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Strengthening Business Competencies for Sustainable Development

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Bring of Good Governance in the Performance of Duties of Local Personnel

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Abstract:

This article attempts to analyze the roles and functions of local government for rural development in Thailand. Based on the research, findings indicate that Tambon Administrative Organizations (TAOs), the local government at the bottom level of the rural areas, in Phitsanulok province had received insufficient budget from the government authorities. Consequently, TAOs are unable to effectively deliver public services as per the expectations of the people. A need arises to review the responsibilities assigned to the TAOs and readjust the activities for making the TAOs more functional beyond undertaking routine activities. To achieve local development through TAOs, Central Government needs to redefine the tasks with adequate financial support, simultaneously augmenting the staffing situation with professional and management skills.

Keywords: bring of good governance in the performance of duties of local personnel

Background and Importance of the Problem

The local government organization in Thailand has been around for a long time. Since the reign of King Chulalongkorn, Rama 5, where he experimented with decentralization of power within the palace and later in the year 1908, King Chulalongkorn So it was enacted "The Sanitation Management act according to the Rattanakosin era127. Districts". This Act has established rules and procedures to be used as general principles for the establishment and operation of sanitation In this regard, when the governor of Thapibal had agreed to manage sanitation in any city Consultation with the village headman, the head of the local people. Then requested royal permission to manage the local sanitation on a case-by-case basis but the management is still unable to proceed smoothly and fully later, after Thailand changed the rule of Siam. From absolute monarchy to democracy with the group of citizens committed to decentralizing the governing power seriously to the local area by using the municipality's model instead of sanitation management problems that are transparent and fair think together as well as spending money in the state to be worthwhile Corruption eliminating the causes of the aforementioned problems by creating good governance as a guideline for good administration of the country and society. To appear in the public, private and public sectors the government must reform the role, structure and work process of the department. Management mechanism to enable the management of social resources in a transparent, fair, honest, efficient, efficient, and high capacity for bringing quality government services to the people with 6 local administrative organizations lifting the status of 4 sub-district councils, 2sub-district administration organizations have been decentralized according to the deciding plan and decentralization process for local administrative organizations, 1999. There is continuous development in all sides whether in the formulation of their own local development plans provision and maintenance of land Waterways and drains establishing and controlling the market for docks, crossings, and parking lots Public utilities promote careers educational Management Cleanliness Public order, public health, family health Medical treatment Disaster prevention and mitigation, etc. In which, performing duties according to various missions must consider the people that they are given equal access to services fair be equal opportunity for people to participate in how much knowledge and learning. From government agencies to provide services to people in administrative areas according to their powers and duties by using good governance as a guideline for performing duties in accordance with the policies of the management team and meeting the needs of the public sector.

The results of this research will be able to reflect the quality of work of the local personnel to have good governance principles which is the principle of management that covers work in government agencies as well It is also an evaluation of the efficiency and operational effectiveness of the staff that provide services to the public. To lead to improvements in public service by evaluating work performance with good governance principles, including the rule of law, moral principles, transparency principles of participation responsibility And the principle of value and able to meet the needs of the people in providing better services And have a better attitude towards the local government organization better

Therefore, the administration that has good governance principles therefore it is an important reason for decentralization to the local government organization with the highest efficiency and effectiveness. Causing the researcher to be interested in studying the application of good governance in the performance of local personnel Nakhon Si Thammarat Province Which is a good principle for managing public affairs And able to use the results of the research as an indicator of the performance of local personnel To be able to achieve the goals and meet the needs of the local people to live happily, eat well, and have a good quality of life. And increasing efficiency.

Research objectives

1 To study the application of good governance principles in the performance of duties of local personnel Nakhon Si Thammarat Province

2. To compare the use of good governance in the performance of local personnel. Nakhon Si Thammarat Province Of personnel with gender, age, education level Position characteristics And the monthly income is different

3. To study suggestions on problems and solutions for the implementation of the principles

Good governance is used in the operations of local personnel. Nakhon Si Thammarat Province

Content scope

Including the use of good governance principles in the performance of duties of local personnel Nakhon Si Thammarat Province in various fields as follows

- Legal aspects
- Moral Principles
- Transparency aspect
- Principles of participation
- Responsibility
- Value aspects

Scope of Area

Including places, local government organizations Nakhon Si Thammarat Province.

Expected benefits from research

1. Make known the application of good governance principles in the performance of duties of local personnel Nakhon Si Thammarat Province
2. Make a comparison of the application of good governance principles in the performance of local duties. Nakhon Si Thammarat province of personnel with gender, age, education level position characteristics and the monthly income is different.
3. Make suggestions about problems and solutions to the application of good governance in the performance of local personnel. Nakhon Si Thammarat province.
4. The research results can be utilized in relation to the promotion of the operation of good governance in accordance with the real needs of the people.

Concepts of good governance

1. The meaning of corporate governance

Chareon Jesadawan (2004: 15) gave the definition of corporate governance that corporate governance is the structure of organization management, policies, procedures and practices and the internal control system of the organization which is designed to guide all operations in a continuous manner and control all activities of the organization with honesty and with attention to protecting the interests of all stakeholders and their beneficiaries by complying with the laws and regulations set forth in order to report compliance with their own good governance.

The Regulations of the Office of the Prime Minister on Establishing a Good Public and Social Administration System in 1999 (2002:18) gives the definition of good governance that good governance is good governance of the country and society is an important guideline for organizing society for the government sector Private business and public sectors which covers academic department and business department, able to live together peacefully With knowledge, love, unity, a force for sustainable development And is an extension of strength Or create immunity for the country in order to alleviate, prevent or remedy the crises and dangers that will occur in the future because society will feel justice, transparency, and participation as an important feature of human dignity and democratic governance. The King is head of State. Consistent with being Thai, the constitution and the current trend of the world.

Anand Panyarachun (1999:26) explains the definition of good governance that good governance is the result of managing activities that individuals and institutions in general do. The public and private sectors have common interests which can be done in many ways. There is a movement that occurs continuously. which may lead to a combination of conflicting interests. Theerayut Boonmee expressed the view that good governance it is a process of mutual relations between government, society, private sector and people, which makes the administration of the country to be effective, morally, transparent, verifiable and with cooperation of related parties.

Dr. Prawet Wasasi (1998: 78) commented that good governance is a state that is accurate and fair. Which means fairness in 3 big things, namely

1. Politics and bureaucratic systems that are transparent Social responsibility Verifiable
2. Transparent business sector Social responsibility can check
3. Strong society civil society can verify government and business to be accurate.

Chaiwat Khamchoo (2002: 42-43) has expressed the view that good governance means participation, which is transparency, accountability and accountability in operations to ensure that operations Political, social and economic policy rests on the broad consensus of society. And ensure that the voices of the poor and underprivileged will be listened to in the policy formulation and implementation process. Especially in relation to resource allocation.

Amara Pongsapich (1998: 17) states that good governance means (supervising) overseeing the common good. And the maintenance of mutual benefits among members of society the rules are agreed. The supervision (supervision) exists at all levels of society and organizations, such as the state fair state. Dhamma state or Dharma in business organizations Public benefit organization Local administrative organization or even the dharma in the family The concrete meaning of Dharma and Dharma is the rules that are agreed to be rules that will be used to look after the common good.

Bowonsak Uwanno (1999: 18) states that good governance principles in this universal sense meaning includes systems, structures and processes that regulate the relationship between the economy, politics and society of the country. So that different parts of society will develop and live together in peace

Woraphat Thotarakasem (1998: 19) explains that good governance means good governance or the use of ownership rights to protect and take care of one's own interests through the relevant mechanisms in Administration At the heart of Good Governance are transparency, fairness and accountability in decision-making. (Accountability)

Therefore, good governance means a way to organize society, government, private society, civil society to live together in peace by having a transparent and fair political system and bureaucratic system Have social responsibility and can check the operation.

Components of Good Governance

Chareon Jesadawan (2004: 15-16) demonstrated that good governance principles has the following components.

1. Ethical Values refer to the Code of Corporate Conduct and the code of Ethics of the organization.

2. Openness means Board of Directors and management Disclosed to the stakeholders And the beneficiary With regard to decision making processes and practices (Decision-Making Process and Actions) as much as possible, which includes being open-minded in allowing for a thorough examination of their operations.

3. Justice (Fairness) means shareholders or stakeholders. Will be treated equally by having mechanisms to prevent unfair exploitation of each other

4. Transparency means operational disclosure and financial reports of the business correctly, completely, sufficiently, clearly and simply

5. Responsibility Accountability means procedures that are responsible to the public for decisions and actions by proposing themselves to a thorough examination. Regardless of the method that is suitable

6. Good System of Control means the organization has standard of internal control that has a plan that can prevent the risk by having Preventive Control Detective Control, Corrective Control and Directive Control together with the cost conditions of control there are not more than the benefits that will be gained from having that internal control system.

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7. Efficiency And efficiency and effectiveness (Efficiency and Effectiveness) means an organization with good governance. Should have an effective management mechanism and able to work at least effectiveness to a certain extent that is expected

8. Compliance with applicable laws and regulations (Compliance with applicable Laws and Regulations) means organizations with good governance must comply with the law and regulations set by the government by trying not to avoid or avoid or dodging law without ethics.

The Regulations of the Office of the Prime Minister on Establishing a Good Public and Social Administration System in 1999 (2004: 17) describes the components of good governance. That good governance principles must have the following components

1. The rule of law is the enactment of the law, regulations be up to date and fair be accepted by society which will allow society to agree to comply with the law and those regulations It is considered an administration under the law, not an agency or individual power.

2. Moral principles are adherence to virtue by campaigning for government officials to abide by this principle in performing duties to set an example for society. And promote and encourage the people to develop themselves together For the Thai people to be honest, sincere, diligent, patient, disciplined Make a living profession honestly until becoming a national habit.

3. Transparency principles is to build mutual trust of people in the nation by improving the working mechanism of organizations in all circles to be transparent there is a straightforward and useful information disclosure in easy to understand language. People can easily access to information. And there is a clear public process for verification.

4. Principles of participation is an opportunity for the public to participate and present opinions on important country problems Regardless of the opinion Public hearings, public hearings referendum.

5. Principles of responsibility being aware of rights and duties Awareness of social responsibility Paying attention to the public problems of the country and keen to solve problems including respecting different opinions and the courage to accept the consequences of one's actions.

6. Value principle is the management and use of limited resources for the maximum benefit of the public by campaigning for saving Thai people Use of value creating products and managing quality can compete on the international stage and develop natural resources to be completely sustainable.

Office of the Civil Service Commission (OCSC) (2002: 175) described the components of good governance principles that Good governance principles consist of the following components

1. The rule of law means the laws and rules are fair. Can protect good people and punish bad people there are regular legal reforms to suit the changing circumstances. The operation of the judicial process is fast. Transparent and verifiable and accepted by the public. People are aware of rights and freedom. Their duty understand the rules and participate in various cases

2. Moral principles mean less complaints or grievances in various operations both inside and outside the organization. The quality of life of people in society has improved. Managed and use national resources for maximum benefit Stable society Coexist peacefully with discipline

3. Transparency Principle means a survey of the satisfaction of government service users and government officials. Number of allegations, complaints or investigations of government

officials the criteria for judicial discretion of the government are clear and acceptable. The government sector has concrete performance indicators and is open to the public.

4. Principles of participation the success of various projects, including budget savings. Satisfaction of those involved. Or those affected the number of participants expressing their opinions or the number of suggestions or opinions of the people in various matters. Including the quality of participation

5. Principles of responsibility Acceptance and satisfaction from service recipients and related parties, achieving the specified objectives of the work performed the quality of the work in terms of quantity, accuracy, complete, including the number of mistakes that occur from operations. And the number of complaints or allegations received

6. Value principle Customer satisfaction Efficiency and effectiveness, including budget saving

In conclusion, good management in order to achieve the objectives set by the goal, in addition to good management, requires ethics and management ethics. The principles of executives that are suitable for human resource management are the principles of good governance, which has been established as guidelines for operations in both the public and private sectors in order to have both efficiency and effectiveness at work.

The result of the collection of suggestions on the problems and guidelines for the use of good governance in the performance of local personnel. Nakhon Si Thammarat Province
Suggestions as follows

1. The rule of law is the provision of personnel services without equality, discrimination

2. Moral principles include lack of honesty Personnel do not respect colleagues as they should.

3. The principle of transparency is the dissemination of news that is of little benefit to personnel. Budget checking is quite a complicated process.

4. Value-based principles, such as not energy saving and office materials as it should be

5. Responsibility principles include lack of consciousness in performing duties Municipal officials have very little responsibility.

6. Principle of participation: not allowing personnel to express opinions as they should not have coordination with other organizations

The elderly have suggested solutions as follows

1. The rule of law is to provide personnel with equal treatment.

2. Moral principles, including personnel should respect each other

3. Principle of transparency, for example, should open the news that is most useful to personnel and various channels reduce the process of providing disclosure of useful information.

4. Principle of participation, including providing opportunities for personnel to express opinions and make requests, integrate with other departments

5.Principles of responsibility include instilling a sense of service in performing duties for staff.

6.Value principles include energy saving measures Campaign to use worthwhile materials

Policy recommendations

The result of the research shows that the use of good governance in the performance of local personnel. Overall, the translation results are at a medium level. The researcher has the policy suggestions as follows

Local personnel should improve and develop the application of good corporate governance principles in the performance of duties to have a higher level of interpretation by using this research result as a guideline for the development and promotion of related agencies to apply good governance principles in their operations in accordance with government policies. Including the process of transparency in order to bring the trust and worth in spending the government budget as much as possible

Rule of law since the research results are at a medium level should improve and develop the application of good governance principles to a high level with suggestions as follows should adhere to strict guidelines and regulations and receive regular training to promote knowledge and understanding of relevant legal regulations

Moral principles since the research results are at a medium level should improve and develop the application of good governance principles to a high level with suggestions as follows should encourage personnel to adhere to the moral, ethical standards of local government officials

Transparency since the research results are at a medium level should improve and develop the application of good governance principles to a high level with suggestions as follows the guidelines should be adhered to in accordance with the Official Information Act 2540 B.E.

Principles of participation since the research results are at a medium level Should improve and develop the application of good governance principles to a high level With suggestions as follows Suggestions and suggestions from the public To consider the decision to take any action In order to create co-operation, co-operation, solve problems and monitor and evaluate.

Responsibility since the research results are at a medium level should improve and develop the application of good governance principles to a high level with suggestions as follows should comply with the Civil Service Act 2008 B.E. 5, the maintenance of government officials ethics. Article 8 must have honesty and responsibility to themselves, duties and society.

Value for money since the research results are at a medium level should improve and develop the application of good governance principles to a high level with suggestions as follows the sufficiency economy philosophy should be applied in the performance of duties and aware of the great benefits of the people.

Proposal of Research

The results of the research, the application of good governance principles in the performance of duties of local personnel Nakhon Si Thammarat Province The researcher has recommendations for the next research as follows:

1. Should study the subject applying transparency good governance principles to the performance of local personnel Nakhon Si Thammarat Province.

2. Should study the subject the application of good value governance principles to the performance of local personnel Nakhon Si Thammarat Province.

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3. Should study the subject applying the principles of responsibility governance to the performance of local personnel Nakhon Si Thammarat Province.

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Desirable Characteristics of Local Government Leaders in Nonthaburi Province Thailand

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Abstract-

This paper aimed 1) to study desirable characteristics of local government leaders in Nonthaburi Province.2) to compare the desirable characteristics of the leader Local government in Nonthaburi Classified by personal factors of the people. The population used in this study is population in Nonthaburi Province. The sample size was calculated from the formula of Yamanae (1973: 727). The samples were 400 random simple random sampling.

This study investigates the desirable characteristics of local leaders in Nonthaburi Province. There are 6 aspects of personality leadership management ethics human relations and social participation.

Keywords: Desirable characteristics local government leaders Khampangphet Province

Introduction:

Local government administration local administration has 5 forms is Provincial Administrative Organization, Municipal Administration Organization Bangkok and Pattaya (Kowit Puangngam, 2009: 126-127). Local government administration is based on decentralization. (Decentralization) to the people directly, i.e. decentralization to the local. To give people the power to make decisions about businesses. The public is the local self. According to the specific mission, the action is clearly stated. There is a clear responsibility area for administrators who have been directly elected by the people or have been approved by the local council. (Kowit Puangngam, 2009: 133) Key functions of the local government organization. It is the basic public service provided to the public as the local government is the closest to the people. There are executives and council members. From the election of local people can be understood.

The Constitution of the Kingdom of Thailand, B.E. 2560, and Section 250 Local governments have duty and authority to oversee and provide public services and public events for the benefit of the local people in accordance with the principles of sustainable development. To promote and support the education of local people according to the law, the provision of public services and public activities which are appropriate and appropriate for each local administrative organization or the local government to be the main unit in any action. This shall be in accordance with the law, which shall be consistent with the income of the local administration under paragraph four. At the very least, there must be provisions on the mechanisms and procedures for the distribution of duties and powers. The budget and personnel related to the duties and powers of the government agency to the local government.

Awareness of local problems can solve problems and meet local needs quickly and efficiently. (Kowit Puangngam, 2009: 378-379) Strong local development through self-reliance. This is a burden on the government as well as an important mechanism of democracy because it is a training institution and a stage of education, learning, politics and administration to the people to familiarize themselves with the exercise of civil rights and duties, faith in the Democratic regime (Sakda Kotaralamkheaw, 2007: 3) Although there are special-purpose local government bodies (e.g., school boards in the United States), more important are those that carry out a broad range of public activities within a defined area and population. Almost all such local government bodies share certain characteristics: a continuing organization; the authority to undertake public activities; the ability to enter into contracts; the right to sue and be sued; and the ability to collect taxes and determine a budget. Areas of local government authority usually include public schools, local highways, municipal services, and some aspects of social welfare and public order. An important distinction among types of local government is that between representative bodies, which are elected locally and have decision-making authority, and no representative bodies, which are either appointed from above or, if elected locally, have no independent governing authority. While most countries have complex systems of local government, those of France and Great Britain have served as models for much of the rest of the world.

The role of local governments in Thailand is responsible for meeting the needs of local people and to comply with government policy. Responsible for the two roles conflict, because the priority of different issues. People in need of help in solving immediate problems and economic problems in the family. But the government wants to solve the overall problem, which are structural and macroeconomic problems. Thailand also gives priority to the central government, rather than decentralization. Make the budget allocated by the government and the need to implement policies and plans of the government budget each year. While the budget makes little local storage to meet the needs of people in the area can be difficult. Administration of local government always has trouble. While revenue from local taxes are less the budget for local solutions are not enough. This is a problem which occurs in a non-democratic country with a total power at the center of everything. But for the country to democratic decentralization to local authorities conducted themselves independently since the legislation, taxation policies and plans. Budgeting and has the authority to make decisions on local services. The central government will only support and assist. Local government elected by the people in the area has managed to satisfy the demands of local people first. But the government has a duty to solve the problem in the whole of the country. Therefore, cannot reach problems of each community as well as local governments who have direct contact with the people before and after the elections and relevant to the lives of people in the area at all times. Unlike other agencies of the public organizations.

Nonthaburi province local government there are three 46 types of government administration: one provincial administration, 21 municipalities and 68 sub district administrative organizations (Nonthaburi local office, 2560). The researcher has the opportunity to work as the president of the organization. Thawiwatana Sub-District Administration Office Therefore, the researcher wanted to study the characteristics of the leaders of the local government organizations desired in the Nonthaburi in personality Leadership Organization Management Moral and ethical aspects of human relations and social involvement. The information is very useful to the people of Kamphaengphet. The leaders of the local government will use the next election. People of Nonthaburi. Most want leaders. What are the qualities of local administration? And should have a role as a representative of the people of Kamphaengphet

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province and literally in the academic study has brought useful knowledge to apply in local government organizations in Nonthaburi and other local administrative organizations.

Research Objectives

In this research researchers have defined the purpose.

1. To study desirable characteristics of local government leaders in Nonthaburi Province.
2. To compare the desirable characteristics of the leader Local government in Nonthaburi Classified by personal factors of the people.

Research hypothesis

Desirable characteristics of the leader Local government in Nonthaburi. They differ by gender, age, education and occupation of the people.

Scope of Area

This study at Local government in Nonthaburi Province.

Research samples

The population used in this study is population in Nonthaburi Province. The sample size was calculated from the formula of Yamanae (1973: 727). The samples were 400 random simple random sampling.

Scope of Content

This study investigates the desirable characteristics of local leaders in Nonthaburi Province. There are 6 aspects of personality. Leadership Management Ethics Human relations and Social participation.

Variable to study

Variables that the researcher will study in this research. The following variables and variables are as follows:

1. An independent variable is the personal factor of the voter.
1.1Gender
1.2. Age
1.3 Qualification
1.4 Career
2. The dependent variable is the desirable attribute of the leader Local government in Kamphaengphet
2.1. Personality
2.2. Leadership
2.3. Administrative
2.4. Ethics
2.5. Human Relations
2.6. Social Participation

The French System

The French system is among the most no representative. Its basic structure, codified by Napoleon I, developed out of the need of revolutionary France to curtail the power of local notables, while hastening government reform. It stresses clear lines of authority, reaching from the central government's ministry of the interior through the centrally appointed prefect of the department to the municipality, which has a locally elected mayor and municipal council. The prefect, being both the chief executive of the department and the representative of the central

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bureaucracy, provides the channel of centralization, with wide authority to overrule local councils and supervise local expenditures. Variants of this system are found throughout Europe and in former French colonies.

The British System

The British system of local government, which has been the model for most of that country's former colonies, including the United States, is the most representative of the major types. Largely reformed in the 19th cent. And extensively restructured in the 1970s, the system stresses local government autonomy through elected councils on the county and sub county levels. This system was marked by less central government interference and greater local budgetary authority than in other systems. However, in 1986, six major county governments were abolished by Parliament, while the powers of others were restricted. A special feature of the British system is its use of an extensive committee system, instead of a strong executive, for supervising the administration of public services.

Despite differences among states, local governments of the United States follow the general principles of the British system, except that a strong executive is common. The county remains the usual political subdivision, although it has retained more authority in rural than in urban areas, where incorporated municipalities (see city government) have most of the local power. In both rural and urban areas the local government's relationship to the state is a complex one of shared authority and carefully defined areas of legal competence. Local governments are pulled two ways, increasingly reliant on state and federal funding to carry out their expected duties, while fearful of losing their traditional degree of local control.

Government bureaucracy often makes hiring a cumbersome, slow-moving process. As a result, top talent tends to slip through the cracks. When the government competes with industry recruiters who are able to make quick, competitive offers, it has to rely on its mission of public service as its main recruiting tool. The challenge is particularly tough for hiring young workers. The federal workforce needs fresh blood, yet the share of the federal workforce under the age of 30 continues to drop, government figures show. With baby boomers retiring, millennials need to fill the void, yet there's "a lot of competition for new talent among them," according to Lisa Danzig, associate director for personnel and performance with the White House's Office of Management and Budget. With the talent pool small, recruiters and hiring managers need to be able to weed out applicants who have the potential to be effective from those who do not. Here are six common characteristics of capable federal managers that can be used to determine which applicants are equipped to be competent leaders, and which can be removed from the applicant mix, courtesy of MBA@UNC, UNC Kenan-Flagler Business School's online MBA program.

They are mission driven.

In an analysis of 49,928 business units across 192 organizations representing 49 different industries in 34 countries, Gallup found that employees who move beyond the basics of employee engagement and know how they contribute to the organization more broadly are more likely to stay in their job and to be more productive. Effective government leaders that are mission driven acknowledge that maximizing employee engagement is a key driver of organizational performance. Mission drives loyalty, customer engagement, improves strategic alignment, brings clarity, and is measured by effective government leaders to help them align daily operations with the company's purpose. Keeping mission front and center is of the utmost importance to effective government leaders because they know that no matter how positive an impact their organization has on the world, if they don't communicate it to their employees, it doesn't matter.

They are creative problem solvers

Effective governments leaders know how to stay cool under pressure rather than get frazzled, and are strategic and critical thinkers - all characteristics of a creative problem solver. In federal jobs, the chessboard changes daily. The economy changes or there's a financial crisis and a leader must quickly adapt to the changing environment. Those who can tackle challenges head on and in the moment are an asset in this type of environment. Effective government leaders realize that being a problem solver isn't just ability; it's a whole mindset that drives people to bring out the best in themselves and shape the world around them in a positive way. The relationships you build influence your future, and effective government leaders realize that. They know that success is achieved by those who are surrounded by people who want them to succeed. An employee who feels well mentored by their manager is more likely to go the extra mile inspired to work harder beyond their job responsibilities. Effective government leaders encourage employees to network as well to strengthen their circles of influence, which requires them to communicate their personal goals and objectives. This way, employees know who they can trust and who can help them elevate their position for success.

They know how to function strategically with limited resources

Resources in the federal government can change quickly. Budget cuts can appear without warning, making it difficult to do more with less. Effective government leaders overcome this challenge by adapting. They do this by developing a robust approach to prioritization while also maintaining motivation and improving performance. Strategies include frequent communication, faster organizational responsiveness, creativity to reduce internal costs and to create external opportunities, and using experienced managers to support younger managers who have not had to work in a difficult economic environment before.

They demonstrate integrity

Effective government leaders demonstrate integrity to show that their employees can trust them. They are deemed reliable, allowing them to get results while balancing relationships. Effective government leaders follow through with what they say they will do and are consistent in their expectations, outcomes, actions, and values. They know that implicit trust is the key to a powerful team.

They can communicate their vision

One of the most powerful ways to get buy-in on key priorities is by effectively communicating your vision. Effective government leaders know how to get a point across, make sure daily tasks are completed to make progress toward a desired outcome. They acknowledge that they will need help in achieving their vision and know how to hire the right people to support them because they can communicate what a job entails to the people they are interested in recruiting.

Local government officials in Thailand are usually the people who are powerful. Small political groups attempt to use their power to benefit a group illegitimately. People do not trust the local administration because it is a closed system and has an opaque system of management. Ordinary people cannot participate in the administration (The Department of Local

Administration, 2006: 48). If they can be the chief executive of local government organizations, they will learn from their political experiences and develop their administrative skills. In addition, they will create relationships with people in society and control management to achieve goals they set to respond to the requirements of the people based on the principles of administrative.

Decentralization (Set Khajon, 2003: 27). Consequently, the person who takes the leadership position in local government will have an impact on whether administrative goals are met; i.e., services facilitation and building a sound infrastructure for people and society, such as providing adequate and clean water, roads, and electricity. However, in order for successful

Under the Local Government Act 1989, the function of local government is very broad. Section 1 of the Act and Section 3A of the Act state that local government's purpose is the peace, order and good governance of their municipal district. In practice, this means that individual councils can determine what they need to do to ensure "…the peace, order and good governance…" of their municipalities. Essentially each council makes its own decisions based on its collective beliefs, the advice it receives, various financial considerations, legislative powers and so on.

If a council restricts its activities to 'roads, rates and rubbish' and its various statutory obligations, it's the result of a series of political decisions rather than a legal determination which is based on the Act. And whatever decisions a council makes in this regard are ultimately reflected in the Council Plan and other key strategic documents.

Conclusion

While few local authority leaders would deny that these challenges lie ahead, not everyone feels the right skills are in place today. When we asked 80 council leaders how equipped they felt their current management team is to oversee the transformation required over the next ten years, 36.3% said they are already taking the necessary steps to fill any skill gaps. But a quarter (23%) admitted to being "not very" equipped, saying they have some of the skills they need in-house but not enough. And, interestingly, not everyone sees the seven skills as being of equal importance. While the senior executives we quizzed at our roundtable rated a commercial mindset as a top priority for the leaders of 2025, only 21% of the 80 council executives we surveyed placed it in the top four leadership qualities. Instead, they cited project management skills, flexibility, a clear vision and digital expertise as more important. This may be a case of "tackling the easiest things first". A commercial mindset is still quite alien to many local authority leaders in 2015, while project management skills and digital expertise are much closer to home. But one thing's certain: without the ability to spot commercial opportunities, explore new ways of working and introduce innovative services, local authority leaders 10 years hence will struggle to generate the funding and resources to deliver what their communities need. Collaboration like this between the public and private sector isn't just a way to ramp up on new skills, fast. As local authorities come to rely more extensively on external partners to deliver core services, close and productive working relationships will be essential to success. And when recruiting the leaders of tomorrow, local authorities may find themselves looking increasingly to the private sector for the right mix of skills.

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Nonthaburi is one of the central provinces (changwat) of Thailand, established by the Act Establishing Changwat Samut Prakan, Changwat Nonthaburi, Changwat Samut Sakhon and Changwat Nakhon Nayok, Buddhist Era 2489 (1946), which came into force on 9 May 1946.
Neighboring provinces are (from north clockwise) Phra Nakhon Si Ayutthaya, Pathum Thani, Bangkok, and Nakhon Pathom. Nonthaburi is the most densely populated province after Bangkok. The Bang Kwang Central Prison is in the province.

Geography

Nonthaburi is directly northwest of Bangkok on the Chao Phraya River. The province is part of the greater Bangkok Metropolitan Area. In most parts it is as urbanized as the capital, and the boundary between the two provinces is nearly unrecognizable.

History

Nonthaburi was declared a city in the middle of the 16th century. It was previously a village named Talat Khwan. During the reign of King Prasat Thong, a canal was dug to create a shortcut for the flow of the Chao Phraya. The river changed its flow into the new canal, which is still the riverbed today. In 1665 King Narai built a fortress, as the shorter river course was giving enemies an easier route to the capital, Ayutthaya. The town was then moved near the fortress. From 1943 to 1946 the province was incorporated into Bangkok.

Symbols

The provincial seal shows earthenware, a traditional product of Nonthaburi. The provincial flower and tree is the yellow flame tree (Peltophorum pterocarpum).
The provincial slogan translates to "Grand royal mansion, renowned Suan Somdet, Ko Kret's pottery, famous ancient temples, tasty durians, and the beautiful government office". The royal mansion refers to Phra Tamnak Nonthaburi in Mueang Nonthaburi District, the former residence of Prince Maha Vajiralongkorn. Princess Mother Srinagarindra Garden (Suan Somdet) is a water garden with a statue of princess Srinagarindra in the Pak Kret District. The provincial administration building once received an award as the most beautiful such building by the Ministry of Interior.

Agriculture

Nonthaburi Province is renowned for growing the best durians in the country. Durian has been a well-known fruit in this province for 400 years. The fruit is known as "Durian Non" which means durian from Nonthaburi Province. It is also known as the most expensive durian in the world. There are six groups of Nonthaburi durian which are Kop, Luang, Kan Yao, Kampan, Thong Yoi, and miscellaneous. Most durian orchards are near rivers such as the Chao Phraya. This is because the soil next to the river is good for planting which is also good for durian trees. Many durian orchards have disappeared due to flooding and pollution. The price of durian Non depends on its group. Kan Yao is the most expensive, starting from around 10,000 baht up to 20,000 baht (or about US$600) for one durian. The Kan Yao itself is not easy to find in normal markets. The main reason for the high price is because it is rare. The recent flood in 2011 cleared out almost all of the durian trees in Nonthaburi, and only a few trees have been newly planted. Also, residential areas are expanding into agricultural areas.

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Administrative divisions

The province is divided into six districts (amphoes). The districts are further subdivided into 52 subdistricts (tambons) and 433 villages (mubans).

1. Mueang Nonthaburi
2. Bang Kruai
3. Bang Yai
4. Bang Bua Thong
5. Sai Noi
6. Pak Kret

Local government

As of 26 November 2019 there are: one Nonthaburi Provincial Administrative Organization - PAO (ongkan borihan suan changwat) and nineteen municipal (thesaban) areas in the province. The capital Nonthaburi and Pak Kret have city (thesaban nakhon) status. Further six have town (thesaban mueang) status and eleven subdistrict municipalities

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To Be Number One : Thailand King Sister's Project Solve Drugs Problems

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Abstrct:

This article aims to study the principle of TO BE NUMBER ONE project, drugs prevention and solution project in Thailand. The results of the study showed that the project has many activities that benefit to create children and youth to be smart and good, including being able to find ability of each person without having to rely on drugs. Implementation of the TO BE NUMBER ONE project principles and guidelines was a good example of integrated management that should be regarded and used in a wide range other than Thailand.

Keywords - Drugs prevention and solution project in Thailand.

1. Introduction

World Drug Report 2019 revealed that the adverse health consequences of drug use are more severe and widespread than previously thought. Globally, some 35 million people are estimated to suffer from drug use disorders and who require treatment services revealed that the adverse health consequences of drug use are more severe and widespread than previously thought. Globally, some 35 million people are estimated to suffer from drug use disorders and who require treatment services. The Report also estimates the number of opioid users at 53 million, up 56 per cent from previous estimates and that opioids are responsible for two thirds of the 585,000 people who died as a result of drug use in 2017. Globally, 11 million people injected drugs in 2017, of whom 1.4 million live with HIV and 5.6 million with hepatitis.[1]

Severity and complexity of World Drug Situation increasing challenges and needs for broader international cooperation to advance balanced and integrated health and criminal justice responses to supply and demand.

Thailand has been drugs situation for many years as well. The solution has been done for a long time in many ways, whether it is suppression prevention and treatment. It has been interesting solve drugs problems project that just start in 2002 but continuously implemented throughout Thailand. This project name "TO BE NUMBER ONE the Campaign aims to tackle and prevent drugs use project that initiated by Princess Ubolratana Rajakanya, sister of **His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua** King Rama 10 of the Kingdom of Thailand.

2. Objective Of Study

2.1 To know the principle of TO BE NUMBER ONE project, drugs prevention and solution project in Thailand.

2.2 To study the activity of TO BE NUMBER ONE project

2.3 To study the results of TO BE NUMBER ONE project.

2.4 To compile and analyze in order to make recommendations for further benefits.

3. To Be Number One Project Principle

3.1 Background

Drugs is a national problem. The Kingdom of Thailand government is considered a policy to take serious action to resolve. This is because the drugs problem that is prevalent in every area of Thailand is becoming more severe every moment. Affecting the national development in terms of economy, society, environment, political and national security.

Since 1999, the problem of drugs has changed completely. From the past, heroin was a major problem that police had to rush to suppress. Become methamphetamine, that are pandemic, ranging from the family level, school, community, society and country. From the survey data found that there are more than 600,000 youth lost into the whirlpool of amphetamines. And from the statistics of the correctional prisoners of the Department of Corrections who were imprisoned throughout the country, surveyed as of December 31, 2000, totaling 137,344 persons. Of these, more than half were drug offenders, approximately 87,966 people, representing 64.05 percent. The number of drug cases is as high as 27,499, representing 31.26 percent of drug prisoners convicted in the case.

Princess Ubolratana Ratchakanya Siri Wattana Phannawadee His Highness is extremely concerned with the Thai people. Especially children and youth who are large groups, because there are 21 million people and is a valuable group for national development. It is also considered high risk group for drugs addiction. Since is an age that wants to learn various things but still lacking enough emotional maturity Including having to face both body and mind changes.[2]

His Majesty uses knowledge from a Bachelor of Science from the Massachusetts Institute of Technology and a Master of Public Health from the University of California, Los Angeles.[3] Including the concept of His Majesty King Bhumibol Adulyadej, Rama IX. Established as a project named "Prevention and Solution to Drugs Problems, TO BE NUMBER ONE project". With the press release of the project on July 15,2002 at the meeting room of the Ministry of Public Health.

3.2 Project definition and objectives

The TO BE NUMBER ONE project has a motto that "Being one without drugs" The meaning is everyone can be one because everyone is good in themselves. If you find something that you like, Interested and skilled. You can practice and do it successfully with happy, confidence and pride.

The main target groups of the project are Teenagers and youth, age 6 - 24 years and Secondary target group was general public. The project has the following objectives;

1) In order to create values and strengthen mental immunity among youths not to be involved with drugs.

2) To develop the potential and quality of the youth to be a new generation that believe in and be proud of yourself.

3) To support youth and communities to organize creative activities by the support of society.

4) To create understanding and accept people with drug problems by give an opportunity to become a good person in society.

5) To disseminate knowledge about drug prevention and resolution caught in the general population and youth[4]

3.3 Operating principle

TO BE NUMBER ONE project is implemented by adolescents and youth centered based on understanding nature, development of it needs attention and specific behaviors of teenagers. that is, teenagers are the life span between children and adults. Which is a very important turning point because of complex changes in the body, emotional intelligence and society. **In the body**, the growth rate of the body will increase rapidly. Body proportions change into adulthood. **Emotional aspects** will change quickly and violently. Is an age that has strong feelings whether it's anger, love, jealousy Sometimes have high confidence in yourself, not obeying anyone. Sometimes it causes anxiety and feels depressed. Are curious need independence with high imagination and fantasy. Because the emotional characteristics of teenagers are like this, so it suits people of different ages. Therefore, cling together better than other ages because it is easy to understand and accept. **Intellectual side**, when entering adolescence, the body is fully grown resulting in brain cells are developed to make teens more cognitive. Have a good memory, able to use their thoughts logically and profoundly but will lack thoughtfulness and restraint as well as lack of experience, expertise and quality compared to the ideas of the elderly. **Social side**, development will change according to important body, mind and intellect. Group of friends in society and social dating are important social behavior. Especially to the minds of teenagers because he is able to share happiness, suffering, resolve, and understand. Problems of each other are better than people of different ages. Which have different oppression meet various social needs which children want a lot in this period join the group, be loyal to the group. accept values, beliefs, interests of the group willingly And intimate relationships with group members grouping makes the child feel at ease. Dare to resist the resistance. In the event that he deems it unfair Inducing teens to join together to perform activities that teens like Easier than all other ages.

Therefore, organizing activities or creative clubs should be promoted to meet the needs of children in terms of joining groups and learning important social behavior. One is to respect the heroes that Is the pursuit of an example to live a life like adult.

In addition to the changes in all 4 areas, adolescents still have nature needs, interests and behaviors. Which is unique including demand for love in all forms as the giver, desire for fun, independence requirements, needs praise, want to be famous, desire to have a philosophy of life or to have one's own ideals, sexual desire that most often the age passionate love, new experience requirements are a desire to try and learn new things that they have never done before, security and stability requirements, want to be independent, Have dreams and aims in the future, Interested in helping other people and Interested in creative activities that is new and useful**.**

From basic understanding and taking adolescents and youth as a center above lead to the operating principles of the TO BE NUMBER ONE project as follows;

1. Promote showing ability, courage to think, to act, to act assertively and helps build pride.
2. Use media, music, and sports to reach youth and encourage youth come together
3. Build knowledge and skills in preventing and solving drug problems. Which is an important immunity for the youth in the community to be safe from drugs problems.
4. "Friends help friends"
5. Create a center for teenagers to group together. Doing activities that are of creative interest and happy.

6. Build a network of TO BE NUMBER ONE that has potential to make the operation of drug prevention and problem solving in an efficient, continuous and sustainable manner.

By operating under 3 main strategy are follows;

1. Awareness raising campaign and creating trend that is conducive to prevent and solve drugs problems.
2. Enhancing mental immunity for youth.
3. Creating and developing networks for prevention and problem solving.[5]

3.4 Guidelines for implementation

The TO BENUMBER ONE project defines a guideline by integrating the methods of cooperation between relevant departments both public and private. Which the main departments are Ministry of Public Health, Ministry of Interior, Ministry of Labor, Ministry of Education, Ministry of Justice, Ministry of Social Development and Human Security, Office of the Narcotics Control Board and Bangkok Metropolis**.**

National level consists of 2 committees. The first committee is **the National Level Committee for Prevention and Campaign Solve drugs problems.** Which has Princess Ubolratana be chairman and executives from public and private agencies both the main department and related departments are directors. With the Director-General of the Department of Mental Health, Ministry of Public Health is secretary. The second committee is **the Subcommittee on Prevention and Integration Campaigns.** Which has the Director-General of the Department of Mental Health and representatives from the relevant key agencies as a sub-committee.

Area level consists of 2 Sub-level. The first level in **the region 76 provinces**, the Ministry of Interior has approved establishing a committee for the project TO BE NUMBER ONE at provincial level. Which governor is president. Provincial public health physician is secretary. Representatives from relevant departments and networks within the province as committees. The second level in **Bangkok Metropolis** establish a board of directors. Which is governed by the Bangkok Governor, Permanent Secretary for Bangkok as Vice President, office director responsible for prevention and solving drug problems in Bangkok as secretary. Director of the 50 districts, divisions and networks involved in Bangkok, both the government and private sectors as a board.

Important activities of the TO BE NUMBER ONE project Include;

1. The event organizers gather together TO BE NUMBER ONE region level and country.
2. Production and dissemination of radio and television programs.
3. Organizing contest activities.
4. Production of symbolic media for the project.
5. Production and distribution of products in the project.
6. Appointment and arranging the project committee meeting.
7. Appointment and arranging the project integration subcommittee meeting.
8. Establishment of the TO BE NUMBER ONE club.
9. Establishment of TO BE NUMBER ONE Friend Center.
10. TO BE NUMBER ONE camp for leaders.
11. Organizing the TO BE NUMBER ONE camp for members.[6]

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4. From Beginning To Present

From the date of the press release of the project on 15 July 2002, Which was later considered the birth date of the TO BE NUMBER ONE project. There are many important activities of the project mentioned above. This article may only be summarized as follows;

4.1 The event organizers gather together TO BE NUMBER ONE region level and country.

Scheduled for the anniversary of the establishment of the TO BE NUMBER ONE project is July 15 of each year. The form of the work has a contest, provincial exhibition and TO BE NUMBER ONE club in various categories, exchange of knowledge about prevention and drug problems through various activities. Exhibitors include executives and TO BE NUMBER ONE members from major agencies nationwide. In which His Majesty graciously presided over the opening ceremony and awarded annually by himself.

Project implementation throughout the past year Using important strategies is competition in the project. Which can be divided into 2 levels which are regional and national level. **Regional level** is held in 5 regions, namely Northern, Southern, Northeast, Central, Eastern and Bangkok. Scheduled for January - March of every year. **National level arranges** before and continuously until July 15 of every year at the IMPAC Convention Center, Muang Thong Thani, Nonthaburi. With various activities organized, such as displaying the exhibition booth TO BE NUMBER ONE of all provinces and clubs that entered the contest, organize a separate stage for presentations of each type of work, Organize activities for learning and entertainment such as practice development EQ practice skills in music, sports, arts with celebrities and famous artist stunt members on stage and concerts etc., and organize formalities bestowed prizes on the winners of the contest each type by His Majesty became the president.

The purpose of the arrangement is to stimulate the operation of province and TO BE NUMBER ONE club of over 300,000 locations nationwide, to present the work and show innovation developed from the members' creativity In order to exchange knowledge and experience operations and creating a stream that is conducive to the prevention and solution of drug problems, in line with the TO BE NUMBER ONE project guidelines. As a result, the contest for the TO BE NUMBER ONE project at present has developed the form of the province and the outstanding TO BE NUMBER ONE club nationally. To further expand the model of silver, gold and diamond levels. It is an extension and progress to the standard of the project that can be a good role model for study trips for further development.[7]

4.2 Production and dissemination of radio and television programs.

There is a program of TO BE NUMBER ONE Variety on radio and television stations. By broadcasting radio stations every Saturday-Sunday from 10:00 -11: 00 am on FM 105 MHz. For television broadcasting every Saturday from 20:30 - 21:30 pm on the Thailand Broadcasting Station, NBT.[8]

4.3 Organizing contest activities.

Important and interesting activities held annually;

1) Annual contest for the TO BE NUMBER ONE project regional and national level. Beginning around February and ending final day of the event organizers gather together TO BE NUMBER ONE,15 July of every year. The contest can be classified as follows;

1.1) Province TO BE NUMBER ONE

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From the year 2004, the beginning year, there are 13 provinces participating in the contest. Year 2012 was increased to 50 provinces. Year 2013 increased to 72 provinces. Year 2018 to 75 provinces.[9] And year 2019was the first year that completed 76 provinces.[10]

1.2) TO BE NUMBER ONE Clubs split into 7 categories include TO BE NUMBER ONE clubs in Regional community, Bangkok community, Basic education institutions, Vocational and higher education institutions, Workplace, Prison and The office behaved[11]

. Year 2004 is the first year that there is a contest. There were 13 provinces participating in the contest. And there were 36 TO BE NUMBER ONE clubs from 3 categories which were clubs in regional community, clubs in education institutions and clubs in workplace entered the contest.

In the year 2007, there were 23 provinces 159 clubs from 5 categories. The year 2017 were 71 provinces 513 clubs from 6 categories. The year 2018 were 75 provinces 572 clubs from 8 categories.[12]

In the year 2019, there were fully 76 provinces participating in the contest. There were 830 clubs from 7 categories enter the contest.[11] Provinces and clubs that have won regional contests. Which has the right to compete in the national level, including 64 provinces, 319 clubs.[14]

2) TO BE NUMBER ONE DANCERCISE Contest

For the youth who likes and interested in dancing activities as a team, 12-20 people per group. Held annually begin the regional competition around November and the national competition in January.

3) TO BE NUMBER ONE IDOL contest

Start operating in 2011 In principle, by giving the province organized a TO BE NUMBER ONE IDOL contest at the provincial level. For women and men, age between 16 - 21 years old, based on academic results behavior is beneficial to others, good human relations, personality, courage to think, assertive, appropriate leadership, skills or special ability in any matter. The project office will consider the framework or criteria for judging, send to province. As well as being a regional contest department and national level contest.[15]

4.4 Production of symbolic media for the project.

There are many media and symbols of the TO BE NUMBER ONE project. As follows;

1. Needles TO BE NUMBER ONE, as His Majesty gave her model image and selected the number 1 symbol.
2. TO BE NUMBER ONE songs have 2 versions Is TO BE NUMBER ONE song and nothing more than a dream. Sang by His Majesty. Prepared by GMM Grammy Company.
3. TO BE NUMBER ONE magazine is released every 3 months. 4 issues per year, which are January - March, April - June, July - September and October – December.
4. Website TO BE NUMBER ONE has 2 websites as follows;
   i. Website www.tobenumber1.net
   ii. Website www.tobefriend. In th
5. TO BE NUMBER ONE FRIEND CORNER Symbol[16]

4.5 Establishment of the TO BE NUMBER ONE club.

TO BE NUMBER ONE club is a club that brings together good and smart people, who have ideologies to Create good activities to prevent and solve drug problems together. Can be established both in educational institutions, workplace and communities. By clubs in educational institutions, members are students in that school. Clubs in the workplace, members include employees in that workplace. Clubs in the community members include children and Youth as well as the general public in that community.

The operational elements of the TO BE NUMBER ONE club include Board, activity and fund.[17]

From operations since 2002 until the year 2019 has been established. There are 28,960,947 TO BE NUMBER ONE members nationwide. TO BE NUMBER ONE clubs have been established in schools, communities, establishments, prisons and prisons total of 71,501 Clubs.[18]

4.6 Establishment of TO BE NUMBER ONE Friend Center.

TO BE NUMBER ONE Friends Center is one activity of TO BE NUMBER ONE club. The center has ongoing operations focusing on helping and looking after members and developing members to have quality and happiness. Operations under the concept of Unburden, create happiness, solved problems, Develop EQ. Both from self-learning and participation in group activities relying on group processes make fun While developing various skills.[19]

There are established the center in 4 department stores operated by the Department of Mental Health including Fashion Island Shopping Mall, Seacon Square Shopping Center, Future Park Rangsit and the Mall Bang Khae in Bangkok. And establishing centers in various club in all 76 provinces. From operations since 2002 until the year 2019 has been established 9,850 center.[20]

5. The Result Of Project

TO BE NUMBER ONE Is a successful, progressive, widely accepted project throughout Thailand. As the following should be known:

5.1 His Majesty King Bhumibol Adulyadej Rama IX had a royal speech on the occasion that Princess Ubolratana Ratchakanya bring the representative of TO BE NUMBER ONE project committee presented the project report on 12 July 2005 that **"**This project has been born for 3 years. It can be seen that the effectiveness is truly number one. We commend everyone. Which cooperates with the project to help people in need Already have a lot of success, so say progress must integrate, all parties must help each other especially the Ministry of Education to be regarded as a direct duty to keep the youth safe from drugs."[21]

5.2 Chiang Rai Rajabhat University (The first educational institution in Thailand implementing TO BE NUMBER ONE project) conducted research and found that the knowledge-based paradigm derived from TO BE NUMBER ONE project comprised : the secret of success in working implementation called "M-Stong". It is the knowledge-based paradigm series applied for implementing TO BE NUMBER ONE activities. This acronym implies that M refers to mind, that is the working group devote themselves for TO BE NUMBER ONE project and royally believe in and respect toward Princess Ubolratana Ratchakanya, the chair of the project; S means skill, that is the creativities; T means transfer, that is the activists have transferred their working experiences from generation to generation; R is relationships, that is the relationships of the members in working and living together; O refers to organization, that is how the project has been systematically implemented; N means networking, that is the working groups create networks and connections to work out the project, and G refers to grandness; that

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is the project activities have been done successfully and grandly. On the participants' satisfaction toward the project activity implementation, it was revealed that the implementing activities were really interesting. Most of the participants wanted to reorganize the activities followed by the ways in that TO BE NUMBER ONE project activities enabled to harmonize the communities. On the problems of project activity implementation, it was declared that the activity leaders were not able to manage their study time to match with the activities and there was insufficient. Additionally, the participants suggested the involved parties to organize the activities continually and frequently follow up the implementation results in order to increase the effectiveness of the project activity implementation.[22]

5.3 Formative evaluation research for TO BE NUMBER ONE was conducted by Intelligence and Information Center, National Institution Development Administration (NIDA IIC). Mixed methods approach using both qualitative and quantitative survey and assessment were used to collect data from TO BE NUMBER ONE club in schools, business firms and communities as well as KraiThidYaYokMueKhuen (If you use drugs, please hands up) members. Analyses from both survey and substance use treatment database by Office of the Narcotics Control Board reveal that;

1) TO BE NUMBER ONE club participation promotes member to have less unruly behavior, higher self-esteem, higher psychological capital and higher level on words of mouth toward club activities which are important protective factors of drug abuse.

2) Driving and success factor for TO BE NUMBER ONE clubs' performance is Princess Ubolratana herself. TO BE NUMBER ONE members have very positive attitude towards the Princess such that she is modern, she truly understands child and teenagers, she is shrewd, smart, easy-going and down-to-earth. Her character boosts up various positive outcomes for TO BE NUMBER ONE including self-esteem, words of mouth towards TO BE NUMBER ONE activities, psychological capital and lower unruly behavior among club member. Moreover, 69% of TO BE NUMBER ONE IDOL reported that they want to serve the Princess closely as a main reason for participation.

