindra Pension Fund Limited
 8. Tata Pension Management Limited
 9. Axis Pension Fund Management Limited
 10. Max Life Pension Fund Management Limited
- C. Schemes managed by Pension Funds under NPS
 1. Central government scheme
 2. State government scheme
 3. Corporate CG scheme
 4. NPS Lite scheme
 5. Atal Pension Yojana
 6. Scheme – E (Tier-I)
 7. Scheme – E (Tier-II)
 8. Scheme – C (Tier-I)
 9. Scheme – C (Tier-II)
 10. Scheme – G (Tier-I)
 11. Scheme – G (Tier-II)
 12. Scheme – A (Tier-I)
 13. NPS – Tax saver scheme (Tier-II)

Active Choice and Auto Choice

Under active choice option individuals have the right to select various asset classes. The various proportion of assets available under NPS are as follows:

- Equity
- Fixed return instruments
- Government Bonds

The subscribers can opt whether to active choice or auto choice according to their own interest. NPS subscribers can also able to shift from active choice to auto choice. Under active choice, subscribers can opt the proportion among the various schemes offered by NPS pension funds, whereas auto choice is a default scheme. When compared with auto choice, active choice subscribers have freedom to select proportion of assets according to their income generating capacity, risk, capital appreciation etc. Under auto choice, subscribers cannot make their proportion among the various schemes. It will be automatically apportioned among the various asset classes.

Merits of nps scheme

1. NPS is cost effective

The National Pension Scheme is the most affordable retirement option that is simple to enrol in through banks. The minimum payment required from subscribers is Rs 1000.

2. Annuity Scheme benefits

Subscribers to NPS are required to invest 40% of the fund in purchasing annuities. This is the primary advantage for retirement planners who want to receive a guaranteed monthly pension after retirement.

3. Mix of Different Instruments

Pension Fund managers will invest the funds in a mix of government securities, bonds, and stocks.

4. Prudent Fund Management

The amount invested by the subscriber is managed by prudent fund managers administered by the PFRDA.

5. Power of Compounding benefits

The fund grows as a result of the power of compounding.

6. Portability of PRAN at any time

PRAN is a permanent account number. If the subscribers are shifting to another, they can use the same PRAN without changing the same. They can use PRAN in life time if once it is created. So, portability from one job to another can be easily managed without any complications or without changing the PRAN.

Demerits of nps scheme

1. Restriction on withdrawal of money

Only 25% of NPS money may be withdrawn before to the age of 60. Subscribers are not able to withdraw the full amount. It is limited. 80% of the fund should be used to buy an annuity if the subscriber wants to withdraw the full amount.

2. Taxability

According to NPS, 40% of the fund is tax-exempt, while the remaining 60% is taxable. Subscribers cannot enjoy tax exemption for the whole investment because it is limited to 40%. This will to lead to increase the tax burden among the subscribers. Taxes apply to both the monthly pension and the annuity purchase pension as per the rate of tax fixed from time to time.

3. Fluctuating returns

The performance of invested funds determines the scheme's returns, which may change dependent on current market conditions. It is not fixed or guaranteed. Market conditions may vary according to various circumstances. As per the fluctuations occurs in market, the returns may

also fluctuate. So, certainty in return not ensured. This will deteriorate the confidence of the subscribers.

Tax benefits availed under NPS

(a) According to section 80 CCD (1) of the Income Tax Act 1961, subscriber's contributions to NPS Tier-I are tax free up to a maximum of Rs. 1.50 lakh that is coming under 80 C of the Income Tax Act. Apart from this, the subscriber is entitled to a tax deduction for contributions to NPS Tier-I accounts, subject to a maximum deduction of Rs. 50,000 under section 80CCD 1(B) from the financial year 2015-16 onwards. It will help to reduce the tax burden among the NPS subscribers.

(b) Employer's contribution towards NPS Tier-I is eligible for tax deduction under Section 80CCD (2) of the Income Tax Act. So, subscribers can get additional rebate over and above the limit prescribed under Section 80C.

(c) With regards to Tier – I scheme under NPS, partial withdrawal made by the contributor is tax exempted. But it is limited only upto 25%.

