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(Containing Research based Articles)

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Email: info@balkumaricollege.edu.np, balkumaricollege43@gmail.com

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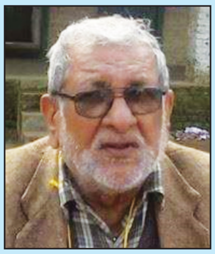

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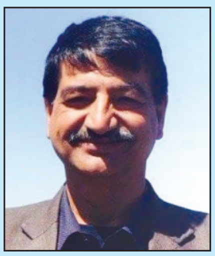

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Publisher's note

Of all Balkumari College Publications, **Journal of Balkumari College** is concerned with research activities. The research committee coordinates collection of articles and forwards them to publication division after getting them reviewed by the editors.

Regarding present issue of Journal of Balkumari College Volume VI, Chief Editor Dr. Guna Raj Chhetri and Research Vice Coordinator Mr. Ganga Prasad Sapkota have played an important role to motivate writers to prepare their articles in time. Similarly, Management Representative Mr. Bishnu Kumar Shrestha contacted and corresponded with writers and collected digital copies of those articles. It is by their efforts that the present **Volume VI of the Journal** has been possible to bring out on time.

Finally, we would like to thank Chairman of Balkumari College Mr. Jagannath Poudel and Principal Mr. Shiva Prasad Poudel for their support and encouragement to publish the journal.

Best regards,

Publication Division

Ashadh 16, 2074
June 30, 2017

Editorial

Journal of Balkumari College is a yearly publication that attempts to bring out the best manuscripts available and address different research practices of the college. The objective of this journal is to include the highest quality empirical, theoretical and methodological research articles. JBC is the major academic journal of research in various arena. Our intention is that the articles in the journal must make a significant contribution to the management, finance, science, education, health and literature disciplines, provide a basis for stimulating additional research and meet high standard in research field. JBC restrains articles representing the entire spectrum of research in academic fields, ranging from analytical of related subject phenomena to descriptive and case studies.

Regarding this issue, it is scholarly and professional one, of which all articles are research based. Among contributors of this issue, prominent researchers Prof. Dr. Madhav Prasad Koirala and Associate Prof. Dr. Jitendra Dangol, both from faculty of management, TU, Kirtipur have added a distinctive flavor to the Journal of Balkumari College. Similarly, articles of Dr. Keshav Bhakta Sapkota, Dr. Guna Raj Chhetri, Dr. Shyam Prasad Sedai and Dr. Bijay Lal Pradhan are considerably of high quality. They should inspire the young researchers while Mr. Ganga Prasad Sapkota, Mr. Kul Chandra Pandit, Mrs. Sarojini Sharma, Dr. Manoj Lal Das, Mr. Ramesh Khanal, Mr. Anup Muni Bajracharya and Mr. Ananta Dhungana are experienced researchers. In a nutshell, all contributors have innovative performances.

The challenging aspect is that female participation in research is very few in spite of great encouragement of the research division. Hopefully, it will be increased in the next issue.

Chairman of the Board Mr. Jagannath Poudel, and Principal Mr. Shiva Prasad Poudel have always inspired teachers to be involved in the research activities. Publication division coordinator Vice Principal Mr. Chun Narayan Shrestha has played very important role in bringing out this issue in time. Similarly, Account Officer, Mr. Bishnu Lal Shrestha, EMIS Head, Mr. Yam Poudel, procurement assistant Mr. Gobinda Adhikari have assisted directly or indirectly in the timely publication of the journal. The editors are thankful to all of them.

The Editors

Ashadh 16, 2074 (June 30, 2017)

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Governance of Business Colleges in Nepal

❑ Dr. Madhav Raj Koirala
Professor and Director
School of Management,
Tribhuvan University, Nepal
(m_r_koirala@yahoo.com)

and

❑ Dr. Jeetendra Dangol
Associate Professor and Deputy Director
School of Management,
Tribhuvan University, Nepal
(jdangol@gmail.com)

Abstract

The paper explores about the governance of private/public business colleges in Nepal. The paper is based on the interview of five principals of the total fifteen community and private BBA colleges affiliated to Tribhuvan University. The study focuses on the eight basic aspects of good governance, such as, participatory organizations; participatory planning, management and monitoring; teacher/staff management; teacher performance; staff performance; resource management, monitoring, college policy and guidelines; information disclosure and accountability. The study finds that the principals of these colleges were unaware of and,therefore, weak in good governance. The major problems identified were faculty selection and development, participatory planning, faculty performance evaluation; and accountability towards the community. There is a need to provide sufficient knowledge and skills to the colleges to make them more responsible and accountable towards good governance.

Keywords: **Good Governance, Accountability, Participatory Organizations**

1. Introduction

The World Bank (2015) defines 'good governance'"as a set of responsibilities, practices, policies and procedures exercised by an institution to provide strategic direction to ensure that objectives are achieved and resources are used responsibly and with accountability".The definition implies that all institutions have to ensure good governance. Educational institutions are not exceptions to good governance. Educational institutions such as schools, colleges and universities also need to ensure good governance and therefore, they have to express and disseminate their stakeholders about their responsibilities, policies, practices and procedures to ensure the attainability of their mission responsively. Balarin, Brammer, James and McCormack (2008) also highlight most important elements of effective governance are clearly defined roles and responsibilities, strong leadership, good communication, a share and common vision for the school and the regular monitoring performance data, school improved plans and targets.

Good governance practices support educational institutions by helping them manage their resources so that they can deliver quality education (The World Bank, 2015).The World Bank (2015) elaborates that good governance can benefit schools in the different ways, such as; (1) a more democratic and responsive system of school management, including more efficient utilization of resources; (2) greater participation of all stakeholders (teachers, students, parents and school management) in the development of school policies, rules, plans and code of conduct; (3) greater transparency in all school activities, including increased flow of information among all stakeholders about school plans, finances, rules and regulations, and programs; (4) strengthened accountability among stakeholders to improve school management; (5) coordination among various levels of formal governance; and (6) more open communication among stakeholders about how to manage schools. It indicates that the good governance is the important aspect to the society including teachers, students, parents, school management, government and other stakeholders. Lewis and Pettersson (2009) also maintain that good governance in education systems promotes effective delivery of education services.

In Nepal, good governance of institutions is fairly a new concept. It was a matter of concern only in the corporate sector organizations prior to 2008.Somestudies have also been conducted regarding corporate governance, particularly in the Nepalese financial sector (Khatiwada, 2002; Rawal, 2003; Kafley, 2004; Thapa, 2008). The strong need for good governance in government organizations was, however, felt only after the enforcement of the "Good Governance (Management and Operation) Act" in 2008 (Nepal Law Commission).

The governance of educational institutions is perhaps the area of least concern until 2008, because it is only after the execution of the Good Governance Act the governance requirement for higher educational institutions like colleges and universities was felt in the country. Therefore, the University Grants Commission (UGC), Nepal began the Quality Assurance and Accreditation (QAA) programme as a part of the higher education reform programme. The UGC has so far certified 11 educational institutions as Quality Assured and Accredited (QAA) institutions based on certain criteria (www.ugcnepal.edu.np), among which are 9 community colleges and 2 university faculties.

There is, however,no attempt seems to have been made to enquire about the governance of educational institutions in the country. Therefore, the need for this study has been felt to explore about the governance practice in Nepal's educational institutions so that further studies could be made for improving governance practice in such institutions. This study thus attempts to explore the governance practices of business colleges, which offer the most popular Bachelor of Business Administration (BBA) programme of Tribhuvan University.

The following sections deal with research methods (Section 2), results (Section 3), and conclusions and implications (Section 4).

2. Research Methods

Tribhuvan University is the oldest, and largest university in the country in terms of number of students, faculties and programs. However, there are only twenty-nine colleges offering BBA programme of Tribhuvan University. Among these 29 colleges, 14 are university constituent colleges, and 15 community and private affiliated colleges.

Among the 14 university constituent colleges, only 2 colleges had more than 5 years of experience in implementing the BBA programme, while the other 12 constituent colleges had experience of less than 5 years in running the programme. All the 15 community and private affiliated colleges, however, had the same years of experience as the first 2 constituent colleges had. Moreover, the community and private affiliated colleges seem to be better managed than those of university funded constituent colleges. Therefore, community and private affiliated colleges were considered for the study rather than the university constituent colleges.

Although there are various stakeholders to the governance of colleges, it was, however, assumed for the study that college principals were mainly responsible for the governance of the colleges. Therefore, only the principals of the colleges under study were considered as subjects for the study and the source of information about the governance of their colleges.

From among 15 community and private affiliated colleges, five of these college principals were selected for the interview, which includes the principal of a UGC's QAA certified college. The interview was conducted in the month of December 2016. Since the community and private affiliated BBA colleges are mainly concentrated in the Kathmandu, 4 out of the 5 principals were selected from the Kathmandu valley. The rationale behind selecting principals for the study are (i) they are professionals in the field of management education; (ii) they are teaching BBA students, and (iii) they have long experience in the management education in Nepal. The interviews were conducted in their offices for an approximate duration of 30 minutes to 40 minutes.

The interviews were based on the eight basic aspects of good governance of schools, which included background details of the respondents as suggested by the World Bank (2015). Specifically, these issues were focused on following and the list provided in the Annex 'A':

- participatory organizations
- participatory planning, management and monitoring
- teacher and staff management
- resource management
- monitoring
- college policy and guidelines
- information disclosure and
- accountability

Each interview was recorded with the permission of the principals interviewed,assuring them of confidentiality of the views expressed. A spreadsheet was prepared on the basis of the interviewees' responses recorded on an audio device. In addition, written notes of the key points expressed by the interviewees were also taken. Both the written notes and the audio were used to extract the highlighted points raised during the interview. These points were organized for writing up the results as suggested by Berg (2001) for qualitative interview-based research. Thus, the information collected was employed by using qualitative-based content analysis approach.

Table 1

Interviewees' profile

Interviewee	Gender	Age group	Highest qualification	Experience (Years)	College legal status
R-A	Male	40-50	Masters	>15	Community
R-B	Male	40-50	PhD	>15	Private
R-C	Male	40-50	Masters	>15	Private
R-D	Male	51-60	Masters	>15	Community
R-E	Male	40-50	PhD	>15	Private

Note: *The table reports background details of the interviewees. The interviewees were assigned codes in order that their identities remain anonymous; these codes are reported in the interviewee column. The code 'R' was used for interviewee principals. Other background details shown in the table include the gender, age group, highest qualification and professional experience.*

Table 1 provides background information of the interviewees, such as gender, age group, and highest academic qualification. The table also reveals that most of the interviewees were highly educated as well as experience in the field of management education. Thus, their views should offer thoughtful insights on the governance practices in Nepal.

3. Results

3.1 Participatory Organizations

The most important aspect of the governance is participatory organizations. Most of the interviewee college principals (R-B, R-C, R-D and R-E) affirmed that the few owners of their colleges formed the board of directors of their respective colleges. Only one interviewee principal (R-A), however, reported that:

> *We have very good practice of electing the board members from545 members of the college. Selecting board members through election is an important aspect for the good governance. We have a separate parents' committee as well. One member of the parents' committee also represent to the executive board of the college.*

Regarding the physical construction sub-committee, R-A opined that they had a separate committee for purchases,but according to other interviewees, the administrative department of their college was responsible for the purchases and construction works. It indicates that a democratic and responsive system of college management and greater participation of all stakeholders in the development of college policies, rules, plans and code of conduct is lacking in most of the colleges. It is thus there is lack of proper utilization of colleges' resources.

3.2 Participatory Planning, Management and Monitoring

It is essential to conduct regular meetings with stakeholders to develop required plans and policies to achieve the goals of colleges. In their interview, some college principals (R-D and R-E) disapproved of any of such meetings were held with stakeholders. One principal, R-A emphasized the significance of such meetings with stakeholders at least once a year for the preparation of annual plan of the college, but, did not organize any such meetings. Another principal of a college,the R-C, however, had something different to report:

> *To provide the quality education, we occasionally meet parents and hold interaction programs among teachers and parents during the time of major term exam results distribution. We provide counseling for poor performing students and motivate them as and when needed. Similarly, we award better performing students. We sometimes arrange an interaction program among teachers, students, parents and college management, but not frequently.*

It indicates that the regular interaction with the stakeholders is essential to develop annual plan and monitoring the activities in a transparent way. Regarding the availability of resources, all the respondent principals asserted that they are not generating local resources for their respective colleges.

3.3 Teacher and Staff Management

Regarding teacher selection, R-A expressed that they have a separate teacher selection committee. But rest of the interviewees argued that the most of the faculties were selected from personal relationship and other faculties' recommendation. Interestingly, R-B argued that:

We have straightforward policy of hiring university professors as faculty members in our college and therefore, we mostly hire the University's full-time professors, who are supposed to be qualified in their field. Therefore, we do not need to have a any problem in selecting faculties.

All the interviewee principals had the same opinion about the need for teachers' training and research activities in their colleges. They had allocated some budget for teachers' professional development, but the amount of budget might not be sufficient. In this regard, R-A responded that:

We are publishing research journal regularly, and motivating our faculties for research activities. We are conducting various teachers' training program, workshops and seminars from time to time in our Region not only for our faculty members, but also for faculty members of other colleges.

Similarly, R-C added:

We are sending our full time faculties to training, workshop and seminars, but we are not taking initiation to conduct such kind of program. Right now, we felt a need of research centre as an academic research and development department separately in the college.

Regarding teacher and staff performance evaluation, all interviewees expressed they did not have such kind of provision except R-A and R-C. The R-A highlighted that:

We have a separate rule and regulation for performance evaluation of teachers and staff members and promotion criteria too.

Slightly differently, R-C said that:

We developed an online teacher evaluation system from students, but have no performance evaluation criteria for staffs.

Almost all interviewees agreed that the students' academic performance was one of the indicators of the faculty performance. Moreover, the key attributes for the good governance is the interest and commitment of the faculty members, students and the college management; but the colleges were found to have performed unsatisfactorily in these attributes. Therefore, there is a need for organizing trainings, workshops and conferences for faculty and staff members.

3.4 Resource management

The majority of the interviewees expressed that they have no separate committee for the resource management but administration and/or account department was looking behind the record keeping of the college's assets. The R-A and R-C said that they were obtaining grants from the University Grants Commission of Nepal for their specific purpose. The major source of income-generation for all the interviewed colleges is tuitions fees.

3.5 Monitoring

The interviewees' colleges have monitoring facilities for classroom condition, library, water supply, internet facilities and others by administration department or coordinator or academic committee. They set rules for arrival time for teachers and students. The R-A argued that:

We have a separate committee to monitor teachers and students. We review the activities to confirm whether these activities are being performed according to the annual plan, methods of teaching and appropriate reward and punishment system or not.

In the similar line, R-C and R-D said that:

We interacted with teachers and students directly and indirectly about the activities undertaken in the class rooms, methods of teachings and learning environment. We managed an alternative teacher in the absence of the main teacher in the class.

3.6 College Policy and Guidelines

Most of the interviewee principals affirmed that their colleges had no specific rules, code of conduct and polices on professional development of faculties. It clearly indicates that there is a lack of professional standards for faculty members in those colleges, which adversely affect the delivery of quality education. However, one of the interviewee principals(R-A) noted that:

We have developed detailed rules and code of conduct through discussions in the meetings of stakeholders. We are penalizing those teachers who do not adhere to these rules and code of conduct. We have policies and resource allocation to develop professional skills to our teachers.

It indicates that this particular college has attempted to establish good governance practice in the area of policy and guidelines.

3.7 Information disclosure

The interviewee principals asserted that they did not disclose financial audit reports to all stakeholders of their colleges. However, information related to achievement of their colleges particularly in terms of their students' better board results used to be disseminated through advertisements, brochures, college magazines and so on.

3.8 Accountability

The majority of interviewees stated that they found the teachers to be disciplined and committed to jobs. They also expressed that they did not find any major problem in students' discipline. The R-B emphasized the need for guest lectures and interaction programs for students with the professionals and entrepreneurs for giving them more exposure to real business situations. The R-C noted that they used discipline handbook for students and give orientation to them about the discipline. He further noted that their students evaluate the performance of their teachers in and outside the class.

Regarding the accountability of teachers, the study has found that the academic plan of the colleges does not meet the required quality-level; it contradicts with the statement of the Ackerman (2005), who described accountability as a pro-active process by which public officials inform and justify their plans of action, their behavior and results, and are sanctioned accordingly.

4. Conclusions and Implications

Although many actors have important role in the governance of a college, this study has considered only one major player, *viz;*principals of business colleges to explore the present state of governance in the educational institutions of Nepal.

The study focused on the eight basic aspects of good governance, such as, participatory organizations; participatory planning, management and monitoring; teacher/staff management; teacher performance; staff performance; resource management, monitoring, college policy and guidelines; information disclosure and accountability. With regard to those basic aspects of good governance, the study found that most of the college principals were unaware of the significance of good governance and, therefore, their colleges were weak in governance practice. The major problem are as in good governance of these colleges were identified as faculty selection and development, participatory planning, faculty performance evaluation; and accountability towards the community. Weak governance practice in educational institutions consequently influences the delivery of quality education.

In order to improve the governance practice of business colleges in Nepal, there is a need for all major stakeholders of the concerned colleges, including governing board members, college administration, community, students and their guardians to understand the significance of good governance in delivery of quality education. As Lewis and Pettersson (2009) suggest good governance can serve as an entry point to raise institutional performance in the delivery of education services, the college stakeholders, particularly college governing board and principals have to pay attention on the implementation of the good governance practice.

In the first place, particularly the owners and the management of college need to fulfill the criteria for "Quality Assurance and Accreditation (QAA)" as required by the University Grant Commission, Nepal (UGCN). This will be a first step towards ensuring good governance in the individual educational institution.

Secondly, Tribhuvan University needs to require all its constituent colleges, community and private affiliated colleges to get QAA certification from the UGCN in a time-bound manner so that good governance can be ensured in all university colleges.

Finally, since this is only an exploratory study, a number of future studies may be conducted regarding good governance of higher educational institutions and their performance in delivering quality education to youths of Nepalese society.

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Annex 'A': Interview Checklists

S. No.	Aspects
1	**Participatory Governance**
a	Formation through election
b	Formation Parent-teacher association
c	Formation of sub-committees (Physical construction/Teachers' selection committee)
2	**Participatory planning, management and monitoring**
a	Meeting with stakeholders
b	Interaction program among teachers, students, parents and College management
c	Generating local resources for College
3	**Teacher and staff management**
a	Teacher selection committee
b	Teacher training/research on the basis of subject area for their professional development by College within its available resources
c	Conduct trainings in accordance with curricular changes
d	Arrange seminars cum workshops to foster teacher responsibility and accountability
e	Conduct teacher performance evaluation
f	Conduct staff performance evaluation based on knowledge of duties and responsibilities of the job
4	**Resource Management**
a	Generate essential resource for the College from local/stakeholders
b	Management & maintain the College's assets
c	Keep a record of the property of the College (mobile/immobile)
d	Conduct income-generation activities

5	**Monitoring**
a	Monitoring facilities (class room condition, library, water)
b	Monitor the arrival & management of students
c	Monitor teacher arrival time and time spent teaching
d	Monitor the execution of activities under the annual plan
e	Monitor the teaching environment based on the following criteria -student-friendly teaching -use of various methods of teaching -appropriate use of punishment -management of the alternate teacher in the absence of main teacher
6	**College Policy and Guidelines**
a	Develop detailed rules and code of conduct through discussion in the meetings of stakeholders
b	Management of penalizing teacher disobeying those rule and code of conduct
c	Frame polices on professional development of teachers
7	**Information Disclosure**
8	**Accountability**
a	The teachers are committed to their jobs
b	The teachers are disciplined
c	Students are dedicated to their learning
d	Students are disciplined

Export Competitiveness, Comparative Advantage and Export Strategy

❑ Dr. Keshav Bhakta Sapkota[1]

Abstract

This paper examines the export competitiveness of Nepalese tea with particular focus on export strategy. While doing so it also discusses about the revealed comparative advantage. Based on field work data the paper describes export competitiveness of Nepalese tea with reference to revealed comparative advantage. Geographically locating between two large countries; China and India, is one of the important opportunities for Nepal to export the quality tea which is comparative advantage to Nepal. There is no doubt that first criterion of choosing commodities for export is the criteria of comparative advantage. Nepal has comparative advantage in certain commodities must of which belong to agriculture sector. However, Nepal's lower position in global competitiveness index shows that Nepal has lower level of productivity in its production. Low level of labor productivity, lack of sufficient and efficient infrastructure, low level of R&D, reluctant on adopting new technology and institutions factors including corruption, regulation along with insecurity are some of the factors which are impeding Nepalese productivity and competitiveness in the world market. Country's policy liberalizes trade market and being a part of several trade agreements, Nepal has access to several foreign markets. But this opportunity of access to the foreign market has brought challenges as well. The challenge is to be competitive in the world market because market is open to other countries as well.

Keywords: **Competitiveness, Productivity, Infrastructure, Innovation.**

1. The Context

Being a part of several bilateral, regional and multilateral trade agreements, Nepal has opened the door for participating in world market. Liberalization has reduced tariff and in some extent non tariff barriers for Nepalese product in foreign markets. Despite these facts, Nepal has not shown encouraging export performance. In this paper, export competitiveness and some major contributing factors for competitiveness, RCA of Nepalese tea and what are the possible strategies for export promotion are comprised and discussed.

2. Productivity and Competitiveness

Becoming a member of trade agreements, a country gets access to the markets. But such agreements do not discriminate other countries as well. For example, being a member of WTO, Nepal benefits from the core WTO principles, the non-discrimination and most-favored nation (MNF) principles. But such benefits are obtained by other trading partners as well. In other word, the same tariff rate and other market access conditions apply to all member trading partners. In this situation, it is logical to say that WTO and others bilateral/regional trade agreements are only the means of opening up the market. The performance in the market largely depends on the competitiveness of the country.

Global competitiveness index is a value which shows the level of competitiveness of any country among the countries of the world. This index helps to rank a country in the hierarchy of competitiveness. The rank and score of Nepal in the global competitive market is shown in table 1.

---

[1] Dr. Sapkota is an associate professor of Economics at Birendra Multiple Campus of Tribhuvan University.

Table 1. Global Competitiveness Index

Country	Institution		R & D Tech. Innovation		Infrastructure		Labour Market Efficiency		Overall GCI 138
	Rank	Score (1-7)	Rank	Score (1-7)	Rank	Score (1-7)	Rank	Score (1-7)	
Nepal	100.0	3.5	126.0	2.6	130.0	2.2	130.0	3.9	98th
India	42.0	4.4	29.0	4.0	68.0	4.0	84.0	4.1	39th
Bangladesh	125.0	3.1	121.0	2.8	114.0	2.8	120.0	3.6	116th
Pakistan	111.0	3.3	75.0	3.3	116.0	3.8	129.0	3.3	122th
Srilanka	57.0	4.1	43.0	37.0	73.0	3.9	128.0	3.4	71th

Note: Values are on a 1- to - 7 scale.

Source: World Economic Forum, Executive Opinion Survey, 2016, Global competitiveness Index 1016-2017 Edition.

According to the world economic Forum(2016) Nepal ranks in 98th position out of the 138 countries .In this regard the Global Competitiveness Index (GCI), Nepal position is behind the India (39th) and Sri Lanka (71th) but Pakistan (122th) and Bangladesh(116th) are behind the Nepal's position. Among the above mention five South Asian countries Nepal is in 3rd position. This position indicates,Nepal is improving their competitiveness index in recent years.

The Global Competitiveness Index report has identified twelve pillars for competitiveness. Based on the level of these pillars, report categorizes countries in to three categories, namely factor driven economy, efficiency driven economy and innovation driven economy. The report has identified Nepal as a factor driven economy. The factor driven economy needs to have well-functioning public and private institutions, well-developed infrastructure, a stable macro-economic framework and a healthy and literate workforce for maintaining and improving its competitiveness (WEF, 2010). This is how competitiveness is important.

Increment in productivity is the source for long run competitiveness. Similarly, investments in education and skills, machinery and equipment, physical and technological infrastructure and innovation (including commercialization) are also contributing factors for improving productivity and competitiveness (Ara and Rahman, 2010). However, there could be a number of factors of contributing competitiveness as well as export strategy. This is the area in which this paper focuses on.

3. Objectives and Methods

Nepal's tea is being popular in international market. The logo of organic tea is one of the important aspects of increase in the demand of Nepal's tea. Still, Nepal has to do a lot to increase the export competitiveness of Nepalese tea in the reference of comparative advantage. The objective of this paper is to examine the export competitiveness of Nepalese tea with particular focus on comparative advantage. In this line the paper also attempts to explore the export strategy.

In order to achieve its objectives it uses the data obtained by the author during the field of PhD. The nature of research was of mixed nature and collected data from both primary and secondary sources. This paper also used both qualitative and quantitative data collected during PhD research.

4. Review on International Trade Competitiveness

"Positive impact of international trade on growth of an economy has been widely advocated on both theoretical (see Grossman & Helpman, 1997, cited from Adhikari, 2010) and empirical (see Keller, 2002, cited from Adhikari, 2010) ground. Proponents of international trade argue that trade liberalization leads to higher income and output for a country through static and dynamic gains. The static gains, a short run increase in income and output rises from reduced costs from economies of scale, efficiency gains from exploiting comparative advantage, reduction in distortion from imperfect competition, and increased product variety. Although there is no concrete evidences of causal link between trade liberalization productivity growth (see Rodriguez and Rodrik, 1999, cited from Adhikari, 2010), the dynamic gain is the long run productivity growth of an economy that is achieved mainly through technological spillover caused by international trade" (Quoted from Adhikari, 2010: 3).

However, there is no consensus regarding impact of trade liberalization on economic growth. Many empirical studies have found that outward-oriented economies have higher growth rate than inward-economies. Export Led Growth postulates that countries growth is enhanced by increased level of export through increase in real output, specialization and increased productivity level, access to advanced level technologies, learning by doing, better management practices and removing foreign exchange constraint (see Giles & Williams, 1999).

Some scholars assert that export as an engine of growth depends on structural characteristics of economies (see Buffie, 1992). Frankel, Romer & Cyrus (1996) for south Asian countries found that large share of growth of Hongkong and Singapore is explained by openness while share of openness is small for Korea, Taiwan and Malaysia. This indicates the country specific openness. Authors further found that trade, instead of openness policy, is responsible for growth in these countries. Contrary to the ELG, Growth Led Export (GLE) argument is supported by Neoclassical trade theory according to which other factors aside from the export are responsible for output growth (Giles & Williams, 1999). According to GLE growth of an economy enhances level of skill and technology that leads to increase export through improved comparative advantage (Kaldor, 1964, Krugman, 1984).

There may be controversy regarding causality between export and growth, there are certain factors which determines the level of export of a country. Productivity and competitiveness are the most common factors that determine level and growth of export of a country. Besides these, Redding & Venables (2003) found that geographical structure, both internal and external, of a country and its supply side capacity determines her export performance (Adhikari, 2010: 6).

5. Some Major Contributing Factors for Competitiveness

There are various ways of assessing competitiveness of economy of any country. World Economic Forum, 2012-13, has comprehensively mentioned 12 different pillars of global competitiveness. Comprising such 12 pillars it has developed Global Competitiveness Index framework to look at the competitiveness of any economy at global level. The pillars mentioned in the report are; institutions, infrastructure, macroeconomic environment, health and primary education, business sophistication, innovation, higher education and training, goods market efficiency, labor market efficiency, financial market development, technological readiness, market size, basic requirements sub-index. However, there are other different approaches of looking competitiveness of agricultural products in which various factors are responsible for increment in competitiveness of agricultural products. Labour productivity, investment on education and skills, physical and technological infrastructure and innovation and institutional development are important factors in competitiveness. These factors are discussed briefly in following ways:

5.1 Labour Productivity

Labour productivity is one of the major components of overall productivity of an economy. Available data show that Nepal's labour productivity defined as GDP per workers is lowest in South Asia and it is almost stagnant in comparison to other South Asian countries. Nepal's labour productivity increased from US$ 544 to US$ 613 from 1995 to 2006 while during the same period it increased from US$ 968 to US$ 1613 for India (World Development Indicator, 2008). The value added per workers in agriculture sector for some South Asian countries with lowest value added per workers for Nepal. Nepal remained in the lowest position for more than two decades (WB, 2005). It is not only the lowest level of value added per worker but Nepal is experiencing slowest growth rate of this variable. APO, 2008 data show that Nepal locked behind for improving labour productivity in comparison to her South Asian counterpart. For the period of 15 years from 1990-2005, Nepal's labour productivity improved by only 23 percent while this improvement was more than sixty percent for India followed by fifty percent of Bangladesh, 47 percent of Sri Lanka and 32 percent of Pakistan (APO, 2008). According to APO 2008, labour productivity in agriculture sector increased by 66 percent in between 1990 - 2005 while, during the same period, it decreased by 79 percent 14 percent in industry and service sector respectively. The possible reason for increasing labour productivity in agriculture sector is that large numbers of unskilled people from Nepal are going to work in foreign countries. This has reduced surplus labour from this sector leading to increase marginal productivity of labour. Decreasing labour productivity in other sectors is due to low level of infrastructure, health, education and institution quality (Pyakuryal, 2009). But it does not mean that other factors such as market efficiency, market size, technological readiness etc. are not important.

5.2 Infrastructure and Transportation

Sufficient and efficient infrastructure is a key element to improve competitiveness and countries ability to produce more goods. Well developed infrastructure reduces cost to connect markets. Quality roads, railroads, ports and air transport enable entrepreneurs to get their goods and services to market in a secure and timely manner. There are several literatures to show infrastructure as a major impediment to trade, competitiveness and sustainable development.

The overall infrastructure situation for attracting investment in Nepal is very dismal. Expensive and irregular electricity, small and low quality road network, expensive and deficient transportation and relatively less coverage and poor quality of telecommunication indicate lower position of Nepal in infrastructure stock when compared with its neighboring countries. Infrastructure quality score of South Asian countries reveals that Nepal, in fact, has the poorest infrastructure in comparison to other South Asian neighboring countries. Highest possible score is seven out of which Nepal secures only 1.9. Bangladesh immediately follows with a score of 2.3. Nepal's position with this score is 119 out of 125 countries in the world.[2]

In Nepal, not only the quality of infrastructure but also the expenditure for infrastructure is very low. Nepal spends less than one percent of total GDP on infrastructure against 4.8 percent of India (RIS, 2008), study report shows that Nepal needs to invest US$ 3.44 billion (12.22 percent of GDP) for the period of 2008. 2012 in order to achieve eight percent growth rate.

Nepal lags behind in comparison to other South Asian neighbors not only in overall infrastructure but also in each individual infrastructure components, namely road, electricity and telephone. Out of 134 countries, Nepal's position was both in electricity, 125th in road and 113th in telephone.

The poor quality of road infrastructure of Nepal is reflected in higher cost of export and import. According to Doing Business Report 2010 (The World Bank, 2010), the costs to export and import a container are much higher than Bangladesh, India and Pakistan. In 2009, the cost to export a container from Nepal were estimated at US$ 1764, of which majority of the costs were on account of transportation. In comparison, the costs to export a container were US$ 970, US$ 945 and US$ 611 for Bangladesh, India and Pakistan respectively. Similarly, the costs to import a container to Nepal were estimated at US$ 1900, compared to US$ 1375, US$ 960 and US$ 680 for Bangladesh, India and Pakistan respectively.

5.3 Research and Development, Technology and Innovation

Economic theory and empirical finding have suggested that technological change is an important determinant of long run productivity growth. Advancement in technology is dependent on innovation and innovation is the outcome of Research and Development (R&D). Research and Development is defined as the effort of scientists, engineers, entrepreneurs or inventor's effort to develop new knowledge that helps to do the things in better ways (CBO, 2005). The rank and score of Nepal and some other countries is shown in table 2.

Table 2. Rank and score of various countries including Nepal in innovative capability

Indicators	Nepal		India		Bangladesh		Srilanka		Pakistan		China	
	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
Pillar: Innovation	126	2.6	29	4.0	121	2.8	43	3.7	75	3.3	30	4.0
Capacity for innovation	128	3.3	39	4.6	113	3.7	56	4.3	95	3.8	45	4.4
Quality of scientific research institution	132	2.4	36	4.6	120	2.9	55	4.1	87	3.6	40	4.5
Company spending on R & I	129	2.5	28	4.3	118	2.7	40	3.8	67	3.3	25	4.4
University-industry collaboration in R & D	131	2.6	24	4.5	132	2.5	51	3.6	68	3.4	30	4.3
Government procurement of advanced tech. product	113	2.7	7	4.5	117	2.7	38	3.7	33	3.7	10	4.4
Availability of scientists and engineers	106	3.5	36	4.6	72	3.9	32	4.7	66	4	3	4.7
PCT patent applications/ million pop.	118	0.0	64	1.6	113	0.0	73	0.8	111	0.0	33	15.2

Note: values are on a 1- to - 7 scale and out of 138 country ranking .

Source: World EconomicForum, Executive Opinion Survey, 2016, Global competitiveness Index 1016-2017 Edition.

We can also draw a conclusion from the above discussion that Nepal's position in R & D, Technology and Innovation are lagging behind in comparison to other South Asian neighbors resulting the low competitiveness of Nepalese product in comparison to foreign product in international market.

[2] http://siteresources, worldbank.org/INTEXPCOMNET/Resource/2.01 overall Infrastructure Quality.pdf.

5.4 Institution

Institutions play vital role for enhancing productivity, profitability and for making overall business environment more competitive. The quality of institutions has a strong bearing on competitiveness and growth (WEF, 2010). The term institution for an economy is not related with government's rules and regulation only but also with systemized excessive bureaucracy and red tap, overregulation, corruption, dishonesty, lack of transparency, political dependence of the judicial system etc, which increase the economic cost to business significantly and bring down the competitiveness (WEF, 2010). Still institution is important in enhancing competitiveness of any production.

ADB, DFID, ILO (2009) found that institution along with infrastructure as binding constraint for growth. According to WEF (2010), Nepal has lowest position in comparison to other South Asian countries in the ranking for quality of institutions. Out of 133 countries, Nepal ranks in 123rd position with score 3.07. Among the South Asian countries, India has bet institution for competitiveness (rank 54) followed by Sri Lanka (rank 73), Pakistan (rank 104) and Bangladesh (rank 122). The ease of doing business database 2010 shows, on average, 7 procedures are involved in starting a business in Nepal. This compares favorably relative to other benchmark countries. On average, it takes about 31 days to clear these procedures in Nepal, which is very high in comparison to Sri Lanka (4 days), Pakistan (20 days) but it is comparable with India (30 days) (The World Bank, 2010). However, the cost of even these relatively few procedures is extremely high in Nepal. Perhaps most visible difference in ease of doing business between Nepal and other South Asian countries is in trading across borders. Total documents required are more or less same but number of days to export in comparison to Sri Lanka (8 days), Pakistan (22) and India (17). But now the rank and score of Nepal has been changed (table 2). It is obvious that difficult and costly in starting business and difficult in export makes Nepalese exporters less competitive in international market.

Nepal's position, among South Asian countries, is worst in three out of nine indicators. These indicators are as follows: (i) Ease of doing business (ii) Starting a business (iii) Dealing with construction permit (iv) Employing worker (v) Getting credit (vi) Protecting investors (vii) Paying tax (viii) Trading across boarder (ix) Enforcing contract (x) Closing business (The World Bank, 2010). Report shows that, three indicators for Nepal are, which are dealing with construction permit, employing worker and trading across boarder. Similarly, Nepal's ranking is in two digit numbers only in two indicators, namely starting business and protecting investors. It means Nepal has very poor business doing environment for being competitive in the world market. ETI- 2010 report has put Nepal in 118th position which is lowest among the South Asian countries reported in the report. Nepal's position is worst not only in the overall ranking but also in five out of ten components of ETI, namely domestic market access, efficiency of custom administration, efficiency of import export procedure, availability and use of information and communication technology and regulatory environment. Nepal's position is second from last in other three components, namely transport, transparency and physical security. Most impressive indicator for Nepal is access to foreign market. Nepal has highest position for this indicator not only in South Asia but also in the whole world except Madagascar (WEF, 2010b). However, the rank may not prevail the same always.

6. Revealed Comparative Advantage (RCA) of Nepalese Tea

The required data for calculating RCA of tea have been obtained from data library of International Trade Centre (ITC) of UNCTAD and WTO. Data covers the period of 2003 to 2008. RCA of Nepalese tea for this period is shown in following table 3.

Table 3. Revealed Comparative Advantage (RCA) of Nepalese Tea for the year 2003 - 2008

Year	RCA Value
2003	19.62
2004	21.81
2005	29.55
2006	35.48
2007	55.09
2008	50.97

Source: Calculated from ITC database.

Table 3 provides the RCA of Nepalese tea which has comparative advantage over the period 2003-2008. It is found that increasing comparative advantage over the year except 2008. But figure for 2008 is also not more less than the previous year. Given value of RCA in table 3 for Nepalese tea is more than unity for each year. It indicates that Nepalese tea has comparative advantage. So, Nepalese tea is competitive, based on RCA, in export market.

7. Possible Export Strategy for Nepal

Access to the foreign market is not a problem for Nepal. As mentioned earlier, Enabling Trade Index (ETI) report ranks Nepal in the second position for the category of "access to foreign market" (WEF, 2010b). Nepal is situated in between two giant countries India and China which are large in both population and economy size. The whole world is being attracted towards influencing Indian and Chinese market. In this situation, Nepal's export strategy should be penetrated in to these two market. China is attractive export destination for Nepalese product due to huge population and common border. Although Nepal has less than expected export to China it has formal trade relationship with China and recently China has provided duty free access to about four hundred products of Nepal. These are positive sides towards expanding Nepal's export to China. But the difficult road link to China and low level of competitiveness of Nepalese product in Chinese market is a serious problem. According to Shrestha (2008), "Nepalese products are not competitive in price and quality with the Chinese products. We do not have the capacity to produce qualitative and quantitative products to satisfy the needs of the Chinese market. … Nepal's quality and standard certificate is not accepted by the Chinese authorities too, this is also creating a problem for exporters." In this context of difficult transportation facility and low level of competitiveness, Nepal's export to China should be concentrated on meeting the demand of Tibet. Exporting green vegetable and herbs are the viable option.

Uttar Pradesh, Bihar, Sikkim, West Bengal, UttaraKhanda are adjacent states of India to Nepal. Uttar Pradesh is most populated while Bihar is third most populated state. Similarly, these two states have very similar culture and tradition with southern part of Nepal. It means Nepal has huge market adjacent to its boarder. If it is assumed that production cost is equal in India and Nepal, it can be quite cheaper for people of these states to buy Nepalese products instead of buying products produced in any other parts of India.

Nepal has trade treaty with India. The latest agreement made on October, 2009 has provided duty free access to Nepalese products in Indian markets. The article IV of the agreement provides preferential treatment of the sixteen product group mainly from agriculture, floriculture, horticulture and forest produce. The agreement exempts custom duty and denies quantitative restriction for these commodities.

Above mentioned situation shows the bright picture for Nepalese exporter. But Nepal's export to India has not increased even if Nepalese exporters are enjoying similar facilities from India since long ago. So it is imperative to find the causes behind this. There may be the following causes:

(i) India is capable for producing most of the agricultural commodities in lower cost than Nepal. India provides subsidies in agriculture. Lack of subsidies makes Nepalese agricultural products more expensive than similar Indian products (Adhikari, 2008).

(ii) There is huge informal trade between Nepal and India. It is estimated that informal trade from Nepal to India is about USD157 million and that from India to Nepal is about USD 180 million (Karmecharya, N.A.). Major commodities that are exported from India to Nepal are agricultural commodities. The possible reason for such a huge informal export from India to Nepal is the policies assisting Indian farmers providing cost advantages (ibid) and inadequacies and inefficiencies of formal trade channel (Taneja and Pohit, 2001). On the other hand, informal export from Nepal to India is third countries products.

(iii) Non-tariff barriers is another problem which include (a) delay in laboratory testing (b) quarantine restrictions for agricultural exports (c) imposition of additional duty (d) canalization of imports from Nepal. Although new Nepal India Treaty 2009 has made some significant change to address these issues by stating to simplify the procedures at quarantine check posts at the customs offices, to recognize quality certification issued by Nepali labs, to facilitate cross border flow of trade through simplification, standardization and harmonization of customs and trade-related procedures, to reduce or eliminate non-tariff, para-tariff and other barriers, to recognize sanitary and phyto-sanitary certificates on the basis of reciprocity etc. But all these commitments are not bound and have not been realized yet due to several factors.

According to ITC dataset, some of the commodities in which Nepal has comparative advantage and India has negative net trade are animal or vegetable fats or oil, flat-rolled products of iron, wire of iron or non-alloy steel and pasta Nepal can take huge benefit if producers are concentrated to export vegetable ghee, cardamom, G.I. pipe and noodles to India. There are some other commodities in which Nepal has high potential to expand its export to India. Some of the products are tea and ginger. But tea and ginger have positive net export to India. It means these commodities are exported to other countries via India. If Nepal can find final destination for ginger and tea itself then export earning could be higher than current earnings.

8. Conclusion

In the context of being number one in the ranking of access to foreign market, sole responsibility of Nepalese government and private sectors are to be competitive in the world market via increasing productivity. Nepal's lower position in global competitiveness index shows that Nepal has lower level of productivity in its production. Low level of labor productivity, lack of sufficient and efficient infrastructure, low level of R&D, reluctant on adopting new technology and institutions factors including corruption, regulation along with insecurity are some of the factors which are impeding Nepalese productivity and competitiveness in the world market. It is felt that there are more trading houses rather than production units in the country. Then, in order to show good performance in export, it is necessary to overcome this problem along with producing these commodities, which have comparative advantages in the world market.

Nepalese commodities have to compete with product from other countries. It means Nepal should be competitive in terms of price and quality in the basket of goods in exports. But this study found that Nepal's productivity and competitiveness is below the level of other neighboring countries. However, the RCA of Nepalese tea has comparative advantage over the period 2003-2008. RCA value of tea was 19.62 for the year 2003 and it has increased by 50.97 for the year 2008. This increase in RCA is due to membership of WTO. According to RCA method if the RCA value is more than unity of any commodity that is called comparative advantage goods. So it indicates that Nepalese tea has comparative advantage in export market.

Country's policy liberalizes trade market and being a part of several trade agreements, Nepal has access to several foreign markets. But this opportunity of access to the foreign market has brought challenges as well. The challenge is to be competitive in the world market because market is open to other countries as well. For example, Nepal's duty free access to Chinese market is an opportunity. But China has provided such duty free access to other twenty six countries of Africa as well. In this situation, Nepal should be wise to choose right commodity and right destination.

There is no doubt that first criterion of choosing commodities for export is the criteria of comparative advantage. Nepal has comparative advantage in certain commodities must of which belong to agriculture sector. Some of the major commodities are ginger, tea and cardamom. Nepal Trade Integration Strategy 2010 has also identified these commodities as Nepal's major exportable commodities.