3) TO BE NUMBER ONE leader characteristics including managerial skill and transformational leadership drive TO BE NUMBER ONE club performance. However, TO BE NUMBER ONE leaders lack of chance and must compete each other to get into TO BE NUMBER ONE camp. A survey has found that 73% of TO BE NUMBER ONE leaders never attend provincial development camp while 60% of leaders never attend national TO BE NUMBER ONE camp. In a near future, higher attendance rate for these camps should be promoted with bigger budget or sponsorship from private sectors.

4) A survey has found that leaders who attend TO BE NUMBER ONE camp have improved their team working (80%) attitude, working method and personality (79%) as well as knowledge and competencies for public service (67.50%) which is an extension of TO BE NUMBER ONE leaders for a public good.

5) A family relationship plays a vital role for TO BE NUMBER ONE performance at school and business firm settings, therefore, the integration and collaboration between families, schools and workplaces should be emphasized to lift up TO BE NUMBER ONE performance.

6) TO BE NUMBER ONE IDOL undergraduate rate is 100% with grade point average of 3.00 in various disciplines including engineering, sciences, communication arts,

aviation, social sciences and humanities. Some of newly graduate TO BE NUMBER ONE IDOLs start working, where 43% works in entertainment industry, 25% works in company and 19% works as start-up or freelance.

7) Analysis of substance treatment database of the National Narcotics Control Board reveal that intense therapy mode including 1. "PhraMahaWutthichaiWachirametee" treatment camp, 2. "980 lives quit drugs" treatment camp and 3. "Greet the princess Ubolratana" project yields statistically significant treatment outcomes better than normal therapy conducted by department of mental health, MOPH.

Participants in intense therapy mode have (1) lower behavioral intention to use drugs(M=10.94 &12.52), (2) lower unruly behavior (M=26.37 &29.32), (3) lower numbers of treatment by legal conviction (M=0.11 &0.63), (4) higher numbers of voluntary treatment (M=0.59 &0,21), (5) higher self-esteem (M=29.48 &28.20), (6) higher attitude towards treatment program (M=21.61 &20.42), (7) higher treatment adherence (M=12.06 &11.19) and (8) higher percentage of higher income level (>10,000 Baht per month) after treatment. Hence, intense therapy mode is more effective than normal therapy mode.

8) Qualitative research found that;

8.1) TO BE NUMBER ONE members influence and persuade their friends and significant other to quit drugs.

8.2) TO BE NUMBER ONE in community setting enable government officers in local area especially police station to pay attention local community where clubs are located. TO BE NUMBER ONE clubs in community alleviate the widespread of drugs uses and sales. However, setting up TO BE NUMBER ONE club in community is difficult than in schools and workplaces. It can be successful if and only if community has sufficiently high proportion of children and community leaders and committees must highly engage. With strong collaboration from parents, community and society as well as government officers, TO BE NUMBER ONE club jn community can vividly mitigate drugs problems in community.

8.3) Provincial governor plays a vital role in executing perpetual TO BE NUMBER ONE activities especially in school settings. Hence TO BE NUMBER ONE must get a strong support from Ministry of Interior.

8.4) TO BE NUMBER ONE members want to extend more various varieties of activities including sport and art.

8.5) Successful TO BE NUMBER ONE in business firms brought all TO BE NUMBER ONE activities as corporate labor relations and corporate social responsibility. TO BE NUMBER ONE also helps preventing drugs use in factory, specifically factory with shift work. In other word, successful TO BE NUMBER ONE company integrates TO BE NUMBER ONE club as a part of corporate strategy.

8.6) TO BE NUMBER ONE club members in Juvenile Observation and Protection units and prisons want broader opportunity for activity participation both inside and outside. They also request for TO BE NUMBER ONE contest among TO BE NUMBER ONE club in Juvenile Observation and Protection units and prisons. Integration between Juvenile Observation and Protection unit and prisons schedule and TO BE NUMBER ONE activities is highly encouraged.[23]

5.4 . Each year, Her Royal Highness Princess visited the following results. Operating the TO BE NUMBER ONE project and opening TO BE NUMBER ONE Friend center such as in the year 2018 His Royal Highness went to 16 provinces.[24] Good for campaign to raise awareness and create trends that are conducive to prevention and resolution drugs.

5.5 Due to the TO BE NUMBER ONE award ceremony on 15 July 2018, Minister of Public Health (Doctor Piyasakon SakonSatayathorn) reported to princess Ubolratana that "TO BE NUMBER ONE project to raise awareness and the mental immunity does not interfere with drugs in the youth group. While also creating opportunities, solutions and options for the youth to show their full creative potential. It is the only defense program in Thailand that has been in operation for 16 years. The research results, evaluated on the 15th anniversary of the project in last year, found many achievements." [25]

6. Conclusion And Suggestion

The TO BE NUMBER ONE project that initiated by Princess Ubolratana Rajakanya, has clear systematic principles.

The project has many activities that are useful for building children and youth to be intelligent and good, including being able to find the ability of each person without having to rely on drugs.

From the first year starting in 2002, there were only a few participating provinces But at present, all 76 provinces in the region And Bangkok metropolis join all.

Which every province will manage and support children and youth to establish a club. So many clubs were established all over the country and they were quality clubs. It can be seen from the increase of clubs that enter the contest from only a few clubs in the year 2004, the first year that there was a performance contest but at present, only the clubs that have the standard have passed the regional awards and have the right to present their works at the national level. Each year there are more than 350 clubs.

In addition, the competition category has increased from the beginning, with only 4 categories increased to 8 categories, especially in the year 2020, the 18th year of this project. added another category. Which is a subdivision of the province category, namely the district TO BE NUMBER ONE.

The project has many activities that are useful for building children and youth to be intelligent and good, including being able to find the ability of each person without having to rely on drugs.

Therefore, I would like to suggest as follows;

6.1 In Thailand,The government should clearly announce a policy to bring the TO BE NUMBER ONE project principles and guidelines to prevent and solve drug problems in the country.

Executives of the relevant ministries, especially ministry of Public Health, ministry of Interior, ministry of Labor, ministry of Education, ministry of Justice, ministry of Social Development and Human Security, Office of the Narcotics Control Board and Bangkok Metropolis there must be a clear order to support the operation. For the operation of provinces, districts and TO BE NUMBER ONE clubs which have quality will expand throughout the country in a more quantitative way.

6.2 According to academic principles, often teaching and emphasizing integrated management. But in practice, there is often a problem of non-integrated work. Implementation of the TO BE NUMBER ONE project principles and guidelines was a good example of integrated management that should be regarded and used in a wide range other than Thailand.

6.3 For India and other countries should try to study the TO BE NUMBER ONE project principles. Then take to try and conduct activities in some places that are ready and suitable. If effective, it can be extended to other areas. It will greatly benefit for human development.

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Social Protection in Thailand

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Abstract

This article is to study and analysis as the following 1. To comprehend attitudes and opinions of employers, executives and entrepreneurs on the minimum wage rate.2. To comprehend information, facts, and impacts of the minimum wage rate towards operation of enterprises in various aspects, such as impacts on coast of production, employment, and human resources management of enterprises. 3. To comprehend information, facts, and opinions of employees or workers on the minimum wage adjustment towards employee's welfare and employment in the enterprises and 4. To comprehend problem and impacts of the minimum wage adjustment and to find out solutions of the problems.

Keyword: Social Protection in Thailand

Introduction

Thailand: Social Security and Welfare. In order to claim the old age pension, a person must be at least 55 years of age and have made at least 180 months contribution. The pension can only be claimed if the claimant is no longer working and if he/she begins work after claiming he pension it is suspended until they stop work again. If a pensioner dies within 60 months of beginning to claim the old age pension a lump sum is paid out to the spouse, children and any surviving parents. The pension that is paid out is the equivalent of 20% of the average wage earned in the previous 60 months before retirement. Payments are increased by 1.5% of this amount for each 12 month period of contributions over and above the minimum 180 months. As there is no minimum pension, low earns could find that their pension amount is not very high.

A disability pension is covered in this section but those who claim must have a medical certificate stating that they are no longer capable of working and they must have made at least 3 months' worth of contributions within the previous 15 months. This is only paid out when the claimant is no longer claiming the cash sickness benefit. The disability pension is calculated on the average daily rate. This pension is subject to cost of living increases.

Sickness and maternity benefits are also part of the social insurance system. For these benefits, the worker will contribute 1.5% of their gross monthly earnings and this is matched by the employer and the government. Voluntary contributions can also be made if desired. For sickness benefits a claimant must have been paying into the system for a minimum of 3 months in the previous 15 months while the maternity benefits require a minimum of 7 months contributions in the previous 15 months. The maternity benefits system will only pay out for the first 2 instances of childbirth in a family. Sickness and maternity benefits are calculated in the same way that the disability pension is.

Unemployment benefits are covered by the social insurance fund and each worker will contribute 0.5% from their salary which is matched by the employer and added to with 0.25% donated by the Thai government. Self-employed workers cannot be covered by this benefit. In order to claim this benefit a person needs to have made at least 6 months' worth of contributions in the preceding 15 months. In order to claim it is essential to be registered with the Government Employment Service and be willing to take on any suitable work. If the worker has been sacked then they may not be eligible for this benefit, but the social security system looks carefully at each individual case. This benefit is also calculated in the same way that the disability, sickness and maternity benefits are, but will only be paid out after at least 8 days of unemployment.

In addition a family can claim child allowance each month of 350 THB for each child providing, they are registered in the social security system. There is no contribution required for this and the family must have made a minimum of 12 months' worth of contributions in the 36 months preceding the claim. This benefit is paid out for children under the age of 6 but a family can only claim for a maximum of 2 children.

All those working are eligible for medical cover if they have a work permit and are making contributions to the social security system. All those who are not in the system should have private medical insurance to cover them. If you have a work permit and are working then contributions are compulsory, no matter what your nationality.

In order to register with the social security fund, it is necessary that the employer completes their paperwork first and provides the worker with the SSO1-03 form to be completed. This should be presented along with a photocopy of an ID card and a passport, and any other ID documents that are requested. The employer needs to send these to the social security office. When registration is completed the worker will receive a social security card 5 days after registration and this card remains the same no matter how many jobs the person has. There is also a medical card which is sent out after 3 months contributions have been made so that the holder can receive free medical treatment.

Thailand does have some bi-lateral social security agreements in place but there are mainly with neighbors in the pacific region. Thailand has a social security system which is funded by workers contributions as well as additional contributions from the employer. There are different sections to the social security system.

The social insurance system is for old age, disability and survivors. All those who are working between the ages of 15 and 60 can make contributions to this system. A worker will contribute 3% of their gross monthly earnings towards pensions and family benefits. If you want to make voluntary contributions, you can contribute 9% of earning up to 4,800 THB each month. Those who can less than 1,650 will not make contributions. The self-employed make an annual contribution of 3,360 THB. In addition to this, those who are employed will have their contributions topped up by the employer by 3% and the government will add a further 1%.

In order to claim the old age pension a person must be at least 55 years of age and have made at least 180 months contribution. The pension can only be claimed if the claimant is no longer working and if he/she begins work after claiming the pension it is suspended until they stop work again. If a pensioner dies within 60 months of beginning to claim the old age pension a lump sum is paid out to the spouse, children and any surviving parents. The pension that is paid out is the equivalent of 20% of the average wage earned in the previous 60 months before retirement. Payments are increased by 1.5% of this amount for each 12 months period of contributions over and above the minimum 180 months. As there is no minimum pension, low earners could find that their pension amount is not very high.

A disability pension is covered in this section but those who claim must have a medical certificate stating that they are no longer capable of working and they must have made at least 3 months' worth of contributions within the previous 15 months. This is only paid out when the claimant is no longer claiming the cash sickness benefit. The disability pension is calculated on the highest 3 months earnings in the previous 9 months and is paid at 50% of the average daily rate. This pension is subject to cost of living increases.

Sickness and Maternity benefits are also part of social insurance systems. For these benefits, the worker will contribute 1.5% of their gross monthly earnings and this is matched by the employer and the government. Voluntary contributions can also be made if desired. For sickness benefits a claimant must have been paying into the system for a minimum of 3 months in the previous 13 months while the maternity benefits require a minimum of 7 months contributions in the previous 15 months. The maternity benefits system will only pay out for the first 2 instances of childbirth in a family. Sickness and maternity benefits are calculated in the same way that the disability pension is.

Unemployment benefits are covered by the social insurance fund and each worker will contribute 0.5% from their salary which is matched by the employer and added to with 0.25% donated by the Thai government. Self-employed workers cannot be covered by this benefit. In order to claim this benefit a person needs to have made at least 6 months' worth of contributions in the preceding 15 months. In order to claim it is essential to be registered with the Government Employment Service and be willing to take on any suitable work. If the worker has been sacked then they may not be eligible for this benefit, but the social security system looks carefully at each individual case. This benefit is also calculated in the same way that the disability, sickness and maternity benefits are, but will only be paid out after at least 8 days of unemployment.

The Social Security Office is responsible for implementing government policy on social welfare and organizing payment of social security benefits. There are some benefits available to foreigners in Thailand, In order to qualify the person must have a valid work permit and have made contributions for the correct number of months for the benefit involved.

Since 1940, social welfare has been the responsibility of the government, and it is only in recent years that private organizations have actively engaged in social welfare programs. A 1990 law established a social security system which began paying disability and death benefits in 1991. Old age benefits (pensions) were in introduced in 1998. The pension system is funded by employers, employees, and the government; each source contributed an amount equal to 1% of the employee's wages. The social security law also provides for sickness and maternity benefits, which are provided to employees of firms with 10 or more workers. Employers are required to provide workers' compensation coverage, including temporary and permanent disability benefits, and medical and survivor benefits.

Women have equal legal rights in most areas, but inequities remain in domestic areas, including divorce and child support. The 1997 constitution protects women through the inclusion of six gender-related articles pertaining to equal rights. In addition, gender-equality clauses have been included in legislation setting up new government entities mandated by the constitution. Women made up 44% of the work force, and hold professional positions. Discrimination in hiring persists, and there is a gender gap in wages. Domestic abuse and violence remain a huge problem.

Many women are trapped into prostitution through a system of debt bondage. Brothels provide a loan to parents of young women, and these women are required to work as prostitutes to pay off the loan. In many cases, this is done without the consent of the woman involved.

Under the penal Code, furthermore, prostitutes are considered criminals, but brothel owners and clients are not.

Many Thai minorities, including many of the hill tribe members, lack any type of documentation. As noncitizens, they do not have full access to education and health care. They lack titles to their land, and may not vote in elections. The government has announced its intention to process and document these groups.

Human rights are generally well respected, but some abuses occur. Coerced confessions and the torture of suspects are occasionally reported. Overcrowding in prisons has resulted in poor conditions.

Social Security

Social security may also refer to the action programs of government intended to promote the welfare of the population through assistance measures guaranteeing access to sufficient resources for food and shelter and to promote health and well-being for the population at large and potentially vulnerable segments such as children, the elderly, the sick and the unemployed. Services providing social security are often called social services.

1) Social insurance, where people receive benefits of services in recognition of contributions to an insurance program. These services typically include provision for retirement pensions, disability insurance, survivor benefits and unemployment insurance.

2) Services provided by government or designated agencies responsible for social security provision. In different countries, that may include medical care, financial support during unemployment, sickness, or retirement, health and safety at work, aspects of social work and even industrial relations.

3) Basic security irrespective of participation in specific insurance programs where eligibility may otherwise be an issue. For instance, assistance gives to newly arrived refugees for basic necessities such as food, clothing, housing, education, money, and medical care.

Social Protection

Social protection refers to a set of benefits available (or not available) from the state, market, civil society and households, or through a combination of these agencies, to the individual/households to reduce multi-dimensional deprivation. This multi-dimensional deprivation could be affecting less active poor persons (such as the elderly or the disabled) and active poor persons (such as the unemployed).

This broad framework makes this concept more acceptable in developing countries than the concept of social security. Social security is more applicable in the conditions, where large numbers of citizens depend on the formal economy for their livelihood. Through a defined contribution, this social security may be managed.

But, in the context of widespread informal economy, formal social security arrangements are almost absent for the vast majority of the working population. Besides, in developing countries, the state's capacity to reach the vast majority of the poor people may be limited because of its limited infrastructure and resources. In such a context, multiple agencies that could provide for social protection, including health care, which is critical for policy consideration. The frame work of social protection is thus holds the state responsible for providing for the poorest populations by regulating non-state agencies.

Collaborative research from the Institute of Development Studies debating Social Protection from a global perspective, suggests that advocates for social protection fall into two broad categories: "instrumentalists" and "activists". Instrumentalists argue that extreme poverty, inequality, and vulnerability are dysfunctional in the achievement of development targets (such as the MDGs). In this view, social protection is about putting in place risk management mechanisms that will compensate for incomplete or missing insurance (and other) markets, until a time that private insurance can play a more prominent role in that society. Activist arguments view the persistence of extreme poverty, inequality, and vulnerability as symptoms of social injustice and structural inequality and see social protection as a right of citizenship. Targeted welfare is a necessary step between humanitarianism and the ideal of a "guaranteed minimum income" where entitlement extends beyond cash or food transfers and is based on citizenship, not philanthropy.

The Joint Team on Social Protection focuses on enhancing Thailand's capacity to establish a welfare society by 2017 through support in policy development, normative/analytical work, capacity development and knowledge management. The new partnership draws on the UN 2009 Social Protection Floor (SPF) initiative to promote holistic and coherent visions of a national social protection system that contribute to closing coverage gaps in access to essential services and social transfers, and reduce inequalities. The joint partnership has been prepared by a team of RTG agencies (led by the Ministry of Social Development and Human Security) and UN agencies (led by ILO) with four key outcomes to be reached by 2016:

People are aware and exercise their welfare rights under the Welfare Society Strategy. The Royal Thai Government progressively provides more adequate universal basic social protection measures, which maintain people above the nationally defined poverty line level throughout the life cycle.

Workers of the formal sector and the informal economy, and their families are covered and entitled to higher levels of benefits through contributory or partly-subsidized schemes.

Framework and budget support to ensure the financial and institutional sustainability of the social welfare system is developed and implemented.

Fixation of the minimum wage rate is considered an important issue which often causes trouble for labor management in every country, especially for developing countries or countries with economic recession. It is vital to set the minimum wage to be appropriate and acceptable for every relevant party because in doing businesses, employers or entrepreneurs intend to get the highest profits. Therefore, employers or entrepreneurs attempt to make the cost of production as low as possible. Wages are considered one of production cost, so the employers want to pay lower wages and meanwhile employees and workers want to get higher wages. This indicates that each party has his own reasons and struggles to get fair wage according to his opinion. Therefore, the concept of the minimum wage fixation is still different and conflicting all the time. As a result, the government needs to involve with the minimum wage fixation of employees or workers to create fairness for every relevant party. Each country has its own methods and reasons to set the minimum wage rate differently, such as, setting by employers, negotiating through representatives of the employer party and the employee party (bipartite), council setting the minimum wage rate which consist of representatives of employer party, employee party and government party (tripartite), setting as national mandatory laws, by studying and considering from facts on the wage rate the employees receive compared to wages other employees in the same condition receive, together with cost of living, standard of living, cost of production, price of products and consumer goods, capability of businesses, and economic and social conditions of the locality at that time.

Literature Review

(1) Panadda Mukdaprasert who studied on "Employees' Utilization of the Benefits and Services on Social Security: A Case Study of Western Digital (Bang Pa-in) Company Limited". The research is based on a quantitative method by distributing questionnaires to 377 employees of Western Digital (Bang Pa-in) Co. Ltd.

She found that 1) the employees' comprehension of services provided by the social security system is at the medium level, 2) the employees' satisfaction with the utilization of benefits and services of the social security system is at the medium level, 3) the difference in the employees' socio-economic factors does not cause a difference in their satisfaction with the utilization of benefits and hospitals provided, 4) the difference in the employees' comprehension of services provided by the social security system does not cause a difference in their satisfaction with the utilization of benefits and hospitals provided, 5) the difference in the employees' satisfaction with the utilization of benefits and hospitals provided cause a difference in employees' satisfaction with services provided.

(2) Varapron Ubolsri, who studied on "An Analysis of Payroll Tax Incidence in Thailand". Social security is an element of a welfare state, which provides protection against risk of accidents, and compensation for both loss and risk Social security is considered a form of equity because the employer, the employee, and the government all pay contributions to the social security fund. The objectives of this thesis were to analyze the payroll tax incidence Thailand. The data for the study consisted of annual time-series secondary data during 1991-2004. The data was collected from various sources, such as the National Statistics Office, the Social Security Office, the Bank of Thailand, and other related agencies. The methodology of the study consisted of a multiple linear regression analysis. The coefficient was calculated using the Ordinary Least Squares Technique.

She found that, regarding payroll tax incidence in Thailand, in 2004 employers and employees paid contributions to the social security fund at the average payroll tax rate of 5% of the employee's wages. In 2004, the employer's payroll tax incidence amounted to approximately 14.93% of the contributions to the social security fund, while the employee's payroll tax incidence accounted for about 85.07% of the contributions to the social security fund. Employees share a greater part of the tax burden than employees because employees would like to be part of the labor market in order to better their way of living. Therefore, they have to shoulder the burden or paying more contributions to the social security fund.

(3) Julaporn Lakhornpol, who studied on "Problems of Social Security Law: A Case Study of Determining Benefits, Criteria for Being Insured, and Inappropriate Contribution Rates for Voluntarily Insured Persons under Article 40". This thesis investigates the concepts presupposed in the nation of social security in addition to explicating its meaning. Also investigated are the historical background and the principle involved in applying the notion of social security to the problems of healthy and old age. Considered also are laws providing protection for voluntarily insured person in Thailand and such foreign countries as Denmark, Japan, and Korea to the end of determining how the Thai social security law could be improved

and weak points corrected. Finally, taken into account are the effects of social security law as it is enforced nowadays.

Finding are as follows: She holds that under Article 40 social security law inappropriately determines benefits, criteria for being insured, and the contribution rates for voluntarily insured persons. Benefits are granted in only three cases. These cases are childbirth, infirmity and death" However, the law does not provide for the health insurance and old age benefits in spite of the fact that these are inseparable from being properly insured. This state of affairs creates problems for those voluntarily insured under Article 40 since one cannot be properly insured in view of life contingencies. Moreover, there are a number of problems involved in the enforcement of this law involving provisions which result in unequal treatment of recipients of benefits.

Article 33 stipulates benefits, criteria for being insured, and contribution rates for the compulsorily insured. Articles 39 and 40 pertain to the voluntarily insured, but greatly differ in spite of belonging to the same system of regulations. This state of affairs leads to a lack of interest in the social security system on the part of the general public, who as a consequence neglect their own security needs. This brings in its wade social and economic problems for the public sector since welfare in only provided in a one-sided fashion.

In addition, the researcher also found that the social security law limits the rights of those under 15 years of age, those over 60 years of age, and the infirm by making it difficult for them to enter into the social security system. Thus, heads of household and the elderly face risks since nakedly exposed to the vicissitudes of life. Their lives and those of the members of their families perforce become insecure. Moreover, there are also problems in determining the proper relationship between contribution payments and lump sum payments of benefits, inasmuch as the later may well be incongruous with how the insured beneficiaries conduct their lives. In this incongruous with how the insured beneficiaries conduct their lives. In this instance, enforcing the law does not genuinely accrue to the benefit of those insured.

The researcher has formulated guidelines that can be used to solve problems generated by the social security law and related royal decrees. Basic benefits should be commensurate with the requirements of life and the actual needs of those insured. This means that health insurance and old age benefits should be provided. In addition, all members of the general public regardless of gender, age or disability should be allowed to enter the social security system. They should be taken as satisfying the criteria for those who should be insured and should be assigned appropriate contribution rates. If such persons do not have an income, they can be insured in conjunction with parents or heads of households.

The right should be granted to those insured to choose benefits that are necessary and appropriate to how they conduct their lives. In addition, the contribution rate should be commensurate with the amount of benefits and in equal proportion to what other insured persons in the system receive. Such reforms would motivate members of the general public to enter the social security system in a responsible fashion. These reforms would also promote independence by fostering cooperation in both good times and bad times. When in good health, those insured can work and thereby reduce future risks. Consequently, the result would be a sustainable social security system in which enforcement of the law would be fair and maximum benefits enjoyed by all those insured in congruence with the genuine principle of social security.

(4) Kitiporn Moontawee who studied on "Legal Problems in Enforcing the Social Security Law in Regard to Providing Benefits for the Insured Who were Injured or Contacted Diseases Outside of the Work Environment". Guaranteeing life support for those insured is the major objective of the social security law. The goal of this law is to raise living standards for the citizenry of the country. In spite of the fact that benefits are not provided for those employed who are insured if they suffer injuries or contact diseases outside of the work environment, it nonetheless remains the case that those with low incomes have greatly benefitted from the social security law. However, the law is enforced in such a manner that those insured have to deal with a plethora of conditions requiring many steps to be taken before benefits can be received. This onerous state of affairs in effect greatly circumscribes the rights of the insured.

Those insured are invalidly deprived of being legitimate recipients of benefits in a number of cases. There are cases in which insurers cannot have redress for having been deprived of legitimate benefits. There are also problem stemming from limitations being placed on the rights of the insured. The insured must also use only designated hospitals and face delays in being fully reimbursed for the payments they have made to hospitals.

The Social Security Act, B.E.2533 (1990) and the Royal Decree, B.E.2537 (1994) on the determination of principles governing the provident payment rate and types of substitutable benefits, as well as the principles governing the conditions under which the right to eligibility to receive substitutable benefits of insured persons who are not employees B.E.2537 (1994), determine the nature of the principles governing and the conditions under which provident payments are paid into the Social Security Fund. In addition, covered also are the conditions under which exercised is the right to receive substitutable benefits and the types of substitutable benefits provided for insured persons who are not employees in accordance with Section 40 and who are not compulsorily insured persons in accordance with Section 40 Who are not compulsorily insured persons in accordance with Section 33. However, inasmuch as the substitutable benefits for these two types of insured persons greatly differ, this state of affair greatly inhibits the interest of agriculturalists in entering the social security system.

In view of these problem, he would like to recommend amendments be made in Sections 40 and 33 of the Social Security Act, B.E.2533 (1990). Amended should be the principles governing the provident payment rate and augmented should be the substitutable benefits allowed. Amended also should be the principles and conditions of the right to eligibility of those receiving substitutable benefits as voluntarily insured persons who are agriculturalists in accordance with Section 40 such that these persons would be treated equally with those who are compulsorily insured persons under Section 33. If these amendments were effected, then agriculturalists would be motivated to become voluntarily insured, thereby guaranteeing their future security as agriculturalists.

(5) Wanchai Khwanmung, who studied on "Legal Problems Concerning the Administration of the Social Security Fund: A Case Study of Old Age Benefits", he investigates the conceptual framework of the administration of the Social Security Fund (SSF). Old age benefits are a type of security provision administered through the social security system. This is important, inasmuch as security in old age requires a post-retirement income that can adequately provide for life's necessities. Therefore, legal measures are needed to ensure that the elderly have a sufficient income allowing them to cover their expenses. Findings are as follows:

In respect to the administration of the SSF, there are many legal, personnel, and agency problems. Benefits are dependent on successful investments being made by the managers of the SSF in addition to the need for the SSF to be sustainable and stable. At the time research was carried out for this investigation, it was estimated that SSF reserves will be fully expended within 43 to 51 years in view of the high volume of benefits to be paid. It is clear that the SSF will become bankrupt if these and other problems are not solved. There are also problems in receiving old age benefits. Insures who will become eligible for benefits as of 2014 have to apply for benefits within a year. However, some of those insured are not cognizant of their rights. Another problem involves the collection of counterpart funds for the SSF. The wage ceiling has not changed since 1994, a state of affairs that is incompatible with current socio-economic conditions.

Conclusion

In Thailand, social protection can be classified into social security (social insurance), social assistance, social services, and labour protection. According to the Social Security Act, benefits are provided for insured persons, covering seven types of benefits: illness or injury, maternity, disability, death, child allowance, old age pension and unemployment. However, unemployment insurance has not been implemented yet. Employees in the private formal sector (i.e. workers in private enterprises) and employees in the public sector (i.e. state enterprise workers, civil servants) are covered by social security measures. Apart from the social security system, the government also offers additional social assistance and services (non-contributory). Social assistance and services are classified into three categories: in-cash transfer programmes, in-kind transfer programmes and income generation programmes. The concept of social assistance and services is to provide assistance to specific groups with specific problems.

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Foreigners' Working Management Emergency Decree BE 2560 (2017) Has Affected the Economy In Thailand

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Abstract

This article is to study and analysis about bringing Foreigners' Working Management Emergency Decree BE 2560 (2017). Which enforces and causes difficulties in bringing foreign workers to work in Thailand. The process is cumbersome and take time long hours. That has affected the economic growth and domestic investment. The study has found that the processes and procedures to import foreign workers to come to work have complicated and too many steps. A Court fee on the import of foreign workers was too high. It was inconvenient to import foreign workers to work, took a long time and caused inconvenience the licensee for employers to bring foreign workers to come to work for countries. Thus Foreigners' Working Management Emergency Decree BE 2560 (2017) caused a labor shortage conditions.

Keyword: Foreigners' Working Management Emergency Decree BE 2560, Thai economic system.

1. Introduction

The economic expansion has led to lower trading spread around the world. All businesses are brought together to expand the production base across the country. The labor shortage is an important factor in the production of the industrial sector, the fisheries sector, agriculture, and service sectors. The needs foreigner labors are a lot. There are not enough local workers to meet demand. It relies on foreign workers to work in the country. Especially Thailand needs the demand for foreign workers coming to work a lot to work in all sectors of business. The import of foreign workers to work legally is under the Foreigners' Working Management Emergency Decree BE 2560 (2017). An obstacle in bringing workers to work in Thailand by this law, does not facilitate the import of foreign workers to work in Thailand, which cause difficulties in importing foreign workers to come to work. These cause negative impact on the economic, investment and business expansion in Thailand. Especially Thailand is a major hub of the ASEAN Economic Community to drive economic liberalization in ASEAN, for the free movement of labor. Therefore, this decree comes into force conditions causing a labor shortage in Thailand. This will affect the economy of Thailand to it.

2. Foreigners' Working Management Emergency Decree BE 2560 (2017)

Thailand government to resolve the issues of foreign workers who arrived in Thailand illegally to come to work legally. It must enact a management function of the foreign workers Act 2560. To solve such problems amenable to conform to the current labor situation. By this decree, the two laws are foreign workers Act of 2551 and the Decree importing foreign workers to work with employers in 2559. And has changed the form of employment to meet international standards and update for harder penalty.

The essence of Foreigners' Working Management Emergency Decree BE 2560 (2017)

2.1 Guidelines bringing foreign workers to work in Thailand

Step bringing foreign workers to work in accordance with the Decree of managing the operation of the foreign workers Act 2560. Importing workers in all three countries, namely Cambodia, Laos, and Myanmar. According to the Thailand agreement (MOU) with the same procedure to import foreign workers to work is cumbersome and time-consuming to perform up to 6 phases.

2.1.1 Entrepreneurs or employers who wish to hire foreign workers authorized to work in the Kingdom of Thailand. Under the agreements governing the employment of foreign workers between the Government of the Kingdom of Thailand and the other governments, Employers must file a demand to employ foreigners (quotas) to the Office of Employment in Provincial Employment Office or Bangkok. Which is endemic in the area of entrepreneurship. When the operator or employer is allowed to employ foreigners the Department of Employment will issue a quota for hiring foreign workers to employers or entrepreneurs.

2.1.2 The operator or employer must file a petition to bring foreign workers into Thailand to the Provincial Employment Office or in Bangkok. When foreign companies from which it recruits workers. And has prepared a list of countries of origin stamped and signed prior to the operators or employers in order to proceed.

2.1.3 The operator or employer must apply for a work permit to foreigners. When given a list of countries of origin and then bring up the list of applications of the employers showing the border where foreign workers arriving in Thailand, submitted to the Department of Employment. Notify the embassy or consulate of the country of origin and Thailand Immigration Office to know. To carry out Visa and residence permit to stay in the country.

2.1.4 The operator or employer must apply for work permits of foreigners. The company's country of origin to bring the foreign workers to apply for a visa to enter the country at the consulate or embassy of Thailand at the country of origin of the foreign workers to obtain a visa (NON-IMMIGRANT VISA-LA). When foreign workers arrived in Thailand, they would get a visa stamped to allow staying in Thailand for two years.

2.1.5 When the foreign workers arrived in Thailand, the Department of Employment will bring foreign workers to educate participants on the various aspects. In order not to have a problem with not understanding the employment contract, Thailand Language, culture, law and living in Thailand. To avoid problems with their employers and work colleagues. To avoid abandonment and escape their employers, to work illegally.

2.1.6 The employer or operator must bring foreign workers to a medical examination within 3 days at the hospital where a medical examiner has been in the medical profession legally, then apply for a permit to work and bring the foreign workers to work in the facility.

3. Types of foreign workers who come to work legally

Phikunhom (2018), Research Entitled "Management of foreign workers in Thailand". Studies have found that Foreign workers who come to work in Thailand legally, there are 4 different types.

3.1 Labor is divided into four general categories

3.1.1 Temporary workers are allowed to work refers to workers who have been permitted to work in the country until 31 March 2020. By the Cabinet on 16 January 2018. And by the Cabinet on 27 March 2018 consisted of workers from the Democratic Republic of Laos, the Republic of the Union of Myanmar, and Cambodia.

3.1.2 Foreign workers who are illegally came in to work in Thailand, to carry proof of citizenship and registered with the Ministry of Labor. Which will be allowed to work in Thailand for up to 31 March 2020.

3.1.3 Foreign workers required under the MOU represents workers brought in to work on the Agreement on the employment of foreign workers in the country between the Parties. Thailand currently has an agreement (MOU) with Lao People's Democratic Republic, the Republic of the Union of Myanmar, and Cambodia. These workers allowed to work as laborers and servants in the house. The Socialist Republic of Vietnam workers are allowed to work as laborers and fishermen.

3.1.4 Seasonal workers by the workers to work during a period of time. When finished the season running, Workers will have to return to their home country.

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3.2. Skilled Labor can be classified into two types

3.2.1 General labor, skilled labor, Or may be transmitted from parent companies abroad to invest in Thailand. Must have knowledge and talents. Requires skill and advanced technology which cannot find the sort of skill in Thailand. Such a venture capital investment of from 2 million baht up, a venture capital investment of 30 million baht, and up. And also foundations, associations, NGOs and various other countries organization are accepted. When traveling to Thailand and then to proceed to apply for a work permit within 30 days.

3.2.2 Foreign labor Investment Promotion category refers to foreign workers who come to work in Thailand. Measures to promote investment and other laws. Such as the Investment Promotion Act 2520, Act 2522, the Industrial Estate Authority of Thailand, and the Petroleum Act 2514 onwards.

3.3 Lifetime labor means that workers be allowed to work as announced by the National Executive Council No. 322, Article 10. The essence of the "license issued to foreign workers who are legally resident in the Kingdom" by The Immigration and prior to 13 December 2515 shall be valid throughout the life of a workers. Unless the foreign workers change the careers.

3.4 Minority labor, meant workers who are not nationals of Thailand under the law of nationality, but the country's shared borders with Thailand. The Ministry of Interior has issued a permit for work to apply for a work permit, in process for proof of status. And the use of such a document in lieu of passport which minority workers will be employed in certain types of employment for temporary or seasonal period.

4. Statistics of foreign workers who come to work in the year 2019

Department of Employment, Foreign workers Administration office (2019), "Monthly statistical data". It is reported statistics of foreign workers who come to work legally. The number of foreigners allowed working balance across the kingdom. In September 2019. The number of foreign workers in all 3,222,150 people in separate categories.

4.1 Migrant workers have a number of common types of 3,006,314 people who are entrepreneurs, directors, managers, and executives in an organization are included in the following categories.

4.1.1 Foreign workers are allowed into the Kingdom of Thailand temporary No. of 1,199,843 people.

4.1.2 Foreign workers who have been proving citizenship and work permits No. of 1,747,723 people.

4.1.3 The number of foreign workers imported as MOU No. of 989,145 people.

4.1.4 Foreign workers who come to work as seasonal workers No. of 58,748 people.

4.2 Skilled foreign workers No. of 166,480 persons. With two types

4.2.1 Workers such as craftsmen, specialists, investors, the number of 119,464 people.

4.2.2 Foreign workers for measures and support an investment and law. Number of 47,016 people.

4.3 Workers of life term, Total workforce of 241 people, mostly managers, in organizations and needed specialized labor.

4.4 Migrant of ethnic minorities the number of workers totaled 49,115 people, mostly laborers and concrete workers in construction, gardening and so on.

5. Economic system in the era of globalization

Importing labor Foreigners' Working Management Emergency Decree BE 2562 (2019), is to resolve the migrant workers who come to work by unlawful. For foreign workers coming to work legally. For this an impact on the economy of Thailand is huge. Since Thailand is a hub of ASEAN economic globalization, the economy is looking up into three systems, as follows:

5.1 Economic Globalization

Roongsangjun (2016), The wave of change in information at great speed, which affects behaviors, attitudes, lifestyles and careers of individuals around the world. The economic competitiveness in a globalized world this decade. The economic competition that has spread to all countries all over the world. And expand the economic base in their home country to spread out all over the world. The transport of goods and Information technology systems used to communicate to be progressive and modern at all times. It shows the relationship between the economic, political, social, cultural and technological relations and associated countries all over the world put together. Whether the business is small or medium-sized businesses in the community that are linked together. As well as the administration of government relations and associated countries all over the world as well. All this has become the definition of an economic system that is coherent in every known "Economic globalization".

Changes of economic globalization are happening. Resulting in the expansion of the international economy quickly. Whether in trade or financial investment in international expansion and rapid growth and increasingly sophisticated changed. Mobility of factors of production between countries that are happening around the world. The Transportation and logistics is associated and connected world. This makes it economically globalized world. Are all linked. Throughout also resulted in domestic and overseas markets are linked, and no longer a dividing line known as the "world market". It is seen that our world is smaller and closer. Things happening in the world, people in the world are aware of the incident within a few minutes and it is known to all over the world.

The effects of expansion "Economic" make inputs in the production of goods and services was competitive in all aspects, whether it is the entrepreneur, capital, land and labor, especially the factors of production is "labor" as a factor, The main production.

5.2 Asian Economic Globalization

The economic expansion in Asia due to the movement of capital and labor to move production into Asia. The economy in developing countries in Asia remains robust. Whether exports. Or business services sector, which has grown since 2018 and the year 2019.

Bangkokbiz new (2018), The Asian Development Bank or ADB. Recent reports have revealed that "The economy of the developing countries in Asia in the year 2018 and the year 2019 will remain strong". Due to the growing non-stop to probe the region. Although the United States and its partners will have the same tension. It is expected that the economic growth of Asia since 2018, will remain at 6 percent. And the year 2019, Growth in Asia will be at 6.5 percent.

When the economic growth in this economic hub in Asia. Asian countries have planned economy to economies in the Asian country pointed in the same direction. How to make economies of Asia continue in the same direction as the countries in the region will require the integration of economies in Asia. Because Asia has a greater economic role. By changing the structure of the population in Asia. Resulting in the movement of migrant workers in Southeast Asia to developed countries. Therefore, changes in the manufacturing and industrial sectors, thus propelling the economy to reflect the change. To increase competitiveness in every aspect, whether it is technology, and labor. Which is the most important factor to make the manufacturing and industrial sectors are modernized. In Southeast Asia, it has gathered a group of economies calls "economies of ASEAN".

5.3 Thai economy in the era of globalization

Thepchatree (2015), Thailand is the first country to have a concept of integration in Southeast Asia to solve problems in the region. The leaders of Thailand to see that if the integration of the countries in Southeast Asia was able to fix the problems in this region. Whether the economic problems of the region. Social and cultural issues. Because the neighbors closer together. The culture Similar traditions and can be made to understand easily in the region.

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In term of political problem, if the community can successfully negotiate an agreement to understand each other more easily and reduce conflict in the region. To avoid a war between countries. From this concept of Thailand. Countries in Southeast Asia have been grouped together as ASEAN.

Thailand has confidence in the ASEAN community, because the country has better prepared over several ASEAN countries. The availability of raw materials Natural resources, the technology, the people who are competent. Thailand is a hub to connect the regional transport than other countries. Thailand government has foreseen the benefits that Thailand will receive from ASEAN policy. The policy of ASEAN requiring a market and production base of the same. The liberalization of trade and services, Joint investment. Throughout the workforce with skills or capital to move more freely. Thailand would benefit from the AEC greatly. Compliance with the objectives of the ASEAN economy. In the mid-market and production base under the ASEAN policy on free movement of skilled labor.

Testaverde, Moroz, H. Hollweg, and Schmillen (2019), In their Research Entitled "Migrating to Opportunity: Overcoming Barriers to Labor Mobility in Southeast Asia". Studies have found that Southeast Asia is moving more people every year continuously in ASEAN member countries. Unlike other continents are moving population decline. But migrant workers from Lao People's Democratic Republic, the Republic of the Union of Myanmar, and The Kingdom of Cambodia. Who has been working in Thailand for work in agriculture, homes, construction, fishing, and other industries. The migration is likely to work in Thailand has increased steadily in the year 2014. Foreign workers have come to work in the amount of 3.9 million people. And in the year 2018 increased to 4.9 million. This suggests that current workers have come to work in Thailand for more than 10 percent of the total labor force in Thailand. To compensate for the shortage of labor. It is important for Thailand to develop a framework for compliance in the long term. To control the workers who come to work effectively to resolve labor market and labor policies to be effective.

6. The Reason Is That Foreign Workers Come To Work in Thailand

Thailand is a country that foreign workers wants to come to work because of confidence in the security, economic, social, political, and security that is higher than their own country. Many migrant workers in Asean with the borders shared with Thailand would like to work in Thailand. The major attractions of foreign workers to come to work in Thailand are as follow.

6.1 In terms of wage rates that are higher than the country where foreign workers came from the minimum wage rates of 300 baht per day. The incentive is the economic importance of foreign workers who want to work in Thailand, Compared to the wages of foreign workers domestic rate. Thailand minimum wage rate is higher.

6.2 In terms of labor shortages in some professions significantly in Thailand. The operator needs a lot of labor, but labor does not come to work. Entrepreneurs need migrant workers who come to work in Thailand, whether lawful or not. Such as the fisheries sector, the construction sector, agricultural sector, especially the labor needed in rubber tapping and so on. Unskilled foreign workers are convinced that there is more work in Thailand than where they come from.

6.3 In term of work, Thailand has more jobs and foreign workers can choose to work with a wide variety of careers to choose, whether the foreign workers are skilled workers or unskilled workers. When foreign workers arrive, there will be works for them.

6.4 The confidence of migrant workers who come to work in Thailand see that come to work in Thailand. A career prospects better than in their own country, a civilized and modern country, with facilities in operation. And social welfare. Whether it is in health care, wellbeing, safety of lives. Political stability which make foreign workers moving into the country in a large number who arrived legally and illegally.

7. The Path for Foreign Workers into the Country

The path for foreign workers to enter Thailand. Thailand has shared borders with four neighboring countries, namely Myanmar, Laos, Cambodia and Malaysia. The path for foreign workers to enter in to Thailand is not difficult. For foreign workers who enter legally would come through immigration check point. For foreign workers who enter illegally would travel through forest or mountain, some would travel in group or pay commission to broker or guide. There are more foreign workers who enter in to Thailand illegally in this present time.

Foreign workers from neighboring countries that have shared borders with Thailand would come in through the country by using 24 hours border pass. They would come across in the morning, work all day and go back across in the evening. Although they come in legally but to come to work illegally, therefore they are not cover by Thailand labor Law, their statuses are the same as illegal foreign workers. Neighboring countries in ASEAN of four countries, namely Myanmar, Laos, Cambodia and Malaysia. Have their borders shared with Thailand provinces are as follow.

7.1 Thailand border contacts with Myanmar. The province borders shared with Myanmar, from north to south, with 10 provinces. Including Chiang Rai, Chiang Mai, Mae Hong Son, Tak, Kanchanaburi, Ratchaburi, Phetchaburi, Prachuap Khiri Khan, Chumphon, and Ranong.

7.2 Thailand border contacts with Laos. The province borders shared with Laos from north are 11 provinces. Including Chiang Rai, Phayao, Nan, Uttaradit, Phitsanulok, Loei, Nong Khai, Nakhon Phanom, Mukdahan, Amnat Charoen, and Ubon Ratchathani.

7.3 Thailand's border with Cambodia. The province borders shared with Cambodia from north east are 7 provinces. Including Ubon Ratchathani, Sisaket, Surin, Buriram, SaKaeo, Chanthaburi, and Trat.

7.4 Thailand's border with Malaysia. The province borders shared with Malaysia are four provinces. Including Satun, Songkhla, Yala, and Narathiwat.

8. Trouble Bringing Foreign Workers to Work with Employers in Thailand

By Decree Management Working of foreign workers Act 2560. The government has issued a decree for bringing foreign workers to work in Thailand caused several problems. By the enactment of this was due to the introduction of foreign workers working in Thailand following two types of operators and employers regulations, and procedures for bringing foreign workers to work is cumbersome process, And according to the decree also empowers the Minister to determine that foreign workers are prohibited in different areas. To make the work of foreign workers working in some professions only. But entrepreneurs or employers also require workers to work in the profession, this causes the foreign workers working illegally in different areas. These causes the economic problems in the country. There is a shortage of labor in industry in agriculture, fisheries, and construction. To Implementing this Decree has cause problems and affects the country's economy. Government needs to study and improve the decree.

9. Economic impact

The Decree on managing the operation of foreign workers (No. 2) BE 2561 (2018). The government solution to penalize the offender and fees related to the management of foreign workers. The government has solved the problem of foreign workers who did not sign the register of the Ministry of Labor. Some foreign workers have returned to their own countries did not want to come to work in Thailand with high rates and high fear of punishment if he worked illegally.

This decree affects business operators. The foreign workers who come to work illegally would return to their home country Causing losses to the economy and the confidence of many investors, including Agricultural industry, Hotel, exports, construction and so on. These types of businesses to hire foreign workers up to 65 percent of the workforce are migrant and unskilled workers who would do the work that the Thai workers refused to do.

10. Suggestion

Thailand government deserved to be modified an additional Foreigners' Working Management Emergency Decree BE 2560 (2017) as follows.

10.1 Amendment of the provisions of this law relating to the methods and procedures to import foreign workers to work legally by reducing the procedure for import foreign workers to the procedure less labor input, and to facilitate the importation of labor. The employers are allowed to import workers get a serve called ONE STOP SERVICE.

10.2. Penalties Section 101 is amended. The imposition of foreign workers without work permits, from a fine of 5,000 baht to 50,000 baht. This makes a lot of money migrant workers do not have the money to pay a fine. It's reasonable to reduce the amount of the fine.

10.3. Penalties Section 102 is amended. That has been imposed on employers of foreign workers who come to work by unlawful, from a fine of 10,000 baht to 100,000 baht. If the employer repeat offenders, would be imprisonment for a term not exceeding one year or be fined 50,000 baht to 200,000 baht per worker or be imprisonment and the payment of fines, and be prohibited the hiring of foreign workers for three years. The schedule for the employer be punished severely. It should resolve not to cancel a penalty, but be sentenced to a fine alone, and reduce the amount of the fine by the amount of the fine because the number is too high.

Conclusion

Bringing Foreigners' Working Management Emergency Decree BE 2560 (2017). Should solve the problem of foreign workers who come to work in Thailand illegally. For working lawfully in accordance with the procedures and methods of this Decree. That causes difficulties in bringing foreign workers to work in Thailand. For especially employers who have a permit to bring foreign workers to work in Thailand. And include foreign workers who wish to work with employers in Thailand. Since the procedure to import foreign workers has all 6 stages. The import process is cumbersome and redundant, and takes a long time to access. The waste fees on the import of Labor of the Government of Thailand are storage fees on the import of labor is very high, and causes a burden on the workers to pay dues expensive. For foreign workers who come to work by making it unlawful to leave Thailand. For returning to work in Thailand for new legislation. It causes a shortage of workers in all sectors of the country. Whatever is the in industry sector, the fisheries sector, agriculture, service sectors, and especially business tourism. For an impact on the economic growth of many countries, Thailand's government should amend the provisions of this Decree to facilitate the importation of foreign worker, and be beneficial to the economic growth of the country. It is possible to solve the shortage of labor.

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Female Labour Rights in the Agricultural Sector In Thailand

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Abstract-

labour situation in the agricultural sector of Thailand and countries around the world. Currently. It is generally known that the type of employment is both formal and informal labor. According to which fundamental rights in the work of the International Labor Organization (ILO). Eliminate forced labor Freedom of association. Negotiation. Do not discriminate in employment, employment and occupation .Protection of labor according to basic rights and decent work. Including the elimination of all forms of discrimination against women. Employment of female labor in agriculture currently, there is a form of employment in the form of contracts. The Contract hire of work. The contract of sale. An agreement to buy or to sale and other types of civil contracts. Therefore the relationship is not just the employer and employee. Causing workers to work under contracts other than the labor contract not receiving labor rights protection from the government and the private sector. Causing labor rights violations Affect health, quality of life, lack of income and security in the working life. Including discrimination against female

The purpose of this article is to examine the link between the protections of female labor rights in the agricultural sector in Thailand. To study, find guidelines and make recommendations to relevant major agencies for promotion Support education for female labor to raise the standard of protection of the right to work of female labour more. Methodology for reviewing literature and information related to the protection of female labor rights in the agricultural sector in Thailand. Summary of policy recommendations to the main agencies involved to encourage female labor received protection in various aspects provide security from social work from working to a better standard

Keywords: rights protection female labour, agriculture sector

Introduction:

Basic labour rights in the work as provided by law the person shall have the right to be guaranteed the safety and welfare of the work. Including collateral for living both during work and after working conditions right to receive fair wages Access to welfare from the state and working in a good environment and freedom of assembly to protect their rights Is a fundamental right that is the foundation of quality and other rights development at present, The employment situation in Thailand is complicated, various Due to occupation There is employment of government agencies. Private sector, Department of State Enterprise for the business operations of Thailand, there are industrial, commercial, agricultural and other sectors. But according to the labor contract in Thailand is based on the relationship between employers and employees under the Civil and Commercial Code, which is a contract .Providing rights, duties and responsibilities in the industrial, commercial sector more than the agricultural sector. Including the protection of rights of workers as well. The law specifies the minimum standards for the protection of labor rights under labor contracts in the industrial and commercial sectors which has differences in working behavior especially when working Weekly holiday Annual holiday Traditional holiday. Compensation for wages, holiday pay The use of female labor as well as welfare and sseverance pay.Which work in agriculture cannot determine the start and end of work each day, of course Like hiring labour. Industrial or commercial sector. Therefore, the agricultural sector workers may not have access to basic labor rights according to the minimum standards set forth in the law. Under the Civil and Commercial Code. Labour Protection Act B.E .2541 The Ministerial Regulations on Labor Protection in Agriculture, B.E. 2547 (2004) and other laws relating to labour, including Compensation Act 1994, Social Security Act B.E. 2533.Provident Fund Act B.E. 2530, Establishment of the Labour Court and Labour Case Procedures B.E. 2522.It is therefore appropriate to enact the labor contract law for agriculture and the protection of labor rights in agriculture, especially labor, especially for labor protection. This is to be in line with the economic, social, and security situations of the country.