(d) From 1.4.2019, lump sum withdrawals from NPS Tier-I of up to 60% of total pension wealth are tax free. But it is availed only at the time of superannuation.

(e) The minimum amount contributed for annuity scheme empaneled by PFRDA is also tax exempt.

NPS and GST

If the NPS subscriber is planning their online NPS contribution by debit card, the applicable gateway charges are 0.80% of the transaction amount (excluding GST). For online contributions using Credit Card, the transaction charges are 0.90% of the transaction amount (excluding GST). Another important reason for subscribing NPS is that GST is not charged on annuities purchased by the subscriber. NPS

subscribers are eligible to exempt from Goods and Service Tax.

CONCLUSIONS

The Pension Fund Regulatory and Development Authority (PFRDA), which was established by the PFRDA Act of 2013, oversees and administers the functioning and performances of the National Pension System. NPS is a defined contribution product with a market linked. Both the old pension scheme and the NPS are the pension plans/ schemes in general. However, these two are not equivalent in terms of its features and functionalities. The NPS is an investment-cumulative pension plan, investing some of the money in the market to increase returns, whereas the old pension plan is a pension-oriented plan. Depending on the returns on the investment, NPS subscribers' contributions would increase and accrue over time. Even though NPS is an ordinary scheme the recent amendments made by the government is making it more popular among the investors. Each and every retirement planner can make use of National Pension Scheme for the purpose of saving for retirement.

Individuals who lack knowledge about financial market can easily access NPS by approaching the designated private or public sector banks. On employee and employer contributions to the National Pension System, a tax exemption of Rs. 1.5 lakh can be claimed towards NPS. Sections 80 CCD(1), 80 CCD(2), and 80 CCD(1B) of the Income Tax Act allow for the claim of tax benefits. Furthermore, under Section 80 CCD(2) of the Act, employer's contribution to NPS is only eligible for a tax deduction of up to 10% of the salary (basic plus DA). For salaried individuals who have already claimed the tax exemption of Rs 1.5 lakh under Section 80C, NPS offers additional tax savings. The removal of GST on the annuity value and 40 % tax exemption on the total fund is making

the scheme more interesting. Annuities can be purchased for 100 % of the corpus which helps in financially securing the post retirement life by ensuring a monthly pension scheme after retirement. National Pension Scheme provides different categories of investment options from a list of various schemes, among these subscribers can choose the choice of scheme for planning the growth of the investments in a reasonable manner and monitor the growth of the pension corpus. Subscribers can switch over from one investment option to another or from one fund manager to another.

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4. <http://pfrda.org.in/MyAuth/Admin/showimg.cshtml?ID=1223>
5. <http://www.businesstoday.in/current/economy-politics/national-pension-scheme-benefits-tax-saving-gst-advantage-partial-withdrawal-and-more/story/265253.html>.

COMPLIANCE OF MORPHOMETRIC CHARACTERS OF *SARDINELLA LONGICEPS* WITH LEGAL REGULATION

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ABSTRACT

Indian oil sardine is distributed on the complete west coast of India from Gujarat to Kerala, and also on Tamil Nadu, Pondichery, Andhra Pradesh, and Odisha in the Indian east coast, but the maximum abundance is discovered off Kerala and Karnataka coasts. Commercial portions of huge numbers of finfish and shellfish are gifts within the Kerala coastal waters. Gonadosomatic index which is an index of gonad length relative to fish length is a superb indicator of gonadal improvement in fish. The proportion of body weight of fish this is used for the production of eggs is determined by the gonadal-somatic index. Sex ratio research provides statistics on the representation of male and female fish present in a populace. The aim of this examine changed into to investigate whether the sardine gathered for having a look at are in the legally accredited length, to discover the level of maturity of gathered fishes and to calculate the gonadosomatic index and sex ratio, that are some factors of the reproductive biology of *Sardinella longiceps* of the Kerala coast, India.

Key phrases: *Sardinella longiceps*, Gonadosomatic index, felony length.

