

DMIETR
INTERNATIONAL
JOURNAL ON
HUMAN RESOURCE
MANAGEMENT

©DMIETR

No part of this publication may reproduced store in a retrieval system or transmitted in any form or byany means, electronic, mechanical, photocopying, recordigor otherwise, without the prior permission of the publisher, Press, DMIETR

The publisher does not assume any responsibility for any injury and / or damage to person or property as matter of product liability, negligence or otherwise or from any useor operation of any use or operation of a ny method, instruction or ideas contained in material here in.

INDEX

Sr. No.	Title of The Paper	Page No.
1	Public Transport or Private Vehicle: A Study to Evaluate Perception of People With Respect To Nagpur. - Dr. Dileep Kumar Singh	3-24
2	A Study of Talent Engagement Snehal Kale	25-27
3	Role of Creativity and Innovation in Entrepreneurship -Dr. Nilesh Chole, Kushal M. Dharmik	28-34
4	Challenges faced by Social Entrepreneurs in Indian Education Sector - Kiran D. Nagare	35-39
5	To study relationship between usage of cell phones and accidents -Aditi Thakkar	40-46

Public Transport or Private Vehicle: A study to evaluate perception of people with respect to Nagpur

Dr. Dileep Kumar Singh

PHD, MBA, PGDIBO, MCOM, BCS, BA (ELT), BED

I. Introduction

Nagpur is fast a growing city and is the third most populous city in Maharashtra after Mumbai and Pune. The increase in population and mismanaged transportation of Nagpur city results in numerous problem which are faced by public. People in Nagpur started switching to private transportation as they were not satisfied with the public transportation in terms of safety and convenience. There are numerous problems in the management of city buses for giving safe and efficient facility to public. Due to these reasons, public of Nagpur city switched their preference from public to the private transportation.

A shared passenger transport service which is available for use of general public is called as Public transport. Public transport services can be funded by government subsidies in which flat fare rates are charged to each passenger or it can be profit-driven and operated by individuals.

On the other hand private transport is not meant for use by general public such as owned two wheelers and four wheelers. The view among preference of public transport and private transport varies from place to place. Let's say for instance in Mumbai people prefer public transport but in many cities the case may not be the same. Public transport that includes buses, auto rickshaw is better for the environment and useful for saving non renewable resources (fuel). The excess use of private transport leads to pollution, traffic jams, increase in accidents, parking problems etc. However the use of private transport is increasing every day.

Despite of advantageous of public transport and problems associated with private transport, people do not prefer public transport. The genesis of the study is to explore the attitude of people regarding public transport. The study intends to find out the attitude of people towards private transport. The research aims to highlight the expectations of residents of Nagpur with Metro train which has been declared to start operating in the year 2020.

II. Rationale of the Study

The number of bikes and cars (private transport) is increasing every year, despite of the fact known to everyone that public transport is better for the environment and is comparatively cheaper. Unlike in case of private transport one doesn't need to look for parking space which is usually limited and expensive. This saves time and money if someone travels in a public transport. There are other many pros such as one doesn't need here to take stress which occurs while driving, one can read newspaper or relax in public transport.

But the people are reluctant to use public transport. The study aims to highlight such factors which stop people to opt for public transport even though it is cheaper. The study also encompasses opinion of people regarding initiatives that should be taken to increase the usage of public transport as more usage of public transport is a remedy to check air pollution. It has been declared that metro train would be a rapid transit system for Nagpur in coming time. The plan has got the approval of both Government of Maharashtra and Government of India's Ministry of urban development. Hence the study intends to understand the expectations of people with regard to various facilities associated with metro train to be availed for residents of Nagpur in future.

The research also seeks to know the view of people with regard to effect of availability of metro train service. It also aims at ascertaining effect on choice of mode of transport in coming future.

The findings of the research would be highlighting the reasons which stop people to use public transport, factors that should be taken into consideration and appropriate provisions to increase the usage of public transport. The study will throw light on the expectations of residents of Nagpur with regard to various facilities associated with metro train which is expected to start by 2020. The study aims to present the opinion of people regarding frequency of usage of private transport after the introduction of Metro train in the cities

III. Objectives of the study

1. To understand the perception of residents of Nagpur towards private and public transport.
2. To examine the factors that affects the choice of mode of transport.
3. To understand the expectations of people regarding changes to be done in current public transport system.
4. To investigate the expectations of people from metro rail.

IV. Basis of sampling

The total sample size for the survey was 500 wherein respondents of various age groups and occupation such as students, working people, home makers and businessman have been considered. The data was collected with the help of questionnaire which was distributed among 500 people of which 477 forms were collected and responses were used for data analysis.

V. Questionnaire

The questionnaire consisted of 7 questions covering 40 parameters. These questions were broadly grouped to study and analyse the following:

Rating of following parameters in public and private transport on the scale of 1 to 5

Cleanliness , Availability, Travel time, Cost/Fare, Security, Parking convenience , Stress, Safety as regard to accident, Travelling comfort, Convenience, Independence, Pleasure, Status, Reliability and End to end connectivity

Rating of initiatives to increase public transport on the scale of 1 to 5

Increasing the frequency of buses, more bus routes and stop points, On board entertainment, Separate public transport for males and females, Comfortable seats and its availability, Need of over/under bridges to avoid jams, Adherence to time schedules, Condition of bus, Late night availability, Availability of Auto Rickshaws, Fix rates (as per meter) , No extra charges in night, Security provisions , Strict Implementation of limited seats , refusal to ply as per meter separate point and Safety

Rating of availability of provisions associated with metro train on the scale of 1 to 5

Well organized ticket distribution System, proximity of stations to high density residing population, Separate parking place outside metro station, Maintaining the schedules and frequency , Safety in train, Affordable fare, Basic facilities at platform such as – water, urinals, phone charging point etc, Enquiry counter facility, Electronic display board and adequate no. of stops to ensure maximum connectivity.

VI. Limitations

Even though huge efforts have been put in for an elaborate report, there has been some constrains and limitations for the same, which are as follows:

- Perception / Opinion of the respondent may not be based on his/ her own experience, but may be influenced by external factors like media and opinion of other people.

- Some respondent were not willing to spare time that resulted in few unanswered questions.
- Verbal feedback given by the respondents could not be compiled in the report.

VII. Data Analysis and Interpretation

This section is about the tabulation and graphical represent of the data collected. The inter

(i)

Demographic distribution for the number of vehicle owners and non owners

Vehicle owners		Vehicle non owners		Total	
Nos	%	Nos	%	Nos	%
392	82%	85	18%	477	100%

Table 1: Number of vehicle owners and non owners

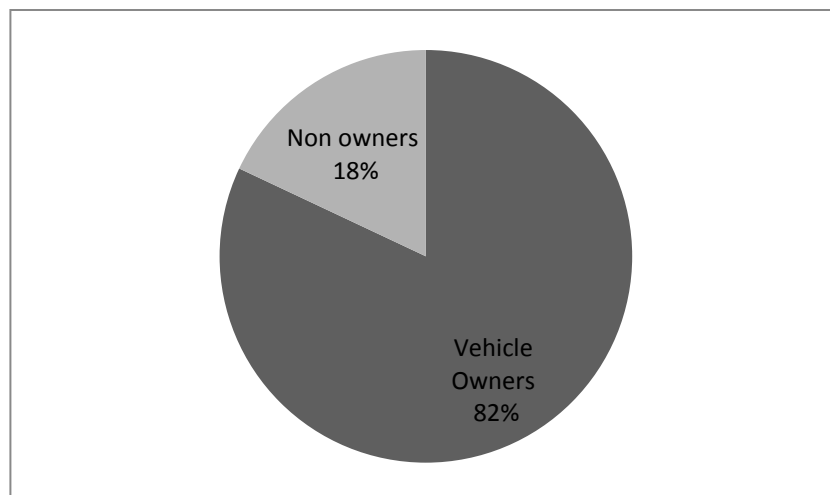


Figure 1: Distribution of vehicle owners and non owners

Interpretation : The above total shows that 82% of the respondents are in possession of vehicles and 18% of the respondents don't have own vehicles.

(ii)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Cleanliness	34%	31%	35%
Availability	29%	45%	26%
Travel time	42%	33%	26%
Cost/Fare	42%	28%	29%
Security	38%	36%	26%
Parking convenience	34%	42%	24%
Stress	39%	38%	23%
Safety as regard to accident	40%	36%	24%
Travelling comfort	35%	39%	26%
Convenience	32%	44%	25%
Independence	35%	39%	25%
Pleasure	29%	41%	30%
Status	33%	38%	29%
Reliability	33%	40%	27%
End to end connectivity	38%	38%	25%

Table 2: Perception of vehicle owner with regard to Public Transport

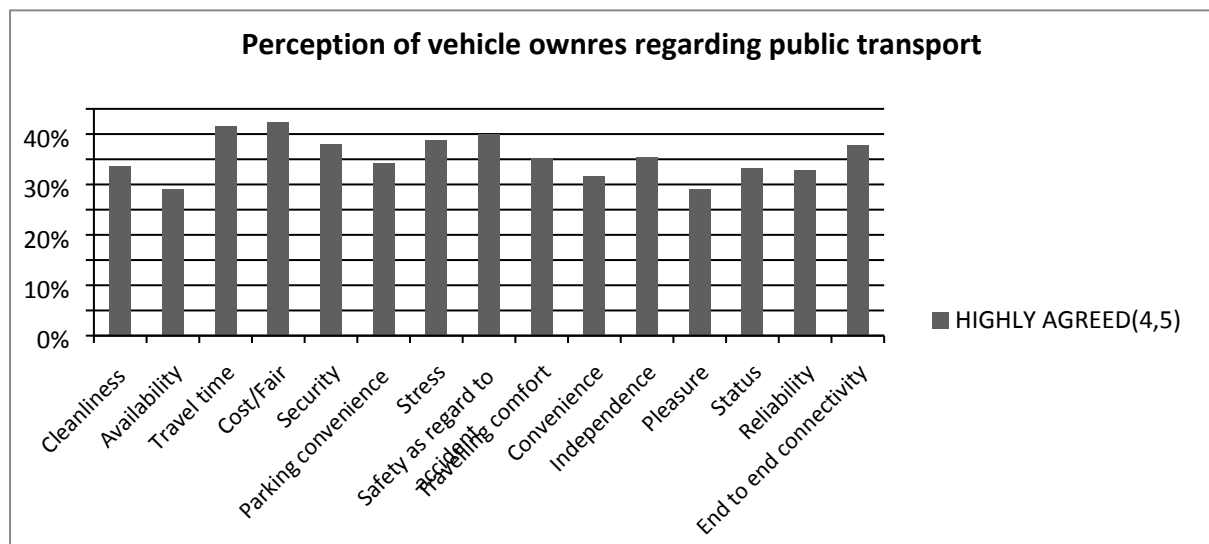


Figure 2: Perception of Vehicle Owners with regard to Public Transport

Interpretation: It is evident from the above table that 42 % of people who have their own vehicles are highly satisfied with the existing fare charges and travel time. 40% of the respondents are highly satisfied with the safety in regard to accident, 39% are highly satisfied

with stress during the journey, and 38% of people are highly satisfied with end to end connectivity and security during travel.

The above table also exhibits that 35 % of people who have their own vehicles are less satisfied with the existing cleanliness, 30% of the respondents are less agreed with the pleasure during journey, 29% are less agreed to fare charged, 27% of respondents are less agreed to reliability of public transport.