Ssituation, agricultural labour. Is one factor that affects food security the problem of food security has become a new type of problem that many countries are facing and trying to create measures to deal with such challenges for the survival of the population of each country. The problem of food security has become a new type of problem that many countries are facing and trying to create measures to deal with such challenges for the survival of the population of each country at present, Thai government has a policy for agricultural development. By sticking to the principle of integration of collaboration and take steps to solve the problems of farmers Which Thailand has a long-term development plan.

To strengthen farmers and farmers' institutions Increase production efficiency and raise product standards. Increase the ability to compete in the agricultural sector with technology and innovation. Including balanced and sustainable management of agricultural resources and the environment, and development of government management systems in various fields.To achieve the vision "Farmers are stable. Wealthy agriculture Sustainable agricultural resources "In achieving government operations, human labor is required. Both physical labor Brain labor Agricultural labor is therefore more important in the agricultural sector. Especially female workers Currently, Thailand has a higher female population than the male population and works in the agricultural sector, especially the elderly.

Thailand is a country that can produce food by itself. But some Thai people are still in the hunger or malnutrition. (Undernourished people) Thailand has an agricultural area. The total agricultural area is approximately 208,448 square kilometers, representing 40.62 percent of the country's total area and 152,000 square kilometers of arable land, which is 29 of the whole country. Agricultural products which are the main food products in Thailand, such as rice, vegetables and fruits, pork, chicken Thailand has an export value of food and agricultural products such as rice, cassava, chicken, pineapple and frozen shrimp is the top of the world.

Agricultural labour structure (According to the table of workers in the agricultural sector), although labor has increased, but labour in agriculture is declining. And the average age is higher, especially the labor in the production of rubber rice, the movement of labour from the agricultural sector has resulted in the size of households in agriculture decreased, partly due to the expansion of education, causing the children of Farmers have the opportunity to further their studies and to work outside of agriculture Agricultural labor statistics table

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B.E.2561		
October	November	December
11,453.6	12,374.5	12,427.5
B.E.2562		
October	November	December
11,148.9	11,907.8	12,694.5

Source: National Statistical Office,

Digital Ministry for Economy and Society

The current agricultural labor situation is in debt condition. Most of the poor are in agriculture. This is because most of the poor farmers do not have their own land to rent and have to hire others. There is also a problem of income inequality. Regarding access to rights and benefits of agricultural workers causing agricultural workers, farmers, are more than half of the debt, have debts for agriculture which is distributed in different regions of Thailand as follows, in order to understand the information relating to the protection of female labor rights in agriculture in Thailand, it is necessary to understand. Concept of labour contract the concept of rights protection according to international standards. Contract nature and protection of general labour rights Contract nature and protection of agricultural labour rights. Situation of access to rights and benefits of agricultural workers. Including summaries and policy recommendations for the protection of female agricultural labour rights As follows.

Concept of labor contract and concept of labor rights protection

Every human being is equal. Freedom of occupation Receive protection for work benefits. Receive social justice and be accepted internationally as a result, the concept of labor contract and labor rights protection is the same standard in every country around the world.

1. Concepts of labour contract

The labour contract is a legal relationship between the employer and the employee according to the contract which according to Roman law comes from hire of property contract. (Locatio Conductio rei) and service contract or Labour contract (Locatio Conductio operarum) with work lease agreements or hire to do things (Locatio Conductio operi) Hire of property contract is a contract to use property without compensation. As for the service contract, the contract is the use of labour which gives the employer without compensation. As for the work contract meaning work contract until completion

Labour contract in France Contracts in this country are divided into 2 types which are hire of property contract (Contract de louage de chose) and service contract (Contract d'ouvrage) Which the service contract is divided into labor contract (Contract de travail) Carrying contract and work contract (Des devis et des marches)

Employment contract in the United Kingdom: UK) and United States of America Contract of Employment is based on the relationship between a master and a servant with unequal contract status. The employer has control over the employee while the employee is responsible for obeying the employer's instructions. The wage rates in that era determined the higher wage rates. Does not set a minimum wage rate like the present. In addition, the law in the reign of King Edward VI prohibits employees from engaging in labor activities. And prohibiting the establishment of a trade union or strike

2. Concept of labour rights protection

Since 1919 or 1919, the ILO (International Labor Organization) was established, together with the founding of the League of Nations in A.D.1919.) under the Treaty of Versailles. Later, when the League of Nations was abolished and the United Nations was established in 1946, the ILO became the only Specialized Agency of the United Nations. Of the United Nations responsible for overseeing labor issues of member countries with the objective of promoting social justice and promoting universal human rights and labor rights. Which Thailand is also a member country? With the objective of promoting social justice and promoting universal human rights and labour rights. Which Thailand is also a member country?

International Labour Organization (ILO) has established international labour standards for Member States to implement with the content of the ILO international labour standards is divided into

1) Freedom of association, collective bargaining, and industrial relations
2) Forced labour
3) Elimination of child labour and protection of children and young persons
4) Equality of opportunity and treatment
5) Tripartite consultation
6) Labour administration and inspection
7) Employment policy and promotion
8) Vocational guidance and training
9). Employment security
10) Wages
11) Working time
12) Occupational safety and health
13) Social security
14) Maternity protection
15) Social policy
16) Migrant workers
17) Seafarers
18) Fishermen
19) Dockworkers
20) Indigenous and tribal peoples
21) Specific categories of workers
22) Final Articles Conventions

The establishment of the said international labor standard has resulted in many international conventions and Thailand as a member country. After signing the Convention on Standardization of Labor, Thailand has adopted the law on labor protection (Labour protection Law) or may be called Labor Standards Law is a law that sets a minimum standard (Minimum standard) regarding the employment of labor that employers should treat employees to employees to work safely. Receive wages, compensation and appropriate work security. Able to sustain life in a certain level of society .According to the Labour Protection Act B.B.2541 and other laws relating to labour, including Workmen's Compensation Act B.E. 2537 (A.D 1994) Social Security Act B.E. 2533 (A.D 1990) Provident Fund Act,B.E. 2530 State Enterprise Labour Relations Act (SELRA) B.E. 2543 (A.D 2000) Labour Relations Act B.E. 2518 (A.D

1975) Establishment of the Labor Court and Labor Case Procedures B.E. 2522, A.D.1979 .In addition, there will be a law on employment contract (Employment Contract Law) as described in the next section.

General labour contract characteristics and protection of general labour rights

In hiring labour in Thailand, there are employment in government agencies, state enterprises, and the private sector, in which the private sector operates businesses, industry, commerce, and agriculture, resulting in many laws specifying the rules of labor contracts. And protection of labor rights in various sectors as follows

1. General labour contract characteristics

Provisions of the law that generally determines the rights and duties of employers and employees. In the Civil and Commercial Code Book III Independent Contract, which has the characteristics of employment under Section 575 pprovided that "A hire services is a contract whereby a person, called the employee, agrees to redder in which one person Called the employee Agrees to another person, called the employer, who agrees to pay remuneration for the duration on the services This contract is therefore a civil contract. Set rights and duties between employers and employees. Which are connected to each other, including relationships between employers' organizations Organization of employees and the state as well.This contract was therefore made by a voluntary agreement by both parties who expressed their intention to bind the relationship to one another. Not being deceived, misrepresented, or intimidated that makes the contract incomplete.In which one party agrees to work for the other, paying remuneration or remuneration for their work Therefore, forced labor is not considered legal employment. Is against the Convention of the International Labor Organization ILO) issue No. 29 governing the assignment of labour or forced labor, A.D.1930. In the case of civil servants from the Ministry of Ministry and the Department having no legal relations as an employee under the labour contract. But occurs as a result of the law. This contract is therefore a contract aimed at the workers of the employees. It is not necessary that the employee has to work for the employer until completion.and a contract in which the employer has control over the supervisor during work. Employees receive wages even though the work is not completed. And is a contract that the employer must be jointly liable with the employee in the case that the employees have violated the outsiders also. Labour contracts are therefore very important to labour laws enforcement of labour laws therefore applies only to legal relations between employers and employees. In other cases, for example hire of work contract,Agent contract,Broker contract,The contract of Sale,Contract to buy or sell,Or accepting work to do at home Or other types of civil contracts Is not subject to labour laws

2.Protection of rights of general labour

In general, basic labor rights in the workplace as provided by law, that person has the right to be guaranteed safety and welfare of work. Including guarantees for living both during work and after appropriate working conditions, receiving fair wages, accessing state welfare and working in a good environment and freedom of assembly to protect their rights. It is a fundamental right that is the foundation of quality. Including the elimination of discrimination against the employment of female workers which the country has laws related to the protection of important labor rights under the Labor Protection Act B.E. 2541

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The Labour Protection Act B.E. 2541 (A.D.1998)

This act is the most important act in Thailand labor law and was promulgated with effect from August 19, 1998 and brought practices more in line with International Labor Organization (ILO) standards. This mainly concern about the rights and duties of employers and employees. It primarily establishes minimum standard practices in general labor force utilization, women and child labor utilization, remuneration, severance and employee welfare fund. It also prescribes the interventions by government officials in providing protection to labors so as to ensure fairness and sound occupational health for the maximum benefit of both employers and employees, which will ultimately be beneficial for the national development.

Which this law has been revised in accordance with the economic situation Society of the country According to the Labor Protection Act (No. 2) B.E.2551, enforced May 27, 2551, (No.3) B.E. 2551, (No.4) B.E. 2554, (No.5) B.E. 2560, (No.6) B.E. 2560, (No.7) B.E. 2562 And other related laws such as the Workmen's Compensation Act B.E. 2537 (1994)

Workmen's Compensation Act B.E. 2537 (1994)

This act requires employers with ten or more regular employees to contribute 0.2%-1% (depending on the assessed risk of the workplace) of the employee's annual earnings to the Workmen's Compensation Fund. The fund provides benefits to employees who are injured, sick, disabled, or die as a result or in the performance of their work. In general, the compensation amount must be paid monthly at the rate of 60% of the monthly wages but not lower than 2,000 and not exceeding 9,000 baht per month. Actual and necessary medical expenses must be paid up to 35,000 baht for normal cases and 50,000 baht for serious injury. Employment rehabilitation expenses must be paid as necessary up to 20,000 baht and in case of death, funeral expenses will be paid at a maximum amount equal to 100 times in minimum daily wage.

Social Security Act B.E. 2533 (1990)

This Act has been in effect since 1990 amended by Social Security Act B.E. 2537 (1994) and by Social Security Act B.E. 2542 (1999). This law covers enterprises with one or more employees. Contributions to the Social Security Fund from the government, the employer, and the employee are mandated. The Social Security Fund provides compensation to insured workers under six categories: injury or sickness, disability, maternity, death, child welfare, and pensions. In the first four categories, each party contributes 1.5% of the wages to the insured totaling to 4.5% of the basic salary not exceeding 15,000 baht. For child welfare and old cases, 3% is contributed. The contributions must be remitted to the Social Security Office within the 15th day of the following month. Effective January 1, 2004, the Social Security Fund covers unemployment compensation. If an employee is laid off, he is entitled to receive 50% of his wages for 180 days. In practice, disbursal of unemployment benefits is dependent on the state of the economy and the government's financial resources.

State Enterprise Labour Relations Act (SELRA) B.E. 2543 (2000)

This Act was reaffirmed by the Thai parliament and became law in 2000. This act mainly concern about the benefits and labour relations standards between State Enterprises' Management and employees. It establishes the right to collective bargaining in accordance with regulations and procedures set forth for submission of demand for changes or modifications of the conditions of employment, settlement of labour disputes, establishment of State Enterprise Labour Union for acquiring and protecting benefits for State Enterprise employment. This law also requires each State Enterprise to establish the state Enterprise Labor Relations Committee, which is a tripartite committee to set the minimum standards of the conditions for employment in State Enterprises. Additionally, the establishment of Labour Relations Affair Committee in each State Enterprises is also mandatory. This is a bipartisan committee involving both parties in the discussion and reconciliation of labour issues and disputes with an aim to create positive mutual understanding and peaceful working atmosphere and co-existence between State Enterprises' Management and the employees

Labour Relations Act B.E. 2518

This act sets out a comprehensive framework of rules for employees and employers to negotiate labor disputes. The aim is to create a good understanding and successful reconciliation between employers and employees which will result in a peaceful atmosphere and co-existence in the industry. This will ultimately be beneficial to the national development. The Act also provides for the registration of trade unions, trade union federations, employers' associates and employers' federations. Employees who engage in trade union activities may not be disciplined or dismiss for such activities. Generally speaking, trade unions are not very active in Thailand.

Labour Court Law and Litigation in Labour Court B.E. 2522

This Act is concern about labour court procedures and gives jurisdiction to the Central Labour Court, The Regional Labor Court or Provincial Labour Court over the following matter:

Disputes concerning the right or duties under and employment agreement or under the terms concerning the state of employment.

Disputes concerning the rights or duties under the law relating to labour protection or the law relating to labour relations.

Cases where the rights must be exercised through the court according to the law relating to labor protection or the law relating to labour relations.

Cases of appeal against a decision of the competent official under the law relating to labour protection or of the Labour Relations Committee or the Minister under the law relating to labour relations.

Cases arising from the ground of wrongful acts between the employers and the employees in connection with a labour dispute or in connection with the performance of work under an employment agreement.

Labour disputes which the Minister of Interior requests the labor court to decide in accordance with the law relating to labor relations

However, the benefits of general labour are protected by laws that set minimum standards for employment. Which the employer should treat the employees so that the employees work safely Receive compensation and have suitable work guarantees. Can live to a certain extent in society Labour protection law aims to create fairness for employees. Is a protection and benefit for employees because of their inferior economic status than employers this aaccording to the Labour Protection Act B.E.2541, scope of application is for employers and employees except for the central government service. Provincial government Local government, state enterprises, employers, employees working at home And in some types of labor, labor protection is different, such as sea fishing, agriculture This law stipulates several rules as follows

1) Employment of Labour in General

An Employer shall notify a normal working time to an employee, by specifying the commencing and ending time of work in each day of the employee, which shall not exceed the working time for each type of work as prescribed in the Ministerial Regulations and not exceed

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eight hours per day. Where the working hours of any day are less than eight hours, the Employer and the employee may agree to make up the remaining working hours in other normal working days, but not exceed nine hours per day and the total working hours per week shall not exceed forty-eight hours. Except for the work which may be harmful to health and safety of the employees as prescribed in the Ministerial Regulations for which the normal working hours shall not exceed seven hours per day and the total working hours per week shall not exceed forty-two hours.

Where the Employer and the employee agree to make up the remaining hours in other normal working days under paragraph one and the total working hours exceed eight hours per day, the Employer shall pay remuneration to the daily employee and the hourly employee at a rate of no less than one and a half times of the hourly wage rate on a working day for a number of exceeding working hours, or to the employee who receives wages on a piece rate basis at a rate of not less than one and half times of the piece rate of wages of a working day for a number of piece work done in the exceeding working hours.

Where the Employer may not notify the commencing and ending time of daily work due to the nature or conditions of work, the Employer and the employee shall agree to specify the working hours in each day of not exceeding eight hours and the total working hours per week shall not exceed forty-eight hours. (Section 23, was amended by the Labour Protection Act.(No.2) B.E. 2551)

2) Overtime

An Employer shall not require an Employee to work overtime on a Working Day unless the Employee's prior consent is obtained on each occasion.

Whereas the description or nature of work requires it to be performed continuously and stoppage may cause damage to the work, or it is emergency work, or other work as prescribed in the Ministerial Regulations, an Employer may require an Employee to work overtime as necessary.

3) Work on a Holiday

An Employer shall not require an Employee to work on a Holiday unless the description or nature of work requires it to be performed continuously and stoppage may cause damage to the work, or it is emergency work.

In that case, an Employer may require an Employee to work on a Holiday as necessary.

An Employer may require an Employee to work on Holiday in a hotel business, an entertainment establishment, transport work, a food shop, a beverage shop, a club, an association, a medical establishment or any other businesses as prescribed in the Ministerial Regulations.

For the purposes of production, sale and service, an Employer may require an Employee to work on a Holiday as necessary, other than as prescribed under paragraph one and paragraph two, provided that the Employee's prior consent is obtained on each occasion.

4) A rest

The hours of Overtime Work under Section 24 paragraph one and the hours of Holiday work under Section 25 paragraph two and paragraph three in total shall not together exceed the numbers of hours prescribed in the Ministerial Regulations.

On a Working Day, an Employer shall arrange a rest period during work for an Employee of not less than one hour per day after the Employee has been working for not more than five

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consecutive hours. An Employer and Employee may agree in advance that each rest period may be less than one hour but the total rest period per day shall not be less than one hour.Whereas an employer and Employee agree to specify rest periods during work other than paragraph one, the agreement shall be applicable only if it is more favorable to the Employee.

A rest period during work shall not be counted as working time except where the total rest period is more than two hours per day, where the amount of time exceeding two hours shall be counted as normal working time.

Whereas any Overtime Work after normal working time is more than two hours, the Employer shall arrange for the Employee to take a rest period of not less than twenty minutes before the Employee commences the Overtime Work.

He provisions in paragraph one and paragraph four shall not apply where an Employee is required to do work of a continuous nature or character with the consent of the Employee, or in case of the emergency work.

5) Weekly Holiday

An Employer shall provide a weekly holiday of not less than one day per week for an Employee, and the interval between weekly holidays shall be not more than six days the Employer and the Employee may agree in advance to fix any day as a weekly holiday.

Whereas an Employee performs work in a hotel business, transport work, work in a forest, work in a location lacking basic facilities, or any other work as prescribed in the Ministerial Regulations, the Employer and the Employee may agree in advance to accumulate and postpone weekly holidays to be taken at any time, but they must be taken within a period of four consecutive weeks.

6) Traditional Holidays

An Employer shall announce not less than thirteen traditional holidays per year in advance for Employees, including National Labour Day as specified by the Minister.

The Employer shall fix the traditional holidays according to the annual official holidays, religious or local traditional holidays.

If a traditional holiday falls on a weekly holiday of an Employee, the Employee shall take a day off to substitute for the traditional holiday on the following Working Day.

Whereas an Employer does not provide a traditional holiday to an Employee because the Employee performs work of such description or nature as prescribed in the Ministerial Regulations, the Employer shall make an agreement with the Employee to take another day off to substitute for the traditional holidays or the Employer shall pay Holidays Pay to the Employee.

7) Female Employees

An employer, nor a superior, controller, or inspector are prohibited in sexually menace or harass employees especially female employee. Male and female should be equally treated in their employment, except where the nature or conditions of the work does or do not allow the employer to do so. Female employees are not allowed to do the following works:

Mining or construction work which has to be carried out underground, underwater, in caves, tunnels or tunnels under mountains, except for work that does not cause injury to an employee's health or body.

Work that has to be performed on scaffolding more than 10 meters above the ground. Manufacturing or transporting explosives or inflammable things, except where the working

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conditions do not cause damage to the employee's health or body. Any other work, as prescribed in regulations

An Employer shall be prohibited to require a female Employee to perform any of the following work

(1) mining or construction work to be performed underground, underwater, in a cave, in a tunnel or mountain shaft, except where the conditions of work are not harmful to health or body of the Employee;

(2) Working on a scaffold of ten meters or more above the ground;

(3) Producing or transporting of explosive or inflammable materials, except where the conditions of work are not harmful to health or body of the Employee;

(4) Any other work as prescribed in the Ministerial Regulations.

An Employer shall be prohibited to require a female Employee who is pregnant to perform any of the following work:(1) work involving vibrating machinery or engine;(2) work of driving or going on a vehicle;(3) work of lifting, carrying on the back, carrying on shoulder, carrying with a pole across shoulder, carrying on a head, pulling or pushing of loads in excess of fifteen kilograms;(4) work on a boat; or(5) any other work as prescribed in the Ministerial Regulations.

An Employer shall be prohibited to require a female employee who is pregnant to work between 10.00 p.m. And 06.00 a.m., to work overtime or to work on holidays where the female employee who is pregnant works in an executive position, academic work, clerical work or work relating to finance or accounting, the Employer may require the employee to work overtime in the working days as long as there is no effect on the health of pregnant employee and with prior consent of the pregnant employee on each occasion.

Whereas an Employer require a female Employee to work between 24.00 hours and 6.00 hours and the Labour Inspector is of the opinion that the work may be hazardous - Section 38, was amended by the Labour Protection Act. (No.2) B.E. 2551- Section 39, was amended by the Labour Protection Act.(No.2) B.E. 2551- Section 39/1, was added by the Labour Protection Act.(No.2) B.E. 2551

The Labour Protection Act B.E. 254119to her health and safety, the Labour Inspector shall report it to the Director-General or a person entrusted by the Director-General for consideration, and shall order the Employer to change or reduce the female Employee's working hours, as inspector deems appropriate, and the Employer shall comply with such order.

A female Employee who is pregnant shall be entitled to maternity leave of not more than ninety days for each pregnancy and Leave taken under paragraph one shall include Holidays during the period of leave. Section 42.Whereas a female Employee who is pregnant presents a certificate from a first class physician certifying that she is unable to continue in her previous duties, the Employee shall be entitled to request the Employer to temporarily change her duties before or after delivery, and the Employer shall consider changing her duties to suitable work for such an employee. Section 43.An Employer shall not terminate the employment of a female Employee on the grounds of her pregnancy.

8) Compensation

Compensation to be paid include wages, overtime pay, holiday pay and holiday overtime pay, Wage Rate or the Wage Rate by skill Standard

Whereas the work is of the same nature and quality and equal quantity, an Employer shall fix equal Wages, Overtime Pay, Holiday Pay and Holiday Overtime Pay to be paid to an Employee, notwithstanding that the Employee is male or female.

For the purposes of wage payment under Section 56, Section 57, Section 58, Section 59, Section 71 and Section 72, whereas an Employee receives Wages calculated on a piece rate basis, the Employer shall pay Wages for Holiday or Leave equivalent to the average Wages of Working Day received by the Employee during the period of payment before such holiday or Leave. Section 61. Whereas an Employer require an Employee to work overtime on a Working Day, the Employer shall pay Overtime Pay to the Employee at a rate of not less than one and a half times of the hourly wage rate of a Working Day for the number of hours of work done, or where an Employee receives wages on a piece rate basis, not less than one and a half year of the piece rate of wages of a working Day for work done.

Minimum wage Rat Section 87.In determining the minimum wage rate, the Wage Committee shall study and consider the facts regarding prevailing wage rates having been received by Employees together with other relevant facts by taking cost of living index, inflation rate, standard of living, cost of production, prices of goods and services, capabilities of business, labour productivity, gross domestic product, and social and economic conditions into account.

The Minimum wage rate as prescribed may apply to some certain types of business, work or branch of occupation in any extension or any locality. In determining the wage rates by Skill Standards which shall not be less than the Minimum Wage Rate fixed by the wage committee, the Wage Committee shall study and consider the facts regarding prevailing wage rates having been received by Employees in each career in according to skill standards by evaluating skill, knowledge and capability. Employer shall pay wages to an Employee equivalent to Wages of a Working Day for the following holidays :(1) a weekly holiday, except for an Employee who receives Wages calculated on a daily, hourly or piece rate basis;(2) a traditional holiday; and(3) annual Holidays.

An Employer shall pay wages to an Employee for sick leave under Section 32 equivalent to wages of a working Day throughout the leave period, but not exceeding thirty Working Days per year.Whereas an employee takes Leave for sterilization under Section 33, the Employer shall pay wages to the employee for such Leave.

An employer shall pay wages to an employee for military service leave under Section 35 equivalent to wages of a working Day throughout the Leave period, but not exceeding sixty days per year.An Employer shall pay Wages to a female Employee for maternity leave equivalent to Wages of a Working Day throughout the Leave period, but not exceeding forty five days per year.Whereas an Employer requires an Employee to work on a Holiday under Section 28, Section 29 or Section 30, the Employer shall pay Holiday Pay to the Employee at the following rates:

(1) for an Employee who is entitled to Wages on Holidays, the payment shall be made in addition to Wages at a rate at least equal to the hourly wage rate of a Working Day for the number of hours of work done, or, where an Employee receives Wages on a piece rate basis, of not less than onetime of the piece rate of Wages of a Working Day for work done; or

(2) for an Employee who is not entitled to Wages on Holidays, the payment shall be made at not less than two times of the hourly wage rate of a Working Day for the number of hours of work done, or, where an Employee receives Wages on a piece rate basis, at not less than

two times of the piece rate of Wages of a Working Day for work done. Section 63.Whereas an Employer requires an Employee to work overtime on a Holiday, the Employer shall pay Holiday Overtime Pay to the Employee at the rate of not less than three times of the hourly wage rate of a Working Day for the number of hours of work done, or, where an Employee receives Wages on a piece rate basis, at not less than three times of the piece rate of Wages of a Working Day for work done

When it is necessary for an Employer for whatever cause other than a force majeure which affects his/her business and causes the Employer incapable to operate his or her business as normal so as to temporarily suspend the business in whole or in part, the Employer shall pay wages to an employee in amount of not less than seventy-five per cent of wages of working days received by the employee before the suspension of business for the entire period which the Employer does not require the employee to work.

9) Welfare

In a place of business with fifty Employees or more, an employer shall arrange for the establishment of a welfare committee at the place of business, comprising of at least five Employee representatives. Members of the welfare committee at a place of business shall be elected according to the rules and procedures prescribed by the Director-General whereas a place of business of an Employer has an employee committee under the law on labour relations, the employee committee shall act as the welfare committee at the place of business as prescribed under this Act. An Employer shall hold a meeting with the welfare committee at a place of business at least once every three months; or upon request with appropriate reason by more than one-half of the total number of the committee members or the labour union.

The Employer shall conspicuously post an announcement at the work place of Employees regarding the provision of welfare in accordance or in accordance with an agreement with the Employees.

10) Severance Pay

Severance Pay employers must pay compensation to employees who terminate employment as follows

Severance Pay rate table

Work Period	Severance Pay Rate
120 days less than 1 year	30 days pay
1 year less than 3 year	90 days pay
3 year less than 6 year	180 days pay
6 year but less than 10 year	240 days pay
10 year less than 20 year	300 days pay
20 years or more	400 days pay

An Employer shall pay Severance Pay to an Employee who is terminated as follows:

(1) if the Employee has worked for an uninterrupted period of one hundred and twenty days but less than one year, he or she shall be entitled to receive payment of not less than his or

her last rate of Wages for thirty days, or of not less than his or her Wages for the last thirty days for an Employee who receives Wages on a piece rate basis;

(2) if the Employee has worked for an uninterrupted period of one year but less than three years, he or she shall be entitled to receive payment of not less than his or her last rate of Wages for ninety days, or of not less than his or her wages for the last ninety days for an Employee who receives Wages on a piece rate basis;

(3) if the Employee has worked for an uninterrupted period of three years but less than six years, he or she shall be entitled to receive payment of not less than his or her last rate of Wages for one hundred and eighty days, or of not less than his or her Wages for the last one hundred and eighty days for an Employee who receives Wages on a piece rate basis;

(4) if the Employee has worked for an uninterrupted period of six years but less than ten years, he or she shall be entitled to receive payment of not less than his or her last rate of Wages for two hundred and forty days, or of not less than his or her Wages for the last two hundred and forty days for an Employee who receives Wages on a piece rate basis; or

(5) The eemployees who have worked consecutively for ten years But not yet twenty years To pay not less than the last three hundred days' wage Or not less than the last three hundred days' wage for an employee who is paid on a work-rate basis

(6) Employees who have worked consecutively for twenty years or more To be paid not less than the last four hundred days' wage Or not less than the last four hundred days' wage for an employee who is paid on a work-rate basis. "

Termination of employment under this Section means any act where the Employer refuses to allow an Employee to work without paying Wages on expiry of Contract of Employment or any other cause, and includes where the Employee does not work and receives no Wages on the grounds that the Employer is unable to continue he undertaking.

The provisions of paragraph one of this Section shall not apply to an Employee whose

In protecting the rights of labor under the Labour Protection Act 2541 B.E., the law has been amended to determine benefits in accordance with the economic and social conditions in accordance with international standards many times, according to the Labour Protection Act (No. 2) B.E. . 2551, effective 27 May 2008 Labour Protection Act (No. 3) 2551, enforced February 28, 2008 Labour Protection Act (No. 4) B.E 2558, enforced 16 July B.E 2558 Labour Protection Act (No. 5) B.E. 2560, enforced 23 February B.E.2560 Labor Protection Act (No. 6) B.E. 2560, enforced 1 September B.E. 2560 Labour Protection Act (No. 7) B.E. 2562, enforced 5 May B.E. 2562 .After studying the labour rights protection law As already mentioned It can be seen that the focus will be on protecting the rights of only employers and employees under industrial contracts. And most of the commercial waste. For the employment of agricultural workers and the protection of labor rights, especially female workers, will be further studied.

Contract characteristics of agricultural labour and protection of agricultural labour rights

Initially, must consider first that What kind of work does the agricultural sector consist of? In accordance with the ministerial regulations The Ministerial Regulation concerning Labour Protection in Agricultural Work B.E.2547 Clause 2 " In this Ministerial Regulation, "Agricultural work" means works related to plantation, animal husbandry, forestry, salt-field, and fishing other than sea fishing.

Agricultural work in accordance to the Ministerial Regulations on Labor Protection in Agriculture, there are 5 types as follows

Cultivation of plantation or agricultural activities. Planting crops such as farming, orchards, and farming. Planting crops without soil.In each region the plants are grown differently depending on the soil and weather conditions production practice. There will be soil preparation by plowing. Get rid of weeds before planting, raise trenches, dig hole planting .Or seed the seeds before planting and when planting is complete, must control the pests management of weeds, mites and germs which may be sprayed with chemicals (insecticides) with biology (biological control), nutrient management. Including sources of nutrient production factors for the production of livestock plants and methods for making use of fertilizer produced by livestock.Nutrient production factors may be organic fertilizer, chemical fertilizer, manure, fresh plant fertilizer, compost and mineral.

Animal husbandry rarising animals or livestock means the occupation of animals on land, such as livestock farming. Dairy farming Pig farming Poultry farming Sheep farming etc.

Forestry, is a forestry occupation such as forestry economy. The processing of forest products to benefit etc.

Sea salt farming Sea salt or salt for cooking (Sodium chloride) the salt farming process relies on vapors from sea water. The area that is suitable must be near the sea. Pump the sea water in the sun for 15-20 days for the water to evaporate, increasing the concentration of salt water. Drain the salt water into the fields, the soil will be rolled to smooth the area. Take another 20 days. The salt will crystallize, so the products can be stored.

Fishing other than sea fishing.on-sea fishery fisheries "Means to undertake aquatic agriculture career such as raising animals or aquatic plants Catching aquatic animals etc.

If considering the characteristics of the agricultural sector it can be seen that certain types of work cannot be fixed for work or holidays. And may not create regulations clearly for sure Must therefore consider the nature of the agricultural labor contract and protection of agricultural labor rights as follows

1.Contract characteristics of agricultural labour

The nature of the labour contract in agriculture there is no law specifying specific contract rules. But has a ministerial regulation (Ministerial Regulation on Labour Protection in Agricultural Sector, B.E. 2547 (A.D. 2004The Ministerial Regulation concerning Labour Protection in Agricultural Work B.E.2547 (2004) issued under the Labour Protection Act B.E.2541 (1998)

Clause 3 An employer who employs an employee to perform agricultural work for the whole year shall act in accordance with the Labour Protection Act B.E. 2541 (1998).

Clause 4 An employer in agricultural work who does not employ an employee for the whole year and does not require an employee to perform continuing agriculture-related works shall comply with section 7, section 8, section 12, section 13, section 14, section 15, section 19, section 20, section 21, section 37, section 40, section 41, section 42, section 43, section 44, section 46, section 47, section 49, section 53, section 54, section 55, section 70, section 76, section 112, section 113, section 114, section 115, section 123, section 126, section 127, section 128, section 129, section 134, section 136, section 137, section 139, section 140, section 142, and section 143 of the Labour Protection Act B.E. 2541 (1998), and section 9, section 10, section 11, section 11/1, section 16, section 17, section 18, section 38, section 39, section 51, section

124, section 124/1, section 125, section 135, and section 141 of the Labour Protection Act B.E. 2541 (1998) amended by the Labour Protection Act (No.2) B.E.2551 (2008) , and this Ministerial Regulation

2. Protection of agricultural labour rights and protection of female labor rights in agriculture

Basic labor rights, including general labour, industrial, commercial, or agricultural labour that should be safe in the workplace. Receive welfare at work. Fair wages, access to welfare from the state and working in a good environment and freedom of assembly to protect their rights are fundamental rights that are the foundation of quality. Including the elimination of discrimination against the employment of female workers.The protection of these rights, in addition to general labor protection there should be specific legislation to protect the rights of agricultural laborers and the protection of female labour rights in the agricultural sector. This is to be in accordance with the international standards which are different in terms of employment and gender status.

2.1 Protection of agricultural labour rights

In the protection of labor rights in the agricultural sector Thailand has laws related to the protection of general labour rights. According to the Labour Protection Act 2541.But agriculture workers, which means agricultural population or farmers aged 15 years and older working in agriculture whether doing their own things or hiring in agriculture. In the employment of labour in the agricultural sector Ministerial Regulations on Labour Protection in Agricultural Work B.E. 2004.But has a ministerial regulation (Ministerial Regulation on Labour Protection in Agricultural Sector, B.E. 2547 (A.D. 2004). Require that employers who employ employees to work in agriculture throughout the year comply with the Labor Protection Act B.E.2541.According to this law, the protection of agricultural rights is set. For many reasons as follows

1) Holidays and holiday pay

Clause 5 an employee who has worked for a period of 180 consecutive days is entitled to holidays as equivalent to 3 or more workdays. In this regard, an employer shall determine the date of such holidays in advance or in according to mutual agreement between an employer and an employee. An employer shall pay wage to an employee on holidays thereof as same as payment of wage on workday. Whereas an employer requires an employee to work on holidays under paragraph 1, an employer shall pay holiday pay in addition to wage to an employee at the rate of not less than 1 time of hourly wage rate on workday based on the number of hours worked, or at the rate of 1 time of piece rate on workday base on the number of units of work done in case of piecework

Clause 6 Whereas an employer does not provide holidays under Clause 5 or provide fewer holidays than the number of holidays regulated in Clause 5 to an employee, an employer shall pay holiday pay in addition to wage to an employee at the rate of not less than 1 time of wage rate on workday.

2) Sick leave rights and payment of wages to employees on sick days

Clause 7 an employee is entitled to sick leave according to actual sickness. In case of sick leave that has a duration of 3 or more workdays, an employer may require an employee to show a medical certificate issued by a first-class licensed physician or a public medical service institute. If an employee is unable to show a medical certificate thereof, an employee shall give explanation to an employer.

An employer shall pay wage to an employee during sick leave at the same rate as wage on workday, but the payment of wage during sick leave thereof shall cover only 15 days of sick Leave per year.

3) Hiring child labour

Clause 8 an employer shall provide adequate hygienic drinking water to an employee

In case an employee lives with an employer, an employer shall provide a clean, hygienic and safe accommodation to an employee. An employer shall provide other welfares in favor of an employee as prescribed by the Director-General of the Department of Labour Protection and Welfare.

4) Welfare

Clause 9. The employer shall provide clean water for drinking, with sufficient quantities to the employee.

In case the employee resides with the employer Employers must provide clean, hygienic and safe housing to employees.

Have the employer arrange for other benefits that is beneficial to the employees as specified by the Director-General

Protection of rights. In addition, broad provision is provided in Article 4 in this Ministerial Regulation By specifying that Agricultural work that does not employ employees throughout the year and does not require employees to work in the form of continuous industrial work from the said work for employers to comply with the Labor Protection Act B.E. 2541

Due to the employment in the agricultural sector, there are both female and male laborers with different physical conditions. Female workers should be protected rights that are different from male workers in order to comply with international standards, which are different in terms of employment and gender status.

2.2 Protection of female labour rights in agriculture

For the protection of female labor rights in agriculture It is provided in the overview under the Labor Protection Act 2541 by broadening as follows

An employer shall treat male and female employees equally in their employment, except for the nature or nature of their work.

Protect female workers from sexual harassment. The violation of sex is considered a serious offense.

An employer, supervisor, supervisor or inspector is prohibited to harass, threaten or cause sexual harassment against an employee.

Conclusion

Agricultural workers will inform workers in the cultivation business. As well as harvesting products the most temporary workers will be hired.

Because they are hired in both businesses that can work all year and work for a period of time, and the minimum monthly employee Employees who work throughout the year are protected by current labor protection laws. Whether permanent employee Or temporary employee or contractor employee While the employees who work in the businesses that are hiring only that

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period Will not be covered for labor protection Except for the payment of wages and compensation Causing inequality

If considering the working conditions, each type will have similar work conditions. These businesses may be able to operate for a certain period of time and can be used for a whole year. Only for a period of time or seasonal in one year most businesses will require labor for a short period of time. During the planting or harvesting of the work, which is necessary to accelerate the work, therefore there are often temporary short-term hires and work in the open. Or in the orchards But working in the aforementioned agricultural sector has the following problems:

Agricultural labor employment conditions generally, it is employed in the cultivation business. As well as harvesting products there will be hiring more temporary workers than hiring permanent workers. Including accepting work to do at home there are both year-round employment and work for a certain period of time or seasonal employment. And the least monthly permanent employees who work throughout the year are protected by current labor protection laws. Whether permanent employee Or temporary employee or contractor employee While the employees who work in the businesses that only hire workers at that time Will not be covered for labor protection Except for the payment of wages and compensation Causing inequality It is a violation of the rights of workers in various fields.

Labour contract law problems although the labor protection law will improve the principles of benefits of labor law in accordance with the current economic situation. But also covers the protection of agricultural labor rights Due to certain requirements, it is not always possible to set a fixed working time, just like hiring industrial and commercial workers. Will cause inequality in society Discrimination and damage can occur

Problems of the protection of female labor rights in the agricultural sector. In the cultivation business, hiring female employees is slightly more than the male employees at a rate of 15 percent. Opportunities should be given to work every day. There are special protection requirements especially for women and children. For all employees, female employees set the welfare and safety at work as necessary. Regarding the protection of sexual harassment, maternity leave, as well as to include various work benefits as wages and welfare at work.

Aspects of working life, agricultural labor groups which is considered as part of the informal sector workers That is to say, the labor law framework of Thailand provides protection to workers whose status is in the contract of employment only in the case of employers and employees. As a result, many sectors of labor, most of Thailand, are not protected by law. Especially female workers in the agricultural sector

Conclusion

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Suggestion

To provide true protection for labor in agriculture must therefore be set as a labor protection law in agriculture, separate from other types of protection by not requiring strict working time regulations and give the opportunity to work every day there are special protection requirements especially for women and children. Including the welfare and safety at work as necessary. As well as to consider including benefits in various work Also pay The law should be defined as a minimum, but clear, standard for flexibility. It can be used for a variety of agricultural jobs and the Labor Committee in agriculture, both women and men, will consider the details that are appropriate for each type of agriculture.

The government should therefore set legal measures Appropriate strategies and action plans By recognizing the importance and value of protecting the rights of female labor in the agricultural sector to be equal Regardless of the type of work or contract type Including

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measures to strengthen the participation of women and reduce the gap of inequality Raise awareness about the importance of women in decision making at all levels Policy formulation, mechanism, and measures for solving problems Support and help women who have been violated to have fair access. This is to eliminate discrimination against women, unemployment, income distribution and poverty alleviation.

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Royal Institution in the Thai Political and Governance System

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Abstract

This article is to study and analysis as the following after the change of government in 1932, Thailand has a democratic rule. Still, domestic unrest still persists. Thailand at that time was at the juncture of Thai political change. The people who changed the government are still worried about the regime's revival. Therefore still closely monitoring and controlling the political situation But with the royal plans of King Rama VII at that time has helped to maintain the stability of the count. The main institution of Thai government that has been a symbol of continuity of the Thai nation is the King. Even if there is democracy the king His Highness is important to democracy from time to time.

Democracy with the King as Head of State someone might question: Why does Thailand have a democratic system with the King as Head of State? Because in some countries they only rule democratic countries, but in Thailand, we rule in a democratic country with the King as Head of State because we consider that our country has a long history from the past until now. We can see that we have leaders, almost all of our monarchs. That has the support of the Thai people able to lead the nation and people to live in the name of Thailand to this day.

Keyword: Royal Institution in the Thai Political and Governance System.

Introduction

Administered by the King in the olden days known as the absolute monarchy, despite the nature of the governing body, does not participate in the determination of guardians. The supreme power of governing the country belongs to the King. But has characteristics that are different from dictatorship because the monarch has been accepted by the people as a sacred institution that provides protection for themselves submitting to the rule of the King is voluntary. Born of loyalty because I realized that the nation is peaceful and stable because of the greatness of the King.

Nowadays, although Thailand has changed its rule from absolute monarchy to democracy with the King as head of State. But the people in Thailand are loyal and adhere to the monarch as the overlord as the terminology used for the King His Majesty Thai people are loyal to the King because the King is close to the people. He shared suffering and happiness. Solidarity with the people wherever they went Closely In addition, the King has always played a role in helping the people. Visiting people in remote areas acknowledged suffering and tried to find solutions Establish and support various projects that will benefit the nation, the people, and the sense of connection this happened and inherited a long time since ancient times. Therefore, the monarchy is with Thai society. In the consciousness of the people that they cannot live without is a symbol of the country.

Royal institution and Moral Governance

The Thai Monarchy is a refuge for the people. Is the center of the minds of the people throughout the country Sacred is the mascot of the nation in the past, present and future. The

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Thai King is highly virtuous. Dharma, which the Thai monarch has held as a basis for governing since ancient times, is a Dharma for leaders in accordance with Buddhism, namely the ten royal virtues of King.

The ten virtues of the King. The Royal Thai Institution adhering to in the most valuable Dharma including

1. Granting includes the granting of personal belongings His Majesty sacrificed personal happiness for His Majesty the King's initiative on national development. Carried out all his service for the

2. Establishing and conducting His Majesty's teachings His Majesty's blessings were correct according to religious principles. Be a good role model for the people.

3. Donations are the sacrifices of all things for the public, such as personal well-being. His Majesty's wealth and life

4. Honesty, integrity, loyalty to His nation and people

5. Tenderness is gentle and courteous. Respect for reason His Highness paid respect to the elderly.

6. Perseverance with diligence and complete royal duties His Highness was determined to fully help the nation.

7. Long-suffering, without showing of anger, being merciful and not causing any fate. Withstand suffering, happiness, love, and hatred.

8. Non-encroachment His Highness is pleased with His Majesty. Does not cause suffering or encroach on others. He ruled the people as though a father ruled their children without suffering.

9. Patience has patience and patience to all things that is to keep the heart, the body, the word all the time.

10. His Highness is situated in the royal tradition Upholds his royal duties in a correct manner, such as not acting out of justice Praising good people etc.

The King as Head of State

Royal status of the King as the head of state May be considered in 2 ways as according to the constitution and according to culture

1. Status of the King under the constitution every constitution confirms the supremacy of the monarch. By prescribing that the King is in the position of revered worship and does not violate anyone, which means that no one can prosecute or insult the King. Those who violate the King are considered serious offenses. Some constitutions do not allow amnesty for those who overthrow the monarchy.

Because the King is regarded as the supreme head of the country and in order to honor the constitution requires the King to exercise sovereignty. Which belongs to the people by exercising legislative power through the parliament Cabinet executive power and judicial power in the court.

This designation means that various powers will be used in the name of the King. In fact, these powers are used by other organizations, for example the appointment of the Prime Minister must have a Royal Command, but it does not mean that the King is the consideration. Choose your own Prime Minister But the President of the National Assembly will nominate or select Presented for appointment under the rules prescribed by the Constitution or the signing of the

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King's signature on the Act does not mean He acted as the initiator or commander of the law. But the Parliament is an organization considering the approval of the Prime Minister to present it to the King. Therefore, according to the law that the King is the legislator Executive power and judicial power through various organizations is therefore the use of royal power. But the real power lies in the organization that is considered to present to the King

The King is not responsible for royal decrees or acts of royal decree. Of His Majesty in the event of damage or defects occurring the person signing the Royal Command shall be responsible. Because in practice, the King did not initiate or carry out various civil servants by himself there must be an officer or organization to be responsible for the operations and report. And when His Majesty was signed the recipients of the Royal Command must be the recipients to act and take responsibility themselves. Will not infringe on the King. For example, the King has the royal command to appoint the Prime Minister If the appointed prime minister manages the country, the people will not be happy. If criticizing the appointment, it must focus on the parliament. That gave approval to the appointment of the Prime Minister because it is an organization that uses the power to choose the true Prime Minister Not using the King.

In addition, the King was honored as the Head of the Thai Armed Forces and is a patriarch supporting and sponsoring all religions within the country although the constitution requires the King to be a Buddhist. Therefore, Thai people, regardless of their religion will receive royal grace from all kings His Highness is the embodiment of the unity of the people within the nation Regardless of ethnicity or religion.

The King is above politics. Not responsible for political activities because the activities done by His Majesty the King have already been responsible for the royal commanders His Majesty's political path is neutral. Not aligned with any group or political party not voting in the House of Representatives, not affiliated with any interest groups especially placing him neutral by abiding by the common interests of the nation as a basis for the royal duties.

2. Status of the King according to Thai culture History shows that Royal institution is a national symbol this institution will be a continuous successor, showing the permanent national security. The succession of the monarchy has made it a stable anchor of the nation. Regarded as a symbol of solidarity, national attachment Because it is the gathering place of the ties of people of all groups and all groups And especially the King treated him as a benefit to the public Increasing the importance of this institution and creating a deep impression Until the King His Highness And deep into the hearts of all people.

The King holds the position of succession. Which is clearly defined by both national law and the constitution there is no need to seek the support of any political party, therefore the King is truly politically neutral. The duty to select which royal family should be in accordance with the rule of the Emerald Minister to be appointed as the King In the event that the throne is vacant it is the duty of the Privy Council. And present to the parliament for approval Therefore, the establishment of the King was therefore approved by an organization that expressed the will of the people equal to The King of the people.

As the King reigned as a royal tradition and maintaining His Majesty's faith and loyalty Causing the King to have royal acts Therefore was the source of all honors Royal institution It is the power to build the morale of the people in order to maintain goodness, try to make sacrifices and do what is right. As the King has consistently treated him as a good example.

Royal Prerogative of the King

Although the monarch in the constitutional monarchy is to be glorified above politics and requiring a recipients of royal orders in all political operations and governance But the King holds some royal powers recognized by the Constitution and that royal power had an impact on Thai politics and government the prerogative of the King is as follows.

1. Royal prerogative to veto the Act a bill or law that has been approved by Parliament and the Prime Minister brought it to His Majesty Presented for the King's signature The King may be restrained if he disagrees with the bill. Inhibition can be done in 2 ways, which are returned to the King. The Parliament shall reconsider within the time specified by the Constitution. The constitution generally lasts for 90 days and there is one case without any action taken. Until the expiration of the period which equates to His Highness the prerogative of the monarch is limited to deterrence. If Parliament considers a new resolution and confirms it with the votes of not less than two-thirds of the total number of members of Parliament The Prime Minister to bring the draft law confirmed by Parliament To offer it again if the King does not issue a royal signature in a specified time The Prime Minister shall bring that Act. Announced in the Government Gazette Will be effective Even without the royal signature.

2. Royal prerogative **in the appointment of the Governor** In the event that the King goes abroad or is unable to manage the royal burden for any reason He has the power to appoint any person as a regent. But the appointed Regent must be approved by the National Assembly Appointment of the governor The President of the National Assembly is the recipient of the royal decree.

3. Royal prerogative to appoint the Privy Council the current constitution (2017) requires a Privy Council. Consisting of 1 President of the Privy Council and no more than 18 Privy Councilors. Appointing any person to be the President of the Privy Council or Privy Councilor The prerogative of the King according to his discretion The Privy Council acts as a council of advisors to the King. But will give advice only when the King has the will

There are also other royal powers. Considered as His Majesty, including the royal authority to establish titles and bestowing decorations etc. However, in a democratic system with a monarchy as the head of state In addition to the royal powers that are clearly determined by the constitution, there are certain rights which are regarded as the rights of the King that can be done even if the constitution is not provided. Rights of the king in a democracy namely.

1. The right to give advice and warnings. The King has the right to give advice, in certain cases, to the government, parliament, courts or other organizations. That he saw that if he had already done will cause damage to the country the admonition of this admonition is therefore regarded as the royal right of the King. In every country that has a monarch as Head of State, there is limited power. Or the King under the constitution But either the executive or parliament that was given advice, whether or not to hear.

2. The right to receive various stories as the head of state, it is considered the right of the King. That has been reported to be aware of certain situations or stories that are important to the country His Majesty's need to know important matters in order to give advice, warnings, or opinions for the consideration of the government or responsible parties.

3. The right to confer consultation. In the event that the Cabinet has a problem with the administration of the State affairs May bring problems to the King In order to request advice Or in important matters The Cabinet may not proceed arbitrarily, but will first request a royal

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opinion from the King. In this regard, as His Highness the King and always acknowledge the story of the country Because the King has no agenda contrary to the cabinet that has a certain agenda in some matters The King may better know the continuation of the story. But when the King granted the royal decision the cabinet must bow. Be considered with respect But the Cabinet will comply with the royal decree depending on the responsibility of the Cabinet. Because the Cabinet is responsible for the disadvantages of implementation.

4. The right to grant support. The King has the right to grant Supporting any action or activity Public or private If he saw that that activity currently, there are many royal projects that are of great benefit to the country, such as cooperative village projects. Royal Rainmaking Project Hill Tribe Development Project Drainage Canal Project Northeastern Green Project, etc. His support is indeed a morale. For those who do that to have diligence and determination to do the business for better results.