INTRODUCTION

Worldwide fish manufacturing peaked at about 171 million lots in 2016, with aquaculture representing forty-seven percent of the overall food uses (FAO,

2018). The full first sale cost of fisheries and aquaculture production in 2016 turned into expected at USD 362 billion, of which USD 232 billion turned into from aquaculture production. The consumption growth has been pushed now not simplest via elevated production, but also by way of other factors, which include decreased wastage. The share of mature fish at age or duration is one of the maximum vital populace attributes in assessing reproductive capability. This percentage is normally named the maturity ogive. The most crucial step in estimating this percentage offers with adulthood staging assessed with the aid of macroscopic or histology analysis.

The primary try to determine the spawning habits and the factors which control the migration of the oil sardine was made by using Hornell (1910) who made some trendy observations and at the same time confused the need for extensive investigations on the problems related with the food, existence-history and seasonal migration of the oil sardine for the proper improvement of its fisheries. Sardines are of high call for in India because of their excessive protein (18.1% on a wet weight basis) and lipid content (10.1%) (Bahurmiz et al., 2017). Sardines ought to have a 10-12 cm duration for prison seizing. During the cutting-edge fishing season, a widespread amount of juveniles of small pelagic has been captured alongside the Kerala coast in a focused way to meet the demand of fish meal plant

life. It changed into found that the gonads of the oil sardine typically do no longer showcase any apparent distinction in the maturing or mature eggs both inside the different areas of the equal ovary or within the two ovaries of the identical fish (Nair, 1959).

The purpose of this examination became to analyze whether the sardine amassed for taking a look at is inside the legally permitted size, to discover the level of maturity of accumulated fishes, and to calculate the gonadosomatic index and intercourse ratio, that are some factors of the reproductive biology of *Sardinella longiceps* of the Kerala coast, India.

MATERIALS AND METHOD

Raw Materials

Overall 34 specimens had been accrued at some stage in the length of December 2019 to February 2020 from Azhikode location, Thrissur, Kerala. The samples have been caught by using coastal gillnet and seashore seine catches. Patterns were brought to the aquaculture lab for evaluation. They were analyzed for the total duration; to the nearest mm; from the tip of the mouth to the longest caudal fin. The total weight and gonad weight are also recorded to the nearest 0.01g with the use of electronic stability. Similarly, the samples have been analyzed for sex and adulthood stages with the aid of visual observation.

Morphometry

The measurements taken from person fish blanketed their general duration (LT), well-known period, fork period, width, wet frame mass (in g), sex, gonad maturity stage, and gonad mass (Fig. Three.2).

Sex ratio

Every specimen become dissected and the gonads were removed. The sex of each specimen was diagnosed by using an exam of the gonads. The proportion of the 2 sexes relative to each other becomes used to calculate the sex ratio. Total 34 fishes were collected on a month-to-month basis for examining the improvement tiers of the gonad.

Gonado-somatic index

The GSI is a metric that represents the relative weight of the gonad to the fish weight. The gonado-somatic index was calculated consistent with Strum (1978) as follows:

$$\text{GSI} = [\text{Gonad weight} / \text{Total tissue weight}] \times 100$$

RESULT AND DISCUSSION

Morphometric evaluations have been done on samples amassed from Azhikode coast, Thrissur, Kerala, from December 2019 to February 2020. Further sampling became impossible because of the outbreak of the Covid 19 pandemic. The average length of sardine from the Azhikode coast is 16.2cm. The average weight of the January sample is 32.06g. The most duration attained by means of sardine is 35 cm. The accrued fishes were well in the criminal length consistent with the present-day observed from CMFRI citing the legal length of all pelagic and semi pelagic fishes. The permitted length for Indian oil sardine is 10cm. Kerala coast includes many unlawful sports, mainly undersized capture of fish. It ends in inventory evaluation troubles. It can be overcome by using an implementation of proper mesh length regulation. It is seen via-out this have a look that the fishermen are sticking to the prison guidelines imposed with the aid of the authorities.