Nepal’s geographical location between China and India is an opportunity for Nepal. These two countries have larger markets for tea. Nepal can grasp this market opportunity if Nepal adopts proper policy regarding tea so that Nepal need not struggle for finding market in other part of the world. Nepal's trade has already been concentrated with India and there is huge trade deficit with India. China is still underutilized market for Nepal. In the current situation, however, there is no possibility to expand export to China due to difficult transport facility. So it is a kind of compulsion for Nepal to take care Indian market. Nepal should concentrate to export those commodities in India based on the demand for these commodities. Data show that there are some commodities for which India has negative net trade and export potential for Nepal.

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A Study of Investors' Attitude Towards Stock Market in Nepal

❑ Dr. Guna Raj Chhetri
Lecturer of Finance, MBA, M.Phil., Ph.D.
Balkumari College, Chitwan, Nepal.

Abstract

This research study was conducted to analyze the views of shareholders towards in capital Market of Nepal. The data thus obtained from questionnaire are analyzed with the help of different tabular presentations along with their weighted average and percentage analysis. As far as this study is concerned, most of the respondents responded that the new technique of awareness program will make the investment ratio high and most of them replied moderately about the return they are getting presently in comparison to their expectation. Majority of the respondents were agreed that the level was high that the Nepalese investors are influenced by whim and rumors or the whim and rumors was found highly responsible in investing decision of Nepalese investors. Finally, the investors should always be aware of their investments. They should read each and every available information before making their investment.

Keywords: **Stock market, Investing decision, Trading activities, Share Brokers.**

Introduction

The capital market creates opportunity for maximum number of people to get benefit from return obtained by directing the economy towards productive sector by mobilizing the long term capital so the capital market is such powerful mechanism which gives opportunity to the investors to invest their saving in ordinary shares, debenture and government securities. Capital market in a country depends on high moral character and accountable behavior of institutions such as the government, central bank, stock exchange. Security board, organized institutions for accumulating capital from the market, mediators in the form of manager for issuing securities, creator of market, manager for investment , security dealers, such as brokers and investors in the form of government bond holders, ordinary share holders, preference share holders and debenture holders and ordinary mutual fund holder.

Review of Literature

There is lot work has been done so far in this regard. Now we have overview some of researcher works in this section of the paper as review literature. With the reference of research topic, some of studies are being done in which all the variables includes Risk attitude factors i.e; Risk Aversion, Risk Tolerance, Risk are taken into consideration to define the impact of those variables on stock market.

Amos Tversky; Daniel Kahneman (1974) defines in their research "Judgment under Uncertainty: Heuristics and Biases? that Heuristics that are important features of the individual decision-making process which may be considered to include thought representativeness and availability. They founded that there is anchoring bias in the decision-making process which arises due to factors such as overconfidence, loss aversion, status quo bias, mental accounting, framing and so on. Investors in the process of assessing the risks and returns are influenced by this anchor effect.

Levin, Synder and chapman (1975) were concerned with the differences between men and women in accepting the risks of financial investments, they focused on a group of 110 students using a questionnaire regarding lotteries to check the more risk aversive according to gender differentiation. the results indicating that women are more risk aversive than men.

Jaimie Sung and Hannna (1996) analyzed the risk tolerance corresponding to four ethnic groups: Caucasian, Hispanic, Black and others. Given the substantial differences among risk tolerance capacities of these groups (the Caucasians have the highest risk tolerance and the Blacks the lowest) we may assert that this factor has a direct impact on the way investors accept and perceive the risk attached to financial investments. Education also has a direct influence on risk tolerance, as several studies prove a direct link between higher education and the acceptance of higher risk related to investments. The analysis was conducted on four education levels: primary school, high school, college and postgraduate studies. The results demonstrate an intense and direct impact on accepting financial risk: the higher the subject's education, the higher his tolerance to risk.

An All India Survey titled (1998) "Household Investors" Problems, Needs and Attitudes conducted by The Society of Capital Market Research and Development revealed the fact that majority of the retail investors lost confidence in various agencies like SEBI, credit rating agencies etc, A cross section analysis showed that 79 per cent of investors had low confidence or no confidence in company management, 55 per cent in SEBI, 64 per cent in auditors and 78 per cent in share brokers. The study noticed a significant shift of investors from equity shares to high quality of domestic financial instruments. However, bonds were still far behind shares in terms of market penetration. An important note was that a majority of retail investors were not influenced by credit rating and also expressed their confidence in these agencies.

V.K. Somasundaram (1999) in his research work titled "A Study on the Savings and Investment Pattern of Salaried Class in Coimbatore District" made an attempt to analyze the savings and investment pattern of salaried class investors. An in-depth analysis is done to identify the level of awareness, attitude, factors which influence the investors to save and invest, average savings of investors, pattern of savings, conversion of savings into investments, investment preference etc. Questions like why people save and what make them not to invest are also analyzed and interpreted. In this study, the researcher has identified the problems faced by the savers and investors along with their expectations. The pending problems could be solved by taking necessary steps in the right direction. Hence appropriate recommendations have been made to make the investment climate more congenial and attractive to the investing community.

Investment decisions are taken within the framework provide by a complex of financial institutions and intermediaries, which together comprise the capital market. Capital market efficiency can be understood from various perspectives namely: allocation, operational, and informational efficiency (Gitman, 2006). The primary market is concerned with the new securities which are offered to investors for the first time. This market is used by the companies and the governments to raise funds for different purposes. The primary markets are also called the New Issue Market (NIM). Initial public offerings, right offerings, private placement, privileged offerings etc. are primary market activities (Manandhar, 2007).

Arul Stephan and Dr.V.Darling Selvi (2009) in their article entitled "Investment Avenues for Senior Citizens" stated that it is necessary on the part of the elders to find a definite source of income for themselves. The senior citizens have various alternative avenues of investments for their savings in accordance to their preference. A definite idea about investment will provide senior citizens a steady income which helps them in the phase of rising cost in future. Hence, it is the need of the hour for the elders to think and act wisely in their investment decision. As all the investments are not equally good, awareness of various schemes and the privileges of the aged will help them to select the best suitable investment avenue.

P. Neelakantan et.al (2011) in their article entitled "Impact of Risk analysis in selection of investment avenues- A study on Debt Market Investors" suggested that investment in Debt Market instruments as become an imperative choice of the investors with the objectives of return optimization. Uncertainty of expected returns is a vital part of the investment option in debt market. Variations in the anticipated returns and actual returns lead to the possible consequences of the decision related to selection of debt market investment vehicle. Risks in debt market instruments are poised of the demands that bring variations in the return of income. Market price and interests play a significant role on the risk associated with the debt markets which are being influenced by the various internal and external considerations. Uncontrollable external risks have a greater impact of the volatility of returns on the investment vehicles and they are of systematic in nature.

Capital market means anybody of individuals, whether incorporated or not constituted for the purpose of regulating of controlling the business of buying and selling or dealing securities (Bhalla, 2012). The growing importance of the stock markets in the developing countries has opened up many avenues for research in the relationship between financial development and economic growth, with focus of developmental roles of stock markets. Evidences show that financial development of a nation overwhelmingly affects its economic growth (K. C., 2012).

Jothilingam et al. (2013) carried out examination available literature on the investors' attitude towards investment avenues. This based on primary data and secondary data. It proposed that woman investors should enthusiastic to make investment in avenues other than gold, like mutual funds, shares and securities, currency. Conclude that investors favoured less risky investment avenues like gold, mutual funds and bank deposits. This could probably sense of their leaning to avoid high risks.

Dakshayani (2014) examined that the perceptions towards equity and other alternative investment avenues in Anand Rathi in Bijapur city of Karnataka. This will depended upon the investor's perception. However, it believed investors differ around because of different factors like age, income, experience of investing, investment goals and personal social needs. Suggested that generally those investors, who invested in equity, are for in my opinion follow the stock market often and investors 'different investment alternatives banned deposits, gold and silver, real estate and insurance.

Thulasipriya (2015) conducted investment performance of government employees based on ANOVA Test, t-test and Freidman's Ranking Analysis her research. She found that employees who educated, salaried and independent preferred investment that tax benefit, security and safety, high return, liquidity and so on but as the government employee prefer to invest their money in private chits, private deposit and equity shares. Finally, the researcher concluded that investing in private chit is highly risky.

Awais et al. (2016) explored that the factors which influence the decision-making process of investors. According to their research, the decisions of the investors depend upon the degree of the risk factors. Finally, they found that the increased level of knowledge about financial information and the increased ability of analyzing that information, investor could improve the capacity jump into risky investments for earning high returns by managing investment efficiently.

Shukla (2016) attempted this research paper, about investor's preference towards investment avenues and the study focused on the salaried person only. The author concluded that majority of the respondents invested their money based on education background and they invested in purchasing home and long-term investment. Respondents have the criteria of investment as safety and low risk.

Research Questions

There are many problem has been faced by the investors related with stock market in Nepal. This study relates on the following problems:

i. How can we improve the stock market of Nepal?
ii. What factor plays the major role in investing decision?
iii. What is the level of investors' confidence towards the stock market in Nepal?

Objectives of Study

The main objectives of this study are as follows:

1. To study the improvement of stock market of Nepal.
2. To examine the factor on investing decision.
3. To evaluate the investors' confidence level towards stock market in Nepal.

Limitation of the Study

This study has limited scope as only some samples of the regulating authorities market intermediaries, listing companies, legal experts and individual investors will be taken for the study. The limitation of the study is as follows:

1. The study is totally focused on the stock market of Nepal.
2. The study is based on primary data.
3. Information and data are collected through questionnaire.
4. Results are depending upon the respondents' answer.

In spite of all the above mentioned limitations and availability of data the research will try very best to outline the objectives to the fullest.

Research Method

The data for the study is collected with the help of schedule questionnaire and discussion with respondents. Primary data was collected through questionnaire survey of shareholders during the January, February and March of 2017. Respondents were selected particularly from the broker office in Chitwan district. Judgmental cum random sampling was applied in selecting the sample respondents. Due attention was paid in selection of respondents who were literate and could understand the purposes of the study, understand the questions and ways of responding the questions, judiciously, altogether 60 respondents were selected. Out of 60, only 50 questionnaires were found with complete responses. To attain above mention objectives on the basis of primary data collected from questionnaires and informal discussion with investors. The statistical tools are used as required by the study. Methods of analysis are applied as simple as possible. Results are presented in tabular form and clear interpretations on it are given simultaneously. To attain the mentioned objectives, the statistical and financial tools are used as required by the study to analyze the primary data. Regarding the primary data, collected from respondents are also analyzed with the help of their weight and percentage analysis.

Survey Results

Here the data are analyzed as per the questionnaires filled up by the respondents. We analyze the data according to the question and their responds are described in the findings of each question.

Ways to improve the Stock Market

The question was asked with respondents to know their viewpoint regarding the best way that could be adopted to develop the Nepalese stock market.

The choices given to them were:

1. Make Trading Activities Transparent
2. Provide Information to Investors
3. Increase No. of Brokers

And they were asked to rate the most important ones as 1 and so on...

Table No. 1
Ways to improve the Stock Market

Alternatives	Weight	Trading Activities Transparent	Provide Information to Investors	Increase number of Brokers
1st most preferred	3	32	18	0
2nd most preferred	2	18	32	0
3rd most preferred	1	0	0	50
Score		132	118	50

Source: Sample Survey 2073

After analysis, we found that 44% weight was given by the respondents to making trading activities transparent and 39% weight was given to providing information to investors. And only 17% weight was given to increase no. of Brokers.

Factors play the major role in investing decision

Which of the following factors play major role in investing decision? The question was asked with three alternatives of

1. Company's image and performance
2. Role of market intermediaries
3. Timely discloser of information

And the response we get from the survey is given as follows:

Table No. 2
Factors play the major role in investing decision

Alternatives	Weight	Image and Performance	Intermediaries	Timely Information
1st most preferred	3	30	0	20
2nd most preferred	2	12	16	22
3rd most preferred	1	8	34	8
Score		122	66	112

Source: Sample Survey 2073

Here we can see that the highest percentage of the total respondents' 41% weight was given to the company's image and its performance. Likewise, out of the total respondents 37%, weight was given to the timely discloser of information.

And only 22% weight of the total respondents was given to the market intermediaries.

Reasons for the early stage of development of stock market in Nepal

The question was asked with respondents to know their viewpoint regarding the reasons for the early stage of development of stock market. The possible choices given to them were:

1. Excessively speculative behavior of the investors
2. Lack of knowledge about securities market among the mass
3. The regulations, Acts and guidelines are insufficient and the response we get from the survey is given as follows:

Table No. 3
Reasons for the early stage of development of stock market in Nepal

Alternatives	Weight	Speculative Behavior	Lack of Knowledge	Insufficient Regulations, Acts
1st most preferred	3	7	16	27
2nd most preferred	2	18	22	10
3rd most preferred	1	25	12	13
Score		82	104	114

Source: Sample Survey 2073

From this survey it was found that the reasons for the early stage of development of the Nepalese stock market were the insufficient Regulations, Acts and Guidelines as out of total 38% weight was given to it. And the weight of 27% of the total respondents thought that the reason was excessively speculative behavior of investors.

Factors that can support the Growth of Stock Market

The question asked to the respondents was about the important factors to make the growth of stock market. Again the possible choices provided to them were:

1. Establish other stock exchange outside the valley.
2. Use computer based, paperless work
3. Qualifications and experiences of relating staffs

And the response we get from the survey is given as follows:

Table No. 4
Factors that can support the Growth of Stock Market

Alternatives	Weight	Establish another Stock Exchange outside the valley	Use of computer based, paperless work	Qualifications and experiences of relating staffs
1st most preferred	3	18	20	12
2nd most preferred	2	27	20	3
3rd most preferred	1	5	10	35
Score		113	110	77

Source: Sample Survey 2073

Out of the total 50 respondents, 25% weight was given to the qualification and experience of the related staff that can aid the growth of stock market and 37% weight was given by the respondents, computer based paperless work aid the growth of the stock market. But most of the respondents said that establishment of another stock Exchange outside the valley can aid the growth of stock market as 38% weight was given to it.

Technique of awareness program will increase the investing ratio

The questions asked to the respondents were about technique of awareness program will increase the investing ratio and we get the following answer:

Table No. 5
Technique of awareness Program that will Increase the Investing Ratio

Level	Frequency	Percentage
Very High	7	14
High	30	60
Moderate	9	18
Low	4	8
Very Low	0	0
Total	50	100

Source: Sample Survey 2073

When the question was asked with respondents the most of 60% of the respondent replied that it will be high and the least of 8% said that it will be low. Whereas 18% of the respondent said that it will affect moderately.

Level of Return Getting in Comparison to Expectation

The questions asked to the respondents were about level of return getting in comparison to expectation and we get the following answer:

Table No. 6
Level of Return Getting in Comparison to Expectation

Level	Frequency	Percentage
Very High	5	10
High	8	16
Moderate	31	62
Low	6	12
Very Low	0	0
Total	50	100

Source: Sample Survey 2073

Here most of 62% of the respondents said that the return they are getting was moderate in comparison to their expectation. And 12% were replied that they are getting low.

Level of Honest Activities

The questions asked to the respondents were about level of honest activities and we get the following answer:

Table No. 7
Level of Honest Activities

Level	Frequency	Percentage
Very High	25	50
High	10	20
Moderate	12	24
Low	3	6
Total	50	100

Source: Sample Survey 2073

The majority of the respondents 50% said that the level was very high. And 24% said that it was moderate. And only 6% of the respondents said that it was low but no one replied that it was very low.

Level of Nepalese Investors are Influenced by Whim and Rumors

The questions asked to the respondents were about level of Nepalese investors are influenced by whim and rumors and we get the following answer:

Table No. 8
Level of Nepalese Investors are Influenced by Whim and Rumors

Level	Frequency	Percentage
Very High	20	40
High	15	30
Moderate	8	16
Low	7	14
Very Low	0	0
Total	50	100

Source: Sample Survey 2073

Here for the mentioned question out of the total respondents, majority of the respondents said that investors were influenced to the very high extent. And 14% of the respondents said that it was low.

Companies are bearing their Responsibility Towards their Shareholders

The questions asked to the respondents were about companies are bearing their responsibility towards their shareholders and we get the following answer:

Table No. 9
Companies are bearing their Responsibility towards their Shareholders

Level	Frequency	Percentage
Very High	5	10
High	7	14
Moderate	12	24
Low	20	40
Very Low	6	12
Total	**50**	**100**

Source: Sample Survey 2073

For the given statement that what do you think that companies are bearing their responsibility towards their shareholders. Here out of the total respondents, 40% said it was low and 24% said that it was moderate and 10% said it was very high.

Level of Investors' Confidence towards the Nepalese Capital Market

The questions asked to the respondents were about level of investors' confidence towards the Nepalese capital market and we get the following answer:

Table No. 10
Level of Investors' Confidence towards the Nepalese Capital Market

Level	Frequency	Percentage
Very High	2	4
High	5	10
Moderate	15	30
Low	21	42
Very Low	7	14
Total	**50**	**100**

Source: Sample Survey 2073

For the mentioned question only 4% respondents said that the level of investors' confidence towards the Nepalese capital market was very high. Whereas 42% respondents said it was low and 14% said that it was very low. It means that Nepalese investors are not very much familiar with Nepalese capital market.

Conclusion

This study uses the questionnaire approach to test the attitudes and returns expectations of investors of particular Nepalese stock market. Respondents clearly replied that the transparent trading activity is the most important policies that can be adopted to improve Nepalese stock market. Similarly, the most important factor that plays a major role in making an investing decision is the company's image and its performance. Nepalese investors are very much influenced by whim and rumor. It indicates that most of investors were invest their money with whim and rumor instead of deep study of company and their future trend. Investors have not high level of confidence in the return of investment and some of limit investors are getting high return in their investment in the comparison to their expectations.

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Comparison of the Coordinative Abilities Between Female Football Players of Jhapa and Tehrathum Districts

❑ Dr. Shyam Prasad Sedai
Lecturer (M.Ed., M.Phil., Ph.D.)
Department of Health and Physical Education
Balkumari College

Abstract

Purpose of the study was to compare the coordinative abilities between female football players of Jhapa and Tehrathum. Sixty (60) female players were selected for the present study who had participated in Madan Mela Football Tournament held at Atharai, Shankranti Bazar Tehrathum 2013. From sixty (60) subjects, thirty (30) subjects were female football players of Jhapa (15 each from Urlabari Football Club and Birtamood Football Club) and remaining thirty (30) subjects were female football players of Tehrathum (15 each from Hatrung Jharana Football Club, Isibu and Singhabahini Football Club Samdu) were selected as subjects having the age ranging from 18 to 25 years. The variables selected for study were reaction ability, orientation ability, differentiation ability, and rhythmic ability .To compare the coordinative abilities between female football players of Jhapa and Tehrathum,'t' test was used. The level of significance was set at 0.05 levels. The result showed significant difference in case of reaction ability, orientation ability, differentiation ability, and rhythmic ability when compared between female football players of Jhapa and Tehrathum.

Keywords: **Coordinative Abilities, Reaction Ability, Orientation Ability, Differentiation Ability, and Rhythmic Ability.**

Introduction

"Coordinative abilities are relatively stabilized and generalized pattern of motor control and regulation process. These enable the sportsman to do a series of movements with better quality and effect" (Singh Hardayal)

The world of training methodology has crossed many milestones as a result of different types of research in general and their application to sports development in particular. In the modern scientific age, athletes are being trained by highly sophisticated means for better achievement in their concerned sports. They are being exposed to the exercises and training methods which have proven beneficial for achieving higher standards. Much progress has been made in the recent years in the acquisition of knowledge about training means and techniques of sports skills. In sport training specialized exercises are being prescribed for the fullest and optimum development for a particular game (Patel, 1980)

The world of games and sports is ever expanding with intensity and of competition and enhancing scientific studies of human movements. Sports are dynamic in nature and progressive. It is not confined to "what has been" but its target is to fix new targets. (Ervin, 1967)

Materials and Methods

Purpose of the study was to compare the coordinative abilities between female football players of Jhapa and Tehrathum. Sixty (60) female players were selected for the present study who had participated in Madan Mela Football Tournament held at Atharai, Shankranti Bazar, Tehrathum 2013.From Jhapa 15 (each from Urlabari Football Club and Birtamood Football Club) and remaining thirty (30) subjects were female football players of Tehrathum (15 each from Hatrung Jharana Football Club, Isibu and Singhabahini Football Club , Samdu) were selected as subjects having the age ranging from 18 to 25 years.

Variable Selected Were

1. Reaction Ability - Reaction Ability was the distance measured in centimeters form the top of the planks to the point where the subjects topped the ball. Only two trials were given and the best one was recorded as the score.
2. Orientation Ability - Orientation ability was noted in seconds. Two trials were given to each subject and the best was noted in second. Two trials were given to each subject and the best one was recorded as the score.
3. Differentiation Ability- Differentiation ability was judged through 1Kg Medicine ball touching the mat – 1 point,1Kg Medicine ball touching the circle line – 2 points,1Kg Medicine ball touching inside the circle – 3 points,1Kg Medicine ball touching the 2 kg. Medicine ball – 4 points.
4. Rhythmic Ability-Rhythmic ability was scored as the difference between the timing of the first and second attempts was taken as the score.

Statistical Analysis

To Compare the coordinative abilities female football players of Jhapa and Tehrathum 't' test was used. The level of significance was set at 0.05 levels.

Results and Discussion

Statistical findings in regards to the comparison of coordinative abilities between female football players of Jhapa and Tehrathum has been presented from table no. 1 to 4 Further the graphical representation has been also presented in figure no. 1

Table 1

Mean Comparison of Reaction Ability between Female Football Players of Jhapa and Tehrathum

	Jhapa	Tehrathum	"t" Ration
Mean	93.4667	97.7667	2.706*
SD	7.16665	4.77554	

Significant t 0.05 (58) = 2.000

It is evident from the table no.1 that significant differences was found in Reaction Ability **between** female football players of Jhapa and Tehrathum **as** the calculated 't' value **2.706** was greater than tabulated 't' value 2.000 at 0.05 level

Table 2

Mean Comparison of Orientation Ability between Female Football Players of Jhapa and Tehrathum

	Jhapa	Tehrathum	"t" Ration
Mean	7.8563	8.2567	2.602*
SD	0.74504	0.42805	

Significant t 0.05 (58) = 2.000

The table no.2 reveals that significant differences was found in Orientation Ability **between** female football players of Jhapa and Tehrathum as the calculated value of 't'= **2.602** was greater than the tabulated $t_{.05}$ (58) = 2.000 required to be significant

Table 3

Mean Comparison of Differentiation Ability between Female Football Players of Jhapa and Tehrathum

	Jhapa	Tehrathum	"t" Ration
Mean	10	11.2	2.33
SD	2.33415	1.95466	

Significant t 0.05 (58) = 2.000

It is apparent from the table no.3 that there is a significant difference on Differentiation Ability **between** female football players of Jhapa and Tehrathum as the calculated value of 't'= **2.330** was greater than the tabulated value $t_{.05}$ (58) = 2.000 required to be significant.

Table 4
Mean Comparison of Rhythmic Ability between Female Football Players of Jhapa and Tehrathum

	Jhapa	**Tehrathum**	**"t" Ration**
Mean	1.4807	1.6397	3.620*
SD	0.23146	0.08942	

Significant t 0.05 (58) = 2000

The table no.4 reveals that significant differences was found in Rhythmic Ability **between** female football players of Jhapa and Tehrathum as the calculated value of 't'=**3.602** was greater than the tabulated $t_{.05}$ (58) = 2.000.

Conclusion

The findings of the study revealed that there were statistically significant difference found on Reaction Ability, Orientation Ability, Differentiation Ability, and Rhythmic Ability between Female Football Players of Jhapa and Tehrathum therefore the female football players of Tehrathum have more Reaction Ability, Orientation Ability, Differentiation Ability, and Rhythmic Ability as compare to Female Football Players of Jhapa.

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Enumeration of Wild Flora of Balkumari College

❑ Dr. Manoj Kumar Das
Birendra Multiple Campus

Abstract

The present paper deals with the study of wild flora of Balkumari College in various seasons. The college area has many wild flora which are continuously disturbed by anthropogenic activities. 52 wild flora were reported from the college area Among the studied weed species *Imperata cylindrica, Oxalis corniculata* and *Cyperus* spp. were dominated over all wild species in this college.

Keywords: **Asteraceae, Wild Flora, Chitwan, Herbs, Shrubs, Climbers, Balkumari College**

Introduction

Balkumari College is one of the leading college imparting educations of the university level Nepal. This College is located in the tropical region of inner terai region of Nepal. Geographically, the college is located in nearly central part of Nepal was between Chure and Mahabharata range in Chitwan district and about 410 meter in altitude. This district in locate between latitude of *83^0 55*" w to *84^0 48"* w and longitude *27^0 21" N to 27^0 46"* N (Das 2009). The vegetation of Chitwan is described in relation to it bio-climatic zones, altitude, longitude and rain fall pattern. So, undisturbed area of Balkumari College is nature's paradise for weed plants. Most of the weeds are Herbs and have medicinal value. Besides these, large varieties of ornamental, plants are also cultivated in this college in proper landscape. (Das. 2012)

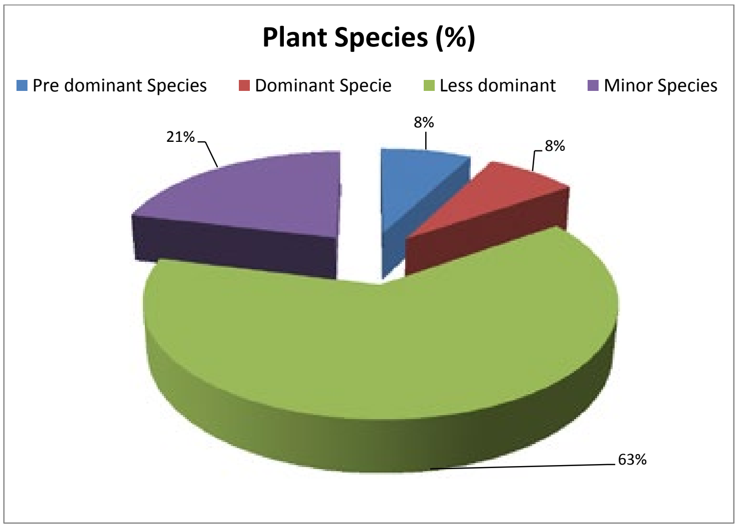
Material and method

The wild flora of Balkumari College was carefully enumerated in rainy, winter and summer seasons in 2016 AD carefully. These plants were identified by different literatures and websites. The herbaria were also prepared for the identification of plants which were deposited in herbarium section of Birendra college. 57 species of wild plants were reported. The present paper deals with study of habit and their distribution pattern in studied area. The distribution pattern was observed by visual assumption method in various seasons.

Result

In appendix I, the total 52 wild flora were reported from study area. All of documented plants, 86% wild plants were herbs. 12% were shrub plant species only 2% were climbers. But most of the area was covered with monocotyledons. Total 24 families of Tracheophytes were reported from the field study. Two genera belonged to the pteridophyta Only 2 families like Cyperaceae and Poaceae belonged to . Monocotyledons. Twenty one families were members of Dicotyleolons. One the basis of numbers of genera of the studied area, families were categorized as

i) Predominant families - Asteraceae
ii) Dominant families - Poaceae, Cyperaceas Verbenaceac
iii) Dominant families - Verbenaceac
iv) Minor families - Malvaceae, Pteridacece Papaveraceae, Nyctaginaceae, Asclepiadaceae, Brassicaceae, Cannabaceae Caryophyllaceae, Polygoniaceae,Rutaceae, Oxalidaceae, Polypodiaceae and Rhamnaceae



All the documented species, the pre dominant flora were 8% which occur through out the year, 8% weeds were dominant that also occur almost months of the year 63% reported weed flora were less dominant that reported 4-6 months in a year. Weeds were categorized as minor who were occasionally occurred in a year.

Conclusion

The campus of Balkumari College is rich in biodiversity for wild flora. But they were disturbed for the cultivation of ornamental plants. But these plants are necessary to the practical purpose for biodiversity environmental science and ecology. The present paper plays important role in the plant identification for practical purpose as well as conservation of biodiversity of plants in college

Imperata cylindrica, oxalis corniculata and Drymaria diandra were dominant herbs in this college. The climber species like *Coccinia cordifolia* and *Mikania micrantha* were also encountered. A few wild shrubs like *Lantana camara* and *Calotropis procera* were also reported.

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Appendix I

S.N	Botanical Name	Vernacular Name	Family	Habit	Distribution
1.	*Abatilon asiaticum G.Don*	Atibalu	Malvacace	Herb	Minor
2.	*Achyranthes aspera*	Datiwan	Achyranthaceae	Herb	Less dominant
3.	*Achyranthes bidentata Blume*	Rato Datiwan	Achyranthaceae	Herb	Less dominant
4.	*Adiantiam caudatum L*	Kali sinki	Pteridaceae	Herb	Less dominant
5.	*Ageratcem conyzoides L*	Gandhe jhar	Asteraceae	Herb	Pre dominant
6.	*Ageratum houstonianum mill*	Nilo gandhe	Asteraceae	Herb	Pre dominant
7.	*Amaranthus spinosus L*	Kate lude	Amaranthaceae	Herb	Less dominant

8.	*Amaranthus viridis L*	Lude sag	Amaranthaceae	Herb	Less dominant
9.	*Argemone maxicana L*	Satyanasi	Papa veraceae	Prickly herb	Minor
10.	*Artmisia indica willd*	Titepali	Asteraceae	Shrub	Minor
11.	*Biden pilosa L*	Kalo kuro	Asteraceae	Herb	Less dominant
12.	*Bidens biternata Lour*	Kuro	Asteraceae	Herb	Less dominant
13.	*Biumea lacera L*	Kurkure	Asteraceae	Herb	Minor
14.	*Boerhaavia diffusa L*	Punarva	Nyctagenaceae	Herb	Less dominant
15.	*Breea arvansis*	Thakal	Asteraceae	Herb	Les dominant
16.	*Callicarpa macrophylla vahl*	Dahi kamlo	Verbenacec	shrub	Minor
17.	*Calotropis procera L*	Aak	Asclepiadaceae	shrub	Minor
18.	*Cannabis sativa L*	Ganja	cannabaceae	Herb	Less dominant
19.	*Capsella barsa Pastoris L*	Chamsure jhar	Brassicaceae	Herb	Less dominant
20.	*Cassia tara L*	Tapare	Fabaceae	Herb	Less dominant
21.	*Cenchrus ciliaris L*	Anjan ghas	Poaceae	Herb	Less dominant
22.	*Centella asiatica*	Ghol tapare	Umbellifcra	Herb	Less dominant
23.	*Centepeda minima L*	Chuke ghas	Asresaceae	Herb	Less dominant
24.	*Chryosopogon aciculatus Retz*	Likhe ghas	poaceae	herb	Less dominant
25.	*Clerodendrum viscoscem L*	Ghatu	Verbenaceae	Herb	Less dominant
26.	*Coccinia cordifolia*	Tilkas	Cucurbitaceae	Herb	Less dominant
27.	*Conuza japonica thumb*	Salah jhar	Asteraceae	Herb	Less dominant
28.	*Cyanodon dactylon L*		Poaceae	Herb	Less dominant
29.	*Cyperus altemifilious L*	Chhata mothe	Cyneraceae	Herb	Less dominant
30.	*Cyperus compressus L*	Kashur	Cyperaceae	Herb	Less dominant
31.	*Cyperus iria L*	Chhate mothe	Cyperaceae	Herb	Less dominant
32.	*Cyperus deformis*	Nagar mothe	Cyperaceae	Herb	Less dominant
33.	*Datcra stramonium L*	Dhaturo	solanaceae	Shrub	Less dominant
34.	*Drymaria diandra*	Abhijalo	Caryophyllaceae	Herb	Less dominant
35.	*Dryopteres filix mas*	Uno	Podypodiaceae	Herb	Less dominant
36.	*Eclipta alba*	Bhringraj	Asteraceae	Herb	Less dominant
37.	*Eleusine indica*	Kodo jhar	Poaceae	Herb	Less dominant
38.	*Euphorbia hirta*	Dudhe jhar	Euphorbiaceae	Herb	Dominant
39.	*Imparata cylindrica*	Shiru		Herb	Dominant
40.	*Lantana camara*	Banmasc	Vebenaceae	Shrub	Less dominant
41.	*Murrauc koenigi L*	Mitho neem	Rutaceae	Shrub	Minor
42.	*mikamia micratha*		Asteraceae	climber	Pre dominant
43.	*Oxalis corniculata L*	Chari amilo	Oxalidaceae	herb	Less dominant
44.	*Polygonum baretum L*		Polygoniaceae	Herb	Less dominant
45.	*Parthenicem hysterophorus L*	Pati jhar	Asteraceae	Herb	Pre dominant
46.	*Phyllanthus frelemus*	Bhui amala	Euphorbiaceae	Herb	Less dominant
47.	*Solanum nigrum*	Kaligendi	Solanaceae	Herb	Less dominant
48.	*Sonchus asper*	Dudhe	Asteraceae	Herb	Dominant
49.	*Taraxum officinale*		Asteraceae	Herb	Pre dominant
50.	*Tridex procumbens*	Hasure jhar	Asteraceae	Herb	Pre dominant
51.	*Xanthium stumarcem*	Bhedo kuro	Asteaceae	Herb	Dominant
52.	*Ziziphus jujube*	Bayar	rhamnaceae	shrub	Minor

A Study of Quality Issues among Nepalese Executives and Workers

❑ Dr. Bijay Lal Pradhan
Assistant Professor, Tribhuvan University, Nepal
bijayprad@gmail.com

Abstract

This study exhibits an initial glimpse of quality attitude in Nepalese executives and workers. Two major questions were addressed in this research they are: what are the quality attitudes in Nepal? and Is there a difference in quality attitudes between Nepalese executives and workers? The result of the study showed that Nepalese workers were not concern about the modern quality philosophies and there was not significance differences in the understanding of quality management principles between executives and workers. The research findings confirm that Nepal still does not have good control mechanism regarding quality at the industry level as the world has crossed a long way on the quality issues.

Keywords: **Quality, Executives, Workers, Training, Industry**

Introduction

The Japanese emphasis on quality has a great impact on the production and operation management in the world. The quality initiative companies in the world has given emphasis on the perception given by the renowned quality gurus Deming, Juran, Feigebaum and Crosby. Magd (2014) explored the benefit of Quality Management and its Implementation in manufacturing organizations through promoting exports, improving business performance, holding competitive advantage alongside customer and employee satisfaction. Jitpaiboon & Rao (2007) and Kumar, Garg and Garg (2009) discussed the impact of Quality management practices on leadership, strategic quality planning, employee management & involvement, supplier management, customer focus, process management, continuous improvements and their effect on quality management results in the form of market benefits like increase in profits, improved competitive position, improved performance and increased sales. While customer satisfaction is measured by decline in customer complaints, increase in loyalty, and customer retention rate.

Nepal is a small landlocked developing country which has very less number of manufacturing industries. Nepal's production practices are considered in basic level, largely due to politics, sedentary bureaucracy, lack of infrastructural developments & technological advancement (pradhan, 2014). Nepal can facelift its economic structure if there is revolution in industrial sector with the emphasis in the quality, productivity and competitiveness. The industrial sectors should be developed with promoting environment of modern quality initiatives and control techniques.

Due to the lack of knowledge and perception towards the Quality management and its benefit, a barrier exist towards the implementation of Quality management and the Nepalese manufacturing organizations are deprive to get the benefit of it. Although to retain the companies themselves in the market or according to the market needs, some of the manufacturing companies of Nepal are using ISO 9001:2008 and other national / international certifications, as a result of which awareness in the industries of Nepal has been increasing day by day. As Nepal has signed in WTO, the product which is produced by the Nepalese manufacturing companies has to compete with the international products. So the industries have a challenge to standardize their product and production system. Quality management system persuades the development of the standardized product, improves the process of production and management, implementing the concept of continuous improvement through problem solving techniques. Most of the tools available in Quality management were created in the different world renowned companies like Toyota, Motorola, and General electric etc. for solving the problems created in their respective organizations. So adopting these tools in the manufacturing companies of Nepal opens the door to the process of quality management. The quality of the ultimate product can be achieved through the development of the quality management system within the organization through the culture of internal customer concept. Whereas the implementation of TQM is not straightforward, this comprises a series of work like measurement, evaluation and improvements. These continuous work changes the attitude of the people of the organizations towards the quality product and process, which ultimately changes the organization from product process orientation to system orientation. Quality Management System has a scope from shop floor to the strategic level. There will be a series of activities which should be performed in the different field and levels of the organizations. There will be the wide verities of managerial, technical and an organizational activity has to be performed while implementing the Quality Management in industries. Nepal has to create the awareness towards the Quality management for the development of the industries to compete with the international products. There is considerable variation in the level of quality management in the different countries of Asian region (Abdullah & Tari, 2012). There is no doubt that Nepal is also having these variations. There are many quality problems that many Nepalese industries sectors are facing many quality related problems and have great impact on the competitiveness of the organization, which ultimately effects on the survival of these organizations in the competitive global market. The following are the reason for inadequate quality: Lack of quality commitment – has not given priority of quality which results in ineffective management and supervision. Lack of quality training – due to inadequate training or in absence of training workers, inability to do work efficiently and effectively. Inadequate technology - many industries has old equipment and out of date production process. This makes the production of high quality products extremely difficult. Reward and punishment – management inefficiency occurs due to not adopting the reward and punishment system within the organization. Lack of communication - Due to the lack of communication with customer, with vendor and within the different level of employee within organization with reference to quality and product performance.

Nepalese industries may confuse regarding the quality and its standard as stated above. The researcher is interested to identify how well do Nepalese executives and workers understand quality management principles? How do they feel about the practices of the principle of quality in their respective organization? To answer these questions, a questionnaire was designed to ask respondents whether they agree or disagree with 15 statements concerning attitudes towards quality and quality management practices.

Methodology

The population of the study was the industries of Nepal. According to IDM report 2071, there were 668 manufacturing enterprise in ten industrial areas of Nepal. Besides the Industrial area, there were similar numbers of industry / enterprise outside the industrial area. On the basis of judgment, 100 respondents from these industries were selected of which 40 were executives, 32 were workers, 15 were technical workers (quality inspectors, technicians and engineers), 10 were supporting staff and three did not indicate their positions. The respondents represented a wide range of industries including Food and beverage, construction material industries, pharmaceuticals industries and plastic/polymers industries. The survey questionnaire was distributed to 100 respondents and all the returned questionnaire were included in the analysis.

Survey Results

The result of the all respondents ensures that the thinking of managers and workers about the quality is unclear. It is obvious that most of the industries of Nepal have not applied the basic quality principles. For example, 78 out of 100 respondents took issue with the statement, “making a good product is the responsibility of everyone.” The question asked was “what do they mean by everyone?, Do we blame everyone for poor quality?”. There appears to be a sort of “us” and “them” attitude within the organization. The employees of the organizations do not felt that quality of the product / service is a unified quality effort. The intention of this question was to discover if there was a universal feeling of responsibility for quality present in their work places. Obviously, there is not.

Majority of the respondent feels that quality is more important than cost of the product, however 15 respondents stated that the poorer quality is the yield of control of cost. Only 12 respondents believed that Nepalese products were as well made as those in other countries. 54 percentage of respondent agreed that if they have given choice to purchase a product from Nepal and other countries, they will prefer the product from other countries. This shows that there is significant appeal to reject the product from Nepal. This indicates that the majority Nepalese does not want to have Nepalese products.

Eighteen out of hundred respondents claimed that, they do not even care about the quality of product they manufactured, and thirty-nine felt that the work force somewhat did care. While forty-two of the respondents strongly cared about the quality. This result confirms that lack of quality commitment is a major cause of poor quality in Nepalese enterprises.

Seventy two percentage of the respondent believed that increasing inspection improves quality, contrary to the thinking of quality guru such as Deming and Juran. On the other hand more than four fifth of the respondent agreed on the statement that employees should increase their efforts in finding and correcting the cause of defects.

There is great support (74%) to the statement of use of jidoka (stopping the line to correct quality problem) in the contrary majority (72%) also agreed that the line should run continuously. The respondents have answered the two opposite polar philosophies in the similar manner, which indicate that there is lack of knowledge of quality principles.

There was mixed response to adopt zero defect programs whatever expensive it is. In the same way seventy nine percentage of the respondent disagree with the statement that customer would prefer faster delivery over quality, whereas twenty one percentage of the respondent agreed with this statement.

To compare the mean response of the two groups, workers and executives student's t-test was performed after testing the equality of its variances. The result of the t-test indicates that there is no difference in understanding of quality management principles among the executives and workers in all statements.

Conclusion

This study has numerous significant findings. The study determined that the Nepalese executives and workers do not have significant different knowledge and concepts about quality. In the same way the finding also determined that the employee of the manufacturing organizations does not have good understanding of modern quality management principles. The research findings confirm that Nepal still does not have good control mechanism regarding quality at the industry level as the world has crossed a long way on these issues. Top management should have knowledge of the principles and power of quality and they should be committed to implement the new concept of quality in the organization. Education and training program to the managers and worker should conduct in every industries with regard to the modern quality management principles and techniques. In the same way Nepalese government should promote on quality improvement plans in the industrial level.

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Facebook advertising effectiveness of student at Balkumari College

❑ Mahesh Prasad Upadhaya
Faculty of Management
Balkumari College

❑ Ramesh Khanal
Faculty of Mathematics
Balkumari College, 9845023545

Abstract

This study entitled **"Facebook advertising effectiveness of student at Balkumari College"** covered primary data of four five independent variables (Facebook, Instagram, Viber. Messengers and twitter)and one dependent variables purchase on social medias and analyzed by both qualitative as well as quantitative methods to archive the objectives. This study conclude that purchases goods advertising was increased by zero point seven per Facebook user significantly with coefficient of variance seventy five percent and there is no significant differences advertising on Facebook and Messenger.

Keywords: **Facebook, Effectiveness, Advertising, Trust, Media.**

Introduction

Facebook is the leading platform in social media for providing internet advertising services for product. Being the top in social media and ranking second among all web sites globally it can ensure of maximum visibility to targeted users and sales conversion for the company's product.

With 1.50 billion users globally Facebooknetworking has made a mark for itself throughout its inception in 2004. Facebook can boast of its most active users with 95% of them logging daily. No wonder, it is the 2nd most visited site globally. Due to the hype Facebook has created, the campaigns don't miss chance to get the public eye. It is proven that sale of product can successfully grow with the advertisement and campaigns posted on Facebook.

Over 1.50 billion users worldwide among them 40, 00,000 people from Nepali are registered in the world's largest social network. Advertisement can be targeted as per users interest, age group, location and different other metrics available in the Facebook.

Advertising on Facebook is not only to promote the company's product. If we wish to have a professional internet image on the web world Facebook is a social platform its objective is to make a presence on internet the online business, create social community atmospheres to promote and sell the product and services in the form of on line promotion. The main aim of the study are: to analyze the Facebook advertising effectiveness of student at Balkumari College and to identify the model of Facebook advertising effectiveness of student. The sample are taken from 100 students from Balkumari College and 82 questionnaire were returned. The researcher used the both qualitative and quantitative methods to achieve the objects with the help of both statistical tools SPSS-20.