(iii)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Cleanliness	34%	42%	24%
Availability	47%	34%	19%
Travel time	45%	36%	19%
Cost/Fare	34%	35%	31%
Security	47%	36%	16%
Parking convenience	44%	40%	16%
Stress	35%	46%	19%
Safety as regard to accident	35%	51%	14%
Travelling comfort	34%	41%	25%
Convenience	45%	33%	22%
Independence	41%	40%	19%
Pleasure	46%	36%	18%
Status	44%	38%	19%
Reliability	47%	31%	22%
End to end connectivity	47%	39%	14%

Table 3: Perception of non vehicle owner with regard to Public Transport

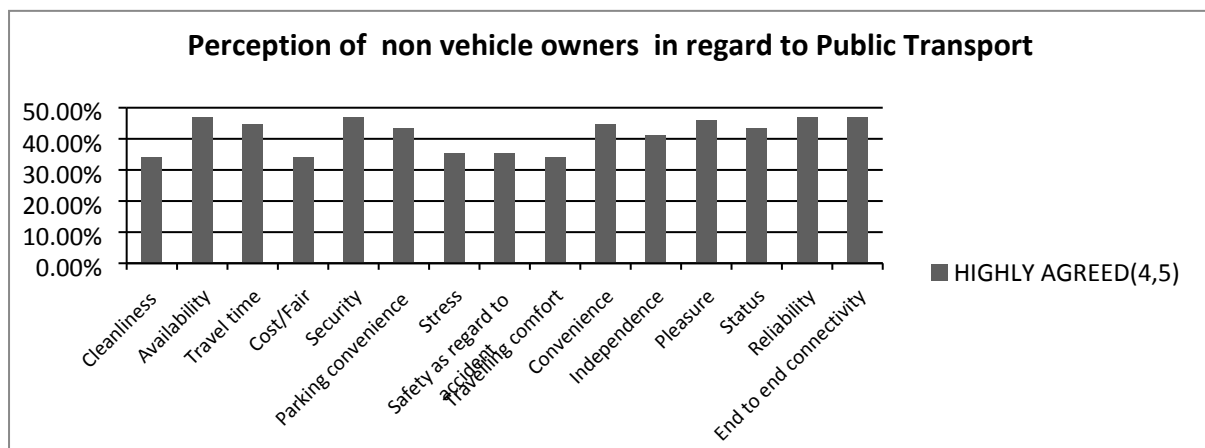


Figure 3: Perception of Non Vehicle Owners in regard to Public Transport

Interpretation: From the above table 47% of respondents, who are non vehicle owners, are highly satisfied with the availability, security, reliability and end to end connectivity of public transport. 46% of people are highly satisfied with pleasure during travel in public transport. 45% of respondents are highly satisfied with convenience and travel time.

It is also exhibited from the above table that 31 % of non vehicle owners respondents are less satisfied with fare charged, 25% are less satisfied with cleanliness in public transport.

(iv)

Parameters	Highly Satisfied(4,5)	Neutral(3)	Less Satisfied(0,1,2)
Cleanliness	72%	13%	15%
Availability	46%	35%	19%
Travel time	45%	22%	33%
Cost/Fare	41%	22%	36%
Security	44%	33%	24%
Parking convenience	32%	38%	31%
Stress	40%	38%	22%
Safety as regard to accident	47%	27%	26%
Travelling comfort	47%	34%	19%
Convenience	44%	34%	22%
Independence	49%	32%	19%
Pleasure	45%	33%	22%
Status	55%	25%	20%
Reliability	47%	27%	26%
End to end connectivity	51%	31%	19%

Table 4: Perception of Vehicle Owners in regard to Private Transport

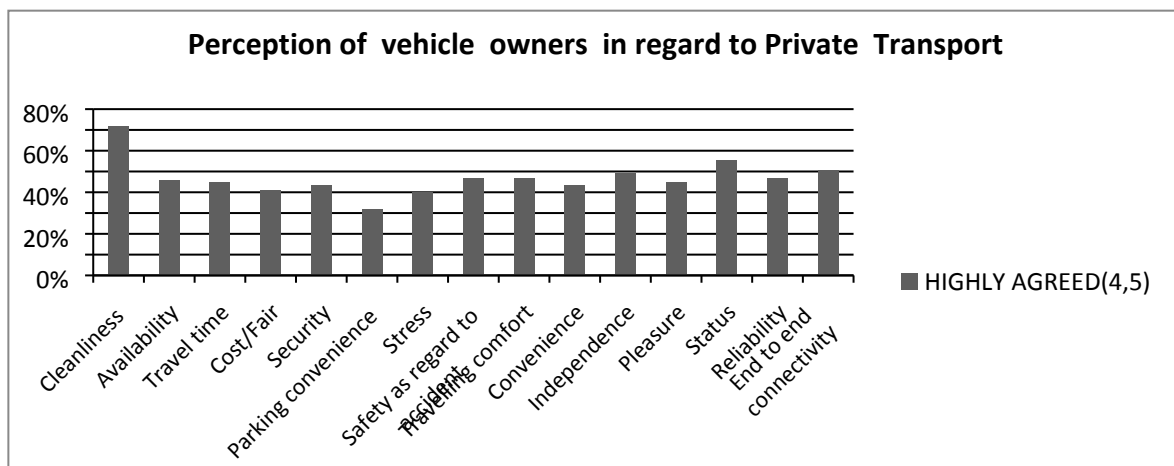


Figure 4: Perception of Vehicle Owners in regard to Private Transport

Interpretation : From the table above, 72% of respondents who are vehicle owners are highly satisfied with cleanliness, 55% to status, 51% end to end connectivity and 49% to independence in private transport which seems to be major reason for opting for private transport.

(v)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Increasing the frequency of buses	65%	22%	13%
More bus routes and stop points	65%	24%	11%
On board entertainment	50%	37%	13%
Separate public transport for males and females	63%	24%	14%
Comfortable seats and its availability.	59%	27%	14%
Need of over/under bridges to avoid jams	53%	32%	15%
Adherence to time schedules	53%	30%	16%
Condition of bus	55%	30%	15%
Availability of Auto Rickshaws	55%	28%	17%
Fix rates (as per meter)	55%	27%	18%
No extra charges in night	57%	27%	17%
Security provisions	56%	29%	15%
Strict Implementation of limited seats	56%	29%	15%
Safety	54%	32%	14%
No refusal to ply fare as per meter	56%	30%	14%

Table 5: Initiatives to be taken for increasing usage of public transport as per vehicle owners.

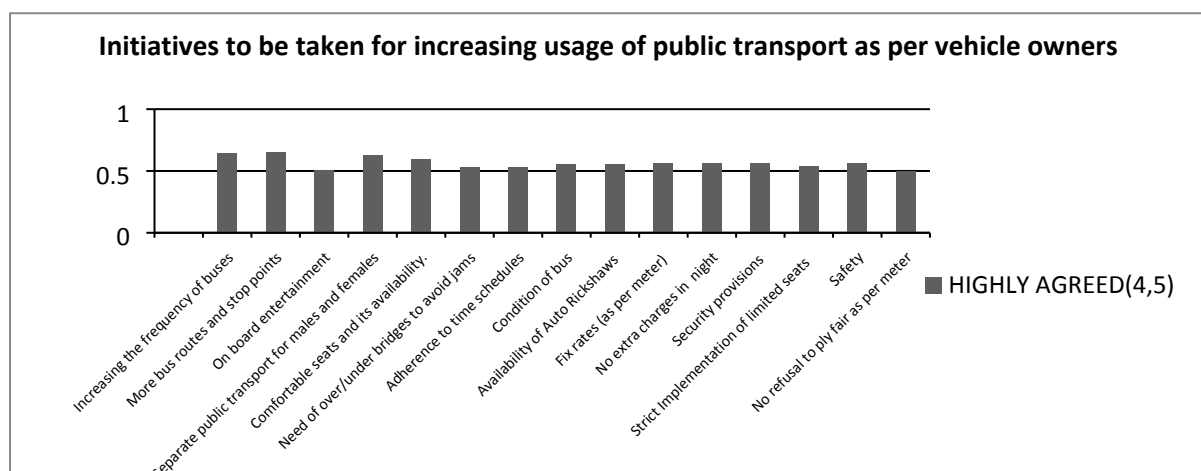


Figure 5: Initiatives to be taken for increasing usage of public transport as per vehicle owners

Interpretation: From the above table it is clear that 65% of respondents are highly in the favour of increasing the frequency of buses and more bus routes and stop points to increase the usage of public transport as per vehicle owners. 63% of people feel that there should be separate public transport for males and females, 59% of respondents feel there is a need of comfortable seats and its availability, 57% of people are highly satisfied with initiatives taken such as fix rate (as per meter) , 56% of people are highly satisfied with take initiatives such as security provisions, no extra charges in night and safety. 55% of people agreed to take initiatives as improving condition of uses and availability of auto rickshaw, 54% of people highly agree with strict implementation of limited seats, 53% of people highly agree to initiatives as need of over /under bridges to avoid jams and adherence to time schedules.

(vi)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Increasing the frequency of buses	54%	34%	12%
More bus routes and stop points	59%	32%	9%
On board entertainment	47%	38%	15%
Separate public transport for males and females	60%	26%	14%
Comfortable seats and its availability.	48%	28%	24%
Need of over/under bridges to avoid jams	44%	29%	27%
Adherence to time schedules	40%	44%	16%
Condition of bus	48%	34%	18%
Availability of Auto Rickshaws	45%	38%	18%
Fix rates (as per meter)	35%	42%	22%
No extra charges in night	44%	32%	25%
Security provisions	46%	38%	16%
Strict Implementation of limited seats	52%	26%	22%
Safety	51%	32%	18%
No refusal to ply fare as per meter	45%	36%	19%

Table 6: Initiatives to be taken for increasing usage of public transport as per vehicle non owners.

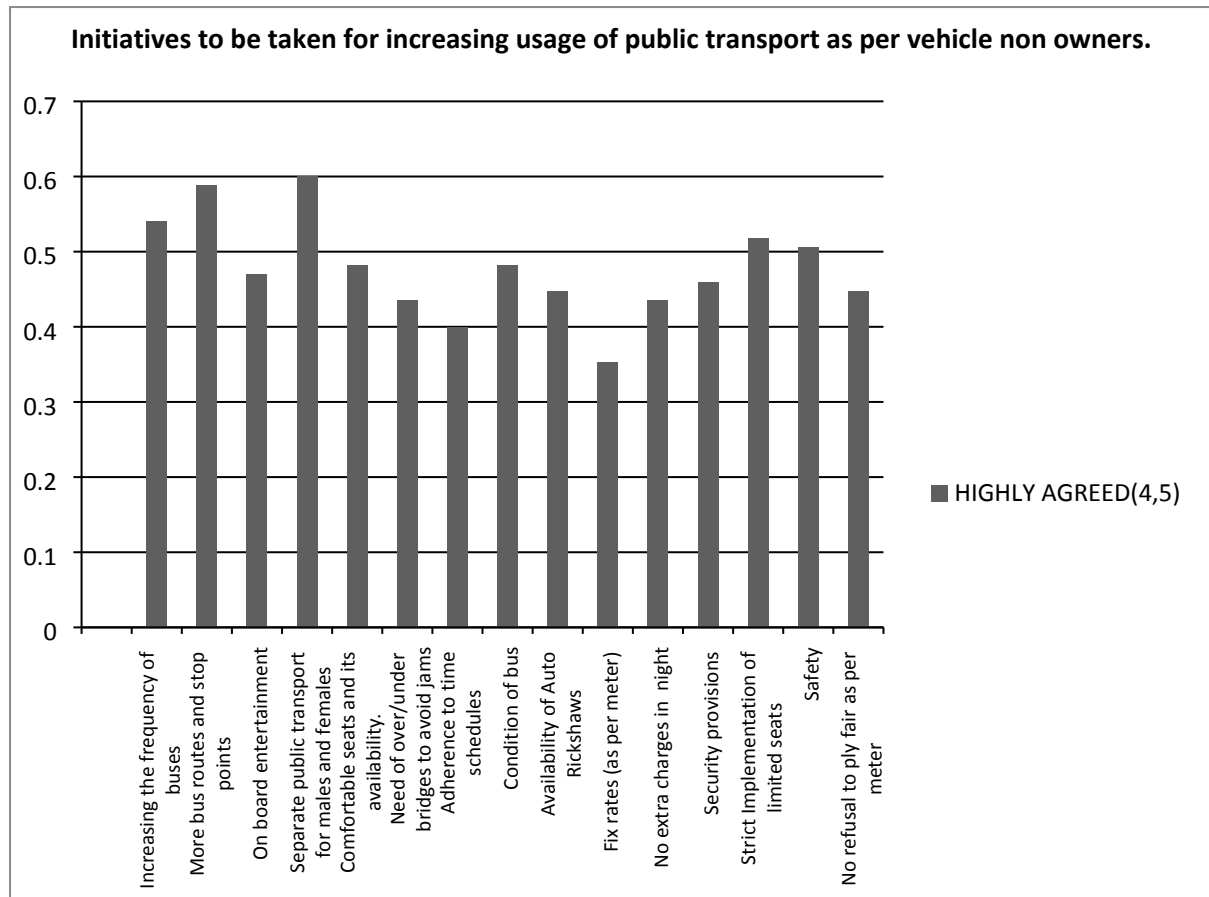


Figure 6 : Initiatives to be taken for increasing usage of public transport as per vehicle non owners.