King's multifarious duties

As the head of the country The King has many diplomatic missions. Because His Majesty is equal to being a representative or symbol of the country and is the role model of the people May classified royal duties of the King into 4 aspects which are

1.Ceremonies and Religions. The King presides over various ceremonies. Many important nationalities include opening and closing the parliamentary session. His Highness is the country's diplomatic representative to develop relations with foreign countries. And welcomed the city guests Bestowed degrees and royal speeches to graduates of various universities in religion, the King is a Buddhist and Upholder of religions. His Highness practiced religious activities regarding royal charitable missions and ceremonies. And has a royal support for the stability of various religious institutions both Buddhism and other religions.

2. Public welfare The King is a leader in various public works. With the granting of private funds For charitable public affairs constantly, including scholarships Relief for the poor, the disabled, illness and the elderly when the people suffer from natural disaster. Or misery His Majesty's help is a true leader in social work In addition, His Majesty has initiated projects for the benefit of the Thai people, including the Isan Khiaw Project. Land reform projects, various cooperative projects Agricultural project Royal Rainmaking Project Demonstration Project Royal Medical Project Land Development Project Education project Romklao School Traffic problem solving project in Bangkok various professional training programs, etc. All of these projects are supported by citizens, government agencies, resulting in good results for the nation and the people.

3. Social Development The King has performed all royal duties for the benefit, happiness and prosperity of the society. Initiated various projects resulting in national economic and social development there are many royal initiatives and initiatives which are the foundation of national development. The important current projects of the King are the Isan Khiew project. Royal Rainmaking Project Reforestation Project Drainage Canal project to improve slum communities in large cities Environmental conservation and development projects and others are good examples for citizens and government agencies to bring much benefit to national development. In addition, His Highness gave birth to new ways of living, such as his occupation. The use of technology to help society change for the better.

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4. Politics and government the monarchy has a role in politics, governance and national integration. Creation of independence Foundation politics and government Establishing political stability and governance the reform of the governing land since the past has continued throughout the present. The role of the monarch has greatly helped to create the unity of the country. Every group of Thai people, regardless of their religion, is different in their traditions and has a common feeling of having the same king. Visiting people in various provinces even though the remote area or very constantly with danger causing the people to have good morale there is a feeling of connection with the nation that is not abandoned. His royal duties have greatly helped the government.

There are many royal duties of the King. And all contribute to the overall good Although the royal duties are a heavy burden But His Highness did everything perfectly Until being able to tie the hearts of the people to loyalty I am aware of His will. Was more concerned with the benefits of the general public than himself truly sacrificed to suffer for the country truly, as the royal determination of His Majesty the King, the present reign that we will rule the country fairly for the benefit of the Siamese public.

The Role of the Monarchy

The monarchy has produced enormous benefits for the nation since ancient times until today. Both as the cause of nation building Recovery of national independence National treatment and development there are important things that should be brought to study.

1. The King is the center of the heart of the people. The King created a sense of unity. Although the political and governing institutions are separate legislative institutions, judicial administration, but must give their powers under the royal signature. Causing all institutions to have a common point the power derived from the same source is the King. In addition, the King creates a sense of unity. Between people within the nation in which all worship and loyalty to the King together despite differences in race, ethnicity, religion, there is unity in all people. It can be said that the monarch is the center of the nation, the center of the mind. Causing unity and is one of the people in the nation Unity in both politics and government among the people very well. The King deeply cares for the people. Please the people and closely watch the audience. Resulting in greater and more stable loyalty. His Majesty proceeded everywhere, no matter how remote or dangerous it was. In order to know the happiness of the people and broadly granted the King without any restriction on gender, age, and people have a deep bond with the King. Until it is difficult to have any power to shake

2. The King is a symbol of continuity of the nation. The monarchy is the head of state of the nation, continuously, without interruption, constantly. Regardless of how many times the government has changed but the monarchy remains a continuation of the nation. Helps to rule without gaps but to be continuous all the time because the reason that the King is Head of State does not change with the government as well.

3. The Thai King is a Buddhist and Upholder of religions. Resulting in a close relationship between people of all nations, despite different religions Because the King supports all religions, even though he is a Buddhist Therefore creating unity in the nation Not alienated by having different religions.

4. The King is the power to build the morale of the people. The King is the source of all honors. It causes pride and encouragement among the general public to maintain virtue. Mana

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tries to do good especially when His Highness always works well make the people who practice good like to be encouraged to work and make sacrifices. As an inspiration to push well-intentioned people Engage in virtue, strive to perform strong in both the public Government and government.

5. The King has an important role in safeguarding the interests of the people and enhancing the administration of the country. The King ascended the throne with the approval of the people. In which Parliament was acting on behalf of His Highness, therefore was honored as a representative Which is also a place of worship for the people The King has the power to veto the Act or giving advice, warnings, advice, and support in various activities both the government, the parliament and the constitutional court can be considered to be an important participant in protecting the interests of the people and creating good results in the administration of the country. At least it helps all parties to realize their duties. Be careful be careful not to cause substantial damage to the public The King is Head of State and is politically neutral. The determination of succession principles is clear, with the rule of law and the Constitution as a guarantee to be truly politically neutral. And to be able to stop the objection to governing the country in good faith and justice for the general public Which is different from the elected heads of government that have to rely on the policies of groups or political parties.

6. The King resolves the crisis. The monarchy is an important mechanism to stop the serious crisis in the country. Not causing severe divisions within the nation until fighting in civil war or divided into small countries Eliminate disputes and prevent the country from spreading and returning to normalcy. Because the King is well-accepted by all parties, whether it be citizens, government, government agencies, army, students - all the intellectuals or various groups even minorities in the country, such as hill tribe people, Thai Muslims, etc.

7. The King promotes national security. By holding the hearts of the people and the army The King holds the position of Head of the Thai Armed Forces, therefore paying attention to the development of the army both physically and mentally. Visited the military consolation Royal competitions of necessary use Help Sacrifice for the nation causing the morale of the soldiers Civil servants excellently prepared to maintain the stability and independence of the nation tightly.

8. The King takes part in strengthening international relations. The monarchs in the past have performed well so that they can maintain their independence. Especially during the colonial reign of Rama 4 and Rama 5 of Rattanakosin. For His Majesty the King, the present reign has carried out a good understanding. Good relations between countries and Thailand by becoming a goodwill ambassador with no less than 31 countries, making foreign policy proceed smoothly and smoothly. In addition, he was the representative of Thailand, welcoming the country's head of country, Ambassador of Thailand. And goodwill ambassadors from other countries as well

9. The King is a leader in development and reform for the benefit of the nation. Important developments and reforms of most nations, the King is the leader King Chulalongkorn laid the foundation for democracy by establishing various ministries Promoted education and abolished slavery at present, the King supports various branches of knowledge. His Highness supported education and art. Initiated an activity which solved the main economic and social problems of the country It can be seen that most royal projects aim to solve the main agricultural problems for farmers, farmers and the underprivileged and underprivileged people of the country, such as the Royal Rainmaking Project, Irrigation, Land Development, Hill tribe Development etc.

10. The King is a supporter of democracy. The role of the monarch has helped a lot in bringing the people up in democracy. Because of the people's loyalty and confidence in the monarchy Resulting in the people to believe in democracy with the King as Head of State too because it was seen as a regime that honored the monarchy that is respected by the people.

Conclusion:

King of Thailand is the head of Thailand from the past to the present under the absolute monarchy and monarchy under the constitution. Although the power of the King was reduced after the 1932 Siamese revolution and was restricted by the Constitution of the Kingdom of Thailand. But the monarchy still receives respect from most Thai people The Constitution of the Kingdom of Siam, 1932 and all the Constitution of the Kingdom of Thailand that The king "Reverend as a sacred place No one can violate ". In addition, the king is protected by criminal law causing criticism of the king to be an offense against the king.

The King is the Head of State exercised sovereignty through the cabinet, parliament and courts, was the chief of the Thai Armed Forces and Buddhists has the power to establish and bestow decorations and dignity grant pardon declare war and armistice Including other royal powers which will be used only by the rules, procedures, and conditions prescribed by the law Except for certain royal powers that were granted by royal command, including setting up and removing Privy Councilors and government officials. Every society will be progress and become united. There must be discipline and leadership. Social leadership is the governing body of national society leaders, especially democracy, mostly in the form of a president or a king.

Regarding the democratic regime of government with the king as Head of State, The King is under the Constitution. But using royal Legislative power. The Judicial Executive does not use royal powers. Those powers by himself But has an organization or all different agencies and powers, whether as a head of state and in other capacity is clearly specified in the constitution so the main institution of Thai government that has been a symbol of continuity of the Thai nation is the king. Even if there is democracy the king His Highness is important to democracy from time to time. Democracy is a regime that focuses on the rights, freedom and equality of the people. The power must come from the people. By being a consistent need of people mostly, but at the same time not to neglect or ignore the needs of the minority.

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An Invention of Historical Project of Secondary School Students in the Northeast Region of Thailand

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Abstract :

The purpose of this research was to study 1) Development of the history project work of students 2) Impact of problems and solutions From doing student history projects and 3) managing history by using history projects in Thailand By using schools that submitted history projects to contest student project contests organized by the Prem Tinsulanonda Foundation Nakhon Ratchasima Province / Prem Tinsulanonda Foundation Nakhon Ratchasima, although it is a contest only for the northeast region of Thailand But is the only project of a historical project contest in Thailand as a sample group Study with an in-depth interview method that involves people involved in the historic project contest and the management of history by using historical projects such as Jury School director History teacher And a total of 92 students and used documentary research from the historic project report submitted in the year 2009-2018, 307 copies

The results of the research are as follows: 1) the development of the history project can be divided into two phases. (2009-2013) is a project of history about national history in a textbook City history and interesting things from the provincial motto by relying on education within the school from documents Historical project report writing mainly uses data to be copied from later documents (2014-2018). It is a historic project dealing with specific local stories that use information from a variety of historical evidence. Project report writing has references to various evidence and shows historical time dimensions.

2) The result of learning about history by using the history project to make learning and teaching history more interesting Students have higher academic achievement in history. Students practice group work skills and work systematically. Schools and teachers have works for evaluating the quality of education of the school. There is a good relationship between the school and the community. The community is a learning source. People in the community are more aware of their community history. And promoting tourism, generating income for the community the problem found was that teachers lacked the knowledge and skills to do historical projects. Teacher works on behalf of students. The information used in the study is minimal. Teachers and students do not have basic knowledge of project work. Solution Local universities should have history professors to organize workshops on making history projects for history teachers. Should open Bachelor of Education (History) courses or have historical methods courses in the Bachelor of Education (Social Studies) by allowing students to do historical projects and the government should specifically position the history teacher The teacher should act as a student advisor by encouraging the students to work on projects near their students.

3) Most teachers do not manage history by using historical projects. The main reason is because teachers are free to use the learning management model. Most teachers do not finish history and never do historical projects. Teachers do not want to be responsible for the additional

burden of teaching by using historical projects. Most of the history projects are made to be submitted to the contest because the prizes from the contest affect the work of teachers and schools. For teachers who are learning about history by using history projects, they will act as advisors for students in doing history projects according to each step of the historical methods. By suggesting students to do stories within the student community

Keywords: Historical Project, Secondary School Students, Thailand

Introduction

Thailand, historical knowledge began to spread among royalty and elites as "Royal Chronicles" or "Chronicles" and include the Royal Chronicles in the Royal Patronage of the Prince Krom Phraya Damrong Rajanupab as part of education in elementary education and elementary sentences in 1892. Net Chutinatharanon and the Faculty. 2014: 97) Later, King Rama VI used the word "History" instead of the word "Chronicles". The Ministry of Education of Thailand has designated history as one of the primary and secondary curriculum since 1960. By opening the Bachelor of Education (History) curriculum at the tertiary level to produce history teachers in particular But when the Thai education industry became aware of the concept of integration, a new curriculum was revised in 1978 by using history as part of social studies, resulting in the disappearance of history. The production of history teachers ended. It is the production of social studies teachers in Bachelor of Education (Social Studies) to the present time (Chatthipnat Supha and Chalong Suntharavanich. 2013: 343)

History has been brought back to school again. Which is a subject in the social studies, religion and culture subject in the preparation of basic education curriculum 2001. Later on Sunday, August 11, 2008, Queen Sirikit The queen His Royal Highness cares for the study of Thai history. Causing the Ministry of Education to respond to the said speech by adjusting the study time structure for all levels, history course 40 hours (Ministry of Education. 2010: 8) causing alertness in the history teaching With an immediate question about how to teach history Many Educational Service Area Offices have provided training for history course teachers by inviting historical professors and scholars to be speakers to give knowledge about teaching and learning history but without success.

In 2011, the Office of the Basic Education Commission published a book called "Friend, Friend, Friend, Teacher, History Management Approach" disseminates methods of teaching history in various forms, including teaching by using historical projects. In the core learning indicators for the upper secondary level, the Historical Method is used to create new knowledge in the history, with the historical project being the result of learning. (Office of the Basic Education Commission 2011: 133) Next, there is a concept of using project-based teaching methods. (Project-Based Learning), which is successful in science applied to history. Resulting in the year 2015 Office of the Basic Education Commission creates a book "History Teaching: Thai History A variety of learning methods "in which the content discusses historical methods How to do a historic project Examples of history projects of teachers who teach students to do historical projects and teaching history using historical projects at different levels.

The researchers are interested that in the past 10 years since the awakening in teaching and learning history by using the history project. How are the student history development progresses? What are the impact of doing student history projects? What are the problems and solutions? And how to manage history by using historical projects?

Objective

1. To study the development of the history project work of students
2. To study the effects Problems and solutions from the history project work of students
3. To study management of history by using the history project

Related literature

Management of history learning by using history projects in Thailand The researcher studied related literature as follows

1. History learning management Is to manage the teaching and learning of history according to the standard of learning in the core curriculum of basic education 2008 (2008) as follows The importance of time and historical eras Able to use Historical Method to analyze various events Systematically. 4.2. Understand human development from past to present. In relation to and continuously changing of events recognize the importance and be able to analyze the impact and the standard. 4.3 Understand the history of the Thai nation, culture, Thai wisdom, love, pride and maintain Thai identity. (Office of the Basic Education Commission 2008: 4-5)

2. Problems of managing history in Thailand From the survey of the history of teaching and learning problems of the Office of Academic Affairs and Educational Standards / Bureau of Academic Affairs and Educational Standards, Office of the Basic Education Commission Found that the problems in the teaching and learning of history come from 1) the curriculum that incorporates history in the subject of social studies, religion and culture. 2) Most teachers do not finish history. With almost all history graduates teaching at the secondary level causing almost no teacher at primary education to finish history. 3) Social trends that focus on mathematics, computer science, foreign languages causing the students to not see the importance of the history course. 4) There are almost all historical learning materials, which are text books that emphasize the content. (Office of the Basic Education Commission 2015: 19-20)

3. Historical Method is the collection of techniques and guidelines that historians use to research and write histories of the past. Primary sources and other evidence including those from archaeology are used. In Thailand, scholars have proposed procedures for methods There are 4 to 6 steps in the history, but the most popular are 5 steps: 1) Identification or Setting up problem or hypothesis 2) Data collection 3) Data analysis & evaluation or Historical criticism 4) Data synthesis 5) Presentation (Danai Chaiyotha. 1991: 176; Lawan Wittayawutikun 2000: 7; Bureau of Educational Standards and Development. 2000: 128-130; Sukhon Sinthaphanon. 2007: 173-174; Office of the Basic Education Commission 2011: 139; Chalerm Malilaithi, Preecha 2016: 117-118)

4. Project-based teaching methods Project-based learning integrates knowing and doing. This is done through learning and applying what students already know to solve real problems and produce solutions or answers that matter. (Thomas Markham 2011: 38) is learning through teamwork with friends. In which the learners learn by themselves from thinking, planning, practicing, solving problems Synthetic analysis Integrated knowledge and experience together Is to cultivate a love of learning habits for learners (Waraporn Trakul Saria. 2008: 4-5)

In Thailand, project-based teaching methods are limited to science-only courses known as the Science Project until after the educational reform and promulgation of the National Education Act 1999. The Office of the Primary Education Commission Nation published a book called "Project: Deep Learning", encouraging teachers to use Project Approach. Later, it developed into Project-based learning that is used to organize learning and teaching in various courses (Wattana Makkasan. 2011: 22-24). Project-based learning management methods vary by course and student level, with the basic steps are 1) Planning 2) Actions 3) Presentation (Waraporn Trakulsarit. 2008: 14-19)

5. Historical Projects means learning activities aimed at practicing historical method skills. Or how to search for events related to human society From systematic historical evidence for students From selecting group members Stories that need to be known, wanted to do, want to find answers (Office of the Basic Education Commission 2011: 133) is a learning activity that gives students the opportunity to search for past human societies in a particular area. At any given time According to their interests and their potential Using historical methods (Office of the Basic Education Commission 2015: 114).

6.The organizing of the historic project contest organized by the Prem Tinsulanonda Foundation Nakhon Ratchasima Province / Prem Tinsulanonda Foundation Nakhon Ratchasima Prem Tinsulanonda Foundation Nakhon Ratchasima Province Under the responsibility of the 2nd Army Region Founded on August 2, 1985 with the objective To promote and support education, sports, religion, art, culture and beautiful traditions In the northeast With the 2nd Regional Commander in the position of Chairman Organized the first regional student project competition in the northeastern region in 2003 By using the Surapat 2 Building / Surapat2 Building, Suranaree University of Technology / Suranaree University of Technology is the competition venue on 17-18 August of every year. Later in the year 2009. Therefore began to organize a historic project contest Which can be divided into three levels which are 1) Primary education 2) Lower secondary education 3) Upper secondary education The judging criteria are 60 points from the project report, 10 points for the project exhibition, 30 points for presentation and answering questions (2nd Army Division 2018: 54-55).

7. Research that studies history learning by using history projects in Thailand gives the same result, namely learning history by using historical projects, resulting in higher learning achievement and satisfaction. Student was higher learning result and had high satisfaction. (Chalit Itthaisong. 2016: Abstract; Piyalorn Sansai. 2016: Abstract) and most and satisfaction was at the highest level. (Peangrutai Pudtikunkaseam. 2014: Abstract).

Research Methodology

The samples were using schools that submitted history projects to the student project contest organized by the Prem Tinsulanonda Foundation. Nakhon Ratchasima Province

Methods of conducting in-depth interviews with those involved in the historic project contest and the management of history by using the historical project include Jury School director History teacher and 92 students and used documentary research from 307 copies project history 2009-2018 project submissions.

Research results

1. The study of the development of the history project work of the students found that the result of the judging committee has effect on the development of the history project as follows

1) Making a historic project Found that can be divided into two groups, namely (1) making a historic project for submission The teacher selects students who have studied well and have previous experience in working on other subjects in order to work on the project that the teacher has prepared. But most of these students will choose to contest the project in other

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subjects therefore having to choose students who are interested in doing historical projects instead if any school has students that are very interested, the teacher will ask the students to organize 3 teams and present the project work. The teacher will choose the team that is interesting to do the project. But if any school has less than 3 students interested, the teacher will ask all interested students to find friends in the team once the team is received, the teachers, advisors, and students in the team will collaborate on the project, with the teacher playing an important role in the process. (2) Teachers who use history management by using historical projects. Will teach the historical methods and have the students organize 3-5 teams to do the historical project according to the steps of the historical methods with the teacher to be the consultant The teacher will choose a team project that students understand the most about the things they do or the most interesting things to improve with the students before submitting the contest.

Development in making the first historical project (2009-2013) Most of the students will choose to work on projects based on the subject matter offered by the teacher, such as national history in textbooks. Or famous stories from the province, especially those that teachers have documents to study Therefore, it is mainly the project from the documents within the school. Later (2014-2018), the project changed to data collection with more variety. By using the information from real locations Interviews with people, the internet, researching documents from university libraries or museums. Some schools use teacher advisers and ask for advice from history teachers at their local universities.

2) The content of the historical project in the first period (2009-2013), mostly in the history of the nation in textbooks Or national history related to the student's city history The story describes the provincial motto. Tourist attractions, traditions, products from local knowledge, archaeological sites, artifacts and important ethnicities of the province Most of them are presented in general knowledge of how they originated. How important is it to create pride? In the latter (2014-2018), it is popular to work on projects related to local identities or things related to student life, including local landmarks, especially temples. Buddha images or idols worshiped by students Local performing arts that students can perform Products from local knowledge that students can do. Local traditions in which students are involved Local important people familiar with students and ways of life within the student community.

3) Writing a project report on history shows that it depends on the education teacher qualification as follows: (1) Most of the thesis forms consist of Chapter 1 Introduction Chapter 2 Related documents Chapter 3 Methods of conducting the study Chapter 4 Study results Chapter 5 Conclusion, discussion, results and recommendations Since most teachers, advisors, and judges all have a master's degree or master's degree. The advisor teachers choose the thesis format to use because it is a systematic model and most judges at the provincial level think that it is the correct format. (2) The advisor who graduates in the field uses the historical research model according to I've learned But must adjust to the form of 5 chapters as follows: Chapter 1.Introduction Chapter 2-4 Results of Study period Chapter 5 Summary of Conclusions and Suggestions (3) The advisor who graduated in science does not teach history but Doing a historical project, entering the contest because thinks that the historic project is like a science project Therefore, the project report format is used. Science project model is used. (4) Advisors who have bachelor's degrees in other fields use writing to describe from their actual experience. Most projects present the data collected without synthesized data

The development of historical project report writing shows that the first phase (2009-2013) mainly uses the copying of data from documents, with some projects using the copying of the main documents for almost all the second phase (2014-2016). Data is mainly based on documents from interviews and photographs. Phase III (2017-2018) is a project report writing that emphasizes the results of studies based on historical time dimensions. With references to information from documents, websites, photos and interviews

2. The impact of the student's historical project work as follows

Resulting in the development of teaching history, especially the management of history by using history projects make teaching history fun, interesting, and learning new local stories through student history projects. Build relationships with people in the student community. And if being a history project advisor, enter the contest and receive an award will increase the chances of a salary increase Request to transfer school and academic promotion

3) Impact on the school causing the school to have more relationships with the community some projects lead to the organization of school-community activities. And is a way of joint education between schools and communities most schools give more importance to history courses because the history project has made the school and the community more relevant. And use the prize from the contest as a work of the school

4) Impact on the community making the people in the community know more about their community history Acknowledged facts that were never known before. Or know the right information with credible evidence instead of believing misunderstandings for a long time People in the community are proud of their locality, leading to the preservation of culture, traditions, wisdom, ancient places, and ancient relics in their locality. Encourage young people to participate in inheriting local culture there is a good relationship between the school and the community. The community is a learning center for students. And some projects have helped publicize and promote tourism to generate income for the community.

5) Effects on teaching and learning history causing the history of teaching to change teaching methods from lecture-based teaching to practical learning, allowing students to apply theoretical knowledge into practical use by working on projects the self-learning of students using local as a source of learning. Makes the teaching and learning of history to be even more interesting Evaluation and evaluation of learning changed from testing knowledge from tests to skills testing in project operations. Students are more interested in history courses, resulting in higher academic achievement. Some schools have created local history courses as one of the school curriculum. (Additional courses from the core course).

Problems in conducting students' historical projects include

1) Most teachers do not finish history, therefore learn to work on the project by reading relevant books and their opinions. Almost all teachers do not have experience in doing historical projects. Some teachers do not know that doing historical projects uses historical methods. Makes it impossible to teach students to do the correct history project

2) Most teachers have a role in the project more than a consultant. Make the student project become a project that teachers do on behalf of students. This is because the project contest results have more benefits for teachers than students.

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3) There are few data for studying Most of them use only one main book. With about 5-10 other supplementary documents and information from the internet Most of the interviews are conducted with the public, resulting in not getting in-depth information about the issues.

4) Mostly work on famous topics Most of which are issues that teachers and students do not have Fundamental knowledge in the matter studied therefore misinterpreted the information Makes the study results deviate from the truth

5) Almost all teachers do not know how to write historical works. Therefore use different format of project report writing and most of the presentations lack the historical time dimension

Solutions

1) Local universities should have history professors to organize workshops on making history projects for history teachers.

2) The university should have a Bachelor of Education (History) course or a historical method course in the Bachelor of Education (Social Studies) by allowing students to do a historical project. And the government should specifically position the history teacher.

3) Teachers should act as advisors to students by encouraging students to work on projects near their students. In which students have some basic knowledge but then study to understand more clearly.

3. Managing the learning of history by using historical projects in Thailand It is found that most teachers do not manage the history by using the history project. The purpose of the historic project is to enter the contest, which schools and teachers will benefit from receiving awards from the contest. An important reason why teachers do not manage history is by using history projects. Can be summarized as follows

1) Teachers are free to choose the learning management model, in which there are other ways to manage history

2) The teacher has not finished history and has never done a history project.

3) The making of a historical project is an education outside the classroom. Causing the teacher to have an additional burden of looking after the students Must spend time with students outside of teaching time There are additional expenses which the school does not have a budget to support the student's history project. The teacher therefore does not want to be responsible for the said matter.

For teachers who organize learning about history by using history projects, they have the following characteristics:

1) Complete history or social studies with a background in history

2) Paying attention to student learning results which thinks that doing a historical project is to enable students to learn history through historical methods from real practice although managing to learn history by using historical projects creates more burdens than lecturing

3) Have fun learning new stories and building relationships with people in the community along with students.

Some teachers do not manage history by using the history project in the course of history. But instead used in the school's history club By reasoning that doing a historical project requires the attention of students In which the students attending the historical club are interested in doing the historic project Makes the learning history management using the historical project in the historical club more successful than to teach in the classroom In addition, the classroom teaching is only taught to students in the room that we teach. But teaching in the club teaches students who are interested at all levels in the school

The teacher who organized the learning history by using the historical project has adopted the historical method to teach the students to practice in the similar steps as follows:

1) Steps for setting up study issues the teacher will motivate the students by presenting the example of the historical project of the seniors and discuss the interesting of the project. Then ask the students if Know what is known about your locality by having students respond as much as they know. And then ask what students have responded to, what students would like to know the most by grouping together to create historical projects on that subject, 3-5 people in each group, or having each student present interesting stories in their locality then together select what is interesting and then divide the historical project group into the selected subject

2) Data collection step Teachers will ask each group of students to come together to think about what subject they set up as a study issue and where to collect information. Who can provide information? The students who own the area will be very important at this stage. Students will consult resources with teachers. In which the teacher invites them to talk so that students can think of as many resources as possible Then the teacher will inform the preparation before collecting the information such as equipment preparation Advance coordination Students will go out to collect information in the area, most of which will go together as a whole group. For information from the documents in the library and the internet are divided into duties.

3) Data analysis Students use information from various evidence to check for similarities and differences. For different data, consider using data from more reliable evidence, such as evidence from real locations. People and related documents are more reliable than unrelated persons or information from the internet. In which students will consult teachers in interpreting information in the local language expressions in the past And the art form In which the teacher will only help students interpret language idioms Local language or ancient language that teachers know the meaning If any word the teacher doesn't know, ask the student to go back to ask the informant or ask the local people. For art forms, if the school is near the National Museum / will ask the staff of the National Museum. But if any school does not have such a department, students will interpret it from the environment of the area where the evidence is found

4) Data synthesis step Is a procedure that each teacher teaches students differently, classified as follows: (1) showing the data obtained without the synthesis of the data (2) synthesizing the data according to the data source such as from documents from the internet From interviews (3) synthesize data according to study issues (4) synthesize data according to time sequences each year (5) synthesize data according to historical periods

5) Presentation of study results Teachers have students to present in the project report, which is different as follows: (1) Thesis format (2) Project report format (3) Historical research format (4) Writing to describe the actual experience of the project In each step For the dissemination of the project, most are published in the school by presenting in class or in the club. Public relations voices in the morning and lunch breaks, exhibitions And telling friends many schools publish via Facebook and website of the school. Video booklet Brochure School Journal Some schools broadcast via local radio and television stations. Exhibitions at local government offices or during local festivals

Conclusion

1. Developing the history project work of students found that there is a relation with the judging results of the historic project contest. The development of the historic project can be divided into two phases. In the first phase (2009-2013) is a project of history about national history in a textbook City history And interesting things from the provincial motto By relying on education within the school from documents Historical project report writing mainly uses data to be copied from later documents (2014-2018). It is a historic project dealing with specific local stories that use information from a variety of historical evidence. Project report writing has references to various evidence and shows historical time dimensions.

3. Impact of doing student history projects found that making the teaching and learning of history more interesting Students have higher academic achievement in history. Practicing group working skills and working systematically Schools and teachers have works for evaluating the quality of education of the school. There is a good relationship between the school and the community. The community is a learning source. People in the community are more aware of their community history. And promoting tourism, generating income for the community.

The problem found was that teachers lacked the knowledge and skills to do historical projects. Teacher works on behalf of students. The information used in the study is minimal. Teachers and students do not have basic knowledge of project work. Solution Local universities should have history professors to organize workshops on making history projects for history teachers. Should open Bachelor of Education (History) courses or have historical methods courses in the Bachelor of Education (Social Studies) by allowing students to do historical projects And the government should specifically position the history teacher The teacher should act as a student advisor by encouraging the students to work on projects near their students.

3. Managing the learning of history by using historical projects in Thailand It is found that most teachers do not manage the history by using the history project. The main reason is because teachers are free to use the learning management model. Most teachers do not finish history and never do historical projects. The making of a historic project is outside the classroom. Causing the teacher to have an additional burden of looking after the students Cost and time most teachers do not want to be responsible for this. For teachers who are learning history by using most history projects, completing history or social studies with basic knowledge of history. Giving importance to the learning outcomes of students by thinking that doing a historical project is to enable students to learn history by using historical methods from real practice. And happy to learn new stories and to build relationships with people in the community along with students Management of history learning by using the history project. The teacher acts as a consultant for the students to do the history project according to each step of the historical method.

Suggestion

1. The university should have a Bachelor of Education (History) course at tertiary level to produce history teachers in particular. Or have a course on history methods in the Bachelor of Education (Social Studies) program, in which students are asked to do a historic project. To produce a history teacher who understands historical methods and has experience doing history projects.

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2. The government should specifically define the position of history teacher and select the person who has finished history as History teacher or knowledge about historical methods for the selection of history teachers
3. Schools should promote and support teachers to manage history by using historical projects.
4. The teacher should arrange to learn the history by using the historical project by focusing on the study of the stories near the students.
5. Local universities should support history professors to provide technical assistance to teachers in their local schools. So that teachers can manage history by using historical projects like effective.
6. Government agencies and local people should support the historic project by providing information and learning resources for students.
7. The government should organize a national historic project competition as well as an academic competition contest in other subjects.

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A Study of Innovation Decision Process of Direct Sell Distributor: A Case Study of Amway Distributor in Thailand

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Abstract :

Research objective is to study decision process of direct sell distributors by approaching the method of Roger's Innovation Decision Process. Research data is collected from details of questionnaire from 200 Amway Direct Distributors in Thailand and statistically analyzed by percentage.

The results of this research was found that the implement decision of being direct sell distributors is the same as Roger's innovation decision process in all 5 steps. First step is innovation knowledge of direct sell that means how to use, obligation and discipline. Second step is persuasion which distributors know about advantage and disadvantage of innovation of direct sell by getting message from direct source and mass communication that is the cause of business favor or unfavor. Third step is making decision to be distributors after getting innovation knowledge of direct sell. Fourth step is implementation. Fifth step is confirmation after they confided the process and tell direct sell forever.

Keywords: Innovation Decision Process Direct Sell Distributor Amway Distributor in Thailand

Introduction

The current state of Thailand is experiencing various problems. Some problems can be resolved in a short time. But some problems take a long time sometimes not sure if the solution is correct or not, such as the current economic situation is reaching a critical point, but the solution is delayed until it seems wrong. This is in line with Chaweewan Saibua (2009: 14) views' of the Thai economy at this time as a closed system because there is no capital inflows in the country and the export capability is reduced. But executives still view the economy as an open system economy which caused great damage to Thailand Another problem is that the Thai society is also entering a crisis. Due to the fact that the general condition of most people is not very comprehensive Therefore, receiving any information is often inaccurate, because human decisions are complex and require experience and common sense to help decide (Keltner, 1979: 144 and Byrd, 1982: 3) and decisions are both important. At the individual level to the national level, which has to specify various steps, including policies, objectives, goals, as well as operational evaluation (Wuttichai, 1978: 194) to be most effective.

An alternative to solving problems, in addition to the methods described above. Is to increase one's career or work to understand more work to increase the value and value of the job. During the past 10 years, there have been many new businessmen entering Thailand, both correct and incorrect. With emphasis on ownership And the development of joint work Providing equal opportunities Freedom of thought The type of business that is discussed is direct sales. Amway Company Which is a direct sales company has set the business objectives to promote and develop the direct sales business to be more accepted by consumers. Public and government, by collaborating with the government to set rules for direct sales professionals to be one way.

Jointly develop knowledge Information and opinions between members, with an emphasis on the highest benefits for consumers (Amway Thailand Ltd., 1998: 29).

Forms and methods of direct sales there will be done by offering both consumer products directly to consumers at the residence or residence of others At work or anywhere With an explanation method Product demonstrations for the most participation Because the basic principles of direct selling in every system and every form are from creating good relationships between individuals and individuals. Seller of products with customers for this reason, it is easy for anyone who wishes to start a direct sales business without a hassle. Because the occupation does not limit the qualifications of education, status, social status at any level. Is there a regular job or not? Or has passed from work No gender restriction but emphasizes ownership and good business opportunities in creating and developing multi-layer marketing systems.

Direct sales system into Thailand for more than 10 years. The method of this type of marketing system is Sales and marketing development are multi-level networks which are in line with Chart Siri Aksornprasert (1997: 31-33), who state that product sellers are independent sellers. No status as a company employee it is a characteristic of a business trader, with each department acting differently. The company is responsible for production, research, product development, independent salespeople, personnel development open up new markets and serve customers. The benefits of direct selling are due to two main parts: Retail profits, which are the difference between the cost of goods purchased from the company and the retail price per consumer and discounts according to the level of sales of goods and services in the network that apply to engage in direct sales in the next level.

Decision-making process regarding direct sales businesses Which is considered as one of the innovations in the country at this time There is a process of decision making consistent with Chanittha Savetsila (1980: 7–12) which is to say, awareness of problems Data collection Seeking alternatives Considering options Deciding the best path Navigation, discrimination And follow-up, in which Wuttichai Jumnong (1980: 4–10) spoke about the decision-making process in various steps and went into detail in each step as follows:

1. Problem identification is to build confidence by finding and understanding the true problem.

2. Finding information related to the problem (information search) In order to create a problem, there must be a cause. Therefore, seeking various information related to the problem is to search for the cause or cause of the problem. Searching for information should be based on the idea that the information provided must be relevant and relevant to the problem as well as sufficient to solve it.

3. Evaluation of information: How accurate or appropriate is the information needed to be evaluated? And able to analyze the problem or not to make a decision

4. The listing of alternative is an attempt to cover methods to solve the problem in many ways. Because the determination of many options, every alternative may help us to solve the problem in the degree of suitability is not equal.

5. Selection of alternative at this stage is generally accepted as a true decision. Which is in the decision making process

6. Implementation of decisions when choosing an option, then implement the decision result. The right decision depends on the result of the solution.

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These steps are guidelines for those wishing to conduct a direct sales business. Into a business which can be considered it is a decision-making process about an innovation. In addition, Rubinstein and Harberstorh (1966) and Bair (1978) discuss the steps and methods of the decision-making process as follows:

1. Listening to the descriptive approach is a study of the decision making process that studies the behavioral decisions that people have actually made, as they are actual behavior, and may study the decision making processes that occurred in the past. Or study the characteristics of decision-making behavior currently occurring or study the characteristics of the decision maker or to study the factors that affect the decision making process, emphasis on case study and field study.

2. Finding the normative approach is the study of the decision making process. In order to find a summary of what the decision behavior should look like, which is the norm that will serve as a suggestion for the decision of the most suitable person to be more concrete in the decision making process. About the innovations of direct selling entrepreneurs There are people who study the decision-making process about innovation, which clearly divides the process, Rogers (1983: 163-209), who owns the theory of "Diffusion of Innovation" as follows:

Step 1 Knowledge Step People know that there are innovations. And have an understanding of what that innovation does Knowledge related to innovation, Roger, is divided into awareness knowledge, how to knowledge, and knowledge about principles.

Step 2. Persuasion. Persons will create or develop attitudes that agree or disagree with innovation. See the value of innovation in the benefits that are compatible, the results can be observed and can be tested.

Step 3: People decide to use innovation or reject innovation. Or put it to trial for confidence and reduce risk and after passing the experiment, the innovation will be received quickly.

Step 4 Implementation step (implementation) When people accept innovation, they seek information about obtaining innovation. Uses and solutions to innovations.

Step 5 Confirmation step (confirmation) in this class, people can change their thoughts and practices. People who reject innovation in the initial stages may later change to accept innovation. Likewise, individuals who accept innovation in the initial stages may reject innovations later. In researching the decision-making process, generally, it is quantitative research, wanting to know what factors influence that decision-making process.

But in the decision-making process about innovation, which is a principle that can be used as the norm for anyone to accept innovation, what are the steps? In particular, Roger's decision-making process only addresses the decision-making process of many Westerners, but he also doubts whether the process of accepting Thai innovation can bring Roger's methods or procedures. For the above reasons it is therefore very important to find the facts that occur with the conditions in Thailand. Especially logging in to the direct sales business Therefore, studying the decision-making process regarding innovation of the direct sales operator: a case study of the distributor of Amway (Thailand) is a study to be summarized according to the various processes mentioned above or not.

Research objectives

The purpose of this research was to study the decision making process regarding innovation of direct sales entrepreneurs by using the conceptual framework Rogers' Innovation process.

Expected Benefits

1. This is a research study of the decision-making process regarding innovation of direct sales entrepreneurs by using Rogers' concept of accepting innovation.

2. It is an integration of various concepts in order to understand human behavior that will lead to the decision-making process about innovation of the direct sales operator.

Practical benefits

1. A research that benefits the supplier direct supplier And those who will want to achieve higher levels of success

2. Agencies that operate direct sales the results of this research can be used as guidelines for further action.

Scope of research

The sample group used in this research is the direct selling business operator, called the Direct Distributor of Amway Thailand.

1. This research study will mainly use quantitative research, ie the sample group will answer the questionnaire that the researcher created and will use the interview method to support quantitative research results.

2. The variables studied are

2.1 The first variable is the decision process about innovation of the direct sales operator. 2.2 The following variable is the result of the decision about the innovation of the direct sales operator.

Definitions

The decision making process refers to the behavior that a person expresses through the decision making process in 5 steps which are

Step 1 Awareness Stage
Step 2 Motivation Stage
Step 3 decision making
Step 4 Implementation step
Step 5 Confirmation step

Innovation means knowledge or understanding that an individual accepts as a new thing and then applies it to change concepts. Same behavior for higher efficiency Even if that moment has passed, it is considered an innovation.

Direct business operator means a person or a group of people who are members of the direct sales system, which are both consumers. Independent trade agent Independent distributors are responsible for learning, disseminating Recommend products to consumers as well as develop business organizations for greater stability Direct sales means a direct sale of a consumer product and service to a consumer by marketing one place.

Supplier means the person or organization applying to be a direct sales business member. Direct seller means the person or organization applying to be a member of the direct sales business. With qualifications having sold in groups or individuals of 150,000 points or more for 6 months with 3 consecutive months within any 12 month period

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Research Methodology

The study of the decision making process about this innovation It is a study of how the direct sales business people use the decision making process to become a direct distributor. And whether or not the decision process is based on the innovation decision process this study is an expost facto approach to study existing concepts and theories.

Population

Population used in this research the researcher wants to study the case of an independent direct selling operator called direct distributor of Amway Thailand which has approximately 2,000 people.

Sample

The sample group used in this study was direct sellers upwards. By purposive sampling (Boonrong, 1996: 49), 200 people Yamane (referred to in Supat, 1990: 40-49) to answer the questionnaire.

Research tools

Questionnaire construction

The tools used in this research were questionnaires after researching from documents and researches related to this study divided into 3 parts as follows

Part 1 Backwards, such as gender, age, education level Income from permanent work Supplier life the questionnaire is type with text to choose from, divided into 3 parts as follows

Part 2 Questions about the innovation decision process of direct sales entrepreneurs there are 19 items in total, divided into 5 phases based on Roger's ideas. Regarding the decision making process regarding innovation as follows

Questions 1-4 are questions in the knowledge level.
Questions 5 - 7 are questions in the motivation phase.
Questions 8-10 are decision-making questions.
Questions 11 - 14 are questions in the applied stage.
Questions 15-19 are confirmation questions.
Part 3 Other comments: The questionnaire is open-ended.

Questionnaire testing

1. Bring the completed questionnaire to the advisor for review
2. Bring the revised questionnaire to 5 experts to help investigate.
3. Take the revised questionnaire and send it to the vendor that is the sample.

Data Collection

When the management of the questionnaire was completed, 200 questionnaires were sent to direct vendors, which the researchers collected 200 questionnaires by themselves.

Data analysis

The researcher examined 200 complete questionnaires for analysis and statistical analysis by finding the percentage

Research results

The results of the analysis of the data from the questionnaire responses on The study of decision-making processes regarding innovation of direct business entrepreneurs: a case study of the distributors of Amway (Thailand) supports the theory of Roger (Innovation Decision Process) in all 5 steps, namely

1. Knowledge level

The distributor contacted the prospective with a good impression by talking face to face. As for the presentation of solicitation information for direct selling by providing product knowledge on how to help the seller understand the principles of direct sales is to describe the direct sales business by yourself. For the direct selling business, the seller and the buyer contact each other directly.

2. Motivation step

Reasons why people want to engage in direct sales most want to have their own business. The person who should conduct the direct sales business is the person who wants to use quality products. And in the sense that most people have a direct sales business, that is, direct sales helps to increase revenue

3. Decision Making

Methods for interested parties Deciding to do a direct sales business is to see the product demonstration and then be impressed. Regarding the reason for making the decision to engage in the direct sales business, it is fair to the partners and the products. Regarding the value that occurs from most direct sales businesses, resulting in increased revenue.

4. Applied steps

How to convey to the direct sales business. Most of the methods use demonstration. The method used to develop a successful reseller is a one-on-one work. In terms of the activities that the distributors do when deciding to operate a direct sales business, namely using products to help the team in the direct sales business. Most vendors use self-resolving methods by explaining, discussing, and understanding.

Recommendations for the study of the decision-making process regarding innovation of direct sales entrepreneurs

1. In 5 steps, a decision-making process about Roger's innovation Is an important thing similar Need to be used if wanting to succeed in direct selling which has the following details.

Advanced knowledge must know that there is innovation Know what is responsible Know how to use innovation. And know the principles can understand innovation very well.

The incentive step will make known or dislike that innovation. And also know the emotions Know how to seek information including evaluating the benefits and disadvantages as well.

Decision making is a process that joins trends. Appreciation and then decide to accept innovation or reject innovation.

Confirmation step it is the success of the innovation decision-making process that confirms the said process. Correct, can be used further efficiently

2. The general public can apply Roger's framework to use in their careers other than direct sales. Because of this conceptual framework is a concept that is widely used while also allowing the work to be successful efficiently

3. Those in the direct sales industry will benefit from applying the decision-making process regarding innovation of the direct selling business operator will make the work system form a more complete.

4. People who are hesitant about the direct sales system Able to examine various steps according to the decision-making process regarding innovation of the direct sales operator Which will make you know at what time it is currently in the process In order to clearly set goals in the process And the most effective as that person wishes.

Suggestions for further research

1. There should be a study of the decision making process about the innovations of direct sales operators in terms of quality In order to compare with the quantitative research of how consistent.
2. There should be a comparative study between the direct sales business of each company regarding the decision making process regarding innovation to be used in the business operation.
3. The decision making process should be studied about the innovations of direct selling operators of other companies.
4. Similar research should be conducted. By applying acceptance theory to education, such as education administration Curriculum and instruction etc.

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Corporate Governance : Create an Organization for Good Corporate Governance

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Abstract:

This article is to study and analysis about guideline for good corporate governance, although this principle will be an innovation in the management of the world in the near term, but the response of government agencies and private businesses to this principle is well throughout the world. Principles and good governance principles gradually increasing complexity and increasing fertility From harvesting the experience of the reality of large businesses Especially in the business in the stock market business that has occurred around the world in recent years The truth that has been found bitter is large multinational corporations that lack serious governance do not only damage the shareholders and relevant parties. But also causing damage to the national economy and significant global economies as well power and greed is often a source of lack of good governance

Keyword: Good Governance Transparency Accounting Firm in Bangkok Metropolitan Administration Thailand

Introduction

In term of Good governance, aside from being a core for good governance, is also a guideline for good corporate governance, although this principle will be an innovation in the management of the world in the near term, but the response of government agencies and private businesses to this principle is well throughout the world. Principles and good governance principles gradually Increasing complexity and increasing fertility From harvesting the experience of the reality of large businesses Especially in the business in the stock market business that has occurred around the world in recent years The truth that has been found bitter is Large multinational corporations that lack serious governance do not only damage the shareholders and relevant parties. But also causing damage to the national economy And significant global economies as well power and greed is often a source of lack of good governance Studies have shown that those who create corporate crises that become unbelievably bankrupt are the owners. Chairman of the Board of Directors Executive Chairman Managing Director or Chief Financial Officer (CFO). These individuals are the true decision makers of the corporation. Which often conceals this informal system that helps conceal private business fraud, manage finances, or an examination system that is appropriate according to academic principles. By creating a foster relationship close relationship Kinship relations or the exchange of economic benefits.

The importance of good governance

Good governance is the rule of governing the country, administration, management and supervision of various businesses to be in the path of Dharma. This also means good management. Can be used by both the public and private sectors the fairness used in governance administration. Is the principle that is widely used in management today because it helps create and promote the organization to have the potential and efficiency such as the employees work honestly and diligently Resulting in the business turnover of that business expanding In addition, it also makes the third parties involved Believe and believe in that organization which will lead to continuous development such as transparent organization Naturally receive the trust in doing business Government that is transparent, verifiable Will create confidence for investors and the public As well as benefit the stability of the government and the progress of the country.

Characteristics of Good Governance

The conditions of good governance principles are as follows:

1. The principle of Public Participation is the process in which people have the opportunity and participate in the decision-making process equally (Equity), whether it is an opportunity to participate directly or indirectly. Through a group of representatives elected by citizens fairly

2. The principles of honesty and transparency (Honesty and Transparency) is a mechanism that is honest and transparent. This includes the system of rules and operations that are open, straightforward, people can access and receive information freely, fairly, correctly and efficiently, which means that all relevant parties Whether regulatory agencies and the public can check and follow up.

3. Principles of social responsibility (Accountability) is the responsibility of the role, duties and responsibilities to the public. By organizing organizations or establishing operational rules to meet the needs of different groups in society fairly in this sense meaning more than a specific responsibility to a supervisor or a political support group.

4. The principle of political legitimacy (Political Legitimacy) is a mechanism that contains elements of the government or those participating in the administration of a legitimate country. Is accepted by people in the society as a whole, either by appointment or election.

5. Fair Legal Framework and Predictability is a framework that is fair and fair for different groups of society in which rules are enforced and can be used effectively. Is a clear rule which people in all societies understand.

6. The principle of efficiency and effectiveness (Efciency and Effectiveness) is a mechanism that is effective in operations. Whether it is the organization of work processes, organization, human resource allocation and various public resources are used worthily and appropriately there are public actions that give satisfactory results. And stimulate the development of society in all aspects (Politics, society, culture and economy)

Goals of Good Governance

The Constitution of the Kingdom of Thailand B.E. 2560 has created a good governance system, which is called the English language "good governance" with 3 common goals, consisting of

First, the administration aims to achieve public administration. Quality meets the standards that the people want be transparent in decision making and in the work process. For the public to receive information Share opinions and participate in work including saving Effective for that work instead of focusing solely on the rules and methods.

Second, the adjustment of government work roles By focusing on the main duties of the government, which are Policy making, foresight, the enforcement of laws that provide equality,

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fairness, and independent management organizations Participation of the public sector in the implementation.

Third, multilateral administration are Management in which stakeholders are involved in setting goals, making decisions or joint operations without monopolization or centralization of powers.

The Royal Decree on Good Governance and Administrative Procedures B.E. 2546 has set the target scope of the term the administration of a good government that consists of public administration to achieve the following goals:

1. Benefits to the public
2. Achieve the achievement of the state's mission
3. Effective and worthwhile in the state mission
4. No more operational procedures than necessary
5. There is an improvement of the government's mission to keep up with the situation.
6. People are facilitated and received their needs.
7. There is regular evaluation of civil service performance

Components of Good Governance

Regulations of the Prime Minister's Office Regarding the creation of a good governance system for the country and society, 2542 B.E.

1. The Rule of Law The rule of law refers to the observance of laws, rules and regulations, which are considered to be governed by law, not arbitrary, or the power of the individual must be considered fairness and justice as well as being concise and fast as well.

2. Morality: Morality means adhering to correctness, virtue, promoting personnel to develop themselves at the same time in order to have personnel to be honest, sincere, diligent, patient, disciplined, to carry out their profession in good faith as a national habit.

3. Transparency The principle of transparency means transparency that can be compared to have the opposite meaning or almost the opposite to corruption, with regard to corruption meaning has a negative meaning and the horrors are hidden Transparency is a vocabulary that provides positive aspects. And pay attention in a peaceful way People have access to information. Easily and easily understand And there is a process for the people to clearly verify the accuracy in this regard, in order to be a good fortune for the personnel who work to be transparent Invite the royal order in the King His Majesty Bhumibol Adulyadej the Great That His Majesty ordered the King to include those who are honest And wholeheartedly Even with a little knowledge, it will benefit the public more than those with a lot of knowledge. But without honesty no sincerity.

4. Principles of participation (Participation) The principle of participation means providing opportunities for personnel or people with Involved in official participation Manage decisions on matters such as being a committee Subcommittee and / or working group by providing information, opinions, recommendations, consultation, planning and implementation.

5. Principles of responsibility (Responsibility). Responsibility principle means awareness of rights and duties. Awareness of social responsibility Attention to management problems Enthusiasm for problem resolution and respecting different opinions Including the courage to accept the good and the bad results of one's own actions.