Literature Review

Facebooks Ad & effectiveness: Myths, misconceptions and mistakes. Why Facebook ads will discuss the misconceptions of Facebook advertising? Researcher will get into the difference between Facebook ads and google ads. Why those differences aren't a death stroke for Facebook, the impact of the Facebook edger rank algorithm change, as well as the first three of our strategies to ensure Facebook Ad doesn't flop(Brett, 2016). Let's find out how to measure the effectiveness of Facebook Ads and what company can do to make its Ads more effective Keeping Company's Facebook campaign budget under control is easy when advertiser understand how much Facebook Ad lost. Sometimes advertiser realize that its CPL campaign is costing zero. If it get tons of impression but no clicks and its ad is relevant to the target audience, it can be a good idea to experiment with different version of ad: use a new picture, or make changes in the title or body text. Advertiser ad is effective also when it manages to spend less with alow CPC (cost per click) and still get clicks)(Neti, 2011). As a marketer, he knows by now that most (if not all) of his potential customers are likely a part of face book's massive community. There are 890 million people singing into Facebook every single day. So whether his target audience is college students or (EOS they're probably using Facebook-and some of them are using it daily(Otugo, 2015).

The trouble is posting on Facebook along isn't enough anymore for most brands, especially for those just starting out. Throwing money at Facebook to drive people to his page and sending them to his company's website only works if he is smart about it one way to be smart about it is to create Facebook ads targeted at the right audiences optimized ads can help advertiser spend its Facebook Ad budget wisely and see. A positive return on advertiser's investment(Furrer, 2015). Brand promotion: the consumers are made aware about the brand which marketer wants to promote consumers will be targeted based on marketer's products identity with specific "brand identity" it will create a brand image on his consumers via social platform. After an advertisement: not only marketer's product brand name, services has to be included but the best way to attract his consumers is to showcase his latest product and services additional promotion with discounts, freebies, lucky draws and festivals discount and promotional event if he is sponsoring will also attract the customers.Social identity- Be there where everyone is what we say to make a presence on social media. Facebook is a platform and his presence is his identity(Paquette, 2013).

Data Representation and Analysis

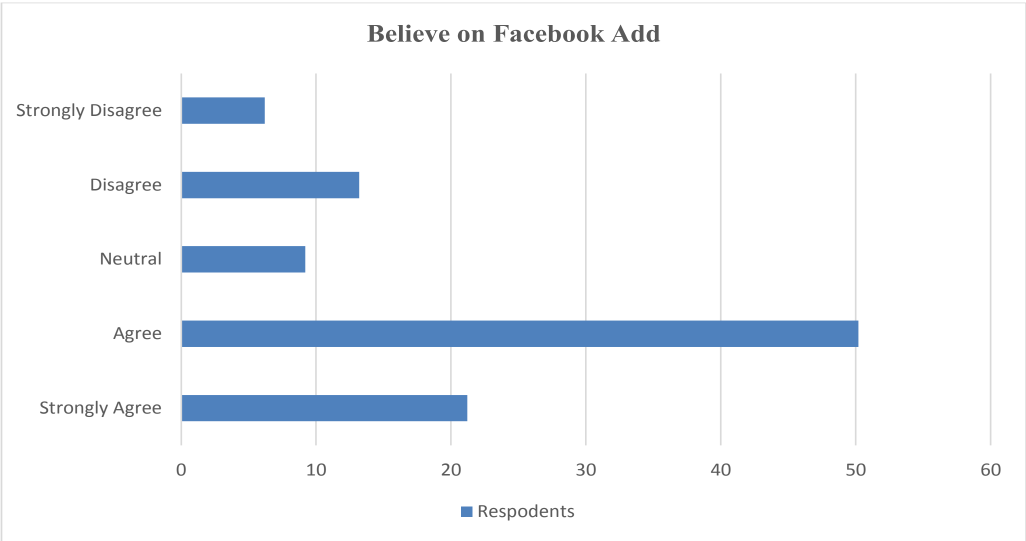

Table no 1: Regards believe on Facebook add

Trust on Facebook add. The table no 1 reflects that 50.2% respondent agree the effectiveness of Facebook advertising followed by 21.2% 13.2% 9.2% and 6,2 % to strongly agree, disagree , neutral and strongly disagree respectively

Relation between media: The table no 2 shows that there is significantly negative relation between twitter and viber, Facebook and Instagram. There is insignificant no relation between Facebook and messenger.

Correlations

		Twitter	Instagram	Facebook	Messenger	viber
Twitter	Pearson Correlation	1	-.386	.375	-.270	-.675*
	Sig. (2-tailed)		.305	.320	.483	.046
Instagram	Pearson Correlation	-.386	1	-.707*	-.447	-.050
	Sig. (2-tailed)	.305		.033	.227	.898
Facebook	Pearson Correlation	.375	-.707*	1	**.000**	-.389
	Sig. (2-tailed)	.320	**.033**		1.000	.301
Messenger	Pearson Correlation	-.270	-.447	**.000**	1	.280
	Sig. (2-tailed)	.483	.227	1.000		.466
viber	Pearson Correlation	-.675*	-.050	-.389	.280	1
	Sig. (2-tailed)	**.046**	.898	.301	.466	

Table no 2 regards *. Correlation is significant at the 0.05 level (2-tailed).

Is the advertising on Facebook and messenger significantly same. The table no 3 indicates that there is no significant differences advertising on social media Facebook and messengers.

Null Hypothesis	Test	Sig.	Decision
The advertising on Facebook and messenger are same	Independent sample Kruskalwaills test	**0.0419**	Retain the null hypothesis.

(Table no 3 regards hypothesis testing)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.0.867[a]	.753	-.086	3.647

(Table no 4 regards a. Predictors: (Constant), on Facebook)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.500	2.274		1.979	.088
	Facebook	.700	1.153	.224	.607	.563

(Table no 5 regards a. Dependent Variable: Purchase by Facebook add)

Is adverting on Facebook effect the purchase? The table no's 4 and 5 indicate that there is positive linear relation between adverting on Facebook by 0.**7** per user with **coefficient of determination75.3%.**

Conclusion and Recommendation

This study entitled **"Facebook advertising effectiveness of student at Balkumari College"** covered primary data of four five independent variables (Facebook, Instagram, Viber. Messengers and twitter)and one dependent variables purchase on social medias and analyzed by both qualitative as well as quantitative methods to archive the objects. This study conclude that purchases goods advertising wasincreased by **0.7** per Facebook user significantly with $\mathbf{R^2 = 75.3\%}$ and there is no significant differences advertising on Facebook and Messenger.After completion of this study, we recommendthe following points:Develop a positive motivational adverting on social media and special offer to Facebook customers. The group adverting is less effective than individual advertising and on the contrary there is no effect on Facebook advertisingand messenger advertising among students.All Facebook advertising cannot persuasive to Facebook user.

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Teacher Performance at Balkumari College: A Comparative Study

❑ Ramesh Khanal
Faculty member of Applied Mathematics, Balkumari College.
(+977) 56-533539, 9845023545,9845048657, khanalrk@outlook.com

Abstract

This study entitled **"Teacher Performance at Balkumari College: A Comparative Study"** covered secondary three years data of four variables (Year, Policies implementation, punctuality and devotion of teachers) from Balkumari College and analyzed by both qualitative as well as quantitative methods to archive the objects. This study concluded that the policies implementation was decreased by eight and half percent per year insignificantly with coefficient of determination fifty eight percent. Punctuality and devotion of teachers both were decreased significantly per year by **two and half** and **seven** with coefficient of determination eighty two percent and ninety percent respectively and there was no significant difference between mean of punctuality and devotion.

Keywords: **Teacher Performance, Management, Motivation, Devotion.**

Introduction

Balkumari College is one of the leading colleges imparting education at the University level in Nepal. The College is involved in various innovative programs apart from teaching regular University curriculum. These programmers are carefully designed to provide students a clear edge in placement or further education.

A teacher is a person who helps others to acquire knowledge, competences or values. Teaching learning activity is a model of instruction that focuses the responsibility of learning on learners. In particular, students must engage in such higher-order thinking tasks as analysis, synthesis, and evaluation. Active learning engages students in two aspects doing things and thinking about the things they are doing. There is no denying that development can affect all aspects of our life, including global education. However, the role of teacher can't be neglected, but it is of great importance. As a translation teacher, we should keep it in mind that the ultimate goal of the teaching is to cultivate the learners' translation competence. Teach the students how to get a fish is better than giving them a fish (O.W.Tuzun, 2010).

The main objectives of this study was

- To analyze teacher performances at Balkumari College,
- To assess trend line of three year secondary data and
- To test significant differences between year wise respondent.

The researcher used the both qualitative and quantitative methods to achieve the objects with the help of both statistical tools SPSS-20 and Matlab-2012(b) both.

Literature Review

Ames delighted her research paper teachers need to know how this conceptual knowledge relates to the classroom and to their instructional role in the classroom and she also added that teachers also need to know how to rely on this knowledge when dealing with issues that involve motivational concerns and when making instructional decisions(Ames, 1990).The Teacher is an intellectual, quickened, an inspirer of minds and men, more impressive in his mental and general personality than any knowledge that he communicates or any discipline which he secure (Hunt, 1998). The magnitude of effects pale into insignificance compared with class/teacher effects. That is, the quality of teaching and learning provision are by far the most salient influences on students' cognitive, affective, and behavioral outcomes of schooling regardless of their gender or backgrounds(Kenneth, 2003).Particular teacher's classrooms are influenced to a great extent by the knowledge , skills, aptitudes, attitudes, and values that students possessed when they enter a classroom (Anderson, 2004).Teaching performances engaging faculty in the development of the value system; defining the fundamental elements of teaching excellence in education; determining appropriate sources of information in the evaluation of teaching; and weighting the information from these sources have been addressed in operational terms(Science, 2009).. Edward tried to suggest simple and very wonderful fact: that the confusions of the profession teachers are strange unconquerable thing that they growth and that the inspiration, glory of our profession are preciselygreat(Edward, 2011). The main factors to motivate the teachers are teachers were not satisfied with their socio economic status, choice of profession, student's behavior and examination stress. A number of teachers felt that they were not paid according to their abilities. It was recommended that teachers should get teacher training, should be given due respect and should be paid according to their qualifications and abilities(Muhammad, 2011). Teachers, who are engaged in their profession and committed to students and their learning, play a crucial role in development of students(Tugrul, 2013).

Data Analysis

The following table regards the year wise excellent performances of management polices, punctuality and devotion of teachers to the classrooms.

Years	Polices %	Punctuality %	Devotion %
2073	51	49	40
2072	72	43	43
2071	68	54	54

Table no 1: Sources:Students Satisfactory survey reports of years 2071, 72 and 73 at BKC.

Policies implementation at BKC: The policies of BKC are attached on the main street of college and these policies very ambitious regarding by UGC and ISO. When the implementation were concern the administration failed to apply these policies and went to decreasing rate but against the reports of both ex-student and alumni surveys of previous years. BKC is failure to used sufficient physical infrastructure and sufficient bold, sharp and smarts human resources due to no full power of principal, unnecessary political moments between teachers as well as students, developing-political dominant culture, no administrative power exercises (no reward and punishment), lack of right man right place, no mutual coordination between to each other's(khanal, 2016). Moreover, when regression analysis concern, table no 2 is deliver the implementation of policies of BKC insignificantly decrease by **8.5** per year with **coefficient of determination 58.1%.**

Coefficients[a]

	Unstandardized Coefficients		Std. Coefficients	T	Sig.	R-square
(Constant)	17675.667	14953.373		1.182	.447	**0.58**
Year	**-8.500**	7.217	-.762	-1.178	**.448**	

Table no 2 : a. Dependent Variable: Policy of BKC

Further, the table no 3 delights the mean of implementation of policies (sample mean) is **63.67** and table no 4 delights that itis significant equal to the population mean **70**. Thus there is no insignificant different between sample and population means (null hypothesis accepted).

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Policy of BKC	3	**63.67**	11.150	6.438

Table no 3: Regards ….. Statistical Values.

One-Sample Test

	Test Value = 70					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Policy of BKC	**-0.984**	2	**.0429**	-6.333	-34.03	21.37

Table no 4: Regards …….. Statistical values.

Punctuality of teachers: The column three of table no 1 and table no 5 are represent **the** punctuality of teachers are decreasing significantly by **2.5** per year with **coefficient of determination81.2 %.** It is happing due toa single teacher is teaching many like institute, they were not take full classes(Paper, 2071-12-01), no promotion for long time, unnecessary political moments between teachers as well as students, developing political dominant culture,no punish and reward(khanal, 2016), enrolled very low students but(Chester, 2000) the time schedules, logbooks and notes were maintained, program head doing his job properly (Academy, 2009).

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R-square
(Constant)	5228.667	10168.294		.514	.698	
Year	**-2.500**	4.907	-.454	-.509	**.0070**	**0.812**

Table no 5: a. Dependent Variable: Punctuality of teacher.

Devotion of Teacher: The column four of table no 1 and table no 6 are represent **the**devotion of teachers are decreasing insignificantly by **7** per year with **coefficient of determination 90%.** Teacher did not interact with students in a way that provides opportunities for them to learn, creates conditions that support and facilitate learning, and uses techniques and methods that create an environment with a high probability that students will learn (Anderson, 2004), teachers need to know ways of dealing with this diversity, and these methods ought to involve a comprehensive look at the classroom (Ames, 1990), teachers were not satisfied with their socio economic status, choice of profession, student's behavior and examination stress (khanal, 2016).

Coefficients [a]

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R-Square
Constant	14549.667	4785.079		3.041	.202	
Year	**-7.000**	2.309	-0.950	3.031	**.0203**	**0.902**

Table no 6: a. Dependent Variable: Devotation of teacher in class

The mean of motivation and devotion of teachers are most likely significant and they positively correlated.

The table no 7 showed that motivation and devotion variables are highly correlated significantly by 71%. Furthermore, table no 8 showed the mean of motivation and devotation of teacher are mostly equal significantly.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean	Sig	Correlation
Punctuality of teacher	48.67	3	5.508	3.180	**0.0497**	**0.710**
Devotion of teacher in class	45.67	3	7.371	4.256		

Table no 7:Paired Samples Statistics

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Punctuality of teacher - Devotion of teacher in class	3.000	5.196	3.000	-9.908	15.908	**1.000**	2	**.0423**

Table no 8: **Paired Samples Test**

Conclusions and Recommendations

Thisstudy entitled **"Teacher Performance at Balkumari College: A Comparative Study"** covered secondary three years data of four variables (Year, Policies implementation, punctuality and devotion of teachers) from Balkumari College and analyzed by both qualitative as well as quantitative methods to archive the objects. This study conclude that the policies implementation was decreased by **8.5** per year insignificantly with $\mathbf{R^2 = 58.1\%}$, punctuality and devotion of teachers both were decreased significantly per year by **2.5** and **7** with $\mathbf{R^2 = 82.1\%}$ and **90.2%** respectively and there is no significant difference between mean of punctuality and devotion.After completion of this study, we recommendthe following points: Develop a positive motivational orientation in teachers is necessarily a matter of dealing with diversity among students in the classroom, a number of teachers felt that they were not paid according to their abilities. It was recommended that teachers should get teacher training, should be given due respect and should be paid according to their qualifications and abilities. The administration body should impulse the code of conduct to teachers and nonacademic staffs as well as students.

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Student's Satisfaction Survey of BKC
(Feb. 2017) Falgun 2073

❑ Prepared by:
Research Management Cell (Ganga Pd Sapkota)
Balkumari College, Narayangarh

Abstract

This paper contains the general and specific information to our study. The research is expected to discuss the background of the study which highlights what is the situation of quality education and satisfaction level of students. The research will go further to discuss our statement of problems, the research questions, objectives of the study, significance and importance of the study. The different questionnaires analyzed the educational, environmental situational analysis of BKC with the rating scale of students. Some critical factors has also been analyzed which affect the quality education. On the basis of these parameters like library, playground, cleanliness, canteen, learning activities, punctuality of teachers etc. Out of fourteen question:

- In average 18.18% students responded all questions as excellent
- An average of 35.14% students rated all questions as good
- 24.24% of average students rated all questions as satisfactory
- Similarly, an average of 24.29% students responded as below standard level.

Keywords: **Student's Satisfaction, Academic Management, Punctuality, Administrative Service.**

Introduction

As a matter of fact, it is a paper-based survey on the base of responses of the questionnaires distributed to students who are studying in the college. Especially, students of various programs: BBS, BEd, BICTE BSc, BHM, MBS & MEd were the respondents. The objective was to measure students' attitudes towards major activities of the college. The analysis of the data collected was shown in cross tabulation as well as in the graphs. Each cross tabulation and graphical representation has been shown just after the table. There are altogether 10 questions covering teaching learning, class actives, learning resources, sports, cleanliness, punctuality of teachers etc.

Objective

- To study and analyze the satisfaction level of the students in overall activities-facilities provided by the college.

Review of Literature

Student satisfaction survey is the survey of student's attitude, discipline, quality, environment etc. According to ETH Zurich student satisfaction survey is the survey among bachelor and master level students to ask how satisfied they were with their studies at the university. 2015 students satisfaction survey found that 82% of the students at ETH Zurich are satisfied or very satisfied with their studies.

The students are satisfied and very satisfied in overall teaching- learning atmosphere, the fairness of performance, assessment, the respectful interaction with teaching staff at ETH Zurich in general. They also rate the infrastructure good. There is room for improvement in terms of motivational effect of teaching as well as the coherence of the relationship between individual units of a study programme.

The student satisfaction survey of BKC is also to be discussed with the various terms like attitude, discipline, quality education, cleanliness etc.

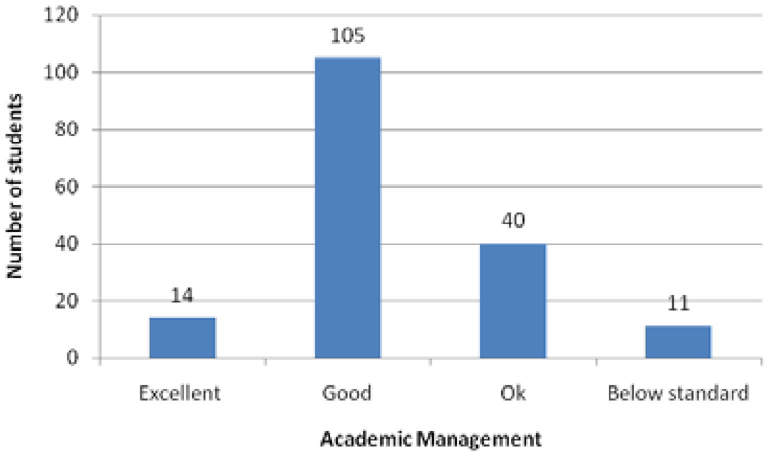
Methodology

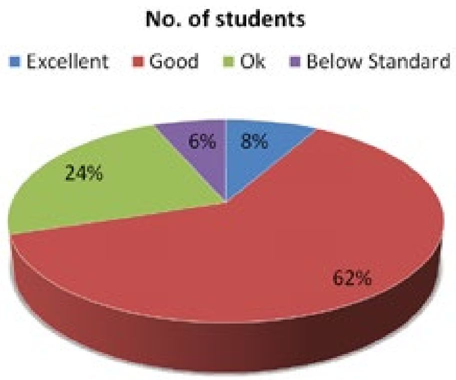
The performance of college was measured by number of indicators like library facilities, teaching learning activities, results, environment and playground. Overall 14 questions was asked to measure the quality level of college. The study design was cross-sectional and descriptive. More than 3000 students of college less than 200 respondents were used to take sample from different faculties. On the basis of number of students in different faculties, samples are determined by means of random sampling. The different statistical tools like simple bar, pie chart, percentage bar or descriptive statistics were used to present the view of students to measure the qualities.

The details are given below:

QN 1. How do you rate the academic management of Balkumari College?

a. Excellent b. Good c. Ok d. Below Standard

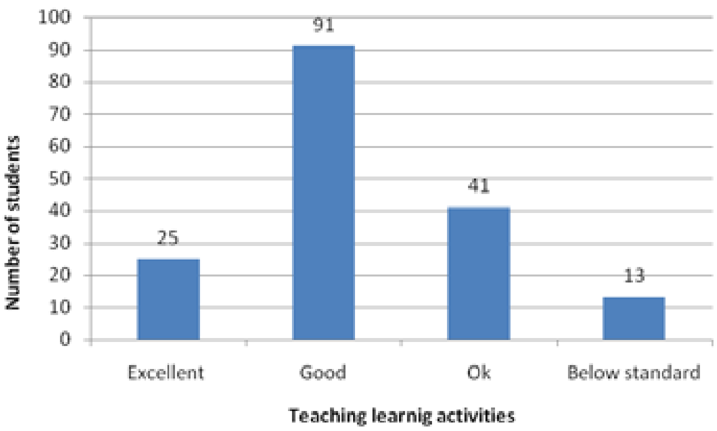


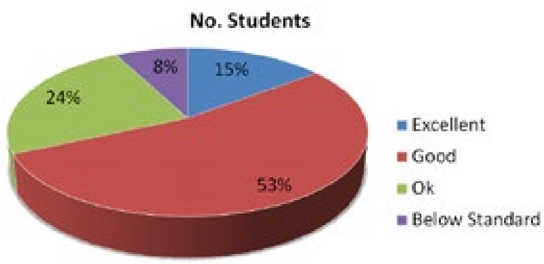


The first question concerned academic management of the College. It was asked to 170 students. Among them, 14 (8%) of the students responded as excellent, 105 (62%) , as good , but 40 (24%) students as fine and only 11(6%) as below the standard.

QN 2. How do you evaluate the teaching learning activities at Balkumari College?

a. Excellent b. Good c. Ok d. Below Standard

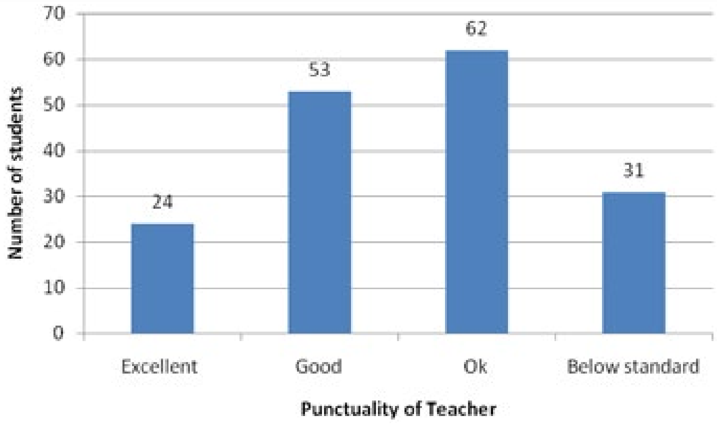


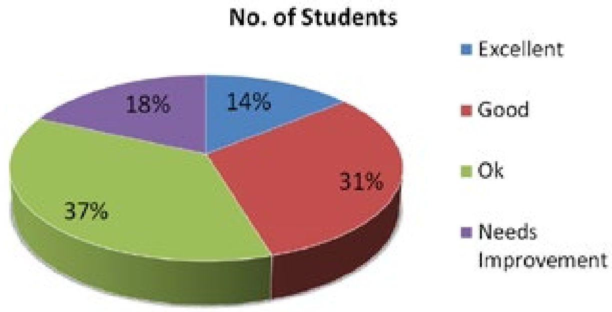


Among the participant students (n=170), 25 (15%) responded that the teaching learning activities at Balkumari college was excellent, 91 (53%) students evaluated it as good while 41 (24 %) students' opinion was satisfactory. However, 13 (15%) students ranked the teaching learning activities as below the standard.

QN 3. What do you think about the punctuality of Teachers at Balkumari College?

a. Excellent b. Good c. Ok d. Needs Improvement

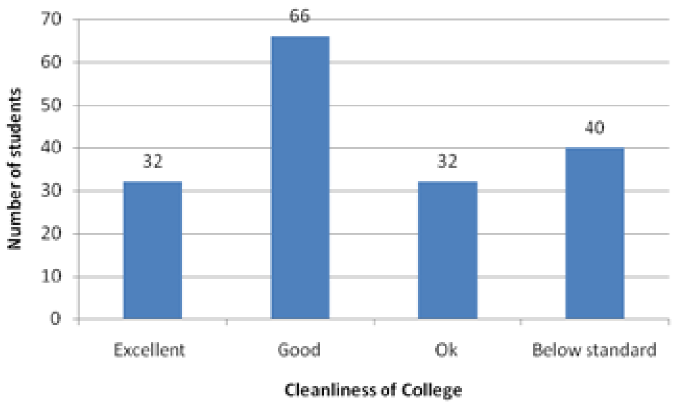


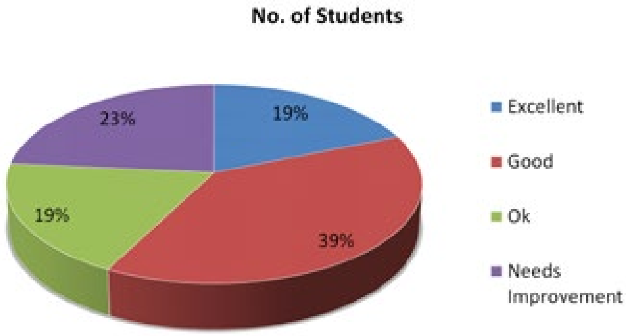


Regarding Question no 3 that concerned punctuality of teachers, 24 (18 %) responded that it is excellent, 53 (31%) as good while 62 (37%) students' response was satisfactory but 31 (14%) students answered that teachers are not punctual .

QN 4. What do you think of cleanliness of college environment?

a. Excellent b. Good c. Ok d. Needs Improvement

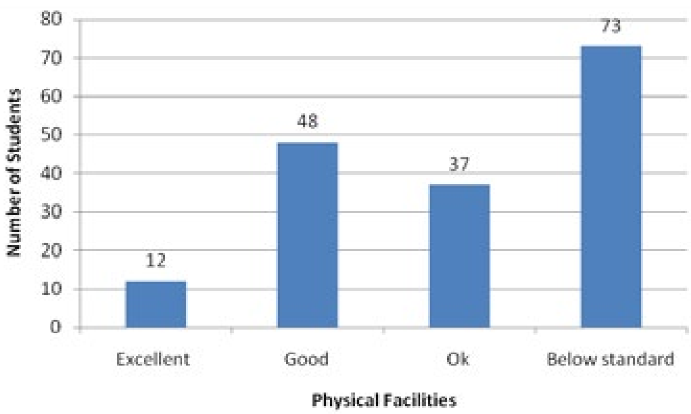


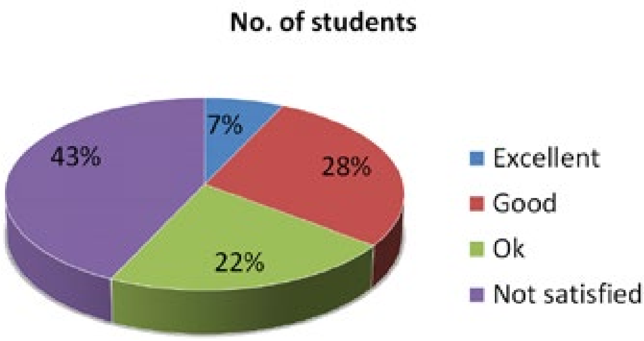


As regards to the cleanliness of the college, the students who participated (n=170) in this survey ,32 (19%) responded that the cleanliness of the college is excellent and 66 (39%) as good, while 32 (19%) responded as satisfactory. However, 40 (24%) students were of opinion that cleanliness of college needs improvement.

QN 5. Are you satisfied with the cleanliness and physical facilities of the college (drinking water, toilets, etc)?

a. Excellent b. Good c. Ok d. Not satisfied

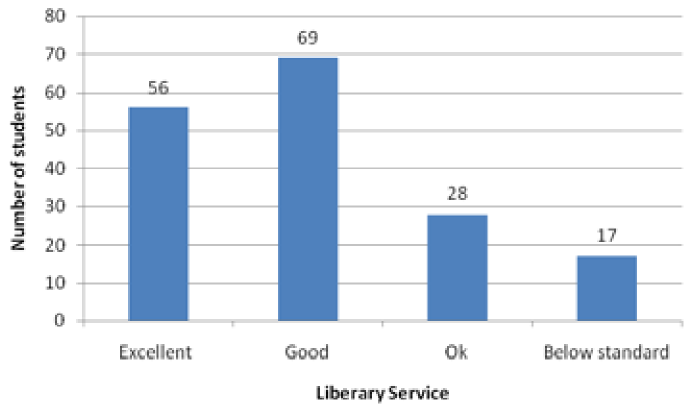


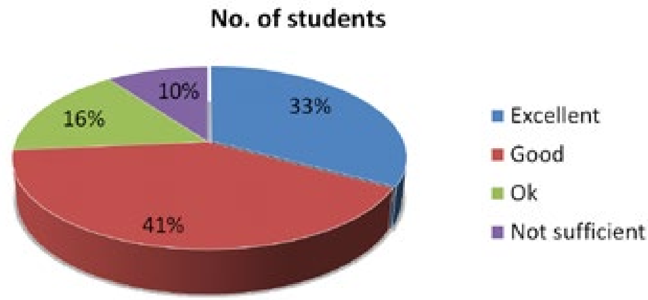


Concerning the cleanliness and physical facilities (drinking water and toilets) 12 (7%) students responded as excellent, 48 (28%) as good while 37 (22%) students' opinion was satisfactory. Nonetheless, 73 (43%) students are not satisfied with the cleanliness and physical facilities. They suggested that it should be improved.

QN 6. What do you think of the Library service at Balkumari College?

a. Excellent b. Good c. Ok d. Not sufficent

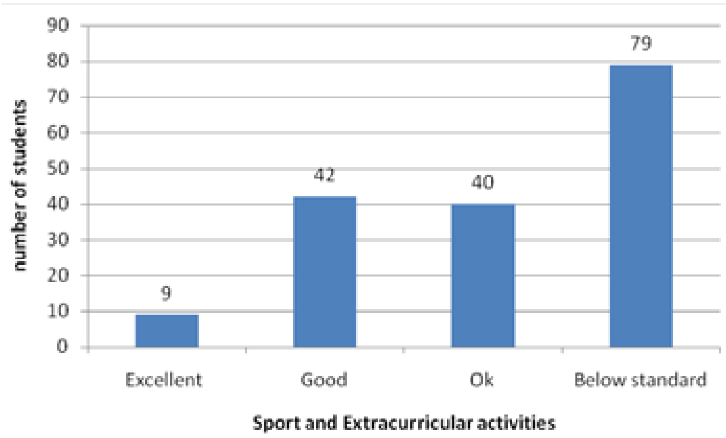


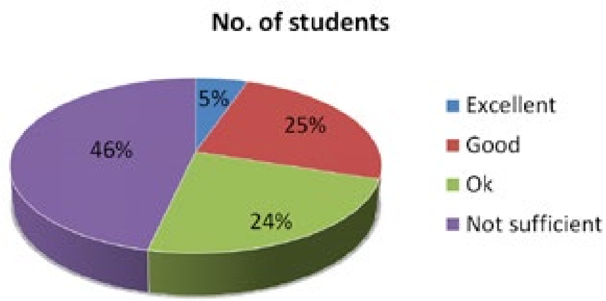


Regarding the library facility provide by the college, 56 (33%) students responded that it is excellent , 69 (41%) students opined that this facility is as good while 28 (16%) of them viewed it as okay. But 17 (10%) students are not satisfied with the library facility.

QN 7. How do you evaluate sports and extracurricular activities at Balkumari College?

a. Excellent b. Good c. Ok d. Not sufficient

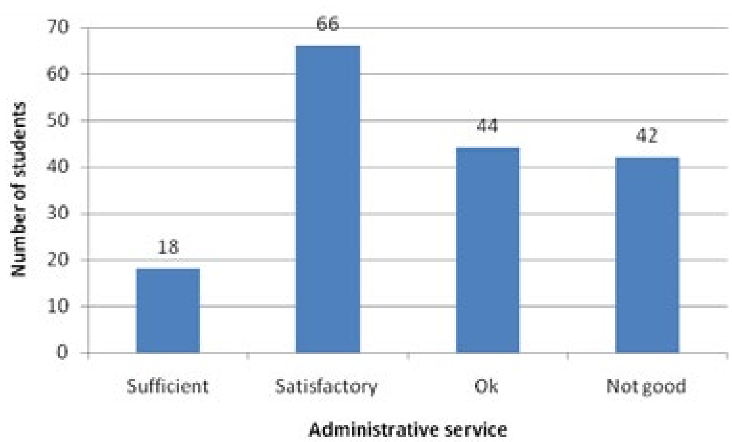


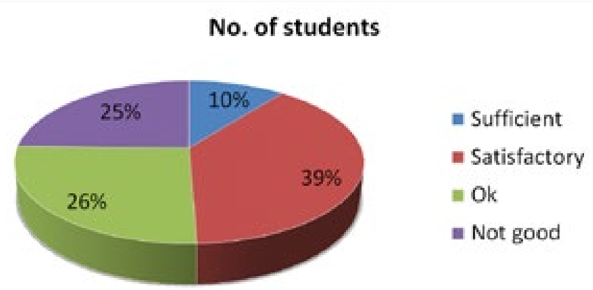


As regards to sports and extracurricular activities , 9 (5%) students responded as excellent, 42 (25 %) as good, 40 (24%) as satisfactory but 79 (46 %) viewed that it was not sufficient.

QN 8. What is your evaluation about administrative services (fees payment drawing certificate, recommendation)?

a. Sufficient b. Satisfactory c. Ok d. Not good

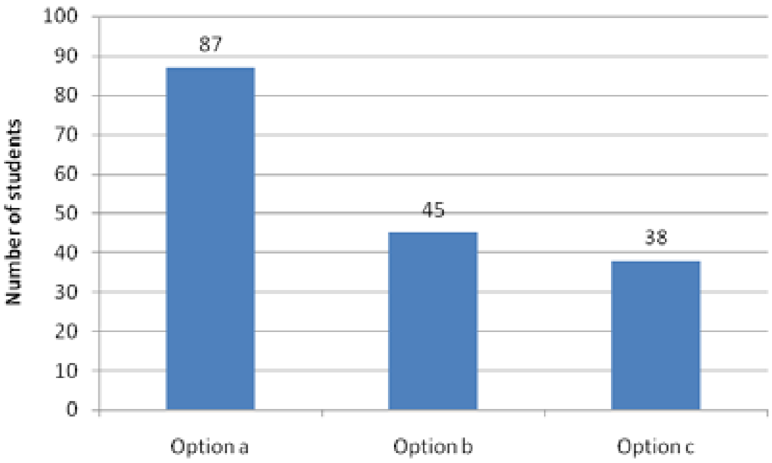


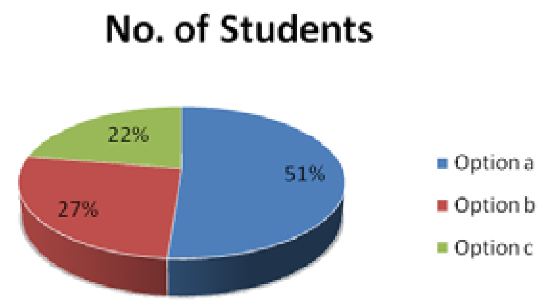


Regarding the administrative services, 18 (10 %) students responded that the service provided by the department is sufficient, 66 (39%) suggested that they are satisfactory while 44 (26 %) students' opinion was okay, but 42 (25%) students' view was that it is not good.

QN 9. What should be the policy of Balkumari College?

- Improvement in quality without considering the cost
- Medium standard is ok
- For standard considerable investment is necessary. Good outcome is the essence, not the cost

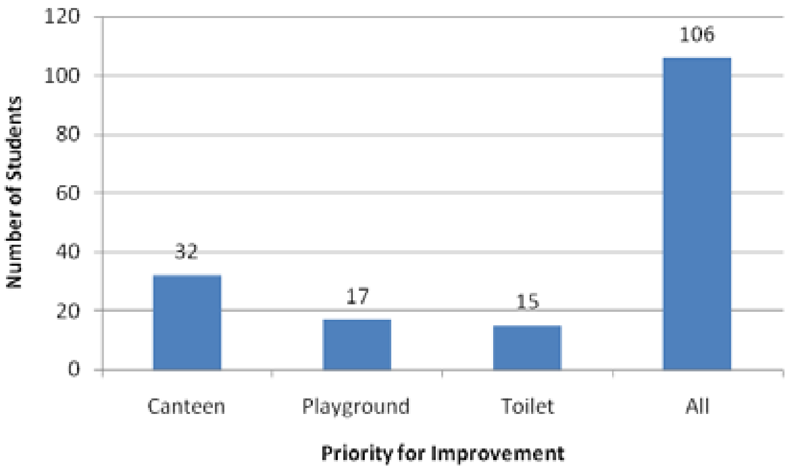


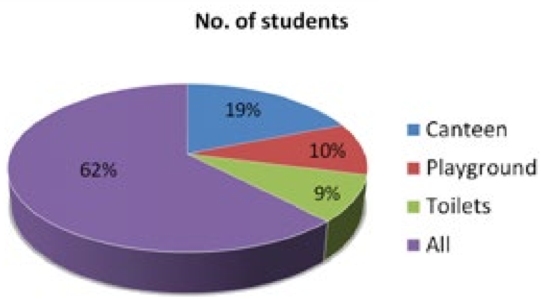


Regarding the policy of college, 87 (51%) students responded that without considering in the cost college should formulate the policy for the improvement of quality of teaching learning and other activities, 45 (27 %) students responded that the medium standard is ok, and 38 (22 %) students response was that improvement is necessary.

QN 10. Which should be given first priority for improvement?

a) Canteen b) Playground c) Toilets d) All





Regarding the first priority for improvement 32 (19 %) students responded that first priority should be given to canteen, 15 (9%) students responded that first priority should be given to playground. Similarly 17 (10 %) students' opinion was that first priority should be given to toilets but 106 (62 %) students responded that all these things should be given as first priority for the improvement of the college.

Overall satisfaction of students

Note:

- In average 18.18% students responded all questions as excellent
- An average of 35.14% students rated all questions as good
- 24.24% of average students rated all questions as satisfactory
- Similarly, an average of 24.29% students responded as below standard level.

On the basis of the above information, the college has to give special attention in the improvement of canteen, toilet, drinking water, cleanness of classroom , sports together with other areas.

Overall findings of the survey

According to the above survey result , the college should upgrade the overall environmental situation specially teachers' punctuality, physical facilities, sports & ECA, administrative services, canteen, toilet, cleanness of the college etc.

In conclusion, the following is the concrete result:

Issue	Good/excellent	Ok/needs improvement	Remark
1. Academic management	70 % students	30 % students	
2. Teaching learning	68 % students	32 % students	
3. PuntaULITY OF Teachers	49 % students	51 % students	Special step has to be taken for improvement
4. Clenliness of the college	58 % students	42 % students	
5. Physical facilities	35 % students	65 % students	Special step has to be taken for improvement
6. Library services	74 % students	26 % students	
7. ECA & Sports	30 % students	70 % students	Special step has to be taken for improvement
8. Administrtive service	49 % students	51 % students	Special step has to be taken for improvement
9. Policy of BKC	51 % students Reasonable & quality	49 % students Cheap fee at any rate	
10. First priority for improvement	-	-	(100%) all students suggested that Canteen, playground & toilets have to be improved

Obviously, together with other weak aspects, main focus has to be given the following:

- Physical facilities (toilets, drinking water, canteen etc),
- sports and extra activities

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Student, Love and Public Places: Impact on Family and Society

❑ Ananta Dhungana
(PhD Scholar of Singhania University, Rajasthan, India)
(An Ethnographic Study)

Abstract

There are differences in the perceptions of students regarding the meaning of love and the use of public places as their dating spots. Parents and families have their different opinion to their children's life carrier in relation to love and life. But the way that modern couples are using the public places as their dating spots is not suitable in our context.

The life style of students is related to their economic status and its effect is reflected on their perception about love, use of public places as dating area which are also depending on their culture, society and climate where they are born. Interestingly, the same students, on completion of their secondary level, at least have one 'boy/girl friend' and all the public places which are a bit 'shaded' and frequently visited by public become their renzevore. The trend of 'being in love', 'falling in love' or 'having boy/girl friend' continues along with the completion of levels. There are a few common among such lovers 'break up', 'reunion', 'fida' etc. which represent different models of love-life in their life. Since this is the age when students strongly get attracted with opposite sex and obstruction in their activity may invite a lot of risks and negative consequences in their life which can deconstruct their entire life so I have selected the topic. There is also the dominance of boys over girls and in society male over female which is the reflection in their interview and measured by their openness to explore the inner feelings. According to their love between opposite sexes is becoming open day by day and mushrooming as a western fashion which is also the matter tension for parents (especially for mothers). Public park is their common subject of interest that it should be managed for the development of cultural civilization in relation to love for couples. The topic is basically related to nature and bio-physical need of the human so it should be addressed and managed properly.

Keywords: **Family and Society, Perception, Love, Student Life, Cinema Hall.**

Background

I am a lecturer, working at Balkumari College, Chitwan, Nepal, affiliated to Tribhuwan University, running as public college and I am involving since 1997. I spent my 20 years of life involving in teaching and social activities. Besides teaching, I have been involving for training to secondary school teacher since last 10-yrs. I am also able to interact with teenagers' student. My nature is also interactive and frank to students so that they can share their feelings with me without hesitation. Being a teacher of population and health in college, I have to face many problems and curiosity of the students regarding adolescence issues. I felt that most of them are interested to know about the changes in their mind and body. Though there is a difference in the participatory activities in the classroom due to the differences in their individual, family, and socio-cultural background but I found their inclination and seriousness to know about attraction between opposite sexes, love, sex, and reproductive system & functions are more or less same. From class 11 to M.Ed., the curricula are interrelated in a chain order and especially the curriculum of Health and Population in relation to reproductive system and adolescence psychology are matched. My experience on higher classes is a little bit different than that of lower college level classes. Though there is some sort of interaction takes place but the ladies from Bramhin communities are dominated and gents from this community are more interactive than others which are found less role in lower level classes i.e. current generation is less affected by socio-cultural settings year after year. From this experience of teaching and interacting with adolescent students, I was already interested to go through the adolescent behavior of the students. My participatory interaction & behavior and myself experience at that stage encouraged me to write an ethnographic paper by relating the students and love. The ever growing practices of love with opposite sexes in Nepali culture and especially in college level, I was mentally compelled to "why I am not studying this practices?" which is found everywhere. In addition to this, I was also interested to know "what is their understanding about love?" "What is their perceptions regarding love in student life?", "how they exchange their love?", "where is the appropriate places for them?", "how they manage?", "what might be the reflections of their parents about children's activities?", "how they response to their parents?"