Plate 1: Morphometric analysis of *Sardinella longiceps*



Plate 2: Gut length analysis of *Sardinella longiceps*

Morphometric Analysis

Morphometric characters of all the fish collected during the present investigation have been worked out and compared. The various body part measurements of the fish have been computed and

are given in Tables 1 and 2. Characters with total length were analyzed to find out the degree of correlation. The comparative account of various relationships between different morphometric measurements has been indicated in Table 3.

Table 1: Morphometrics in January

NUMBER	TOTAL LENGTH(cm)	FORK LENGTH(cm)	STANDARD LENGTH(cm)	WIDTH (cm)	WEIGHT (g)
1	16.6	14.8	14.1	4.2	23.4
2	16.2	14.7	13.9	3.7	31.6
3	17.0	15.2	14.5	4.1	36.5
4	15.7	14.0	13.3	3.5	25.5
5	16.3	14.7	13.9	4.1	34.6
6	16.5	14.7	14.0	4.2	35.1
7	16.5	14.8	14.0	4.3	38.4
8	16.7	15.2	14.5	4.1	35.8
9	15.4	13.9	13.2	4.0	25.1
10	17.4	15.2	14.9	3.9	38.7
11	16.6	14.9	14.0	3.9	33.5
12	16.3	14.6	13.9	3.8	31.5
13	15.0	13.4	12.6	3.5	25.4
14	15.7	14	13.4	3.7	28.5
15	16.4	14.8	14.1	4.1	37.6
16	16.2	14.4	13.8	3.7	29.6
17	16.4	14.7	14.0	3.9	36.3
18	16.6	14.3	13.6	3.9	33.7
19	16.3	14.5	13.7	4.1	32.6
20	15.2	13.3	12.9	3.9	28
Mean	16.25	14.5	3.81	3.9	32.1
Std.Dev	0.59	0.54	0.54	0.2	4.7

Table 2: Morphometrics in February

NUMBER	TOTAL LENGTH(cm)	FORK LENGTH(cm)	STANDARD LENGTH(cm)	WIDTH(cm)
1	15.5	13.9	13.1	4.0
2	16.6	14.8	14.1	4.0
3	16.6	14.9	14.1	4.2
4	16.2	14.5	13.9	4.0
5	16.1	14.9	13.8	4.1
6	17.3	15.4	14.7	4.3
7	16.3	14.4	13.7	3.9
8	16.6	14.9	14.1	4.2
9	15.5	13.9	13.1	4.0
10	16.1	14.9	13.8	4.1
11	16.6	14.8	14.1	4.0
12	16.2	14.5	13.9	4.0
13	16.3	14.4	13.7	3.9
14	17.3	15.4	14.7	4.3
Mean	16.37	14.68	13.91	4.07
Std.Dev	0.51	0.43	0.44	0.12

Correlation between total length and weight = 0.76

Correlation between the width and weight = 0.66

Correlation between fish weight and weight of gonad = 0.056

Correlation between the weight of gonad and GSI = 0.94

The length-weight relationship is the standard method that yields authentic biological information in fishery assessment. There were high positive correlations between the total length and weight of the fish (0.76). There is no consider-

able impact on gonad weight with an increase in the length of the population. The correlation coefficient between fish weight and gonad weight was weakly positively correlated by 0.056.

Table 3: Comparison of morphometric data

Parameter	January	February
Gonad development	Stage 1	Stage 2
Average length	16.25cm	16.37cm
Average weight	32.06gm	31.25gm
Average gonad weight	-	1.37gm
Average fork length	14.5cm	14.68cm
Average standard length	13.81cm	13.91cm
Average width	3.93cm	4.07cm
Sex ratio	1:2	0.75:1

Gonado-somatic index

The GSI is a metric that represents the relative weight of the gonad to the fish weight. $GSI = (\text{gonad weight} / \text{overall weight}) \times 100$. The GSI fee in males for the duration of January – February were 3.31 to four.71, while in girls the excessive values all through January – February are four.29 to 5.06. This suggests that male and woman gonads begin maturing throughout February (desk four and 5). The best gonadosomatic index cost in men has been 4. Seventy-one (degree II). On this look, ranges of gonadal development have been located in male and female *S. longiceps*. These had been degree are Ovarian ranges stage I- (Immature virgin):

Small, obvious, yellowish-white, a bit asymmetrical, extremely cylindrical, ova obvious and without yolk deposition, Oviduct lengthy and skinny. Fish measures 152-170 mm TL. Degree II- (growing virgin): Whitish, small, transparent, a piece asymmetrical, Oviduct a touch reduced. Fish degree 155-173 mm TL. The levels of gonads within the sample of February are generally 2d level and have reddish or orange in coloration. The samples gathered at some point in the first week of February is having the suggested weight of gonad as 1.37g. The mean weight of the accrued fishes in February is 31.25 g.