Interpretation: From the above table 60% respondents highly agree with availing the provision of separate public transport for males and females as an initiatives to be taken for increasing usage of public transport as per non vehicle owners , 59% of people highly agree with initiatives, as more bus routes and stop points. 54% of people highly agree with initiatives as on board entertainment, 52% of people highly agree with initiatives as strict implementation of limited seats, 51% to initiatives in regard to safety, 48% to improve the condition of bus and comfortable seats and its availability, 47% to initiatives with respect to onboard entertainment , 46% to take initiatives such as security provisions.

(vii)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Good organized ticket distribution System	71%	25%	4%
Nearness of stations to high density residing population	66%	28%	6%
Separate parking place outside metro station	62%	35%	4%
Maintaining the schedules and frequency	65%	28%	7%
Safety in train	55%	35%	9%
Affordable fare	55%	32%	12%
Basic facilities at platform such as – water, urinals, phone charging point etc	63%	24%	13%
Enquiry counter facility	54%	40%	6%
Electronic display board	60%	25%	15%
Adequate no. of stops to ensure maximum connectivity	50%	39%	11%
Good organized ticket distribution System	71%	25%	4%
Nearness of stations to high density residing population	66%	28%	6%
Separate parking place outside metro station	62%	35%	4%
Maintaining the schedules and frequency	65%	28%	7%
Safety in train	55%	35%	9%
Affordable fare	55%	32%	12%
Basic facilities at platform such as – water, urinals, phone charging point etc	63%	24%	13%
Enquiry counter facility	54%	40%	6%
Electronic display board	60%	25%	15%
Adequate no. of stops to ensure maximum connectivity	50%	39%	11%

Table 7: Expectations from metro train by people according to business man

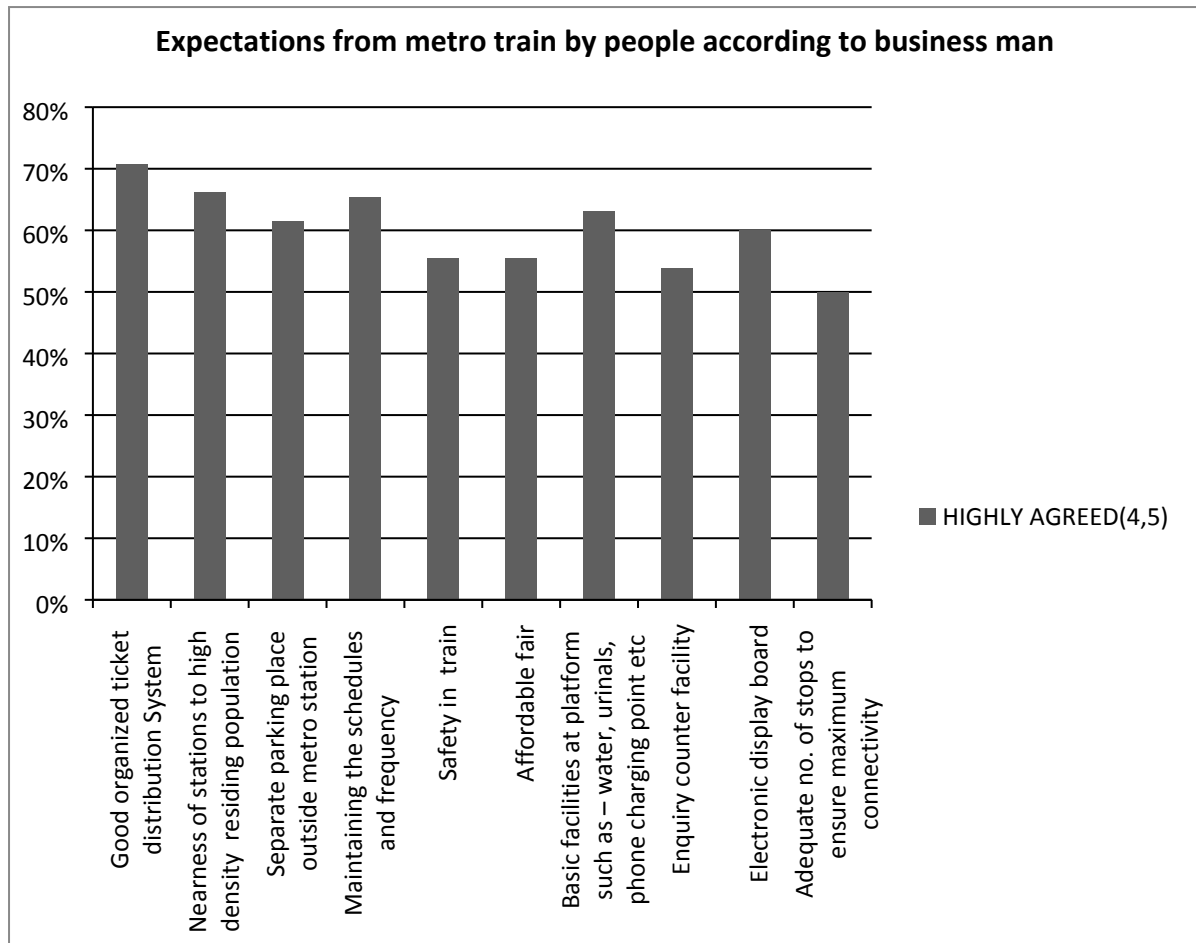


Figure 7: Expectations from metro train by people according to business man

Interpretation: From the table above 71 % of businessmen highly agree that the provisions of good organized ticket distribution centre is required for a choice of transportation mode, 66 % of the businessmen highly agree with proximity of stations to high density residing population, 63 % of the businessmen highly agree with the provision of Basic facilities at platform such as – water, urinals, phone charging point etc.

(viii)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Good organized ticket distribution System	60%	26%	15%
Nearness of stations to high density residing population	58%	33%	10%
Separate parking place outside metro station	66%	26%	8%
Maintaining the schedules and frequency	60%	28%	12%
Safety in train	61%	25%	14%
Affordable fare	51%	37%	12%
Basic facilities at platform such as – water, urinals, phone charging point etc	64%	24%	12%
Enquiry counter facility	58%	28%	14%
Electronic display board	56%	31%	13%
Adequate no. of stops to ensure maximum connectivity	50%	35%	15%
Good organized ticket distribution System	60%	26%	15%
Nearness of stations to high density residing population	58%	33%	10%
Separate parking place outside metro station	66%	26%	8%
Maintaining the schedules and frequency	60%	28%	12%
Safety in train	61%	25%	14%
Affordable fare	51%	37%	12%
Basic facilities at platform such as – water, urinals, phone charging point etc	64%	24%	12%
Enquiry counter facility	58%	28%	14%
Electronic display board	56%	31%	13%
Adequate no. of stops to ensure maximum connectivity	50%	35%	15%

Table 8: Expectations from metro train by people according to people who are in job

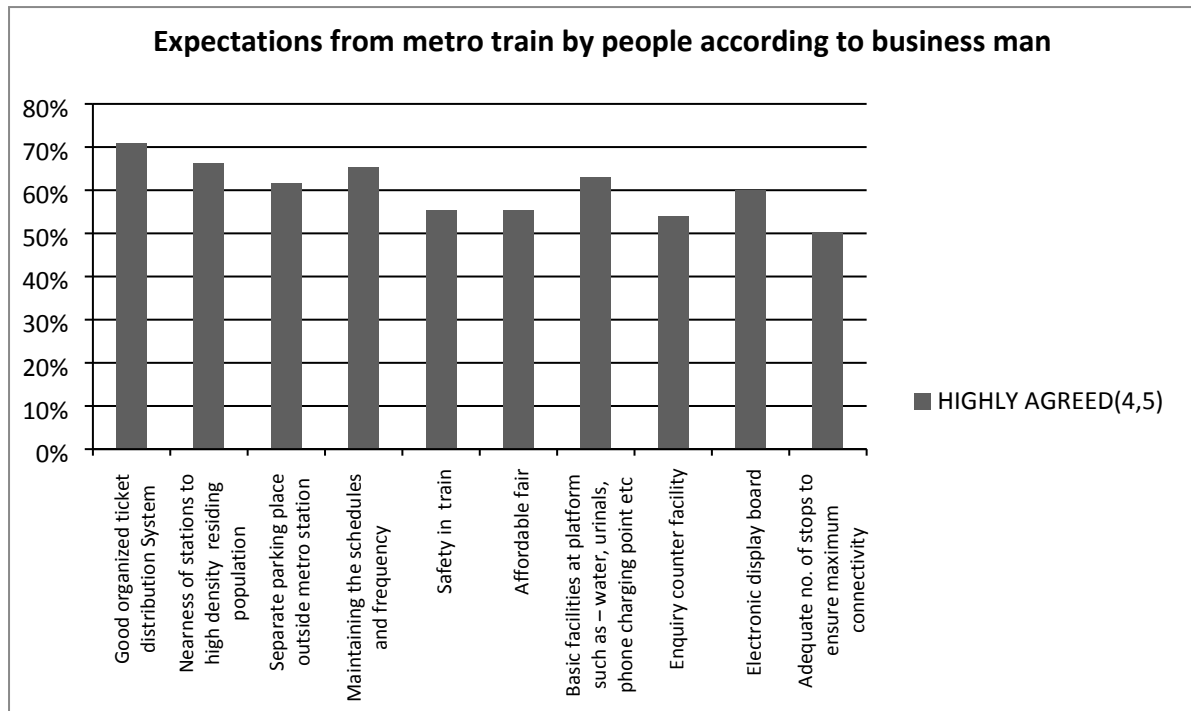


Figure 8: Expectations from metro train by people according to people who are in job

Interpretation: From the above table, 66 % of the people who are in job highly require the provision of separate parking place outside the railway station for choosing Metro rail as a choice of transport, 64 % people who are in job with the provision of basic facilities at platform such as – water, urinals, phone charging point etc, 61 % people who are in job with the provision of safety in train, 60% with the provision of good organized ticket distribution system and maintenance of schedules and frequency, 58 % with the provision of nearness of stations to high density residing population and enquiry counter facility, 56 % with the provision of enquiry counter facility , 51 % with the provision of affordable fare and 50 % with the provision of adequate number of stops to ensure maximum connectivity.