I have much experiences of providing training as a resource person to the secondary school HPE teacher and am able to grasp their common misunderstanding in the discourse of their teaching-learning activities in classroom regarding reproductive issues. I am unable to cover this perspectives completely but this experiences can also be helpful to make this ethnographic paper more thick descriptive. Basically my enthusiasm to select the topic is also related to the psychological problems so most of them are compelled to use common public places so that it seems a little-bit unsuitable and unethical too. I have been using the way of bank of Bagmati River near Balkumari for study M.Phil. at K.U. where there are numbers of young couples are exchanging their love openly which is not digestible to anyone and especially the neighboring society may be ill effected that also made me curious to study the reflection of society's' opinion regarding "love and public places". Similarly I have heard that especially lovers likes to go in "BANGALAMUKHI TEMPLE" in Thursday so I was also interested to visit the place to know about the truth then I made different journeys to the temple in last couple of weeks and try to find the reality of the statement which is culturally associated to our practices. But unfortunately, I was not benefitted to get the bless from "Mata Bangalamukhi". By the way, in the current last month I went to see a movie in Jay Nepal cinema hall with my family then I found most of the couples are taking enjoying but I found their psychology is to be separate from others on selecting their seats i.e. in corners so I did my observations on them. So I decided to go again in cinema hall for participant observation of unmarried couples and I went to Gopi-Krishna hall to observe them and I spent a whole day after seeing a film. This sort of participant observation also made me easier to complete this ethnographic paper.

At the last, I thought that most students are engaged in love, they use or select public places for dating and obviously there is some sort of impact of it on their own family and society as well so I tried to make a concept paper concerning this issue for writing an ethnographic paper. In this way my topic was lastly set as "STUDENT, LOVE AND PUBLIC PLACES: IMPACT ON FAMILY AND SOCIETY".

Objectives of the Study

There are mainly three objectives of this study:

- to find out the students' perception about love and use of public place as dating place who have boy/girl friend
- to analyze the perceptions of parents/family and society about their childrens' love and
- to explore the impacts of dating spots as public areas in family and society

Research Questions

Based on these three objectives, I formulated four research questions which gave the directions of whole research to me. They are:

a) What do you mean by love in student life?
b) Are public places appropriate for dating? If not what should to do by authority?
c) What is role of parents to address their children's love affair?
d) What is the impact on our society if public places are used as dating spots?

Methodology

Ethnomethodology is an area in sociology that represents an effort to study the methods in and through which members concertedly produce and assemble the features of everyday life in any actual, concrete, and not hypothetical or theoretically depicted setting (Garfinkel, H., 1967).This ethnographic research was conducted on those students who were engaged in love affair and using the public places as their dating spots and its impact on family and society as well. Students under study were identified from parks, temple and cinema hall. Similarly those parents were selected whose son/daughter are fell in love and the family near to the public places which is commonly used as dating area are representing the society. Basically, Tribhuwan Park, Balkumari Park, Bangalamukhi temple and a cinema hall were the field of this research. All the above areas are renounced areas for love sicker. First of all, I tried to find either they are student or not and then observed minutely. I was unable to talk and interact with majority but two couples were ready after a long exposure of talks. Fortunately one couple was come from my home town and other couple was managed by them for interview informally. First couple was looked like in very terrible situation but after my full identification and my purpose for taking interview to collect the information, then they were ready for informal talks. But the other couple was very much confident to their love which was already accepted by their parents so I requested them to meet their parents very formally without given their sons' reference who were lived near 'Swayambhu' that made me also easier for interviewing them who were observing the park of Swayambhu regarding the impact of the use of that park as dating spot. They gave me permission to interview but they asked me not to write their name. So, I used pseudonyms in this paper. Similarly I have determined to take interview with a family whose house is also at the bank of Bagmati River near Balkumari Park after a short introduction with my friend who had known them. So I used them to collect the information about the park, activities and its impact on that locality. I was totally failure to contact even with the single couple with permission so I was almost harassed to talk with them because most of the boys are under eighteen and not found gentle but at my last day of observation, I met a couple from Gurung community who were really forward and dynamic to exchange their views for my purpose. They were so convinced that they told me to study the love and marriage culture of their community from their cultural norms to modern practices. In Bangalamukhi temple I observed the behaviors of some couples who looked like mature with graduation degree. I select a couple to request them very innocently that what sort of cultural assumptions and cultural values of this temple is. Then they become curious and even they shared their feelings and trust for the success of their love and I found that they are in trouble to end their relation on life partner. But in cinema hall, I was busy only for observing the couples in and out of the hall. So I used the research tools: **observation, interview and group discussion followed by participant observation.** But all the tools were used informally and were unstructured.

This study has not covered the perception of all students who are in love affair, not covered the perception of parents whose children are fell in love and not covered the perceptions from society who are living near park; however it has given me a real world experience of the topic that I have chosen. My study was based on an **intensive field work with close observation followed by observations and informal interviews**. I spent about 5 days in total in the field observing the behavior of the participants, 2 days talking and sitting with family and society. I have also made a **group discussion** for family concern for their children's' love, the use of public places for dating and its' impact on society. Beside that I have incorporated all other related experiences of mine in this study at the time of my unmarried life. It took one and half week for me to collect the data. Data collection was informal and unstructured. I took the detail field notes talking to those students, parents and family and observing them where they were found in their respective places. I tried to mix up them optimally with those target groups that how much it was possible, I do my best. I tried to **cross-validate** my study by gathering different kinds of data from observations and interviews; even in most cases I shared my examples formally/informally or truly/hypothetically. The study was related to the individual's behavior of the couple, parents and society so it was sensitive. In addition to this is a matter very sensitive and absolutely related to private life. I made my research goals clear to all the participants so that I could be able to explore their aspirations. According to their consent, the names of the participants were not even asked with them and some are kept secret. The participants of the research were allowed to see the field note of their part and for a couple, I had committed to show my report by incorporating the suggestions they provided me later. I have made every effort possible for not harming and exploiting those among whom the research is done but it may explore the reality which is hidden in our minds and thought.

The Field Study

I asked some questions to the students (two couples separately) who were met at Tribhuwan park after a long informal talks with me. The questions were related to "what is their understanding about love?" "What is their perceptions regarding love in student life?", "how they exchange their love?", "where is the appropriate places for dating i.e. public place or anywhere?", "how they manage?", "what might be the reflections of their parents about their activities?", "how they response to their parents?" the interviews were unstructured. They gave the answers orally and I made notes. On addition, I observed their behavior. The responses were as follows:

What do mean by love in your life/student life?

First of all I asked the boy whose home town is Chitwan, with age 22 where his girl friend is there but she refused to response her age and home town. They were both the students of RR College in Bachelors level. At the first, he tried to escape from this question. He said that "*I know as you know*". But after some conversations, he said:

Love is life. Without love, life would be boring. Everyone try to attempt to be in love with opposite sex but due to different causes, not all be success to fall in love so it is essential and attached part of life. But at the mean time, girl responded that if there is real love with each other, it helps them to be success in every aspects of life.

Then I added further question commonly that those who had never fell in love but are getting success, isn't it? Then the boy said:

Oh no! Love is not sufficient conditions for getting success but unmet need of love is dangerous for success or unsatisfied part of love may create obstacle for studying also. Girl added that there are many examples that due to this cause my friends are passing much time on thinking such and such and they are really in search of boy friend but she tried to convince them it is better to be alone without boy friend in student life.

By the mean time I asked them next question that "Is it suitable time to fall in love in student life?" this question made them answerless at first and both responded no but boy said

Student life is that life which is important from different perspectives but so far as concern to attraction to opposite sex, it is needed psychologically, mentally, physiologically and spiritually also so I requested her to be a good friend then after a long appealing she accepted my request but nowadays she is more crazy than me.

She looked more shamed at that time but she raised a genuine logic that "it would be better not to fall in love in student life because after the completion of desired level of education, love helps them to be preparing their future life in a planned way". I only try to dig out the perception of them so I didn't probe other questions regarding this issue. Then I raised next question when they were ready to participate more that is,

How you manage time, places and money to exchange your love?

My query was little bit private one therefore they were hesitated to response so I added that if you response me it would also help you in your future to carry a ethnographic research and my research would be more reliable and valid then they shared all sort of history even though my focus is on the selection of the dating place and their behavior in such places. So I noted their detail as boy said

Though we are college student, we are able to manage all sorts of requirements and necessities. I have a house in Kathmandu where I live in. our college time is morning so no problem to manage time. Money is not felt so complex for us because we spent a few for our lunch which is also manageable but to manage dating place is much complex and difficult for us because we have no own transportation means. Generally we go to Balaju and Ratnapark but those places are more public and common so came here so that we can exchange love and sorrow freely and we are also responsible for future.

I asked them "I have ever seen the couples are engaged in open park in open manner, how you feel that?" the ladies said

It is very wrong practice in Nepal that I also felt ashamed by seeing on those open activities but there is no proper area or managed parks for lovers so that neither they involve in wrong activities nor they return without sharing their love with each other.

Both of them had confessed that they were also compelled at first but nowadays they are very much sensitive to this issue. Girl said

The most important part of love is common interest so all problems can be managed, and we are educated one so we should think upon it seriously. In Nepal the others perceptions over couples is still not good that makes me more sensitive so in my opinion the common understanding of love should be more cultured or developed if so most of the problems would be solved. The public parks are not sufficient in one hand and in other hand they are not safe for couples and the middle class people are compelled to go to public parks for dating so concerned sector should be serious on this serious issue.

At last I asked:

"What is the perception of your parents about love and dating place of children?"

The common problem with them is that their parents are totally against with love marriage. They said

We have never told our relation with our parents because there is a slight gap in our caste and my (Boy) family is always against with it. When I go to my parents in common public places then their perception is also totally against with such couples in public places.

Girl wanted to say something but stopped. I tried to share her experiences on this part many times but she didn't spoke more. I asked them if you have friend come with you, pleases help me to talk as with you then they said me to come there after some time. At the time of conversation, we exchange our telephone number that made me more confident that they respond me truly. Then I roamed for half an hour by observing the activities in the park. I have never been roaming in this way in my life even at the time of teenage and later but my focus were only on those couples who were looked like student. At the mean time, I was called by the previous boy (prefer to say brother) that their friend were get ready to respond me that made me more easy and more confident to collect true information. At first I requested to have a cup of coffee with me to both couples which my duty and rapport building too. In this process I explained my objectives and ethics in more detail. They even respect me as a teacher of college besides this two of them (girls) were the student of population studies so the later girl responded more frankly.

The next couple is both from Kathmandu valley representing lower-middle class family. Boy is engaged in New Era office as a field worker and girl is also engaged in boarding school with age 25 and 22. Boy had just joined masters' level and girl was the student of RR College at Bachelors' 3rd yr. they were both matured by age and by love affair. Besides that their parents are both knowledgeable to their histories so our talks was more transparent and based on real ground. I put them the question formally at first

What do mean by love in your life/student life?

Then they re-questioned me "is it not very simple one?" no! This is really a great question for me because it reflects the perceptions of yours and others then the boy said:

> *It is the matter of intake and emphasis by individual to his life. Most of youths feel that love and sex are same thing but no. we can find love without sex and sex without love. In reality love is originated by the attachment of two hearts may be within same sex or opposite sex. If love is narrowed down in only opposite sexes, it is a matter of sexuality. So far as concern of love in student stage, it is a natural phenomenon by their ages and it is in fashion. My experience with my friend is that making a girl friend is an achievement in college life which is wrong. My friend charges me that it is the statement of those who have already girl/boy friend. In my opinion if there is no adverse effect on learning by having boy and girl friend, it is better than without girl/boy friend.*

This type of philosophy of love was really appreciable. The girl also added that

> *It is the matter of co-incidence. It may not be possible if someone wants to fall in love with someone and in some cases those who always stand against love in student life, they may fall in love that is my true own experience so sometime I believe in luck and faith regarding on this issue.*

This response is quite based on the philosophy of "BHAGYA THAN KARMA". I am also convinced that especially on these issues of love, marriage, parents, we were already pre-determined. I asked them if it is possible "shall I meet your parent?" then the boy replied "why not?" and I put the question over girl then she was confused, after some time girl was ready to meet her mother only but the condition was without saying about their affair though she was not far from their relation. I accepted then in the next day I went her home as her teacher. I didn't say my purpose to be there but the girl told her that she called me when she saw me near her home. After taking a cup of coffee, I started to talk very informally and put my two queries on her by relating with my objectives that "how do you feel that if your daughter fell in love and how do you treat to her?" she said:

> *Sir, what can I do if they over take the family response? Everyone has to pass this stage and being educated she herself should be responsible to her life and to family as well but our concern and counseling always to her that marriage should take place within our caste and marriage should take place as our ritual ceremony.*

I add her that "**how you feel about the fashion of love among teenager?"** being educated women I had already guessed her response and she said

> *Nowadays, from my experience and "DEKHERA", it is transforming into un civilization and poor imitation of westernization but real love would be the symbol of civilization.*

Her response was totally advanced but some sort of conservativeness was reflected. "She also told that she was totally faded by seeing the "Chartikala" in Swambhu periphery and other places too and she scold and alerted to her child if someone said that your children were met as other in the public places openly." This would have my next query to her but she said herself before entering to this issue. I felt that after along informal talk to her that every parent is sincere to their children and especially to daughter regarding to these issues. After departure from there we made another drama to boys' family near 'Samakhushi' to get the perceptions from them but I found father was totally indifference to his children about these issues but mother was not available. He was retired Indian army, when I put forwarded my question then he replied

> *It is not concerned with me but the concern of themselves. My duty is to only teach them as they can and if possible provide some money for their entrepreneurship. They are more educated than me."*

He was in the mood of twisting our talks so I left the issues. This is also the symbol of our parents if it is understood this very positively it the matter of post-modernism and if we take negatively then it the matter of careless by their parents that may lead in adverse life situation of the children.

The another selected public place for dating to couples where most of them were met unmarried and young and looked like low graded as well was near Balkumari, bank of Bagmati river which is my daily used way to go to KU. Obviously, I expected that both of my interest areas of the research about the students' love and its impact on society can be more reflected from this field so I have chosen this so called park. Every day I see there are more than ten couples busy in exchanging emotional love and I felt a bit more shameful situation for general people who pass through the way. Only the observation in such field is very sensitive and complex but I attempt to be introduced many times with many couples but not able to make them participation on informal talks. Besides this, I felt that neighboring society might be in problem by seeing those activities so I was interested to collect the information and perception from that society. In the process of observation for a long time in that field, I felt that school children, lower level couples, and commercial girls are in majority so the environment is not so appropriate for others. There is my friends' house near that area whose experience on behalf of that place was very negative so I requested him to manage for participating on informal talks and collecting their views and perceptions from very neighbors to the park as it is used as dating place which is also a public place. He introduced me in detail with two families with my objective. They were convinced formally and ready to share the idea even though they had already informed the police administration about the problems of that area which is not addressed properly yet. Three gentleman and a ladies including my friend take participation on group discussion about the issue of using public place as a dating spot and its impact on society. The ladies raised a very serious issue and said:

> *I am very much in tension that the effects of these open activities over my children. I am always told them and try to counsel them that sort of activities are harmful in student life. I always try to close the window but I found that my children are seeing on that park at the time when we were out from the house. So I requested to my husband better to sell the house and stay in other places otherwise the effect of these activities on park would create negative impact over our children who are entering in adolescent stage. But he is not as serious as me.*

I remembered my own experience in my adolescents stage that I went in 'Rodhi' and 'SatyaNarayan Pooja' without informing to mother for only to see the activities of elders but my mother scold and bit me in such a way that I never forget the incident. So obviously this sort of reflection on children and parents is common. I also shared this experience with them. I requested the one gentleman **"how you are affected and what's the solution over this issue?"** he told that they themselves are responsible because they proposed that area should make clean and put forwarded the proposal to develop park:

> *I am also a responsible member of this society. We cannot control them at this moment. Of course, what sort of activities are seen here are supportive to deconstruct the cultural environment of this society so we requested to establish a police office near this and we are able to set the police post here but the problem is practical than legal. We are also compelled to twist our head in opposite side of parks but if we make the park more developed, some errors related to couples behavior will be minimized automatically but we can't back to modern society and should accept the culture of modernization. So far as concern to children's' psychology by seeing these scenes, we should talk them freely to minimize their wrong perceptions.*

Most of them are convinced to his idea and some added their logics that legal provision should be sound and there is essential to hoard some boards with some statements that what are the rules to use the parks and what are the things that don't do if found……………..From the group discussion on this issue, I felt that I am participating in a seminar where policy makers of the nation are thinking for the nation. If such mature feeling is found in every society, our nation will be prosperous even we are poor economically. I thanked them a lot for helping me to write a paper.

After starting to write this paper, last Sunday, I was able to meet and talk to a couple about aged 20 from Mongolian community and I saw that the girl was in the lap of boy very freely. I asked them by relating the questions about love and the place where they were enjoying. The boy told:

Oh sir! This is our private matter. We are frank and open by caste but Bramhins and Kshetries have no courage. They are crazier on such cases than us and they do love secretly. In my opinion, more parks are needed for lovers. We can't pay money for guest house and resort so we use this public places that is our compulsion because we are working in small private business form. We are not disturbing to anyone so how this society is affected by our activities?

By his response, I felt that love is common and open in their society and he was seen in temper to charge to 'Bramhin' because I also represent that society. He was not capable to understand my objective but his brief response was sufficient and great reflexive for me.

The Case Cinema Hall

Before the preparation of concept paper, we (with my family) were going to see the movie in Jay-Nepal hall after a long period of time. At that time I remembered my adolescent stage, my friends at that time and our practices which were very remarkable. So I went through the behaviors of the couples. When I selected the topic to write ethnography then I was also encouraged to observe them minutely and objectively with silent participation. So according to the suggestions given by my friends, I select Gopi-Krishna Cinema Hall then I spent a whole day in and outside the hall. Those who were young couples were open, who were a little mature they were lived a bit far from the approach to other common people out-side the cinema hall. It felt me that the generation gap is booming. Before entering the hall, I found most of them are couples by grabbing their hands with each other. When I entered into hall, then I sat on middle top and observed couples in the selection of their seats. Most of them were directed to the corner seat. They were hurried to get the secret and closed environment. Before starting the film I started to walk around the Balkoni for minute observation. Their behavior of young couples was open and frank as they are thinking that they are alone there. I was not able to move frequently but my observation by sitting in my seat was that intense observation over the observation of couples in Cinema hall for ethnography writing is appropriate. Their incoming, talks, expenses, and their activities in the Cinema hall were really observable for ethnographic research.

The case in Bangalamukhi temple

Bangalamukhi, one of the nearest temples from the heart of Kathmandu city is the most popular rendezvous for lovers. Lovers who fail to reach here regret if their love turns up to be unsuccessful. The goddess is known for 'Goddess of Union'. The sole intention of lovers visiting this place is for the success of their love.

I approached several pairs for obtaining information about their purpose of visiting this place, making them my intention clear and promising confidentiality, but most of them perceived me suspiciously. Finally I was successful to convince one of the pairs in term of confidentiality and they said:

We are in love for nearly three years now and we have not been accepted yet by our families though they knew about it nearly two years ago. As you see, we have come of age for marriage and are well educated. I have a good job which, I think, is enough to make a comfortable living, but it's a private one. The only reason my family gives is we do not belong to same cast and our economic status vary to a great extent. She belongs to higher social class with so-called higher cast whereas I belong to a lower middle class and a step below her cast in so-called hierarchy of Hindu cast system. My parents take our union as mismatch and fear that it won't go longer as well as her parents' approach to influential people can harm me if I get tied in the knot of love marriage with her. She says her parents have several grounds to stand on against me which they claim that I, being a lower class, I would not be able to live up to the standard of her relatives, my private job does not guarantee secure future, I am not well off; so in case I lose my job she is supposed to return back to her maternal home which can bring them down their social prestige and ours is a complete mismatched pair, so on and so forth. Now only option left for us is to take help of this goddess which we have heard is known for turning the love into a success. Therefore, we are here. Please pray for us if you believe in god. We cannot live without each other.

Though it hears like the story of a commercial movie popular these days, their genuine and humble plead at last made me believe the story. This case carries a potential danger that they may be isolated from their families just for loving each other and belonging to separate social standard and cast. Another threat their story poses to the society is that the young generations' faith on parents may be challenged and they may develop negative attitude towards their family taking their parents as the enemy of their love. Though our society is yet termed to be a closed society, the indiscriminate exposure to foreign television channels, uncensored internet sites and modern co-ed schooling have rendered our generation with the etiquettes of the member of open western societies. The practice the young generation is acquainted with and the societal values, norms and beliefs still contradict each other. Hence love, viewed through the lens of this case, seems to exert negative impact in the society but the reality at present should not have been so. Another fact worth noticing here is when a couple has no way out for the success of their love, they surrender in front of the god for final help. This is what seems the purpose of the lover's visiting this place.

I was curious to how people of this place perceived the floating crowed of lovers visiting this place every day. One of the women who locally reside here for more than 30 years has the following to say:

When I was young I used to feel it queer seeing unmarried pairs roaming here and there hand in hand because I was brought up in a traditional family and even talking about love was considered to be taboo. But as I grew up, it became a regular sight to see unmarried couples visiting this place. Being grown up in such an environment I no longer feel it [presence of unmarried couple] odd. These days when there are 'Bandhas' and people cannot come here, I feel as if I missed something. The small village looks like a marketplace when there are people visiting this place in numbers. Their absence fills me with a strange sort of monotony. However, I never fell in love myself and most of the young of this village have undergone arranged marriage. It is because of the belief that visiting this place they have successful end of their love-life, people at least visit this place once. The society, as far as I know, ignores such presence and has been a routine for the villagers to see them.

This case reveals the fact that the society is aware of the lovers visiting this place as a part of culture. Since the society has no any reaction to what is happening there, it has come to be a routine way of daily life. It does not seem to influence the society as the lady confirms that most marriages are made according to the accepted norms of the society performing Hindu rituals. The thing to be noted here is that the floating crowd of the lovers has helped promote the business of the place as she makes a mention that the village looks like a 'marketplace' with the presence of numerous lovers. Another inference that can be drawn is that the crowd of lovers has become the part of the culture of the society itself and their absence can fill them with monotony.

Analysis

According to Wilson & Hockenberry (2009), many teenagers begin to make a shift from relationships with same sex peers to intimate relationship with members of opposite sex. Pairing off as couples becomes more common as middle adolescence progresses. Initial relationships are usually noncommittal, extremely mobile, and seldom characterized by any deep romantic attachments. This characteristic was reflected in park near Balkumari that most of the couples were teenagers and their activities were seemed as sexual oriented motives. In my opinion, Sexual activities become more common and the relationship between love and sexual expression is brought into focus during adolescence. They also said that "Most young people oppose exploitation, pressure, or force in sex as well as sex solely for the sake of physical enjoyment without a personal relationship. Adolescences find it hard to believe that sex can exist without love therefore they view each relationship as real love" but I didn't raise the issue about their sexual relations at all.

According to Google encyclopedia, "Puberty is a period of several years in which rapid physical growth and psychological changes occur, culminating in sexual maturity. Every person's individual timetable for puberty is influenced primarily by heredity although environmental factors, such as diet and exercise, also exert some influence". The timing of puberty can have important psychological and social consequences. They appear older than their peers, pubescent boys may face increased social pressure to conform to adult norms; society may view them as more emotionally advanced, despite the fact that their cognitive and social may lag behind their appearance. In the process of interview, their own reflection towards the perception of love was more mature as they were doing there. Similarly they were also trying to show their social responsibilities.

Conclusion

After reading and studying thoroughly the perception about love of students in student life and perception of parents regarding the use of public place as dating spot of couples, I reached in the conclusion that there is no particular definition of love and its meaning is different from couple to couple but its' understandings may vary by their educational level, family background, cast and culture which is practicing in Nepalese society. However, any how they want to be in love affair or everyone has keen interest for making boy/girl friend from conscious or unconscious mind. But all of them were using their dating area in public place and their common perception was that public places, especially, parks should also be made for them who get opportunity for dating.

The families were found more progressive than previous society to their children and for their future life carrier. But they were against the westernization of our culture that the uses of public places like park, road, and Cinema hall as their dating place especially in student life. They were also feeling for the necessities of developing parks with specific legal provision for all user or couples who are seeking the dating place. Some cultural beliefs are associated to promoting couples like Bangalamukhi temple and there were some reflections of patriarchal dominances over there. I come to conclusion that our body has already entered in western culture for the use of life but our mind is functioning or trying to control over body by using eastern approach or tools so some conflict is there which is found or observed by this research**.**

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Investigation of Soil Corrosivity in Ratnanagar Municipality, Chitwan

❑ Dipendra Adhikari & Kapil Raj Gyawali
Department of Chemistry, Birendra Multiple Campus, Bharatpur

Abstract

The most important soil parameters responsible for the corrosion of Galvanized iron (GI) pipe in the collected samples from three different wards of Ratnanagar Municipality of Chitwan district of Nepal were analyzed using standard techniques. The results obtained from the collected data revealed that the soil composition of the study area could be regarded sufficiently good enough to maintain the life of underground GI pipes over a long period of time.

A detailed study is needed to be done on a large scale in order to ascertain the exact scenario of the soil sample of the whole municipality. Although the soil composition so far does not seem corrosive in nature, it is better to apply sand and gravels around the iron pipes at the time of burial as a precautionary measures in order to protect and enhance the lifespan of underground pipes over long periods.

Keywords: **Oxidation – reduction potential, pH, conductivity, moisture content, GI pipe, corrosion**

1. Introduction

Soil is a complex and porous material consisting of minerals and organic substances in the solid phase, water in the liquid phase and air together with other gases in gaseous phase. The presence of different electrolytes present in the soil corrodes pipelines through complex electrochemical process.

The major factors responsible for the corrosion in soil are the moisture content, soluble ion content, soil resistivity, soil pH, oxidation-reduction (redox) potential, nature of soil, exposure time, microbes and the position of the water table 1.

The corrosion is usually associated with the formation of oxide films, when metal surface directly combines with gases or liquids in an appropriate environment.

It is not possible to estimate the exact loss of metal that occurs due to corrosion but according to one of the recent study, entitled "Corrosion Costs and Preventive Strategies in the United States," the total annual estimated direct cost of corrosion in USA alone was $276 billion- approximately 3.1% of the nation's Gross Domestic Product (GDP)[9]. This data provides us an idea about the tentative loss of GI pipes and storage tanks due to corrosion.

Most pipelines are often made up of low carbon steel alloyed with magnesium. It is widely used because of its low cost, high strength and its' capacity to undergo easy welding. As it suffers from severe corrosion in aggressive environment, it has to be protected[12].

Metal loss from internal and external corrosion makes the life period of a tank or pipe to reduce and often results in ruptures. Rupture of underground pipe due to corrosion can result in water leaking and seepage into the ground resulting contamination together with the loss of water. The knowledge of factors responsible for corrosiveness of a soil can be used for the proper corrosion control measures, ensuring the basic rights of potable drinking water to the consumers.

The metal loss due to corrosion may be regarded minor but the effect could be dramatic. Effects can range from minor water leaks to the collapse of ground and flooding. In case of gas pipes, the corrosion may lead to the leaking of gas and hence explosions.

The corrosion of underground structures is a very widespread problem. Structures used to store and distribute natural gas and crude oil pipelines and water etc are affected by soil corrosion all around the world. The corrosion of these pipelines results a high degree of environmental, human and economic problem. Failure of water supply especially in the municipal areas generates a big problem because people solely depend on the water supply from municipalities. The major cause of the deterioration of pipeline buried underground is soil corrosion[12].

For the purpose of security and safety all such pipelines are buried beneath the earth surface to a depth of about 1.1 m. These steel pipelines have either inadequate alloy additions to resist corrosion or lack some other defects to protect it from corrosion. A vast majority of these underground pipelines are also coated to prevent corrosion. They form a film over the metal surface and interface with the corrosive medium and act as a barrier between the metal and the corrosive media. It can also be minimized by using corrosion inhibitors[13.]

In Ratnanagar, like most of other municipalities of Nepal municipal water supply is primarily done through underground pipelines.

2. Literature review

A number of investigators have performed experiments which focused on the corrosion rate of steel and its interactions with soil parameters.

Norhajilan *et al* (2012) found the metal loss during corrosion is caused by a large number of factors including soil chemical contents, microbiological factor (such as Sulphate-Reducing Bacteria, SRB) and other factors such as pollution. It was reported that soil resistivity is by far the best criterion for estimating the corrosivity of a given soil in the laboratory, where the vital parameter of moisture can be controlled[10]. Ismail *et al* (2014) in a study concluded that the temperature of 37° C is the most favorable environment for the growth of bacteria with severe influence on corrosion rate. Among the range of pH value the optimum value of weight loss was recorded at pH 9.5[6].

Gautam *et al* (2013) studied the corrosive nature of soils toward the buried-galvanized steels and cast-iron pipelines used to supply drinking water in Tanglaphant and university area of Kirtipur. Their study found soil to have mildly corrosive to non-corrosive nature on the galvanized steels and cast-iron pipes used to supply drinking water in the study areas of Kirtipur. Besides, they have investigated in detail about the soil parameters such as moisture content, pH, resistivity, oxidation-reduction potential, and chloride and sulphate contents on the corrosivity in Panga-kirtipur-Tyanglaphant areas of the Municipality[4]. Dahal *et al* (2014) studied the nature of the soil samples collected from Sanothimi area of Madhyapur Thimi municipality, Bhaktapur and found mildly corrosive to less corrosive towards the galvanized steels and cast iron pipelines buried under soil[2].

Durowaye *et al* (2014) have found a progressive decrease in conductivity , weight loss and the rate of corrosion product formation as the pH value increases from pH 7.2 to 11.2and also their study found the highest corrosion rate at 7.2[3].Rim- rukeh *et al* (2006) studied the corrosion of a 10 inch crude oil pipeline by analyzing the physico-chemical characteristics of the soil environment. The pH, temperature, moisture content, resistivity, redox potential and Chloride content were estimated in the study. Corrosivity of the soil samples was evaluated using the AWWA C 105 numerical scale and the soil tested was found extremely corrosive[12].

Yahayas *et al* (2011) in their study found that soil moisture content had greater influence than clay content towards corrosion while comparing corrosion rates and soil properties[15]. While Ikechukwu et al (2014) have found the greater influence of soil resistivity than soil pH towards the acceleration of corrosion reaction in most of the soil samples examined. Also they have found the major role of time factor in the corrosion rate of steel buried underground[5].

Tahir *et al* (2015) have concluded the most influential role of moisture content, chloride and resistivity but of relatively insignificant role of pH for the underground corrosion of metal[14].Norhazilan and others (2012) also have investigated the relationship between soil properties and corrosion of carbon steel. The test was focused to analyze the moisture content, clay content and plasticity index of the soil. It was found that the soil moisture content had a more observable influence towards corrosion more than clay content and plasticity index[10].

Zenati *et al* (2013) studied the corrosion of C-Mn steel type API X60 in simulated soil solution environment and inhibitive effect in order to find out the susceptibility interactions of steel with the soil environment and it was revealed that the influence of salt contents of soil was found strong to the steel [16]. Khadim *et al* (2012)in their study on sacrificial anode cathodic protection against the corrosion damage found the best selection of sacrificial anodes as (Al-4% Zn-0.4% Sn) alloy at 30cm in Al-Qasim region[7].

Pritchard *et al* (2013) have found soil corrosivity not to occur in isolation but often interrelated. It is mostly due to the different human activities over the soil that culminates in infrastructure failure. The impacts of soil corrosion on buried metallic infrastructure may become economically, environmentally and socially of high cost. The water, gas and highways sectors are the most susceptible to soil corrosion process within the UK. In their work, they have also studied a number of Indian soils so as to identify a link between the different soil properties and its corrosivity to the underground metallic structures[11].

3. Methods and Materials

3.1 Sample collection

Fifteen soil samples were collected from the ward number 12, 14 and 16 of Ratnanagar Municipality, Chitwan at the depth of 2 m from the ground level. Soil samples were packed in air tight poly bags.

3.2 Measurement of moisture content

The moisture content (%) of soil samples were studied by weight loss method in accordance with ASTM standard. The weight of the moisture content is the difference between weight of the sample soil and its' weight in dry state.

25 gram of soil sample was weighed in pre-weighed crucible and kept in hot air oven maintained at 110°c for 24 hours until a constant mass was obtained. Then the percentage of the moisture content was calculated using the following formula.

$$\text{Moisture content (\%)} = \frac{\text{weight of moisture content}}{\text{weight of dry soil}} \times 100$$

3.3 Preparation of (1:2) soil water suspensions

50 ml of distilled water was added to the 25 gram of soil sample & stirred continuously for 30 minutes. The suspension was filtered using whatmanns 40 filter paper. A clear soil –water extract thus obtained was kept in air tight bottle and used it to analyze the soil pH, soil resistivity and chloride content of the sample.

3.3.1 Measurement of soil pH

At first, digital pH meter was warmed up for 30 minutes to remove asymmetric potential. It was calibrated using buffer of pH 4, 7& 9 using glass electrode. The pH of soil- water extract was measured with digital pH meter.

3.3.2 Measurement of chloride content

Argentometric titration was done to measure the chloride content of soil.

- Preparation of 5% potassium chromate solution:

  5 gram of potassium chromate was dissolved in100ml of distilled water to prepare potassium chromate indicator solution.

- Preparation of 0.01N silver nitrate solution:

  0.410 gram of silver nitrate was dissolved in 250ml of distilled water to prepare 0.01N silver nitrate solution.

  Chloride content in (1:2) soil water extract was measured by titrating it against standard 0.01N $AgNO_3$ solution using K_2CrO_4 as an indicator. A dark red precipitate of Ag_2CrO_4 was appeared at the end point when the precipitation of AgCl is over in presence of K_2CrO_4 indicator.

  $$\underset{\text{(Soil Water Extract)}}{Cl^-} + AgNO_3 \longrightarrow \underset{\text{(White ppt)}}{AgCl} + NO_3^-$$

  $$K_2CrO_4 + 2AgNO_3 \longrightarrow \underset{\text{(Dark Brick Red ppt)}}{Ag_2CrO_4} + 2KNO_3$$

  5ml of (1:2) soil water extract was titrated with 0.01N $AgNO_3$ solution using K_2CrO_4 indicator. After the end point, the consumed volume of $AgNO_3$ solution was noted. Then the amount of chloride ions in soil water extract was calculated as follows.

  $$\text{Chloride content (g/L)} = \frac{\text{Normality of } AgNo_3 \times \text{vol. of } AgNo_3}{\text{Vol. of soil water extract}} \times 35.5$$

  Chloride Content (ppm) = Chloride content (g/L) × 1000

3.3.3 Measurement of soil Resistivity

The digital conductometer was used to measure soil resistivity. At first, conductometer was calibrated using 0.1N KCl solution at 25°c and the conductivity of soil water extract was measured. The measured conductivity was changed into resistivity using the following formula;

$$\text{Resistivity } (\Omega \text{ cm}) = \frac{1}{\text{measured conductivity}\left(\frac{\text{mho}}{\text{cm}}\right)}$$

3.4 Measurement of soil ORP

Soil ORP was measured with the help of digital potentiometer in accordance with ASTM standard .The Pt wire and SCE were dipped in saturated soil water paste kept in perforated square box and the electrodes were connected to the potentiometer. The ORP of saturated soil water paste was recorded for 30 minutes because soil ORP becomes steady after 20 - 30 minutes in all samples. The soil ORP was changed into the reference value with respect to SHE using the following formula.

$$\varphi mV(SHE)=\varphi mV(SCE)+242+\text{soil pH}-7$$

4. Results and Discussion

The measured value of different soil parameters is listed below in the tabular form.

Samples	M. Content (%)	Soil pH	S.R. (Ω cm)	S.ORP (mV Vs SHE)	CI - Content (ppm)
R.N. 1	20.75	7.6	4878	474.6	63.9
R.N. 2	33.23	6.78	1851	419.78	78.1
R.N. 3	21.24	7.86	4237	478.86	106.5
R.N. 4	23.23	8.14	3472	533.14	71
R.N. 5	15.88	7.67	2155	493.67	92.3
R.N. 6	25.25	7.1	7751	532.1	85.2
R.N. 7	24.14	8.44	3412	442.44	106.5
R.N. 8	17.8	7.98	3773	533.98	85.2
R.N. 9	16.19	7.62	4504	533.62	99.4
R.N. 10	19.24	7	5617	442	99.4
R.N. 11	20.65	8.15	2985	483.15	92.3
R.N. 12	26.16	7.88	2538	459.85	106.5
R.N. 13	24.42	7.2	2688	435.2	99.4
R.N. 14	20.67	7.55	2881	444.55	99.4
R.N. 15	19.78	7.3	2631	509.3	78.1

4.1 Moisture content in soil

Moisture content present in the soil is one of the important parameters responsible for the corrosivity of buried metal pipes. The moisture content, which were studied in the soil samples of Ratnanagar Municipality were found to be in between (15.88- 33.23) %. Based on the moisture content, most of the samples were found mildly corrosive and the others were less corrosive.

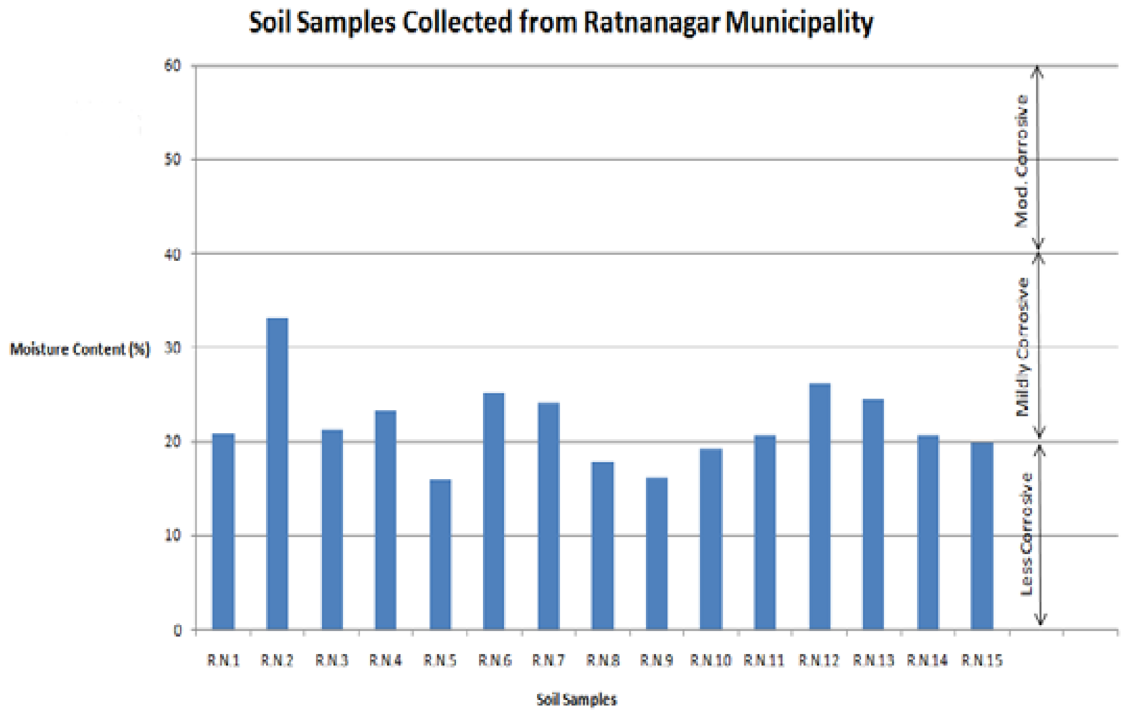

Figure: Variation of moisture content (%) with soil samples

4.2 Soil pH

The pH value of the soil samples studied was found in between 6.78 to 8.44. It indicated that all of the soil samples of Ratnanagar Municipality were nearer to neutral. As the pH value is increased or decreased from the neutral value (pH 7) the corrosivity also is found to get increased. Thus, the soil samples having pH in between (5-8) are regarded to be mildly or less corrosive in nature. Three soil samples (R.N 6,9,13) which were collected nearer from Kayar Khola side were found to be almost neutral, where as rest of the others collected from the cultivated land area were either slightly acidic or alkaline .The soil pH of different soil samples is given below.

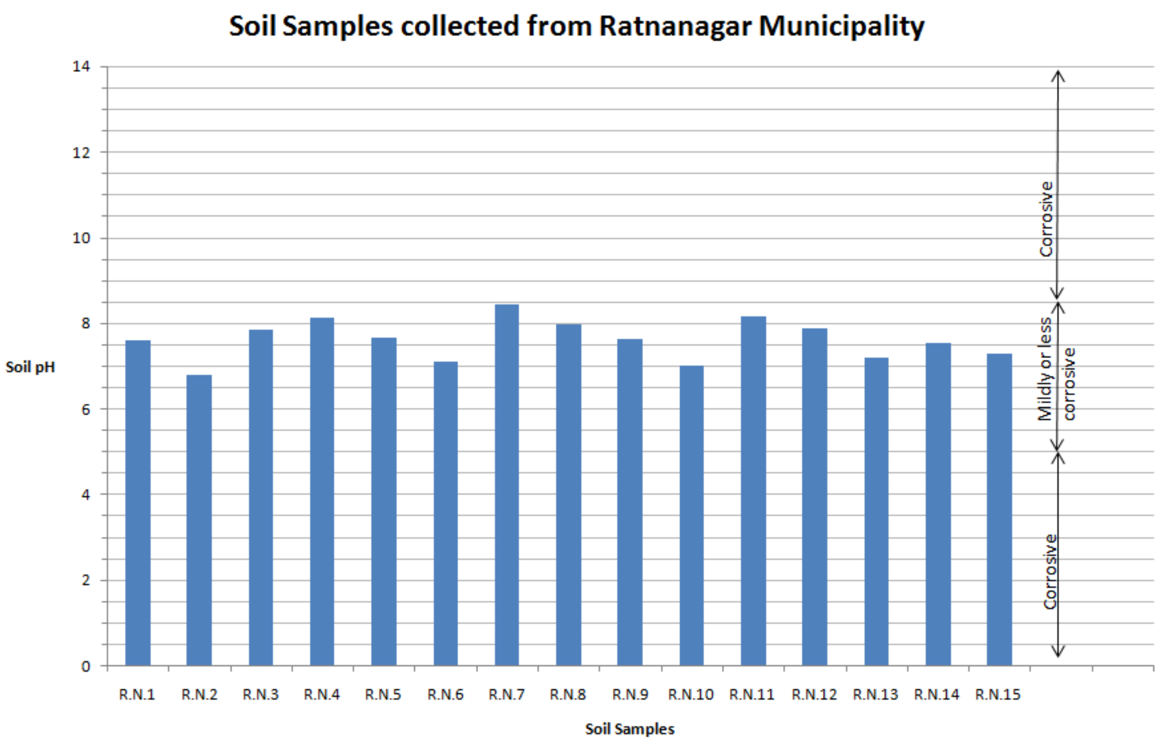

Figure: Variation of soil pH with soil samples

4.3 Soil ORP (mV vs SHE)

The ORP value of soil can be used effectively to check the soil corrosivity towards buried metallic pipes. The soil ORP were found in between (419.78 -533.62 mV). The ORP value shows that all of the soil samples are less corrosive.