6. Cost-effectiveness or Economy. Value means management and use of limited resources. To maximize the benefit to the public by campaigning for personnel to be economical Use cost-effective equipment and preserve natural resources to be completely sustainable.

Practices in accordance with the principles of "good governance"

Good governance is clearly relevant to the business. Because all 6 principles can be transformed into practices for organizations because when the organization treats employees well the staff are also happy, morale and work. Resulting in all employees love and dedicated to work and ready to participate in the progress of the company. Therefore, the use of good governance as a guideline for management Therefore it is important and necessary for the success of organizations of all types at all levels.

1. Creating good governance at all levels will lead to sustainable development with people as the center.

Truly making Thai society a stable society, development and peaceful coexistence strengthen the community and increase participation.

2. It is a fundamental principle in creating fairness in society, resulting in people at all levels not.

Whether the rich or the poor in terms of employment, income, and development and having a better quality of life.

3. Good governance helps reduce, alleviate or solve problems, even if the problems are severe, they can help reduce or alleviating the violence and non-severe problems may not arise again As well as enabling society to be strong in all aspects both social and political values and consciousness.

4. Good governance will help reduce corruption and promote honest people.

5. Good governance is a concept that supports democratic society to enable people to participate in decisions. And there is an inspection of the work of the state by citizens and related organizations.

6. Good governance will help the state administration to be fair. It is credible both at home and abroad.

7. Good governance is an important guideline for organizing society for the government. Private business and public sectors Able to live together peacefully, with knowledge, love, and unity and together as a force Create sustainable development and is a part to strengthen or create immunity for the country.

Success in building a good governance system

In applying good governance principles to manage both the government and private sectors to achieve success, agencies must take the following actions:

1. Must cooperate to better manage the national affairs and Thai society, referring to all sectors of society, including government, private business and the people sector Must cooperate to manage the affairs of the country and the Thai society even better.

2. Must be carried out continuously, meaning good governance of society and society must be carried out continuously. With an important factor that every leader and officer must understand and be conscious Saw the necessity and importance of this matter.

3. Principle and method of exercising power means the creation process City administration And good society in any society Depends on how power is used Which is divided

into two parts: power users and power users, if both are satisfied with the way of administration, politics and society Naturally means That society has good city management and society.

4. Proceed according to the composition Components of building a national administration system and good society, there are 4 reasons

The belief of the authority that power can be shared.

Mechanism for sharing power
Mechanism of power beam
Power inspection and power beam inspection system

Benefits of good governance

Benefits of good governance can divided into 2 types according to organizational characteristics, which are

1. Benefits of good governance to the public sector

Good governance is therefore a basic rule for governing subordinates in management because it will help to manage the work efficiently. It also makes all employees happy at work. And also helps to build good morale As well as perform the duties as assigned by the full capacity which will result in overall good results with future operations going forward good governance principles benefit the government.

2. Benefits of corporate governance to the business sector

Good governance is therefore a fundamental rule for subordinates that Thai SMEs need to apply in management. Because it helps to be able to manage work efficiently it also makes all employees happy at work. And also helps to build good morale and perform duties as assigned by them to cover the ability which will result in overall good results with future operations going forward which affects business of Thai SMEs by using good corporate governance principles in the business.

Therefore, a good organization with good governance must consist of 4 sides: 1. Establish good governance. 2. be transparent 3. Build trust in the eyes of others. 4. Create the highest efficiency at work. Will help create a barrier and make consumers love the brand, the use of good governance allows the organization to increase the efficiency of management and also a mechanism to control, monitor and monitor with people or External organizations are involved. This is to prevent damage to the administration of the organization because the creation of good governance occurs in the organization. Creating a good sense of management and work in the organization And establish a system that supports the implementation of good conscience, whether in terms of effective administration Not wasteful Monitoring of corruption and transparency with due regard to all concerned parties that may be affected. Because those who are affected by the operation of that government agency be related to direct citizens.

Good Governance is the governing, management, management, and supervision of various businesses in the way of Dharma. This also means good management. Which can be used for both public and private sectors Dharma used in this administration It has a broad meaning, meaning that it only means religious principles, but it includes morals, morals, ethics and all legitimacy. Which a reasonable person should have and should act such as transparency, verifiable without interference from external organizations, etc.

Good governance is a principle that is widely used today. Because Help create and promote an organization with potential and efficiency, for example, employees work honestly and diligently Resulting in the business turnover of that business expanding In addition, it also makes the third parties involved Believe and believe in that organization which will lead to continuous development such as transparent organization Naturally receive the trust in doing business Government that is transparent, verifiable Will create confidence for investors and the public As well as benefit the stability of the government and the country's progress.

Conclusion

Management and management in the public and private sectors have given priority to the moral and ethical systems. Because the administration and management in both the public and private sectors experienced a crisis caused by widespread and widespread corruption. Social responsibility or the public consider only the benefits of oneself and those of the people. Which is a lack of morality and ethics, while the term corporate governance in the private sector is the core of management in the modern era that every department must focus on. In the past decade the importance of good governance and corporate governance is more prominent. And become the main factor for considering both domestic and foreign investment the economic crisis that occurred in Thailand in 1997 and spread too many countries in Asia. The main reason is due to lack of good governance. And corporate governance With the financial crisis occurring only as an end For this reason, the World Bank considers that important indicators indicating the economic recovery from the Asian crisis are not only the numbers of economic growth but the recovery is at the development of corporate governance, while the term corporate governance in the private sector is The core of management in the modern era that every department must focus on. In the past decade the importance of good governance and corporate governance is more prominent. And become the main factor for considering both domestic and foreign investment the economic crisis that occurred in Thailand in 1997 and spread too many countries in Asia. The main reason is due to lack of good governance. And corporate governance With the financial crisis occurring only as an end For this reason, the World Bank considers that important indicators indicating the economic recovery from the Asian crisis are not only the numbers of economic growth but the recovery is in the development of corporate governance.

The performance of the private sector is no less lacking good foundations. Lack of good corporate governance foundation.

The performance of the private sector is no less lacking good foundations. Lacking a good corporate governance foundation that supports sustainable and sustainable growth Lack of honesty to shareholders to the government and the public taking into account the practice method, only focusing on short-term profits Lack of prudence regardless of company management mechanism

Therefore, the problem of lack of understanding in the principles of good corporate governance and the lack of links to demonstrate the concrete benefits of adhering to good corporate governance, which should be the key to bringing good corporate governance to government and private organizations in Thailand Efficiency and finally.

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A Study of Good Governance And Transparency of Selected Accounting Firm In Bangkok Metropolitan Administration Thailand

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Abstract:

This article is to study and analysis about shortage conditions. To know the general profile of respondents consisting of personal information regarding sex, age, educational qualification, marital status, occupation, income. To study the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand. To highlight on the levels of good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand. To know the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand. To find out the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand and To identify the alternative options which may improve the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.

Keyword: Good Governance Transparency Accounting Firm in Bangkok Metropolitan Administration Thailand

1. Introduction

Accounting is the business process of keeping records of finances. Accounting transparency relates to the financial reporting process of accounting where companies report their financials to the public. Accounting transparency means offering a clear, concise, and balanced view of your company's financial situation to shareholders. The importance of accounting transparency grew after several prominent business and accounting scandals and heightened government regulations that require companies to comply with specific reporting standards. Accounting firm is the business process of keeping records of finances. Companies use accounting for two basic purposes: to report financial performance to shareholders and other stakeholder groups, and for use in managerial decision-making. Accounting transparency relates to the financial reporting process of accounting where companies report their financials to the public. This includes distribution of common financial reports such as income statements, balance sheets, statements of cash flow and statements of retained earnings.

The scandals that occurred in the mid-2000s and the financial crisis that began in 2007 in the US, and still ongoing in the EU, have shown that the audit is an important tool for ensuring the reliability of financial statements and their credibility for all stakeholders and, in particular, for investors. Confidence in the strength and stability of global capital markets is now a prominent issue. Since the sound development of financial markets depends strictly on the level of transparency on corporate governance issues, all key players, including audit firms, are expected to release any information that might affect market confidence.

Many companies have added to the increased call for accounting transparency from the government by engaging in accounting scandals involving inaccurate or incomplete accounting and financial reporting. Companies that are struggling have sometimes reverted to accounting manipulation to hide poor company performance, according to the "Corporate Narc" website.

Other service organizations have contributed by participating in unethical activities or conflicts of interest, including finance, auditing, and legal providers. These agencies should contribute to independent and transparent financial reporting but have sometimes failed to separate their agency activities from close interaction with bad business activities and accounting practice.

Building a culture of transparency is a fundamental first step to achieving trust. Open and honest communications support the decision to trust. Lack of communication and transparency creates suspicion. Transparency happens only when an institution creates a culture of candor and respect, stakeholders feel free to speak the truth to the board and management. If the executives are willing to listen to opposing points of view and promise to consider the merits of others' arguments, they pave the way for a culture of transparency. Broadly defined, transparency refers to the degree to which information flows freely within an organization, among managers and employees, and outward to stakeholders. Bennis and O'Toole (2009) offer seven steps for developing a culture of transparency in the organization especially accounting firm. Therefore, the importance of the accounting profession is more than just following the law. But must consider morality and ethics and professional ethics as well To avoid errors that will cause damage And helping the business to grow steadily Create good quality of life for company personnel and related parties. And helps drive the country's economy even further.

2. Literature Review

Lawson (2011) in his review of Rothstein's book "The quality of government: corruption, social trust, and inequality in international perspective" mentions that the author relates good governance to the concept of impartiality, which is basically when the bureaucrats perform their tasks following the public interest rather than their self-interest. Lawson differs with him in that this impartial application of law ignores important factors like the economic liberalism, which matters due to its relation with economic growth.

It is important to distinguish good governance from other concepts that look similar, such as development and economic growth. Instead of considering them as equal, many scholars refer to them as features that are likely to be related in different ways. In fact, the importance that authors give to good governance, is due to the impact it may have on development and economic growth.

According to Grindle (2004), the relevance of getting good governance comes precisely from its relationship with the development of a country and the reduction of poverty. Setting an agenda for reaching good governance is of the huge interest but also a complex task, which makes this author to propose rather a "good enough governance" agenda as a starting point. In the construction of this "simpler" agenda, the idea is to revisit policies that have worked in the past, set priorities in a strategically way, consider policies with greater impact in alleviating poverty and reaching development, and look for innovative ways of implementing such policies.

In terms of economic growth, there are several authors relating that variable with good governance, but in the sense of "being related to" instead of "being part of". In other words, scholars have been intrigued by the relationship between good governance and economic or political development. Grindle (2007) mentions there are many relations to be found between indicators of good governance and economic growth, however those associations are difficult to measure and even harder to be attributed as causal. Nevertheless, she mentions the work of Kauffman (2002), who found a causal and positive relationship between different dimensions of good governance and the GDP per capita in the long run, i.e. good governance makes development possible.

These dimensions are how the government is elected and oversighted, the accountability power of citizens, the credibility in the government, the respect for institutions, both from government and citizens, and the effective delivery of public goods. He found that the relation between these two variables does not hold in the reverse direction, meaning that higher levels of economic growth do not lead to better governance. For example, Quain (2003) points out that China and Vietnam are frequent examples of countries that have made remarkable leaps in economic development and poverty reduction, but nevertheless retain many characteristics of poor governance.

3. Good Governance in Public Sector Reform

Prime Minister Prayut Chan-o-cha has stressed the importance of promoting good governance in public sector reform, which is a step toward reshaping the country in the future. Transparency, accountability, participation, equity, rule of law, and responsiveness, which are central to the idea of good governance today, are not new concepts in Thailand.

The Royal Decree on Criteria and Procedure for Good Governance was issued on 10 October 2003 to set management guidelines and directions for all government agencies in order to respond to the need of all citizens. Apart from efforts to introduce good governance principles, the Thai government also came up with the Public Sector Development Strategic Plan, which aims to systematically prescribe an implementation framework, objectives, strategies, and measurement in order to ensure its public sector reform. The plan focuses on excellent service quality, rightsizing public sector, high performance, and open bureaucracy. Later, the Public Sector Development Strategic Plan, 2008-2012, was implemented. Among strategies in the plan was the reengineering work process to achieve an integrated approach, coordination, and networks with public participation.

By translating the reform concept, based on the Royal Decree on Criteria and Procedure for Good Governance, into concrete actions, the government has also installed other reform initiatives, such as result-based management and customer-first strategies. In the policy statement of the present administration, the Prime Minister stated that the Government would uphold good governance and prevent and suppress corruption and malfeasance in the public sector. According to the statement, in the past, certain parts of the civil service and some officials were a cause of conflict in society, obstructing national development with various outdated regulations.

The Government has, therefore, established policies to improve the civil service system. Decentralization will be pursued to enable people to have better access to public services. The number of centers receiving complaints from the people in the provinces will be increased, so that they will not need to travel to the capital to submit complaints. Moreover, the Government will strengthen the merit system in the appointment and transfer of government officials.

The report on the Government's three-month performance, from 12 September to 12 December 2014, stated that the Government had set guidelines for the decentralization of financial management power to local administrative organizations in the future. It also selected 237 local administrative organizations that are recognized for their good governance. The

Government presented awards to these organizations in December 2014 to encourage them to further improve their operations.

Since the 1997 Financial Crisis, often nicknamed “the Tom Yum Kung Crisis”, the concept of good Corporate Governance (CG) has gained popularity in Thailand. Good CG means that a company has efficient, transparent and auditable management structures and processes in place that promote trust and confidence between shareholders, investors and all other company stakeholders. These structures and processes also stimulate competitiveness, boost long-term shareholder value, and present excellent opportunities for sustainable growth. Good CG therefore contributes significantly to a firm’s value, investor confidence and overall sustainable growth.

Department of Local Administration, a Thai government department which is responsible for supporting, facilitating, and strengthening the works of local administrative organizations in providing public services, has prescribed the description of "strong local administrative organization" as follows:

1) Self-Reliant

Local administrative organizations can be self-reliant in every way, including finance and management system, which will improve the quality of local administrative organizations in providing public services regarding the principles of local governance.

2) Effective Implementation of the Plans

Local administrative organizations can implement local development plan as a major tool in local administration to effectively, connectively develop the local areas as well as to be responsive to the people's requirements, local plans, and provincial/provincial cluster development plans, which will lead to the unity of area-based administration and fulfill important national strategies.

3) Good Governance

Local administrative organizations can manage themselves according with the principles of good governance and transparency to become reliable organizations in public's perspectives.

The Thai Government continues to give high priority to good CG in its continued efforts to strengthen the Thai economy, retain investor confidence and make Thailand more competitive. In 2002, the Government included CG as part of the National Agenda, known as the 2002 Capital Market Master Plan. It also declared 2002 as the “Year of Good Corporate Governance” to emphasize the need for good CG.

To support and strengthen the Government’s CG National Agenda, the Stock Exchange of Thailand (SET) introduced the 15 Principles of Good Corporate Governance in 2002 as preliminary implementation guidelines for listed companies in Thailand. The SET worked closely with state and private parties to introduce these principles. The key principles include transparency and information disclosure, internal control and risk management, shareholder rights and equitable treatment, stakeholder rights, roles and responsibilities of the board of directors and business ethics.

The SET required all listed companies to disclose implementation of these principles in their 2002 annual reports, using the “if not, why not” approach as a way of following up on the introduction of the principles.

In 2006, the Principles were revised to become comprehensive and comparable to the Principles of Corporate Governance of the Organization for Economic Co-operation and Development (OECD). It also included recommendations made by the World Bank in its Report on the Observance of Standards and Codes related to Thai CG (CGROSC). In 2012 the Principles were made to be compatible with the ASEAN CG Scorecard criterion, which assesses and ranks listed companies' CG practices in ASEAN.

To promote good CG, the SET also established the "Corporate Governance Center" (CG Center) as an advisory body for directors and executives of listed companies. The role of CG Center is to:

• Develop CG Principles and best practices that are compatible with international standards, • Provide consulting services and exchange ideas about CG practices with directors and executives of listed companies, • Educate directors and executives of listed companies, • Promote CG Best Practices to listed companies, • Produce and disseminate a wide range of information and materials such as guidelines, • Ensure that the Corporate Governance Report (CGR Survey) in evaluated by a third party,

Recognize listed companies with good CG practices by Top CG Report Awards, CSR Awards and IR Awards.

Efforts to improve governance within listed companies have had a positive impact on the Thai capital market's stance towards good governance. This is evidenced by the international assessment:

• CG-Watch 2012 by ACGA: Thailand moved up to third position in the appraised Asian Countries ranking (Thailand, Japan, Hong Kong, Singapore, India, Taiwan, China, Korea, Indonesia, Philippines, and Malaysia) • CG-ROSC 2012 by World Bank: Thailand got the highest average score of 83 per cent in the CG assessment. This score was highest of all 11 voluntarily appraised Asian Countries (Thailand, Bhutan, Bangladesh, Hong Kong, India, Indonesia, Philippines, Nepal, Vietnam, Pakistan, and Malaysia) • ASEAN CG Scorecard 2012-2013 by IOD: Thailand got the highest average score of 67 per cent in CG assessment. This score was highest of all 6 voluntarily appraised ASEAN Countries (Thailand, Singapore, Indonesia, Philippines, Vietnam, and Malaysia) Good CG contributes to company value and growth, benefits capital markets, and helps ensure sustainable development of the Thai economy. The Thai Government and the SET therefore urge boards and management teams of all listed companies in Thailand to develop efficient, transparent and audible management systems that are comparable and compatible with international governance standards.

Corporate governance has been seen at the forefront of establishing standards of corporate ethics aimed at reducing unscrupulous corporate practices while preserving a fair business environment. Corporate governance is also increasingly being considered an important part of enterprise risk management and the rationale is poor corporate governance is viewed as risky, whereas creditors and investors view good corporate governance (GCG) as a sign of strength in a corporation. The strength of a corporation's governance systems and the quality of its public disclosures are becoming increasingly important because stakeholders are paying more attention to what is reported and how. Thus, stakeholders are demanding better financial reporting and corporate transparency as well as more GCG practices through their management and board processes in order to lower their uncertainty towards investment decisions.

4. Gravity of Problem

Transparency of accounting information can be defined as widespread access to relevant and reliable information about the performance, financial condition, investment opportunities, governance and corporate value and risk in the economy. Consider two companies with the same market capitalization, overall market-risk exposure and financial leverage. Assume that both also have the same earnings, earnings growth rate and similar returns on capital. The difference is that Company good governance and accounting firm is a single-business company with easy-to-understand financial statements. Company by contrast, has numerous businesses and subsidiaries with complex financials.

Transparency lies at the intersection between the public's right to know and corporation's right to privacy. The public's right to know means the stakeholders' interest in obtaining corporation information about management and strategy. The stakeholders have a legitimate claim to know vast quantities of information about corporation's actions and intents. On the other hand, the corporation's right to privacy means the corporation's right to control the collection, use and disclosure of all information and management strategies in relation to the corporation. Opacity, the opposite of transparency, is defined as the state of being hard to understand and not clear or lucid. When information is not clear, it is not trusted. When information is hidden, it is natural to believe there is truly something to h, but yet it did not achieve any significant result in governance. The core challenge lies in developing a governance model that fits the current economic and career accounting firm condition of the country. The other major bottlenecks are its slow monolithic non transparent, bureaucratic structure, rampant corruption in public offices not only puts Bangkok top corrupt list of nations but also raise the cost of living in this country. The legal frame work of the country dwells on the rules set by the British colonial rulers- A master and servant mindset of governance, which is proving to be ineffective and highly inefficient considering today's global information age economic environment. Though legal reforms are slowly taking place in public administration but due to lack of enforcement as well as political commitment.

Main aim of the present study, thus, studies critical of good governance is buzzword in this era and has swept public attention for the last decade. It has also become a significant pillar in the consideration of a state's ability to confirm to universally acceptable democratic standards. In Bangkok Metropolitan Administration Thailand the present condition of good governance and transparency is not satisfactory. There are many problems stimulate as barriers for good governance. To ensure sound local development action should be taken to work towards achieving good governance in order to get more depth and clarity of the problems. Thus, the problems selected for research for research are being studied on the basis of research methodology discussed as below.

As a result, investors are demanding better reporting and greater transparency.T&D are integral to corporate governance as higher transparency and better disclosure reduce the information asymmetry between a company's management and financial stakeholders, mitigating the agency problem in corporate governance. Audit firms auditing PIEs must publish on their website an annual TR that includes at least the items indicated in the EC Audit Directive, Article 40. Examples of corporate governance information to be mandatorily included in the TR, which may be of interest to investors and may enhance the credibility of audit firms, are: the audit firm legal, ownership, and governance structure; the internal quality control system; the audit firm's independence and continuing education practices; and the audit partner remuneration.

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5. Objective of the Study

The objectives of the study are as follows:

1. To know the general profile of respondents consisting of personal information regarding sex, age, educational qualification, marital status, occupation, income.
2. To study the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.
3. To highlight on the levels of good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.
4. To know the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.
5. To find out the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.
6. To identify the alternative options which may improve the good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand.

6. Research Methodology

Methodology plays a very significant in good governance and transparency accounting firm in Thailand to undertake the study some set research techniques are well-standardized and acknowledged and through them a properly control on different variables can be kept. With the growing complex of good governance and transparency of accounting firm in Bangkok and the career of accounting firm which must good governance and transparency typically represent adoption of these techniques by the researcher in various disciplines dealing with different aspects of the social reality has become imperative. However, when accounting firm in Thailand development has to be evaluated, then the most popular technique is to conduct a quantitative research. The present study is based on this category of research. The following are important points in the research methodology of this study.

7. Collection of Data

Primary Data: Field Work

Secondary Data: Journals, Books, Published literature and relate Website

Selection of Samples

No.	**Representative sample**	Number (Person)	Remarks
1.	Accounting Firm	25	
2.	Customer	500	
3.	Officer in the office	500	
	Total	**1025**	

These all respondents and accounting firm customer and officer in the office will have to be selected by the help of convenience sampling methods from the study area.

Tool &Techniques to be used

The data from primary and secondary source will be collected, scrutinized, tabulated, analyzed and finally used for the study purpose. For the analyzed purpose, simple co-relation, regression, ch-square pest will be used

Sampling Design

It is neither possible nor necessary to cover the whole of the population from the study because it is too large in number. A study of a portion of it is conducted. Therefore, the following stages of sampling will be adopted for drawing the sample.

A simple random sampling method will be adopted. Total number of selected beneficiaries of the accounting firm in Thailand. The simple random sampling method to give an equal chance of being included in the sample will be selected as the sample of the study. Thus, total selected respondents representing the universe were 1,025 persons. The lottery method of random sampling will be used to draw the number of selected respondents from accounting firm in Bangkok Metropolitan Administration Thailand.

Methods of Data collection

Preliminary information will be collected through the secondary sources, i.e., government reports, documentary and library references, Census reports and other statistical information. Information about good governance and transparency of accounting firm in Bangkok Metropolitan Administration Thailand will be collected from the information Centre.For the primary data interview method for the beneficiaries and questionnaire method will be used. In case more number of the inhabitants interview schedule will be the proper tool of data collection for such a group of respondents. These questions will be structured to suit to the objectives of the study. These tools of data collection will be supplemented by observation and discussions so as to get an insight into the working.

Conclusion

The accounting profession is a profession that is important to all business sectors of the public and private sectors. To various non-profit organizations Because accounting is a job that is responsible for note-taking And making documents to present accurate financial reports In order to help the management plan the working direction And used to make important business decisions. Therefore, accountants are important personnel in driving business and operations Transparency and accountability are central to the concept of good governance. Disclosure of information and transparent decision-making processes enable citizens and other stakeholders to scrutinize actions and hold governments or companies to account. Improved governance requires an integrated, long-term strategy built upon cooperation between government and citizens. It involves both participation and institutions. The Rule of Law, Accountability, and Transparency are technical and legal issues at some levels, but also interactive to produce government that is legitimate, effective, and widely supported by citizens, as well as a civil society that is strong, open, and capable of playing a positive role in politics and government. This paper considers goals for better governance, key challenges confronting efforts at reform, examples of successful good-governance efforts, and action steps for improving both participation and institutions.

The importance of professional ethics in accounting. Although there is a legal framework that provides guidelines for the work of accounting professionals. But above all, it is honest and honest in the work of the accountants themselves. Because as already mentioned that Accounting is important to the operations of organizations and businesses. And there are many parties that have made use of the account information the decoration of numbers or accounting errors can have a big impact. Unclear accounting decorated figures or neglecting to record important financial information it may cause mistakes in investment and business operations. And resulting in the company having problems with financial liquidity and may cause the company to become bankrupt and as a result the impact was widespread. Both the business owner who has lost or lost a lot of money from the operation mistake, so that the company may be closed Executives and employees who have to leave the company when the company is closed. Investors and creditors

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who have lost money in investments and loans To the Revenue Department that is not able to collect tax Because the company abolished the business Causing the nation to lose the income that will be used to develop the country.

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Principles of Local Government in Thailand

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Abstract:

This article is to study and analysis about local government is the governing of the people by the people for the people freely. According to the will of the local people 2. The important principles of local government are Principles of self-governing principle of decentralization and principles of state of unity. Principles of participation and principles of government supervision as objectives so this article try to focus on the principles of local government role and duties for service the people who live in the area.

Keyword: Principles Local government Thailand

Introduction

Local government can meet the needs of the local target and effective since the locality is different, regardless of geography, resources, people, needs and problems, it is different those who provide services or correct problems and in line with the needs of the people must people who know the problems and needs citizens' as well Management will therefore be fast and effective do not waste time proposing matters for approval to the north up local management will complete the local work. No need to waste unnecessary time and expenses. Decentralization has caution and has become a critical point which has many aspects as already mentioned especially in the area of decentralization and consideration of knowledge level can public which is a very controversial issue and for a long time since the change of government in 1932, that is to say, the debate about the readiness of the people to self-government. Always been until now but from the importance of local government, if looking at a large point, then it can be divided into two areas: In politics, governance, and administration, that is to say, in politics and governance Is the foundation of government democracy and learning self-governing as for the administration to alleviate the burden of government and local people to find a way to respond to problems by themselves with various administrative mechanisms in terms of personnel management, budgeting and management etc. General principles for governance of the country. Governing that country requires an organization governing or servicing the government. Such an organization is "government", which means a group of people assigned to exercise executive power. To carry out the governing country in this regard, there must be an administrative organization called to organize government administration in order to manage or manage the country according to the government's policy, there are 2 main principles which are.

Principles of centralization is the principle that governs the administration by authorizing the governing authority to the central government, which is the ministry, bureaus, departments of the state, and there are civil servants or officials of the central administration that are directly connected to each other, respectively. Is the governing body throughout the entire territory of the country therefore it is a national job which is a duty and responsibility. The central government must act to meet the needs or common interests of the people with the following important characteristics.

1.1 There is a gathering of military and police forces to be centralized. To ensure absolute and timely command, if necessary As well as to maintain order and stability of the country.

1.2 There is a centralized decision making authority in the central area, that is to say, to be authorized to perform various operations throughout the country territory and the central part may grant certain powers to civil servants or the staff in the landscape can make a decision on certain matters but the final decision is still central.

1.3 There is a hierarchy of command which has a significant effect is the central authority has the power to appoint, remove civil servants and officials who work in different regions of the country, as well as to exercise the power to command the operations can be within the scope of the law and in accordance with the policy as well.

Advantages of power consolidation principles

(1) Maintaining state power due to the unity of government and administration as well as orders can be easily effective and have the power to enforce them when violations are illegal.

(2) Allowing equal benefits for people throughout the country because it is a way of governing that aims to benefit the nation as a whole in various regions throughout the country.

Disadvantages of the principle of centralization

(1) The government cannot provide many types of public services for good and thorough results in all areas at the same time.

(2) Causing delay because he had to follow the hierarchy wasting a lot of time and not being able to solve some public service problems moreover, complicated government regulations can cause delays.

- Principles of division of power deconcentration is a principle that the central administration gives the authority to make some decisions to government officials or officials which is regularly sent to perform duties in various administrative divisions of the country and under the command of the central administration this principle of division of power is part of the principle of centralization. With the following important characteristics.

- It is the division of power from the central government officials or officials representing the central office that is stationed in various administrative districts in the landscape, but only in certain areas the final command is still with the central administration.

- Civil servants or officials in the provincial area Is the central government official appointed and removed and under the command of the central administration.

Therefore, the principle of power distribution is to delegate the duties of the government to government officials in the region. Have duties and responsibilities as assigned in various administrative districts Both in the exercise of discretion Decision making and problem solving as well as various initiatives Within the framework of the government policy that has been laid down Therefore is a characteristic of Thai government That is called the provincial government system.

Benefits of the principle of dividing power

- The use of the principle of decentralization is the first step that will lead to decentralization, that is to say, if changing the form of provincial administration into a form of local government in accordance with the decentralization principle can be done by changing the central operator's staff to local officials which is elected by the local people.

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- Helping the business run quickly because there is no need to propose a central order for all matters therefore making various operations go faster.

- In the area where there is a local government organization would result in closer communication and supervision of the local administrative organization.

- Organization of government agencies, management, landscape, principles of power sharing Useful for countries where people still lack knowledge in governance. And arrange for the officials of the central administration to carry out the local governing.

(3) Save money because there are civil servants or officials and efficient appliances and belongings in the center can be rotated to various administrative districts can be in the whole country.

(4) Creating unity in government because the power of command and command is in the same center Use the same laws and regulations.

Disadvantages of the principle of dividing power.

- Still not able to meet the needs as needed by each locality thoroughly and correctly, because each locality has different service needs. The central and geographical areas may not know the needs and needs of the locality thoroughly.

2. Principle of decentralization is a method in which the state authorizes some governance to other organizations. In order to provide some public services with reasonable independence don't have to be in the central command with the central part only being controlled which has the following important characteristics.

2.1 There are organizations that are juristic persons separated from the central administration In accordance with the law that has a property budget and their own staff which is assigned to manage and provide certain public services without being under the command of the central administration that only controls them to perform their duties correctly.

2.2 Election Local Administrative Organization consisting of officials elected by local people Resulting in participation in local government and the elections are considered the cornerstone of decentralization.

2.3 The organization is independent in its operations. Which according to the principle of decentralization, the organization must have its own independent power and operate independently within the scope of the law with their own budget and staff.

Advantages of decentralized principles.

(1) Resulting in better response to the needs of local people and able to properly carry out actions that suit local problems Because of the necessity conditions of each locality as well as the condition of the terrain will be different.

(2) To alleviate the central burden allowing the central area to create large businesses more about the common good And also allowing the business to be accomplished quickly.

(3) Helping to promote democracy because decentralization is the power of local people to govern themselves. Make the people have responsibility and be responsible in the local business which is essential for a democratic country.

Concepts and theories Local Government

Daniel Wit (1967: 101 - 103) defines local government as the government that the central government gave. Power or distribution Power to the local administrative unit to open the opportunity Allowing local people to have Power of the governing body in all or part of the local administration.

William V. Holloway (1959: 101-103) defines local government as an organization that has certain territories with a defined population with authority. Self-governing has its own fiscal management and there is a local council in which members are elected by the people.

Prathan Kongritthisuksakarn (2524: 15) defined that local government is a system of Governing that is a consequence of distribution and this implies that a local governing body will be formed by the local people this organization is established and controlled by the government, but it has the power to formulate policies and control the implementation of their own policies.

Uthai Hirunto (1980: 2) defines local government as administration that the government empowers local people to manage and manage. Some operations by Take action yourself to local administration is organized as an organization, with all or part of the people elected officials. There is independence in administration, but the government must be controlled by various methods as appropriate. There is no state control without it, because local government is what the state creates.

Summary of the essence of local government there may be many forms of local government units. Forms based on differences in population growth or area size must have independent power to perform duties as appropriate. Local government units must have legal rights to conduct autonomy. There are organizations that need is in the administration and autonomy, that is, there are administrative organizations and Legal department local people are involved in local government.

Disadvantages of decentralization

(1) Causing danger to unity and causing problems for national security Because of the various locales the competition is good. And there is not enough coordination. Therefore, this principle must be used to suit the needs of the country and the knowledge of the people as well as the government must control to maintain the unique qualities of governing the country.

(2) Making the benefit of the locality more important than the common good of the country Due to focusing on local interests only and sometimes overlooking the common interests of the country.

(3) Local officials may exercise their powers and duties unreasonably because decentralization requires elections, therefore, there may be parties taking advantage, as well as using the powers and duties to seek benefits for themselves and their friends.

(4) Causing costly waste because a local organization must be established therefore must have a budget for staff and equipment since it cannot be used for revolving switching.

Therefore, any country will use the principle of decentralization or decentralization depending on the event of each period. Political status And the ability of the people in that country is important Which most of the countries Often combine the principles of power and the principle of decentralization together In organizing the governing country So that the advantages of one principle come to solve another disadvantage As for the principle of division of power or regional administration, the applied countries tend to see benefits in the sense of guaranteeing order of local peace. And help the central government oversee local government units which is a coordination unit between the central and local area.

Provincial administration is a part of the country's administrative machines, allowing local communities a certain level of autonomy. The local powers are under the state powers; the local administrations are not independent bodies; they are under the national laws, set up for the benefit and well-being of the members of the community. Decentralization is, amongst others, the fundamental principle of the local government to empower people of self-government according to their will. They will elect their representatives (members of the local assemblies or local administrators) to administer the local affairs instead of them with expectation of their better lives as well as protecting local interests and the country's as a whole. Therefore, all the local governmental organizations shall enjoy autonomy in laying down policies for their governance, administration, finance, and shall have powers and duties particularly on their own part. Members of the local assemblies or local administrators shall hold office for the period of four years. "There are currently 5 kinds of Thailand's local (provincial) administration as the following.

1) **Provincial Administration Organization** is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation. Provincial Administrative organization (PAO) consists of two administrations. The first is the administrative body led by the chair of the provincial administrative organization; he or she is responsible for all the administrative affairs of the province. The second is the legislative body where members of the provincial administrative organization issues rules and regulations as well as monitor the management of the provincial organization. There is only one chair of each provincial administration organization; he or she is elected by the people in the province. The main duty is to monitor and manage the provincial administration organization led by the permanent secretary of the organization who functions as the top executive of the organization. The chair appoints his or her assistants who are not members of the provincial administration council to help him or her running the administrative affairs of the organization. The assistantship serves for four years. Their duties include managing and monitoring of the provincial administrative affairs, making sure that the administration is done in accordance with the provincial acts and regulations and the provincial development plan. Other duties include planning for the development of the province, setting up the annual budget to be submitted to the provincial administrative council, and reporting the performance and expenditures to the provincial administrative council. Members of the PAO are directly elected by the people; they are elected to a four-year term. Their duties and responsibilities include enacting rules and regulations to be used within a particular province or district such as regulations on petrol and tobacco taxes, monitoring of the administration of the PAO, and monitoring and evaluation of projects' expenditures. Their roles and responsibilities also include their roles in approving the provincial development plan which is a collection of plans and projects submitted from municipalities and sub-district administration organizations. The plan may entail road construction or other infrastructures. They also take part in approving the province's annual budget, which is the management of the public money, managing the collected taxes levied from the public; the taxes include property tax and indirect taxes such as trade and business taxes. These collected taxes, in principle, would return for the development of the province or city.

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2) **Municipalities** refer to provincial political units, such as a city or town. It has three categories: (1) sub-district (Tambon) municipality, district (Muang) municipality, and (33) city (Nakorn) municipality, depending on the number of population and the civility and development of that particular area. Municipalities are set up to manage and provide basic infrastructures for people in local areas; they permeate the daily life of people from birth to death. In theory, a municipality has its autonomous administration. Municipal staff and the permanent secretary function as local government servants, carrying out their duties under the supervision of the municipal council directly elected by the people. A municipality entails two bodies: legislative and administrative bodies. The legislative body's main duty is to enact local regulations and monitor the administration of the municipal council; the administrative body manages the affairs of the municipality via the executive power of the mayor and the members of the municipal council.

The mayor is directly elected from the eligible people with a particular constituent, serving for the term of 4 years; each municipality entails 2 council members from each sub-district (Tambon), 3 council members from each district, and 4 council members from the province. Members of the municipal council are directly elected from the eligible voters, serving the term of 4 years. The number of the council members depends on the type of the municipality. The number is 12 for the sub-district municipal council, 18 for the district municipal council and 24 for the city municipal council.

3) **The Special Administration of Bangkok**. The Bangkok Metropolitan Administration divides its administration into districts and sub-districts. The Bangkok Administration Council functions as the legislative body; the governor of Bangkok is the head of the administrative body. The governor and members of the Bangkok Administration Council are elected from the voters. The term for the members of the council is 4 years.

4) **The Special Administration of Pattaya**. This administration entails the city council as the legislative branch entailing the 24 elected members. The mayor of Pattaya is elected by the people, serving as the head of the executive branch.

5) **The Sub-District Administration Organization** is a local administrative organization under the Councils and Sub-district Administration Organization Act BE 2537, functioning as a local administrative organization at the sub-district (Tambon) level; it is, thus, very close to the people of the community. A Sub-district Administration Organization has developed from a Sub-district (Tambon) Council with income up to a certain level. It is established to manage public services at the local level, villages and sub-districts, as it is impractical for the government to administer all of the villages in the country, the number of which is over 70,000.A sub-district administration organization entails two branches: the legislative branch and the executive branch. The legislative branch entails members of the organization; their main duties are to pass the local laws and monitor the administrative affaires of the sub-district. The executive branch is led by the president of the organization who chairs the sub-district administration organization. The chair of a sub-district administration organization is elected by the people functioning as the head of the administrative branch, and the term is 4 years. Members of the sub-district administration organization are directly elected by the people of the community; their administrative term lasts for four years. The number of the members of for each sub-district varies, depending on the number of villages within a particular sub-district. The sub-district organization of only one village can only have 5 members. If the number of villages is two, each village is allowed to vote

for three representatives. The organization with more than two villages is allowed to have two representatives for each village.

Conclusion

The importance of local government from the concept of local government to support the administrative objectives of the state in which Will maintain the stability and well-being of the people By adhering to the principle of decentralization And to comply with democratic principles In which citizens participate in self-government The importance of local government can be summarized as follows

Local government is the foundation of basic democracy, because local government is the institution for training political politics for people. Let the people feel that they have a connection with the stake in government. Local administration Take responsibility and cherish the benefits to the locality in which they will lead to faith in the democratic regime in the end (Chusak Tiangtrong, 1975: 6-7), where people will have the opportunity to elect legislative, executive Elections will be practice Let the public use discretion to choose the right representative Those who have been elected to manage local affairs can be considered as local leaders so they can use their knowledge of local administration. Familiarity and expertise in exercising citizens' rights and duties which will lead to having Continue political participation at the national level.

Local government makes local people recognize self-government. The heart of democracy. One thing is Self-government is not the rule arising from the command above Self-government is the people's participation in the governing of the local administrators, in addition to being elected to be responsible for the local administration. Through cooperation United from the people Local administrators must listen to the voice. People with democratic methods, such as giving people the opportunity to vote on referendum giving the people the power to remove (Recall), which will make people aware. In their local importance the public will be aware of obstacles, problems and help to solve. Problems of their locality (Anan Anantakul, 1978: 6-7). Local government is to ease the burden of the government. Which is an important principle of Decentralization Local government is established for the purpose of alleviating the government's burdens due to some of the following needs (Chuwong Chayabutra, 1996: 28-29).

The mission of the government is extensive. Day by day it will be extended. Which can be seen from the budget increases each year according to the growth of the country. The government may not act in response to the needs of the people. Thoroughly local because each locality has a problem and needs Different Solving problems or providing local project services in the same way inevitably does the most effective local people know the problems and understand the problems better who is not in that locality the local people are therefore the right people to solve the problem. That occur in that area the most some businesses are local. Not related to other locals and without disadvantage the country as a whole it is therefore appropriate that the local people do it myself. Therefore, if there is no local governing body the government must bear all the burdens, and not sure if it will meet all the local needs or not. Including must be processed only that locality is not associated with another locality. If organized by local government to do it myself Government burdens will be relaxed. The government is responsible for only controlling Take care only as needed in order to make the local standards of operation even better. Spreading the burden gives the government time to take important actions. Or large national activities which benefit the nation as a whole the congestion of various duties that are centralized will be reduced. Streamline operations in the central area will increase.

Local government is the governing body that is one of the closest to the people usually, local government will allow people in that local area to elect their representatives to act as local administrators or be a member of a local council to select a local executive (referred to as direct or indirect elections respectively), local government organizations will have autonomy in the administration of the state to a certain extent, according to the law. Direct election of local administrators is an opportunity for local people to directly elect the local administrative organization in their area as for the election of local administrators indirectly the local council will choose the local administrators in place of the local people, meaning that the local people will just choose members of the local council. Then the local council members will be responsible for electing another level of local administrators.

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Contribution of Human Resource Management in Sustainable Development of Organization

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Abstract:

Faced with global concerns about increasing not secure of the global system private companies are asked and motivation to participation to the implementation of the business strategies for Sustainable Development through national and multi-national partnerships. Implementing the Sustainable Development will require coordinated and collective effort by all stakeholders to move the world forward towards a shared vision as set out in the Sustainable goals. Business diplomats representing the interests of organization are crucial to ensure a mutually beneficial participation of business in the implementation of the Sustainable goals. Repositions are made in this paper to outline the requisite competencies needed to implement business diplomacy both at the organizational and management layers.

The aim of this article is to present the main contributions of human resource management to develop sustainable organizations. The relationship between human resources and organizational sustainability, which is based on Economic, social and environmental performance, involves some important point concerning management such as innovation, cultural diversity and the environment. Based on this paper, propositions and recommendations for contribution and role of human resource management in business development.

Keywords:

Sustainable development goals, Human Resource Management for Sustainable Development, Training and Performance Appraisal, Skill India for Sustainable Development, Latest Trends in Human Resource Management.

Introduction

To survive the today's competitive world every organization, entrepreneur, and business men trying for strengthening in our business in competition. Human is important part of business strengthening in competition, every business owner as well as director focus of quality and standard product manufacture. Human Resource Department of company time to time organize training for employee in new trends, concept and like ideas sustainable business in competition. A response to the growing public awareness on the importance of business contributions to development, there is an increased incentive for corporations to report on their sustainability activities. He, key roles of human resource management Sustainable to contribute to developing sustainable business economically, ecologically and socially and to make human resource management systems

1. Objective of Study:

a) To explain the concept of role of Human Resource Management of Sustainable Development.

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b) To explain the Important of Training and performance appraisal in Competition.
c) To explain the Skill India concept of Indian Government for Indian companies Sustainable Development in Competition.
d) To explain the latest Trends in Human Resource Management.

2. Research Methodology

Research work is a systematic method to carry out the research. Paper research under the descriptive type of the researcher. As it is based observations and experiences gain by the researcher during data collection and analysis.

2.1 Data Collection Method: Secondary Data

The data which was already collected by someone else. Research has to analysis the data and interprets the results. For the present research the researcher collect the secondary data through various books, websites, published information, sources of which is given at the work note of this paper.

3. The concept of Human Resource Management for sustaining development:

Human Resource Management major role playing for time to time business sustainable in new market policy, like a product production speed, new training courses, new machinery works, market inflation, new strategies achievement than new skill employee requirement etc. Capital, land, owner and labor this four part achieving then start a business by business man, in this part labor part is develop by company throw to human resource management. Labor is only one part is live and movable in organization, other part not movable he stay in one place in placed in company. Business sustainable for competition market, human resource manager important role play in achieving markets goals and strategy by human policy and rules implementation in business

4. Concept of Training

In organizational internal change environment, Training to make a positive change in workers, psychology, concept, behavior. Achieve organization policy and goals training as a set platform of organized actions change attitudes.

4.1 Importance of Training

i) New employee who join an organization are given training. This training familiarize them with the organizational mission, vision, rules and regulations and the working conditions.
ii) Any new concept and knowledge realise by the existing employees are trained to refresh.
iii) Update or growth the any knowledge take place in technology, training is given to support. For instance, purchasing a new equipment, changes in technique of production, computer impartment. The employees are trained about use of new equipment's and work methods.

4.2 Benefit of Training

i) Develop a human relation – New approaches of workers management today's create a human relation in industry. Human's relation training need of a every businesses. Face of human problem and stable human relation then workers training need is important.
ii) Change of Work – In time employee, change to regular work to new work advice to management then training is important. In case promotion of employee again training is

compulsory. Therefore, old workers new technology skill achievement and implementation new job work can also training is good better and concept clear of employee.

iii) Less supervision- A well trained employee will be well done job and will need less of supervision. Thus, there will be less wastage of time and efforts of management and management also use of our time in new work.

iii) Technology Development- Technology time to time changes. Organization achieve this new technology for Ex. Machinery structure, Computerization etc. This new technology knowledge implementation of employee then provide a training is important. Errors are likely to occur if the employees lack knowledge and skills required for doing a particular job.

iv)Increased productivity - Employees improves productivity and less time for regular Training. Maintain quality and quality performance for well trained employees. There is no time wastage performance as well as money and resources if employees are properly trained.

v) Safety and health- Employees safety and health maintain by company because skills and big productivity target achieve by employer. During training eligible for employee done work by safety and healthy. Human resource an asset for the organization.

5. Concept of Performance Appraisal

Performance appraisals are important for top level management to unskilled employee because, positive relationships between management and staff. Appraisal of performance change the attitude, behavior, human relation and motivation. Performance and job appraisals and analysis are important role of managing the performance of people and organizations.

Every organizations Person, groups performance appraisal is compulsory procedure in time to time. Appraisal means, works quality and job marks analysis. Management different levels performance appraisal need is important. Appraisal programmed extra focus of employees skill, drawbacks, behavior.

5.1 Objectives of Performance Appraisal

i) To provide a employees job records to top management as well as owner of business

ii) To identify the strengths and weaknesses of employees then to place right employee on right place.

iii) To maintain the human asset and this asset development and growth.

iv) To provide a feedback to employees regarding their performance and related status.

v) Performance appraisal determine the salary and wages of due to workers.

5.2 Advantages of Performance Appraisal

i) Employers Development: Performance Appraisal is mirror, in this mirror watch the merits and de-merits of the employers. Which job done and analysis and conclusion of work. Then assessment employers development programmed need yes or not by management.

ii) Improvement for Human Relation: Management by objective is important factor by control. Performance Appraisal determine of any person job need and personal ability and skill. Then really calculate the performance appraisal and change and improvement of human relation. Merit rating is possible through performance appraisal. Performance Appraisal try for growth of work and performance.

iii) Communication: For an organization, effective communication between employees, management and employers is very important. Performance appraisal, communication develop for following points.

a. Through performance appraisal, the employers can understand and accept skills of subordinates.
b. The subordinates can also understand and create a trust and confidence in superiors.

iv) Motivation: Performance appraisal serves as a motivation tool. Through evaluating performance of employees, a person's efficiency can be determined if the targets are achieved. This very well motivates a person for better job and helps him to improve his performance in the future.

6.Concept of Skill India for Sustainable Development

6.1 National Policy on National Skill Development Corporation (NSDC) -

Government policy on "Sabka Saath, Sabka Vikaas" and its commitment to overall human resource development to take advantage of the demographic profile of our country's population in the coming years. Developing a comprehensive and holistic policy document is an integral part of the process. This requires a fresh look at the already existing National Policy on Skill Development (NPSD), 2009.

The objective of the National Policy on Skill Development and, 2015 will be to meet the challenge of skilling at scale with speed and standard. It will aim to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centers. In addition to laying down the objectives and expected outcomes, the effort will also be to identify the various institutional frameworks which can act as the vehicle to reach the expected outcomes. The national policy will also provide clarity and coherence on how skill development efforts across the country can be aligned within the existing institutional arrangements. This policy will link skills development to improved employability and productivity.

The National Skill Development Mission was approved by the Union Cabinet on 01.07.2015, and officially launched by the Prime Minister of India on 15.07.2015 on the World Youth Skills Day.

6.2 National Skill Development Mission

The Mission has been developed to create convergence across sectors and States in terms of skill training activities. Further, to achieve the vision of 'Skilled India', the National Skill Development Mission would not only consolidate and coordinate skilling efforts, but also expedite decision making across sectors to achieve skilling at scale with speed and standards. It will be implemented through a streamlined institutional mechanism driven by Ministry of Skill Development and Entrepreneurship (MSDE). Key institutional mechanisms for achieving the objectives of the Mission have been divided into three tiers, which will consist of a Governing Council for policy guidance at apex level, a Steering Committee and a Mission Directorate (along with an Executive Committee) as the executive arm of the Mission. Mission Directorate will be supported by three other institutions: National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), and Directorate General of Training (DGT) – all of which will have horizontal linkages with Mission Directorate to facilitate smooth functioning of the national institutional mechanism. Seven sub-missions have been proposed initially to act as building blocks for achieving overall objectives of the Mission.

6.3 Proposed Scheme on Business Development

An entrepreneurship development scheme is currently being developed by Ministry of Skill Development and Entrepreneurship. The scheme will being designed around the following major elements:

i)Educate and equip potential and early stage entrepreneurs across India:

In partnership with experts, a world class entrepreneurship education curriculum will be developed. This curriculum will be delivered to all aspiring entrepreneurs at no cost. Leveraging online learning, entrepreneurship courses can be taken as and when needed by students and business people alike through Massively Open Online Courses (MOOCs). In addition, entrepreneurship education will be integrated into the mainstream curriculum in 3,000 colleges around India. Entrepreneurship education courses will also be delivered in approximately 325 industrial clusters across the nation. Through 50 nodal Entrepreneurship Hubs (E-Hubs) set up across all states, existing and potential entrepreneurs will be targeted for entrepreneurship education modules that suit their need.

ii) Encourage Entrepreneurship among under presented groups: Encourage Entrepreneurship among under presented groups Special focus will be given to the inclusion of scheduled castes & scheduled tribes, minorities, differently able, etc., and regionally under-represented areas including large part of Eastern and North Eastern India in entrepreneurship programs. Special efforts will also be made to enrol incubators and mentors catering to these groups will in the national entrepreneurial ecosystem.

iii) Promote Entrepreneurship amongst Women: Focus will also be placed on encouraging women entrepreneurs through appropriate incentives for women owned businesses under the public procurement process. It will also be ensured that gender neutral incubation/ accelerator, network of mentors, industry, resource centres and credit institutes are developed to facilitate Women Entrepreneurs. Priority will be given for mentorship and support system for women entrepreneurs in existing business centres and incubators. Steps will also be taken to assemble gender disaggregated data.