(ix)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Good organized ticket distribution System	57%	28%	15%
Nearness of stations to high density residing population	51%	35%	14%
Separate parking place outside metro station	57%	30%	13%
Maintaining the schedules and frequency	57%	29%	14%
Safety in train	52%	33%	15%
Affordable fare	57%	33%	10%
Basic facilities at platform such as – water, urinals, phone charging point etc	64%	20%	16%
Enquiry counter facility	62%	25%	13%
Electronic display board	60%	29%	11%
Adequate no. of stops to ensure maximum connectivity	55%	32%	13%
Good organized ticket distribution System	57%	28%	15%
Nearness of stations to high density residing population	51%	35%	14%
Separate parking place outside metro station	57%	30%	13%
Maintaining the schedules and frequency	57%	29%	14%
Safety in train	52%	33%	15%
Affordable fare	57%	33%	10%
Basic facilities at platform such as – water, urinals, phone charging point etc	64%	20%	16%
Enquiry counter facility	62%	25%	13%
Electronic display board	60%	29%	11%
Adequate no. of stops to ensure maximum connectivity	55%	32%	13%

Table 9: Expectations from metro train by students

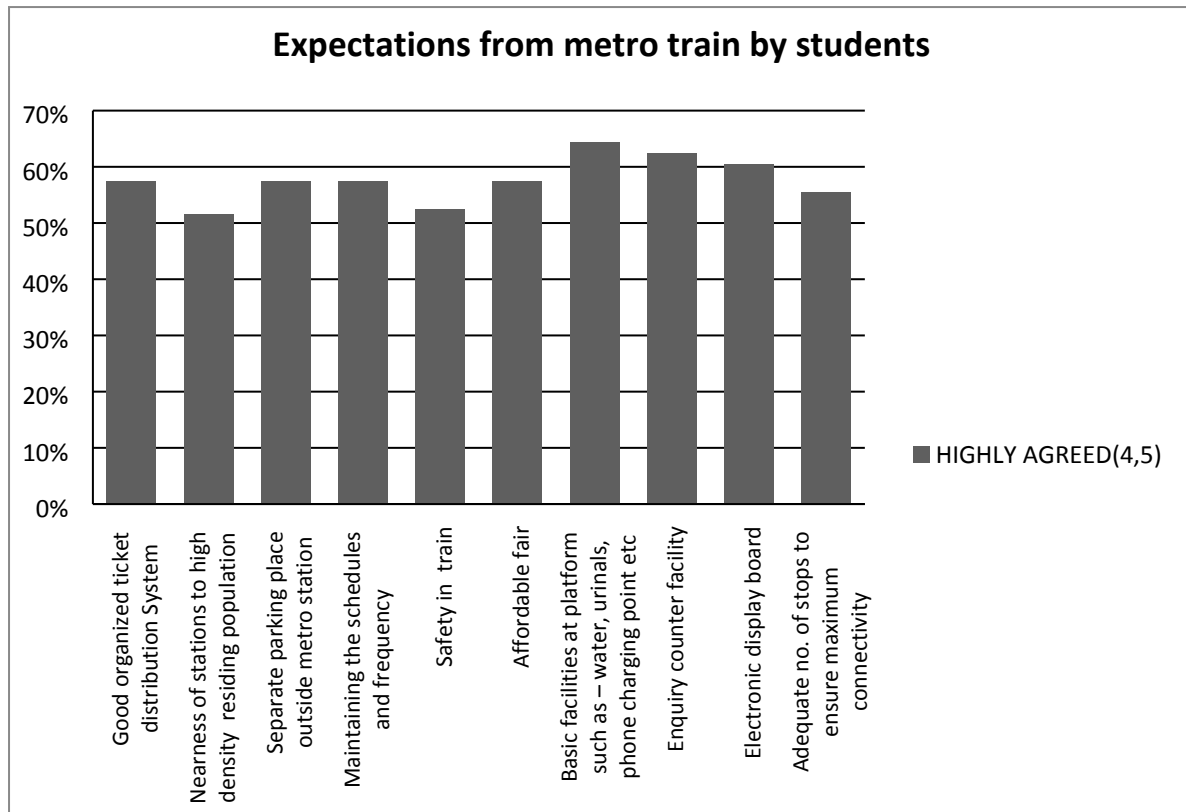


Figure 9: Expectations from metro train by students

Interpretation: From the table above it can be inferred that 64 % of the students highly require the provision of basic facilities at platform such as – water, urinals, phone charging point etc for choosing metro rail as a mode of transportation, 62 % students for the provision of enquiry facility, 60% of students with the provision of electronic display, 57 % of the students with the provision of good organized ticket distribution System.

(x)

Parameters	Highly Satisfied(4,5)	Nuetral(3)	Less Satisfied(0,1,2)
Good organized ticket distribution System	48%	16%	6%
Nearness of stations to high density residing population	43%	19%	8%
Separate parking place outside metro station	46%	17%	7%
Maintaining the schedules and frequency	46%	18%	6%
Safety in train	46%	16%	8%
Affordable fare	43%	20%	7%
Basic facilities at platform such as – water, urinals, phone charging point etc	46%	17%	7%
Enquiry counter facility	40%	21%	9%
Electronic display board	41%	19%	10%
Adequate no. of stops to ensure maximum connectivity	37%	25%	8%
Good organized ticket distribution System	48%	16%	6%
Nearness of stations to high density residing population	43%	19%	8%
Separate parking place outside metro station	46%	17%	7%
Maintaining the schedules and frequency	46%	18%	6%
Safety in train	46%	16%	8%
Affordable fare	43%	20%	7%
Basic facilities at platform such as – water, urinals, phone charging point etc	46%	17%	7%
Enquiry counter facility	40%	21%	9%
Electronic display board	41%	19%	10%
Adequate no. of stops to ensure maximum connectivity	37%	25%	8%

Table 10: Expectations from metro train by home makers

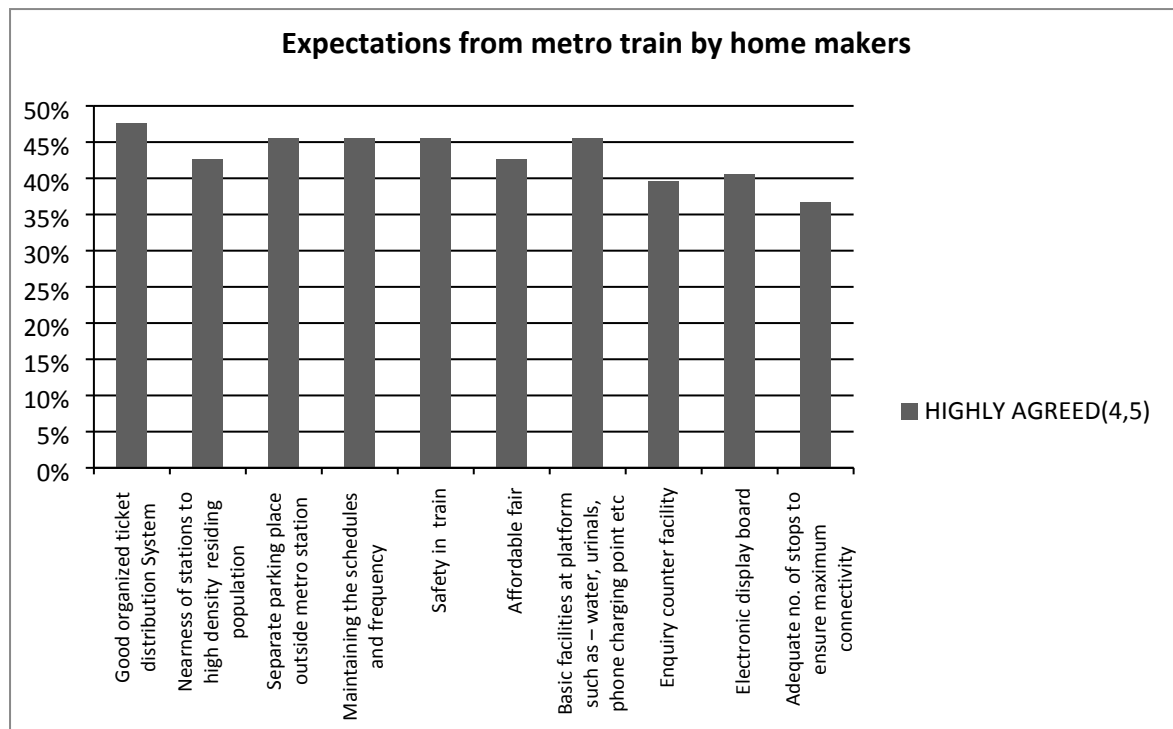


Figure 10: Expectations from metro train by home makers

Interpretation: From the table above, 48% of homemakers highly expect the ticket distribution system as a parameter for choosing Metro rail as a choice of mode of transportation, 46% of respondents are in need of Separate parking place outside metro station, maintaining the schedules and frequency, safety in train and basic facilities at platform such as – water, urinals, phone charging point etc, 43% of homemakers expect the Nearness of stations to high density residing population and affordable fares, 41% of homemakers expect electronic display,

(xi)

Parameters	Increase(3)	No change (2)	Decrease (0,1)
Frequency of opting for bus will	15%	32%	53%
Frequency of opting for Auto and other public transport will	15%	53%	32%
Frequency of opting for private vehicle (own vehicle) will	23%	40%	37%

Table 11a: Frequency for opting buses, Auto and private vehicle by people after metro train availability

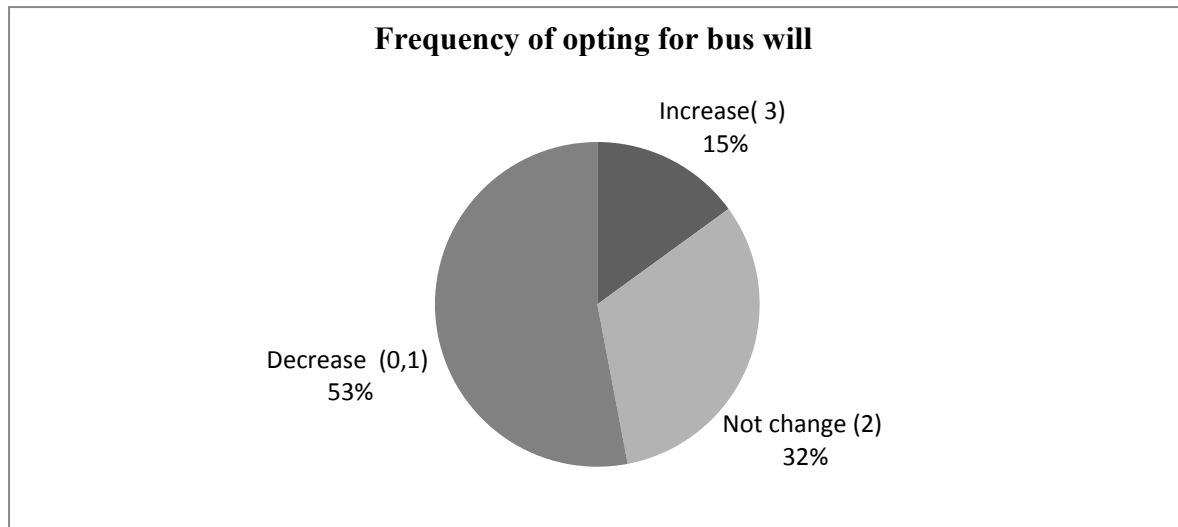


Figure 11a: Frequency for opting buses by people after metro train availability.

Interpretation: From the above table it can be seen that 53% of the people says that frequency of opting for buses will decrease once metro train is available, 32 % says no change and only 15 % of the people says frequency of opting for buses will increase after the inception of metro train in Nagpur.

