



## Editorial

Research is the lifeblood of Survival, Sustainability and Success. Over the years research has gained prominence, be it creating a new body of knowledge or analysing socio-economic problems, it has become indispensable. Never before has the environment been so conducive to conduct research. On one side, UGC guidelines make it mandatory for teachers in Higher Education to pursue quality research and on the other side, research funding and support is available in plenty to scholars from various institutions.

We are delighted to see some innovative and socially relevant articles embodying the unique thought process and uncanny research capabilities of the researchers. We believe that the readers would certainly notice that the journal carries a variety of genres from the domain of Commerce and Management. The contribution of these researchers to the economy is inestimably precious.

In *Growth of Indian Life Insurance Density and Penetration*, the authors attempt to study life insurance density and penetration in the Indian life Insurance industry to assess the growth in the expansion of life insurance business in India.

The output of research if explained to the right stakeholders has astounding effects. Government and other stakeholders of the society look forward to the enlightening research findings which can be incorporated to solve the problems at hand. A model or framework created by a researcher thus becomes well sought. Nikita Sharma's article *Sustainable Livelihood and Socioeconomic Status: A Study on the Role of Microfinance in Sonitpur District of Assam* analyses the role played by microfinance in supporting the livelihood generating activities. This article is a very good example of how research on such measures can truly become a barometer for studying its effectiveness and thus, if necessary, alterations to existing business models may be undertaken.

Systems and processes are the lynchpins of any business, but not all processes or systems enhance quality and productivity. It is in the best interest of every sector to keep testing the efficacy of these systems. In conjunction to the same, an attempt has been made by G Sivaramakrishnan and S Giridhara in their article *Role of Quality Management System in Enhancing the Performance in Manufacturing*

*Industriessets* out to study performance measures like, increase in financial performance, productivity, quality, employee performance, organizational change, document/record control and top management performance. The researchers have also used a survey type questionnaire to collect data. The researchers have collected data on the performance of the company before and after the implementation of QMS and further processed and analysed it using statistical tools. The study shows interesting results which would be of relevance to managers and policy makers.

Although we can say that the private sector has played a large role in the upward growth of India's economy, one cannot forget the contribution and efficiency of its large public sector. Research being all-pervasive has to penetrate into all sectors. In an attempt to validate this statement, V Murugaiah and Raghavendra Prasanna Kumar have studied the comparative data of train accidents and have suggested measures to improve the safety of rail travel in India. This article, titled *Performance Indicators of Indian Railways at Glance*, also evaluated the overall performance of Indian Railways in the last ten years.

The final article in this issue focuses on the current trend of crowd funding and analyses the pros and cons of equity crowd funding for IT startups. The article titled *A Study on Equity Crowd Funding as a viable option to pre-seed Capital in IT Startups* by Ravi Thodla and Seeboli Ghosh Kundu analyses the feasibility of using equity crowd funding as a source of pre-seed capital for IT startups. The recent decision by SEBI to frame a policy to regulate crowd funding platforms has brought the spotlight back on this much debated topic.

It was indeed a challenging task for us to select and narrow down the final set of research articles for publication in this issue. Our warm congratulations to all the researchers and we appreciate each one of them for their efforts. We hope that the journal will continue to attract submissions from a wide range of scholars, and we look forward to featuring quality articles in every issue.

**Karthigai Prakasam C**  
**Issue Editor**