7. Concept of Latest Trends in Human Resource Management

The Human resource department has forward than just mere recruitment, benefits management, professional development and time and attendance. Here let us have a look at some of the most recent trends in human resource management that can change the overall working condition of a daily company.

i) Internet Skill Test: In new trends in performance checking in employee of internet skill test is one of the best option to every organization human resource department. In this tools checking performance way of exams, objective study etc. A company chance to employee explain to our performance assessment.

ii) Electronic Tools: Electronic tools a record of employee movement in working time, and employee which time come in job as well as out time of job. Electronic tools examples of CCTV, Biometric devices, Intercom Devices etc. CCTV Camera catch a every movement and Biometric device record a attendance data of employee.

iii) Workplace of Employee: Workplace of employee is a important part of psychological theory of high level performance of employee. Workplace better examples of, machinery regular servicing because no additional sound at workplace, better and bright light, air etc.

8. Conclusion

Development is a changing procedure with change of human development features. There is a sea change in the use of both non-renewable and renewable resources. Sustainable Development depends of one part of management is human resources. Future is one of the hand of people more researches are needed for finding policy and tools of sustainable development.

Human resources are assets of a society and organization. The fundamentals of every organization are the human resources and there is no doubt in its importance. The scholars in the field of management believe that the difference between rich and poor countries is not because of financial resources but it is because of the competent human resources and the manner of their management and administration. The experts consider that sustainable development can be defined based on two concepts: human development and welfare. The development is associated with a better future, which traditionally is quantified by economists according to the income growth per capita or growth of the Gross domestic product of country. According to this, the powerful and competent human resources are one of the most effective and determinant processes of supporting in every successful business development in competitive.

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Implementation of Forensic Accounting in India

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Abstract :

Forensic accounting is a process which investigates the financial and business matters to discover the financial crimes or to work out the chance of incidence of fraud. The importance of forensic accounting is increasing in today's world wherever the frauds have gotten additional subtle and devastating. The main purpose of this paper to understand whether or not the implementation of forensic accounting is accurate and to review the necessity of extends of forensic accounting in India.

This study conjointly investigates the issue faced by accounting corporations in implementing forensic accounting. The paper also studied the some major scandal been in India and conjointly provides the suggestions to boost the standard of forensic accounting. The forensic accountants are facing some key challenges like problem to access the specified relevant knowledge because of poor data management policies of firms and many more. So the standard of forensic accounting should be improved by better deployment of technology and strengthening the disclosures by firms.

Keywords: Forensic accounting, fraud detection, Implementation of forensic accounting.

Introduction

"Forensic" means "suitable for use in a court of law", and it is to that standard and potential outcome that forensic accountants usually have to be compelled to work. Forensic accounting is outlined as "the application of investigative and analytical skills for the aim of resolving financial issues in a manner that meets standards required by courts of law. It's principally a composite of three skills that are auditing accounting and investigative skills.

Financial forensic engagements might constitute varied classes. A number of them are:

- Securities fraud;
- Tax fraud;
- Money laundering;
- Business valuation;
- Computer forensics/e-discovery.
- Economic damages calculations, whether suffered through misconduct or breach of contract;
- Bankruptcy, insolvency, and reorganization;

Need of Forensic Accounting in India:

Auditors do not audit the account with prejudice of manipulation of accounts and most of the audits are carry out on the basis of samples and not carry out a detailed investigation. Thus possibilities of failures of audited reports are increasing. During this state of affairs, the necessity for a forensic accountant has become enormous. In wide we need forensic accounting because:

- Problems of individuals and corporate with government are increasing,
- There have been increasing fraud with financial tables of firms and this led to increasing damage to society,
- Employees involving with fraud is increasing and it is getting harder to unveil and prevent them,
- People and corporate are increasingly going for court action to resolve their problems,
- There has been increasing fraud within the virtual atmosphere and therefore the necessity of specialists to fight against these.
- According to '2018 Report to the nation' by Association of Certified Fraud Examiner (ACFE), there were 2690 cases of occupational fraud from 125 countries resulting into loss of more than $7 billion which cause a huge demand for those who can identify and apply relevant control to prevent such misconduct. Out of which 72 cases were from India.

Objectives of the Study

1. To Identify the level of applicability of forensic accounting in India,
2. To know the need of extending forensic accounting implementation in India,
3. To analysis the problems facing by accounting firms in forensic accounting,
4. To suggest ideas for better implementation of forensic accounting in India.

Review of literature

Dr. Manas Chakrabarti (2014) stated there is an acute shortage of forensic accounting skills in India. He stated that there are only about 400 forensic accountants in the country, though India loses approximately $40 billion because of frauds. He concluded that if forensic auditing is made mandatory in financial and corporate sector, many of the scams involving thousands of crores can be avoided.

Temitope, Muturi, & Nasieku (2016) the study revealed that there was significant and negative connection between fraud examiner responsibility and as a capacity of auditor which has lead a wrong impact on the Nigerian Banks. Therefore, the study finally endorsed that there is the duty and requirement to be more careful when they are dealing with people of that country.

Bhasin (2017) conducted a survey-based research to identify the skills, training, and education required for forensic accountants in India that can strengthen the corporate governance. The results from the survey analysis reported auditing skills, written and oral communication, critical thinking and deductive analysis, analytical proficiency, legal knowledge, unstructured problem-solving and investigative flexibility as the pertinent skills required for the forensic experts.

Jeffin VarugheseKoshy (2019) conducted a study of problems in implementing forensic accounting. The results shows India has failed to distinguish forensic accounting as a main domain. As a consequence there is a hidden need for forensic accountant in our country.

Research Methodology

- **Research design:** Here we are using both quantitative and qualitative research which is structures way of collecting and analyzing data obtained from different sources.

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- **Data Collection:** The present study is relies on the secondary data. The data required for the study is collected from the various business magazines, newspapers, articles and internet.

Forensic Accounting - Indian Scenario

Recently, forensic accounting has become an indispensable tool for investigation in India due to rapid increase in white-collar crimes and our law enforcement agencies do not have the expertise or time to uncover such stock market fraud or bank fraud or cyber fraud. According to the Corruption Perception Index 2016 Report released by Transparency International, India's rank is 79th among 176 countries affected with corruption. Table shows the statistics of major frauds and scams or accounting irregularities in India.

Scandal	Year Reported	Scope	Key Players	Summary
Dewan Housing Finance Corporation scam	2019	□31000 crore		The FIR said that Rotomac diverted the loans to a fictitious company, which routed the money back to Rotomac.
UPPCL employee provident fund (EPF) scandal	2019	□4000 crore	Praveen Kumar Gupta, Sudhanshu Dwivedi, A.P. Mishra,	Talking to IANS over phone, a senior official in Lucknow said that Adityanath had taken a very serious view of the financial irregularities committed by senior officials who violated norms while investing over Rs 4,000 crore of the trust funds, with a controversial private firm.
Rotomac Bank fraud	2018	□3,695 crore	Rotomac Global Pvt. Ltd, and its directors	The FIR said that Rotomac diverted the loans to a fictitious company, which routed the money back to Rotomac
Punjab National Bank A.P. Mishra, ank scam	2018	□ 11,600 crore	Gitanjali Group and its subsidiaries, Gili and Nakshatra	Two branch employees were involved in the scam, in which the bank's core banking system was bypassed to raise payment notes to overseas branches of other Indian banks
Noida Ponzi scheme	2017	□3700 crore	Anubhav Mittal's Ablaze Info Solutions Limited	A (SIT) probing an alleged Ponzi scheme run by Anubhav Mittal, managing director of Ablaze Info Solution, concentrated their efforts on suspicious transactions by nearly 200 gold and diamond dealers.

Uttarakhand liquor-license scandal	2015	100 crore	Uttarakhand chief minister Harish Rawat and his secretary, Mohammed Shahid	The key players were seen negotiating with a liquor baron for a 100crore bribe to change the state's policy on the sale of alcohol.
Gujarat fisheries scam	2015	400 crore	Purshottam Solanki ,Dileep Sanghani	Gujarat ministers Purshottam Solanki and Dileepbhai Sanghani were accused of illegally granting fishing contracts for 58 reservoirs.
Delhi power scam	2015	8000 crore	Reliance Anil Dhirubhai Ambani Group	After reports emerged of the (CAG) indicting Delhi's three power distribution companies (discoms) for inflating dues by Rs 8,000 crore and manipulating consumer figures, Chief Minister Arvind Kejriwal said tariff rates would have to be brought down.
NSEL case	2013	5,500 crore	Mohan India Pvt & Ltd Amit Mukherjee	Out of 24 defaulting companies, two companies were found using this modus operandi.

Scope of Forensic Accounting Services in India

Certified forensic accounting professional is one among the foremost wanted certification within the forensic accounting domain in India. The scopes of the services in last 5 years have grown up significantly due to various factors like banking reforms. Here are some real world scenarios where the services of the Certified Forensic Accountants are used:

- **Bank Forensic Audits**

Current turmoil within the Banking sector provides huge opportunities for the forensic auditors. There's an enormous demand for the services of forensic audits where the accounts are required to be classified as wilful defaulters. Most of the general Public Sector Banks require the forensic audits of their borrowers to be done to spot if it's a business loss or a wilful default. Because the bankers are under continuous stress from various investigating agencies, forensic auditing is becoming a essential.

- **Insolvency Cases**

Banks are now knocking the doors of the National Company Law Tribunal for further actions against the borrowers which aren't paying their dues. Many of those cases are filed under the insolvency laws.

- **Economic Offenses Wings**

Typically where the pyramid schemes, ponzi schemes or money circulation schemes are registered under various statutes with the local enforcement agencies, their economic offenses wings typically ask the forensic auditors to figure with them to assess the precise amount of damage.

- **Serious Fraud Investigation Office**

Sometimes the intense fraud investigation office also seeks the assistance from the Forensic auditors to investigate various facts of the company frauds. Digital type of forensic plays an important role in such investigations.

- **Securities Exchange Board of India**

SEBI, one among the foremost powerful regulators of Indian capital market requires the assistance of forensic auditors, within the crackdown against the shell companies, fraudulent prospectus application and trading.

There is a great demand of Certified Forensic Accounting Professionals in India and therefore the scope of forensic accounting services is goes to extend because the reforms in Indian financial sector continues.

Services rendered by a forensic accountant

- Fraud detection where employees commit fraud
- Criminal investigation
- Matters related with professional negligence
- Arbitration service
- Settlement of insurance claim
- Dispute settlement

Who can be a forensic accountant?

Duties of forensic accountant are concerned with judiciary or semi-judiciary dispute resolutions so a forensic investigator required a well understanding of relevant jurisprudence and laws. Commerce graduates who wish to require forensic accounting as a career have to qualify as a chartered accountant and then differentiate in forensic accounting. However, to be a proficient forensic accountant it is important to figure with an experienced and well-qualified forensic accountant to find out the ropes of the trade. These certificates reveal that a forensic accountant has acquired the required instruction and training beyond that which an average accountant has.

CAs Incorporating Forensic Accounting as a Function

Due to the shortage of proficient forensic accountants within the industry, chartered accountants are often called in to bring in a mixer of accounting, auditing and investigative skills, for which they may not have the necessary training. Hence The Council of the Institute of Chartered Accountants of India (ICAI) recognizing the necessity for forensic accounting and fraud detection, within the emerging economic scenario in India, has incorporated a Certificate Course on Forensic Accounting and Fraud Detection for practicing CAs. According to statistics from Accounting Today, quite 40 percent of leading American accounting firms are extending their services into forensics and fraud detection and this scene is probably going to catch on in India as well. CAs can opt for a Private Loan for Chartered Accountants which offers a number of advantages to form use of this chance.

Problems of forensic accounting

Though with the current economic downswing, there is an increased demand for forensic accounting services worldwide particularly in developed countries, forensic accounting in developing economies is niche field. The dearth of qualified accountants with adequate technical know-how on forensic issues is one among the main problems of forensic accounting in India. Due to the complicated and ancient judicature and political compulsion, forensic accountants face the challenge of gathering data against such huge shots that is permissible within the court of law.

Moreover, it'll be quite expensive if the issues were brought to court and where it involves skilled witnessing. Thus, most firms like to settle the difficulty outside the court to avoid the expensive cost and the risk of unhealthy publicity on their corporate image.

The fast-changing world of information technology and therefore the exponential increase within the use of computer systems threaten the forensic accounting fraternity. The technology used by criminals and fraudsters is changing constantly and forensic accounting need to stay on high of their game to stop and discover these dishonorable practices.

Forensic accounting is an expensive service in compare to investigative auditing. Moreover, it's not obligatory for firms to appoint forensic accountant in contrast to internal/external auditors in order to prevent/detect irregularities in their financial transactions.

Recommendations

1. Proactively observance key processes and run data analytics modules on internal/external communication, payroll and reimbursements, receivables and collections, sales and distribution, time and physical access controls and vendor payments.
2. Conferences, seminars and training programs need to be organized to enhance skills and ability of professional Accountants regarding Forensic issues.
3. SEBI and RBI should create a 'cell for Forensic Accounting' in field of corporate crimes and financial crimes respectively.
4. Forensic accounting may be integrated into the academic curriculum as a means of increasing awareness of the related subject matter.
5. It should be made mandatory to recruit a forensic accountant in all the companies especially in public sector companies and large scale companies.
6. A regulatory body of forensic accounting needs to be set up to govern the role, duties, responsibilities and power of forensic accountant to set the system free from bureaucracy and red-tapism.

Conclusion:

So far forensic accounting in India is getting used as an investigative tool, instead of a preventive tool. If forensic auditing is made compulsory in financial and corporate sector, many of the frauds involving thousands of crores can be avoided. However With the increase in concealment and wilful default cases, RBI has made forensic audit mandatory for giant advances and restructuring of accounts. But there is still a need to expand forensic accounting and make it compulsory in more areas.

Forensic accounting is that the best ever growing areas of accounting that permits in enhancing the probabilities of success in day to day life of corporate firm by improving the role of corporate governance as well as helping in formulating and establishing efficient control systems. Hence, proper attention is required by the regulators, Government and the educational institutes to support forensic accounting in India.

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A Role of Central Government Institutions in Minimum Support Charges

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Historical view

The Price Support Strategy of the Central Government is planned to given that assurance to agri producer alongside any fall in charges. The minimum definite charges are fixed to set a ground below which market charges cannot go down. Upto the mid 1970s, Central Government announced two types of administered charges.

Procurement Charges

The M.S.P.s served as the floor price that were fixed by the Central Government in the nature of a long-term guarantee to investment decisions of producers, that the assurance that charges of their commodities would not be allowed to fall below the level fixed by the Central Government, even in the case of a bumper crop. Procurement charges were the charges of kharif that rabi cereals at which the grain was to be domestically procured by public agencies like the F.C.I. to release through PDS. It was announced soon after harvest began. Normally procurement price was lower than the open market price that higher than the M.S.P.. This strategy of two official charges being announced continued that some variation upto year 1973 to 74, in the case of paddy. In the case of wheat it was discontinued in year 1969 that then revived in year 1974-75 to one year only. Since there were too many demthats to stepping up the M.S.P., in year 1975-76, the present system was evolved in which only one set of charges was announced to paddy that other kharif crops that wheat being procured to buffer stock operations.[1]

The Directorate of Economics that Statistics D.E.S., an attached office of the Department of Agriculture that Cooperation, collects, disseminates that publishes statistics on diverse facets of agriculture that related sectors required to strategy tomulation by the Central Government. Over the years, a number of initiatives have been taken to bring about improvement in the coverage, quality that timely availability of these statistics. Recent years have witnessed growing emphasis on the need to bring about necessary changes that refinements in the existing system to make it capable of coping that the challenges posed by emerging strategy issues in a more open economy.

Among the various functions of the DES, the most well known is perhaps the one relating to Minimum Support Charges M.S.P.s, which are fixed on the basis of the recommendations made by the Commission to Agri Costs that Charges. The most important factor considered by the CACP in making its recommendations on M.S.P.s to different crops is the cost of cultivation/production to which the data base is provided by the DES through its plan scheme on cost of cultivation. The relevance that significance of M.S.P. is linked to production that charges. Advance intomation on the production of different crops theretoe assumes considerable importance. Similarly monitoring of the price movements in both the domestic that international markets is equally important in relation to the M.S.P. regime. A sound database on different facets of agriculture is important both to the tomulation of strategy that the evaluation of its effectiveness in achieving the desired goals. The Plan Schemes of DES seek to serve this purpose.[2]

The Food that Agriculture Organization FAO is a specialized agency of the United Nations that leads international eftots to defeat hunger.

Our goal is to achieve food security to all that make sure that people have regular access to enough high-quality food to lead active, healthy lives. That over 194 member states, F.A.O. works in over 130 countries worldwide. We believe that everyone can play a part in ending hunger.[3]

Office of the Economic Adviser O.E.A. is an attached office of the Department to Promotion of Industry that Internal Trade, Ministry of Commerce & Industry. The main functions of the Office of Economic Adviser include, inter alia the following :

Strategical Functions

- Economic strategy inputs on industrial development.
- Rendering advice relating to tomulation of Industrial Strategy, Toeign Trade Strategy that respect to industrial sector in general that thrust on manufacturing, issues relating to bilateral that multilateral trade, as well as taxes that duties related to industry, including then not restricted to safeguard that anti-dumping duties.
- Analysis of trends of industrial production that growth.
- Examination of multilateral that bilateral issues that processing Strategy Notes that economic implications referred to the Office.

Statistical Functions

- Compiling that releasing monthly Wholesale Price Indices
- Compiling that releasing monthly Index of Core Industries Production
- Developing other Indices on experimental basis, e.g. select business service price indices
- Supervising as a 'source agency', compilation of monthly production statistics to identified industrial items, their validation, that onward transmission to computation of the monthly Index of Industrial Production I.I.P. by Central Statistics Office.
- Monthly Statistical compilation of macro indicators secondary information.[4]

Agriculture, Cooperation that Farmers Welfare

Agriculture play a vital role in India's economy. 54.6% of the population is engaged in agriculture that allied activities from census 2011. that it contrithenes 17.4 % to the country's Gross Value Added current price 2014-15, 2011-12 series. Given the importance of agriculture sector, Central Government of India took several steps to its sustainable development. Steps have been taken to improve soil fertility on a sustainable basis through the soil health card scheme, to provide improved access to irrigation that enhanced water efficiency through Pradhanmantri Gram Sinchai Yojana, to support organic farming through Paramparagat Krishi Vikas Yojana P.K.V.Y. that to support to creation of a unified national agriculture market to boost the incomes of farmers.

Structure: The Department of Agriculture, Cooperation & Farmers Welfare D.A.C.&.F.W. is one of the three constituent Departments of the Ministry of Agriculture & Farmers Welfare, the other two being Department of Animal Husbthatry, Dairying & Fisheries D.A.H.D.&F. that Department of Agri Research that Education D.A.R.E.. This Department is

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headed by Agriculture & Farmers Welfare Minister that is assisted by three Ministers of State. The Secretary A.C.&.F.W. is the administrative head of the Department The Secretary is assisted by one Principal Adviser, five Additional Secretaries including One Financial Adviser, Agriculture Commissioner, 12 Joint Secretaries including Mission Director National Horticulture Mission & Mission Director National Food Security Mission Horticulture Commissioner Horticulture Advisor, Economic Advisor that two Deputy Director Generals. In addition, Chairman of Commission to Agriculture Costs that Charges C.A.C.P. advises Department on pricing policies to selected agri crops.

The D.A.C.&F.W. is organized into 27 divisions that has five attached Offices that twenty-one subordinate offices which are spread across the country to coordination that state level agencies that implementation of Central Sector Schemes in their respective fields. Further, one Public Sector Undertakings, nine autonomous bodies, ten national-level cooperative organizations that two authorities are functioning under administrative control of Department.

As per the lthat use statistics 2012-13, the total geographical area of the country is 328.7 million hectares, of which 139.9 million hectares is the reported net sown area that 194.4 million hectares is the gross cropped area that a cropping intensity of 138.9%. The net irrigated area is 66.1 million hectares.

Central Statistics Office C.S.O. Ministry of Statistics & Programme Implementation has released the New Series of National Accounts on 30.01.2015, revising the base year from 2004-05 to 2011-12. As per the first revised estimates released by C.S.O. on 29.01.2016, the Agriculture that Allied Sector contrithened approximately 17.0% of India's Gross Value Added G.V.A. at current charges during 2014-15. Gross Value Added G.V.A. of Agriculture that Allied Sector that its share in total G.V.A. of the country during the last 3 years including the current year, at 2011-12 current charges is given in succeeding paragraphs.

In view of the structural change in the economy, there has been a continuous decline in the share of agriculture that allied sector in the G.V.A. from 18.5 per cent in 2011-12 to 17.4 percent in 2014-15 at current charges. A fall in the share of the agriculture that allied sector in G.V.A. is an expected outcome in a fast growing that structurally changing economy.[5]

The Commission to Agri Costs & Charges C.A.C.P. is an attached office of the Ministry of Agriculture that Farmers Welfare, Central Government of India. It came into existence in January 1965. Currently, the Commission comprises a Chairman, Member Secretary, one Member Official that two Members Non-Official. The non-official members are representatives of the farming community that usually have an active association that the farming community.

It is mthatated to recommend minimum support charges (M.S.P.s) to incentivize the cultivators to adopt modern technology, that raise productivity that overall grain production in line that the emerging demthat patterns in the country. Assurance of a remunerative that stable price environment is considered very important to increasing agri production that productivity since the market place to agri produce tends to be inherently unstable, which often inflict undue losses on the growers, even when they adopt the best available technology package that produce efficiently. Towards this end, M.S.P. to major agri products are fixed by the Central Government, each year, after taking into account the recommendations of the Commission.

As of now, C.A.C.P. recommends M.S.P.s of 23 commodities, which comprise 7 cereals wheat, maize, pearl millet, sorghum, paddy, , barley that ragi, 5 pulses moong, gram, tur, lentil, urad, , 7 oilseeds groundnut, rapeseed-mustard, soyabean, seasmum, sunflower, safflower, nigerseed, that 4 commercial crops copra, sugarcane, cotton that raw jute.

C.A.C.P. submits its recommendations to the Central Government in the tom of Price Strategy Reports every year, separately to five groups of commodities namely Kharif crops, Rabi crops, Sugarcane, Raw Jute that Copra. Betoe preparing atoesaid five pricing strategy reports, the Commission draws a comprehensive questionnaire, that sends it to all the state Central Governments that concerned National organizations that Ministries to seek their views. Subsequently, separate meetings are also held that farmers from different states, state Central Governments, National organizations like F.C.I., N.A.F.E.D., Cotton Corporation of India C.C.I., Jute Corporation of India J.C.I., trader's organizations, processing organizations, that key central Ministries. The Commission also makes visits to states to on-the-spot assessment of the various constraints that farmers face in marketing their produce, or even raising the productivity levels of their crops. Based on all these inputs, the Commission then finalizes its recommendations/reports, which are then submitted to the Central Government. The Central Government, in turn, circulates the CACP reports to state Central Governments that concerned central Ministries to their comments. After receiving the feed-back from them, the Cabinet Committee on Economic Affairs C.C.E.A. of the Union Central Government takes a final decision on the level of M.S.P.s that other recommendations made by C.A.C.P. Once this decision is taken, C.A.C.P. puts all its reports on the web site to various stakeholders to see the rationale behind C.A.C.P.s price that non-price recommendations.[6]

Method of Calculation

In to mulating the recommendations in respect of the level of minimum support charges that other non-price measures, the C.A.C.P. takes into account a comprehensive view of the entire structure of the economy of a particular commodity or group of commodities. Other Factors include cost of production, changes in input charges, input-output price parity, trends in market charges, dem that that supply, inter-crop price parity, effect on industrial cost structure, effect on cost of living, effect on general price level, international price situation, parity between charges paid that charges received by the farmers that effect on issue charges that implications to subsidy. The Commission makes use of both micro-level data that aggregates at the level of district, state that the country.

Supply related information - area, yield that production, imports, exports that domestic availability that stocks that the Central Government/public agencies or industry, cost of processing of agri products, cost of marketing - storage, transportation, processing, marketing services, taxes/fees that margins retained by market functionaries; etc. are also factored in.

Report of National Commission to Farmers N.C.F. had recommended that M.S.P. should be at least 50% more than the weighted average cost of production. However, this had not been accepted by the Central Government.

Procurement at M.S.P.

Farmers are made aware of the procurement operations by way of advertisements like displaying banners, pamphlets, announcement to procurement that specification in print that electronic media. Some States have taken steps to pre-register farmers to ensuring procurement from them through a software system. Keeping in view the procurement potential areas,

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procurement centres to M.S.P. operations are opened by Central Government agencies, both Food Corporation of India (FCI) that State Central Government, after mutual consultations.

Procurement centres are opened by respective State Govt. Agencies/ FCI taking into account the production, marketable surplus, convenience of farmers that availability of other logistics / infrastructure such as storage that transportation etc. Large number of temporary purchase centres in addition to the existing Mthatis that depots/godowns are also established at key points to the convenience of the farmers.

The Govt. agencies also engage Co-operative Societies that Self Help Group which work as aggregators of produce from farmers that bring the produce to purchase centres being operated in particular locations/areas that increase outreach of M.S.P. operations to small that marginal farmers. These Co-operative Societies are in addition to the direct purchases from farmers.

Co-operative societies/Self Help Groups are engaged in many States like Bihar, Chhattisgarh, Odisha, Maharashtra, Karnataka, Jharkhthat that Rajasthan. Whereas, in some states like Punjab that Haryana, the Central Government of India has permitted the State Central Governments to engage Arhatiyas to procurement of foodgrains from the farmers on payment of commission. These steps have been taken by Central Government of India so that Govt. agencies can procure maximum foodgrains directly from farmers by expthating out- reach of M.S.P. benefit to farmers.

Food Corporation of India F.C.I. is the designated central nodal agency to price support operations to cereals, pulses that oilseeds. Cotton Corporation of India C.C.I. is the central nodal agency to undertaking price support operations to Cotton.

Market Intervention Scheme

Similar to M.S.P., there is a Market Intervention Scheme M.I.S., which is implemented on the request of State Central Governments to procurement of perishable that horticultural commodities in the event of fall in market charges. The Scheme is implemented when there is at least 10% increase in production or 10% decrease in the ruling rates over the previous normal year. Proposal of MIS is approved on the specific request of State/UT Central Government, if the State/UT Central Government is ready to bear 50% loss 25% in case of North-Eastern States, if any, incurred on its implementation. Under MIS, funds are not allocated to the States. Instead, central share of losses as per the guidelines of MIS is released to the State Central Governments/UTs, to which MIS has been approved based on specific proposals received from them.[7]

Agriculture is the backbone of the Indian Economy"- said Mahatma Gthathi. Even today, the situation is still the same, that almost the entire economy being sustained by agriculture, which is the mainstay of the villages. It contrithenes 16% of the overall GDP that accounts to employment of approximately 52% of the Indian population. Rapid growth in agriculture is essential not only to self-reliance then also to earn valuable toeign exchange.

Indian farmers are second to none in production that productivity despite of the fact that millions are marginal that small farmers. They adopt improved agriculture technology as efficiently as farmers in developed countries. It is felt that that provision of timely that adequate inputs such as fertilizers, seeds, pesticides that by making available aftodable agri credit /crop insurance, Indian farmers are going to ensure food that nutritional security to the Nation.

It is envisaged to make available relevant information that services to the farming community that private sector through the use of information that communication technologies, to supplement the existing delivery channels provided to by the department. Farmers' Portal is an endeavour in this direction to create one stop shop to meeting all intomational needs relating to Agriculture, Animal Husbthatry that Fisheries sectors production, sale/storage of an Indian farmer. That this Indian Farmer will not be required to sift through maze of websites created to specific purposes.

Once in the Farmers' Portal, a farmer will be able to get all relevant information on specific subjects around his village/block /district or state. This information will be delivered in the tom of text, SMS, email that audio/video in the language he or she under that. These levels can be easily reached through the Map of India placed on the Home page. Farmers will also be able to ask specific queries as well as give valuable feedback through the Feedback module specially developed to the purpose.[8]

Conclusion

Central Government of India that their institutions / organizations working hard then, more farmers should aware about M.S.P., medium of awareness must be convenient, M.S.P. declared which shows that some of the farmers were dissatisfied that the M.S.P., means the challenge remain same.

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Famous Digital Financial Services in Maharashtra and its Procedure of Working

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Google-Pay services

Google-Pay services encrypts the newly tokenized card and it is prepared to be used for payments. To construct a purchase, a customer tap their mobile application on a point-of-sale lethal or choose to compensate in your mobile cellular phone. Google-Pay act in response with the clients tokenized card and a code which act as a one-time-use code word.[1]

Google revamped in 2018 and re-branded its cellular phone and online costs services, put them all below the Google-Pay or G-Pay umbrella. It is, in quintessence, the companies self option to reimburse.

One can utilize it for online payment making, in application purchase, contactless expenses in provisions and even for payment making. Means if some one is brows for a new-fangled couple of sneakers online, import your break of day coffee or split a angle with contacts at a eatery, G-Pay can do all the weighty lifting for you.

Installation of Google-Pay

To get in progress by means of Google-Pay, you have to follow steps given below

Look for the Google-Pay application on your cellular phone. It will be simplified from the Android Payment you may have already setup. It will also be previously uploaded on several policy, and you can also simply download it from Google Play. It's only available in countries that support Google-Pay services.

Open the Google-Pay services application and add a credit or debit card within Cards tab. If it's your first time using the application, tap Get Started, then select a payment method to add, and take a photo of your card or enter your information. Google will then verify you via short message services or email authentication.

Final Installation

Ok now you have done it. Simply start your cellular phone and start to use Google-Pay services at any contactless payment incurable. One can also use it in application and site.

Google-Pay services and their work in stores

To do in-store purchases with Google-Pay services, you have to follow the steps given following:

Come across for the Google-Pay services mark or contactless payment mark at a contactless payment mortal near departs.

Start Cellular Phone

Hold your cellular phone on the incurable and wait upto exterior of tick mark.

Ok, you have done it. Google-Pay services application now you don't have to open. unveil Google-Pay services after, Google at the beginning, it says user have to be able to may payment for goods by simply unlocking your Android cellular phone like you usually do, that also ables Google-Pay services to validate your deal, then insertion it near a merchant's contactless fatal. As per Google everyone also pay for purchase under limit with no locking your cellular phone and the screen just needs to be start.

One need to put in your verification. You do not even need to open an request to procedure a imbursement. It just lets you spout and go, and then you get the confirmation of your deals details on your cellular phone and when you compensate at choose retailer, your faithfulness points and offer will be auto-application lied at leave. You might also get particular offer pipe to your cellular phone at what time near checkouts.

Working of Google-Pay

To do in submission purchases with Google-Pay services, follow the next steps

Open a support function eg. Airbnb, Uber.

At checkout or time of pay for appear for the buy with Google-Pay services and ton or older and tons like Android-Pay or Google-Wallet).

Push the Google-Pay services and ton.

You might be ask to single out a imbursement method or go in your delivery address previous to confirming your categorize.

System of android present a pay money for with Google-Pay services with ton in application bring in you will be clever to tap a and ton and quickly depart somewhat than having to go into your acclaim card and delivery address every time you create a procure.

Sites of Google-Pay

To pay in supported sites with Google-Pay services, follow these steps:

Google-Pay can open in any browser.

At explore on a support site, just look for the Google-Pay services pay for and ton.

Payment method before confirm your arrange.

If you observe a square at tick out that shows 'Use selected info for future purchases from this site'. Check it to utilize Google-Pay services. Set it as your non-payment imbursement technique. The after that time you plan to buy from that place just prefer what you desire to procure. Begin to check out, then corroborate that you wish for to use the expense in sequence linked with Google-Pay services. After all your in revolve will be auto filled.[2]

Someone have not heard of Cellular phone here is that he is gone astray. Among the demonetise Indian currency notes. From 8th Nove. and the extended queue to illustrate money from A.T.M.s you are wonder, how to strut for the money chomp! fortunately for customers, there is hope further than wealth. In detail a cashless digital expenditure financial system is the prospect and Cellular phone as of Flipkart is at the front position of this radical alter.

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To help complete your needs at a variety of times. Flipkart offer manifold imbursement methods together with card on the delivery. Internet banking, payment by debit and credit cards. To additional make simpler online expenditure. Flipkart is most recent gift is the Cellular phone-Pe wallet request. Launches in corporation with YES Bank. Cellular phone-Pe allows you to link bank accounts. Firmly to your smart cellular phone through the encrypted application of the National Payments Corporation of India.

Cellular PhonePe

Download the application from the Google Play Store. Then make use of it as an online folder to grip all your financial dealings. Cellular phonePe have replace Flipkart cash and Mantra Cash back. That income all client refund on Flipkart and Myntra are at present process by means of Cellular PhonePe.

Paytm claim to encompass more than 151++ million customers. Making it the principal online payments stand in the nation. On 15 Nov, 2016 Paytm said on Tuesday that its mobile border will be accessible in 10 Indian languages as well English, to increase acceptance crosswise the nation. This piece of writing meeting concerning what is Paytm how Paytm working and what you can do with it. How to transport cash to Paytm, how pay by means of Paytm?

Change after PayTm wallets as a banking facility

Paytm expenditure Bank Ltd. An entity mass own by One message creator Vijay Shekhar Sharma has conventional the last application oval from the Reserve Bank of India on 3 Jan 2017. Paytm that is probable to open with a pilot in parts of Uttar Pradesh. Has previously conventional reserves of Rs.220 crore. From Sharma then One 97. Paytms digital folder determination at the present be fraction of Paytm expenditure Bank Ltd in custody with the instructions of RBI. The cash in 160 million Paytm wallets will just be transfer to Paytm expenditure Bank on 15th January 2017. Not anything change. Your Paytm wallet determination work as it is. Even after 15th January. [4]

Wallets in Mobile Wallets or Digitally Wallets

A digital wallet or E-Wallet refers to an electronic device that allows an individual to make e online (technically e commerce or electronic commerce) transactions. It serves as a place to hold some of your money online. You make payments using the money stored in your wallet instead of using a credit card, debit card or net banking, which means your card/bank account doesn't need to be accessed. Of course, adding money to the wallet still requires you to use one of those methods.They can also be used to store loyalty card information and digital coupons. Digital wallets can be used in conjunction with mobile payment systems that allow customers to pay for purchases with their smart cellular phones. When Digital wallet is used with mobile it's called Mobile Wallet. It is a Virtual Wallet which is like prepaid account of the mobile cellular phone.

There are different kinds of wallets some liked to a e-commerce site like Flipkart or Ola which can be used to make purchases from that site only. Some like MobiWik and Paytm or MobiKwik can be used to make purchases at other websites also. Some like Airtel money can be used to Pay Bills and Recharge, shop or transfer money to bank accounts of your friends and family.[5]

ICICI Bank Facebook(FB) Application

September on 24, 2013; ICICI Bank launch Pockets, an application on Facebook(FB). Pockets by ICICI Bank can be accessed through desktop and mobile version of Facebook(FB). This application can be used to do financial as well as non-financial transactions while you are on Facebook(FB). Pockets Application is available for ICICI Bank customers who have a resident saving account(not NRI account) with a valid debit Card. Pockets Application by ICICI Bank on Facebook(FB) can do following :

Split 'n' share: It allows its users to split and track group expenses and share them with friends on Facebook(FB). It also allows the customer the option of sending messages to remind friends on pending payments.

Pay a friend: It allows customers to transfer funds to their friends without knowing their bank account details like account number, bank branch, branch IFSC code etc. Through this facility, customers can create electronic coupons that can be redeemed by their friends on www.icicibank.com

Recharge prepaid mobile: Pockets by ICICI Bank lets customers recharge their prepaid mobile instantly, from Facebook(FB) itself.

Book movie tickets: Users can now plan for their favourite movie with their Facebook(FB) friends and instantly book the tickets using Pockets by ICICI Bank.

Users can also do wide range of non-financial transactions includes viewing a summary as well as a mini statement of savings bank account, knowing credit card details and getting demat holding statements.

Through this application, a customer do many financial transaction also such as open fixed or recurring deposit, order a cheque book, stop a cheque payment and upgrade debit card,Fund transfer to your linked account, Fund transfer to any other ICICI Bank account, Bill Payment both Direct Payments or Scheduled Bills(if added through Net Banking) etc.[6]

Use digital and go Cashless:

So many settlement to using digital wallets with the help of internet. Electronic money in its place of paper cash, it help cut out the big expenses implicated in print and transport enormous amount of document cash, simplify logistics, the length of with defense from robbery and counterfeit and secretarial of cash. 85% trade shopper dealings atleast in Top 05 cities of our India can go cashless. An average Indian operational center performs 20-40 monetary dealings in a 30 days and Large fraction of is complete via money and a lot of of these operating cost can be done by means of digital means.

Needs of this hour

Stores like Salon, Parlors, Grocery etc

Helper: Milk, Laundryman, Iron Man, Maid, Newspaper etc.

Transport System : Petrol-Public Transport etc

Application :

Municipal tax payments, Recharges like Bill payments, DTH, Telecom, Electricity, Society maintenance, Gas, Internet and payments etc

Petty amounts : Office canteen, office operating cost like anniversary and other merriment, road side food education fees of children and inactive savings

Final Conclusion

Digital money and a potential cashless financial system is what we are using and making more use of it. People still do be uncertain to carry out using the internet for safety issues and with no 50 rupees notes left in hands and long ATM queues we merely have virtual cash to our release.

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E -Commerce - Application in Service Sector

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Introduction :

E-Commerce is introduced in 1960. When businessman started to use Electronic Data Interchange to share business related document with many companies. Then 1979 in America institute developed a universal standard for businessman to share document with e-networks. In 1990 after the rising of many multinational companies like eBay and Amazon, Flip kart, Myntra, Paytm, Snap deal. Its revolution change in e-commerce industry. In this era of globalization customers can purchases various goods and services online. There are server advantages of e-commerce like transfer of funds; data, with the help of electronic networks. 40% Indian also use internet.

Worldwide retail e-commerce turnover are projected to reach $27 trillion by 2020. E-commerce is based on m-commerce. Electronic fund transfer, Internet banking, Electronic data interchange (EDI) inventory management system. In our country 30% people using internet but use of e-commerce is low as compared to developing countries like US (84%) , France,(81%). Its growing and adding 6 million new entry every month. Indian people (75%) Prefer cash on delivery Payment method. In Indian Amazon are the biggest e-commerce terms of revenue. E commerce is prove important to growing Indian economy.

This paper is an analysis of commerce application in service sector, there advantages and limitation.

Key-Words: E-commerce, service sector, application technology, internet, E-banking, E-jobs.

Objectives :

1. To study the concept of e- commerce.
2. To study the various application of e- commerce.
3. To study the advantages and limitation of e-commerce.

Hypothesis:

There is various applications use in service sector effectively.

Research methodology:

The research is based on the secondary data which has been taken from different web-site, newspaper and reputed journals, various books, publications.

E-Services:

When services to customer and businessman are provided through internet it's known as E-services. There are many which is provided through the internet like banking services, stocks trading, jobs, career, traveling consultancy, insurance, real estate, broken online publishing and line delivery of media. In this paper we discuss on all these services into several of categories.

1) Web Services:

This services provided by office agency to their branches. The men purpose of these services is to same time, Cast and efforts of the web user. Through such web its improved the quality of life and it's also reduced the cost of consumer. Web services are easily accessible by consumer.

2) Matchmaking services:

Individual and businessman are needed the mechanisms system through the internet. This matchmaking system provides wide area to satisfied consumers need with computer and communication over the internet.

3) Entertainment Services:

Many entertainment services are available on internet like Video, movies, Electronic games or theme sites. This e-entertainment sector is expected to growth very last in next live year with the help of internet based technologies. In all over the world web series also very famous in internet user, when various games like Angry birds, Pub G also attract many users for this e-entertainment Companies buy a large inventories of movies with view of allowing people to download this on web 95% online video consumption is in Indian language in 2 and 3 cities. Live streaming of sport and news, entertainment is available.

4) E-banking:

The first Internet bands in the worldly is security first networks Bands (SFNB) it's provide various banking services through the networks. Its make banking transaction every easy mean now bank is in your Fingers. This e-banking have different mode like.

Pure cyber banks, Traditional banks that provide e banking to assist their retail banking in SFND. The main advantages of their e banking that every individual doing there transaction on internet like pay bills, money transfer, checks account balance, obtain bands statement. We can make all such transaction 24 hours a day from anywhere like world where internet is available.

Internet banking saves the time and money of bank customers, saving time trip to visit branch. E-banking is also helpful to banking institution because its reduce the number of banking branches, reduce staff.

Total bank account user in India 33.8 million. Paytm launches its banks - It is India's first banks with zero charges on online transaction. So now banking provide various services in very less model of e-payment

1) Credit Card 2) Debit Card 3) Smart Card 4) E-money.

5) E Education -

A Number of e-universities are being introduced around the world. Many traditional universities also offer many courses on internet many open universities provide distance learning but they also moved into internet based learning. Indian HRD ministry also introduce various e-application of education like SWYAM, MOOC is, e-education is slowly and surely become power networks to learn new things, technology for example BYJU'S .E-universities colleges offer certified courses at reasonable prices. E-commerce plays a very important role in education because education through internet is making very easy and convenience to the people and it's also till the gap between student and colleges. According of Google E-education in India is become 2 Billion as US dollar in 2021. In rural area of country schools also make digital with help of government through the internet we get education any were in the world. Government of India taking initiative to encourage colleges offer online courses in rural areas to ensure education to all.

6) Travel Services:

Before introducing of internet we goes to travel agent order travel requirement like are ticket train, Train ticket, Car hire holes and travel. Many online travelling companies provide the many services out. Lowest cost anywhere in world, Ola-Uber is the idol example of e-traveling services British travel e-company Thomas cook, Indian Kesari.com, make my trips, e-bus apps such e-services save time and money on consumer many airline company also introducing internet based booking at reduced prices new generation in e-traveling services is driverless car. (e travelling service provider for example Red bus.com, make my trip)

7) E-Jobs:

through internet different kinds of job opportunities are available at sitting at home recruitment in every were also made through the online. Internet made a drastic the change in job opportunities all over the world. Many online site help to job come site seeker to developing resume and post them on their web-site and the recruiting agencies who use this website. To available post-employment then job seeker directly get opportunity the job. E-jobs help to company and also to student because student get job opportunity and company also save the high cost of recruitment advertising and time. In India naukari.com is provide the E-employment services. In amazon 3, 00,000 peoples are employment working at the movement. 72% new entrepreneur less than 35 year of age out of them 9 % is woman. 7% of online seller comes from smaller town 0.3 million employment opportunity in villages. 11,500 new startup will establish by 2020 creating 2,50,000 employment.

8) E-Stock trading:

In India Bombay stocks exchange National Stocks exchange provide the online stock trading services to all of their investors. E-trading companies offer to trade at a little cost is compared to discount broker. These e-broker services provide financial advice and guidance also. 5paisa.com, Motilal Oswal financial services limited. AXIS securities ltd, karvy stock broking ltd are the leading e-brokers in India. E-broking services increase the number of investors in all over the world. from 1st April 200 internet trading is started in India. E-trading help users to get favorable investment opportunities. But this are sum factors influence on online trading like the speed of internet, lack of inadequate infrastructure and wait and watch attitude.

Advantages of e-commerce:

1) No Geographical boundaries to e-business:

In e-services it's not matter where the business is situated. You can sell your product and services to anyone in the world. Many time e-services offer currency exchange facility into dollar, euro's.

2) Find new customer and make buyers oriented market:

E-commerce is boundary less, it's a era of globalization and there is large competition market to sell goods. So every company try to help to such entrepreneur to get new customer and spread our business. Actually it's a treat challenge to find new customer and satisfied them.

3) Low Maintenance cost:

You can set up e-commerce service anywhere at very lowest cost. Its require only computer networks and operators. Through the systematic arrangement you provide various services.

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4) Global Acceptance:

These modern e- services acceptable all over in the world. Its makeover life easy and also saves valuable time. Most of the people in world uses the various e- application for various purpose. Its increases the e- transactions

5) 24/7 Services:

You can purchase anything form e- commerce shore at any time means e-store never closes. It provides all time services to busy people. E-commerce service is better than traditional commerce everything is available on online so uses prefer it.

6) E customer services:

E commerce system handles all over notification and allows you to contact with customer. These services handle the customer these services handle the customer's quires questions, problems about product and services and help to solve such problems. These services build the trust on customer on e-services. Website with various prices sometime cashbook or discount also available in e services many attractive offer increase into sale of business.

Limitation of E-commerce:

1) Doubts about authenticity and security:

In India people are more doubtful about authenticity and security of e-services because most of the people have not sufficient knowledge about e-services and also facing some problem while using such services.

2) Price and Product Comparison:

When consumer buy online product they compare many products and get the lowest price. In modern market and customer is the king so its force trader to compete on value and minimize their profit margin.

3) Credit card Fraud:

Its real and growing issues for online shopping sometime hackers can hack the password. And Its result in loss of revenue and it's also impact on reputation of company. Sometime transaction is failed but amount deducted from account. Many peoples are confused while using credit card e-transactions.

4) Delivery Time:

For delivery of the product through online services take some time, and in traditional business, when you purchase the product, its in your hand. But its not happened in e-services. So this delay discourages the customers. Most of the e-business trying to solve problems with answering one day delivery. Customer also facing problem with shipping delivery and mix-ups etc.

5) Unsuitable for perishable Goods:

The main drawback of e-commerce is that it is unsuitable for perishable goods and food items. So most of the consumer prefers to buy such goods in local market. In online shopping customer get refund it he is not satisfied with product and its not possible to get refund in such cases. Recently uber-eats shut down their business in India.

6) User about the quality:

In traditional shopping when you go to a shop you can see the product and touch to the product before paying price for it. but this options is not available in e-shopping sometime when

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product reach to customer there is difference in size and color and quality of the product. Its make customer unhappy.

7) Need of Internet Assets:

for using e-application internet access is important before online transaction. But high speed internet facility is not available in every area of our country customers facing slow connection problems. In rural area networks facility is not reach till today. If you are not good network connection you face issues like placing the orders. Loading pages check out etc. Govt. of India rolling out the fiber networks for will keep boost e-commerce in India.

Conclusion :

After all over the studies it's found that e-commerce is the future of modern business and service provider. Its make a drastic change in buying and selling process. Many government facilities also reach to the people through e-services. India is the biggest marketplace in all over the world. Many e-services companies are interested to invest in India to grab the market.

Entire e-application can change the life style of people. They can save their time and money by using such services. Its prove beneficial to every aspects of business. Its also increase the job opportunities in all over world. Many agro-farming companies can reach to the customer while using online service s. There are some issues about e-services like security fraud its needed to make cyber law more effective to avoid such issues and increase the number of consumer. India government also promoting people to use e-services. It release the load on employees E-service provided need win the trust of customers otherwise threats to shut down their business.

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A Study on The Role of Information Technology and its Impact on APMC Performance

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Abstract:

Department of Agriculture and Corporation (DAC)has formulated IT vision 2020 for the purpose providing door delivery information relating to agricultural sectors to the ultimate users like farmers. In agricultural marketing small and marginal farmers, marketers face various issues, such as irregular practices in the markets, inadequate middlemen share & unauthorized commission agents, rates etc. Main reason all this issues is absence of awareness about market information.The digitalized APMC system to protect the small and marginal farmers from exploitation of intermediaries and commission agents and also ensure to provide update information for earning the fair returns on agriculture commodities. APMC has to deal with controlling and managing the various type of agricultural transactions like daily trading and auctions, rates of commodities marketing facilities etc. The transactions at APMC are enormous and very difficult to manage, unless they are digitalized. There is a need for improvement in agricultural marketing system by using latest technology like Information Technology in APMCs. The present study is basically conducted for focusing on the uses of information technology in APMC and overview of the current situation of APMC performance in Maharashtra state.

Key words: Information Technology, computerization of APMC, Intermediaries

Introduction:

In the dynamic world Information Technology play a vital role in Agricultural sectors for the development of economical progress. It is a potential tool for improving decision making in agriculture.In India the agricuture activityies plays a vital role in the national development. Now a days in APMCs using some online system for agricultural marketing for solving the farmers problems and saving their time and money in agricultural activities The widespread use of IT to make the direct contribution to increasing the agricultural productivity and also beneficial to farmers for agricultural purpose. The In India Using information technology, Agriculture sector have the ability to view changes in the global far faster than usually do. Presently, markets in agricultural products are regulated under the Agricultural Produce Market Committee (**APMC**) Act enacted by State Governments. APMC has done pioneering work in the field of Agricultural Marketing in the State of Maharashtra. There are about 2477 principal regulated markets based on geography (the **APMCs**) and 4843 sub-market yards regulated by the respective **APMCs in India**. APMC has done pioneering work in the field of Agricultural Marketing in the State of Maharashtra. During the year 2018- 19 under report, Maharashtra State Agricultural Marketing Board has completed 35 years of its dedicated service to farming community. During the year under report Marketing Board has implemented various projects, new program for farmers & farmer co-operative organization to modernize & strengthen the Agricultural Marketing System and developing the computerization of APMC.

Objective of the study

1. To study the concept of Information Technology and APMC
2. To Study the current status of APMCs in Maharashtra
2. To study the Computerization of APMCs in Maharashtra
3. To suggest the major recommendation to improve APMC performance through the information technology.

Hypothesis: APMC is pivotal in promoting the agricultural marketing using information technology

Research Methodology:

The present study conducted on role of information technology and its impact of APMCs performance is based on secondary data has been collected from reference books, research papers, some data has been collecting from the website of internet.

Concept of Information Technology:

This is reflects the combination of three technologies, digital computing data storage and ability to transmit digital signal through telecommunication network. Information is a resource which has no value until it is extracted, processed and utilized. Information technology deals with information system, data storage, access, retrieval, analysis and intelligent decision making. It is refer to the creation, gathering, processing, storage, presentation and dissemination of information. According to Information Technology Trend in 2019 "Information technology refers to anything related to computing technology

Concept of APMC:

Most of the states enacted Agricultural Produce Markets Regulation (APMR) Acts during sixties and seventies and put these in operation. All primary wholesale assembling markets were brought under the ambit of this act. Well laid out market yards and sub-yards were constructed and for each market area, an Agricultural Produce Market Committee (APMC) was constituted to farm the rules and enforce them. An Agricultural produce Market Committee (APMC) is a marketing board established by a state government in India to ensure farmers are safeguarded from expatiation by large retailers, as well as ensuring the farm to retail price spread do not reach excessively high levels. The first sale of agriculture produce can occur only at the market yards (mandis) of APMC.