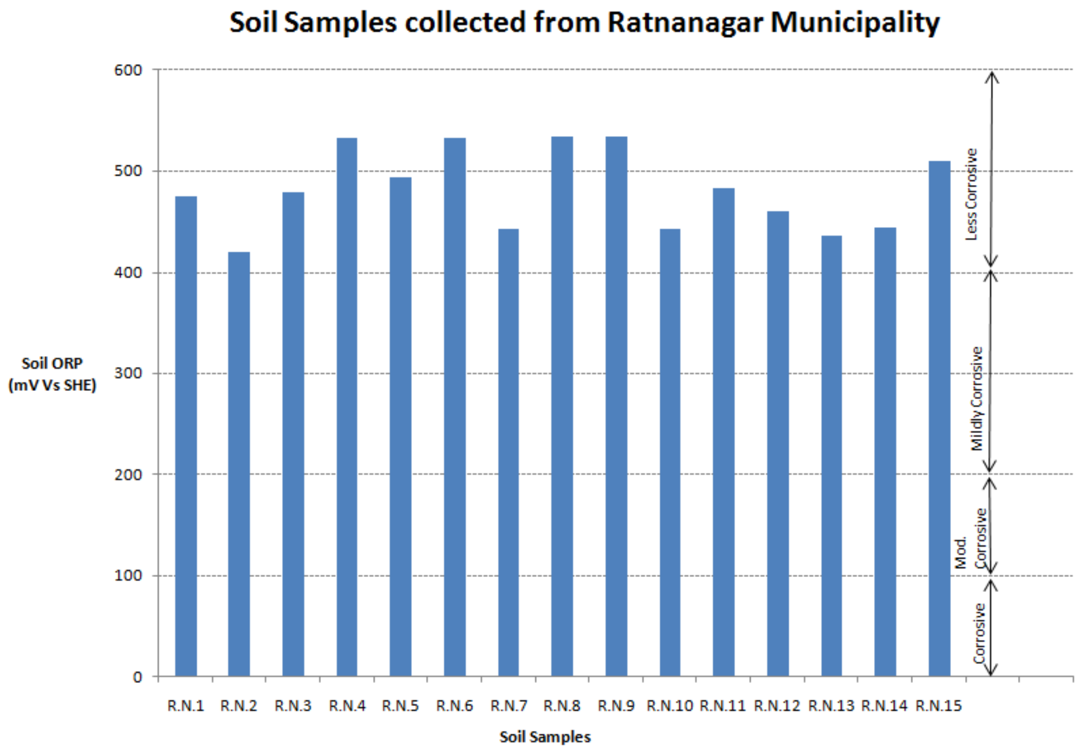

Figure: Variation of soil ORP (mV Vs SHE) with soil samples

4.4 Chloride content (ppm)

The chloride content of soil samples of Ratnanagar Municipality were found in between 63.9 to 106.5 ppm. Out of them, three samples were found moderately corrosive while the remaining twelve samples were mildly corrosive.

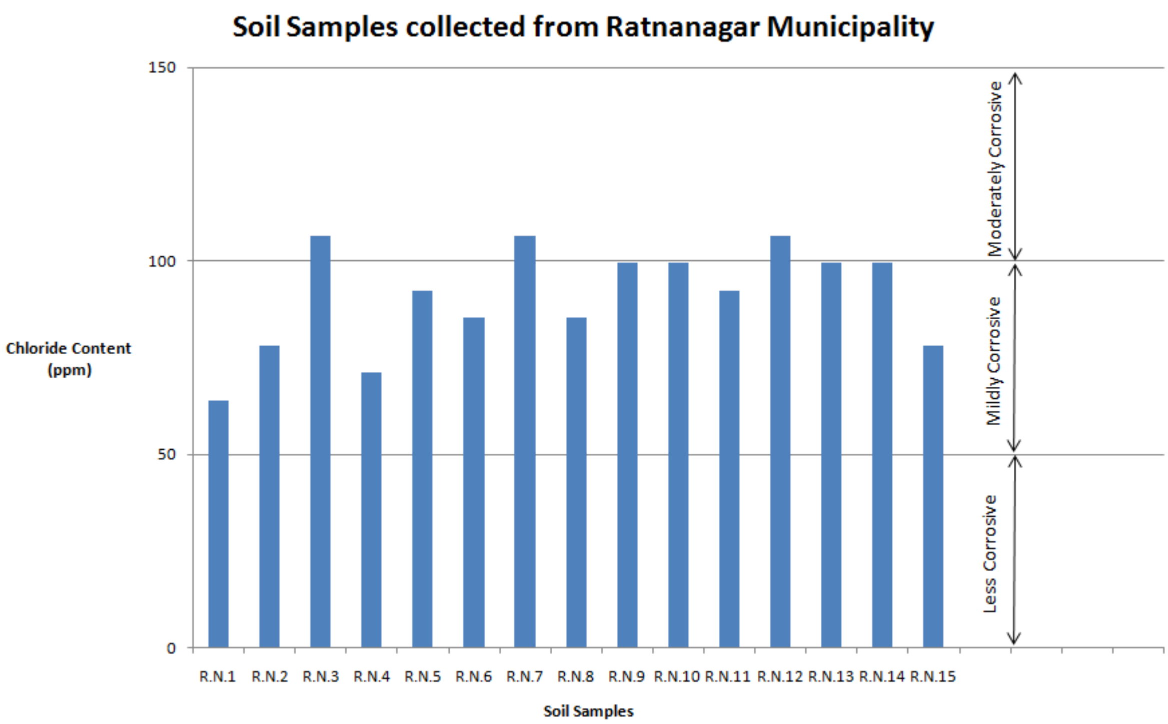

Figure: Variation of chloride content (ppm) with soil samples

4.5 Soil resistivity

In general, soil resistivity decreases with increasing moisture content. Sandy soil samples having low moisture content (R.N 1,6,9,10) were found to have high resistivity. The soil resistivity ranged from (2155-7751 ohm.cm). The data shows that they are moderately or mildly corrosive in nature.

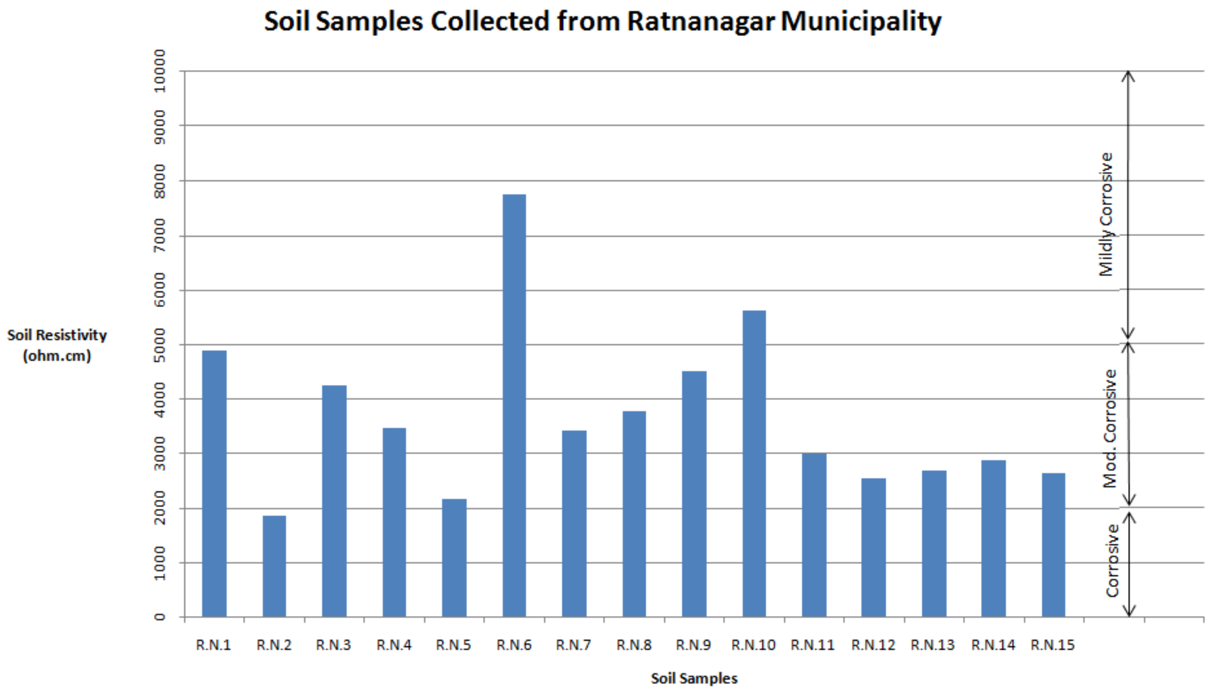

Figure: variation of soil resistivity (ohm.cm) with soil samples

5. Conclusions

From the above results and discussion the following conclusions are drawn.

1. Based on the moisture content, 5 samples are less corrosive while 10 samples are mildly corrosive towards the buried metallic pipes.
2. All the collected soil samples in the present study had pH value ranging from weakly acidic to slightly basic (6.78-8.44) region. This value of pH is responsible to make galvanized iron pipes less corrosive to mildly corrosive.
3. Based on soil ORP all soil samples are less corrosive in nature.
4. 84% of soil samples are moderately corrosive, 13% soils samples are mildly corrosive and 7% soil samples are corrosive towards buried GI pipes based on soil resistivity results.
5. Based on chloride contents all samples are mildly to moderately corrosive in nature towards buried metallic pipes.

   Thus the soil structure of the studied area of Ratnanagar municipality seems satisfactory for the underground pipes and other infrastructures composed of metals as far as it is concerned with corrosivity.

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Prevalence of Multidrug Resistance Salmonella in Poultry of Chitwan

❑ Anup Muni Bajracharya[1], Dr Purusottam Tripathi[2], Govinda Bohara[3], Mamata Sen[4], Nikita Shrestha[5], Shilpa Subedi[6]

Abstract

Salmonellosis is considered to be one of the major bacterial diseases in the poultry industry worldwide and the presence of antimicrobial resistant *Salmonella* spp. in poultry and poultry products is a global public health problem causing heavy economic losses through mortality and reduced production. The study was conducted from February 2016 to April 2016 with an aim to find out the prevalence of multidrug resistant of *Salmonella* spp. in chicken carcasses.

Out of the 50 samples examined, 20 samples were confirmed as *Salmonella* spp, among *which* 13 were found to be multidrug resistant. The distribution of *Salmonella* spp. among different chicken breed were found to be, 11(55%) in Broilers, 8(40%) in Layers and 1(5%) in Giriraja.

Among 20 isolates, 18(90%) were resistant to Ciprofloxacin followed by Cotrimaxole (65%), Gentamicin (35%), Amikacin (5%). All 20 isolates were susceptile to Ceftriaxone.

These data demonstrate the presence of multidrug-resistant *Salmonella* in poultry meat, showing resistant to Ciprofloxacin, Cotrimaxole Gentamicin Amikacin used for treating Salmonellosis in humans. This study illustrates the potential for molecular subtyping databases to identify related *Salmonella* isolates from meat and ill humans, and suggests that chicken could be a source for multidrug-resistant salmonellosis in humans.

***Keywords*:** **Salmonella, Prevalence, chicken**

Introduction

Generally, poultry refers as domesticated fowl collectively, especially those value for their meat and eggs as chicken, turkeys, ducks, geese and guinea fowl. Poultry farming has been growing tremendously as a major source of income generation over a few decades in Nepal. Chitwan is major poultry pocket of Nepal. Chitwan contributes 11.91% chicken meat and 26.28% hen egg production (MOAD 2013).

Salmonellosis is a zoonotic and egg borne disease which has great importance in transmission of disease in the country which has caused a burning problem for poultry raiser as well as consumers. *Salmonella* causes food poisoining in man, animals and birds. Commonly poultry are infected with *S. pullorum* and *S. gallinarum* and the organisms are host-specific. The non-host specific *Salmonella* serovars isolated from chickens which have been the most concern in recent years is *S. enteritidis* and *S. typhimurium*. *Salmonella* are gram negative, rod shaped non-spore forming, non-capsulated, facultative anaerobic bacteria of family Enterobacteriaceae (Chakraborty 2006). *Salmonella* usually infect their hosts via gastrointestinal tract. The organisms are apparently able to adhere, multiply and colonize at any point along the gastrointestinal tract of chicks, may be shed in the faeces and be a source of contamination for other animals, humans and environment (Poppe et al 2000).

Meat is the delicious and rich source of protein in human nutrition. Feeding habits towards the meat and its different manufactured varieties contaminated with *Salmonella* organisms might be the causes of human illness (typhoid). Clinical characteristics of salmonellosis in human are as same as general food poisoning symptoms such as fever, stomach ache, diarrhoea and vomiting. Incidence of *Salmonella* food poisoning is increasingly being recognized as

[1,3,4,5,6] Department of Microbiology, Balkumari College, Narayangarh, Chitwan
[2]National Avian Disease Diagnosis and Investigation Laboratory, Bharatpur, Chitwan

a major cause of morbidity in developing countries (Smith and Beal 2008). Such type of food-borne disease is more prevalent in developing countries like Nepal due to its poor management on production sector to market. Unhygienic shed, farm, hatchery, vehicle, slaughter spot, meat shop, equipments, related environment skin and viscera utilization habits are responsible for salmonellosis in humans and is global issue due to its impact on public health (Salehi 2005).

Antibiotic susceptibility test is performed for studying the antibiotic resistance patterns of *Salmonella*. The most widely used antibiotics for treatment of salmonellosis in humans is group fluoroquinolines and third-generation cephalosporins. The earlier drugs chloramphenicol, ampicillin, amoxicillin and trimethoprim-sulfamethoxazole are occasionally used as alternatives (WHO 2014). The most commonly used antimicrobial agents for either chemoprophylaxis or therapy for control of bacterial disease in poultry includes sulfadiazine, sulphamethoxy pyridazine, neomycin, furazolidone, ciprofloxacin, enrofloxacin, nitrofurantoin, colistin, ampicillin and cloxacillin . Drug resistant Salmonella emerge in response to antimicrobial usage to human and in food animals and selective pressure from the use of antimicrobial is a major driving force behind the emergence of resistance.

Multidrug resistance is defined as resistance to at least two antibiotics of different classes including aminoglycosides, chloramphenicol, and tetracycline and for erythromycin (Huys et al 2005). In many of study carried out, non-typhoidal species and the avian isolates were found resistant to amoxicillin, nalidixic acid, neomycin, ampicillin, tetracycline kanamycin (Gautam and Dhakal 2003; Achla et al 2005).

Studies worldwide have shown that *Campylobacter*,*Salmonella*, and *E. coli* are often present in fresh meat and poultry. However, there is a paucity of data concerning the prevalence of contamination with multiple food-borne pathogens in retail meats in the Chitwan. The objective of this study was to determine the prevalence of *Salmonella* in chicken caracasses.

Materials and Methods

A total of 50 samples collected for the period of 3 months from February 2016 to April 2016 was analysed in National Avian Disease Diagnosis and Investigation Laboratory (NADIL), Bharatpur, Chitwan. The meat samples (Liver and Heart) were collected based on clinical finding and pathogonomic lesions observed during detailed post mortem examination of poultry at postmortem section of NADIL.

Sample Processing

Mincing

1gm of samples was weighed and kept in sterile blender jar. Then 9ml of Buffered Peptone water (BPW) was added in blender jar. Sample piece, not enough to mincing were chopped with sterile scissors to make smaller size within the blender.

Pre-enrichment

10ml of each blended sample was incubated at 37°C for 24 hours as a pre-enrichment procedure.

Enrichment

After pre enrichment, 1ml of pre-enriched suspension was mixed with 10ml Selenite F- broth and incubated at 37°C for 24 hours.

Culture on Selective Media

Streaking with one loopful of inoculums of the Salmonella was done on Xylose-Lysine Deoxycholate (XLD) agar plates, then incubated at 37°C for 24 hours. After the recommended incubation intervals, the selective differential agar plates were examined for the presence of colonies. From the XLD, black centered or red colonies with or without black centers were selected and the colonies were transferred in Trypticase Soya Agar (TSA) plates and incubated at 37°C for 24 hours for the isolation of pure culture.

Gram's staining

Gram's staining of pure isolate was done.

Biochemical Test

A single colony of suspected pathogen was inoculated in nutrient broth and incubated at 37°C for four hours. Various biochemical media were inoculated and the results were observed after incubation at 37°C for 24 hours.

Antibiotic Susceptibility Test

All isolates were tested for susceptibility to antimicrobial agents on Mueller Hinton Agar by modified Kirby-Bauer disk diffusion method as recommended by Clinical and Laboratory Standard Institute (CLSI 2012). The following antibiotics were tested: Ceftriaxone (30 µg), Ciprofloxacin (5 µg), Gentamicin (10 µg), Cotrimoxazole (25 µg) and Amikacin (30 µg).

Result

A total number of 50 carcasses samples were tested, out of which 20 produce characteristics pink colonies with black centered on XLD agar medium and all were culturally and biochemically confirmed to be *Salmonella* i.e. 40% of total samples were positive for *Salmonella* spp.(figure 1)

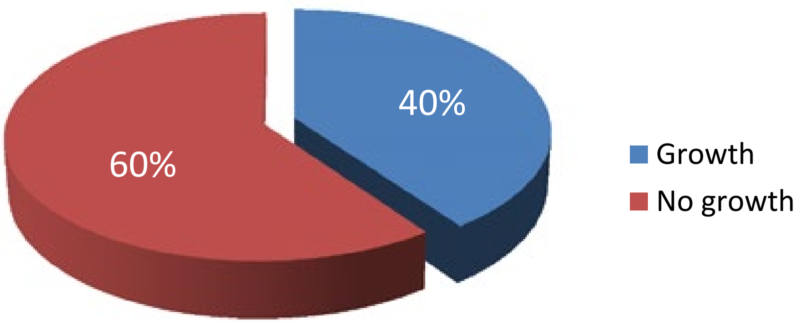

Figure 1: Prevalence in total sample

Out of 20 isolates, 11 (55%) were isolated from Broiler, while 8 (40%) were isolated from Layers and only 1 (5%) were isolated from Giriraja. (figure 2)

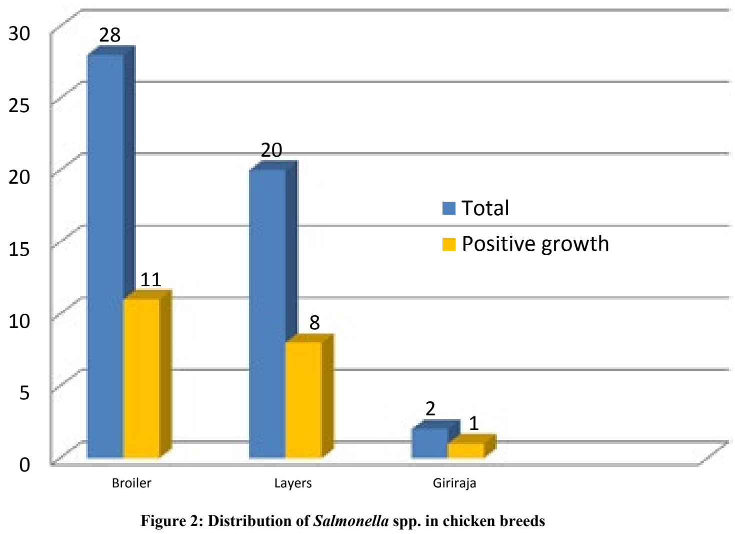

Figure 2: Distribution of *Salmonella* spp. in chicken breeds

Antimicrobial susceptiblility test revealed that 18 isolates were resistant to ciprofloxacin (90%), followed by cotrimaxole (65%) and gentamicin (25%) as shown in table 1.

Table 1: Antibiotic Resistance Pattern of *Salmonella* spp.

SN	Antibiotic Group	Antibiotics Used	Susceptible	Intermediate	Resistance
1	B-Lactam	Ceftriaxone (30 µg)	20(100%)	-	-
2	Quinolones	Ciprofloxacin (5 µg)	1(5%)	1 (5%)	18 (90%)
3	Amino Glycoside	Gentamicin (10 µg)	12 (60%)	1 (5%)	7 (35%)
		Amikacin (30 µg)	17 (85%)	2(10%)	1 (5%)
4	Sulfonamides	Cotrimoxazole (25 µg)	7(35%)	-	13 (65%)

Out of 20 isolates of *Salmonella* spp., 13 (65%) species were multidrug resistant. (figure 3)

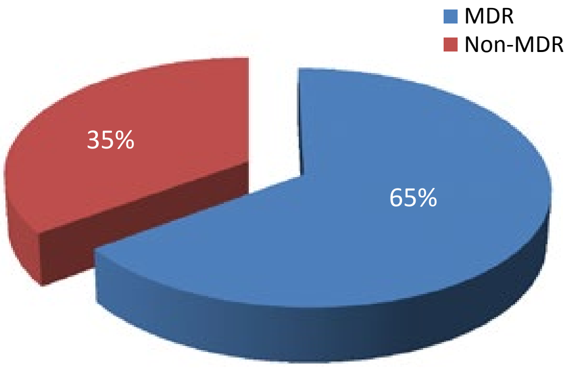

Figure 3: Multidrug resistance pattern of *Salmonella* spp.

Discussion

This study has made an attempt to investigate the prevalence of *Salmonella* species in chicken carcasses and antibiotics susceptibility pattern of isolated *Salmonella* .In our study, the prevalence rate of *Salmonella* was found to be 40%. Similarly the study carried out in Ohio, USA (Bokanyo,1990), the rate was found to be 43%. A slightly higher prevalence of *Salmonella* (14.5%) was reported in chicken meat (Maharjan 2006). These differences may be due to several factors such as difference in origin, time period, age of sample, sampling procedure, contamination level of poultry farm technologies, lack of proper sanitation and level of processing.

Approaches to prevent and control Salmonellosis in the food animal industry by various means such as improved biosecurity, vaccination, use of competitive exclusion products has necessitated the use of antimicrobial chemotherapy in the treatment and control of Salmonellosis (Zhoa 2007). The use of antimicrobials in food animals has resulted in the development of antimicrobial resistance through mutation and acquisition of resistance encoding genes (Fluit 2005).

In the study out of 20 *salmonella* isolates, 90% of isolates were resistance to Ciprofloxacin, followed Cotrimoxazole (65%), Gentamycin (35%). While 35% resistance to Ciprofloxacin was seen in USA (Chui *etal* 2005b), 9.6% in Austria (Mayrhofer *et al* 2004) But in the study of Putturu *et.al*. the resistance of *Salmonella* isolates was zero for Ciprofloxacin and Amikacin ,whereas the resistance to Gentamycin was 6% which are coinciding with the results of Pederson *et.al*, Turkyilmaz *et.al* and Nunes *et.al* Resistance to these antibiotics may be due to the use of antibiotics in animal for treatment of infection, for prophylaxis and used as growth promoter (WHO 1997). Antibiotics such as β-Lactams, Aminoglycoside, Quinolones and sulfonamide are used in food producing animal. Luckily, no isolates were found to be resistance to Ceftriaxone, suggesting that this is potentially effective treatment for *Salmonella* infection.

In the study out of 20 isolates, 13 were Multi Drug Resistant. Many study showed significantly higher rate of isolation of MDR isolates from poultry in foreign country (Salehi 2005). Out of 378 chicken carcases, 26 of isolates were found to be multidrug resistance (Mikanathanm et al) . These trends of increasing multidrug resistance constitutes a potential source of transmission of resistant strains to human and pose a problem of public health issue.

Conclusions

The study was conducted in National Avian Disease Diagnosis and investigation laboratory in Bharatpur, Chitwan. Out of total 50 chicken samples, 20 were found to be infected with salmonellosis. The prevalence rate was found to be 40%. The distribution of *Salmonella* on the basis of chicken breed was found to be 55% in Broiler, 40% in Layers and 5% in Giriraja. Out of 20 *Salmonella* spp, 13 isolates of *Salmonella* spp were found to be multidrug resistant. All the isolates of *Salmonella* spp. was found to be susceptible to the ceftriaxone followed by amikacin, gentamicin. *Salmonella* spp. was found to be highly resistance to ciprofloxacin.

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Nursing Empowerment in Nepal

❑ Sarojini Sharma
RN, MN

Abstract

The concept of empowerment is frequently used in nursing and the health services, particularly in relation to the quality of care, since the mission of nursing is to provide safe and quality nursing care thereby enabling patients to achieve their maximum level of wellness. When considering the importance of nursing services in any health system, the 54th World Health Assembly recommended that programs be designed to strengthen and promote the nursing profession**.** **Objective**: The purpose of study was to explore the factors influencing nursing empowerment and recommend the model of empowerment for nurses in Nepal.**Method:** A qualitative study was conducted using a grounded theory approach. **Results**: Three main categories emerged from the data. These are personal empowerment, collective empowerment and the culture and structure of the organization. These categories and their subcategories are representative of the main factors influencing the empowerment of nurses/nursing in Nepal.**Conclusion**: Developing education, research and practice simultaneously is crucial for empowerment. Empowerment is essential for enhancing nurses' role, strengthening the professional image, and continuously improving the healthcare system nationally and globally. Restructuring nursing services will eliminate barriers to poor quality nursing care, inadequate educational preparation, role ambiguity and low self-esteem among nurses

Keywords: **Empowerment, Nursing**

Background

The concept of empowerment is frequently used in nursing and the health services, particularly in relation to the quality of care, since the mission of nursing is to provide safe and quality nursing care thereby enabling patients to achieve their maximum level of wellness. When considering the importance of nursing services in any health system, the 54th World Health Assembly recommended that programs be designed to strengthen and promote the nursing profession. While the Nepal nursing profession tries to reach to its full capacity for participating in the maintenance of public health, its desire to develop is strongly influenced by political, cultural, economic, and religious factors. Since empowerment is crucial to the role of nurses, a qualitative study was conducted and aimed at exploring the factors influencing empowerment of nursing and recommending a model for empowering nurses in Nepal.

Evolution of Nursing Education in Nepal

Nepal's nursing education started from 1928AD(1985BS) when, 4 Nepali girls were sent to Allabadh for 18 month midwifery training .For the first time in 1956 AD (2013), Nursing school was opened in Surendra Bhawan with assistance ship of WHO. The ministry of health opened the other nursing school and started to train the nurses. In 1972 the New education policy enacted and nursing education became the responsibility of Tribhuvan University , Institute of Medicine . With the restoration of democracy in 1991 national health policy was formulated and Expansion of PCL Program was done in 1999 AD in Dhulikhel under Kathmandu University, 1999 AD, Dharan Campus Under BP Koirala Institute of Health Sciences (BPKIHS) and 2000 AD onwards CTEVT Affiliated colleges.

In 1976 AD(2033 BS), **Bachelor Nursing Program** was started in Maharajgunj Nursing Campus, . For the first time **BSc. Nursing Education** was started in 1996AD (2053 BS) in BPKIHS, Dharan with four year course. The criteria for enrollment of students were from 10+2 in Science Faculty. In the due course of time Institute of Medicine, Purvanchal

University , Pokhara University and Kathmandu University also started the program along with affiliation to private colleges. **Master of Nursing was started in 1995 AD** in Nursing campus Maharajgunj, now affiliated and private college also running MN. Msc, Nursing courses. From 2012 PhD in nursing was also started by Maharajjung Nursing campus. Looking the trends of nursing education of Nepal, it is growing so fastly.

Nursing Association of Nepal: was established in 1962AD (2018BS) where as the **Nepal Nursing Council** was established recently that is in 1996 AD March 20th council act Formulated (2052-12-17BS) and in 1996AD June 17th Enacted (2053-3-3BS).

Nursing Administration: The Nursing Section was established in the beginning of Ministry of Health and Department of Health service. Section was upgraded the Division of Nursing in 1982/83 AD (2039/40 BS).Unfortunately in 1993AD (2050 BS) the structure of the Ministry of Health's Organgram was changed and the nursing division was abolished in the new organgram. So the service site of the Nepal's Nursing is not much developed as compared with education.

Objective of the Study

The purpose of study was to explore the factors influencing nursing empowerment and recommend the model of empowerment for nurses in Nepal

Methods

A qualitative study was conducted using a grounded theory approach .The term grounded theory reflects the concept that theory emerging from this type of work is grounded in the data. The researcher's purpose in using grounded theory is to explain a phenomenon within the social situation and to identify the inherent processes involved .Empowerment is clearly a process rather than a static factor; therefore, a grounded-theory approach is the preferred methodology. In addition, this approach was selected because nurses' practice takes place in a multidisciplinary team grounded theory focuses on identification, description, and explanation of interactional processes between and among individuals or groups within a given social context.

Participants and Data Collection

The study comprised of 32 participants who were nurses in varying roles and settings, they were 12 staff nurses, 12 Incharge nurses, two supervisors, three nurse managers (matrons), and three nurse educators. Criteria for selection were nurses with more than five years of nursing experience who worked full-time in different governmental and private institutions of Chitwan and Kathmandu. Participants were interviewed using an individual semi-structured interview format and this was primarily the main method for data collection. The interview guide consisted of open-ended questions to allow respondents to fully explain their own opinions, perceptions, and experiences. Observation was also made at the work place .Research study was carried out in 6 month period of 2011. Brief notes were made about the issues raised during the interview. Questions were asked later if these issues had not been spontaneously clarified. The interviews were transcribed verbatim and were analyzed consecutively.

Analysis

The data collection and analysis were done simultaneously according to the grounded theory approach. The interviews and observations data were analyzed concurrently using constant comparative method. Each interview was transcribed verbatim and analyzed before the next interview took place, so that each interview provided direction for the next. During open coding, each transcript was reviewed multiple times and codes were generated from the respondent's words and the researcher's constructs. For example, the code "managerial support" was generated by the researcher from a respondents' comments.

Ethical considerations

Ethical issues in this study involved the assurance of confidentiality and anonymity of the participants and their responses. All participants were informed of the purpose, design of the study, and that their participation was strictly voluntary.

Results

Three main categories emerged from the data . These categories and their subcategories are representative of the main factors influencing the empowerment of nurses/nursing in Nepal.

Category 1: Personal Empowerment

According to the participants, personal empowerment is dependent on three variables, these are "**having authority**" and "**professional self-confidence**" for the "**application of professional knowledge and skills".** According to two nurses, "A powerful nurse is one who has good knowledge and can use it well and "The power of a nurse depends on his knowledge and skills as well as his self-confidence in application of his knowledge in the provision of care for their clients." Furthermore, participants pointed out that the culture and structure of organization negatively impacts nurses' self-confidence and authority and it is one that emphasizes "physician centeredness". Two participants noted that "I must have the right to do nursing care based on my diagnosis, but I haven't this authority now," "a person can be powerful only when he/she can decide on his/her own." Others pointed out that "the public hasn't an appropriate view on the nursing profession," "nurses cannot provide their own services to the public directly and people go to the doctor first," "nurses are only expected to do the doctors orders," "their workloads are high," and "there isn't any system for nurses' continuing education." Collectively all these variables have a negative effect on nurses' self-confidence and minimized their ability to exercise authority or power in the practice setting.

Category 2: Collective Empowerment

According to the participants "collective power" of nurses or the power of the profession of nursing comes from the interaction between two variables "supportive management" and "unity."They considered the unity of nurses and coming together in nursing organizations as an efficient way to increase their professional power. Two participants commented: "to me the most important factor in the power and influence of a profession is the unity of its members". "We could be powerful when we are together and the best way for this is connecting to the nursing association, by this we can develop standards and regulations for our profession and these are the important prerequisites for supporting the nurses as professionals. These are prerequisites for determining our domain of professional authority."

Category 3: The Culture and Structure of Organization

The culture and structure of the health care system was another important factor that either facilitated or inhibited nurses' abilities to feel empowered. As participants indicated, these factors hindered the nurses' power in the patient care settings. This is true; when nurses are part of an organization that is "physician centered" they are almost extinct. One nurse manager noted "the nurses capabilities are not use appropriately because of some cultural and organizational factors. Data related to the cultural and organizational variables were categorized under two sub-headings "the public culture" and "organizational culture and structure.

The public culture

Most of the nurses participating in this study mentioned the poor imagine of nursing being held by the Nepali people. Participants felt that the general public did not recognize the professionalism of nurses. "We are seen as doctors' handmaidens, for a person goes to the doctors first". The public status of physicians has affected the culture of health care organization. Inter-professional relationships have been affected by this culture and uneven power relations have developed.

Organizational culture and structure

The belief that public and organizational culture have led to the development of a physician favored structure in the health care system was well articulated by the majority of participants. This is evident in the following quotes: "the health system is at hands of the physicians," "all of the top managers of health system and also in hospitals are the physicians," "nurses are only considered as tools for carrying out the doctor's orders. The organization culture and structure further subcategorized in **the structure of nursing services, the structure of nursing education and nursing research.**

The structure of nursing services: Classifying nursing services as in-patient settings was considered a barrier and limitation to the true potential and capability of the nursing profession. One participant's comment was "there are many nurses with a major in community health but they are not promised for working in the community." According to the participants, the root of this problem lies in the ambiguity of scope and standard of practice for nurses in the national healthcare system. One of the senior nurse administrators who hold a position in government shared: "we lacked a logic in our health system and also in our nursing system. So, the territory of nursing is not clear. Another participant emphasized that: "we are lacking a defined philosophy for nursing in Nepal. This created structural obstacles that limited their power to implement their professional knowledge. One of the senior nurses stated: "I believe that defining the mission and territory of nursing is the first step in the restructuring the nursing system.

The structure of nursing education: There was great concern regarding the education system even though this plays an integral role in the process of empowerment. This concern originates from entry into nursing school as supported by the statement of one participant. Another concern is the curriculum content, it is highly theoretical and one nurse said: "...nurse educators think the best nurses are the nurses who have more medical information. They give them an extensive range of disease-related, pharmacological and physiological information, but don't spend even ten minutes on the nursing care in a class of two hours."Role models also played a significant role in the weakness of nurses. It seems nurse educators doubt their own confidence, competency, and autonomy and were ineffective role models for students. An experienced nurse educator believed that "due to inexperience and freshness of most of the nurse educators, they lacked self confidence in practice.

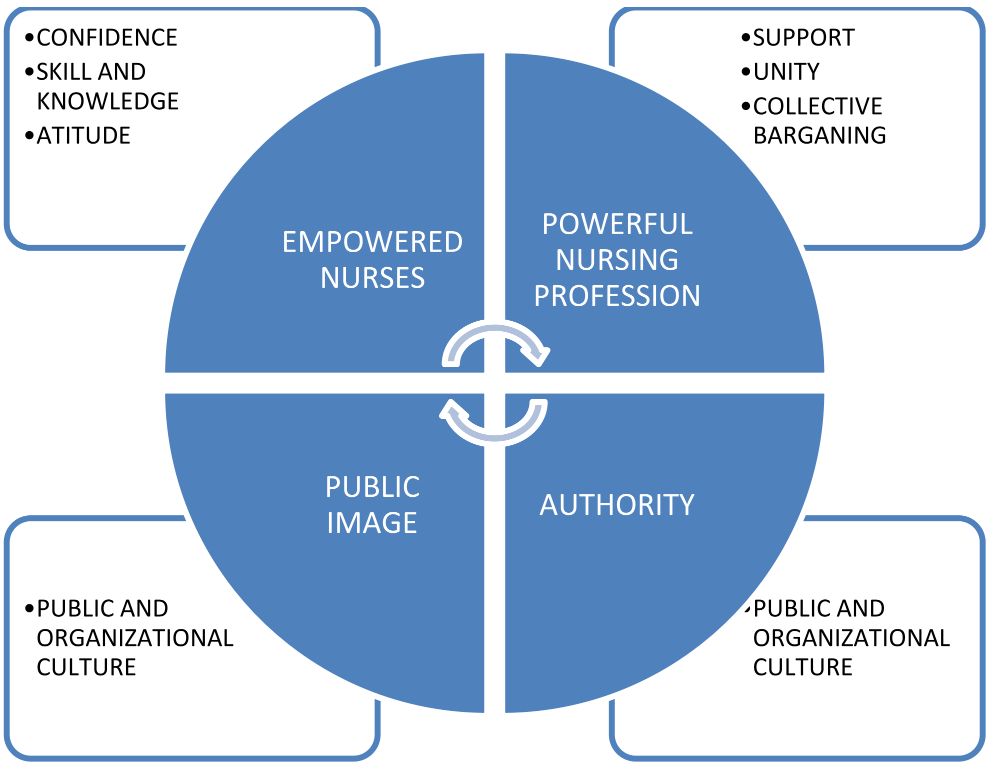
The structure of nursing research: Research utilization or the implementation of evidence-based practice was difficult for nurses for a variety of reasons. These are, the traditional structure of hospitals, poor quality of education, lack of continuing education, heavy workloads, no time, no mentoring and/or training in designing and conducting research, lack of financial resources, poorly defined nursing roles, lack of team work, and no opportunities for interdisciplinary relationships These barriers are evident in the following quote of a nurse educator: "the research findings don't use in our nursing practice at all. We are two groups in nursing. One group is teachers and mainly teaches in nursing schools, another group is clinical nurses who are very busy and are also not educated for doing research... some of nurse educators also conduct researches not to be used in practice but only with the purpose of their promotion."

Presenting the Model of Empowerment

Professional empowerment is a dynamic process, which occurs through interaction at the personal, professional, cultural and organizational levels. On one hand, the existence of competent nurses (those who have a wide range of professional knowledge and skills, authority and self-confidence) is essential for empowerment, as presented in figure and on the other hand, the power of the profession and the public's image of nursing can affect nurses' self-confidence for demonstrating their full capabilities.

Figure 1

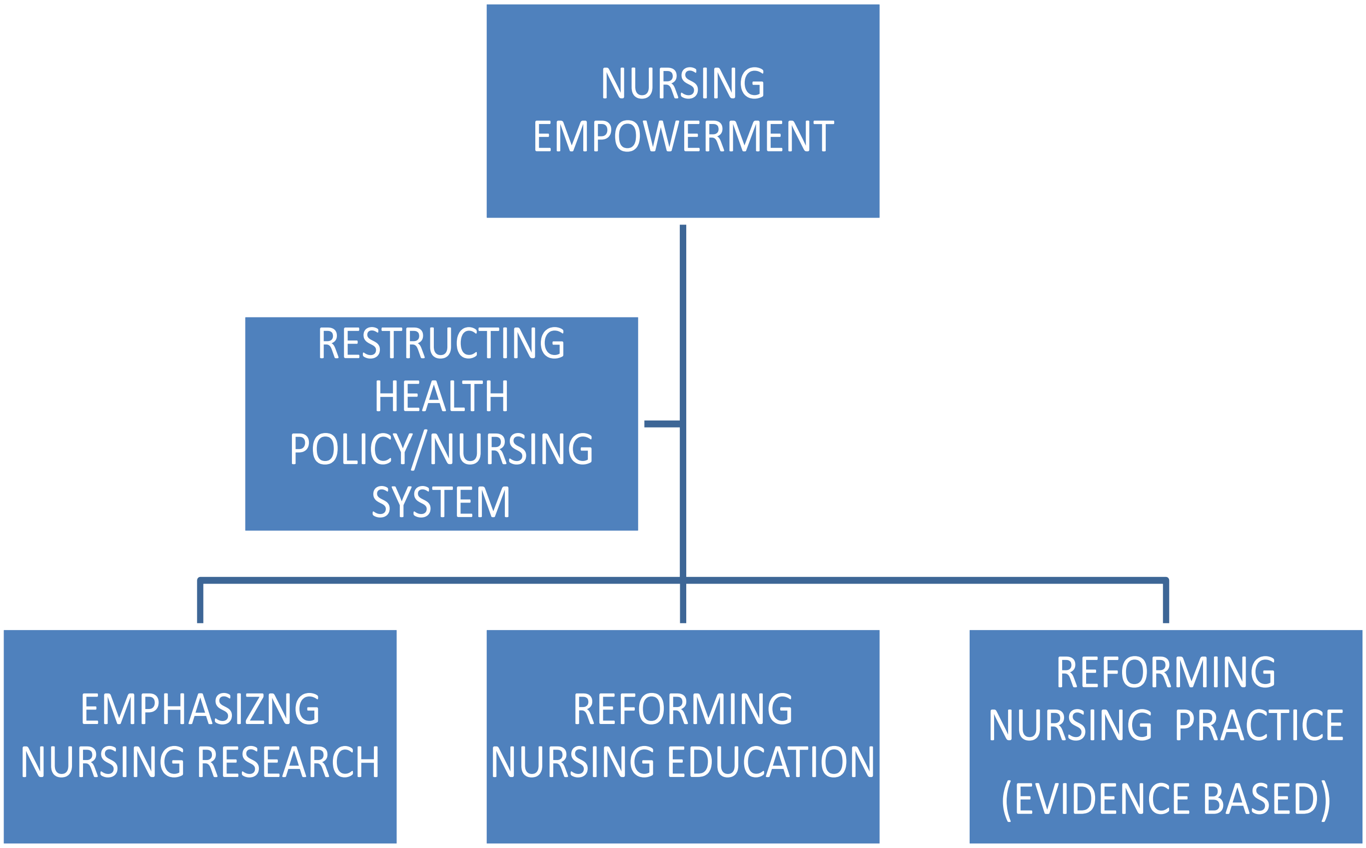
Relationship between Personal and Professional Empowerment



Through our own knowledge, action, and behavior personal and professional power is created Those who build excellent interpersonal relationships by demonstrating their knowledge gain credibility and experience a sense of empowerment. As previously indicated, empowerment of nurses has been negatively affected by a multitude of cultural and structural factors which negatively affected the nurses' professional self-confidence and superimposed the belief that nurses are subordinates and handmaids to physicians. This caused nurses role to be restricted only to hospital rather than expanding it to the community setting. Other structural factors such as heavy workloads, inadequate staffing, lack of evidence-based nursing, and the task-oriented nature of nursing, have impeded empowerment of nursing as a profession and the role of nurses specifically in the application of their professional knowledge and skills.