Table 4: GSI of male sardines during February

WEIGHT(g)	WEIGHT OF GONAD	GSI
28.7	1.2	4.18
31.8	1.5	4.71
33.2	1.1	3.31
31.8	1.5	4.71
28.7	1.2	4.18
33.2	1.1	3.31

Table 5: GSI of female sardines during February

WEIGHT(g)	WEIGHT OF GONAD	GSI
30.7	1.5	4.88
32.5	1.4	4.3
31.6	1.6	5.06
30.3	1.3	4.29
31.6	1.6	5.06
30.7	1.5	4.88
32.5	1.4	4.3
30.3	1.3	4.29

Morphometric characters of all the fish collected all through present research were labored out and in comparison. The various frame part measurements of the fish were computed and are given in table 1 and a pair of. Characters with overall length have been analyzed to discover the diploma of correlation. The Sex composition of the random samples examined at some stage in each month has been represented in desk three. Girls were nearly always extra in range with an

average ratio of one male: 1. five girls. The observations screen that women outnumbered males in the months with a maximum ratio within January (1:2).

The suggested GSI value in adult males in February is 4.06, at the same time as in girls the mean GSI value at some stage in February has been determined to be 4. Sixty-three. This shows that male and woman gonads are in their 2nd stage of

improvement at some point of January – February. The very best gonad somatic index fee in men has been four. Seventy-one and the lowest GSI cost three.31 had been recorded at some stage in degree II, whilst in women, the excessive value recorded for degree II changed into 5.06 and the lowest GSI cost has been 4.29 in this have a look

at, degrees of gonadal development has been found in male and lady *Sardinella longiceps*. Those degrees are shown in Fig 1 and defined in table 6. Maturity ranges will be recognized with the help of shade and form of ovary according to Bal and Rao (1984).

Table 6: Ovarian stages

Ovarian stages	Morphological characters	Fish size
Stage I (immature virgin)	Small, transparent, yellowish-white, a bit asymmetrical, somewhat cylindrical, ova transparent and devoid of yolk deposition, Oviduct long and thin.	99-180 mm TL.
Stage II (developing virgin)	Whitish, small, transparent, a bit asymmetrical, Oviduct a little reduced.	109-182mm TL.

DISCUSSION

The levels of gonadal development determined in both male and female oil sardine in this study have been quiescent and maturing stages. Different stages of gonadal improvement were no longer encountered inside the samples used for this have a look at them. This indicated that the samples used were quiescent and maturing fish. Since no immature gonads were encountered in the samples examined, it indicated that immature oil sardine can be smaller than thirteen.9cm (general period) and weigh much less than 26.8g. In oil sardine, all of the stages of gonadal traits had been observed in each male and girl fish besides the ripe strolling degree which becomes not encountered (Al-Nahdi

et al., 2010). FehriBedoui and Gharbi (2008) determined immature, resting, maturation, mature, and spawning and spent levels of gonadal improvement in bastard grunt sardine. Eight levels of gonadal improvement were discovered in silver grunt oil sardine. These have been immature, resting, developing, mature, gravid, spawning, spent, and convalescing spent degrees (AbuHakima, 1984).

The levels of gonadal improvement discovered in both male and female oil sardine in this have a look at had been in keeping with Nikolsky as stage I- immature, stage II- developing, stage III- growing,

degree IV- Maturing, level V- mature, level VI- Ripe(walking) and degree VII- spent. In oil sardine, the simplest tiers (Quiescent, Maturing, and Mature stages) had been determined (Adebiyi, 2013). In keeping with Edwards and Shaher (1987), growth, size composition, condition component, and gonad index of the oil sardine, *Sardinella longiceps* Val., oscillated over an annual cycle in terms of upwelling.