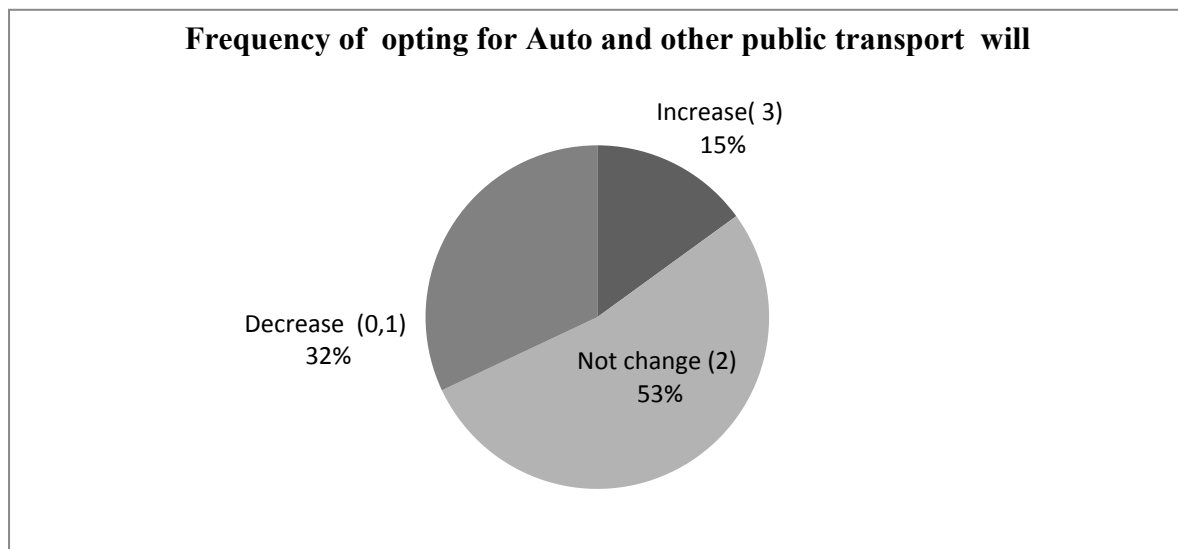


Figure 11b: Frequency for opting auto and public transport by people after metro train availability

Interpretation: From the above table it can be seen that 32 % of the people says that frequency of opting auto & other public transport will decrease, 53 % says that frequency of opting auto & other public transport will remain unchanged and 15 % of the people says that frequency of opting auto & other public transport will increase.

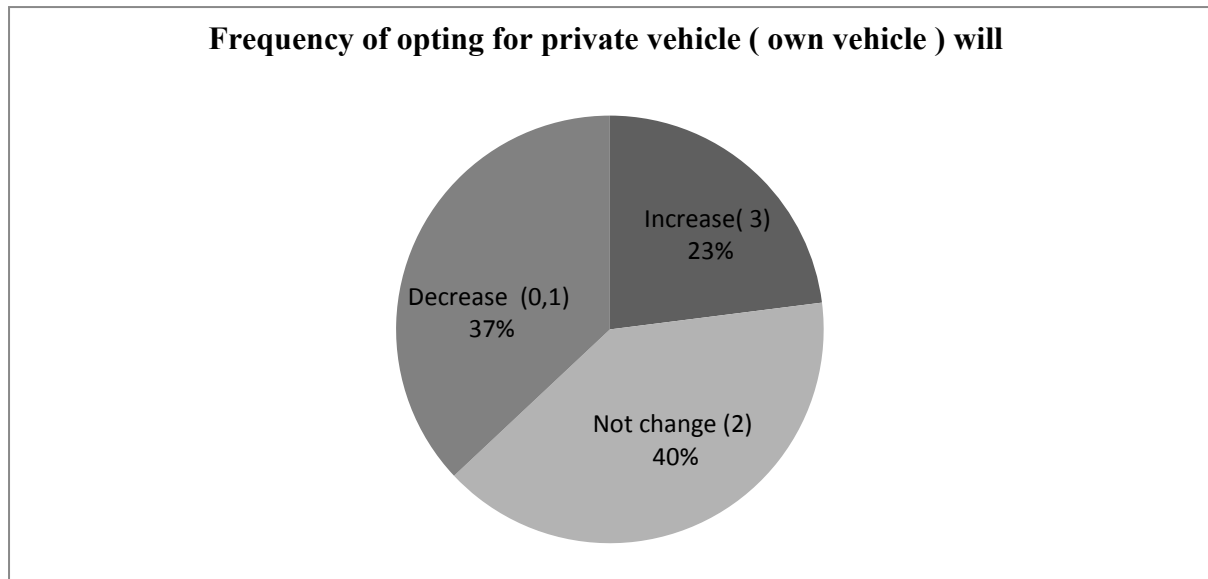


Figure 11c: Frequency for opting private vehicles by people after metro train availability

Interpretation: From the above table it can be seen that 37 % of the people says that frequency of opting own vehicle will decrease, 40 % of the people says that frequency of opting own vehicle will remain unchanged and 23% of the people says that frequency of opting own vehicle will increase.

VIII. Conclusion

The data analysis and interpretation in previous sections give us the perception of the respondents on individual statement.

Perception towards public transport- People emphasis on fair of public transport . The want it to be reasonable and travel time should be less. End to end connectivity, reliability and frequency are the prominent factors which influence the decision to opt for public transport.

Perception towards private transport- The factors which make people to opt for private transport are security, status and independence.

Initiatives required for increasing usage of public transport-No refusal to ply for fair as per meter and no night charges by autos. People feel that if bus routes and stop points are as per need of the population it will definitely encourage to use public transport.

Effect on choice of transport mode after the introduction of metro train-53% of people agreed that their frequency for opting bus will decrease, 37 % of people agreed that their frequency of using private vehicles will decrease.

IX. Suggestions

Based on the facts and figures of the previous section following are suggestions -

1] Initiatives to increase the usage of public transport

- In buses there should be certain provisions that can reduce stress like better shocks up systems which ensures minimum jerks and avoid vibration.
- The adequate leg space in between seats and quick replacement of damaged seats can provide travelling comforts to passengers.
- Neat and clean buses safeguard travellers from communicable diseases and give a sense of satisfaction.
- Frequency of the buses should be increased on the routes where it lacks, and more stop points should be considered. There should be strict security provisions to provide safe and secure environment to passengers.
- Auto rickshaws should be made to charge as per meter and there should be strict adherence to limit on number of travellers in an auto at a point of time. Also they shouldn't be allowed to refuse to ply as per meter rates.

2] Metro trains

- In this regard there should be organized ticket distribution system. The station should be close to high density population area, so that maximum people can have an easy access to it. It must maintain time schedule and frequency. There should be a provision of separate parking outside the station and availability of basic amenities such as water, urinals, phone charging point etc.
- Public transport is solution to many issues like accidents, pollution, cost effective, traffic congestions and increases mobility. Hence the paper has its very relevant practical implication.

A Study of Talent Engagement

Snehal Kale
Manager-HR
MModal Global Services Pvt. Ltd.

Kharadi, Pune
hrsnehalkale@gmail.com

Abstract

In today's scenario, Talent Engagement plays a vital role in employee's life cycle. An Employee's satisfaction and involvement are key factors to measure engagement of an employee at workplace. Employee engagement is a part of employee retention. In the world of privatization, there is a need for experienced, talented and skilled employee by the industry every hour. Organizations are keen in retaining the best talent over hiring. The purpose of this study is to find out the relation between employee engagement and retention. The paper further elaborates the types of employees and the levels of engagement.

Keywords: Talent, engagement, employee life cycle, skill, workplace.

I. Introduction

Talent engagement is a fundamental concept to examine the relationship between the organization and its employees. Engagement gained importance in management theory in 1990's and organizations started practicing worldwide by 2000s. Today it is synonymously used with term like "Employee satisfaction." Schmidt says, "An Employee's involvement with commitment to, and satisfaction with work. Employee engagement is a part of employee retention."

Organizations today provide a competitive environment and expect the employees to contribute by giving best of their performance. How the organization would ensure that the environment supports the employee to perform? Engagement is defined as, "An approach resulting in right environment to work for all employees and performing to the best and ensuring that the personal and organizational goals are achieved."

When an employee is exultant& eager to go to work reflects the employee is engaged. David Macleod rightly said," This is about how we create the conditions in which employees offer more of their capability and potential." Organizations are focusing more on engagement strategies these days.

Today in this world of privatization, industries are in appalling need of proficient, talented and skilled resources every hour. The need is generated when the separation takes place either voluntarily or involuntarily.

“Retention” now a days is of utmost importance and is a parameter of measuring the ability of an organization to retain its employees. Retention defines itself as retaining some substance/skills etc.

II. Retaining Talent

This paper focusses on **retaining talent**. Retaining the talent obviously doesn't mean that organization should retain all the resources irrespective of the talent/skills they have. It is praiseworthy only when the organization is investing in retention of potential talent or “Performers” as whispered in corporate world. “Performers” are the ones who meet all the set targets (i.e. Quality, Productivity etc.) as defined by the organization. Below shows the relation between an engaged employees, performance, retention:

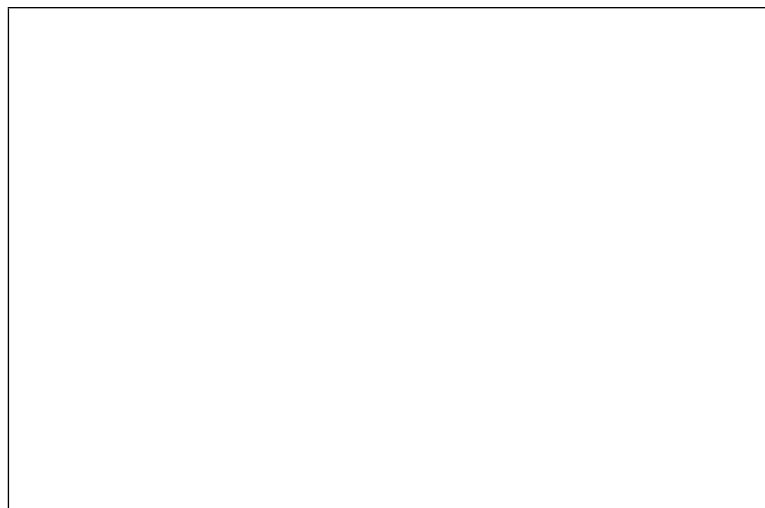


Figure 1: Relation between engaged employee & retention

Let's see the relation of engagement and retention. Research says that, the employee who is satisfied and is completely involved is likely to be retained in the organization. What would contribute to a satisfied employee? Below figure shows the criterion which an employee expect from an organization leading to engagement of an employee:

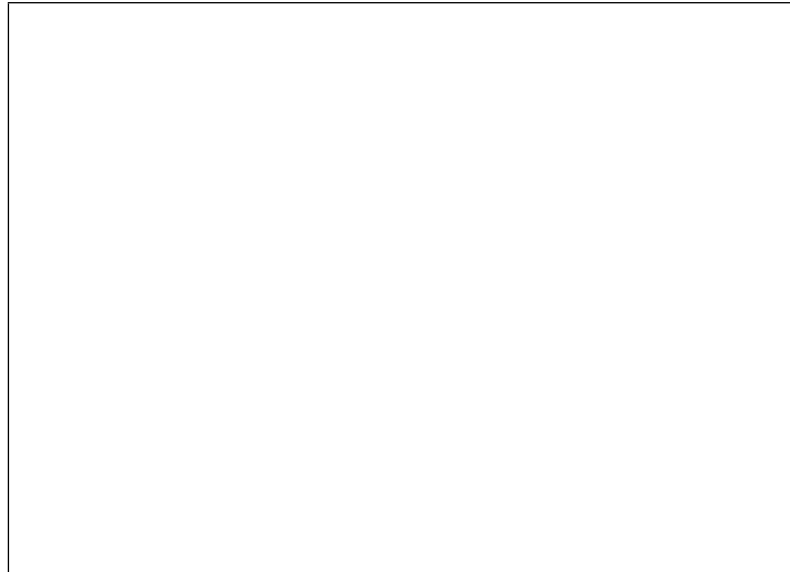


Figure 2: Parameters of engaged employee

There are two types of employees in an organization viz. Engaged and Disengaged. We have seen above the criterion contributing to an engaged employee. A disengaged employee is the one who is discontented, non-performer leading to separation at the end. It's significant that a satisfied, involved, engaged, productive employee induces retention. There are various types of engagement like: clarity in job description, new opportunities, and quality of work, development, peer & manager relationships, and career progression.