Figure 2

Major Subsystem of Nursing Empowerment in Nepal



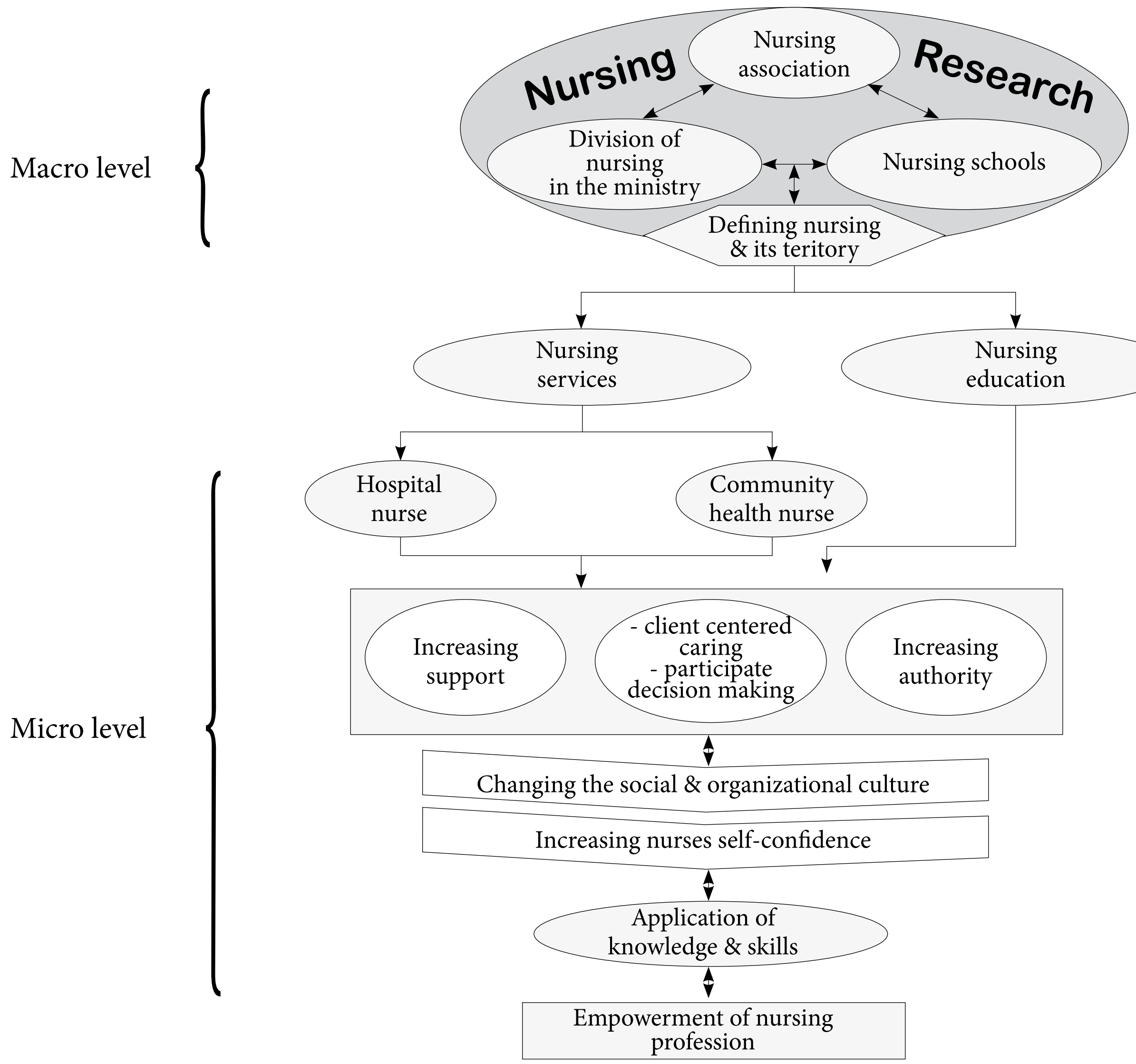
After careful review, the data confirmed that "the culture and organizational structure" are the main variables affecting empowerment of nurses.. In this model, nursing system has three interrelated sub-systems; these are education, service, and research. Figuree 2 represents the model and its major variables as well as the relationship between those variables influencing empowerment of nursing as profession.

As the model depicted, (Figure 2) empowerment is a dynamic process, which results from interrelationship of personal and organizational factors. In other words, the process of empowerment requires changes not only in the structure of the organization but in the nurses' perception of themselves and their role. These changes will lead to transformation and the development of new perspective by the nurses not only of themselves but their organization too. This transformation will provide new lens through which individuals will seek new knowledge, and develop new problem solving skills, acquire a variety solutions that can be observed in their thinking, and actions. Nurses, then, will replace their subservient behavior and routine based nursing care with evidence based practice to support their nursing care actions, so having nurses to function at this level is necessary for the process of empowerment.

Reforming and the close inter-relationship of the three sub-systems is the cornerstone for restructuring the nursing system. Therefore, nursing education will produce competent and confident nurses; nursing services will support quality patient care and other subsystems; and nursing research will interact with other sub-systems to form an interdisciplinary team which will provide the knowledge and skills for conducting research that will not only identify issues but will provide creative solutions

Figure 3

Empowerment of Nurses/Nursing has been Considered At Both the Micro and Macro Levels.



Empowerment of nurses/nursing has been considered at both the micro and macro levels. Macro level is the domain of nursing in the health system. As findings in this research have identified that nursing, its mission and its position have not been clearly defined in NEPAL So, the first and most important step will be to define nursing, its mission and establish its position in the national healthcare system. Thus, the establishment of a nursing division is most important step. The chairperson and member of division will include nurse educator of nursing schools and the nursing administrator from service site. They will define the territory of nursing, the mission, position and will have authority control system etc. Whereas micro level is the personal qualities/capacities of nurses and it application in the practice setting by themselves.

Conclusion

Currently, nurses have demonstrated a strong commitment to change and improvement in the health care services and systems in Nepal. Nursing in Nepal has been progressive as evidenced by comparing the history of nursing to where they are now. Nursing Education is growing very fastly. Service site and evidence based practice are lacking behind and have a slow pace. Therefore, developing education, research and practice simultaneously is crucial for empowerment. Empowerment is essential for enhancing nurses' role, strengthening the professional image, and continuously improving the healthcare system nationally and globally. Restructuring nursing services will eliminate barriers to poor quality nursing care, inadequate educational preparation, role ambiguity and low self-esteem among nurses. The nurses' experiences and their perceptions regarding empowerment were studied and a model was recommended for empowerment of the nursing profession in Nepal.

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Trauma Solidarity in Jonathan Foer's *Extremely Loud and Incredibly Close*

❑ Sushil Ghimire, Ph.D Scholar
Assistant Lecturer of English
Balkumari College, Narayangarh, Nepal
E-mail: ghsush@gmail.com

Abstract

Jonathan Safran Foer's *Extremely Loud & Incredibly Close* expresses the light of the traumatic experiences. Foer combines magical realism with modernist aesthetics in order to bring about an ethical positioning of its reader. Foer ties up the 9/11 trauma with the trauma of the holocaust "by having the Schells lose their only son, the protagonist's father, in the attacks on the World Trade Center. The protagonist displays characteristics of both a melancholic and a mourner" shows the traumatic solidarity solidarity—a common bond across identity collectives.

Keywords: **Foer's "Extremely Loud and Incredibly Close", Trauma Solidarity -personal and collective traumas**

1. Introduction

Jonathan Safran Foer's *Extremely Loud and Incredibly Close* (2005), one of the first novels by an American author into the literary waters of 9/11, echoes these personal narratives and uses the event as a platform for exploring personal and familial history in relation to national disaster. The novel is narrated from the perspective of nine-year-old Oskar Schell and his grandparents as they cope with the death of Oskar's father, Thomas, in the World Trade Center on September 11, 2001. When he finds an unspecified key in his father's closet, he initiates a search to find the lock it opens—a revelation about his the manner of his father's demise. His personal story, which simultaneously unfolds the magnitude of public tragedy, interacts with that of his grandparents who had survived the Allied firebombing of Dresden in 1945. As a result of that tragedy, the grandfather is rendered mute, and finds that he can only communicate through writing. Juxtaposing the terrorist attacks of September 11, 2001 to the American firebombing of Dresden on February 13, 1945, the novel explores the commonality of traumatic events that are generally perceived as extraordinary and unique in execution and occurrence.

2. Methodology

This chapter examines the ways in which *Extremely Loud and Incredibly Close* uses the events of September 11, 2001 as an opportunity to examine family relationships and personal histories alongside larger questions of history. In doing so, it argues that the novel's structure, use of space, and construction and representation of character bodies demonstrate a relationship between language and loss that challenges natural and historical representations of causality and trauma that place 9/11 as a privileged, historical event. Using Thomas' death on September 11 as a cross-generational catalyst, *Extremely Loud and Incredibly Close* uses the theme of the absent father to question history and re-map it in a way that affirms trauma solidarity without relapsing into a prose of otherness that collective trauma often tends to.

3. Contextualization

The novel's opening chapter begins mid-thought with one of Oskar's many inventions.[1] In beginning the novel in this way, Foer establishes tone through the introduction of Oskar, the text's nine-year-old protagonist. Oskar's creative

1 Oskar's inventions—which include a tea kettle that could speak in his father's voice, a shirt made of birdseed that would allow people to fly, internal microphones that would allow individuals to hear other people's heartbeats, skyscrapers that do not need elevators, and long ambulances that connect buildings directly to hospitals—are often connected to the physical body and relate to Oskar's desires for agency, closure, and human connection in response to his father's death.

imaginings of possible inventions attempt to be humorous, yet cannot but help to carry with them an undercurrent of sadness and loss. In doing so, they reveal Oskar's two most significant characteristics: his precociousness and his inability to define anything outside the context of 9/11 and the death of his father. As the chapter progresses, Oskar continues to describe himself in ways that set him apart from other children his age, while establishing many of the themes of the novel, specifically the quest for knowledge in the aftermath of 9/11. The chapter moves back and forth from the present to memories of Oskar's father and past events, ending with Oskar's recollection of his father's final messages and unanswered call on the morning of September 11, 2001. From here, the novel's chapters alternate Oskar's narrative with that of his grandparents, told in epistolary form. Oskar's grandfather's chapters, "Why I Am Not Where You Are," are a series of three letters to his son, while Grandma's chapters, titled "My Feelings," comprise one long letter to Oskar, dated 12 September 2003. Interspersed throughout these three narratives are a mixture of photographs, images, and graphic manipulations of text that represent symbolic means of communication and comprise Oskar's photo journal "Stuff That Happened to Me."

Although many of the photos depicted in "Stuff That Happened to Me" do not directly correspond to events that happened to Oskar, symbolically they, along with graphic and imagistic manipulations, serve as visual representations of Oskar's attempt to re-structure meaning post-9/11 and in the wake of the trauma of his father's death. Sonia Baelo-Allué interprets Oskar's attempt as re-enacting the trauma:

> In literature, trauma narratives tend to depart from linear sequence and make use of experimental devices to reflect the unsettling experience. Stylistically there are visual images, textual gaps, repetitions, and shifting viewpoints as readers are made to feel the disorienting positions of characters. Images prove especially important in the trauma process since to be traumatized is to be possessed by an image or an event not assimilated or understood at the time. Precisely because the experience cannot be assimilated and put into words when it takes place, it is arranged on an iconic level and returns in the form of hallucinations, nightmares, and images that haunt the traumatized person. Thus a traumatic experience is reenacted belatedly through a series of images that cannot be assimilated, preventing the linguistic retrieval. (188)

Foer's work makes use of images, color, blank verse, blank pages, and sentences on a single page, overlapping typeface to tell the narrative. These narrative techniques are a part of the actual text but also function as visual meta-narrative for the underlying feelings and questions being addressed by the text. While the form is exemplarily of postmodern art, the context makes use of those overtly postmodern techniques in order to focus on trauma, particularly Oskar's traumatic feelings and obstacles he faces by feeling too much. *Extremely Loud and Incredibly Close* emphasizes and confronts the concept of feelings and solidarity, and particularly how to process feeling too much. The structure of feeling is relevant to address here because the idea of shared perceptions and values helps formulate the cultural moment. In the case of 9/11 the shared notion of loss and trauma not only on a local scale but a national and global one helps shape and inform the cultural impact and historicity of 9/11.

In addition to discussing the role of feelings, the text also addresses the issue of burying the dead. For many of the families and friends of the 9/11 victims, the lack of physical bodies made the cultural rite of burying the dead impossible. Oskar processes the trauma of not being able to actually bury his farther but only an empty coffin by telling Abby Black about the elephants that remember their dead. Oskar discusses a study being done in the Congo that plays the recordings of elephant calls and other animal sounds back to the elephants. Oskar remarks that what is "really fascinating" about the study is that after the researcher played the sounds of the dead elephants' family members back to the elephants, they would then approach the speaker. Abby Black responds by stating "I wonder what they were feeling?" and Oskar asks, "what do you mean?" She replies, "When they heard the calls of their dead, was it with love that they approached the jeep? Or fear? Or anger?" (96). The voice of the dead elephants resonates with Oskar's recording of his dead father on the answering machine and his inability to process the feelings he has towards that voice. Abby Black later states, "Didn't I read somewhere that elephants are the only other animal that bury their dead?" And Oskar replies, "No, […] you didn't. They just gather the bones. Only human bury their dead" (96). The only remains Oskar has of his father is that recording.

When Oskar and Thomas—who is Oskar's newly resurfaced grandfather and who has not yet made his identity known to Oskar but instead is posing as a renter in Oskar's grandmother's apartment—exhume his father's coffin, he places the answering machine with the recorded voice of his father's final words into it to serve as a place holder for the physical body. The day after Oskar and the "renter" had "dug up Dad's grave" (285), Oskar decides to continue his search for the identity of the key. As Oskar wanders the streets of New York he wonders about the "googolplex people" and he asks, "Who were they? Where were they going? What were they looking for? I wanted to hear their heart beats and I wanted them to hear mine" (288). Oskar and Foer's narrative seek to explore what it means to be human and that human connection. Matthew Mullins writes that Foer's "novel proposes alternative conceptions of identity that encourage global community across existing identity boundaries, especially those of nation and culture" (298). Foer's exploration of solidarity in some ways extends identity beyond human boundaries, but also, as is evident from the elephant story, a sense of solidarity with living things. In Oskar's quest to find out more about how is father died and the secrets of the mysterious key he increasingly blurs the lines of individual trauma by making his personal trauma into a collective one. The narrative he constructs begins in Manhattan but takes him to the whole of New York. Foer further expands this narrative of trauma by blurring the lines of history and the ownership of narrative and trauma. *Extremely Loud and Incredibly Close* then "transcends the newly strengthened boundaries of national identities created in the wake of 9/11, positioning an alternative conception of community" (299).

One way that Foer conceives of an alternative conception of community is through the "Story of the Sixth Borough." In the "Story of the Sixth Borough," the island of the Sixth Borough breaks away from the rest of New York and slowly sinks and eventually disappears. In the story there is a jumper who routinely in public spectacle makes the act of jumping from the Sixth Borough on the edge of Manhattan. The whole of New York came out to witness that performance / spectacle, and "for those few moments that the jumper was in the air, every New Yorker felt capable of flight" (Foer 218). This image resonates with Richard Drew's "Falling Man" image. In the story of the Sixth Borough, the "jumper" brings the community together. Similarly, "The Falling Man" image creates a sense of solidarity for community and particularly for Oskar who at the end of the novel uses that image to process his individual trauma. Foer's text blurs the boundaries between the individual and collective identity through this image and through the connection Oskar makes on his quest. Matthew Mullins argues that the "primary way in which the novel blurs these identity lines [the lines between "us" and "them"] is by focusing its gaze on the traumatic bombings of Hiroshima and Dresden during World War II rather than focusing on the details of the attacks on the World Trade Center" (299). *Extremely Close and Incredibly Loud* contextualizes 9/11 through the bombings of Hiroshima and Dresden. The trans-historiography of trauma blurs the lines between culturally specific traumas: By comparing 9/11 to military action executed by the United States, *Extremely Loud and Incredibly Close* demonstrates that concepts such as "us versus them" and "good guys / bad guys" are irrelevant when it comes to civilian loss and personal grieving. What *Extremely Close and Incredibly Loud* shows is that trauma is not a cultural reterritorilization as American media and the America government under George W. Bush made it to be; it is a human specific phenomenon. By narrating 9/11 through these events, Foer is exploring what it means to be human. Additionally, while Mullins' argument provides insight into the historical and collective conceptions of trauma, it is also significant to note how the novel makes use of the "Falling Man" image as it is the culminating point of solidarity in the text.

Foer and Oskar end the novel by recreating the "Falling Man" image in reverse, which serves as a cathartic undoing of the events in Oskar's mind. Oskar looks at all the images in his "Stuff That Happened to Me" book and concludes that "the whole world was in there" and that the images of the "Falling Man" could have been his dad but that "whoever it was, it was somebody" (Foer 325). The reverse flip book of the "Falling Man" image aims to recreate a New York in which September 11, 2001 never happens, and Oskar's father would have not died in the World Trade Center and they "would have been safe" which are the last words of the novel followed by the reverse flip book (326). While this is the way that Oskar processes the trauma of 9/11, it also demonstrates the significance of the "Falling Man" image and the sense of a grieveable life and the connection to solidarity.

4. Analyse of Style and Technique

A dominating theme in Foer's novel is the ability to cope with death on a larger scale as well as a personal one. Death and the act of processing death are localized in New York, yet the characters draw back into history to process the traumatic feelings in the post-9/11 world. Oskar's grandmother, for instance, processes her feelings through narrative by writing Oskar a journal-like memoir of certain points and relationships in her life. These sections are entitled "Feelings" and take on a mixture of prose styles and blank verse. Writing is a key theme in the novel. Oskar's grandfather stopped speaking after Dresden and utilized tablets and notebooks to write. He says: "I started carrying blank books like this one around, which I would fill with all the things I couldn't say, that's how it started […] at the end of the day I would take the book to bed with me and read through the pages of my life" (18). He would refer to set of words to convey what it was he was trying to say, though at many times the words he had were insufficient but they were what he had available.

This concept of words having lost their ability to communicate is interesting for the narrative structure of 9/11. Kristiaan Versluys discusses the problem of narrating 9/11 as being linked to the trauma of the events and the inability to find the words to express the magnitude. He states that the title of Foer's book —*Extremely Loud and Incredibly Close*— signals a signature event that language can barely contain" and that it becomes "something so extreme and incredible that it defies description." He continues by stating that "the disruption in the texture of the text, the strangeness of its tone, and the pyrotechnic visual devices of which it makes use (photographs, blank pages, illegibly dark pages, pages in cipher), serve to underscore the incommunicability of experiences of extremity" ("9/11 in the Novel" 146). While Foer is expressing the incommunicability of experiences of extremity and words seem not to be sufficient for the characters to express themselves, Versluys's assessment of the use of visuals in Foer's text seems to be underdeveloped. The visuals (and objects) play a key role in Oskar's ability to communicate and process the trauma of the death of his father—he finds solace and comfort in the images of the "Falling Man." Moreover, the grandfather, who cannot communicate orally because of his traumatic experiences, makes use of a writing pad to communicate. The writing pad turns the written word into a semi-visual one since he carries around pre-established words. It seems that Foer is suggesting that written language is not sufficient for narrating the historiography of 9/11—the visual component is essential because words are simply not enough. It seems in the narrative historiography of 9/11 images are necessary to narrate the events. Considering this idea of limited words in relation to narrative historiography, Foer is challenging how one uses words to narrate history when words cannot even begin to describe the events. Foer uses the image of the "Falling Man" as a central concept to his narrative.

Oskar's narrative undertaking is centered on a pastiche of texts and a collection and documentation of the images, objects and experiences he has encountered. At the end of the narrative, Oskar realizes that his "Stuff That Happened to Me Book" is full and contemplates starting a new volume but reconsiders because he "read that it was the paper that kept the towers burning" and that all that paper functioned as fuel. He concludes that "maybe if we lived in a paperless society, which lots of scientists say we'll probably live in one day soon, Dad would still be alive" (Foer 325). He decides not to continue the book but reflects on the "Falling Man" image. The image of the "Falling Man" allows him the communicative tools to process and narrate the events when words have failed him. Out of everything in his book he turns to the image of the "Falling Man" to process the events of 9/11. For Oskar this images becomes not only representative for his father's death but also it becomes representative of the all the loss of life that occurred in the attacks on the World Trade Center. Devin Zuber writes about constructing a memorial on the site of ground zero and that "the dilemma, then, is one of translation: what are all these deceased bodies to represent? Just how should the remains be remembered? (272). Although Zuber is discussing the implications of constructing a physical memorial, the questions he posses are relevant when discussing the concept of trauma and solidarity. The "Falling Man" image for Oskar in particular becomes the representation and the remembrance of the lives lost in the events of 9/11. The "Falling Man" image translates those feelings of loss and trauma for Oskar. Foer creates a sense of solidarity and remembrance through the images of "The Falling Man."

Foer presents intersection between written text and a person's own historiography. Oskar encounters the biographical index cards at his neighbor, Mr. Black's apartment. Mr. Black has kept index cards, with the person's name and one word to describe that person, for every person he has interviewed, read about, foot noted, etc. He states: "I write the name of the person and a one-word biography!" Oskar responds by asking "Just one word?" and Mr. Black states "Everyone gets boiled down to one word!" (Foer 157). The concept of the one word biography is an interesting investigation into the limits of written text and particularly of memorials. Foer seems to be commentating on the short obituaries found in the post 9/11 news cycle.

The larger questions of human connectivity and the concept of a traumatized life are evident in Foer's work. The narrative beings by questioning the Earth's capacity to contain the dead, and Oskar states that "[i]sn't it so weird how the number of dead people is increasing even though the earth stays the same size, so that one day there isn't going to be room to bury anyone anymore?" (3). The concept that Foer and Oskar point to aligns with the postmodern view of history. By framing this view of the dead— of the past—within the postmodern view of history, Linda Hutcheon writes in *A Poetics of Postmodernism* that narrating history "is less the problem of how to narrate time than an issue of the nature and status of our information about the past that makes postmodern history, theory and art share certain concerns." (90). Hutcheon's concept helps illuminate the way these post-9/11 texts seek to narrative 9/11's historicity. Some critics argue that 9/11 is reluctant to be temporarily fixed, which may serve as a negative complication to its historicity. However, by viewing the narrative responses to 9/11 within Hutcheon's framework the aspect of time no longer seems to be that prevalent of an issue, but rather the significance is on the shared interpretation of meaning. The 9/11 narratives interrogate the nature and status of information about the events of 9/11 and their aftermath.

Hutcheon then continues to discusses her notion of historical meta-fiction as having a quality of questioning history that addresses not just the how but the what that is provided by narrative historicity and the documentation of history. While Oskar's remarks seem simple and childlike, Foer is addressing the underlying issues of narrating the historicity of 9/11 through the concept of buried dead and the past. Foer continues this idea by presenting history and current time as building upon each other to form a continuum and recognizing the weight of history upon the narrative recollection of 9/11. Oskar / Foer depicts this concept with regard to the image of the skyscraper:

> So what about skyscrapers for dead people that were built down? They could be underneath the skyscrapers for living people that are built up. You could bury people one hundred floors down, a whole dead world could be underneath the living one. (Foer 3)

The idea of the dead world existing under the living one resonates with the concept of ground zero. Oskar, like many other families of victims, must process the fact that his father is dead, yet he has no proof because there was no body—only an empty coffin to bury. Oskar, along with his grandfather, work out a plan to dig up his father's grave and upon unearthing it he is able to accept that his father is dead. It is then that Oskar turns to the image(s) of the "Falling Man" in order to accept that truth.

Oskar seeks to dig up his father's empty coffin because it is the only way he can receive some sense of closure—he needs to stop "inventing" ways his father died because there are "so many different ways to die" and Oskar just needed to know "which was his" (257). Foer is addressing the common feelings of trauma and compassion in the aftermath of 9/11—the families and friends of the victims, as well as those people who have no direct connection to 9/11 seek to make sense of the different ways to die, which addresses the controversial question, to jump or to burn? Oskar / Foer asks this question by addressing the concept of pain—of feeling. Foer writes:

> Which would I choose? Would I jump or would I burn? I guess I would jump, because then I wouldn't have to feel pain. On the other hand, maybe I would burn, because then I'd at least have a chance to somehow escape, and even if I couldn't, feeling pain is sill better than not feeling, isn't it? (245)

Oskar / Foer's discussion here address the concept of trauma on several levels—the first is the aspect of actual physical pain and eventual death, but the additional layer is the aspect of grieving, which echoes the sense of pain felt not only locally but also nationally, and to an extent globally because the loss of human life should create a sense of pain. David Wyatt writes that 9/11 is marked by "a return to feeling, an upwelling of unironized emotion that writing has attempted to honor, represent, and contain" and that the struggle is to "find a form in which hurts can not only be felt, but also shared" (140). The idea of a shared form of hurt is rooted in the concept of shared spaces of mourning.

This concept of a space or forum of shared trauma takes shape, for Oskar in the form of a "Reservoir of Tears." In Oskar's discussion of the concept of the "Reservoir of Tears," Foer provides an example of the interconnectivity of people affected by the tragedy of 9/11 but also the shared space of grievable loss that has taken shape locally in New York. Oskar states that the night he buried his father he "invented a special drain that would be underneath every pillow in New York, and would connect to the reservoir" and the tears of the people of New York would "all go to the same place and in the morning the weatherman could report if the water level of the "Reservoir of Tears" had gone up or down, and you could know if New York was in heavy boots;" and when terrible things happened "an extremely loud siren would go off, telling everyone to get to Central Park to put sand bags around the reservoir" (Foer 38).

The imagery of the "Reservoir of Tears" provides a connection between each person in New York—all of the tears go to the same place. While the immediate trauma is local, Foer's trans-historicity engages the idea of a global community through the notion of solidarity in that "Foer is not as concerned with whether or not we were once a global community, as he is with whether or not we can become a global community" and the novel "celebrates difference while emphasizing community" (Mullins 322). Levins-Morales writes "recovery from trauma requires creating and telling another story about the experience of violence and the nature of the participants, a story powerful enough to restore a sense of our own humanity to the abused" (15). The image of the "Falling Man" for Oskar restores his own sense of humanity as well as the humanity of his father. It is through this image that he is able to process trauma.

In addressing seemingly apocalyptical events like the firebombing of Dresden, 9/11, and to a lesser extent the U.S. bombing of Hiroshima in 1945, *Extremely Loud and Incredibly Close* assumes that the end of the world is happening all of the time. What links these occurrences in *Extremely Loud and Incredibly Close*, however, is not their causes or execution, but the commonality in human experience in response to traumatic events. His interactions with other people through this quest bring them into the space of his trauma. The solidarity becomes one of a mourning loss. While the story and characters are mainly situated in New York, which makes the impact of 9/11 locally impacting and traumatic, Oskar's quest connects the people he encounters not only to himself but also to each other. The individual loss becomes a collective one but the trauma is not geopolitically cultural as Kristiaan Versluys observes in "9/11 as a European Event: the Novels":

> Shorn of much of its direct geopolitical significance, September 11 is imagined on the most intimate scale as a personal brokenness, concretized as the rupture between father and son. Within the economy of the novel, however, the loss of the father comes around as the replay of an earlier rupture between Grandpa and his son. As that rupture is embedded in the history of the twentieth century, 9/11 takes its place in a line of historical catastrophes. This seemingly apolitical family novel has history pal-impsestically inscribed in every sentence. (80-1)

The novel explores the commonality in human experience in response to traumatic events, but the exploration does not rely on hegemonic, Western notions of time and progress as the means for understanding or conceptualizing history. The fractured relationships of the three generations of Schell men—Grandpa (Thomas Sr.), Thomas (Oskar's father), and Oskar—represent the difficulty of historicizing events along lines of cause and effect and linear modes of knowledge constructs. Oskar's quest, which is imperative for him, is part of this difficulty.

Oskar must process the idea of inhaling bits of his father when he is at the downtown Manhattan skyline. Oskar feels that he inhales his father when he is downtown. The fact that he has no tangible body to bury puts him on his quest to uncover the mystery of a key in an envelope with the word "Black" written on it which he found in his father's closet, who died in the 9/11 attacks on the World Trade Center. The narrative takes place in New York City and Oskar lives in Manhattan's Upper Westside. In Oskar's quest to uncover the "secrets" of the key he is also trying to make sense of the tragedy he experienced and to know his father. Oskar's quest is, of course, an impossible one, a fact which he quickly realizes. There are hundreds of thousands of locks in New York City, and hundreds of people with the name Black. However, steadfast in his search, Oskar opts to interview everyone in the phone book with the last name "Black." Through sheer luck, Oskar manages to discover the partner lock to his key, but, to his great disappointment, this discovery reveals nothing about the meaning for his father'sdeath. However, in his quest he attempts to meet every person with the last name Black in New York to ask if they know anything about the key. Through this quest he enables a sense of solidarity by bring unrelated people together to process trauma and create a historicity of 9/11 and the death of his father.

Foer addresses the concept of human organic matter being imbedded into the air of lower Manhattan. Foer juxtaposes this aspect of memory by placing Oskar in opposition with his mother on how he should view the space of lower Manhattan as containing his father's memory. The conversation goes:

> Mom said, 'His spirit is there,' and that made me really angry. I told her, 'Dad didn't have a spirit! He had cells!' 'His memory is there.' 'His memory is here,' I said pointing to my head. 'Dad had a spirit,' she said, like she was rewinding a bit of our conversation. I told her, 'He had cells, and now they're on rooftops, and in the river, and in the lungs of millions of people around New York, who breathe him every time they speak!' (Foer 169)

Oskar's reaction challenges the idea that his father's memory is occupied in a physical space because since there is no body, that space has to be ephemeral and has to be internalized. Oskar refuses to accept the idea of his father's spirit because he is still processing the loss and absence of his father's physical body. In the post-9/11 climate many people experienced similar frustrations. The image of the "Falling Man" functions for Oskar as a meta-historical romance for his father's own final historiography. Even though he has no way of knowing what happened to his father, the image of the "Falling Man" is someone with who he can engage in a sense of solidarity with and be able to grieve the loss of life. The image of the "Falling Man" in Foer's text serves to represent a collective loss of life. It helps demonstrate the imbedded marks the attacks had left upon the collective society. The imprint of trauma resonates with the concept of the shadowed towers in which only fragments remain.

5. Conclusion

Summing up, as a 9/11 narrative as a 9/11 narrative, *Extremely Loud and Incredibly Close* explores what it means to be human. It stresses on human solidarity rather than cultural re-territoralization through the "*Falling Man*" image. Foer believes that there is a potential for meaningful human interaction even in the face of a gigantic trauma time as 9/11. He erases any sense of political and ideological boundaries by drawing comparisons between the suffering of a young American boy with that of German and Japanese citizens during World War II. The final impression that *Extremely Loud and Incredibly Close* leaves on its readers is that trauma is a common experience and it does not know borders or ethnicities. The “Falling Man” image, Dresden and Hiroshima help to blur the boundary between personal and collective traumas, which encourages the reader to view these events from a humanistic lens.

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Cost of Capital: Measures of Commercial Banks Performance Evaluation

❑ Ranjan Dhungana, M.Phil. Scholar

Abstract

This study examine the relationship between cost of capital and accounting criteria; and cost of capital and market measures of performance evaluation of commercial banks listed in Nepal stock exchange. A sample of 87 firm-years was selected among the companies listed on the Stock Exchange during the period 2006-2015.

There is a significant relationship between weighted average cost of capital and accounting criteria of corporate performance evaluation (ROA, ROE and DER). The control variable of research indicates that there is a significant and positive relationship between firm size (SIZE) and the criteria to evaluate financial performance of companies (ROA and ROE). But there is negative significant relationship between SIZE and DER. There is negative and significant relationship between weighted average cost of capital (WACC) and Tobin's Q ratio (TQR), the price earnings ratio(PER) and market value to book value (MVR). There is significant and positive relationship between firm size (SIZE) and Tobin Q ratio (TQR), price earnings ratio (PER) and market value to book value (MVR).

I. Introduction

The cost of capital is concerned with what a firm has to pay for the capital - that is, the debt, preferred stock, retained earnings, and common stock - it uses to finance new investments. It can also be thought of as the return required by investors in the firm's securities or the minimum rate of return required on new investments undertaken by the firm. As such, the firm's cost of capital is determined in the capital markets and is closely related to the degree of risk associated with new investments, existing assets, and the firm's capital structure. In general, the greater the risk of a firm as perceived by investors, the greater the return investors will require and the greater will be the cost of capital.

Cost of capital is a concept that has always regarded by financial experts and is considered as an important factor in creating a gap between accounting profit and economic profit. Cost of capital is one of effective variables in the decision making model of company. Decision making for the purpose of investment of any kind, we would need to know the cost of capital. This concept has been defined in different ways but one of definition which is accepted most, defined cost of capital as the minimum rate of return (Kordestani et al., 2009). Management in the way of determining the optimal resource should specify the cost of some financing resources and determine the effect that these resources have on the return of company.

Given that interest rate of creditors for company consider cost rate of financing from debt and the expected return rate of investors for company consider cost rate of financing from equity, the weighted average of these two cost rates form weighted average cost of capital (WACC) of the company. Finally, increase the risk information will lead to increase the weighted average cost of capital. Weighted average cost of capital is the minimum rate of return that company must obtain to provide the expected returns of investors and creditors (Rimondpi, 1999).

In fact, the most basic accounting criteria of performance including earnings, cash flows, return on assets (ROA) and return on equity (ROE) and the nature One method of calculating the cost of capital is of these criteria is in this way that if corporate performance is more than cost of capital, company will reach to profitability and its expected value (Poyanfar et al., 2010).

The cost of capital concept is also based on this assumption that the goal of the company is to maximize shareholder wealth (Abbasi, 2003). As a result, if the company cannot meet cost of capital or expected rate of investors, the stock value of company will decline (Panahiyan et al., 2008). Thus, management is trying to close the expected return of investors at least to the level of capital cost; which through this way can protect the value of the business unit. Corporate executives to achieve minimum capital cost and also realize a sustainable profit that is acceptable to shareholders thought to control weighted average cost of capital (WACC).

From a financial management perspective, if the relationship between the cost of capital, capital structure and firm value is specified clearly, can be influenced on the company's total value using the capital structure. So, one of the most important issues for investors, creditors and in general external and internal decision-makers of companies are the corporate performance evaluation. Meanwhile, the company's performance is the result of activities and its return on investment in a given time period. As a result, we can be added the value of company by improving performance of business unit (Agrawal et al., 1996).

Performance evaluation measures are divided into two categories based on accounting information measures(accounting measures of corporate performance evaluation) and measures based on accounting information and market information (market measures of corporate performance evaluation). Given that the market information is changing every moment, its evaluation measures are relative instability and have lower reliability, however, in general these measures are preferred to the measures based on historical information and more accurately measure the performance of the company. These measures include price to earnings ratio (P/E), market value to book value of equity (M/B) and Tobin Q (market value) (Jhahankhani et al., 1995).

So the capital cost is the minimum rate of return that the company must achieve to it in order to satisfy its investors. Managers of companies as representatives of shareholders should try to adjust capital structure so that minimize capital cost of company and thus maximize firm value and shareholder wealth (Lotfi, 2004).

II. Review of Literature

In the present period, control of financial costs in companies is one of the main objectives of managers. Financial analysts, managers and investors interested in knowing reported earnings and predicting earnings to determine the level of financial costs in company.

Abdelghany (2005) examined the information content of cost of capital in the 37 companies listed on the New York Stock Exchange in 2001. In this study, to investigate the information content, the studied companies divided into manufacturing and non-manufacturing companies and large and small companies. The results of the study have shown that the cost of capital in small and manufacturing companies have no information content, but in nonmanufacturing and large companies have information content and also has a significant relationship with the market price of per share.

Osmany (2002) tested the relationship between the capital cost by industry type, debt ratio and firm size during the years 1996-2001in the listed companies in the Tehran Stock Exchange. In this study, 86 companies have been selected as statistical sample. The results indicate that industry type has effect on the rate of capital cost and there is significant relationship between firm size and cost of capital.

Phamet al.,(2007) in their study investigated corporate governance, cost of capital and performance of the companies. Studied sample was selected from 136 Australian companies over the period of 1994-2003. The research results show that there is no significant relationship between book value to market value ratio and weighted average cost of capital. Lopes and Alencar (2010) in their research come to this conclusion that there is a negative and significant relationship between capital cost and variables of growth opportunities and book value to market value ratio. The research results of Chan et al.,(2009) have shown that there is significant and positive relationship between book value to market value ratio and the capital cost. But significant and negative relationship was observed between firm size and capital cost.

Regalli and Soana (2012) in their study investigated the corporate governance quality and the capital cost in financial firms. In this study, 122 listed companies in the Stock Exchange of America in 2002, 2004 and 2006 are used as sample. The results show that there is no significant relationship between cost of capital and firm size and also results indicate that cost of capital has significant and negative relationship with growth criteria of earning per share and price to earnings ratio but has positive and significant relationship with capital cost and ratio of market value to book value.

Wuet al. (2012) in a study along with the research of Reverte (2012), which done on 484 Taiwanese companies during the time span from 2007 to 2010, resulted that there is a positive and significant relationship between cost of capital and ratio of market value to book value.

Hussain et al.(2012) tested the effect of capital costs on the profitability of the companies. This research has been done on the companies in the cement industry of Pakistan. The research results indicate the negative and significant relationship between weighted average cost of capital and return on equity.

Osyaniet al. (2012) in their study studied the factors affecting capital cost Prediction of listed companies in Tehran stock exchange. Statistical sample of present study is formed from 106 companies during the period 2004-2008. The results indicate that there is significant and negative relationship between ratios of book value to market value and return on equity with capital cost. Also there is a significant and positive relationship between the return on assets and the cost of capital. But significant relationship between growth opportunities and the capital cost has not been observed.

Pouraghajanet al.(2012) investigated the relationship between cost of capital and accounting criteria of performance evaluation of companies and found that there is a significant and positive relationship between the weighted average cost of capital and criteria of corporate performance evaluation (ROA and ROE).

Tabari, et al. (2013) found out that negative and significant relationship between WACC and price earnings ratio and market value to book value ratio. There is also positive and significant relationship between SIZE and Tobin Q ratio and market value to book value ratio. But between WACC and TQ and SIZE and P/E have not found significant relationship.

III. Research Hypothesis

To investigate the effect of cost of capital on the financial performance of banks, hypotheses are formulated as follows:

H_1: There is a significant relationship between the weighted average cost of capital and accounting measures of bank performance evaluation.

H_2: There is a significant relationship between firm size and accounting measures of bank performance evaluation.

H_3: There is a significant relationship between the weighted average cost of capital and market measures of bank performance evaluation.

H_4: There is a significant relationship between firm size and market measures of bank performance evaluation.

IV. Research Methodology

Research Design

The empirical study attempts to analyze the Cost of Capital and performance evaluation of Nepalese commercial banks. It tries to analyze and describe the magnitude and direction of relationship between weighted average cost of capital and most important ratios. The detailed methodological issues are discussed extensively in respective sections of this study.

Population and Sample

Among the firm listed in NEPSE, other financial companies, manufacturing companies, insurance companies and others are excluded from the sample because of this research is just concerned with commercial banks. In context of Nepal, 28 commercial banks are listed in NEPSE which are regarded as population. But, it is not possible to study all data related with these twenty eight banks. Therefore, the sample contains 9 commercial banks are then chosen which have listed before 2006 A.D. and dividend has been paid regularly since last three years.Some are excluded from the study because of unavailability of data for more than seven years.

Data Analysis

The main purpose of data analysis in this study is to examine the relationship between Cost of Capital and other variables to measure the performance for selected banks which are listed in NEPSE. The method of secondary data analysis use in this study consists of multivariate regression models including several statistical tests of significance and panel data analysis. The study has also use the statistical tests such as, Hausman test and t-test. SPSS, EVIEWS and Excel are used for operating data analysis.

The Model

The study has used dependent variables i.e. Return on Assets (ROA), Return on Equity (ROE), Tobin Q ratio (TQR), Price Earnings Ratio (PER), Debt to Equity Ratio (DER) and Market Value Ratio (MVR). Weighted Average Cost of Capital (WACC) and Firm size (SIZE) are independent and control variable respectively. The basic test used in this is to regress dependent variable against the independent to see their effect of firm performance.

The following models are used to examine the association between the independent and dependent variable of the listed firms in NEPSE.

$$ROA_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (1)$$
$$ROE_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (2)$$
$$DER_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (3)$$
$$TQR_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (4)$$
$$PER_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (5)$$
$$MVR_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it} \dots\dots (6)$$

Where,

ROA_{it} = Return on Assets Ratio for firm i in time t
ROE_{it} = Return on Equity for firm i in time t.
DER_{it} = Debt Equity Ratio for firm i in time t.
TQR_{it} = Tobin Q Ratio for firm i in time t.
PER_{it} = Price to Earnings Ratio for firm i in time t
MVR_{t} = Market Value to Book Value Ratio for firm i in time t.
$WACC_{it}$ = Weighted Average Cost of Capital for firm i in time t.
$SIZE_{it}$ = Market value of equity for firm i in time t.
β_0 = Constant coefficient (intercept).
β_1 = Coefficient of independent variable.
β_2 = Coefficient of control variable.

Research Variables and How They are Measured

Weighted Average Cost of Capital (WACC): Corporate cost of capital consisted of two components: cost of debt and cost of common equity. In this study, cost of capital used by the company is obtained from weighted average of these two components. Formula for calculating weighted average cost of capital (WACC) is as follows:
$WACC = w_d \times k_d(1-t) + w_e \times k_e$

Where,

WACC = Weighted Average Cost of Capital
W_d = Percentage of interest-bearing debts participation in total capital
W_e = Percentage of common equity participation in total capital
K_d = Rate of interest-bearing debts cost before tax
K_e = Rate of common equity cost
t = Corporate tax rate

To calculate the actual annual tax rate (t) of each of the studied companies is used from the proportion of paid tax to income before tax.

$$t = \frac{\text{Paid Tax}}{\text{Income before tax}}$$

To calculate rate of interest-bearing debts cost before tax (kd) has been used from the proportion of financing costs related to these debts to total interest-bearing debts of last year (the interest-bearing current debts + long term debt).

$$k_d = \frac{\text{Financing Cost}}{\text{The interest-bearing current debts+Long term debt)}}$$

In order to measure the rate of common equity cost (ke) is used the Gordon growth model:

$$k_e = \frac{Do(1+g)}{po} + g$$

Where, D_0: Cash dividend of per share in the last year, P_0: Market price of per share at the beginning of the year and g: annual dividend growth rate that by assumption of relative resistance of dividend accumulation ratio and return on specific value (return on equity), it is calculated as follows:

$$g = \text{rate of dividend accumulation} \times \text{ROE}$$

$$\text{Rate of dividend accumulation} = 1 - \frac{\text{Dividend of per share}}{\text{Earning per share}}$$

Percentage contribution of each component (the cost of debt and cost of common equity) in total capital resources is calculated as follows:

Total resources = Market value of common equity + Book value of interest-bearing debts.

Market value of common equity = Number of issued interest-bearing debts = long-term debt + Interest-bearing common stock × Market price of per share Book value of current debts.

$$w_d = \frac{\text{Book value of interest- bearing debts}}{\text{Total resources}}$$

$$w_e = \frac{\text{Market value of common equity}}{\text{Total resources}}$$

Firm Size (SIZE): Some experts believe that large companies are more willing to finance large amounts than small companies (Gaver, 1995). Therefore, the variable of firm size is used as a control variable. This research includes natural logarithm of market value of equity is to calculate the firm size.