CONCLUSION

Sardinella longiceps specimens have been gathered from the Azhikode coast inside the January and February 2020. The morphometric evaluation showed that fishes taken for the study had been of legally accredited size and additionally were sexually matured. The 20 samples had been taken in January for morphometric analysis. The average duration of sardine from the Azhikode coast is sixteen.2cm. The common weight of the January sample is 32.06gm. The accumulated samples had been sexually matured and had spawned at least as soon as. Most of the sampled fishes were girls. Within the month of February, the common length of sardine is 16.37 cm. The fishes did not display the widespread difference in length among the two months. The best distinction inside the fish samples of February is the development of gonads from stage I to level II and the visibility of intercourse organs. The samples collected at some stage in the primary week of February become having a mean gonad weight of one.37g. The implied weight of the amassed fishes in February was 31.25 g. the belief of the take a look at is that the fishes

caught from the Azhikode coast have been adhering strictly to the guidelines and policies of fishing. The MSL of 10-12cm changed into maintained even throughout non-ban intervals. The discount in sardine fishery due to fishing beneath MSL can be overruled inside the have a look at the place.

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RESONANCE OF PEACE IN LIFE: A PRAGMATIC APPROACH

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ABSTRACT

“Peace” is a word that makes comfort every space and time period. It’s so so strange to say only once in a blue Moon there will be people who come as harbingers to the society for prevailing message of peace and truth. Message of peace is always welcomed by the minute particle to permute pressure in the complex universe whereas the latter is not. Truth will be only effective where “peace” resonates.

In a concise the universal truth is not accepted directly rather a peaceful environment creates a room for implementing values like Truth and justice. Against this background “Peace maker’s investment “ is relevant or else the extreme emotional demands for the truth and Justice without peaceful approach creates a catastrophic world order. Peace maker’s major concerns are depicted in the article mainly the reign, education, health artistic aesthetic sense and so-forth.

Keywords: Peace, values, reign, world order, education.

INTRODUCTION

Globally, socially and spiritually pan world is seeking real abode of peace. De facto the peace maker’s invest shall begin from the forlorn state of mankind. Yea, exactly from the spiritual inner means. But the answers can only be retrieved through complex query. What makes the time and space quite aches and pains? Tension in the poetry of a peacemaker remain magnified. In

search for the remedies. The answers are shattered, thoughts are varying, let it be the figments of imagination and an analytical approach but in my point of view the world is confronting a spiritual vacuum. A piece maker’s way of addressing it in a wholistic way. Realising the social reality at best a person can perceive his ultimate target,” The peace”. Thats the justice to oneself. But one gets focused to his exclusive need it will eventually lead nothing but greed and vanity. Peace in reality lies in both one’s inner means and in altruistic outlook. Carpe diem is a fine reflection for acquiring the happiness and comfort. Enjoying each and every moment a man always seeks the formula for dealing the present. When we share the blueprint of carpe diem to society and experience the sequel there happens the true altruism.

What we experience and acknowledge let others too make fruit bearing. Master Oogway in Kungfu panda teaches the beautiful lesson “ yesterday is history, tomorrow is mystery, today is a gift that’s why it’s called present. When Oogway exchange thoughts of carpe diem in his own paradigm the film seems awesome until the acme. Meaning of life come about since exchange of thoughts. Sharing the happiness form of words for the society makes it significant or else life is in a fit state just for you. The subject terms like Reign of happiness, Sense of belonging, Civic consciousness and Influence, Cooperation or compliance, Peacemaker’s

reading, Tsundoku, Wellness and illness, Minimalist and mitigation, Never impose, art and peace-making, Kith and kin, Peace maker's final statement easily fit within the framework of role of happiness in a person's life.