III. Conclusion

Hence, it is imperative that talent engagement is of paramount importance in retaining the best talent. The engagement is achievable only by ensuring the comprehensive progress of an employee. Organizations need to kingpin the strategies on engaging employees fortifying the retention of best talent.

References

1. Aquinuas, P.G- Human Resource Management, Vikas Publishing House Pvt. Ltd. New Delhi (2005).
2. Bass, Barnard M. and J.A Vaughan- Training in Industries: The Management of Learning. Tavlstock, London.
3. Price, A. - Fundamentals of Human resource Management, R R Donnelley, China.
4. Leather barrow, C., Fletcher, J., Currie, D., - Introduction to Human Resource Management, Chartered Institute of Personnel and development, London.

Role of Creativity and Innovation in Entrepreneurship

Dr. Nilesh Chole¹ Prof. Kushal M. Dharmik²

¹ M.Com, MCM, MBA, Ph.D(Com), Kamla Nehru Mahavidyalaya, Nagpur

² MBA, Kamla Nehru Mahavidyalaya, Nagpur

¹nilesh.chole@gmail.com, ²dharmikkushal.3704@gmail.com

Abstract

In this research paper we tried to study to what extent entrepreneurship has its importance in economic value. In current scenario India is facing problem of unemployment and job creation. Now a day's most of the people focus on job, they want comfort zone and periodic income. No one wants to take risk, create or want to do business. Now to manage this situation, a systematic review should be done to encourage starting business and becoming entrepreneur. Moreover, entrepreneurship development needs to be innovative and it will also help in generate solution to solve the problem of unemployment and employment creation, innovation is in the heart of the enterprises. Research is basic on secondary data. In this paper the researcher focus on the role of creativity and innovation in the development of entrepreneurship. Finally, the authors come to some tangible suggestions to improve the creativity and innovation in the field of entrepreneurships.

Key Words- Economic Value, Creativity, Unemployment, Innovation, Business.

I. Introduction

According to economist Joseph Alois Schumpeter (1883-1950), entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success. Meaning of entrepreneur a sole person who work for himself, start and runs a small/medium or large business, take all decision regarding of business and enjoy all the profit. The entrepreneur common characteristics is seen as an innovator, risk taking, a source of new ideas, goods, services and business/or procedures. Entrepreneurs mean different things to different people.

Entrepreneurs are very important and a part of an economy. These people have a lot of idea, creativity, skill and innovation in their mind and heart. They analyze the demand of society and try to fulfill the requirement of current and future needs and deliver new things in market as per the market requirement. This people create self-employment for themselves and create job in the market for the job seekers. They also help in the growth of economy.

Entrepreneurship act as the resources economists classify as an integral to production, the other three being land/natural resources, labor and capital. They create the business plan, hire labour, acquire resources and financing and provide leadership and management for the business. They act as a manager in a capitalist economy. Market is full of uncertainty and no one wants to take risk. Nowadays trend is that people want a permanent and periodic income for their livelihood.

II. Objective of the Study

Following are the objectives of the proposed work-

- To study about innovation in India
- To strike the entrepreneur role in economy growth.
- To find out various way from which Indian entrepreneur explore their creativity, innovation and potential.

III. Research Methodology

The researcher has done research based on the secondary data and they have composed report from books, journals, magazines & internet etc. By analyzing and finding some important reviews they have presented in this paper.

IV. Vital Analysis on Innovation in India

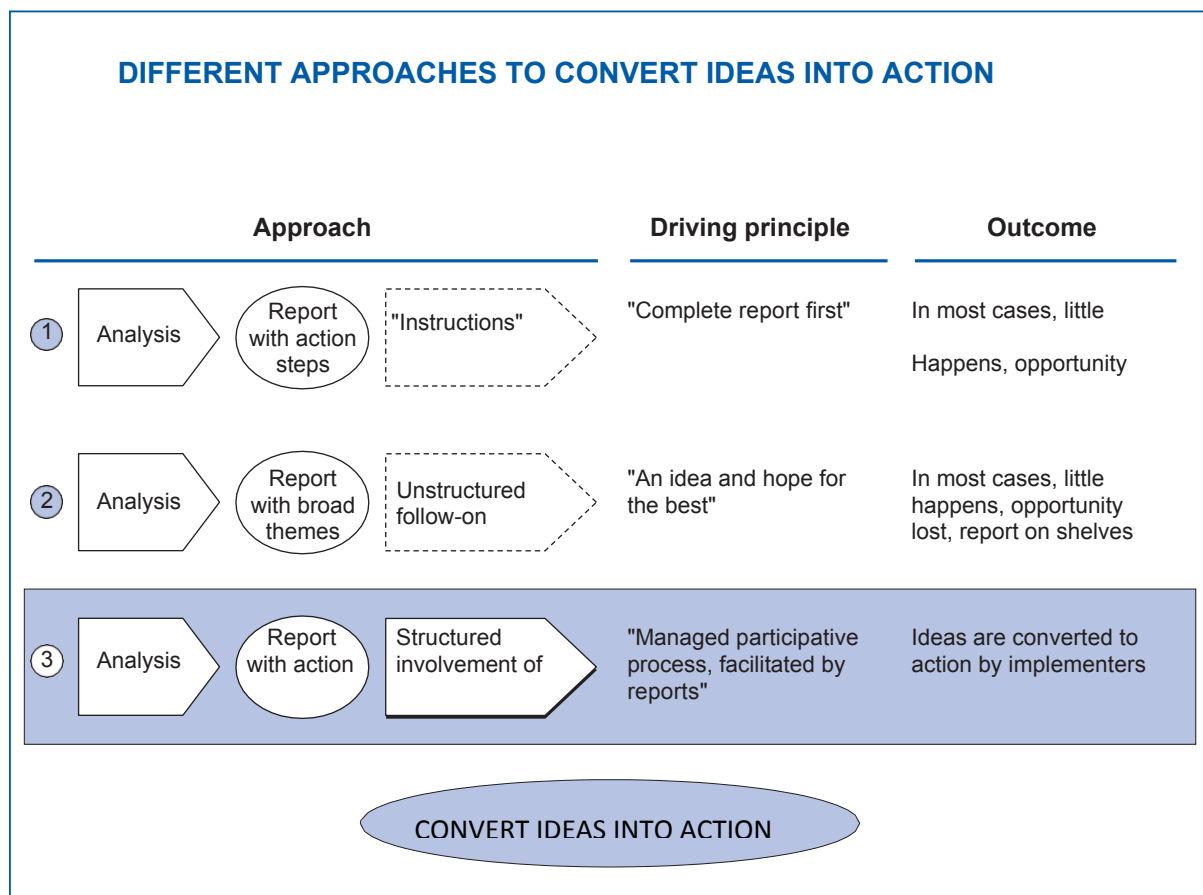
The Global Innovation Index (GII) aims to capture the multi-dimensional facets of innovation and provide the tools that can assist in tailoring policies to promote long-term output growth, improved productivity, and job growth, continually evaluated; it provides a key tool and a rich database of detailed metrics for economies. The Government of India has tried to improve the scenario of innovation and entrepreneurship in India. Job creation is one of the biggest challenges faced by India. A lot of things are available in India like its unique demography, has vast latent to innovate and to create jobs in the market. Various different types of schemes and initial program have been launched by government of India under the concept of 'MAKE IN INDIA' this concept is introduced by Prime Minister of India Narendra Damodardas Modi. The main objective of MAKE IN INDIA is to create a stage for creativity and innovative entrepreneurs in India with this concept.

V. Indian Government Determinations to Promote Entrepreneurship, Creativity and Innovation are as follows:

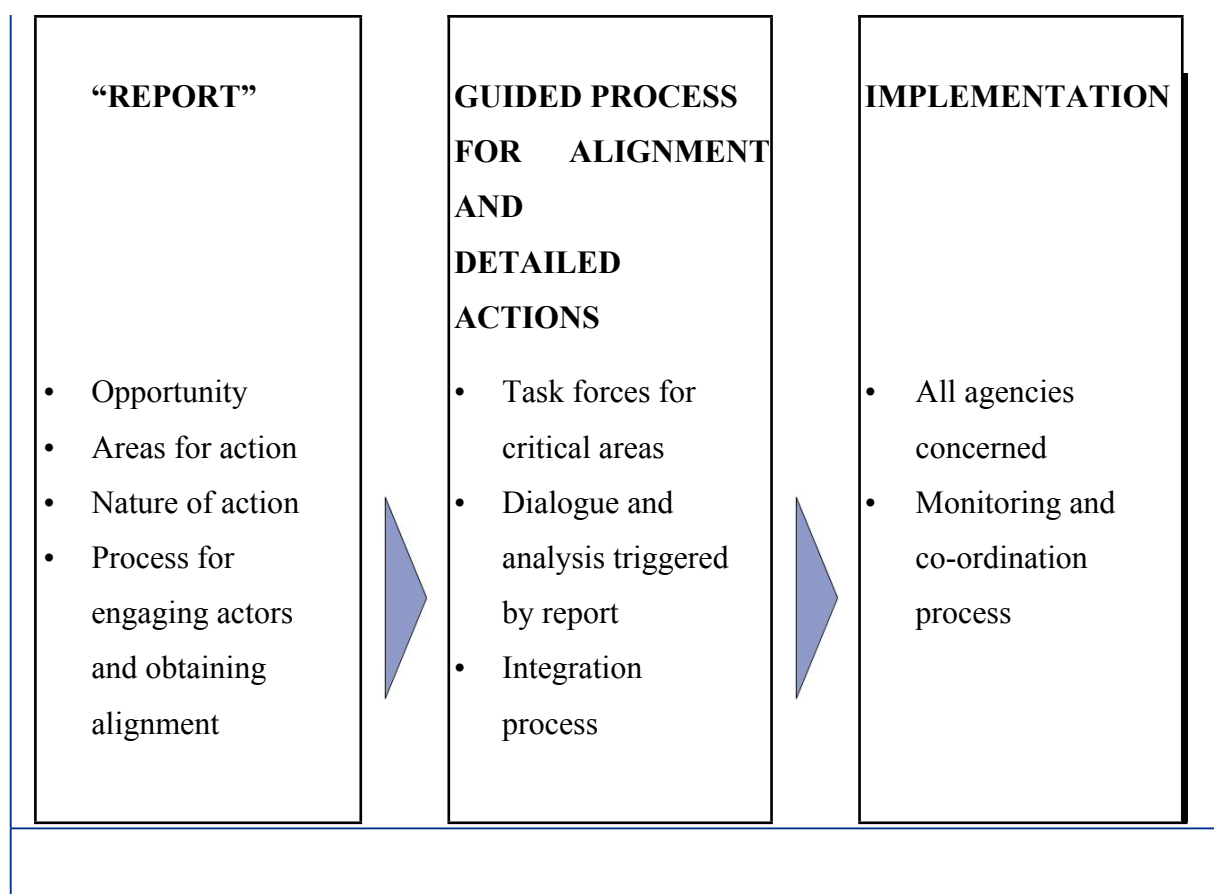
- Startup India,
- Make in India,
- Atal Innovation Mission,
- Digital India,
- PMKVY

VI. How can India Improve Its Innovation, Creativity And Entrepreneurship Potential?

Now a day's India's name is imagined as a supreme-power in the field of providing professional services of developed countries. India needs to find out new opportunities, treats and analysis in this current condition in the field of workforce and to develop the entrepreneurs. The All India Management Association (AIMA) set up a High Level Strategic Group (HLSG) to examine these issues. The HLSG comprised leaders from industry, academia, and the government, to find out opportunities existing in Indian enterprise.