Tobin Q Ratios (TQR): It is measured by dividing the total market value of equity and book value of total assets of the company.

$$\text{Tobin Q Ratios (TQR)} = \frac{\text{Market value of equity+book value of total debts}}{\text{Book value of total assets}}$$

Return on Equity (ROE): One of the most widely used accounting performance measures is return on equity ratio. This ratio shows how much return has been created the real cost of use of invested funds. (Azarbaijani, 2011)

$$\text{Return on Equity (ROE)} = \frac{\text{Net Profit After Tax}}{\text{Total Equity}}$$

Return on Assets (ROA): Return on assets is investment return in assets and represents the amount of profit that can be made use of corporate assets (Rahnamay, 2008). This ratio is of total assets.

$$\text{Return on Assets (ROA)} = \frac{\text{Net Profit After Tax}}{\text{Total Assest}}$$

Price to earnings ratio (PER): It is calculated by dividing the market price of per share on net income per share.

$$\text{Price to earnings ratio (PER)} = \frac{\text{Market price per share}}{\text{Net income per share}}$$

Market Value to book value ratio (MVR): It is measured by dividing the market value of equity on the book value of equity.

$$\text{Market Value to book value ratio (MVR)} = \frac{\text{Market price per share}}{\text{Book value per share}}$$

Debt to Equity Ratio (DER): This ratio is calculated by dividing total debt on the total equity. Total debt includes short term debt and long term debt.

$$\text{Debt/Equity Ratio (DER)} = \frac{\text{Total Debt}}{\text{Total Equity}}$$

$$\text{Debt/Equity Ratio (DER)} = \frac{\text{Short term debt+Long term debt}}{\text{Equity}}$$

V. Result of Research Hypotheses Test

This section attempts to analyze the secondary data associated with cost of capital and banks performance and to observe the cross sectional relationship between these variables. The methods used for this purpose are Hausman test and analysis of measures of performance evaluation. A detail issue of findings from data analysis has been dealt in the respective sections.

Hausman test and findings of accounting measures

Table 1 The results of Hausman test of Accounting measures

Research models	Chi-Sq. statistic	DOF	P-value	Test result
Model 1 ROA	9.407	2	0.009	Fixed effect method
Model 2 ROE	4.192	2	0.123	Random effect method
Model 3 DER	10.240	2	0.006	Fixed effect method

Table 4.3 shows the results of Hausman test. It is clear from table; the P-value is less than 5% for Model 1 and Model 3. Thus, the null hypothesis which represents the use of random effects method against alternative hypothesis which represents the use of fixed effects method is not approved. It means that fixed effects method is accepted at the level of 95%. Accordingto the results of Model 2 test, P-value is not significant, thus null hypothesis is accepted. It means, random effect method is accepted.

Results and Analysis of the Accounting Measures Models Estimation

Table 2 Results of the Accounting Measures Models Estimation

Panel A: (Model 1)		$ROA_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it}$	
Variables	Coefficients	T-statistics	P-value
Constant	-2.367	-1.788	0.078
WACC	1.263	1.002	0.319
SIZE	0.171	3.048	0.003
Adjusted R2	0.777		
F-Statistics	30.917		
Prob (F-Statistic)	0.000		
Durbin-Watson	1.554		

Panel B: (Model 2)		$ROE_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it}$	
Variables	Coefficients	T-statistics	P-value
Constant	-36.165	-1.938	0.056
WACC	54.334	2.686	0.009
SIZE	2.341	2.955	0.004
Adjusted R2	0.165		
F-Statistics	8.326		
Prob (F-Statistic)	0.001		
Durbin-Watson	1.647		

Panel C: (Model 3)		$DER_{it} = \beta_0 + \beta_1 WACC_{it} + \beta_2 SIZE_{it} + e_{it}$	
Variables	Coefficients	T-statistics	P-value
Constant	109.148	2.851	0.006
WACC	-68.227	-1.872	0.065
SIZE	-3.392	-2.088	0.040
Adjusted R2	0.649		
F-Statistics	16.903		
Prob (F-Statistic)	0.000		
Durbin-Watson	0.644		

In order to study the effect of Weighted Average Cost of Capital and firm size on commercial banking financial performance ispresented a model in the first stepand then in the next step using the Hausman test, fixed effects and random effects method were selected for accurate estimation of model parameters and test hypotheses. Table 4.4 shows the results of fixed effects method and random effect method. As it is evident from the test results of model 1 in Panel A, F statistic value is30.917 and the p-value is equal to 0.000, which represents the overall adequacy of the model. It means, the linear regression model is statistically significant at the 99% confidence level.

Panel A shows that coefficient of weighted average cost of capital (WACC) is equal to 1.263 and its p-valueis equal to 0.319. It means there is a positive and insignificantrelationship between weighted average cost of capital and return on assets (ROA) at the significant level 1%.

The result of panel A shows that statistically thereis a positive and significant relationship between the firm size i.e. log of market equity price (SIZE) and return on assets (ROA) at the error level less than 1%. This reveals that whatever the size of bank is bigger; return receiving from the use of the asset is enlarged. The outcome confirms that significant of model constant element at 10% level.

Above table shows that the adjusted R^2 value indicates the explanatory variables included in the model were able to explain 78% of changes in the dependent variable i.e. return on assets. Durbin-Watson (DW) statistic signifies that there is no autocorrelation among regression errors.

The estimation results of model 2 in Panel B shows that the coefficient of the variable weighted average cost of capital (WACC) is equal to 54.334 and its p-value is equal to 0.009 which is significant at 1% level. Thus,it can be affirmed with 99% confidence that there isstatistically significant and positive relationship betweenweighted average cost of capital and return on equity. Positive relation indicates that if there is increment in cost ofcapital, return on equity will be increased and vice versa. The results of this part of research are not consistent with the results of Hussain *etal.* While observing from the results of Panel B in Table 4.4, there is statistically a significant and positive relationship between firm size (SIZE) and return on equity (ROE) at 99% confidence level. Adjusted R^2 is not satisfactory level and Durbin-Watson i.e. 1.647 indicates that there is no autocorrelation among regression errors.

The estimation results of model 3 in Panel C verifies that the coefficient of the variable weighted average cost of capital (WACC) is equal to -68.227 and its p-value is equal to 0.065 which is significant at 10% level. Thus,it can be stated with 90% confidence that there isstatistically significant and negative relationship betweenweighted average cost of capital and debt to equity ratio. Negative relation confirms that if there is increment in cost ofcapital, debt to equity ratio will be decreased and vice versa. While observing from the results of Panel C in Table 4.4, there is statistically a significant and negative relationship between firm size (SIZE) and debt to equity ratio (DER) at 95% confidence level.

Above table shows that the adjusted R^2 value i.e. 64.9% indicates the independent variables included in the model were able to explain 64.9% of changes in the dependent variable i.e. debt to equity ratio. Durbin-Watson (DW) i.e. 0.644 statistic signifies that there is no autocorrelation among regression errors.

Hausman test and findings of market measures

Table 3 The results of Hausman test of market measures

Research models	Chi-Sq. statistic	DOF	P-value	Test result
Model 4 TQR	16.153	2	0.000	Fixed effect method
Model 5 PER	0.298	2	0.862	Random effect method
Model 6 MVR	4.362	2	0.113	Random effect method

In the course of determining the suitable method of estimation, the Hausman test is performed to select one of the fixed effects or random effects methods. The p-value i.e. 0.000 of Hausman statistic which is presented in Table 4.5 proves that the fixed effects model is more appropriate option to estimate model 4. There is rejection of null hypothesis, this means accepted alternative variables. Thus, fixed effect method is suitable. In the case of model 5 and model 6, the p-value is not significant at 10% level, the null hypothesis is accepted. Therefore, random effect method is suitable.

Results and Analysis of the Market Measures Models Estimation

Table 4 Results of the Market Measures Models Estimation

Panel A: (Model 4)	$TQR_{it} = \beta_0 + \beta_1 WACC_{it} + \beta 2SIZE_{it} + e_{it}$		
Variables	Coefficients	T-statistics	P-value
Constant	-2.042	-2.128	0.037
WACC	-1.970	-2.156	0.034
SIZE	0.159	3.909	0.000
Adjusted R^2	0.916		
F-Statistics	95.028		
Prob (F-Statistic)	0.000		
Durbin-Watson			

Panel B: (Model 5)	$PER_{it} = \beta_0 + \beta_1 WACC_{it} + \beta 2SIZE_{it} + e_{it}$		
Variables	Coefficients	T-statistics	P-value
Constant	-32.631	-0.862	0.391
WACC	-242.069	-4.650	0.000
SIZE	3.200	1.963	0.053
Adjusted R^2	0.196		
F-Statistics	11.463		
Prob (F-Statistic)	0.000		
Durbin-Watson	1.019		

Panel C: (Model 6)	$MVR_{it} = \beta_0 + \beta_1 WACC_{it} + \beta 2SIZE_{it} + e_{it}$		
Variables	Coefficients	T-statistics	P-value
Constant	-32.70033	-3.644	0.001
WACC	-43.368	-4.060	0.000
SIZE	1.759	4.590	0.000
Adjusted R^2	0.260		
F-Statistics	16.125		
Prob (F-Statistic)	0.000		
Durbin-Watson	0.869		

While studying the effect of Weighted Average Cost ofCapital and firm size on commercial banking financial performance ispresented a model in the first stepand then in the next step using the Hausman test, fixed effects and random effects method were selected for accurate estimation of model parameters and test hypotheses. Table 4.6 shows the results of fixed effects method and random effect method. As it is evident from the test results of model 4 in Panel A, F statistic value is95.028 and the p-value is equal to 0.000, which represents the overall adequacy of the model. It means, the linear regression model is statistically significant at the 99% confidence level.

Panel A, Model 4 shows that coefficient of weighted average cost of capital (WACC) is equal to -1.970 and its p-valueis equal to 0.034. It means there is a negative and significantrelationship between weighted average cost of capital and Tobin Q ratio at 5% significant level. In other words, by decreasing cost of capital, there will be increased market value of equity with the help high profitability. The results of this part of research are not consistent with the results of Tabari, Masrollahi, Emamgholipour and mansourinia (2013).

The result of panel A shows that statistically thereis a positive and significant relationship between the firm size i.e. log of market equity price (SIZE) and Tobin Q ratio at the error level less than 1%. This discloses that according to the size of bank; return receiving from the use of the asset is enlarged. The outcome confirms that significant of model constant element at 5% level.

Above table shows that the adjusted R^2 value indicates the explanatory variables included in the model were able to explain 91.6% of changes in the dependent variable i.e. Tobin Q ratio. Durbin-Watson (DW) statistic clarifies that there is no autocorrelation among regression errors.

The estimation results of model 5 in Panel B shows that the coefficient of the variable weighted average cost of capital (WACC) is equal to -242.069 and its p-value is equal to 0.000 which is significant at 1% level. Thus,it can be affirmed with 99% confidence that there isstatistically significant and negative relationship betweenweighted average cost of capital and price earnings ratio. Negative relation indicates that if there is increment in cost ofcapital, price earning ratio will be decreased and vice versa.While observing from the results of Panel B in Table 4.6, there is statistically a significant and positive relationship between firm size (SIZE) and Price earnings ratio at 90% confidence level. Adjusted R^2 is only 19.6% which is out of satisfactory level and Durbin-Watson i.e. 1.019 indicates that there is no autocorrelation among regression errors.

The estimation results of model 6 in Panel C reveals that the coefficient of the variable weighted average cost of capital (WACC) is equal to -43.368 and its p-value is equal to 0.000 which is significant at 1% level. Thus,it can be stated with 99% confidence that there isstatistically significant and negative relationship betweenweighted average cost of capital and market value to book value ratio (MVR) debt to equity ratio. Negative relation confirms that if there is increment in WACC, market value to book value ratio will be decreased and vice versa. While observing from the results of Panel C in Table 4.6, there is statistically a significant and positive relationship between firm size (SIZE) and market value to book value ratio at 99% confidence level.

Above table shows that the adjusted R^2 value i.e. 26% indicates the independent variables included in the model were able to explain 26% of changes in the dependent variable i.e. market value to book value ratio. Durbin-Watson (DW) i.e. 0.869 statistic signifies that there is no autocorrelation among regression errors.

VI. Conclusion

This study examine the relationship between cost of capital and accounting criteria ; and cost of capital and market measures of performance evaluation of commercial banks listed in Nepal stock exchange and its purpose is providing evidences about the effect ofcost of capital on corporate profitability and on market profitability. A sample of 87 firm-years was selected among the companies listed on the Stock Exchange during the period 2006-2015. To determine the appropriate method for estimating regression models and hypotheses test was used from Hausman that in both tests, both fixed effects method and random effect methods were selected for estimating models.

In the study of accounting measures, weighted average cost of capital (WACC) is used as the independent variable and return on assets (ROA) and return on equity (ROE) as criteria to evaluate the financial performance of companies. An accurate estimation of the model, the control variable of firm size (SIZE) is added to the regression models.

In other part of the study, the market measures of corporate performance evaluation are the ratios of Tobin's Q (TQR), price earnings ratios (PER) and market value to book value of equity (MVR) which are considered as dependent variables.

Weighted average cost of capital (WACC) and firm size (SIZE) are independent variable and control variable gradually.

The first hypothesis of research states that there is a significant relationship between weighted average cost of capital and accounting criteria of corporate performance evaluation (ROA, ROE and DER). Test results of this hypothesis showed that there is a significant and positiverelationship between these variables i.e. ROA and ROE but significant and negative relationship between WACC and DER. In the case of ROE and ROA, if the cost ofcapital is increased the company's profitability increasesand vice versa. But if the cost of capital is increased, DER will be decreased. Therefore, the first hypothesis of research is confirmed. The reason could be that investors, depositors and suppliers of financial resources of companies expected to receive the appropriate return against financed resources for companies. In turn, the companies provide the rate of expected return for investors, depositors and suppliers of financial resources and use these resources in the operational activities of the company to increase corporate profitability. The results of this part of research (ROE and WACC) are not consistent with the results of Hussain et al but consistent with Pouraghajan, Tabari, Ramezani, Mansourinia, Emamghloiporr and Majd. This is against the theory. However, it is possible at the shortage of liquidity, banks cost of capital will be very high due to high inter exchange rate and demanding of high interest call deposit. But bankers utilize them providing short term loan charging various service charges as a result there is possibility of high profit generation.

The second hypothesis, which is designed for control variable of research, indicates that there is a significant and positive relationship between firm size (SIZE) and the criteria to evaluate financial performance of companies (ROA and ROE). But there is negative significant relationship between SIZE and DER. Test results indicate that there is significant and positive relationship between these variables i.e. ROA and ROE, which is the larger companies have more profitable than smaller companies. On the other handrelationship between SIZE and DER indicates that larger companies may have low debt than smaller companies. Therefore, the second hypothesis of research also is confirmed. The reason could be that large companies have more ability to optimum utilization of financial resources with correct and timely decision than small companies and can make use of these financed resources to enhance corporate profitability. And due to their sufficient reserve and surplus, they can decrease the debt finance.

The third hypothesis, results show that there is negative and significant relationship between weighted average cost of capital (WACC) and Tobin's Q ratio (TQR), the price earnings ratio(PER) and market value to book value (MVR). According to these results we can conclude the reason, if cost of capital is high for companies because of liquidity shortage; it may decrease the stock market price of those companies in capital market and thus will reduce market value and profitability of company.

The fourth hypothesis which results' also indicate that there is significant and positive relationship between firm size (SIZE) and Tobin Q ratio (TQR), price earning ratio (PER) and market value to book value (MVR). It can be reasoned that the large companies may have smooth financial condition to meet their required financial resources than small companies. As a result, they can use these financed resources to increase market value and eventually profitability of company with the help of appropriate and well-timed decisions.

This project study provides the relationship between WACC and accounting measures and WACC and market measures. But this relationship is just confined to commercial banks. There is ignored other industry including other part of financial institutions, as a result the relationship miss the broad generalization.

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A Survey on Adolescent Buyer's Behavior

❑ Rashesh Vaidya
Lecturer/Advocate (LL.B., M.Phil. Scholar-TU)
Siddhartha Vanasthatli College of Management (TU) & Atharva Business College (PU)

Abstract

The paper is focused mainly on the adolescent buyer's behavior. The focus of the paper is on the higher secondary level and the bachelor first year students buying behavior. The respondents of the survey are from the students of colleges of Kathmandu. The main interest of the adolescent buyer is seen to buy clothing items from the supermarket. They are not interested in regular retail outlets. As most of the customer of adolescent age have no proper responsibility towards the household expenses, so they do not go shopping to purchase household utensils or consumable goods. At the same time, majority of the adolescent customers are unemployed, their buying decision is highly determined by economic constraints.

I. Introduction

Traditionally, market is simple a meeting place of buyer and seller. And the modern concept of marketing or the demand concept states that the main aim of marketer is to meet and satisfy target customers' (buyers') needs and wants. Similarly, there are numerous forces that may motivate a consumer to buy a product such as fear, profit, fashion, romance, habit, etc. While meeting the needs and wants of the customer, the marketer tries to read the behavior of the buyer. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Understanding buyer's behavior and knowing customers are never an easy task. Each and every customer behaves in different manner. The behavior of the customer cannot be generalized. It varies as per age, sex, culture and other various factors. Customers may state their needs and wants but act otherwise. They may respond to influences that change their mind at the last minute. Nevertheless, marketers try to meet the need and wants of the customer as far as possible.

Among the various types of customers also, adolescent customers have a unique nature. They are the buyers between the age between puberty and maturity or at the age of beginning of adulthood. The customer of this stage could not state themselves as grown-up nor as a child. Thus, in this age period, the customers are not in a capacity to make confidence decision. There is a need of help or support from parents, elders or colleague while making decision, even in the course of buying goods and service. At the same time, the needs and wants of the adolescent also changes in short time backed with high immature level of ego. Thus, various factors influence in the buying behavior typical at this stage with definite nature of buying behavior.

II. Literature Review

Buyer's Behavior

It has been established that the consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase to satisfy these needs and wants. Although it sounds simple and clear, these needs can be various depending on the personal factors such as age, psychology and personality. Also there are some other external factors which are broad and beyond the control of the consumer. Buying behavior is the decision processed and acts of customers involved in buying and using products (Kotler and et al., 2010).

A number of researches have been carried out by academics and scholars on identifying and analyzing those factors affecting the consumers' buying behavior and as a result, various types of factors have been identified. These factors have been classified into different types and categories in different ways by different authors. For instance, Wiedermann et al. (2007) classified them into internal and external factor. On the other hand, Winer (2009) divided them into social, personal and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose (Rao, 2007).

At one time, marketers could understand consumers through the daily experience of selling to them. But the growth of companies and markets has removed many marketing managers from direct contact with customers. Increasingly, managers have had to rely on the 7 O's framework for consumer research to answer the following key questions about any market:

Who constitutes the market?	*Occupants*
What does the market buy?	*Objects*
Why does the market buy?	*Objectives*
Who participates in the buying?	*Organizations*
How does the market buy?	*Operations*
When does the market buy?	*Occasions*
Where does the market buy?	*Outlets*

The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions. They must be able to answer two questions:

- How do the buyer's characteristics- cultural, social, personal, and psychological influence buying behavior?
- How the buyer does make purchasing decision? (Kotler and et al., 2010)

Factors influencing Buyer's Behavior

There is a wide range of factors that can affect consumer behavior in different ways. These factors are divided by Hoyer et al. (2012) into four broad categories: situational, personal, social and cultural factors.

Situational factors impacting consumer behavior may include location, environment, timing and even weather conditions (Hoyer et al., 2012). In order to benefit from situational factors major retailers attempt to construct environment and situations in stores that motivate perspective customers to make purchase decision. Range of available tools to achieve such an outcome include playing relaxing music in stores, producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate movement of customers throughout the store to make additional purchases etc.The temporary nature of situational factors is rightly stressed by Batra and Kazmi (2008).

Economic factors include level of income, liquid assets, saving, debt, credit availability, attitude toward spending and the economic condition of the nation. Similarly personal factor consist of age, gender, family size and occupation (Agrawal, 2016).

Personal factors, on the other hand, include taste preferences, personal financial circumstances and related factors. The impact of personal factors on consumer decision-making is usually addressed by businesses during market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

Psychological factors consist of motivation, perception, learning, attitude, personality and life style. These are the major aspects of behavioral dimensions of consumer market. Perception influences how the motivated consumer actually acts. It is the process of selecting, organizing and interpreting information inputs by consumer to produce meaning (Agrawal, 2016).

Another important factor that has been an important variable for understanding how consumers spend their time is life style. It is a pattern of living. It is reflected in activities, interests, and opinions. It is the way in which people conduct their lives (Agrawal, 2016). This factor has been the major aspects in deciding in understanding the adolescent buyers' behavior.

According to Hoyer et al. (2012) social factors impacting consumer behavior arise as a result of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behavior of other members of society as consumers.

Lastly, cultural factors affecting consumer behavior are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as "the ideas, customs, and social behavior of a particular people or society" (Oxford Dictionaries, 2015) and the tendency of globalization has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

III. Research Methodology

The study is based on the basic marketing concept of buyer's behavior. The study has focused on the buying behavior of the adolescent buyers. For this purpose, the sample of the study is considered the buyer at the adolescent age.

Survey technique has been used to collect the data. A structured questionnaire has been used to collect the data. As the paper tires to see the buyer's behavior at the adolescent age, most of the respondents are the students of higher secondary level or the students of the bachelor first year with the basic idea of marketing. The respondents taken as a sample for the study are from the colleges situated aside the Ring Road, Kathmandu.

IV. Analysis of Survey Result

A. Respondents' Profile

The study was conducted on the adolescent consumers buying behavior with certain basic knowledge about marketing. Thus, the qualification of the respondents were seen either higher secondary level or bachelor level.

Of the total respondents, 70.8 percent respondents were seen studying at higher secondary level and remaining 29.2 percent were seen studying at bachelor level.

Similarly, of the total respondents 5.8 percent respondents were seen employed and remaining 94.2 percent were seen unemployed.

Table 1

Qualification of the Respondents

Sex	Qualification		Total
	Higher Secondary	**Bachelor**	
Male	39	14	53
Female	46	21	67
Total	**85**	**35**	**120**

Source: Filed Survey, 2016

Table 2

Employment Status of the Respondents

Sex	Status		Total
	Employed	**Unemployed**	
Male	**2**	**51**	**53**
Female	**5**	**62**	**67**
Total	**7**	**113**	**120**

Source: Filed Survey, 2016

B. **Survey Findings**

i. **Shopping Partner**

Table 3

Shopping Partner of the Respondents

Shopping Partner	Frequency	Percent	Cumulative Percent
Family member	71	59.2	59.2
Relatives	5	4.2	63.3
Friends	24	20.0	83.3
Lover	11	9.2	92.5
Nobody (Myself only)	9	7.5	100.0
Total	**120**	**100.0**	

Source: Filed Survey, 2016

Of the total adolescent respondents, most of them (59.2 percent) stated that they go shopping with their family member. Similarly, they also prefer to go shopping with friends (20 percent) as well.

ii. **Item Purchased**

Table 4

Item Purchased by the Respondents

Items	Frequency	Percent	Cumulative Percent
Consumable Goods	15	12.5	12.5
Clothing	82	68.3	80.8
Household Utensils	7	5.8	86.7
Gift and Accessories	16	13.3	100.0
Total	**120**	**100.0**	

Source: Filed Survey, 2016

The adolescent buyers are seen more interested on buying clothing items (68.3 percent) following with gift and accessories (13.3 percent). As in this stage of life, the buyers are not too much responsible towards the house, thus only 5.8 percent of the total respondents stated that they go shopping to purchase household utensils.

iii. **Reason to Purchase**

Table 3

Reason to Purchase of the Respondents

Reason to Purchase	Frequency	Percent	Cumulative Percent
Satisfaction of need	52	43.3	43.3
Variety of needs	40	33.3	76.7
Psychological Influence	2	1.7	78.3
Social Influence	3	2.5	80.8
Personal Influence	21	17.5	98.3
Cultural Influence	2	1.7	100.0
Total	**120**	**100.0**	

Source: Filed Survey, 2016

Of the total respondents, 43.3 percent stated 'Satisfaction of need' as the main reason to purchase goods and services from the market. Then the second reason was to fulfill 'Variety of needs' with 33.3 percent. Personal influence was also seen as the reason with 17.5 percent for the reason to purchase goods and services.

iv. **Shopping Destination**

Table 4

Shopping Destination of the Respondents

Shopping Destination	Frequency	Percent	Cumulative Percent
e-Commerce	0	0.0	0.0
Retail Outlets (Grocery/Neighborhood Store)	15	12.5	12.5
Super Market	42	35.0	47.5
Department Store	25	20.8	68.3
Semi-wholesalers (Rack Jobbers)	13	10.8	79.2
Wholesaler	25	20.8	100.0
Total	**120**	**100.0**	

Source: Filed Survey, 2016

In context to the shopping destination, the adolescent respondents preferred super market the first choice with 35 percent. Same proportion of the respondents i.e. 20.8 percent stated that they prefer to go department store and wholesaler for shopping purpose. The retail outlets and rack jobbers are not seen as a popular destination for shopping among the adolescent buyers. One of the interesting results from the survey was that none of the adolescent respondents was interested in shopping through e-Commerce.

v. **Buying Decision Determinants**

Table 5

Buying Decision Determinants of the Respondents

Determinants	Frequency	Percent	Cumulative Percent
Economic	92	76.7	76.7
Psychological	16	13.3	90.0
Demographic	8	6.7	96.7
Socio-cultural	4	3.3	100.0
Total	**120**	**100.0**	

Source: Filed Survey, 2016

Even for the adolescent buyers, economic determinants are seen as the main determinant. Of the total respondents 76.7 percent stated that the economic determinants highly influence in their buying decision. Similarly, psychological determinants are also seen influencing in the buying decision of the adolescent buyers.

V. Conclusion and Discussion

The importance to study the consumer buying behavior has intensified due to fast pace of globalization which changed has been consistently changing the way consumers are shopping for their daily food and grocery products. As more retailers operate in more than on country, they have to pay close attention to the difference in culture, lifestyle, taste, expectations and many other factors that determine the differing buying behavior of customers from various countries. Therefore, the study of consumer behavior is very vital to target all the customers from different geographical areas.

The age of adolescent is the age when the people are eager to know new and new things. The level of curiosity in this age is very high. Thus, the marketer should also be updated with the changing marketing environment to satisfy the need of the adolescent buyers especially college students.

The main interest of the adolescent buyer is seen to buy clothing items from the supermarket. They are not interested in regular retail outlets. As most of the customer of adolescent age have no proper responsibility towards the household expenses, so they do not go shopping to purchase household utensils or consumable goods. At the same time, majority of the adolescent customers are unemployed, their buying decision is highly determined by economic constraints.

The taste and preference is different from the other types of consumers for the adolescent consumers. Though the adolescent buyers are not economically sustainable, but they can be the major influencing person in the buying decision of the family.

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Questionnaire

A Survey on Adolescent Buyer's Behavior

Sex: Male/Female Qualification: Higher Secondary/Bachelor

Status: Employed/Unemployed

Please tick mark (on one suitable option as per your opinion on the following statement:

1. Normally I go shopping with my:
   a. Family Member b. Relatives c. Friends
   d. Lover e. Nobody (Myself only)
2. I go shopping to purchase:
   a. Consumable Goods b. Clothing c. Household Utensils
   d. Gift & Accessories
3. I purchase goods and services for:
   a. Satisfaction of needs b. Psychological influence
   c. Personal influence d. Variety of needs
   e. Social influence f. Cultural Influence
4. I prefer to purchase goods and service at:
   a. Retail Outlets (Grocery/Neighborhood Store) b. Department Store.
   d. Wholesaler d. Super Market
   f. Semi-wholesalers (Rack Jobbers) f. e-Commerce
5. My buying decision is determined by:
   a. Economic Determinants b. Demographic Determinants
   c. Psychological determinants d. Socio-cultural Determinants

Thank You!

Graduate Tracer Study of Balkumari College, 2015

❑ **Study Team:**
1.Dr. Shyam Prasad Sedai, Coordinator 2. Ganga Prasad Sapkota
3. Deepak Prasad Kaphle 4. Anup Muni Bajracharya 5. Shankar Ghimire

Abstract

This study traced the graduates of Balkumari College of 2015. Descriptive survey method was used to trace their status of employment, with the use of questionnaires. Data were analyzed of simple percentages for significance of relationship. Illuminating were extrapolated and numbered. It aimed to: ascertain the profile of graduates; determine a relationship between their present occupation and the course they finished; and identify the cooperating industries/institution that employed graduates. Balkumari graduates were proven to proficient and competent to be employable in the schools, banks, IT industries, business industries as revealed in the illuminating themes, thus resulted in boon opportunities. Balkumari mandate, as cascaded in its vision-mission, prepared graduates for the field of work, with personality that matters compared than other predetermined factors. Academic preparation and career performance exhibited signification of successful employment.

Keywords: **Tracer study, employment status, academic preparation, curriculum standards**

1.1 Background

Nepal as a developing country faces this same challenges having been beset for decades with structurally high unemployment and underemployment rates. High population and labor force growth continues to outpace formal job creation. Nepal education system churns out more and more college graduates with various professional disciplines such as education, management, engineering, health, sciences, IT and law to name a few. But the jobs are not really created as fast as the universities handing out of the graduates.

Tracer studies are commonly becoming a recognizable practice worldwide. Graduate tracer studies involve identification and follow-up of graduates from higher education institutions worldwide spurred by the need to give careful consideration to how graduates view their experiences they underwent during their degree study and their transition to the job market. If universities are to improve their teaching and training of graduates the precedence should be to learn and garner improvements from graduates' nuanced experiences.

First, this paper presents methodological steps experienced during a recent graduate tracer survey at BKC. Second, the paper presents select findings of the survey that we use in this paper to demonstrate how results obtained from graduate trace studies (GTS) can be utilized for QA. Using selected results we argue that quality of education and services at BKC can improve through feedback obtaining from the immediate users of services (the graduate) about study facilities, conditions and programs. Last, the paper presents an outline of a graduate tracer study methodological guide being developed for adoption and use among universities in Nepal.

1.2 Objectives of the Study

This study determined the employability and the status of employment of Balkumari College graduates programs, the academic years of 2015 It sought to answer these objectives to: ascertain the profile of the graduates in terms of their obtained degrees; the graduates' demographic background as regards to employment rate and status of graduates; categories of the occupational groups that they perform; ways on how graduates find their present job; factors that enabled them to get their first job; determine a relationship between their present occupation and the course they finished; and identify the cooperating industries/academic institutions that employed BKC graduates.

1.3 Methods and Materials

Research Design

The study utilized mix methods of descriptive survey using thematic analysis, which covered the Bachelor of Education (B.Ed) and Bachelor of Science (B.Sc), Bachelor of Business Studies (B.B.S) and Bachelor of Hotel Management (B.H.M) degrees, from 2015 graduates of BKC. In ascertaining the status of this tracer study, the descriptive method of research was used. Illuminating themes were extrapolated and coded in order to flash the data.

Table 1: Graduates according to Faculties

Faculties	Number of Graduates	Number of Respondents	Response Rate
B. Ed.	23	4	17.39
B.Sc.	14	7	50
B.B.S	63	13	20.63
B.H.M.	14	3	21.4
Total	**117**	**27**	**23.07**

Gender	Frequency	Percent
Male	17	63.0
Female	10	37.0
Total	**27**	**100.0**

Table 1 showed the distribution of graduates and respondents and the corresponding response rate, which showed that the average respondents of B.Ed, B.Sc, B.B.S and B.H.M graduates were 117, with 23.07% response rate.Out of the 117 respondents emailed and mailed only 27 (23.07%) responded, 17 were males and 10 were females. Most of the respondents 13 were graduates of the BBS program.

Research Instrument

The gathering of data was conducted for three months, enough to encourage more respondent participation. A questionnaire was patterned from the University Grand Commission (UGC) standardized form and was approved for adoption for use by the Office of the College , after that this has been piloted. The questionnaire comprised the following itemized categories: (a) Personal Information; (b) Employment Information; (c) Current Employment status (d) Past Job Experiences and (e) Others

Data Gathering Procedure

A close supervision and guidance to selected Programme Incharges who were assigned to gather and collate the obtained data. The batch of the 2015 student were given the tasked to field the questionnaire.

Treatment of Data

The quantitative data gathered from the questionnaire were subjected to statistical analysis, with simple frequencies through the use of percentage in determining the significance of the relationship.

1.4 Data Presentation and Analysis

Profile of Respondents

BKC offers a vast array of academic degrees. The College offers Bachelor of Education (B.Ed), Bachelor of Science (B.Sc), Bachelor of Business Studies (B.B.S) and Bachelor of Hotel Management (B.H.M) degrees. These graduates' degrees were the main focus in the study, in order to propose policy guidelines and recommendations to ensure quality assurance and effective delivery system.

Table 2: Respondents of the study according to course taken (N=27)

Faculties	Frequency	Percent
B.Ed.	4	14.8
BBS	13	48.1
BHM	3	11.1
BSc	7	25.9
Total	**27**	**100.0**

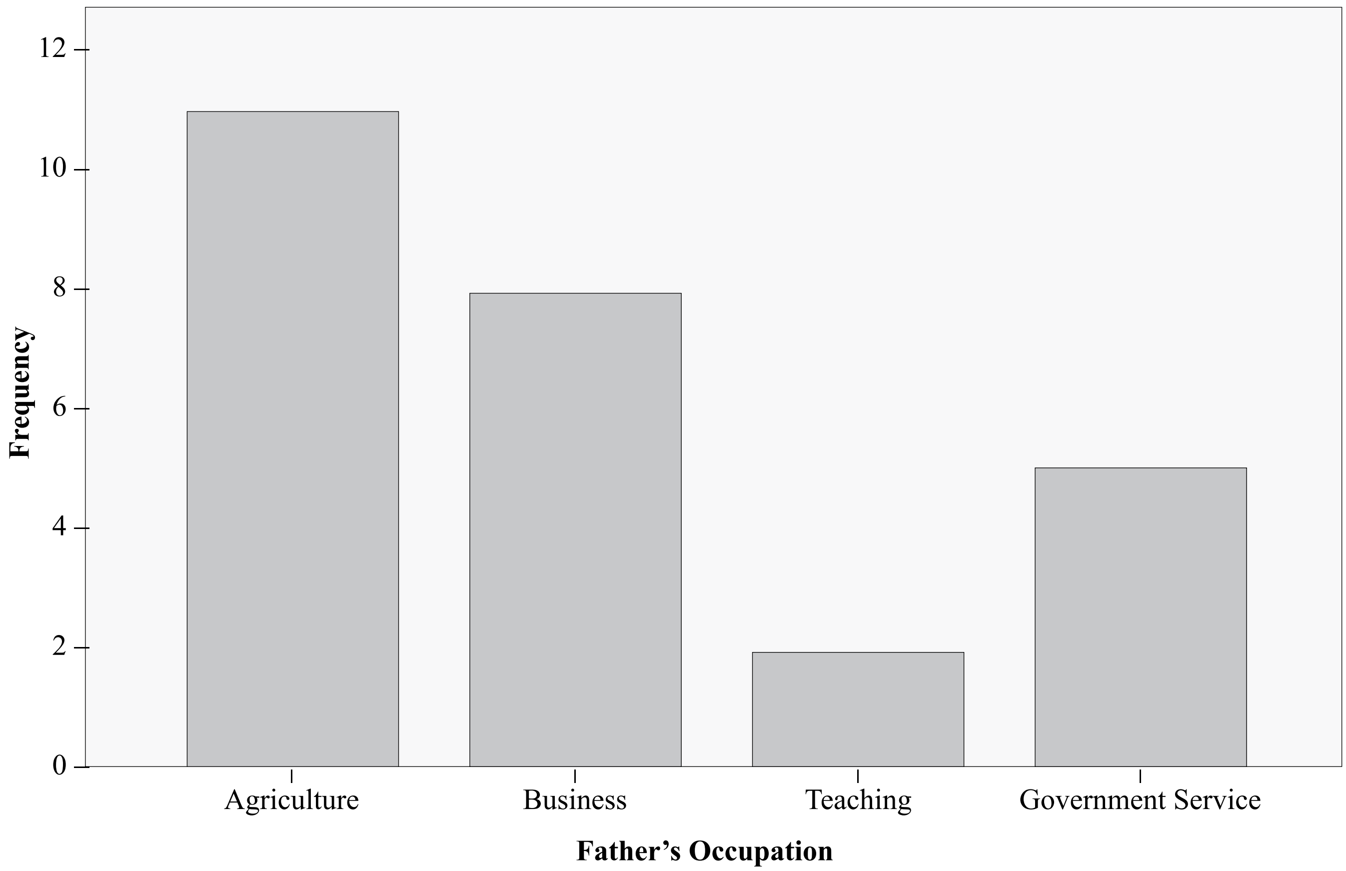
The table 2 shows the greater edge of the number of respondents in the BBS and lowest respondents found in BHM.

Table 3 : Father's Education

Level of Education	Frequency	Percent
None	1	3.7
Primary	5	18.5
Secondary	15	55.6
Tertiary	6	22.2
Total	**27**	**100.0**

The table 3 showed the maximum number, 55.6% were found to have the qualification upto secondary level and least in primary level.

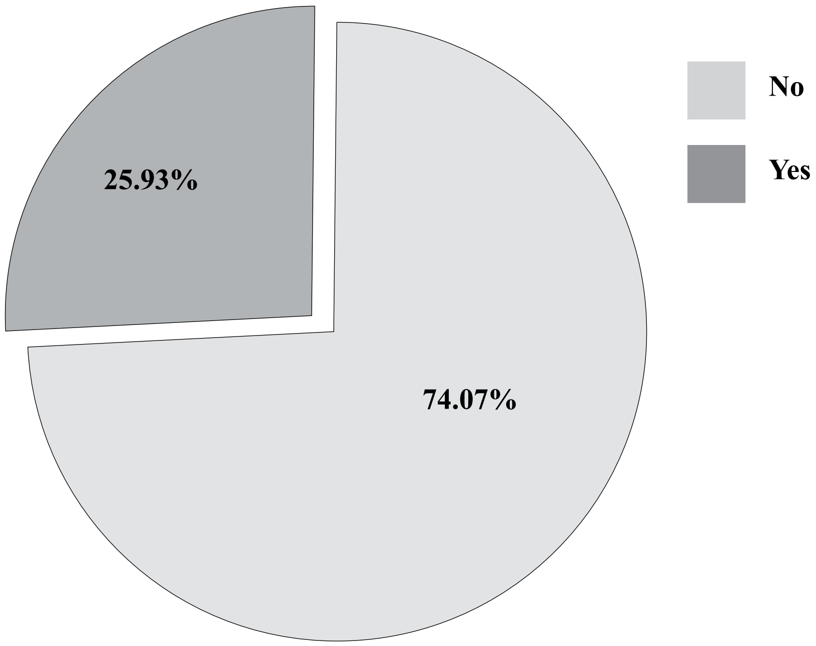
Figure 1 : Father's occupation



In terms of father occupation, the maximum are involved in agriculture and least in teaching.

Figure 2 : Working while Studying

Were you working while studying in this institution?



Only 25% of the students were found to be engaged in the job during their study.

Table 4 : Current Employment Status

Current Employment Status	Frequency	Percent
Working Full Time	8	29.6
Working Part Time but seeking full time	1	3.7
working part time but not seeking full time work	4	14.8
self employed	2	7.4
not working and looking for a job	12	44.4
Total	**27**	**100.0**

The employment rates among respondents were 55 % among which 29.6 % were engaged as full time workers and 44.4 % were without any job.

Table 5: Annual Income

Annual Income	Frequency	Percent	Percent	Cumulative Percent
From 1,00,000 to 1,50,000	1	3.7	9.1	9.1
7	3	11.1	27.3	36.4
From 2,00,000 to 3,00,000	4	14.8	36.4	72.7
Above 3,00,000	3	11.1	27.3	100.0
Total	11	40.7	100.0	
Missing	16	59.3		
Total	27	100.0		

Employed graduates report earning an average of Rs. 200000-300000 lakhs annually. Differences in the number of years employed partly account for the range of salaries of the respondents. Entry-level salaries are generally lower for most cases in private organisation.IT related work however, fetch a relatively higher entry-level pay than the other courses.

Table 6 : Know about current job

Know about current job	Frequency	Percent
Through friend	2	7.4
Through relative	5	18.5
Through written enquiries	1	3.7
Advertisement in media	5	18.5
Total	13	48.1
Missing	14	51.9
Total	**27**	**100.0**

Table 6 illustrates BKC graduates' job profiles. As reflected, they acquire their job through relatives with 18.5%. This is followed by jobs acquired through advertisement in media with 18.5%. The least number of jobs is obtained through the efforts of the through written enquiries.

Table 7 : Type of Organization

Organization	Frequency	Percent
Private	10	37.0
Public	2	7.4
Total	12	44.4
Missing	15	55.6
Total	**27**	**100.0**

Much of the respondents were found to be enrolled in private job rather than the public.

Table 8 : Area of Employment

Area of Job	Frequency	Percent
Business	1	3.7
Teaching	5	18.5
Industry	3	11.1
Others	3	11.1
Total	12	44.4
Missing	15	55.6
Total	**27**	**100.0**

Figure 3 : Area of Employment

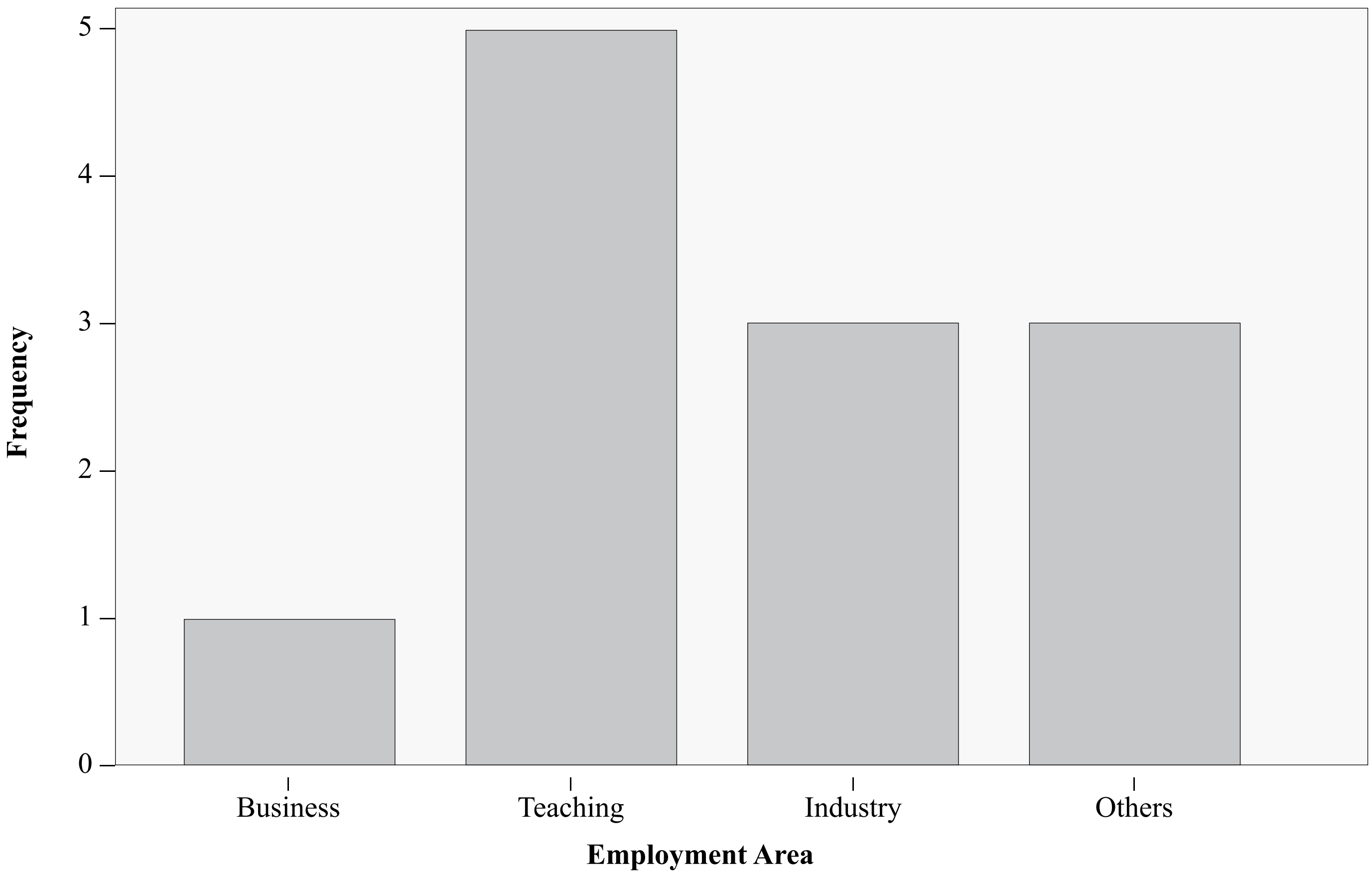


Figure 3 provides a general picture of the occupational classification of respondents. As shown in bar graph, most of the employed graduates are employed as professional teachers with 18.5%. This is followed by non-specified jobs 11.3%. The results show that most of the graduates are employed in jobs related to their course employed in college.