REIGN OF HAPPINESS

As might be reflected how would be the state of happiness to be shifted in authoritative level. Cogito ergo sum taught us there for I am. Exactly alike total of individual happiness constitutes the happiness in the whole world. The individual happiness perhaps creates a disorder for the governance

Policies and strategies from the authoritative governance lies in giving the individual freedom and the negation of statutory offence in the name of freewill and independent volition there will be some rotten. apples who would create lots of troubles for the governance. Justification of crimes often lead in many parts of the globe. Pseudo neuritic growth were the reasons for some to do the heinous crimes Judiciary and neurology can go in clasping hands for the mentioned cause and progressiveness society is combined of emotional and rational thoughts. Extremism of both will not lead to ultimate happiness in the community. Fascist gene of both may function. Dominance to a middle term is demandable. An unbiased stand will be good and fine for both right and left. We heard the historical cruelties of both religious and irreligious extremism, transgression is only heedless to the secularism. From the authoritative point of view perspective secularism plays an important role in creating peace and bonhomie in the province.

SENSE OF BELONGING

Camaraderie and community outreach are the two tools enhance beauty of social engineering. Proper understanding of humanity lies in legendary words. when we feel our pain, we r alive when we feel other's pain, we r human beings. Tolstoy's statement is relevant in absolute social hood. We know others" is simple and "we feel others" is something complex. This complexity is to be developed by the social engineers. It would create happiness around the world. Sense of belonging is something that can be learn from the nature. Vampire bat is the exemplar. It hosts other bats for donating and receiving blood. It often shows the hospitality to other beings in need. The analogy from the nature is more than sufficient for strengthening existing altruistic approach in human being Sense of belonging is an integral part of natural human instinction, awareness and admonition create a wave of spreading the inner voice of human conscience and compassion.

CIVIC CONSCIOUSNESS AND INFLUENCE

Inclusiveness and otherization are both important factors for a peace maker to look after in a community. It's a well-known fact many dogmas and doctrines have left the values of inclusiveness, still its relevant in 21st century only because of assurance in developing some portion of civic consciousness. Attributions of Marxism will not be accepted by the Anthropocene era after all it plays a vital role in doing something for the society literally consciousness come into being for a general cause therefore the society benefits. Starvation,

poverty, economic growth and education upliftment all these should be the major concern of a peacemaker in the society. Good values and ethics from religions and principles could be taken. “Amendment” of old theories and tradition that people possess won’t help in changing the society rather a peacemaker prioritise “Reformation”. Reformation is required through proper means thus building a civic consciousness with transformation sans of much pain. We are capable in doing that if genuine communication takes place. Absolute morality is changing according to the epoch, people need an evolution not a sudden revolution, thus enabling to comprehend the varying morality. Gradual turn of events compromises the responsible subject.

COOPERATION OR COMPLIANCE

In 21st century obedience is a word which should be marginalised, meanwhile cooperation finds to be the best and deserving. Micro family system to supreme authority beholds “obedience “in a wide acceptance result are nothing but conflicts and chaos. “Peace” is a strange feeling whenever an individual demands servitude likelihood. “Obedience” is expressed whilst people demand give respect, take respect policy Cooperation transpires from an offspring to prime minister

PEACE MAKER’S READING

Imbibing the qualitative level of reading will boost the happiness level of a living being. Readers are often different categories neurotic, monogamous, polygamous, avid and altruistic. A peacemaker is the sum of avid and altruistic. He reads whatever strikes from WhatsApp status to the mind of a librocubicularist. His reading won’t hurt anyone perhaps advantageous to the

rest and remaining. If something benefits for his society through reading a Peacemaker’s heart is brimmed with happiness.

TSUNDOKU

‘Pendrive is something store ample of information. For the time Being it is futile when not in use. A peacemaker is always opposed to Tsundoku policies. He won’t let anything for the meaninglessness especially knowledge and reading. There are lots of resource personalities and libraries. Yet the world isn’t gaining anything. Such a situation is pathetic for the peacemaker. He has an important role in moulding these resources and resourceful personalities. Moulding philomaths a prior objective of peacemaker. Discussion takes place between them where arguments are restricted. In many occasions argument is antiherpic for the society. Thus, raising philomaths makes Everything in discourse.