PLANNED APPROACH



VII. The Growth of Indian Economy

The Indian economy gained fresh momentum with the liberalization usher in by the government in 1991. The average GDP growth rate climbed to nearly 6% during the 1990s, compared to a unenthusiastic 4% for the first 40 years since independence. However, despite the gains made post-liberalization, India still has a long way to go. More than a quarter of its population still lives below the poverty line. Its GDP per capita (non-PPP adjusted) fares poorly against other nations with comparable backgrounds

VIII. Challenges and Objective for the Growth in India for Entrepreneurship

Old-style selections to encourage the workforce or entrepreneurship may not be practical/sustainable. In real sense the growth of Economy should pin point out the real problem of unemployment..., particularly in the field of innovation and entrepreneurs. Biggest problem in India is population and education. The developing countries are facing a shortage of working-age people, caused largely by lower birth rates and an ageing working population. In current seen the requirement of skill labour is increasing tremendously and

requires large number to meet the requirement. In trades like IT services, medicine, and education, problem for skill workforce have started. In urban countries, there is lack of manpower and a huge challenge, as they are facing and it can also slow down economic growth rate.

IX. Principal Causes

Let us Understand the Principal Causes for Strike in Decline of Economic Growth Rate

- Decrease in workforce in market.
- Absence of Skilled Labour force.
- Demand and supply imbalanced.
- Increased population.

X. Opportunities

Various ways from where the Entrepreneur can explore their Creativity, Innovation and Potential for thier Growth are Listed Below:-

- **Promote initial trials** – Devise low-cost and low-risk programs and schemes that induce individuals and corporations to try out services and enable refinement of business models, e.g., offer free medical advice initially to promote telemedicine.
- **Develop domain expertise** – Acquire new business skills that firms may not have at present, e.g. e-learning firms need to know principles of courseware design, organization design, change management, etc., besides software development. Firms need to recognize and address this issue though various means such as tie-ups with other corporations, recruitment of relevant people, etc.
- **Align education and vocational training with market demand** – Map the demand for professionals today and in the future – in specific areas with specific skill requirements. Ensure people with relevant skill sets – those who can develop appropriate curriculum in programs, introduce creative funding mechanisms – implement education policy, etc.
- **(For inbound tourism) Strengthen relevant infrastructure** – Take action in critical areas where infrastructure is weak, e.g., airports and roads. Continue to strengthen telecom infrastructure
- **Promote public-private partnership** – The private sector should be invited to participate where the public sector is unable to provide the expertise or the resources, e.g., effective and efficient management.

- **Form interest groups around opportunities** – Form clusters of companies around specific opportunities to aggregate issues and address them.

XI. To Educate and Train the Indian Workforce

The nature of action required by India Inc. would involve:

- Investment in education infrastructure and faculty to increase supply of skilled professionals with relevant skills
- Investment in training institutions to upgrade skill sets required for remote services
 - Vocational skills
 - Communication (written and spoken)
 - Etiquette
- Strengthening of the education curriculum to include
 - Practical knowledge
 - Know-how and understanding of other countries' cultures
 - Foreign language skills
 - Compulsory English language skills
- Creative funding mechanisms so that quality education is widely available

XII. Conclusion

Following are the conclusion found out of this study-

- Various different types schemes of should be increase and initial program like 'MAKE IN INDIA' to create a stage for creativity and innovative entrepreneurs in India and to moderate the unemployment problems.
- India needs to act now to prepare to capitalize on this opportunity. Even in a pessimistic scenario of global economic growth, the gains for India are very large. Therefore, we should not waste further time debating the precise size of this opportunity. Rather, we must move to action.
- Indian government should focus more on the development in the field of creativity and innovation for the entrepreneur, which will solve the problem of slow growth rate of economy.

Reference

1. REPORT OF THE HIGH LEVEL STRATEGIC GROUP (All India Management Association)
2. Global Innovation Index: More on methodology
3. Entrepreneurship & innovations- B. V. L. Narayana
4. Entrepreneurial Innovation- how to unleash a key source of growth and jobs in G20 Countries- ACCENTURE (Young entrepreneur's global summit 2013).
5. https://en.wikipedia.org/wiki/Skill_India
6. <http://msde.gov.in/nationalskillmission.html>
7. Global Innovation Index: More on methodology

Challenges faced by Social Entrepreneurs in Indian Education Sector

Kiran D. Nagare

**Assistant Professor, DAMS, G. S. College of Commerce, Wardha
kirannagare21@gmail.com**

Abstract

India had pledged commitment to 8 Millennium Development Goals to be achieved by 2015 as mandated by United Nations Development Program (UNDP). One of its major goals being to achieve universal primary education has failed to meet the target of achievement. India's spend on education is highly disproportionate. India's public spend on education amounts to 5.2% of world's cumulative public spend, but the country is home to 20% of the population in the target group (The World Bank Database, 2015).

Social entrepreneurship has emerged primarily because of what the government has not been able to do. Given the educational expansion in recent years, it has become increasingly clear that the public sector alone cannot hope to deliver what is needed for an efficient and equitable school system. Social entrepreneurs are playing a key role in areas such as management of public schools, owning and operating the infrastructure facilities, providing support like teacher training and textbook provision etc. As schools in India are subject to government regulation and are required to follow most of the government rules and regulations in terms of admissions, fees, scholarships, other incentives and subsidies, recruitment of staff, salary structure, and so the social entrepreneurs have to deal with many limitations. This paper aims to study the challenges faced by the social entrepreneurs in the field of education.

Keywords – Social Entrepreneurs, Education, Challenges, India's Schools, Public Spend

I. Introduction

Though social entrepreneurship is in a nascent stage today, it aims at providing innovative solutions to achieve social change. The terms "entrepreneurship" and "social entrepreneurship", is differentiated by the purpose of a creation. Social enterprises are established with an emphasis on human values rather than just profit. In India there are natural resources, which are untapped such as human resources, agricultural produce, forest

products and rural market potential etc. Social entrepreneurs look for ways to use them towards accelerating total human development.

II. Objectives

1. To study the concept of social entrepreneurship in India
2. To know the contribution of social entrepreneurs in the sector of education.
3. To study the challenges faced by social entrepreneurs in the field of education.

III. Research Methodology

The study is basically exploratory in nature and depends exclusively on secondary data. Secondary data are collected from various website, journals and articles from news papers.

IV. Facts and Findings of the Study

Following are the facts and findings of the study which is illustrated under different sections-

1. Education Sector in India-

India faces challenges in areas of providing quality education and an all-round development of students. Nationally drop out of children before completing five years of primary school is 29%, and 43% before finishing upper primary school. The Indian education sector is very big and diverse and can be broadly classified into:

- i. K – 12 Kindergarten, Primary & Secondary education
- ii. College and University education: Undergraduate & graduate

The most severe gaps and poor access to quality education for children is in the K-12 category. 1.4 million children aged 6-11 in India are not even going to school.

2. Contribution of Social Entrepreneurs in the field of education-

Social entrepreneurship in the field of education is not longer a cottage industry.

- i. Akanksha Foundation schools in Mumbai and Pune is an organisation with a mission to provide children from low-income communities with a high-quality education, enabling them to maximize their potential and transform their lives. Akanksha works in the field of education, initiating school reform through The School Project, and providing a supplemental education through the Akanksha centers.
- ii. Azim Premji University and State & District Institutes has done significant work in the field of education for 11 years. It has collaborated with the government in

different States of India with programs in curriculum, pedagogy, assessment, school management, teacher education; it has run two schools for the children of migrant labour and has worked with the community.

- iii. Bharti Foundation schools in Punjab and Rajasthan are improving the study environment, enhancing the quality of education, owning and operating the infrastructure facilities etc.
- iv. Shakti Udaan operational in three zones: Kaithal, Mumbai, Gurgaon is a non-sectarian, non-political and non-discriminatory organization **educating** and empowering girls since its inception in 1999.

3. Challenges Faced By Social Entrepreneurs-

The major issues and challenges faced by social entrepreneurs in the field of education are discussed below in detail.

- i. **High Dropouts At School:** At present, in India, there are about India has a high dropout rate from primary to secondary school, the {GER}Gross Enrolment Ratio has fallen to 118 in primary school and 34 in senior secondary school. Though there are large numbers of students studying in various streams, we have not seen any major shift in the productivity as skills and talents are deficient to support economic activities and, hence, there is a serious concern on employability of these educated persons.
- ii. **Financial Constraint:** Another challenge faced by social entrepreneurs is paucity of funds. It is a common experience that there have been serious charges of misuse and misappropriation of funds, so therefore a difficulty in raising fund.
- iii. **Lack of trained Personnel:** Another challenge for improving the Indian education system is to improve the student teacher ratio. India, it is as high as 22.0 but in developed countries this ratio stands at 11.4. This brings the necessity to recruit quality teachers and strengthen the teachers required to handle classes.
- iv. **Need For Innovation:** The challenge of educating millions of people implies that we need to scale up our educational efforts multi-fold. Scaling up is not possible unless the students become successful, create value and contribute back to their society.
- v. **Making education affordable:** Ideally, the fee structure should be made affordable. The educators should keep in mind that education should not become expensive and ensure that no deserving candidate is denied admission just for the fact that he or she does not possess the necessary financial resources.

- vi. **Accreditation – Quality Standards:** At present, there is no compulsion for institutions/colleges to get accreditation in India. There is a need for raising the quality and standards of our education system. It is well-known that many of our professionals (engineers/doctors/management professionals) remain unemployed; one of the major factors is the lack of quality education resulting in qualified but not employable category.

V. Suggestions

1. The collaborative efforts between corporate and universities/colleges would help in students getting exposure to industrial activities in terms of internships, corporate training during vacations and issuing of certificates by corporate for attending internship/training organizing joint research and development etc. and, thus, facilitating in image building and branding of institutions and making the students more job-worthy.
2. Young graduates from universities, colleges and schools has to conduct the public seminars, meetings, symposiums etc., and use the local media to advertise the importance of Social Entrepreneurs in the field of education.
3. Social Entrepreneurs should hike the pay scale in order to attract talented personnel.

VI. Conclusion

Ours is a developing economy which requires this type of committed, devoted and dedicated organizations for the development of the country. The people should support these organizations and help them to solve their problems at the basic level.

References

1. Kakumani Lavanya Lathaa and Kotte Prabhakar, “Non-Government Organizations: Problems & Remedies In India”, Serbian Journal of Management.
2. Dr. Brijesh Sivathanu and Dr. Pravin V.Bhise, “Challenges For Social Entrepreneurship”, International Journal of Application or Innovation in Engineering & Management (IJAIEEM)
3. Dr. N.Rajendhiran and C.Silambarasan, “Challenges in Social Entrepreneurship” International Conference on Literature, Management and Education (ICLME'2012) Nov. 17-18, 2012 Manila (Philippines)
4. Dr. Partap Singh, “Social Entrepreneurship: A Growing Trend in Indian Economy” , International Journal of Innovations in Engineering and Technology (IJET)
5. Chakraborty, S.K. (1987), Managerial Effectiveness And Quality of Work life: Indian Insights, New Delhi, Tata McGrawHill Publishing Co. Ltd.