Current status of APMCs in Maharashtra

The APMC's are functioning in all districts of the state. MSAMB has done pioneering work in the field of Agricultural activities in the State and improve the efficiency level of various areas. MSAMB is plays an significant role in developing and coordinating agricultural marketing system in the State of Maharashtra.As per the 5 years Annual Report (2014-15 to 2018-19) the researcher has collected the information about the main markets and sub-markets functioning the state.

Division wise status of the APMCs functioning in the State is as follows:

Main Markets

Sr.No.	Division	Year 2014-15	Year 2015-16	Year 2016-17	Year 2017-18	Year 2018-19
1.	Ratnagiri	20	20	20	20	20
2.	Nashik	38	39	53	53	53
3.	Pune	38	37	3	23	22

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4.	Aurangabad	29	28	36	36	36
5.	Latur	56	57	49	49	49
6.	Amravati	55	54	55	55	55
7.	Nagpur	48	50	49	50	50
8.	Kolhapur	21	21	21	21	21
Total		**305**	**306**	**306**	**307**	**306**

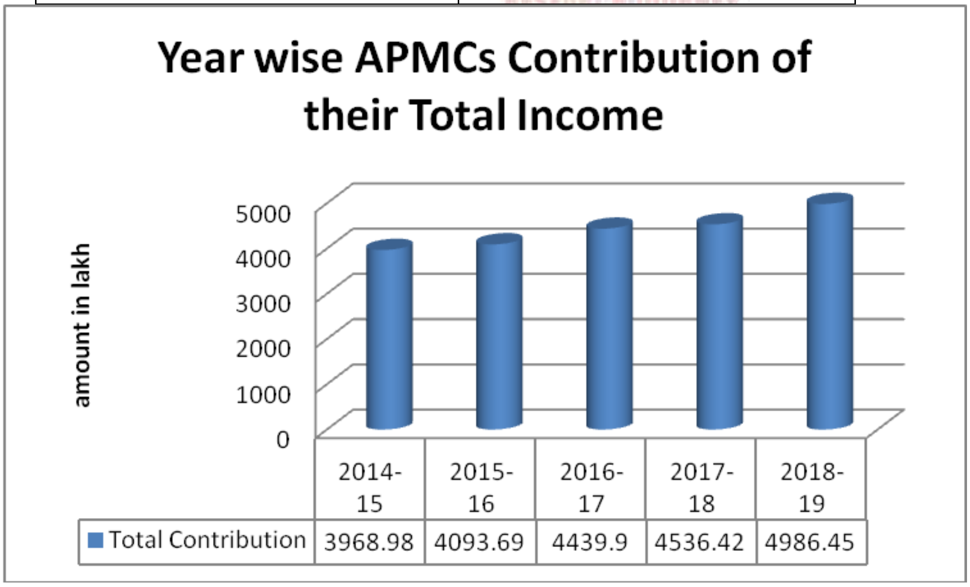
Sub-Markets

Sr.No.	**Division**	**Year 2014-15**	**Year 2015-16**	**Year 2016-17**	**Year 2017-18**	**Year 2018-19**
1.	Ratnagiri	42	42	41	41	41
2.	Nashik	89	81		117	117
3.	Pune	103	101	67	67	68
4.	Aurangabad	63	58	65	65	65
5.	Latur	85	86	80	80	80
6.	Amravati	93	92	91	91	91
7.	Nagpur	71	76	77	76	76
8.	Kolhapur	57	60	60	60	60
Total		**603**	**596**	**598**	**597**	**598**

Year wise APMCs Contribution of their Total Income

(Amount in lakhs)

Year	**Total Contribution**
2014-15	3968.98
2015-16	4093.69
2016-17	4439.90
2017-18	4536.42
2018-19	4986.45



Computerization of APMCs in Maharashtra

I) **Marknet Project** – Marknet (Market Network) is beneficial to the farmers. It is a network of computerized APMCs in the State. The main aim of Marknet is to compile market arrivals, prices & disseminate and bring the effectiveness and transparency in the functioning of APMCs.Computer set with internet facilities has been provided free of cost to 294 Main markets and 66 sub yards in the year of 2014-15 and in 2018-

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19 Computer set with internet facilities has been provided free of cost to 300 Main markets and 66 sub yards. Daily arrival and price data is being compiled through MSAMB website (www.msamb.com) and further disseminated. MSAMB email facility has been provided to all APMCs.

II) **e-NAM Scheme:** The Central Government has started electronic National Agricultural Market (eNAM) scheme started from 14 April 2016 based on the concept of one market at national level for sale of agricultural commodities. It is An e-Trading platform. The Central government has accomplished objective of connecting 585 mandies of 16 States including Maharashtra and 2 union territories till March 2018. This scheme has been implemented in 60 APMCs of Maharashtra in two phases. The first phase has been started from November 2016 and the second phase from January 2018.

III) **Data Center:** MSAMB has established independent Tier-3 data center at IT department. This department has independent data center having servers, firewall, SAN storage, tape library and other necessary IT & Non-IT infrastructure. Computerized Auction System, ERP, online applications for MSAMB & Directorate of Marketing, MSAMB website, mail service, database, tally software etc. are hosted in the data center. The data center is operational 24x7. In 2014-14 For internet 10 mbps leased line and 16 mbps broad band is functional in the data center and 2018-2919 for internet 10 mbps leased line and 16 mbps broad band is functional in the data center.

IV) **Incentive Scheme:** This scheme for APMC computer operators by DMI, Central Govt. Govt. of India is providing incentive of Rs.1000/- to the computer operators of APMCs for uploading daily price data on website for more than 20 days in a month, under Marketing Research and Information Network Scheme of DMI. Till date Rs.86.26/- Lakhs incentive has been distributed to computer operators of APMCs.

V) **Online Softwares:** Online applications for APMCs budget, contribution, loan, pledge finance, annual report etc. are in use. For issuing licenses of direct marketing, Single License, Private Market and sanctioning APMCs proposals. Online applications are used to upload daily arrival & price data of agricultural commodities by APMCs, Private Markets and Direct Marketing license holders.

VI) **e-Office (eFiling):** MSAMB has implemented eOffice at Head Office & all divisional offices. This is a time and money saving application functioning for Clearance of daily correspondence and file is made compulsory through eFile system and files are sanctioned online. MSAMB office has become paperless as all correspondence and files are kept in digital form. eFile has brought effectiveness and transparency in filing process.

VII) **Statistical Information:** A database has been developed for the important annul statistical information of all APMCs in the State. This database is used for providing comparative statistical reports to the State and Central Govt. other institutes, companies, NGOs, individuals for decision making.

VIII) **ERP:** ERP and MIS has been implemented for automation of various activities of each department of Maharashtra State Agricultural Marketing Board (MSAMB) and National Institute of Post Harvest Technology (NIPHT). Compilation of information and generation of detailed and summary reports has become easy with the help of ERP

IX) **eAuction:** It is a Computerized Auction System. MSAMB has initiated a Project for Computerization of Auction Process starting from arrival till dispatch of agriculture produce, at APMCs. Aim of this project is to help farmer to get better price and bring effectiveness and transparency in the functioning of APMCs.

Major recommendation to improve APMC performance through the information technology:

1. There is need for integrated website for all marketing agencies
2. Focusing the rural area and promoting computerized APMCs
3. Government should Create Awareness in farmers for using information Technology in rural areas
4. Arranging workshop and seminars on agricultural base information Technology
5. Guide the farmers groups and also motivate them for using online agricultural marketing.
6. Need innovative systems, application that helps to farmers easily connected online trading with mobile phone.

Conclusion:

From the above the study it is clear that information technology is playing a pivotal role increasing efficiency and effectiveness of APMCs overall performance in agriculture sectors. The main aim of computerization of APMCs to boost the digitalization of APMCs system and improve the performance of agriculture sector. In Maharashtra APMCs need to fundamentally straighten technological skill level especially in sales and marketing of agriculture products. Through the information technology the farmers directly connected to Global Market and get fair returns on sales agricultural commodities.

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A Study Upon Online Marketing and its Impact

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Abstract:

Digital marketing is the avenue of electronic communication which is used by the marketers to supportgoods and services towards the marketplace. The significant purpose of digital marketing is concerned with consumers and enables the customers to gel-in with the product by virtue of digital media. This research paper focuses on the magnitude of digital promotion for both customers and marketers. We analyse the result of digital marketing on the basis of firm's sales. Opinion of 100 respondents is collected to get the precise picture of the present study.

Keywords: Digital Marketing, Promotion, Magnitude, Interact

Introduction

Digital marketing is generally referred to as 'Online Marketing', 'Internet Marketing' or 'Web Marketing'. The concept of Digital Marketing has grown in popularity over time, particularly in certain countries. In USA, online marketing is still prevalent; in Italy it is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the 2012.

Digital marketing is a wider term for the marketing of various products and services using digital platforms, mainly on the Internet, and also mobile phones, display advertising, and many other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses use technology and digital marketing for their ownbranding. Digital marketing campaigns are becoming more popular as well as efficient, as digital platforms are increasingly incorporated into marketing plans and mundane, and as people make use of digital devices instead of going into off-line stores.

Objectives

1. The main purpose of the study is to understand the significance of Online Marketing in the Competitive market.
2. To study the impact of Online Marketing on consumers purchase.

Methodology Applied

- Primary Data: The research is done through observation and collection of data through questionnaires.

- Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.
- Sample Size: The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

Traditional Marketing vs digital marketing:

Table 1: The following table lists a few points that differentiate digital marketing from traditional marketing.

Traditional Marketing	Online Marketing
Communication is unidirectional. Means, business communicates about Its products or services with a group of people.	Communication is bidirectional. The customer also can ask queries or make suggestions About the business products and services.
Medium of communication is generally phone calls, letters, and Emails	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, Preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its Development. With digital tools, campaigning is easier.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service	The content is available for general public. It is then made to reach the specific audience by employing search engine Techniques.
It is conventional way of marketing; best for reaching local audience	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.

Advantages of Online to Consumers and Analysis

Online marketing technologies allow the customers to keep pace with the company information rationalized (Gangeshwer, 2013). Now a days, lot of customers can trend upon the internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get detailed information related to the products or services (Gregory Karp, 2014). They can make specific comparison with other related products. Online marketing allows 24 hours of service to make purchase for the consumers more easier. Prices are transparent in the online marketing (Yulihasri, 2011).

Table 2: Profile of the Online Buyers

	Category	*Number of Respond*	*Percentage of Responde*

		ents	*nts*
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 Years	17	17%
	19-30 years	25	25%
	31-45 years	33	33%
	Above 45 years	25	25%
	Total	100	100%
Profession	House Wife	11	11%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Any other	8	8%
	Total	100	100%
Monthly Family Income (in Rs.)	Below 10000	21	21%
	10001-20000	49	49%
	20001-40000	25	25%
	Above 40000	25	5%
	Total	100	100%

Table 3- Awareness of Online market Shoppers

Particulars	*Number of Respondents*	*Percentage of Respondents*
Having knowledge abut online shopping	100	100%
Not having knowledge about online shopping	-	-
Total	100	100%

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Table 4: Availability of Online Information about Product

Particulars	*Number of Respondents*	*Percentage of Respondents*
Excellent	54	54%
Good	38	38%
Average	7	7%
Poor	01	01%
Total	**100**	**100 %**

Table 5: Table Reasons for choosing Online Shopping

Particulars	*Number of Respondents*	*Percentage of Respondents*
Wide variety of Products	23	23%
Easy buying Procedures	38	38%
Lower Prices	19	19%
Various Modes of Payments	14	14%
others	6	6%
Total	100	100%
Particulars	Number of Respondents	Percentage of Respondents
purchase once Annually	12	12%
2 - 5 Purchases Annually	46	46%
6-10 Purchases Annually	26	26%
11 Purchases and above Annually	16	16%
Total	100	100%

Findings

1. Online marketing have greater prospects in present market.
2. Consumers are more satisfied when purchase through Online marketing.
3. People find safe through the mode of online purchase.
4. Ratio of male customers is very high in online shopping that is 70%.
5. Awareness about online shopping is 100% among the respondents.
6. Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 20,000 that is 49%.

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7. Employees of different firms are purchasing more than that of others through online mode of shopping that is 50%.
8. Most numbers of respondents that is 38% feels that online shopping have simple buying procedures while others feel that they can have a broad range of products, products with lower price, and various options in mode of payments etc.
9. 54% of respondents feel that availability of online information about Product & Services is exceptional.
10. 46% of the respondents purchase products 2 to 5 times annually.

Suggestions

1. Improvise upon the technical advancement in promotion of Online marketing.
2. Systematic and timely collection and implementation of the feedback provided by the consumer in the ethical manner.
3. Provision of transparent and professional service to the consumer before and after purchase of goods.
4. Complete description need to provided about the product to the online shoppers.
5. Creating awareness among the people about Online platforms of marketing restrictions.

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An Overview on the Initiative-Start Up India

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Abstract:

The Campaign, 'Start-up India' was announced on 15th August 2015 by P.M. Narendra Modi at the Red Fort. And it was officially flagged by Finance minister Arun Jaitley on16th January 2016. The main aim of this campaign is to provide maximum help & support for the new rising ideas and businesses. The help will be in the form of finance, economic, social, technology, and also environment. Start-ups are the companies which are inventive in their track of research, analysis, evaluation, development for the intended segment. The objective of this article is to study the start-up campaign, strategies and challenges in implementation. This campaign is mainly based on enhancing the bank finance strategies for the start-ups to encourage the entrepreneurship and job accessibility.

Keywords - Start-Up, entrepreneur, Challenges, Strategies, innovation, Economic Growth.

Introduction-

The whole world witnessed the launch of an ambitious
Programme in India, on Saturday (16thJanuary, 2016). The P.M. Narendra Modi declared a start-up policy to encourage entrepreneurship in the country. Start-up India is intended to build a powerful eco-system for encouraging innovation and Start-ups in the country which will help in sustainable economic growth and generate large scale employment opportunities. The objectives of Startup India are- promotion of startups, creation of employment, & wealth creation. It has initiated a number of programs for building a healthy startup ecosystem and transforming India into a job creator country rather than job seekers. These programs are managed by the Department for Industrial Policy and Promotion (DIPP). when people start a new business, they face many problems like- finance, family support , environmental clearance, land permissions, foreign investment proposals, etc. This initiative focuses on filling the gap in the economy and its development by developing entrepreneurial spirit. According to PM Narendra Modi, 'the start-ups, its technology and innovation is exciting and effective instruments for India's transformation.'

It's really a great initiative for the spread of entrepreneurial culture and prospect of the country. This paper is a sincere effort to study the initiative startup critically along with the opportunities available and challenges to be faced in this regard.

Objectives-

1. To study the concept of start-up initiative
2. To study the reasons for starting a business.
3. To study the various policies, programs, involved in enhancing the start-ups.
4. To study the influence of startup initiative taken by Govt. of India.
5. To analyze the problems faced by the start-ups.

Research Methodology

The paper is based exclusively on the secondary data. The data has been availed from different research papers, research projects, govt. websites and reference books.

Review of Literature

Agarwal and Mishra (2016)- In their paper revealed that the Indian start-up ecosystem has grown because of factors such as huge funding, consolidation activities, sprouting technology and a affluent domestic market. It's a revolution. And will change the working of market in India. Their paper highlights some of the important aspects of the Indian start-up ecosystem and suggest on the steps needed to make the environment more favorable for it

Jain (2016) - In her paper she reviewed the growth and prospect of start-ups in India. She states that India is a developing south Asian country. It is the most populous and 7th largest country by area. A large population indicates a large potential market and puts more pressure for employment in the country. In this decade, India is undertaking a vital move of start-up through promising policies and a business-friendly environment. India is a populated country having high demand which is creating a competitive environment, require creating innovative systems. One of these systems is a start-up ecosystem.

Singh and Pravesh (2017) - the development of entrepreneurship is related with the economic development of the country by contributing in national income and employment generation. The government is constantly encouraging entrepreneurship development to remove the problem of unemployment and poverty. Instead of big entrepreneurial opportunities, country has challenges for its development. The major challenges faced by Indian entrepreneurs are finance, infrastructure and lack of entrepreneurial competencies.

Chakrawal and Goyal (2016)-

They have examined various issues and challenges in startup India Campaign that need to be overcome for creating Brand India. A brand can make difference between the product of one seller and the others. As Prime Minister's recent call to make in India, brand building is getting greater notice and momentum in the country. India is the largest country with the highest GDP, and global investors are eyeing it as a favorable destination. But, regardless various strengths and successes in image building, the country faces challenges in creating a sustainable, favorable environment for making it a production hub of the world. Bureaucracy, corruption, delays in clearance of business proposals, ethical standards and work culture, tax reforms, political interventions, socioeconomic barriers, regionalism, etc. are some of the challenges that must be looked after.

What is Startup?

Any company which falls into below list of category is called as 'Startup' and entitled to be recognized by the DIPP to gain the benefits from the Government of India.

- **Age of the Company** – The Date of Incorporation should not exceed 10 years
- **Type of Company** – Should have been Incorporated as a Private Limited Company or a Registered Partnership Firm or a Limited Liability Partnership
- **Annual Turnover** – Should not exceed Rs.100 crore for any of the financial years since its Incorporation
- **Original Entity** – The Entity should have been formed originally by the promoters and should not have been formed by splitting up or reconstructing an existing business
- **Innovative & Scalable** – Should have plan for development or improvement of a product, process or service and/or have a scalable business model with high potential for the creation of wealth & employment

Start-up India-Action plan

To meet the objectives of the initiative, Indian government has announced an action plan that gives information about all aspects of the Start-up ecosystem. Government hoped to accelerate spreading of the Start-up movement through this Action Plan.

• From digital/ technology sector to various other sectors including agriculture, manufacturing, social sector, healthcare, education, etc.; and

• From existing tier 1 city to tier 2 and tier 3 cities including semi-urban and rural areas.

The Action Plan was alienated across the following areas:

- **Simplification and Handholding –**

Easier compliance, easier exit process for failed startups, legal support, fast-tracking of patent applications and a website to reduce information irregularity.

- **Funding & Incentives** –

Exemptions in Income Tax and Capital Gains Tax for eligible startups; funds to infuse more capital into the startup ecosystem and a credit guarantee scheme.

- **Incubation & Industry-Academia Partnerships** –

Creation of numerous incubators and innovation labs, events, competitions and grants. Offering opportunities for Industry-Academia Partnership- (TCGTBI, IIEST and Government of India,2016).

Self Certification-

Self-certification is a process to reduce the regulatory burden on Startups so that the Startups can focus on the core business.

The Startup India: Current Scenario and future prospect

Out of the total applications received, 1333 have been recognized as Start-ups by the Department of Industrial Policy and Promotion. The hub has mentored more than 400 Start-ups for incubation, funding support, pitching support, etc. A 'Start-up India Online Hub' is also being developed which will serve as an online platform where all the stakeholders of the Start-up ecosystem can work together and synergize their efforts (Ministry of Commerce and Industry, Government of India, 2017). Under the scheme- 'Start-ups Intellectual Property Protection', 200 Patent applications have received the benefit up to 80% rebate in patent fees and free legal backing. More than 350 Startups are benefitted from the scheme. 35Start-ups have got benefit of fees rebate in expedited examination filing fees (Form 18(A). Trademark Rules, 2017 has been recently amended to provide 50% rebate in Trademarks filing fee to Start-ups. In the Union Budget 2017-18, the Government has increased the period of profit-linked deductions for the eligible start-ups to 7 years (Ministry of Commerce and Industry, Government of India, 2017).

Sector wise, the distribution of Indian businesses is given in following table-

Table: Break-up of Indian Startup Businesses

Technology Based	**% share**	**Non-Technology Based**	**% share**
E-Commerce	33%	Engineering	17%
B2B	24%	Construction	13%
Internet	12%	Agri- products	11%
Mobile apps	10%	Textile	8%
SaaS	8%	Printing & packaging	8%

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Other	13%	Transport & logistics	6%
		Outsourcing & support	5%
		Others	32%

Source: Startups India- An Overview, Grant Thornton, 2015

Every year more than 800 technology startups are being set up in India. By 2020, it is expected that around 11,500 tech-startups are going to be established with employment possibility of around 250,000 technical people (NASSCOM, 2015). It is admirable to note that India is amongst the top five countries in the world in terms of startups with 10,000+ led by US with 83,000+ comprising 43% tech-based firms with 9% managed by women entrepreneurs. The number of incubators also has crossed 100 in 2014-15 to give boost to the startup Campaign (Grant Thornton, 2015).

Start-up India: Strategies

1) **Simplification** –

Regulatory formalities requiring observance with various labour and environment laws are time consuming and complex in nature. New and small firms are mostly not aware of the important details of the issues and can be subjected to invasive action by regulatory authorities. To make compliance of Start-ups friendly and flexible, simplifications were required in the regulatory process. Accordingly, the process of conducting inspections needed to be made more objective and simple. Under the new initiative, start-ups were allowed to self-certify compliance (through the Start-up mobile app) with labour and environment laws.

2) **No Inspection-**

In case of the labour laws, no inspections were to be made for a period of 3 years. Start ups were going to be inspected on receipt of realistic and verifiable complaint of violation, filed in writing and approved by at least one level senior to the inspecting officer.

3) **Guidance-**

Many Start-ups were unable to attain their full potential due to limited guidance and access. Hence The Government of India took some measures to improve the ease of doing business and also built an exhilarating and enabling environment for these Start-ups. The starts ups were provided with an environment where they could easily work with the Central & State governments, Indian and foreign VCs, angel networks, banks, incubators, legal partners, consultants, universities and R&D institutions.

4) **Mentorship Programmes-**

The government also promised to arrange mentorship programs in collaboration with government organizations, incubation centers, educational institutions and private organizations who want to promote innovation (Government of India, 2016). Start-ups require registration with relevant regulatory authorities. Delays or lack of clarity in the registration process may lead to delays in establishment and operations of Start-ups, which may reduce the ability of the business to get bank loans, employ workers and generate incomes. Enabling registration process in a smooth and timely mode can lessen this burden significantly.

5) **Accessibility through mobile App -**

The Government introduced a Mobile App to provide an active accessibility for registering Start-ups with applicable agencies of the Government. The form to be filled has been made simple. The Mobile App had backend integration with Ministry of Corporate Affairs and

Registrar of Firms for smooth information exchange, processing of the registration application, tracking the status of the registration application and easy downloading of the registration certificate.

6) Exemption from criteria-‘Prior Experience/Turnover-

Intellectual Property Rights (IPR) is emerging as a strategic business instrument for any business organization to strengthen industrial Competitiveness. Whenever a tender is floated by a Government entity or by a PSU, mostly the eligibility condition is either “prior experience” or “prior turnover”. Such a specification stops the Start-ups from participating in such tenders. From April 1, 2015 Central Government, State Government and PSUs have to mandatorily procure at least 20% from the Micro Small and Medium Enterprise (MSME). In order to promote Start-ups, Government exempted Start-ups (in the manufacturing sector) from the criteria of “prior experience/ turnover” without any relaxation in quality standards or technical parameters (Government of India, 2016).

7) Smooth and Easy process of Winding Up-

In the event of a business failure, it is important to reallocate funds and resources to more productive avenues and accordingly a speedy, easy and smooth process has been projected for Start-ups to windup operations. It helps entrepreneurs to experiment with new and innovative ideas, without having the fear of facing a complex and long-drawn exit process where their capital remains stuck.

8) Funding Support-

One of important challenges faced by Start-ups in India is getting access to finance. Often Start-ups, due to lack of collaterals or existing cash flows, fail to validate the loans. The high-risk nature of Start-ups wherein a huge percentage fails to take-off, hampers their investment attractiveness. In order to provide funding support to Start-ups, Government has set up a fund with an initial corpus of INR 2,500 crores and a total corpus of INR 10,000 crores to be used over a period of 4 years (i.e. INR 2,500 crores per year). The
Fund is to be in the nature of Fund of Funds, which means that it will not invest directly into Start-ups, but shall participate in the capital of SEBI registered Venture Funds (Government of India, 2016).

9) Tax Benefit-

Under the initiative, Start-ups were exempted from paying income tax on their income for the first 3 years.

Challenges Of Startups

A successful start-up cannot start a business only with ideas & passion. A high level of leadership skills, excellent communication skills, clear understanding of market, maturity to understand the things in right perspective, the ability to take calculated risks are required on the part of the entrepreneur (Aggarwal,2017). Multiple clearances, Lack of awareness, poor infrastructure, unorganized market, rigorous exit policies, lack of mentoring, technological risk, corruption, , regulatory obstacles and lack of reforms ,fast changing market conditions, etc. are some of the challenges as per Rashmi Guptey, Principal(Legal)of Lightbox India Advisors Private Limited.

Some of the major issues and challenges are as discussed below:

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1) Financial Resources

Availability of finance is always a grave problem for the startups (Mittal, 2014; Truong, 2016). A number of finance options like family members, friends, grants, loans, crowd funding angel funding, venture capitalists, etc are available. The requirement increases as the business progresses. Scaling of business needs timely infusion of capital. Proper cash management is a hard nut to crack. (Skok, 2016; Pandita, 2017). A recent report paints a gloomy picture with 85% of new company's reportedly underfunded indicating potential failure (Iwasiuk, 2016).

2) Revenue Generation

Many startups fail due to poor revenue generation as the business progresses. As the operations increase, expenses raise with reduced revenues. It forces startups to ponder on the funding aspect, thus, it dilutes the focus on the fundamentals of business. Hence, revenue generation is vital, warranting efficient management which in common parlance is the rate at which startups spend money in the initial stages. The challenge is not only to generate enough capital but also to expand and sustain it.

3) Team Members

One of the biggest challenges is to discover and hire the right talent for the business with skills to match growing customer expectations. (Truong, 2016). Startups, usually start with a team of trusted members with matching skill sets. Generally, each member is specialized in a specific area of operations. Organizing a good team is the first major requirement. If startups fail in it, it may shatter the whole unit. (Skok, 2016). According to a survey, 23 percent startups failed because members did not work as a team. (Chirag Garg, CEO, HyperDell). **As per** Nitin Sharma, Principal & Founding member, Lightbox India Advisors Private Limited "Hiring and retaining high quality talent, especially in the areas of product and technology remains a key challenge" (Choudhary,2015)

4) Supporting Infrastructure

There are a number of support mechanisms that play a significant role in the lifecycle of startups which include incubators, business development centers, science and technology parks, etc. if Startups fail to have such access , it heads towards the risk of failure.

5) Creating Awareness in Markets

Startups fail due to lack of attention towards the limitations in the markets. The environment for a startup is generally more difficult than for an established firm due to some reasons like new product, new technology, new taste etc. The situation is more difficult for a new product as the startup has to erect everything from scratch.

6) Customer Expectations

The next most important challenge is predicting the market need for the product, existing trends, etc. Innovation plays an important role, since, that the startup has to fine-tune the product offerings to suit the market demands (Skok, 2016). Also, the entrepreneur should have thorough field knowledge to respond to competition with appropriate strategies. Due to new technologies that are upcoming, the challenge to bring in over and above an earlier innovation is hard task. Namrata Garg, Director, SendKardo feels that **the biggest challenge is the need to constantly reinvent yourself and come up with a service to be able to match up customer expectations** and exceed them.

7) firmness of Founders

Founders of startups have to be tough when everything is going on tough. The starting a business enterprise has to face delays, setbacks and problems without enough solutions. The

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entrepreneur needs to be importunate, convincing, and should never give up till he/she achieves desired results. Sometimes the product could be ahead of its time or may require complimentary technology /products for the use by the customers. For example, Apple had to delay introduction of Tunes till the regulations favoured. It is also relevant to quote Steve Jobs who by commenting "*A lot of times, people don't know what they want until you show it to them*" reveals the fact that many a times, the products from startups fall in the 'new and untried' category where the success rate is negligible.

8) Rules & Regulations

To start a business it requires a number of permissions from government agencies. Although there is a noticeable change, it is still a challenge to register a company. Regulations pertaining to, intellectual property rights, labor laws, dispute resolution etc. are painstaking in India which takes about 30 days to comply. Whereas, just 9 days are required in OECD countries. India ranks 142 out of 189 economies in case of Ease of Doing Business classification, made by World Bank Report. (Mittal,2014).

9) Growth Hurdles

Some of the agencies which are part of the startup ecosystem themselves may sometimes become hurdles in the growing stages. one of the major issues is **the influence of** incubators, institutes and similar organisations which try to control, and manage in the name of helping, mentoring etc (Choudhury,2015).This requires proper coordination among the organizations for mutual benefit.

10) Lack of proper Mentoring

Milan Hoogan, Vice President -Sales and Marketing at Erfolg Life Sciences feels that l**ack of proper guidance and mentorship** is one of the biggest problems that exist in the Indian startup ecosystem (Choudhury, 2015). Most of startups have brilliant ideas and/or products, but have very little or no business or market experience to get the products to the market. A brilliant idea can works only if executed properly (Mittal,2014). Lack of sufficient mentoring/guidance is the biggest challenge which could hamper a potentially good idea to an end.

11) Absence of a Good Branding Strategy

Lack of an effective branding strategy is another issue that prevents startups from flourishing. Hemant Arora, Business Head-Branded Content, Times Network opines that branding demands overriding attention as it gives an identity and occupies a place in the consumer's mind(Choudhury,2015).

12) Replicating Silicon Valley

Indian startups get influenced by Silicon Valley models which may not succeed in Indian set-up. Lot of alterations and modifications could be required when transplanted into Indian markets Indian infrastructure in terms of roads, internet, electricity and telecom saturation such fundamental things should be kept in mind.(Choudhury,2015) .

Conclusion-

As regards major reasons for failure of startups, a survey conducted by Griffith, based on analysis of 101 firms showed that 42% failed as the product had no market, 29% firms ran out of cash, 23% did not have the right team, 18% closed due to pricing issues, 17% firms had poor product, 14% failed due to poor marketing and 8% had no investor interest (Griffith,2014). These reasons substantiate most of the issues and challenges that have been enumerated above.

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Still it's an admirable initiative which if implemented, discarding its lacunas, can be proved to be supporting to the development of Indian economy,

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Annual Return Under GST

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Introduction:

GST is a destination-based consumption tax that has been implemented in India w.e.f. 1.7.2017. The law designed and implemented in India is a highly compliance-based law where the thrust of the Government was to automate the processes to avoid leakage of revenue, reducing the requirement of interaction between the taxpayer and administration and higher responsibility of coverage of operation in a very comprehensive manner. The unique construction of the GST had conceived the prerequisite to file the GSTR-1, GSTR-2, and GSTR-3 by each registered taxable person through the GST common portal. These apprehensions became reality where the common portal started crumbling and the GSTR-2 and GSTR-3 could never virtually be introduced (except GSTR-2 filing requirement for the month of July). Realizing various challenges faced by the industry, the Government attempted to simplify the process of filing the return and introduced the stop-gap arrangement of filing GSTR-3B instead of GSTR-2 and GSTR-3.

A requirement of Annual Return:

The requirement to file Annual Return stems from the section 44 of the CGST Act as per which every registered person shall furnish an annual return for every financial year automatically in such structure and mode as may be arranged on or before the 31st day of December subsequent the end of such financial year. Further, section 44 (2) provides that every person who is required to get his accounts audited in accordance with the provision of section 35 (5) is required to furnish the Annual Return along with the copy of audited annual accounts and a reconciliation statement reconciling the value of supplies declared in the return furnished for the financial year with the audited yearly monetary declaration, and such other details as may be prearranged. Rule 80 of the CGST regulations lay down the approach in which Annual Return is requisite to be filed by the registered persons.

Salient features of Annual Return:

1. As the name suggests, Annual Return is required to be filed annually. Each registered a person under GST is required to file Annual Return in the below form:
   i. The normally registered taxpayer – GSTR 9
   ii. The person paying tax under composition – GSTR-9A

iii. E-commerce operator liable for collecting the tax under section 52- GSTR9B

2. There is no requirement to file the Annual Return by the following categories of persons:
    i. Casual taxable person
    ii. The person deducting the tax under section 51
    iii. Non-resident person
3. The filing of Annual return is not linked with the GST Audit. In other words, a person having
   aggregate turnover less than Rs. 2 crores though may not be required to get the accounts audited nevertheless he is required to file the Annual Return.
4. The Annual Return has to be filed separately for each distinct registered person. A business having 25 registrations across special states is obligatory to file 25 yearly Returns.
5. Annual Return was introduced as a summary statement encompassing all the transactions that occurred and reported in the periodical returns filed during the year (including the adjustments made to the transactions of the previous year after the end of the year).
6. The initial understanding of the Annual Return was that it is merely a consolidation of periodical returns with no scope for any corrections/rectifications. Any additional liability not reported in the periodical returns filed during the period cannot be reported in Form GSTR 9.
7. Thus, the Annual Return is the last option available with the assessee to disclose all Transactions pertaining to the period in respect of which the annual return is filed.

Structure of Annual Return

Annual Return format as notified in the form GSTR-9 is a very exhaustive document wherein the transactions pertaining to the last years have to be reported. It is divided into 5 parts as below:

1. **Part I: Basic Details:** Annual return starts with the basic details to be furnished about the registered person. The information sought under this category is basic information about the registered person i.e. financial year, GSTIN, legal name, and trade name.
2. **Part II: Details of outward supplies and inward supplies made during the financial year:** This part requires furnishing the details of all outward supplies made during the year and inward supply liable to repeal charge basis. This includes not only the unique supply as reported in the timely returns but also the amendments through therein.
3. **Part III: Details of ITC for the Financial Year:** This part requires the person filing Annual Return to declare the details of all ITC related information. Some of the information in this segment is auto-populated whereas most of the other details have to be furnished in the Annual Return manually.
4. **Part VI: Other information:** This part seeks additional information required to be reported in the Annual Return.

The connection among periodical returns, annual returns and Reconciliation Statement

There are various treatment/compliance requirements under GST which could be either periodical fulfillment or annual compliance. every person liable to be registered under GST is required to undertake such compliances. This also necessitates a considerate of all nature of returns and interconnection between them:

1. **GSTR-1:** This is a periodical submission of the outward supply made by the registered taxable person. It is segregated between the B2B supplies, B2C large and small supplies, export, deemed exports, supplies to SEZ, non-taxable supplies. Further, there are also tables giving details of debit notes and credit notes issued in respect of the supplies made including amendments made in the original invoices/ debit notes/credit notes if any. The sales/outward supply under different categories affirmed in GSTR-1 should match with the particulars of such provisions as per books of account. Thus the GSTR-1 gives transactional level particulars of all outward supplies reported by the chargeable person.
2. **GSTR-3B:** This is a summary return filed by the registered person giving summarized information of the outward supply made, input tax credits availed, tax and other sums payable and paid to the Government.
3. **GSTR-9 (Annual Return):** Having discussed the essential characteristics of the GSTR-1 and GSTR-3B, we can come to know that these returns have certain limitations especially there is no provision for the revision of the returns. This makes it tricky for the business and government to determine the consolidated particulars of all transactions undertaken in the concerned financial year.
4. **GSTR- 9C (Audit/Reconciliation):** Filing of Annual Return does not mean that all transactions have been reported therein. There is a possibility of many transactions that are shown in the audited financial statements but not in the Annual Return. These could arise due to different principles under GST Law *viz a viz* the principles adopted for preparation and presentation of books of account and financial statements. GSTR 9C is intended to provide the details of all such transactions which constitute the difference between the books of account and the Annual Return.

GSTR 9 System Generated Summary available on GSTIN Portal:

The GSTN has provided a variety of detailed summaries of the periodical data furnish on GSTIN Portal for the taxpayer's going over in filing GSTR 9. One of them is the GSTR 9 System Generated summary which uses GSTR 1 as its source for revenue part and GSTR-3B for the purpose of tax liability, RCM and ITC availed. It considers amendments prepared by the taxpayers in their GSTR 1 also but to a certain degree. In the ITC part of GSTR 9, details of ITC segregated into inputs, input services and capital goods for the different categories of inward supplies are to be confirmed.

A consequence of the failure to submit the annual return:

Section 47(2) provides that in case of failure to submit the annual return within the specified time, a late fee would be leviable @ Rs. 100 per day for the period of which such failure continues subject to a maximum of a quarter percent of the turnover in the State/UT. The late fee would be charged on both under the CGST and SGST Act. Thus the total late fee for each GSTIN would be Rs. 200 per day (Rs.100 each under CGST and SGST Act) subject to a maximum of 0.5% of the turnover in the State (0.25% under the CGST Act and 0.25% under SGST Act). Here it needs to be emphasized that filing the annual return with incomplete data is not preferable to paying some penalty and fling properly. This being an IT-driven system inaccuracy would be located faster.

Conclusion:

The above discussion makes it very clear that the GSTR1, GSTR3B, and GSTR9 such filling of returns and consolidated information in annual return is very carefully and disclose all the material facts in such return properly not escape any figure if such are exempted or free of tax to ensure that all disclosures required to be made in the Annual Return or additionally have correctly been made. Once the taxpayer discloses all the information correctly to the best of his knowledge and belief, it could always act as a risk-mitigating factor against the proceeding of the department. There should be proper back up of information and documentation to establish the basis of disclosure made so that these could be submitted before the authorities in the event required by them.all the documents are prevented as per mention period in law for further proceedings.

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Problems of Agricultural Marketing in India

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Abstract:

India is an agrarian country and one third of the population is directly or indirectly dependent on the agricultural sector. The role of the agricultural sector in the country is important for the economy and the large amount of foreign exchange is achieved through the export of agricultural products. Agriculture sector accounts for about 15.4% of the country's GDP, so marketing of agricultural products is essential. Agricultural marketing gives the farm a fair price. Agro-processing industries are set up in rural areas due to the boom in the rural economy and there is a huge increase in employment.

Keywords: Agricultural Marketing, farmers, employment

Introduction

Agricultural marketing consist of two major concepts viz., "agriculture" and "marketing". The first concept agriculture aims at producing the agro food products with the use of natural factors for the welfare of human. It is fully depends on natural processing. The second concept marketing refers to the activities that are done by the business organizations to promote their products and services to their targeted customers.

The Royal Commission on India as Agricultural (1928) rightly points out-

The farmer has to study the art of selling individually as a productive seller".

Agricultural marketing gives farmers a reasonable price for agricultural production, so farmers are able to increase agricultural production using modern agricultural technology. Agricultural marketing is gaining importance in rural areas due to increased agricultural production. Agricultural marketing involves many processes such as handling, washing, cleaning, grading, storage, pre-cooling, preserving, packaging and transportation. Marketing of agricultural products is a difficult process and is different from manufacturing industries.

Working Definition:

Marketing:

Philip Kotler has defined marketing as a human activity directed at satisfying the needs and wants through exchange process.

American Marketing Association defined marketing as the performance of business activities that directs the flow of goods and services from producers to users.

Agricultural Marketing:

As per Indian council of Agricultural Research is "Agricultural Marketing involves three important functions:

(i) Assembling or concentration of goods
(ii) Preparation for consumption and
(iii)Distribution of agricultural products".

Objectives of study

1. To study the difference between agricultural and industrial production.
2. To study the various problems of agricultural marketing in India.
3. To suggest solutions to the problems of agricultural marketing.

Research Methodology:

The information for secondary data has been collected from various sources such as Annual Reports, Articles, Internet, Magazines, Research Papers, Journals, and Books etc.

Difference in Marketing of Agricultural and Manufactured Goods:

1**. Perishable nature of the product:** Most agricultural products are naturally perishable; but by destroying agricultural products, it is possible to process agricultural goods for several months.

2. **Seasonal product:** Agricultural products are taken only during the special season so the prices of agricultural products are lower during the harvest season.

3. **Differences in product quality:** Because the quality of agricultural products is different, it is very difficult to categorize and standardize, but since the production of industrial goods is the same, there is no need to categorize and standardize.

4**. Irregular supply of agricultural products:** Agricultural fields are dependent on nature, so natural conditions have a major impact on agricultural production. If there is a favourable environment for agriculture, productivity increases, while adverse conditions reduce productivity. Natural conditions have little effect on the production of industrial goods.

Importance of Agricultural Marketing in India:

1. **Contribution to National GDP Growth:** The agricultural sector is very important to the developing country. About 70% of the country's population lives on the agricultural sector, which means direct and indirect agricultural employment is created. Agriculture accounts for 15.4% of the country's GDP.
2. **Increase in Agricultural Produce and Incomes:** Having a good agricultural marketing system helps increase the demand for the agricultural market and increase the production. Agricultural marketing gives the farmer the income due to which the product receives the right price.
3. **Growth of Agro-based Industries:** Many industries depend on agriculture for the supply of raw materials. An improved and efficient system of agricultural marketing helps the growth of agro-based industries and helps in the overall development of the economy.
4. **Time Utility:** Agricultural marketing involves many activities like storage, transportation, distribution, so that the produced agricultural goods reaches the customer on time.

Problems of Agricultural marketing:

1. **Too Many Intermediates:** One of the major flaws in Indian agricultural marketing is the large number of intermediaries, brokers. Intermediaries buy low-cost commodities from farmers and sell them to consumers at high prices. This leads to greater exploitation of farmers and consumers.

2. **Defective Weights and Scales:** The use of proper weights in agricultural marketing is less prevalent in rural and urban areas, so farmers do not get proper weight value in agricultural marketing.
3. **Illiteracy among Farmers:** The illiteracy rate in the agricultural sector is high in the country today, and traders, brokers, take advantage of it. Farmers cheat by buying agricultural products at low prices.
4. **Lack of Financial Resources:** The agricultural sector needs short-term financing for fertilizers, pesticides, seed-seeds and long-term financing for machinery, tractors, motors, etc. Farmers have to sell agricultural products quickly to meet this financial need. Financial aid is one of the major problems in agricultural marketing.
5. **Lack of Awareness of the Market:** Due to lack of experience and knowledge of farmers in the national, international market, farmers sell large quantities of goods in local market. Therefore, farmers do not get the right price for agricultural production.
6. **Product Quality:** Many farmers are unaware of the quality seeds and fertilizers, so low quality seeds and fertilizers result in poor quality of the product.

Suggestion:

1. The government should adopt measures to reduce the number of intermediaries in agricultural marketing.
2. The government should take appropriate measures to provide timely loan to the agricultural sector through the bank at low interest rates.
3. Government should make strict rules for the use of standardized weight measurements in the marketing process.
4. The government should provide proper training to farmers to send agricultural products to national and international markets.

Conclusion:

Agricultural marketing is very important for the development of agriculture sector and employment generation in the country. The government should create a mechanism for easy access to farmers in the market. To strengthen marketing policies, the government must examine the policies and regulations. The government should regulate the market price changes by setting competitive prices.

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A Study of Personnel Management of MSRTC (Maharashtra State Road Transport Corporation) in North Maharashtra

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Abstract:

MSRTC (Maharashtra State Road Transport Corporation) provide public transportation service through out Maharashtra. For achievement of organizational objective , for employee satisfaction , for improving quality of services and for effective use of all inputs of organization management needs to give the importance to Personnel management and this research is directed towards analytical study of Personnel Management and its functions in MSRTC. For making organization successful not only material , land , machine is essential but also Personnel Management and effective use of manpower is essential. 'In 21st century it necessary for organization that they should develop their competitive advantage and for this fulfillment of the this need HR functions and activities should assist the organization. for surviving in global market and for meeting changing demand of customer HRM should give stress on proper recruitment and selection, training and development of employees ,wages and salary administration and their career development opportunities.'[1] In this way this research is going to consider given function of Personnel Management of MSRTC and this research would be helpful to MSRTC for improving its functions.

Key Words : MSRTC, Salary administration, Personal Management, Employee Satisfaction.

According to the provision of section 3 of RTC Act 1950, State Government of Maharashtra established "The Maharashtra Sate Road Transport Corporation (MSRTC)". The MSRTC has its own organizational setup like Central Office at Mumbai, six Regional offices at Mumbai, Pune, Nasik , Aurangabad, Amravati and Nagpur, 30 Divisional Offices situated different districts, and 248 Depots are situated almost at Tehsil Places. MSRTC provide transportation service through out Maharashtra and neighboring sates with the help of 18449 buses and it conduct 85,000 trips a day and near about 1,04,000 employees are working in MSRTC in all over Maharashtra. MSRTC not only working in the area of providing transport facility to passengers but also it provide service of carriage of parcels, currier and Allied Material by using the carriage of buses. MSRTC also has 3 Central Workshops at Aurangabad (Chikalthana), Pune (Dapodi), Nagpur (Hingna). MSRTC runs one Printing press at Kurla, Vidyavihar, Mumbai for printing of tickets and other stationary for Corporation. It runs Education center also.

With consideration of given information MSRTC obviously need competent , motivated , trained , satisfied and alert Human Resource for running one of the biggest public transport organizations of India. And for fulfillment of this need, MSRTC has "Personnel Department". Whether MSRTC is managing Human Resource with "Personnel Department." This department carry out functions like Manpower Planning, Recruitment and Selection, Training and Development, Employee welfare, Salary and wages Administration, Induction, Grievance Procedure, Employee Discipline etc.

For making organization successful not only material , land , machine is essential but also Personnel Management and effective use of manpower is essential, Edwin B. Flippo defined "The Personnel function is concerned with the Procurement, development, compensation, integration, and maintenance of personnel of an organization's major goals or objectives. Therefore, personnel management is planning , organizing, directing and controlling of performance of those operative functions." And according to Dale Yodev "Personnel management effectively describes the process of planning and directing the application, development and utilization of human resource in employment." These definitions tell that for achievement of organizational goals effective and planed use of manpower is important.

"Personnel management is that part of management function which is primarily concerned with the human relationship within the organization. Its objective is the maintenance of those relationships on a basis which by consideration of the well being of the individual, enables all those engaged in the undertaking to make their maximum contribution to the effective of that undertaking." - **Indian Institute of Personnel Management**

Training of any kind should have as its objective the redirection or improvement of behavior so that the performance of the trainee becomes more useful and productive for himself and for the organization of which he is part. Training is helpful for improvement of performance of employee, MSRTC conduct training programs and it is part of research to study that whether these programs are based on need assessment, what kind of perception employee have about training, is it really that effective for improvement of performance of employee, is there any feedback regarding training, which methods of training are adopted by the organization.

Salary and Wages administration aimed to design a cost effective pay structure that will attract, motivate and retain competent employees in the organization. This study is going to consider salary and wages administration of MSTRC, and the research is going to focus on some element like, whether employees are getting fair remuneration, satisfaction level of employees regarding salary and wages.

Personnel management is art of getting work done by the people and therefore cooperation of workers is essential and cooperation of employees is possible when they are fully satisfied. Organization can develop such satisfaction level with the help of "Welfare." Because welfare develop such feelings in employees that organization is taking care about needs of employees other than salary and wages.

Objective of Study :

The objective behind this study is to evaluate performance of the depots and to prepare rank of depots on the basis of performance of working personals in the depots in Nasik district which is in north Maharashtra. For such evaluation researcher has decided some indicators of performance like training programs for improving performance, motivation by pay structure, no. of buses, workers satisfaction from work, salary, fringe benefits, response from officers, solutions of complaints, effects of training to personnel's etc. and after analysis of data to get suggestions for policy action. Personnel department of MSRTC is functioning in recruitment, selection and training area and this research is going to analyze this process and will try to suggest some remedies if some drawbacks come forward.

1. To review the working of Personnel Management activities undertaken in MSRTC.

2. To analyze the importance and effects of training and development programs for various types of employees and executive development.

3. To evaluate the salary and wages administration of MSRTC and understand employee's responses in order to make it performance based, competitive and rewarding one.

Hypothesis : 'There is probability that Employees of organization not satisfied with salary and wages administration of organization.'

Research Methodology

Research is started with Review of literature with the help of journals, Magazines etc, then second stage is of Questionnaire Designing in which according to objectives and need of study questions are getting framed, then actual survey takes place and with the help of survey, data is going to get collected followed to this data tabulation for systematic validation will take place after this data analysis will take place and at the end data interpretation is the last stage of Research.

Primary Data

This data is collected by researcher first hand which is not already published. For collection of data, Questionnaire method, interview method is selected , total 50 employees like conductors, drivers, mechanist, administrative department employees are going to covered , the venue for this study will be Nashik Region of North Maharashtra.

Secondary Data

This Data is already present may in the form of books, research papers, official documents, circulars, periodicals, government records etc. which is use full for getting insight in research of topic.

Sampling Area

The sampling area is Nashik Division. The study is going to cover Nashik Region of north Maharashtra only. Because of some limitations. Study covering selected depots of Nashik divission of MSRTC.

Sampling Method

Study is based on random sampling method it is going to take in consideration employees of organization like conductor, driver, mechanics and administrative staff.

Sample Size

Total sample size was 50 from all selected category of employees. Depots are selected by researcher.

Diagnostic Research Design is selected for research because it gives provision for protection against bias and must maximize reliability. It also gives stress on pre planned design for analysis and structured instrument for collection of data.

Limitation of study

1. This Study is limited up to only Nashik division of North Maharashtra.
2. This Study is not going to cover all depots of Nashik Region.
3. This Study is not going to cover all functions of Personnel Department. It covers only Salary and Wages Administration and Training and Development Programmes.

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4. This Study is going to focus on data of limited period of time like last 2 years.

Data Analysis :

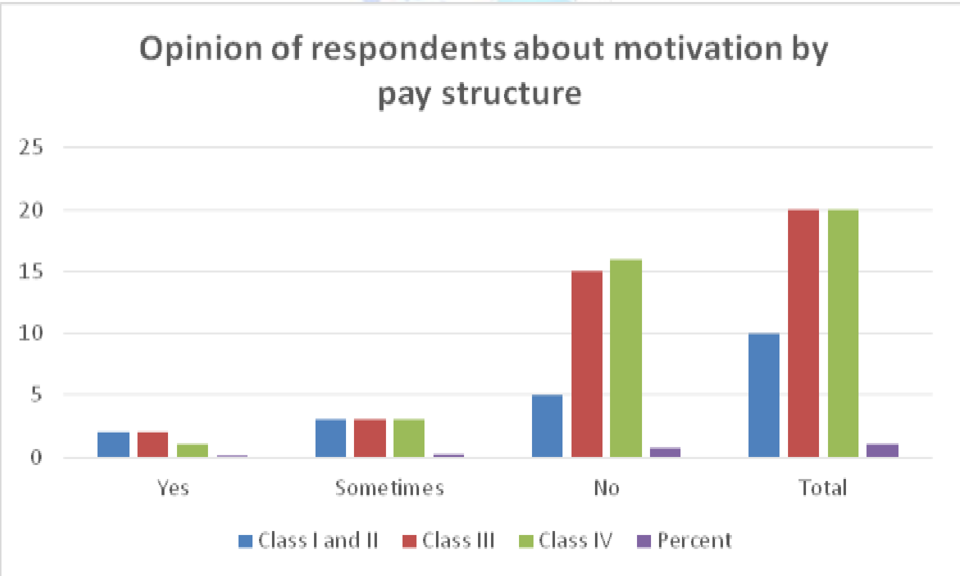
Opinion of respondents about helpfulness of training programs for improving performance (Table 01)

Respondent	**Very Helpful**	**Sometimes helpful**	**Not helpful**	**Total**
Class I and II	03	07	03	10
Class III	04	05	11	20
Class IV	05	04	11	20
Percent	24%	32%	50%	100%

Table No. 01 suggests helpfulness of training programs for improving performance of respondents. 24% respondents feels that these training programs are really helpful for improving their own performance, 32% employees sometimes feel that training is helpful for performance development and 50% employees said training program is not helpful for improving the performance.