WELLNESS AND ILLNESS

Neuroplasticity is overwhelmed in brain by various pursuits. Physical and mental activities con contribute multiple gifts. Animal behaviour and its studies revealed many times the mystery of robustness in them. Inactive humans are not like animals in analogy. They resemble only when “hard work” is being applied. The mystery is nothing but the factors that enhance Neuroplasticity in animals include chase, climb and crawl. They won’t remain in numb. Always better to do something. We need to copy the DNA of those animals in hard work and toil. “Nocturnality” can be refreshed and diluted thus human wellness can retain from animals. They never ever give up because of their distinctive nature, just converting source of informative nature unto a resource of transformative

complexion. Regular exercise and medication will be a proper medication for a peace maker's investment.

MITIGATION AND MINIMALISATION

Mitigation and minimalization embark on “

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@ “(alpahari). It's not anorexia which we are talking about rather the strong unwillingness to eat even in front of food profusion. Healthy and limited Food facilitate a healthy lifestyle. Minimalization in manner of living is something difficult for a normal person can prevail on. Happiness is overloaded when we lead a good and simple life, too much food and too much wealth” makes life filthier and more worried. Low cost

Distribution of wealth and health is only through possible means particularly mitigation and minimalization. People often misunderstood with the word cheap. “Cheap” is not the byproduct of mitigation. In mitigation value is not a dropdown whereas the level of cost is reduced. Life has nothing to do with cheapness society is troublesome with plethora of misconceptions and prejudices. Redefining the traditional thoughts people good regain the value of minimum life style. Societies are thus again benefitted through the hands of peace makers invest. A peace maker is only able to handle the life situation in easing approach.

NEVER IMPOSE

A peace maker just makes a pause in front of others with a smile. He will not impose others rather the people would wait for his composition to make others laugh. It's always clear a peace maker is a giggle mug who makes himself laugh and others too. His face will be always pleasing

and making satisfied. It creates a mirror image. The reflection produces emission of light and energy. Exactly as said give what you want to receive”. The only animal who acts and smile with a mission of making the rest cheerful is in the category of homosapien. “Contagious laughter is an essential part of human behaviour. In lieu of classifying it in a mere scientific manner its easily included in sociological behaviour of human when People just heard the words “spread” and “contagious “recollect the memory of diseases and plague hence used in a negative sense principally it has to be used in a positive vibe. Contagious laughter is gained mainly upon spreading the message of joy and happiness not by slandering or backbiting.

ART AND PEACE MAKING

Conflict resolution is a vital segment in Peace building. Resolving conflict is an art and is done by various means. How many of us know the embodiment of visual art played a crucial role in spreading the message of love and tranquillity. Every so often the artist is facing dilemma but when he realizes the solution, he expresses it in the form of art and knack thus creating an everlasting effect on the enthusiasts. Peace of nature by Mamata Shingade holds an extreme influence on people. This reason was its message and taste. In that wise many paintings could make impact on humanity. Vakrokthi theory in India was an eminent one developing the metaphor. Similitude of humanity and nature or any others contrasts could depict it in nature and poetry if it gives a charming effect. Thus, enjoyment would be perceived. The literature lover believes in. “suspension of disbelief”. People facing troublesome circumstances could easily depend on literature where truth and fact are just myths while source of enjoyment and

happiness is the faith. Art and culture promote and inculcate the values of pleasure and amusement. Rigid and dry minded people cannot feel the beauty of art. and life.

KITH AND KIN

Life seems beautiful with happy family and friendship. Even though the family has an history of mere 10000 years when the cultivation began but the great history gives an important life event for the homosapien. Friendship was prior to that human recognised the value of companionship. Hunting and chasing help in building their affection in camaraderie. Family and farming togetherly constitutes a biggest life lesson for the mankind. cognizant becomes more focused on peace and relaxed. state after the humdrum with kith n kin. Peace maker is not someone who heals with his soul at most whilst he looks after his family and companionship.

CONCLUSION

Peace Maker's Final Statement is Let's awake all the people from complex to simple life and spread the message of peace and love, where love is not a lie that is to believe someone more willingly to be love with everyone and get entitled "be loved".

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