Table 9 : Contribution of the Program to your Personal Knowledge, Skills and Attitudes
(Give number from the range 0-5) Very high = 5 Does not apply = 0

SN	Particulars	No. of respondents					
		0	1	2	3	4	5
1	Enhanced academic knowledge	0	2	3	11	9	2
2	Improved problem-solving skills	2	2	6	6	11	0
3	Improved research skills	0	3	4	11	8	1
4	Improved learning efficiency	1	2	2	9	9	3
5	Improved communication skills	0	1	3	9	12	2
6	Improved information technology skills	1	4	2	8	5	6
7	Enhanced team spirit	1	3	0	9	9	4

Given the snapshot of graduates careers, the study reveals that majority of the BKC graduates readily find employment. They are in occupations that are generally aligned with their courses. Communication and human relation skills are felt by the graduates as very useful in their jobs. The insights and realizations gained while looking for employment by graduates are valuable basis for improving the different academic programs of BKC. The findings support the current curriculum revisions that improve research skills and problem solving skills. 11out of 27 respondent's rated Enhanced academic knowledge as very good in this institutions similarly improved research skills was rated same. The improved problem solving skills achieved highest ratings across all seven sections

Table 10 : Satisfaction Level of Job

Satisfaction Level	Frequency	Percent
Very much	2	7.4
Much	9	33.3
Not satisfied	1	3.7
Total	12	44.4
Missing	15	55.6
Total	**27**	**100.0**

As illustrated in above table, Satisfaction Level of Job was found to be in the order much (33.3%), Very much (7.4%) and Not satisfied (3.7%). The respondents who were not interested to response the matter were found to be 55.6%.

Table 11 : Intention to stay in the same job

Intention to stay	Frequency	Percent
No	6	22.2
Yes	8	29.6
Total	14	51.9
Missing	13	48.1
Total	**27**	**100.0**

Table 12 : Best represent major strengths and weaknesses of the institutional program
(Give number from the range 0-5) Very high = 5 Does not apply = 0C

Particulars	Respondents in %					
	0	1	2	3	4	5
Range of courses offered	0.0	14.8	11.1	29.6	29.6	14.8
Number of optional subjects	0.0	3.7	33.3	44.4	11.1	7.4
Relevance of the program to your professional requirements	3.7	11.1	7.4	33.3	33.3	7.4
Extracurricular activities	7.4	11.1	18.5	37.0	14.8	11.1
Problem solving	0.0	3.7	14.8	55.6	25.9	0.0
Inter-disciplinary learning	11.1	7.4	11.1	44.4	18.5	7.4
Work placement/attachment	11.1	7.4	22.2	33.3	18.5	7.4
Teaching/Learning environment	3.7	3.7	7.4	48.1	29.6	1.4
Quality of delivery	7.4	7.4	7.4	37.0	22.2	14.8
Teacher Student Relationship	3.7	3.7	3.7	37.0	25.9	25.9
Library/Lab etc.	3.7	11.1	0.0	25.9	29.6	29.6

More than 75% of respondent graduates reported that their jobs are related to the college courses they finished in BKC. Based on the respondent's assessment, it could be reliably noted that their employment in their jobs were guided by the degrees that they finished. Their current careers are still related to their degrees and realignments have taken place. None of the respondents were totally agreed with the section problem solving as the strength of the institution. Among 27 respondents, the highest number were fully satisfied with library and lab etc. (42.8%) whereas 25.9% were satisfied with teacher Student Relationship. Further, the findings suggest the possible role of a strong placement program that would facilitate job applications, mock job interviews and job fairs in preparing graduating students.

1.5 Major Findings

A good number of the respondents are currently employed while a few are unemployed. Currently studying (51.9%), not actively looking for work (48.1%). Based on the responses, majority of the graduates are employed in the country. The greater edge of the number of respondents in the BBS and lowest respondents found in BHM. In terms of father occupation, the maximum are involved in agriculture and least in teaching. Only 25% of the students were found to be engaged in the job during their study. The employment rates among respondents were 55 % among which 29.6 % were engaged as full time workers and 44.4 % were without any job. Employed graduates report earning an average of Rs. 200000-300000 lakhs annually. The students get the job information through relatives and advertisement in media with 18.5%. Much of the respondents were found to be enrolled in private job rather than the public. 11out of 27 respondent's rated Enhanced academic knowledge as very good in this institutions similarly improved research skills was rated same. Satisfaction Level of Job was found to be in the order much (33.3%), Very much (7.4%) and Not satisfied (3.7%). The respondents who were not interested to response the matter were found to be 55.6%. Among 27 respondents, the highest number were fully satisfied with library and lab etc. (42.8%) whereas 25.9% were satisfied with teacher Student Relationship. Most of the students who are engaged in the job respond that the subject help them in their service.

There is a gap after the completion of the study and getting the job and because most of the respondents told that there is No job opportunities while some were preparing for their abroad study. Students left their previous job because they were not satisfied with incentives and pay system. Some want to go for further study and others are seeking for relevant job.

1.6 Implications to Institutional Reform

To use tracer studies as an aid to education/manpower policy making, graduates from all the programmes run by college. To encompass all the programmes, a sample will need to be selected to be precise, the question should be asked of what size of sample is necessary to reflect the market demand for specific types of educated manpower.

Another issue in methodology is formulating questions. At the centre of a tracer study is the questionnaire. In designing questions it should be borne in mind that much of the resulting analysis will be statistical and therefore the answers will need to be in a form whereby they can be aggregated. Another important consideration in designing questions is to ensure that their meaning is clear and unambiguous. There are some factors to take into account in the wording of questions. All wording should be simple, direct and familiar. Each question should have a single issue. The result of tracer studies can be useful to and fed into the work of faculties, particularly Education, Management, Science, and Hotel Management. There should be a permanent tracer study unit in college. The advantage of setting up a permanent tracer study unit is that it can integrate information from tracer studies to college planning purposes. The setting of a permanent tracer study could develop a series of tracer studies right across to education/training system. To improve policy decision on education and manpower, tracer studies need to be organized as part and parcel of the activities of the institution and the information they generate should regularly be fed into the policy-making process. To get up-to date information on the market performance of graduates tracer studies should be made regularly.

To train more-people who will be in charge of the tracer studies. The person in charge should have, as a minimum, practical experiences of survey work including coding and analyzing cross tabulation.

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Financial Literacy Status among the Households

❑ Kul Chandra Pandit
MBS, M.Phil. Scholar
Assistant Lecturer, Finance
Balkumari College

Abstract

This study surveys 388 household to examine their financial literacy; the impact of demographic, educational and personality characteristics on financial literacy. Mean, standard deviation frequency and other descriptive statistical technique are used in carrying out analysis. Results show that most of the household have basic level of financial knowledge but they lack in understanding of importance of insurance policy. Household are highly influenced by their parents at home and they have positive attitude towards savings. The study further identified income, age and education determinants of financial knowledge; and financial knowledge is unaffected by gender financial behavior and influence. It is concluded that the hose hold of Bharatpur- 3 have basic level of financial knowledge. However, overall financial knowledge of the house hold is affected by some of their demographic, educational and personality characteristics.

Keywords: **Financial Literacy, Financial Behavior, Influence, Financial Attitude, Financial Knowledge**

Introduction

1.1 Background of the Study

Financial literary is the possession of knowledge and understanding of financial matters. Financial literacy is mainly used in connection with personal finance matters. Financial literacy often entails the knowledge of properly making decisions pertaining to certain personal finance areas like real estate, insurance, investing, saving (especially for college), tax planning and retirement. It also involves intimate knowledge of financial concepts like compound interest, financial planning, and the mechanics of a credit card, advantageous savings methods, consumer rights and time value of money (www.investopedia.com). In the course of everyday life, people make a variety of financial decisions about saving, investment and borrowing. Financial literacy provides the knowledge about decision making on financial course of action like tax planning, saving, investment; and real estate.

Financial literacy is the ability to understand how money works in the world: how someone manages to earn or make it, how that person manages it, how he/she invests it (turn it into more) and how that person donates it to help others (en. wikipedia.org). More specifically, financial literacy refers to the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources.

Financial literacy is the combination of consumers'/investors' understanding of financial products and concepts and their ability and confidence to appreciate financial risks and opportunities, to make informed choices, to know where to go for help, and to take other effective actions to improve their financial well-being (World Bank, 2009). It combines the investor's knowledge in financial opportunities, information analysis and risks to obtain financial benefits.

The less financially literate may be more likely to unknowingly commit financial mistakes, less likely to engage in recommended financial practices, and less likely to be able to cope with sudden economic shocks, these decisions are far from simple, requiring consumers to gather, process, and project data on compound interest, risk diversification, inflation, and the asset universe. In other words, individuals need substantial knowledge and a large analytical toolkit simply to avoid making mistakes (Hung et al. 2009). Any individuals have less or none financial knowledge about interest rates, risk diversification and inflation then they will make higher mistakes and that may create financial losses.

Most individuals (including entrepreneurs) don't understand the concept of compound interest and some consumers don't actively seek out financial information before making financial decisions. Most financial consumers lack the ability to choose and manage a credit card efficiently, and lack of financial literacy education is responsible for lack of money management skills and financial planning for business and retirement. Most potential retirees lack information about saving and investing for retirement. Many people fail to plan ahead and they take on financial risks without realizing it. Problems of debt are severe for a large proportion of the population because of financial illiteracy (Mbazigwl, 2013). People make different financial decision without proper knowledge of finance will create varieties of difficulties such as financial planning, risk-return analysis and saving-investment decision.

The global market place is increasingly risky and is becoming more vulnerable day by day. One of its main implications include rising costs of goods and services that push people to be able to make well-informed financial decisions (Lusardi & Mitchell, 2011). This phenomenon requires individuals to be equipped with some knowledge and skills relating to personal financing, or simply financial literacy. In academia, financial literacy can be defined as ‘‘one's understanding and knowledge of financial concepts" (Lee, 2005; and Hogarth & Hilgert, 2002). Financial literacy can have important implications for financial behavior. For instance, people with low financial literacy are more likely to have problems with debt (Lusardi & Turfano, 2009), less likely to participate in the stock market (Rooij et al., 2007), less likely to choose mutual funds with lower fees, less likely to accumulate and manage wealth effectively and less likely to plan for retirement (Lusardi & Mitchell, 2006). In recent times, concern for the levels of financial literacy in society as a whole has grown considerably and is expected to grow even more important in the future (Fox et al., 2005). The knowledge about financial literacy is increasing day by day in society and this trend may continue for ongoing future.

Financial literacy is especially important today for several reasons. The financial crisis will reduce access to credit and increase its cost in many developing-country markets, just as it already has in the United States and Europe. Financial literacy can help to prepare consumers for tough financial times, by promoting strategies that mitigate risk such as accumulating savings, diversifying assets, and purchasing insurance. Financial literacy also reinforces behaviors such as timely payment of bills and avoidance of over-indebtedness that help consumers to maintain their access to loans in tight credit markets (World Bank, 2009). Financial literacy may reduce the impact of financial problems; provide knowledge about risks, savings, assets and risk diversification, timely payment on bills and loans.

In context to Nepal, the central bank of the country, Nepal Rasta Bank made a Maya Declaration Commitment in 2013 to promote financial literacy, prepare a financial sector development strategy by the end of 2014, and improve mobile money services and increase the access to financial services to larger population.

1.2. Significance of the Study

The study has the following significances:

i) The study will be helpful for the researchers who want to get the idea of financial literacy among the Nepalese households.
ii) The study will be more productive for the financial institutions who want to expand their business in emerging metropolis of Nepal.

1.3. Statement of the Problem

Financial literacy is an emerging issue in the financial market of Nepal. The concept came to the light only after the central bank of the nation brought the financial sector development strategy by the end of 2014. Prior to this the formal discussion on the financial literacy was not seen in Nepal. The concept of saving and making expenditure was limited within a house. Still large portion of the population not only from rural area but from the urban area are not familiar as well as eager to know about the practice and benefits of insurance policies. Nepalese have a low level of per capita income with just US $ 730 in 2015 while the South Asian countries have US $ 1502 (www.worldbank.com). The low level of income and the capacity to make expenditure have also hampered in the eagerness to go for financial literacy among most of the Nepalese. Similarly, the effect in the expenditure and saving habits have directly affected by the low level of income. At the same time due to lack of proper financial literacy level of Nepalese, there is a low level of banking practice. Nepal saw unprecedented development in the financial sector in the last three decades but still, around two-third of the population is financially excluded. Even many of those with access to finance are financially incompetent. Most economists today agree that financial literacy, along with access to finance, is important for the benefits of financial development to transmit to the national economy.

i) Whether the Nepalese household with proper financial literacy affected in saving and expenditure habit or not?
ii) Are the Nepalese households of metropolis are upgrading the level of financial literacy as per the changes in financial market?

1.4. Objectives of the Study

The study has the following objectives:

i) To examine the financial knowledge among households of the different demographic characteristics of Bharatpur-3, Chitwan.
ii) To evaluate the level of financial literacy on day-to-day financial aspects of local people of Bharatpur-3, Chitwan.

1.5. Hypotheses

Following hypotheses will be formulated for the study:

H1: There is significant difference in financial knowledge among households of different demographic characteristics (Gender, Income, Social Class, Family Structure and Age).
The knowledge of finance is not significant difference of different demographic variables/characteristics it the null hypothesis. Ibrahim et al. (2009) concluded that financial literacy levels of students are significantly affected by the student's demographic variable including social background, financial attitude; financial knowledge and family sophistication. However, financial literacy was strongly related to socio-demographic characteristics and family financial sophistication. Clercqet et al. (2009) concluded that age, gender, language, race and income level does have an impact on the level of financial literacy among the undergraduate level students.

If null hypothesis is accepted then financial knowledge is not different to different demographic variables while alternative hypothesis is accepted then financial knowledge is different to different demographic characteristics.

H2: There is significant difference in financial knowledge among households in different educational characteristics (Level, Stream, University, Type and Location).

The null hypothesis is that financial knowledge is not different to different educational characteristics. The goal of financial education may be to increase knowledge but ultimately personal finance courses should encourage better financial behaviors (Wagner, 2015).

If null hypothesis is accepted, financial knowledge is not different to different educational characteristics is proven while level of financial knowledge is depend up on educational characteristics is considered if alternative hypothesis is accepted.

H3: There is significant relationship of financial knowledge of households with their personality characteristics (Financial attitude, financial influence and financial behavior).

The null hypothesis is that financial knowledge is not difference in personality characteristics of household. Huston (2010) described financial literacy as a measuring how well an individual can understand and use personal finance-related information. In addition, financial literacy includes the ability and confidence of an individual to use his/her financial knowledge to make financial decisions. Thus, in this study, financial literacy was defined as the understanding and knowledge of basic economic and financial concepts, as well as the ability to use that knowledge to manage financial resources. There are many studies carried out among the youths including school and college students on financial literacy. Among of these studies, some used pure demographic variables for evaluation while others analyzed based on stream of education and other personal characteristics.

If null hypothesis is accepted, consider that financial knowledge is not related to personality characteristics while considering that financial knowledge is significant relationship to personality characteristics by accepting alternative hypothesis.

Review of Literature

2.1. Review of Previous Studies

Jorgensen (2007) investigated the personal financial literacy of a sample of undergraduate and graduate college students using the personal characteristics of gender, class rank and socio-economic status, and examined parental and peer influences on the level of financial literacy of college students. It found low score of the students in financial knowledge, attitude, and behavior but significantly increasing each year from freshman to masters. Further, it also revealed that students who were financially influenced by their parents had higher financial knowledge, attitude, and behavior scores, and students with higher financial knowledge also had higher financial attitude and behavior scores. Lusardi (2008) defined financial literacy as the knowledge of basic financial concepts, such as the working of interest compounding, the difference between nominal and real values, and the basics of risk diversification. He examined financial literacy among the youth in Germany and showed that financial literacy is low; only less than one-third of young adults were found with basic knowledge of interest rates, inflation, and risk diversification. Ibrahim et al. (2009) concluded that student's demographic variable including social background, financial attitude; financial knowledge and family sophistication significantly affect the financial literacy level of students. However, financial literacy was strongly related to socio-demographic characteristics and family financial sophistication. Clercqet et al. (2009) concluded that age, gender, language, race and income level does have an impact on the level of financial literacy among the undergraduate level students.

Huston (2010) described financial literacy as a measuring how well an individual can understand and use personal finance-related information. In addition, financial literacy includes the ability and confidence of an individual to use his/her financial knowledge to make financial decisions. Thus, in this study, financial literacy was defined as the understanding and knowledge of basic economic and financial concepts, as well as the ability to use that knowledge to manage financial resources. There are many studies carried out among the youths including school and college students on financial literacy. Some of them used pure demographic variables for evaluation while others analyzed based on stream of education and other personal characteristics.

Nidar and Bestari (2012) investigated the level and factors influencing the personal financial literacy of 400 students in Padjadjaran University of Indonesia and found that level of personal financial literacy was within the low category, especially in investment, credit, and insurance. Their study also showed that level of education, faculty, personal income, knowledge from parents, parents' income, and ownership of insurance factors have significant impact on personal financial literacy. They used personal financial literacy in: basic personal finance, income & spending, credit & debt, saving & investment and insurance.

Shaari et al. (2013) examined the financial literacy among 384 university students from local Universities of Malaysia using questionnaires survey. The results of their study revealed that the spending habit and year of study have a significant positive relationship with the financial literacy, whereby the age and gender are negatively associated with the financial literacy. It had concluded that financial literacy can prevent the university students from engaging in extensive debt especially credit card debt.

Agarwalla et al. (2013) identified that there was the influence of various socio-demographic factors on different dimensions of financial literacy among the working young in urban India. A few factors specific to India, such as joint-family and consultative decision making process were found to significantly influence financial literacy in urban Indian youths.

Ramasawmy et al. (2013) examined in Mauritius the level of awareness of financial literacy by survey among management students at the University of Mauritius. Four fundamental aspects in financial literacy were considered: level and importance, definitions and theories, constraints and measures to improve financial literacy. They found that management students at the University of Mauritius attached a sound level of importance to financial literacy to their subject of study. However, according to the results, most students had a medium level of knowledge and skills in financial literacy and in savings and borrowings. They did not found the significant difference in the financial literacy level between male and female respondents while male and female's ability to read, analyze, manage and communicate was found significantly different. Similarly, their study also stated that age, gender, language, race and income level did not have an impact on the level of financial literacy.

Heenkenda (2014) explored in Sri Lanka the existing pattern and the levels of disparity of the functional financial literacy using quantitative data from urban, rural and state sector and found that the socio-economic-demographic characteristics had a very strong association with the financial literacy of individuals. And, it also found that the majority of the respondents demonstrated a modest financial knowledge and the functional financial literacy was quite diverse across respondents depending on the levels of education, income, gender, age, etc.

Fatoki (2014) assessed the level of financial literacy in South Africa surveying amongst the business and non-business students of two universities located in Gauteng and Limpopo province of South Africa and found that financial literacy impacts on an individual's financial decisions especially in the area of savings, borrowing, retirement planning, or portfolio choice. It was also found that non-business students have a low level of financial literacy in comparison to business students.

Sharma and Bohara (2011) conducted the survey with employed and self-employed people in Pokhara, Nepal. The survey revealed encouraging findings about how employed and self-employed people of Pokhara approach money matters. Personal financial literacy modeling research has been attempted to measure the literacy of Personal Finance with respect to their financial knowledge of different financial instrument and their practice or investment decisions. The study was based on stratified random sampling method with the help of financial literacy related parameters. This study has the intention to explore the skills of financial literacy; hence the objective was to test the basic financial knowledge of key products that is common to current society. In general, both categories have fairly healthy attitudes towards basic money management, financial planning and investment matters. Minorities of respondents of both categories save, monitor their spending and are generally responsible in the use of credit. Most of the respondents recognized the importance of financial planning and have done some basic financial planning. Thapa and Nepal (2015) study surveyed 436 college students to examine their financial literacy; the impact of demographic, educational and personality characteristics on financial literacy. Results shows that most of the students have basic level of financial knowledge but they lack in understanding of credit, taxes, share market, financial statement and insurance. Students were highly influenced by their parents at home and they have positive attitude towards savings. The study further identified income, age, stream of education, types of college, and attitude of students as determinants of financial knowledge; and financial knowledge is unaffected by gender, university affiliation, financial behavior and influence. It also concluded that college students have basic level of financial knowledge. However, overall financial knowledge of the students is affected by some of their demographic, educational and personality characteristics.

2.2. Theoretical Framework

The Organization for Economic Cooperation and Development (2005) defines financial literacy as: "the process by which financial consumers/investors improve their understanding of financial products and concepts and, through information, instruction, and/or objective advice, develop the skills and confidence to become more aware of financial risks and opportunities to make informed choices, to know where to go for help, and to take other effective actions to improve their financial wellbeing". However, The United States Financial Literacy and Education Commission (2007) describe financial literacy as "the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being".

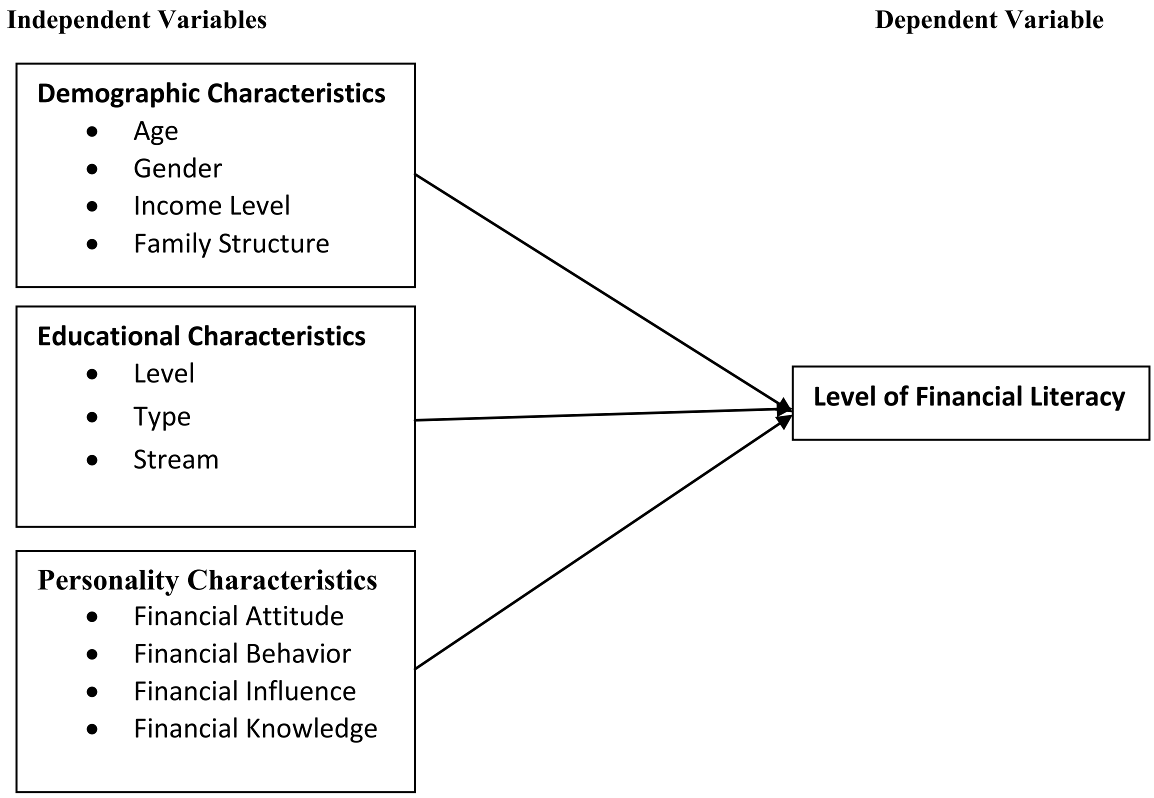
The awareness of the importance of financial education is gaining momentum among policy makers across the world's economies. Again, helping young people by understand their financial issues is quite important, as younger generations are likely to face ever increasingly complex financial products and services. They are also more likely to bear more financial risks in adulthood than their parents, especially in saving, planning for retirement and covering their healthcare needs (Atkinson & Messy, 2011).

The need of financial literacy has become increasingly significant with the deregulation of financial markets and the easier access to credit, the ready issue of credit cards and the rapid growth in marketing financial products. Recognizing the importance of financial literacy, a growing number of countries have developed and implemented national strategies for financial education in order to improve the financial literacy of their populations in general, often with a particular focus on younger generations (Grifoni & Messy, 2012).

Broadly, all independent variables are categories into three groups: demographic, educational and personality characteristics. Schematic diagram showing relationship between dependent and independent variables for the study has been presented in Figure No. 2.1.

Figure No. 2.1

Conceptual Framework



Research Methodology

3.1. Research Design

This study will be entirely based on survey. The study will be based on a structured questionnaire relating to financial literacy among the households.

3.2. Population and Sample

The whole people of Bharatpur Metropolitan city, Chitwan are the population size of the study. The major hospitals, colleges and medium as well as large scale poultry industries are operating at Bharatpur Metropolitan-3, Chitwan. Eleven medium and large scale industries are operating at Bharatpur Metropolitan-3, Chitwan. It describes the characteristics of sampled respondents with their responses on the various aspects of financial literacy.

Total of 132,462 household are located at Chitwan district. Similarly, the male and female population of 279,087 and 300,897 respectively were seen at Chitwan. Only Bharatpur Metropolitan-3 will be taken as sample area for the study.

384 households (2.6% of 14,769 households of Bharatpur Metropolitan-3, Chitwan) will taken as sample {sample will be taken on the basis of $[(Z^2 \times p \times q/EM^2] = 1.96^2 \times 0.50 \times 0.50/0.05^2\}$. Similarly, there is total population of 63,836 with 31,175 male and 32,661 female populations respectively. The financial decision makers in respective 384 households' male or female will be taken as sample for study.

A full-fledged questionnaire will be constructed to cover different areas namely personal information of respondents, financial behavior, financial influence, financial attitude and financial knowledge with reference to Jorgensen (2007). Along with demographic information, survey participants will be asked the various questions including Multiple-choice Questions (MCQ) on their knowledge of finance, and 5-points Likert scale on different aspects of financial literacy. The pilot test will be conducted among twenty five (25) prospective respondents and opinion of two experts will be taken to refine and finalize the questionnaire.

3.3. Research Instruments

The main instrument will be a structured questionnaire that will be distributed among the sample of the study. It will contain only close-ended questions. The questionnaire will be made in bilingual (both in Nepali and English) for the convenience of the respondents. SPSS (Statistical Package for the Social Science) and Microsoft Excel program will also be operated for data analysis.

3.4. Procedures of Data Collection

The structured questionnaire will be distributed among the selected households of the local people of Bharatpur Metropolitan-3, Chitwan.

3.5. Validity of Data Collection

For validity of the study, initially the structured questionnaire will set after study of financial literacy related literature. This confirms criterion validity as it measures to correlate with other standard measures of similar constructs or established criteria.

The questionnaire will distribute to the different locations' households residing in Bharatpur Metropolitan-3, Chitwan for a pilot test of the questionnaire. The responses of the respondents were supposed to be unbiased because the samples were selected on random basis/randomly. This tries to emphasis on predicating results which will be obtained if the test is valid. This helps to fulfill the construct validity of the instrument to be used in research. Quality and consistency of survey will assessed with Cronbach's alpha that the data seem to be reliable. This all activities will justify the validity and reliability of the data collection process and study.

3.6. Limitations of the Study

The study has the following limitations:

i) Analysis of data is based on opinion of the respondents.
ii) The reliability of the analysis depends on the opinions of the selected respondents.
iii) People who are living in Bharatpur Metropolitan-3, Chitwan were taken as sample for the study (problem of generalization).
iv) The secondary data of the population used for the study sampling purpose is historical, based on the census conducted on 2011.

Data Analysis

The filled-up questionnaires were tabulated and analyzed the responses from the respondents by using the SPSS program for the study purpose. Graphical presentations and inferential statistics are used to test the hypotheses.

From the theoretical framework there are three independent variable Demographic Characteristics (Age, Gender, Income Level, Family Structure), Educational Characteristics (Level , Type, Stream) and Personality Characteristics (Financial Attitude, Financial Behavior, Financial Influence, Financial Knowledge) and level of literacy status is dependent variable . for the Financial attitude eleven question are distributed they all are five point likert scale question and for the financial behavior five question are prepared they all are single choice question from question no eight to 12. similarly for the financial influence four point scale question are prepared where mention eight object for the influencing factor and for the financial knowledge eight question are prepared they all are single choice question from four option . From the all side we can conclude that the literacy status of household of Bharatpur Metropolitian city ward No. 3 from the response of respondent.

4.1 Frequency of demographic characteristics and educational characteristics of respondent.

Gender	Frequency	Percent
Male	86	22.1
Female	302	77.6
Total	388	99.7

Family monthly income range	Frequency	Percent
Below 30000	43	11.1
30000-50000	193	49.6
Above 50000	152	39.1

Family structure	Frequency	Percent
2	32	8.2
3	60	15.4
4	190	48.8
More than 4	106	27.2
Total	388	99.7
Age	**Frequency**	**Percent**
25-30	119	30.6
31-35	171	44
Above 36	98	25.2
Total	388	99.7
Types of academic institutions	**Frequency**	**Percent**
Private	171	44
Government	217	55.8
Total	388	99.7

Total	388	99.7
Education stream	**Frequency**	**Percent**
Management	159	40.9
Non -Management	229	58.9
Total	388	99.7
Education	**Frequency**	**Percent**
S.l.c.	54	13.9
P.c.l.	161	41.4
Bachelors	109	28
Masters	64	16.5
Total	388	99.7

Table shows that frequency and percentage of all demographic and educational characteristics. Where, 22.1% male households and 77.6% female are the respondents of households. Similarly only two family members mean that husband and wife are 8.2 %, with one child are the 15.4 %, with two children are 48.8 % and more than two children with father and mother are 27.2 % are the respondent. From the age factor of respondent 25 to 30 years age of respondent 30.6 %, 31 to 35 years age of respondent 44 % and above 36 years age of respondent25.2 %. It shows that from the types academic institution 55.8 % respondent are join and complete the government academic institution and balance 44.2 % are from the private academic institutions.

Family monthly income are range from below 30000 thousand to above 50000. Near about 50 % respondent are held on 30000 to 50000 ranges only 11.1 % respondent are held on below 30000 ranges. Similarly above 50000 range of respondent are 39.1%. It shows that purchasing power of the city is higher than average people. It also indicates that living standard of people of the city is higher than other people. Education status of the respondent are also very good due to near about 50 % are the graduated and other also above literacy level. Near about 60% respondent are from non -management stream that may affect the literacy status of house hold if present the management term and words.

4.2 Mean value of Financial Behavior item

Financial Behavior item are set on five point likert scale **(**not at all true for me **=1,** somewhat not true for me **=2,** Neutrals **=3,** somewhat true for me **= 4,** very true for me **= 5)** the mean value of Financial Behavior item are present here an ascending order.

Financial behavior item	Mean	Rank
I read to increase my financial knowledge	3.8943	1
I compare prices when shopping for purchases	3.6443	2
I plan and implement a regular savings/investment	3.634	3
I spend less than income	3.5825	4
I contribute to a bank saving account regularly	3.433	5
I budget and track my spending	3.2887	6
I invest in the shares under IPO	3.2758	7
I have a life insurance policy	3.1443	8
I maintain adequate insurance coverage	3.1005	9
I maintain adequate financial records	2.5103	10

Table shows the output of mean value of financial behavior item on ranking basis. Result shows that Statements "I read to increase my financial knowledge" have the highest mean value 3.8943. Similarly statement "I compare prices when shopping for purchases" and " I plan and implement a regular savings/investment" present shows that second and third highest rank with mean value 3.6443 and 6.534 respectively. Similarly Rank 4, 5, 6 and 7 are the above mention statement with mean value3.5825, 3.433, 3.2887 and 3.2758 respectively. Similarly statement" I maintain adequate insurance coverage and statement "I maintain adequate financial records" having mean value second and last mean value i.e. 3.1005 and 2.5103. Finally it shows that house hold of chitwan district ward 3 shows the most of the house hold are literate about the financial knowledge, they all are respondent given the response for last rank for the adequate financial record.

4.3 Mean value of Financial Attitude item

Financial Attitude item are set on five point likert scale **(**not at all true for me **=1,** somewhat not true for me **=2,** Neutrals **=3,** somewhat true for me **= 4,** very true for me **= 5)** the mean value are present here an ascending order.

Financial attitude	Mean	Rank
I enjoy talking to my peers about money related issues	4.5026	1
I am afraid of loan	4.0052	2
I feel credit cards are safe and risk free	3.9974	3
I feel capable of using my future income to achieve my	3.8660	4
I am uncertain about where my money is spent	3.8479	5
I feel capable of handling my financial future (e.g. buying	3.6495	6
I feel in control of my financial situation	3.6005	7
I enjoy thinking about and have interest in reading about	3.5515	8
I give importance to saving money from my monthly income	3.2474	9
I worry to manage my finance	3.1495	10
I feel having life insurance is an important way to protect	2.9536	11

Mean value of financial attitude item shown on above table it shows that statement " I enjoy talking to my peers about money related issues" have the highest m rank with mean value 4.5026 and statement " I am afraid of loan" and statement " I feel credit cards are safe and risk free" have mean value second and third highest mean value with mean value 4.0052 and 3.9974 respectively. all mean value except statement " I feel having life insurance is an important way to protect" have mean value more than 3, that means response of all respondent given argue on side of somewhat true and very true for me. It shows that positive financial attitude shown of house hold.

4.4 Mean value of Financial influences item

Financial influences item are set on four point likert scale1-4. (1= none; 2= not much; 3= some; 4= alot) The mean value of financial influence item is present on descending order.

Financial influence	Mean	Rank
Book	1.9742	1
School	1.9459	2
Media	1.9124	3
Friends	1.7680	4
Parents	1.6881	5
Job	1.6778	6
Internet	1.6521	7
life experience	1.6521	8

The mean value of financial influence item shows on descending order conclude that first highest mean value for influencing item is the book which highest mean value is 1.9742. Similarly second and third highest mean values for influencing factor are school and media which mean value is 1.9459 and 1.9124 respectively. Influencing item friends, parents, job, internet and life experience have mean value 1.7680, 1.6881, 1.6778, 1.6521 and 1.6521 respectively. All item have mean value less than 2 means all response skewed on not much for all eight item .It shows that they all respondent are able to make the decision means they all are literate house hold persons.

4.5 Frequency and valid percentage of financial knowledge from single choice question for find out the literacy status of household.

Table - I

Suppose you had Rs.1000 in a savings account and the interest rate was 2% per year. After 5 years, how much do you think you would have in the account if you left the money to grow?		
Item	Frequency	Percent
More than Rs.1020	206	53.1
Exactly Rs.1020	85	21.9
Less than Rs.1020	54	13.9
Do not know	43	11.1
Total	388	100

Table - II

Suppose you had Rs.1000 in a savings account and the interest rate is 20% per year and you never withdraw money or interest payments. After 5 years, how much would you have on this account in total?		
Item	Frequency	Percent
More than Rs. 2000	271	69.8
Exactly Rs. 2000	7	1.8
Less than Rs. 2000	97	25
Do not know	13	3.4
Total	388	100

Table - III

Imagine that the interest rate on your savings account was 1% per year and inflation was 2% per year. After 1 year, how much would you be able to buy with the money in this account?		
Item	Frequency	Percent
Exactly the same	48	12.4
Less than today	308	79.4
Do not know	32	8.2
Total	388	100

Table - IV

Suppose that in the year 2017, your income has doubled and prices of all goods have doubled too. In 2017, how much will you be able to buy with your income?		
Item	Frequency	Percent
The same	259	66.8
Less than today	80	20.6
Do not know	49	12.6
Total	388	100

Table - V

A company issues shares in the:		
Item	Frequency	Percent
Secondary markets	9	2.3
Primary markets	224	57.7
Stock exchange	66	17
Derivative markets	89	22.9
Total	388	100

Table - VI

Who regulates the banks and financial institutions in Nepal		
Item	Frequency	Percent
Securities Exchange Commission	63	16.2
Insurance Board of Nepal	86	22.2
Nepal Rastra Bank	239	61.6
Total	388	100

Table - VII

The main reason to purchase insurance is to		
Item	Frequency	Percent
Protect you from a loss recently incurred	22	5.7
Provide you with excellent investment returns	116	29.9
Protect you from sustaining a severe loss	84	21.6
Protect you from small incidental losses	122	31.4
Improve your standard of living by filing fraudulent claims	44	11.3
Total	388	100

Table - VIII

What is the general corporate tax rate in Nepal?		
Item	Frequency	Percent
15%	267	68.8
20%	41	10.6
25%	8	2.1
30%	72	18.6
Total	388	100

From the above eight question, it is conclude that more than 50 % respondent given correct answer and they have literacy status. Approx. 80% respondents are given correct answer for the relation of interest rate and inflation rate. But some percent are given about the no any knowledge. For the question relation about the income and price of goods both are doubled approx. 70% respondent are given correct answer that also present the good literacy status of house hold. About the issue of share of the company, approx. 68 % respondents are given the correct answer. Similarly, approx. 62 % respondent gives the correct answer for the regulation of financial institution. Some mix results are given for purchasing the insurance policy. Approx. 70 % respondents are given correct answer about the general income tax rate of Nepal. For the present value and future value concept more than 60% respondent gave the correct answer.

5.1 Conclusion

This study surveys 388 household to examine their financial literacy; the impact of demographic, educational and personality characteristics on financial literacy. Mean, standard deviation frequency and other descriptive statistical technique are used in carrying out analysis. Results show that most of the household have basic level of financial knowledge but they lack in understanding of importance of insurance policy. Household are highly influenced by their parents at home and they have positive attitude towards savings. The study further identified income, age and education determinants of financial knowledge; and financial knowledge is unaffected by gender financial behavior and influence. It is concluded that the hose hold of Bharatpur- 3 have basic level of financial knowledge. However, overall financial knowledge of the house hold is affected by some of their demographic, educational and personality characteristics. There is significant difference in financial knowledge among households of different demographic characteristics like Gender, Income, Social Class, Family Structure and Age. There is significant relationship of financial knowledge of households with their personality characteristics like financial attitude, financial influence and financial behavior.

There is significant difference in financial knowledge among households in different educational characteristics like Level, Stream. Education is also a significant factor and had a positive relationship with financial knowledge-people. Demographic characteristics, a person's base education affects their financially literacy and should be taken into account when estimating the effects of financial education. The effects of financial education are larger for people with lower education .Age, gender, and income level have an impact on the level of financial.

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QUALITY INITIATIVES OF BALKUMARI COLLEGE

- Independent Management audit to assess its system, effectiveness & sustainability
- Internal Quality Assurance Audit followed by review meeting
- Functional Procedures for all academic and administrative units
- Daily Monitoring Mechanism consisting of Vice Principal & Program In-charges
- Final Exam Record & analysis
- Strategic Planning
- Calendar of Events
- Publications and Paper presentations
- Seminars and Workshops from Departments
- Organizing Guest Lectures
- Student Counseling
- Organization of discussions, workshops, seminars, training programmes
- Organization of students orientation at the outset of Academic session
- Peer review for self-appraisal
- Academic Research Journal of Balkumari College
- Identifying departmental best practices
- Ex students, students & parents Feedback system and analysis
- Employment activities
- Establishment of Research Development Cell
- Developing national /international linkages
- Balkumari Manual to control all activities
- Self Study Report being prepared for reassessment by UGC, QAAC
- Educational Management Information System (EMIS) established

Programs & Departments of Balkumari College

Board of governors is the supreme head controlling the college.
Principal is the executive chief.

Academic

Master Degree Programs:
- Master in Business Studies (MBS)
- Master in Education (M Ed)

Bachelor Programs:
- Bachelor in Business Studies (BBS) - 4 yrs.
- Bachelor in Hotel Management (BHM) - semester
- Bachelor in Education (B Ed) - 4 yrs.
- Bachelor in Information Communication Technology Education (BICTE) - semester
- Bachelor in Science Microbiology (B Sc) - 4 yrs.
- Bachelor Environmental Science (BSc) - 4 yrs.

Health Programs in seperate location:
- Proficiency in Nursing (Staff Nursing)
- Assistant Nurse Mid wife (ANM)
- Community Medicine Assistant (CMA)

Department heads
- Economics
- English
- Nepali
- Mathematics
- Extra Activities
- General Computer
- Degree Research Committee
- Extra Curricular Activities

Academic monitoring mechanism:
- Principal, Vice Principals (Directors)
- Quality Management Representative
- Degree Program In charge (Management)
- Degree Program In-charge (Education)
- Morning shift Program In-charge (management)
- Morning Program In-charge (education)
- Day Program In-charge (management)
- Hotel Management program In-charge
- Science Program In-charge
- Health Program In-charge
- Internal Quality Assurance Section

Administrative

- General administration headed by Deputy Administrator
- Account section headed by Account Controller
- Library Section headed by Deputy Administrator
- Exam Section headed by Assistant Administrator
- Procurement section headed by Account Officer
- Store headed by Head Assistant

Additional Departments

- Research & Development
- Section for External Affairs
- Public Information & Publication Division
- Information & Record Section (EMIS)
- Library Advisory Committee
- Physical Facilities Section
- Environmental and Greeneries Section

Balkumari College

Narayangarh, Chitwan, Nepal

Tel.: 056-521842, Fax: 056-524700

E-mail: info@balkumaricollege.edu.np | balkumaricollege43@gmail.com

Website: www.balkumaricollege.edu.np