6. Khanna, Tarun. (2010) "India's Entrepreneurial Advantage", McKinsey Quarterly, 2004 Special Edition, pp. 111-114.
7. Christie, M. J., & Honig, B. (2006). Social Entrepreneurship: New Research Findings. Journal of World Business,
8. Gupta, R. (2001) "Creating Indian Entrepreneurs. India Today",
9. Srivastava and Tandon (2002) Report of study on Non government organizations in India. "Participatory Research in Asia" (PRIA)(2002)
10. <http://www.akanksha.org/about>
11. <http://www.gurumaa.com/shakti/women-empowerment-shakti-girl-child>
12. <http://www.azimpremjifoundation.org/Schools>
13. <http://www.bhartifoundation.org>

To study relationship between usage of cell phones and accidents

Aditi Thakkar

Sinhgad Institute of Management, Pune
aditithakkar23@gmail.com

I. Introduction

With the explosion in numbers of cell phone users over the last couple of decades, cell phone usage while driving has become a safety concern for traffic officials. With the advent of smartphones, emails and instant messages have added to the numerous sources of distraction during the extremely arduous task of driving. Young men driving in metropolitan regions are more likely to use cell phones while driving.

Cellular telephones were first introduced in the United States in the mid-1980's, and their use has since experienced explosive growth. Today there are millions of cell phone subscribers, in India. Cell phone technology has become very useful for people. Cell phones have become the integral part of our lives. The use is increasing worldwide.

The popularity of mobile phones has grown enormously from the past two decades. These new gadgets and innovation truly help to finish tasks at a faster pace. We are so used to such gadgets that use of phones while driving has also increased.

Mobile phone is a long-range, portable electronic device used for mobile communication. Mobile phones are now inexpensive, easy to use, and comfortable and equipped with almost every latest feature we desire.

Mobile phones are also known as lifesavers as they can help people in emergencies. If you get stuck in the middle of the road and find no one for help, you can just use mobile phone and call for help. Mobile phones are a comfortable way of communication over a long distance. Along with the obvious convenience and quick access to help in emergencies big and small, mobile phones can be both economical and essential for travellers trying to stay connected.

They enable people to maintain contact with family, friends and business associates. As well as the general communication benefits, access to a mobile phone also provides safety benefits by enabling people also provides safety benefits by enabling people to alert breakdown or emergency services when necessary.

However, there is considerable concern that using a mobile phone while driving creates a significant accident risk, to the user and to other significant accident risk, to the user and to

other people on the road, because it distracts the driver, impairs their control of the vehicle and reduces their awareness of what is happening on the road. Most drivers who use a mobile phone use a hand-held phone, even though 75% of them acknowledged that time is very often extremely dangerous.

A considerable number of studies have examined whether and how using a mobile phone while driving affects various aspects of driving performance. Studies have been conducted in a variety of ways, either during a simulated driving task, on a driving simulator, driving a real car on and off road track or driving a real car on roads in actual traffic conditions. The study concluded that using the telephone while driving had little effect on atomized driving skills, but impaired perceptual and decision-making task.

Voice communication seemed to help maintain the drivers' alertness but increased their fatigue and seemed to induce higher stress levels. The drivers' lateral (lane) position was also affected on the easy, straight road in that the subjects drove closer to the side of the road. No difference was found concerning the variation in lateral position. Using the mobile phone increased the mental workload of the divers on both the easy and difficult routes.

II. Statement of the Problem

“Relationship between Road Accidents and Usage of Cell Phones” (with reference to two wheelers)

III. Scope and Limitations of the study

The use of mobile phones while driving or riding not only causes an increase in two-wheeler road accidents but also four wheelers accidents some minor while some being extremely severe leading to loss of life in various cases.

There are various reasons leading to road accidents these include not only following traffic rules, negligent driving, drinking and driving (alcohol consumption), stress in life, vehicle breakdown such as brakes failure, also the use of non-road worthy vehicle. Accidents can also occur due to extreme weather conditions.

Accidents caused due to use of mobile phones can be controlled. People should be made aware of the consequences of the use of mobile phones. People should be encouraged to use device such as handle free device, Bluetooth devices, loudspeaker phone or simply ignore the caller and call back later. Stopping on roads to answer calls can be done by following the traffic rules not breaking the lanes or stopping on “NO STOP ZONE”

Limitations-

- A major limitation of the study was that the study could be conducted only on two-wheeler riders and other types of vehicles could not be studied.
- A major limitation was the lack of time and area and availability of sample.
- The other factors leading to road accidents were kept constant. Hence the effect of other extraneous factors could not be studied.
- There was no gender and age discrimination in study.

IV. Literature Review

1. Many research studies have shown the effect of cell phone use on driving. Several studies attempt to find a statistical association between cell phone use and accident using individual-level data (*Violanti and Marshall,1996; Redelmeier and Tibshirani, 1997a; Violanti, 1998; Dreyer Loughlin, and Rothman,1999*)
2. *Hahn and Dudley (2002)* review and critique this literature, and find that while each approach has its shortcomings, there is widespread agreement that using a cell phone while driving increases the risk of an accident.
3. A recent study by the *Insurance Institute for Highway Safety (IIHS)* gives the first concrete evidence of the effects of cell phone use on injury crashes. IIHS revealed recently that drivers using phones are four times as likely to get into crashes serious enough to injure themselves.
4. An early study by *Brown, Tickner and Simmonds (1969)* found that use of the telephone while driving had the effect upon routine driving skills but did impair the perception of gaps in traffic. At the same time, driving impaired performance on tasks carried on over the telephone.
5. The study conducted by *Sheldon. H. Jacobson, a professor of computer science and the director of the simulation and optimization laboratory at Illinois*, analyzed the relationship between pre and post- law automobile accident rates using public data from 62 countries. The case-crossover method relies on the observation that if cell phone usage increases accident risk, then the driver is more likely to be on the phone at the time of the crash than during the earlier reference period. Thus, the study estimated that driver is 4.3 times as likely to have a collision while using a phone as when not using a phone.

6. It was seen that emotional stress may lead to both increased cell phone use and decreased driving ability. Additional use of cell phones lead to increasing accidents.

V. Research Methodology

i. Objectives-

1. To study the rate of accidents on roads to the use of mobile phones.
2. To understand the ill-effects of cell phone usage while driving.
3. To study the risk of using mobile phones while driving and the necessity of road safety for drivers.
4. To understand the call management while driving.
5. To suggest the measures to decrease the accidents due to the usage of cell phones.

In the current research study, the sampling methods used was convenient sampling. This method was used because it was easily approachable and represented the whole population. Convenient sampling was used in order to determine the relationship between usage of cell phones and the increasing accidents. There were no strata as such while selecting the sample. The technique used for data collection was circulation of questionnaire. The sample of respondents comprised of teenagers and two wheelers riders. In all 150 respondents were circulated with the questionnaire and responses were taken. Individual responses thus obtained were then compiled, processed and analyzed to arrive at opinions on various issues. The instrument for data collection in the form of a “Questionnaire” was designed to information from demographic and psychographic information of respondents. The demographic information included age and gender whereas psychographic information included social issues and loyalty behavior. The questionnaire had a mix of open and closed ended questions in it. The open ended questions, which gave an added qualitative feel to the instrument, provided logic for behavioral patterns and helped generate insights.

ii. Data Analysis-

Ques.	Description	Frequency	Percentage
1	Distraction while driving		
	a) Always	48	32%
	b) Sometime	100	68%
2	Service of Cell phone		
	a) Attending calls	105	67%
	b) Reading the text messages	52	33%

Ques.	Description	Frequency	Percentage
3	Type of Distractions		
	a) Calls	62	41.33%
	b) Text Messages	30	20%
	c) Both	58	38.66%
4	Situation of Urgency		
	a) Ignore	28	25.25%
	b) Receive	11	9.90%
	c) Stop & Receive	20	18.00%
	d) Handsfree	52	46.84%
5	Devices to use while driving		
	a) Handsfree	85	55.55%
	b) Bluetooth	43	28.10%
	c) Cell phone	25	16.33%
6	Does co-passenger answers call		
	a) Always	45	31%
	b) Sometime	80	54.05%
	c) Never	23	15.54%
7	Does handsfree reduce accidents		
	a) Strongly agree	33	22%
	b) Agree	87	58%
	c) Disagree	17	11.40%
	d) Strongly disagree	12	8%
8	Accident due to cellphone		
	a) Yes	27	18%
	b) No	120	82%
9	If yes, could you have avoided		
	a) Yes	11	7.33%
	b) No	6	4%
10	Cell phone impair driver performance		
	a) Always	55	37.93%
	b) Sometime	75	52%
	c) Never	15	10.34%
11	Ways you ignored calls		
	a) Disconnect calls	46	32.85%
	b) Ignore calls	94	62.66%
12	Measure to avoid accident		
	a) Ignore	30	20%
	b) Receive calls	4	2.66%
	c) Handsfree/ Bluetooth	13	8.66%
	d) Stop and received	16	10.66%
13	Does road safety gets hampered?		
	a) Strongly agree	50	33.33%
	b) Agree	73	48.86%
	c) Disagree	17	11.33%
	d) Strongly disagree	10	6.66%

Ques.	Description	Frequency	Percentage
14	Use of cell phone disturb traffic rules		
	a) Yes	105	72%
	b) No	40	27.58%
15	Park your vehicle aside to attend call		
	a) Always	70	46.66%
	b) Sometime	70	46.66%
	c) Never	10	6.66%
16	Do you feel not attending calls avoids accidents?		
	a) 0-25%	32	21.91%
	b) 25-50%	59	40.41%
	c) 50-75%	26	17.80%
	d) 75-100%	29	19.86%
17	Method to reduce rate of accident		
	a) Self discipline	60	67%
	b) Govt. Control	30	33%
18	Type of Govt. Control		
	a) CCTV	6	4%
	b) Fine	19	12.66%

VI. Suggestions

- Use of a voice mail to pick up the calls should be done.
- In case of a pillion rider let that person answer mobile phone for you.
- If you need to make or receive a call, pull into a safe area, stop and then to do so.
- Government (both central and local), police and the other agencies should continue to conduct education and publicity campaigns to raise awareness of the dangers of using a mobile phone, whether hand-held or hands-free, while driving.
- The operators of mobiles services can track such moving mobiles through appropriate technology before they are disservice during the period of their movement.

VII. Conclusion

The research study was conducted with a view to study the relationship between the use of cell phones while driving and the increasing road accidents with reference to two wheelers.

Many studies have shown that use of cell phones while riding has increased and the risk of accidents too. The use of phones along with driving leads to distraction of the driver's attention, detoriates road safety and increases the road accident.

In the current study other extraneous factors leading to accident were kept constant and only the ill-effect of cell phones was studied. It was found that there is a positive correlation between usage of phones and increasing accidents. According to the data analysis it was

interpreted that the usage of phones would increase the rate of two-wheeler accident and would be threat to mankind

References

1. S. P. McEvoy, M. R. Stevenson and M. Woodward, "Phone Use and Crashes While Driving: A Representative Survey of Drivers in Two Australian States," *Med. J. Aust.* 185, 630 (2006).
2. A. T. McCartt and L. L. Geary, "Longer Term Effects of New York State's Law on Drivers' Handheld Cell Phone Use," *Inj. Prev.* 10, 11 (2004).
3. D. A. Redelmaier and R. J. Tibshiran, "Association Between Cellular-Telephone Calls and Motor Vehicle Collisions," *N. Engl. J. Med.* 336, 453 (1997).
4. D. A. Redelmeier and R. J. Tibshirani, "Car Phones and Car Crashes: Some Popular Misconceptions," *Can. Med. Assn. J.* 164, 1581 (2001).
5. H. Alm and L. Nilsson, "The Effects of a Mobile Telephone Task on Driver Behaviour in a Car Following Situation," *Accid. Anal. Prev.* 27, 707(1995).