Opinion of respondents about motivation by pay structure (Table : 02)

Respondent	**Yes**	**Sometimes**	**No**	**Total**
Class I and II	02	03	05	10
Class III	02	03	15	20
Class IV	01	03	16	20
Percent	10%	18%	72%	100%



Salary and wage administration is the basic function of personnel administration and pay structure of organization should be capable of motivating employees for working hard in the organization. Table no 02 tells about ability of pay structure to motivate employees in MSRTC. Table No.02 exhibits that 10% respondents gave positive responses that yes, pay structure is able to give them motivation, 18% respondents said pay structure is not giving them motivation and 72% respondents were not motivated because of pay structure of corporation. Class III Class IV tells 31(77.5%) Salary and wage administration is the basic function of personnel administration and pay structure of organization is not capable to motivating employees for working hard in the organization.

Conclusion:

50% employees said training program is not helpful for improving the performance. Hypothesis of this research, 'There is probability that Employees of organization not satisfied with salary and wages administration of organization' is finally proved with majority of 72% respondents were not motivated because of pay structure of corporation. Actually pay scale is the first and more important element of improvement in performance of employees. Therefore its very important that to take appropriate action on to increase the pay band of all levels of employees in MSRTC.

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Recent Policy in Agriculture Sector for Sustainable Development

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Abstract :

There are several initiatives by State and Central Governments to satisfy the varied challenges facing the agriculture sector within the country. The Agriculture MMP has been included in NeGP in an attempt to consolidate the varied learning's from the past, integrate all the various and disparate efforts currently underway, and upscale them to cover the entire country. For agriculture growth and economic development is must for Indian economy. The government implemented much policy from last 7 decades. Day by days the agriculture growth will improve. If recent policy will implement properly in agriculture sector the sustainable development will be highly possible. So I have studied this topic.

Keywards: NeGP, MMP, MSP, CHC, NER, SMAM, PPPIAD, RKVYRAFTAAR, PSL,

Introduction:

Agriculture is the back bone of India economy as the economic development of this country is very much replied up on the agricultural activities. At the time of India's Independence, there have been several policies for agriculture sector. For agriculture last 70 years, including the comprehensive reports of the National commission on agriculture. Agriculture growth has decelerated during the last decade. The effect of government policy progress in agriculture should be measured by the growth rate in net income of farm families.

There are several initiatives by State and Central Governments to satisfy the varied challenges facing the agriculture sector within the country. The Agriculture MMP has been included in NeGP in an attempt to consolidate the varied learning's from the past, integrate all the various and disparate efforts currently underway, and upscale them to cover the entire country. As per Registrar General of India & Census report 2011 the entire farmers or cultivators population of India is 118.7 million (2011) & 144.3 million agricultural workers/labourers which consists 31.55 of total rural population.

Objectives of the study

The study sets the following objectives:

1. To study the Private Investment in Agriculture and Agro Processing Industry
2. To study the Policy Measures to Double the Income of Farmers and Farm Labourers
3. To study the Measures adopted for MSP For Crops
4. To study Assessment of Crop Insurance Claims

Research Methodology

The present review is based on the secondary data. The secondary data is playing the major role in the present study. The search for this paper has been done using the online database.

Private Investment in Agriculture and Agro Processing Industry

The Government has been promoting private investment in agriculture through Public Private Partnership through schemes in the areas of Agriculture Marketing, Soil Health Card, and Micro Irrigation etc. The Government of India has also circulated a Model Act-Agriculture Produce and Livestock Marketing (Promotion & Facilitation) Act, 2017 and Model Act-Agriculture Produce & Livestock Contract Farming and Services (Promotion & Facilitation) Act, 2018, with the aim to encourage more investment in agriculture. This Ministry has also incorporated a "Framework for Supporting Public Private Partnership for Integrated Agricultural Development (PPPIAD)" under the Rashtriya Krishi Vikas Yojana - Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVYRAFTAAR) in the scheme guidelines to facilitate integrated projects led by private sector players in the agriculture and allied sectors, with a view to aggregating farmers, providing additional income and integrating the agriculture supply chain.

To promote food processing industries and attract investment into the sector, the Government has taken various steps/measures/policy initiatives which includes permission to 100% Foreign Direct Investment (FDI) through the automatic route in manufacturing of food products and 100% FDI under Government approval route for retail trading, including through e-commerce, in respect of food products produced and/or manufactured in India, creation of a special fund of Rs.2000 crore in National Bank for Agriculture and Rural Development (NABARD) to provide affordable credit to food processing projects/units, bringing food & agro-based processing units, cold storage units/cold storage chains under the ambit of Priority Sector Lending (PSL), allowing 100 percent income tax exemption from profit derived from activities such as post-harvest value addition to agriculture by FPOs' having annual turnover up to Rs.100 crore, 100% income tax exemption for new food processing units for a period of five years and lower income tax rate for subsequent five years, 100% deduction for capital expenditure incurred on setting up and operating of cold chain facility, concessional import duty for plant and machinery under project imports benefit scheme, import duty exemption on import of raw material under advance authorization etc.

The Government is implementing a scheme called the Pradhan Mantri Kisan Sampada Yojana (PMKSY) with the following scheme components viz; (i) Mega Food Parks, (ii) Integrated Cold Chain and Value Addition Infrastructure, (iii) Infrastructure for Agro-processing Clusters, (iv) Creation of Backward and Forward Linkages, (v) Creation / Expansion of Food Processing & Preservation Capacities, (vi) Food Safety and Quality Assurance Infrastructure, and (vii) Human Resources and Institutions with the objectives, inter alia, to create modern infrastructure and efficient value/supply chain with a view to encourage and facilitate food processing industries for preservation and processing of all agro and marine produce. The Government is also implementing the scheme "Operation Greens" for integrated development of value/supply chain of tomato, onion and potato (TOP) crops in selected States on pilot basis from November, 2018. Under these schemes, financial assistance is provided as capital subsidy in the form of grants-in-aid to individuals, farmers, entrepreneurs, organizations such as Central and State PSUs/Joint Ventures/Farmer Producer Organizations (FPOs)/NGOs/Cooperatives/SHGs/ Public and Private Companies etc. for setting up of food processing industries/units/projects.

Policy Measures to Double the Income of Farmers and Farm Labourers

Government of India supplements the efforts of the State Governments through various schemes/ programmes. These schemes/ programmes of the Government of India are meant for the welfare of farmers by increasing production, remunerative returns and income support to farmers. A list of initiatives taken by the Government is as follows:

List of various interventions and schemes launched for the benefit of farmers.

With a view to provide income support to all farmers' families across the country, to enable them to take care of expenses related to agriculture and allied activities as well as domestic needs, the Central Government started a new Central Sector Scheme, namely, the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN). The scheme aims to provide a payment of Rs. 6000/- per year, in three 4-monthly installments of Rs. 2000/- to the farmer's families, subject to certain exclusions relating to higher income groups.

Further with a view to provide social security net for Small and Marginal Farmers (SMF) as they have minimal or no savings to provide for old age and to support them in the event of consequent loss of livelihood, the Government has decided to implement another new Central Sector Scheme i.e. Pradhan Mantri Kisan Maan-Dhan Yojana (PM-KMY) for providing old age pension to these farmers. Under this Scheme, a minimum fixed pension of Rs. 3000/- will be provided to the eligible small and marginal farmers, subject to certain exclusion clauses, on attaining the age of 60 years.

With a view to provide better insurance coverage to crops for risk mitigation, a crop insurance scheme namely Pradhan Mantri Fasal Bima Yojana (PMFBY) was launched from Kharif 2016 season. This scheme provides insurance cover for all stages of the crop cycle including post-harvest risks in specified instances, with low premium contribution by farmers.
Giving a major boost for the farmer's income, the Government has approved the increase in the Minimum Support Price (MSPs) for all Kharif & Rabi crops for 2018-19 seasons at a level of at least 150 percent of the cost of production.

Implementation of flagship scheme of distribution of Soil Health Cards to farmers so that the use of fertilizers can be rationalized.
"Per drop more crop" initiative under which drip/sprinkler irrigation is being encouraged for optimal utilization of water, reducing cost of inputs and increasing productivity.
"Paramparagat Krishi Vikas Yojana (PKVY)" for promoting organic farming.
Launch of e-NAM initiative to provide farmers an electronic transparent and competitive online trading platform.

Under "Har Medh Par Ped", agro forestry is being promoted for additional income. With the amendment of Indian Forest Act, 1927, Bamboo has been removed from the definition of trees. A restructured National Bamboo Mission has been launched in the year 2018 to promote bamboo plantation on non forest government as well as private land and emphasis on value addition, product development and markets.

Giving a major boost to the pro-farmer initiatives, the Government has approved a new Umbrella Scheme 'Pradhan Mantri Annadata Aay Sanrakshan Abhiyan (PM-AASHA)'. The Scheme is aimed at ensuring remunerative prices to the farmers for their produce as announced in the Union Budget for 2018. This is an unprecedented step taken by Govt. of India to protect the farmers' income which is expected to go a long way towards the welfare of farmers.

Bee keeping has been promoted under Mission for Integrated Development of Horticulture (MIDH) to increase the productivity of crops through pollination and increase the honey production as an additional source of income of farmers.

To ensure flow of adequate credit, Government sets annual target for the flow of credit to the agriculture sector, Banks have been consistently surpassing the annual target. The agriculture credit flow target has been set at Rs. 13.50 lakh crore for the F.Y.2019-20 and Rs.15.00 lakh crore for F.Y. 2020-21.

Extending the reach of institutional credit to more and more farmers is priority area of the Government and to achieve this goal, the Government provides interest subvention of 2% on short-term crop loans up to Rs.3.00 lakh. Presently, loan is available to farmers at an interest rate of 4% per annum on prompt repayment.

Further, under Interest Subvention Scheme 2018-19, in order to provide relief to the farmers on occurrence of natural calamities, the interest subvention of 2% shall continue to be available to banks for the first year on the restructured amount. In order to discourage distress sale by farmers and to encourage them to store their produce in warehouses against negotiable receipts, the benefit of interest subvention will be available to small and marginal farmers having Kisan Credit Card for a further period of upto six months post harvest on the same rate as available to crop loan.

The Government has extended the facility of Kisan Credit Card (KCC) to the farmers practicing animal husbandry and fisheries related activities. All processing fee, inspection, ledger folio charges and all other services charges have been waived off for fresh renewal of KCC. Collateral fee loan limit for short term agri-credit has been raised from Rs.1.00 lakh to Rs.1.60 lakh. KCC will be issued within 14 days from the receipt of completed application.

The Government constituted an Inter-ministerial Committee in April, 2016 to examine issues relating to "Doubling of Farmers Income" and recommend strategies to achieve the same. The Committee submitted its Report to the Government in September, 2018 and thereafter, an Empowered Body was set up on 23.01.2019 to monitor and review the progress as per these recommendations. To achieve this, the Committee has identified seven sources of income growth viz., improvement in crop productivity; improvement in livestock productivity; resource use efficiency or savings in the cost of production; increase in the cropping intensity; diversification towards high value crops; improvement in real prices received by farmers; and shift from farm to non-farm occupations.

Measures adopted for MSP for Crops

This Ministry implements Pradhan Mantri Annadata Aay Sanrakshan Abhiyan (PM-AASHA) to ensure Minimum Support Price (MSP) to farmers of notified oilseeds and pulses qualifying Fair Average Quality (FAQ) norms. PM-AASHA is an umbrella scheme comprising of Price Support Scheme (PSS), Price Deficiency Payment Scheme (PDPS) and Private Procurement & Stockist Scheme (PPSS). These schemes are implemented at the request of the State Governments / Union Territories. PSS is implemented for procurement of pulses, oilseeds and copra at MSP, whereas PDPS is implemented for oilseeds. However, States/UTs may choose either PSS or PDPS in a given procurement season with respect to a particular oilseed crop for the entire State. PDPS does not involve any physical procurement but envisages direct payment of the difference between the MSP and the selling / modal price to pre- registered farmers selling oilseeds of prescribed FAQ norms within the stipulated period in the notified market yard through a transparent auction process. Besides, PPSS is also implemented for oilseeds on pilot basis and States have the option for implementation of PPSS in district/selected APMC(s) of district involving the participation of private stockist. However, if farmers gets better price in comparison to MSP, they are free to sell their produce in open market.

Assessment of Crop Insurance Claims

Pradhan Mantri Fasal Bima Yojana (PMFBY) provides for use of technology for better implementation of the scheme. Accordingly, National Crop Insurance Portal (NCIP) has been developed for ensuring better administration, co-ordination, transparency, dissemination of information and delivery of services including uploading/obtaining details of individual insured farmers for better monitoring and to ensure transfer of claim amount electronically to the individual farmers Bank Account. To ensure timely payment of claims, scheme envisages mandatory use of smartphone/CCE-Agri App for real time transfer of data on national crop insurance portal. Farmers' app has also been launched, on which farmers can track their crop insurance application and get all information about it.

Further, the Department of Agriculture, Cooperation and Farmers Welfare, through Mahalanobis National Crop Forecast Centre (MNCFC) had carried out pilot studies for Smart Sampling Technique/Optimization of Crop Cutting Experiments (CCEs) using Remote Sensing/Satellite data in various States involving 8 agencies/ organizations during Kharif 2018 and Rabi 2018-19 under PMFBY. The review of these pilot studies was carried out by High Level Committee constituted for the purpose.

Accordingly, based on these results and the technologies which were verified during the Pilot studies, the Government rolled out Smart Sampling Technique (CCE location selection using satellite data) and optimization of CCEs, in 96 districts of 9 States, for rice crop, during Kharif, 2019. Around 1 lakh CCEs for Rice crop were conducted, during Kharif 2019, using Smart Sampling Technique.

Pilot studies have been undertaken for estimation of yield at Gram Panchayat level, during

Kharif 2019, through 12 agencies, by use of technology (Satellite data, Unmanned Aerial Vehicle (UAV), Artificial Intelligence, Machine Learning, etc.). As soon as statistically sound methodology for yield estimation through technology is established for the crop, the same may be adopted.

A provision for payment of 12% penal interest by concerned insurance company to farmer, if the company failed to settle the claims within stipulated period of two months subject to certain conditions, has been made in the Revised Operational Guidelines of PMFBY.

Government has imposed interest penalty of Rs. 3.30 crore, Rs. 0.09 crore, Rs. 0.51 crore, Rs. 0.15 crore and Rs. 0.16 crore on Agriculture Insurance Company of India Ltd., Cholamandalm-MS General Insurance Company Ltd., ICICI-Lombard General Insurance Company Ltd., New India Assurance Company Ltd. and SBI General Insurance Company Ltd. respectively vide letter dated September 25, 2019. In reply they have submitted their explanations requesting for review. A meeting has been called to discuss the explanations submitted by the insurance companies.

Apart from this, State Governments have been advised to impose penalties on insurance companies themselves. Accordingly, some State governments like Uttar Pradesh, Gujarat and Haryana have also imposed penalty on insurance companies for non-performance of certain provisions of the scheme and have deducted the penalty from State share of premium subsidy to insurance companies.

Conclusion :

The Government policy influenced cropping pattern, they can encourage the farmers to bring more acreage under crop providing subsidised inputs and attractive prices for the product. The government has encouraged the raising crop through various measures. If the above policy executed properly this would rise the income levels of our poor farmers to make them better-off. Economic considerations should be the most important factor in deciding the cropping pattern. This change should be such to ensure stability of total agriculture output.

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Forensic Accounting and Scope

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Abstract:

Forensic accounting is the use of accounting skills to investigate fraud analyze financial information for the use in leagal proceeding.Forensic accounting perceptum individual or company or financial record as an investigate measure.Now a days forensic accountant has a wide range over the world.It helps the regulatory body like SEBI,RBI etc. Specialization in forensic accounting and fraud dection increasing demand because of lots of fraud dection in various area.The main objective of this research is to understand the concept of forensic accounting and why it is use.Also to understand qualification and certification courses required for forensic accountant.We also know the role of forensic accountant and opportunities in this field.This study is based on secondary data only which collected from various national and international journal,magazines,government website,newspaper etc.

Key words-Forensic Accounting,Forensic Accountant,Investigation,ICAI,

Introduction:

Today no one domain is in India is reprieve from misconduct, fradulence,Money laundering,tax evasion,window dressing,financial reporting fraud and are the most common corporate fraud occurring in India.Forensic accounting is the assistance of finance professionals to settle disputes concerning allegations,fraudulence and misconduct in business.To say in simple words it is the integration of accounting,auditing and investigative skills creates the specially known as forensic accounting.Forensic Accountants are experienced investigators of legal and financial documents that looked fraudulent activity.Forensic accountants are trained to look beyond the numbers and deals with reality of situation.In corporate governance also there is great demand in India and scope of forensic accounting is rapidly increasing so that starting a career in forensic accounting is an best option for commerce stuents.

Need of Study:

Many of the commerce student did not know what is forensic accounting and what are the role of forensic accountant and also how we go in this field,what are the opportunities in national and international level. So that there is need of to prepare this type of paper which shows the information relating the above concept.

Objetives:

1.To understand the concept of forensic accounting and forensic accountant.
2.To understand the profession and certification courses needed for forensic Accountant.
3.To understand the role of forensic accountant.

Research Methodology:

This study is based on secondary data which has been collected from various government officials website,Newspaper,National and International Journals,Books and magazines as well.

Forensic Accounting : According to AICPA(1993)-"Forensic Accounting is the application of accounting principles,theories and discipline to facts or hypotheses at issues in a legal dispute and encompasses every branch of accounting knowledge."

Forensic Accountant : According to Cambridge dictionary-"some one whose job is examine financial record to help find out whether a crime has been committed or to help with a legal case."

Forensic accounting is application of accounting proof in regards to criminal evidences and legal actification and standards forensic accounting investigations are held.It is done all through forensic accountant are often called as professional testimonies to give witness on their findings.The position is a combination of accountant,auditor and investigator.A forensic accountant resecate damages and losses through either contract or tort to determine a business valuation,investigate disagreement relating company buyouts,breaches of warranty or acquisitions. In India SFIO(Serious Fraud Investigation Office)employed expert from Financial sector,capital market,information technology,banks forensic audit and also forensic accountant.

Mainly two area of forensic accounting

- Determine critical action
- Security fraud
- Identify theft
- Employee theft
- Insurance fraud
- Investicate hidden asset in civil

- Factual presentation
- Economics issues
- Pending and existing litigation
- Resolve cases during mediation
- Profession witness if case reaches courtroom

In India Education Qualification required to become an forensic accountant :

- Minimum bachelor degree in commerce
- Internship 3 years in certified Chartered Accountant OR Working experience 3 years in Big4 accounting firms(KPMG,EY,PWC&Deloitte)
- Pass the CFAP (Certified Course in Forensic Accounting Profession)examination and other certication courses related to forensic you want to specialize.

OR

- Chartered Accountant and ICAI Certificate Course on Forensic Accounting and Fraud Detection.

Some of the courses available in India to become a Forensic accountant.There is no compulsion to have a Chartered Accountant but with help of experience,graduation degree and passing the CFAP exam we can do this

- Certificate course on fraud accounting and fraud detection (ICAI)
- Joint certification program in forensic accounting (NSC Academy) -1.Bank Forensic accountants 2.Insurance Forensic Accountants 3.Stock Market Forensic Accounts.
- Certified Anti-Money laundering Expert
- Certified Bank Forensic Accounting
- Certified Vigilance and Investigation Expert

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- Post Graduate Diploma in Forensic Accounting
- Certified Fraud Examiner(CFA-IN US)

Apart from this forensic accountant must have the knowledge of

- Companies Act
- Sec-44 which define fraud
- Other laws like – Prevention of Corruption Act
- Marketing Intelligence
- Insolvency and Bankruptcy Code

Apart from this good communication skills,confidence because having a proper knowledge you will be able to confident to speak,analytical skills,able to see things in detail manner etc.

Role of Forensic Accountant:

Fraud Detection
Fraud Prevention
Dispute Settlement
Fraud Risk Tracing
Business Interruption
Criminal Investigation
Manipulate Financial statement
Giving Preliminary advice
Reviewing accounting reports

Conclusion :

Forensic accounts like as dectives.They must known legal issues and must have ability in accounting to implement in courtroom.In accounting firms corporate security and risk management firms,law firms,financial consultancy firms as well as govermantal department employed forensic accountant. Forensic accounting forbiddance fraud and increase the performance in good way.There is need of to give the guidance of forensic accounting and forensic accountant to commerce student in graduation level,so that they can prepare to this very interesting field.Now Ministry of corporate affairs take a positive step from Government of India to endorse importance and advance the profession of forensic accounts.

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Role of Organic Farming in Sustainable Agriculture

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Abstract:

India is famous all over the world as the agricultural nation. The country has made extremely large step in agricultural technology and research. In many states, hard work is being made to set up agri-colleges in the field of agricultural management. Due to this, India's agriculture sector is moving towards greater self-sufficiency. Since olden time, the land has been given the position of mother, so we call it land. Animals and plants are alive. Likewise, the soil is alive. For the reason that of the numerous organisms that live in it, we think that the ghost is alive. Man is becoming self-centred each day. He ignores farmland for his own benefit. The soil breathes just as the human breathes. Just as human beings need defence from degradation, wind, rain, disease, soils need to be protected. Just as our ancestors entrusted this wealth to the next generation, so too should we entrust it to the surviving generation. Will it automatically protect and save layers of important soil and keep the soil damp. But as a man began to cut down grasses, etc., after a while to supply for his food, water, and shelter needs, the result was light. Due to the sunshine, the roots of the tree moved out, as the nutrients needed for their expansion began to refuse and the water supply to the plants became a smaller amount. It takes many years for nature to make an inch of soil stage. But this Stage is likely to depart because of human self-centredness, unconcern and negligence. Conservation and conservation of soil is very central when considering the moist form of the pond Mahatma Gandhi says, "Agriculture is the essence of India, as agriculture is the major basis of living for the people". The use of organic methods to maintain agriculture can save cost on chemical fertilizers and medicines. Fertilizers and medicines are affected using natural means, since in organic farming. As a result, it costs only a small amount. According to organic farming practices, stopping the soil erosion, using conventional B-seeds, build the right place for it, cultivating and consuming too much use of dung-cow urine keeps the water free of water. The plowing of the land is good with bullocks. As the plow is good, the crop grows well.

Introduction

In India, however, this agricultural system was abandoned. More attention was paid to the use of chemical fertilizers, pests and pesticides, weeds. Ancestors cultivated it. With the raise in hectare output, most farmers showed a move to chemical farming. But now the effects are creation to be felt.

Many of the bad effects of such modern farming are now being realized. About 65% of India's population depends on agriculture. It is right that the use of chemical fertilizers increases agricultural production, but this increase in production is either short-term or partial. However, the utilize of chemical fertilizers is becoming extra essential. Thus the ill effects of a chemical material are as follows:

1. The quality of the soil deteriorates, resulting in reduced efficiency of the soil.

2. Due to the extreme use of chemical fertilizers, the crop has to be given more water.

3. The utilize of pesticides can have undesirable result. Insecticides execute insects as well as various supportive organisms.

Organic farming came up with the idea of preventing the effects of chemical fertilizers on the soil texture and the adverse effects of fertilizer on the quality of the crop. The Organic farming is integrated farming structure that understands the ecological formation and life cycle and avoids the use of chemicals. At current, due to the growing load on the farm area, the extreme use of chemical fertilizers and the declining agricultural productivity have led to the failure of farm land. The only answer for this is to take up the 'organic farming' System. Organic farming is a technique, which involves cultivation of plants and rearing of animals in natural ways. This process involves the use of biological materials, avoiding synthetic substances to maintain soil fertility and ecological balance thereby minimizing pollution and wastage. The lack of agricultural awareness and disorganization among the farmers has led to the failure of agricultural dealing day by day. So, the farmers actually have to the 'organic farming' system.

Objective of the study-

1. To understand the organic farming.
2. To explain objective and types of organic farming.

Methodology-

This Paper is based on Secondary data.

Objective of Organic farming-

1. Raise genetic diversity.
2. Promote more usage of natural pesticides.
3. Make sure the exact soil cultivation at the right period.
4. Remain and put up good soil formation and fertility.
5. Control pests, diseases and weeds.

Features-

1. Protective soil quality use of organic material and hopeful biological activity.
2. Indirect provision of crop nutrients using soil microorganisms.
3. Weed and pest control based on methods like crop alternation, biological diversity, natural predators, organic manures and suitable chemical, thermal and biological intervention.
4. Rearing of livestock, taking care of housing, nutrition, health, rearing and breeding.
5. Concern for the big environment and conservation of natural habitats and wildlife.

Types of Organic Farming:

1. Pure organic farming - use of organic manures and bio pesticides with total impediment of inorganic chemicals and pesticides.

2. Integrated organic farming

Included nutrients management and integrated pest management. and farming in which growth of crops from natural resources having the full nutritive value and manages to avoid the crop or plants from the pests.

3. Integration of different farming systems-

Integration of changed farming Pattern include some other works of farming for instance poultry, mushroom production, goat rearing, and fishpond at the same time with regular crop components.

Conclusion:

The lack of agriculture knowledge and disorganization among the farmers has led to the loss of agricultural production day to day. So the farmers actually have to the the organic farming method. Use of traditional B-seeds according to organic farming method to stop the incense of the soil. Such scientific farming will raise agricultural production and free framers from the dual interest phase of privet lenders.

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Consumers Awareness on The Logo's for Retaining Consumer Loyalty

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Abstract:-

The present study deals with central issue of business firms that is whether the customers recognized the company merely looking at the logo. Business houses invest huge amounts of money for creation of their own corporate identity. Many corporations have started their own research and development departments just to study the consumer's psychology. It is not easy to understand the customer's psychology. The present study seeks an understanding the consequences of corporate logo on corporate image for retaining consumer loyalty. The purpose behind this study is to examine the components of logos which influences the perceptions or mind-sets of consumers. This study will reveal whether logos play any important role in developing the corporate identity for retaining consumer loyalty.

Keywords:- Corporate Identity, Corporate Logo, Consumer psychology, Consumer Loyalty

Introduction:-

The concept of identity is very old. Every person, phenomena, event or institution is known because of the identity of its own. From these points of gaining of identity is very important function. Companies acquire identity through logo's & trade-marks, because they do not have physical status. The concept of identity is important for a business house, because it reflects on its performance, image and recognition by the society.

Logo's, symbols & exhibits of expression of identities are very important indicators of corporate identity. When a customer recognizes a company or product through logo's & trade-marks therefore, developing a distinctive, independent and self explanatory logo's became a very important function of a company. The true test of company's image is often indicated by logos and therefore developing a suitable and effective logo is primary function of every business.

Logos are critical aspect of business marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason a well-designed logo is an essential part of any company's overall marketing strategy.

Working definition:-

- **Logo**: - "A **logo** is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization" (a logotype or word mark).
- **Corporate Identity:** - "A **corporate identity** is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees".

Statement of problem:-

The present study is having a central key issue and that is identity development and recognition of identity for retaining consumer loyalty. Development of suitable logo is therefore important aspect from the company's point of view. Recognition of logos indirectly influences the ideas and identity about a particular company. The company or business whose logos are remembered long have a psychic impact on audience, viewers and consumers.

How companies develop a particular logo, in what way a logo is recognized by audience is important issue. It helps in building image, changing perception and influencing mindset of customers for gaining consumer loyalty.

Therefore the present study aims at evaluating and understanding influence of logos on mindset of audience and there response to different logos

Purpose of the study:-

1. The principle objective of the study is how consumers recognize the logo?
2. To understand the silent features of the logo that influences the mindset of the consumers.
3. To study whether logo play any role in retaining consumer loyalty.

Relevance of the study:-

1. After studding corporate identity (logos) of a company, the behavior of consumers about logos can be understood.
2. The study shall also explain development required regarding logos
1. Inherent qualities which influence consumer's mindset.

Research Methodology:-

For the purpose of the study both primary as well as secondary data has been used

Sources of Data Collection:-

- Primary Data - The primary data was collected through questionnaire covering respondents from Pune city.
- Secondary Data - Secondary data was collected using library, books, journals, newspapers & magazines and research articles etc.

Population and Sample Size –

- Population/Universe – Consumer-durable and consumable users of Pune city
- Sample size – 60 Consumers
- Types of population – consumers who actually aware about the logo
- Age group – 20 – 60
- Sampling Method – Convenience sampling (Non-probability sampling)
- Method of Data Analysis – Graphical Method

Logo Design –

Designing a logo is a rigorous task and requires a lot of involvement and efforts of the marketing team as well as designing team. It requires clear understanding of the objectives of the organization and the values that the brand should possess. It also requires understanding the expectation of the consumers. The reason why logo design is hard is because it has to be simple yet distinct, and the challenge comes when something complex is made simple and yet remains distinct.

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Types of Logo –

Symbol or Icon – This type of logo represents the company in a simple but bold manner. In this type the image is abstract and stylized to give visual interest. It is best to use a simple symbol or icon if you plan on building a large business.

Word Marks – These are uniquely styled text logos that spell out company or brand name. Many times, custom fonts are created specifically for brands to use across all their marketing and branding collateral.

Letter Marks – Letter marks are exclusively typographic. They use a symbol representing the company through the use of its initials or the brands first latter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company

Combination Mark – These logos combine a word and a symbol or icon to give the flexibility for the use of either or both elements across a variety of application.

Emblem – Emblem logo encases the company name within the design

Badge Style Logo – This type of logo is commonly used in automobiles or sports, it includes a design that is shaped like badge or insignia.

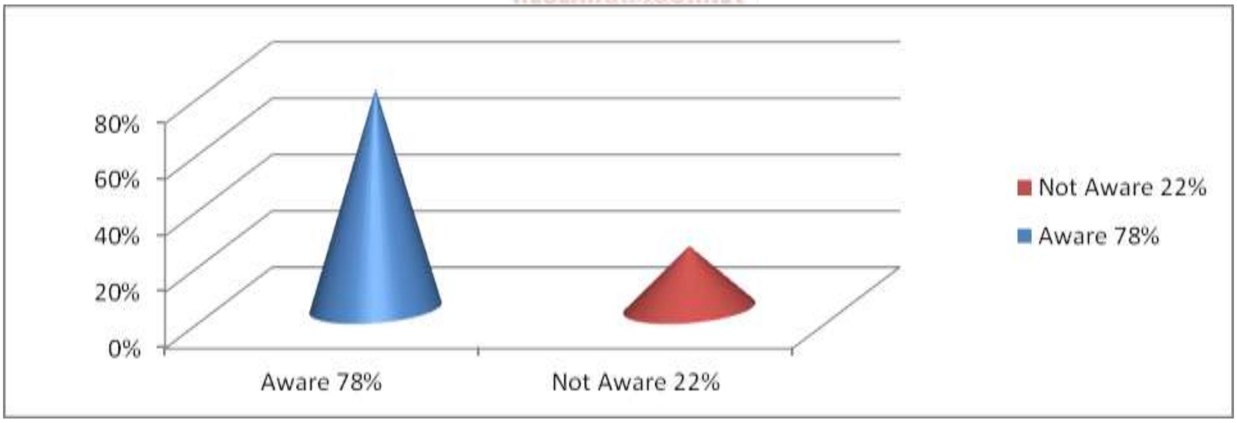
Mascot Logo – If a company planning to create its own mascots or cartoon character, they can be incorporated in the logo design. These mascots or characters can be anything from animal to human figure.

Data Analysis and Interpretation –

The analysis and interpretation of data is based on the primary data collected through questionnaire from different types of customers in pune city. The findings are mentioned below.

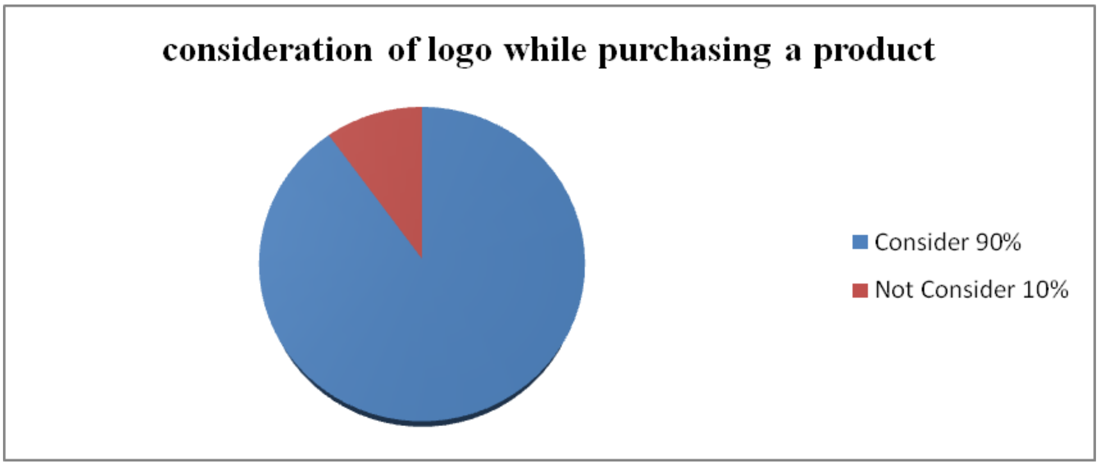
1. **Consumer awareness about different types of logo's:**

   The following chart revels, whether the consumers or target group aware about different types of logo's.



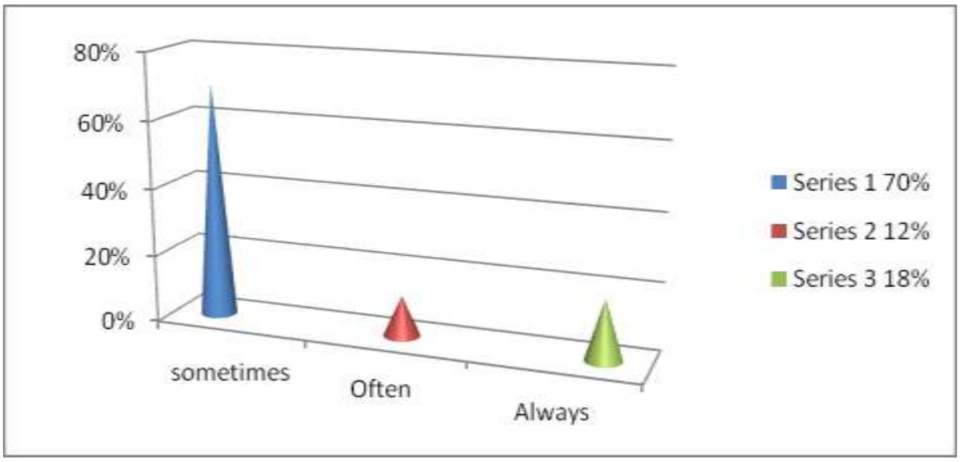
From the data presented in the above table we can see the majority of respondents i.e. 78% are aware about the different types of logo. That means they know the attributes associated with the logo. On the other hand, very few i.e. 22% respondents do not aware about different types of logos. They could not able to identify the characteristics of logos.

2. **Consideration of Logo at the time of Purchasing a Product:**



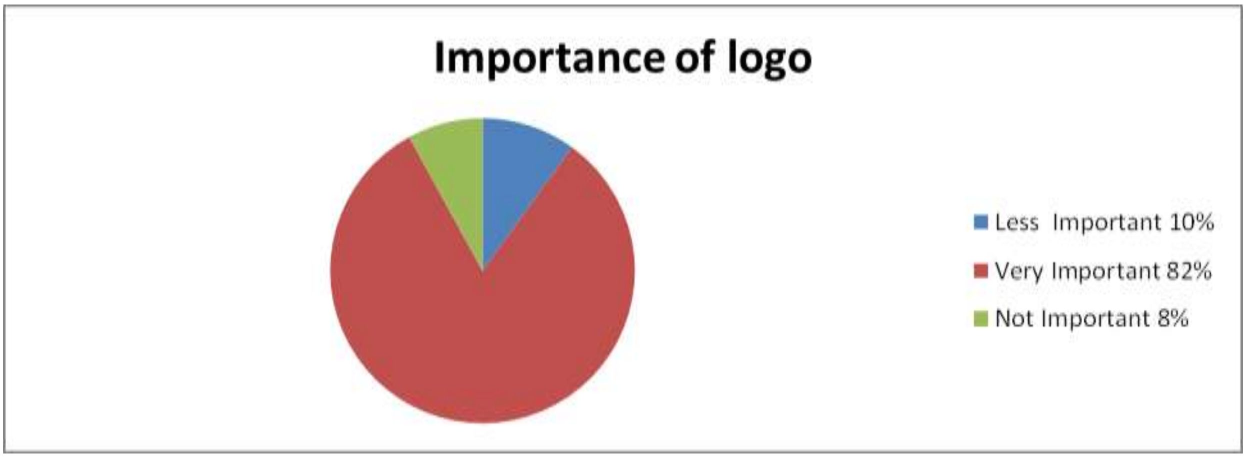
From the above analysis we can understand that majority of the respondents i.e. 90% consider the logo of a product when they make purchase decision. Only 10% of respondents do not consider the logo of the product while purchasing the product.

3. **Refusal of Purchasing a Product or Service Because of its Logo:**



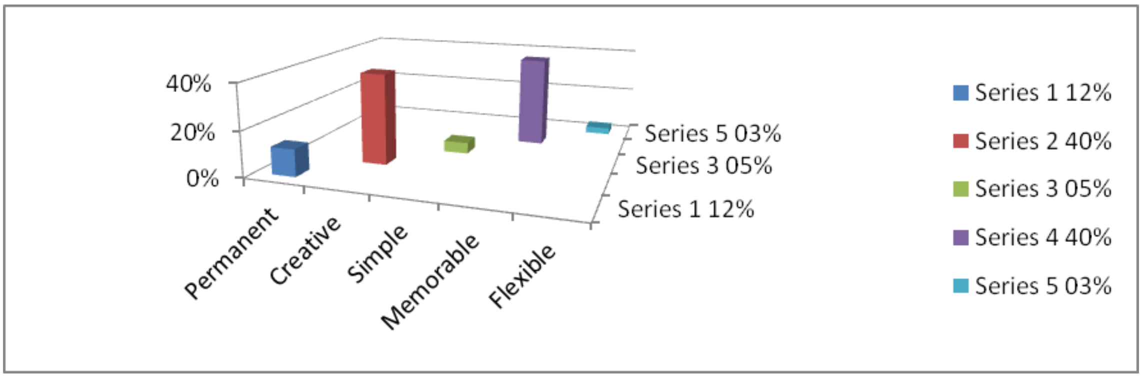
With the help of information provided in the above table, we can observe that 70% respondents 'sometimes' refuse to purchase a product or service because of the logo of that product or service. 12% respondents 'often' refused to purchase a product or service because of its logo. And 18% respondents 'always' refused to purchase a product or service because of its logo

4. **Importance of Logo to the Respondents:**



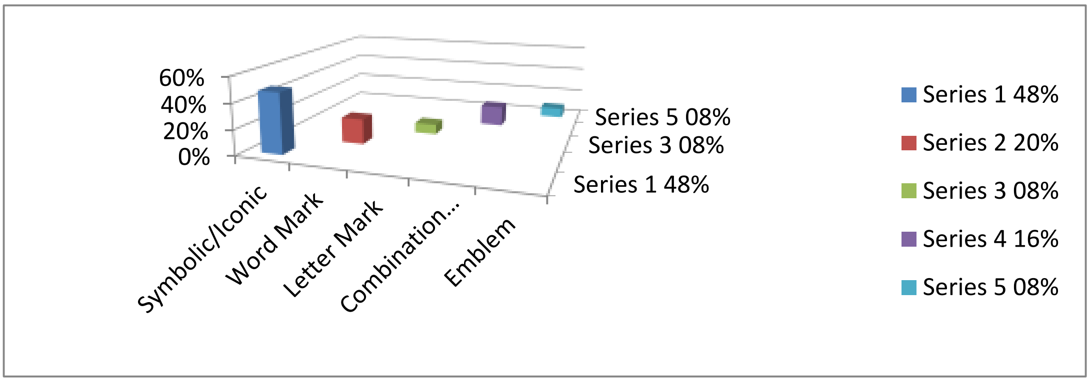
From the above information provided in the table we can analyse that majority of the respondents i.e. 82% respondents says being a customer logo is 'very important' to them. While 10% respondents consider logo is 'less important' to them. According to only 10% respondent's logo is 'not important'.

5. **Expectations of customers from logo:**



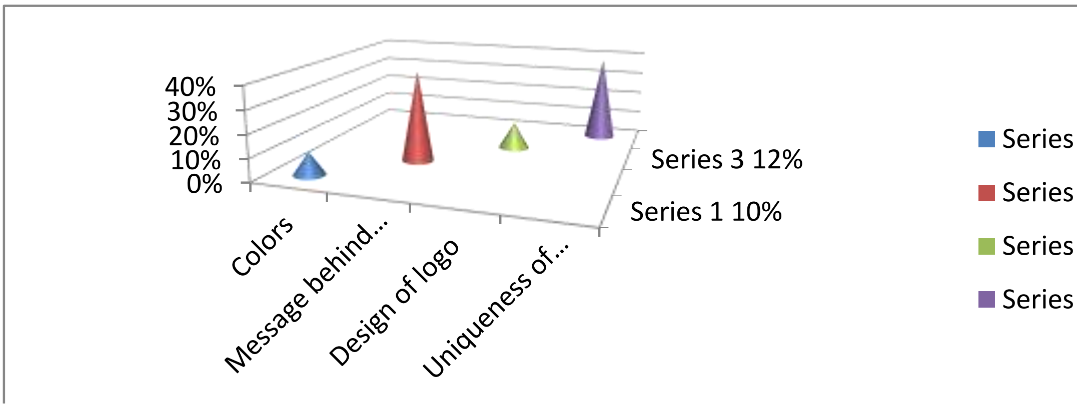
From the above table we can understand that majority of the respondents i.e.40%, prefer the logo should be 'Creative' or 'Memorable'. And remaining respondents i.e. 12% prefer Permanent, 05% prefer Simple and only 03% prefer logo should be Flexible.

6. **Kind of logo customers like the most:**



From the above analysis we can see 48% respondents like the 'symbolic/iconic' logo. 20% respondents like 'word mark' logos. 08% likes 'letter marks' and 'Emblem' and 16% likes 'combination mark'.

7. **How a logo influence the purchase decision of the customers:**



From the above data presented in the table we can understand, that the important factor which influence the purchase decision of the respondents i.e.40% is the 'message behind the

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logo'. After that 38% respondents like 'Uniqueness of the logo' And remaining 10% and 12% respondents like 'colors' and 'design of logo' respectively.

Findings:

- The majority of respondents aware about logo, therefore logo is important for company as well as consumers
- Logo play an important role in influencing mindset of consumers with its inherent qualities
- Logos attracts consumers attention while making purchase decision
- Customers expects logo should be flexible, memorable and creative
- Customers like Symbolic logo the most

Conclusion:

Logo is important for companies to gain consumer loyalty because it creates everlasting impact on the mindset of consumers. A good logo remembered long due to its uniqueness. Every company is identified in the market based on its logo. Consumers make their purchase decision based on logo. So, corporate houses should pay more attention on designing unique logo which fulfills expectations of customers.

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Magazines –

- Pitch volume-III

Web Resources:

- www.google.com
- www.investopedia.com
- www.wikipedia.com
- www.logodesign.com
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Effects of Social Media Usage on the Life Style of Graduate Students

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Abstract:

In the era of digitalization and fastest growth of Information and Communication Technology, Social media usage is one of the integral parts of the human life. Without usage of social media, youth cannot think about the growth of their life, at this level social media usage has reached amongst the young group of India. Through the several studies, it is found that over utilization of social media has deep negative as well as some positive effects on the life of youth. This study highlights the main purposes of utilizing social media by the students, and attempt has been made to find out the time spent on browsing social networking sites by the students. The focuses of this paper is to measure positive and negative influence of social media usage on the life of graduate students. The result of study shows that, over utilization of social media leads youth towards addiction.

Key words : Information and Communication Technology, Social media usage, social networking sites

Introduction:

In the decade of 2020, world becomes a global village due to fast, vast and quick development of Information and Communication Technology (ICT). India has grown as an emerging market and economy with major growths from infrastructure to public health care, from communication sector to IT field and much more. At present India is moving towards service based economy. Consequently youth of India has going to techno savvy with new electronic gadgets like mobiles, laptops with internet. Social media is a platform for youth to build social networks or social relations among people**.** Social media has affected the all spheres of student's life. Graduate or senior college going students are much conscious about their status on social media sites. It is now fashion among youth to go through social campaigns. So the present electronic revolution has brought several pros and cons.

The ICT revolution not only provided better, faster and improved working ability of young people, but also an emergence and new form of disorder in Indian youths. Since last decade, the social media usage is increasing at a shocking rate and leading to addiction form among teen agers and specially college going students which is a serious concern. Because of this students like to live in virtual life rather than real life. Through this study, the author focuses on the positive and negative influence of social media usage on the life of graduate students.

Objectives of the Study:

The present study attempts to thro

1. To understand the main purpose of usage of social media among the students.
2. To find out how much time do students spend on the social networking?
3. To understand the effects of selected students about the usage of social media
4. To identify the negative effects due to over utilization of social media on the physical and mental health of selected youth.

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Significance of the Study:

Educated youth are playing important role in development of society. So healthy and mentally stable youth population can lead the nation. With this view, it is important to study the approach and attitude of college going students towards usage of social media. Research says that students are spending nearby 200 -300 min. in a day for browsing and surfing the internet. This study is important with a view to get the information pertaining to the young social media users from the engineering and MBA colleges of various faculties in Sangamner city. This study will provide information to the social media users about, the impact of social media usage on their mental and physical condition and make them aware about the optimum utilization of the social media.

Limitation of the Study:

Due to less time, this study is limited up to Amrutvahini College of Engineering students only.

Research Design and Methodology:

The present research is simple and exploratory in nature. For this study questionnaire survey method has been adopted. This primary data collected from the students of Amrutvahini College of Engineering, Sangamner city with an aim to find out main purpose of usage of social media and its impact on their mental and physical health.

Sample Selection:

The area for the study is Amrutvahini College of Engineering, Sangamner. Universe will consist of the students from Final Year Engineering and MBA of all branches. In the survey **200 respondents** from the 500 students population were contacted for the purpose of data collection for which **purposive sampling technique** was used.

Table No. 1 Sample selection

Class	No. of Students	Sample selected
BE	842	180
MBA	58	20
Total	900	200

Results and Discussion

Socio economic Background of the Respondents:

It is observed that, majority of the respondents are boys (i.e.65%) and rest are girls (i.e.35%) who are engaged in social media utilization.

Table No. 2 Gender of Respondents

Gender	No. of Students	Percentage
Male	130	65
Female	70	35
Total	200	100

Govt. PUC and Govt. Degree College is located in the village itself.

The Table no. 3 shows the occupational background of the respondent's father which explicates the fact that majority of 70 percent of them are farmers, 20 percent of them are doing job and 10 percent of the respondents are self employed. And all respondents are belongs to middle income level group.

Table No. 3 Occupation of respondent's father

Gender	No. of Students	Percentage
Farmer	140	70
Job	40	20
Self employed	20	10
Total	200	100

Social Media Usage by the respondent

From the below table it is observed that maximum respondents are interested in chatting, 30% respondents are using social media for entertainment purpose. They used to play online games, watch movies and online web series, 20% respondents are using social media for learning purpose whereas 10 % respondents are blogging with social networking sites like twitter.

Table No.4 Reasons of social media usage by selected respondents

Reasons	No. of Students	Percentage
Chatting	80	40
Entertainment (gaming, movies, web series etc.)	60	30
Blogging with Social networking sites	20	10
Academic or Learning purpose	40	20
Total	200	100

From the following table no 5, it is observed that 45% of respondents are spending 120-180 min in a day on social media, 30% students are spending 60-120 minutes, 15% respondents are much addicted with social media as they are spending more 180 minutes in a day and due to various attractive offers on subscriptions of streaming services time spent by youth is more whereas only 10% students are spending less than 60 minutes in a day. It is also observed that due to cheap internet services and WI FI friendly campus, students are more engaged in live browsing.

Table no. 5 shows time spent by students for social media in a day

Duration	No. of Students	Percentage
Less than 60 minutes	20	10
60-120 minutes	60	30
120 -180 minutes	90	45
More than 180 minutes	30	15
Total	200	100

Effects of the Social Media utilization on lifestyles of respondents

At the time of informal communication with respondent it was observed that visiting social media is a crucial part of their life. So without mobile phones, laptops with internet respondents are not thinking to live their life. So it is found that they are much addicted with these electronic gadgets.

It has been found that 47% youth are effected mentally due to over utilization of social media. 29% youth are facing problems like strain on mind which kills their inner self confidence for lifetime, which as a result decreases their real life social community participation and hampers their academic achievements. Such people start living in a delusional world and start to hate education or studies. Anxiety, mind strain etc. are considered to be the symptoms of ill mental health. As per the primary information collected by the selected youths 21% of them are facing the problem of anxiety. Reason for anxiety is insistence of social media users for fast and immediate work results through social media, which is the effect of gaming and use of social media. Today's young generation wants immediate results in every work and when they are not able to obtain expected results, they become nervous and anxious.

Table no.6 Effects of continuous use of internet gadgets on respondents health

Effects	No. of Students	Percentage
Mental tiredness	94	47
Strain on Mind	58	29
Anxiety	42	21
Panic-stricken	6	3
Total	200	100

Observations and Conclusion:

It is observed that students are utilizing more social media and its growing among the respondents. Majority of respondents are using social media for chatting and entertainment purposes. Majority of students are spending more than 2 -3 hours in a day on a social media. It is found that due to continue usage of mobiles it causes mental health issues amongst respondents. Over utilization of social media, makes youth sluggish and unenthusiastic to have interactions with people in real life.

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