

**ENTERPRISE FINANCIAL MANAGEMENT QUALITY CONTROL**

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**Abstract:** The current study aims to find out the scenario of Enterprise financial management quality control and awareness about Enterprise financial management quality control in Vellore district of Tamilnadu. Enterprise financial management quality control done by several ways. Quality management, financial control, quality standards etc. Government of India implemented Enterprise financial management quality control in so many state. To replace a slew of past quality with an innovative managements with the expectation of reshaping the country's economy, but not without criticism is called Enterprise financial management quality control. There are many things about Enterprise financial management quality control , hence the researcher feels to study on the awareness of Enterprise financial management quality control done in the District of Vellore (Tamil-Nadu).

**Key Words:** quality control, Indian Government, customers, economy, Vellore, finance, management etc.

**Introduction:** There are different types for the Enterprise financial management quality control like fitness of use, fitness of standard, fitness of market. There are many challenges when one introduces new scheme, new term in India. Current study aims to study on the awareness of Enterprise financial management quality control in Vellore district of Tamil Nadu. Before the study it is essential to know what are the aims and objectives of Enterprise financial management quality control in India.

**The main objectives Enterprise financial management quality control:**

- a. To make a uniform system involving all the Enterprise financial management quality control and administration procedures across the country in the country.
- b. To innovate a lot of Enterprise financial management quality control.
- c. To replace a lot of old strategies and qualities for Enterprise financial management quality control etc.
- d. To comprehend with most of the fitness standard to the Enterprise financial management quality control.
- e. To ensure the poor knowledge of Enterprise financial management quality control will be eliminated.
- f. To improve the competitiveness of the organisations.
- g. To ensure the availability of knowledge in this sector.
- h. To reduce the complications in Enterprise financial management quality control.
- i. To make a unified financial management quality control to decrease the unhealthy competition among the states.
- j. To avoid further clarification issues.
- k. To simplify the process Enterprise financial management quality control.

Thus, there are many good and beneficial aims and objectives of implementing Enterprise financial management quality control in India.

Vellore is one of the 28 district of Tamil Nadu. There are six district in the Northern Sector of Tamil Nadu. Vellore is the biggest city and one of these six district. Current study aims to find out the awareness of public of Vellore District in Tamil Nadu.

### **Literature Review**

There are several studies on Enterprise financial management quality control in India. Few of them are highlighted as:

On the possible challenges and threats and then, opportunities Enterprise financial management quality control to strengthen the economy was studied by N. Zhilkina Anna (2008). In his study, he highlighted upon the objectives of Enterprise financial management quality control.

Another study was conducted Tauseef Aized (2012) who has thrown light on total quality. His study continued with the explanation of the features, effect of on prices of organisation

Enterprise financial management quality control framework has been analysed and compared with the proposed and current system, by Sunil Kumar (2012). He further described the effects of Enterprise financial management quality control on various sectors.

Difference between types and present situation has been studied by Shahnorbanun Sahran\*, Masoomeh Zeinalnezhad\*\* and Muriati Mukhtar (2010). They have highlighted upon the effect after its implementation as well they mentioned challenges and benefits of implementation in India.

The key features and benefits of Enterprise financial management quality control were highlighted by Anna Saniuk (2011) in a comprehensive manner. Further, he stressed benefits of it.

### **Aims and Objectives of the Study**

- a. To study of Enterprise financial management quality control India
- b. To study about the awareness of Enterprise financial management quality control for the customers of Vellore District.
- c. To study about the awareness of Enterprise financial management quality control amongst the customers of rural parts of Vellore District in Tamil Nadu.

### **Hypothesis**

- a. There is not clear picture of Enterprise financial management quality control to the all sectors of Tamil Nadu.
- b. Rural customers are not having proper knowledge of Enterprise financial management quality control.

### **Methodology of the Study**

Survey method with providing the questionnaire to the respondent is used for current study. Written and oral tests are conducted for the study. Few products and their Enterprise financial management quality control were also asked them.

### **Limitation of the Study**

Current study is limited with the Vellore District of Tamil Nadu. Hence no data is collected outside this district.

### **Sources of Data Collection**

Following two types of source is used for the data collection of current study.

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- a. **Primary Source:** For the current study the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.
- b. **Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

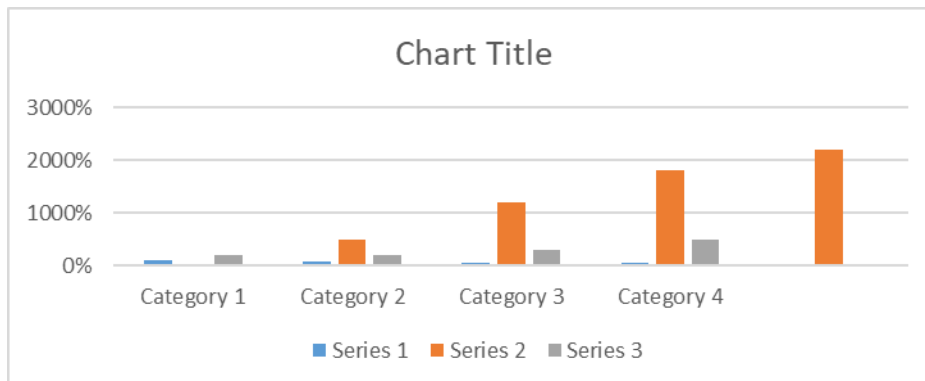
#### Data Collection Method

In Vellore district there are total nine Talukas. Out of which five talukas are selected for the current study. i.e. Vellore, Tirupathur, Arkonam, Wallalah, and Ambur. Total 50 people were selected as a sample size from these five town places i.e. 10 from each.

#### Data of Vellore

Sr. no.	Customers' Awareness	Quality Control
01	100%	Fitness of quality
02	70%	Fitness of sales
03	65%	Fitness of Marketing
04	60%	Fitness of management
05	40%	Fitness of standard

Table 1.1

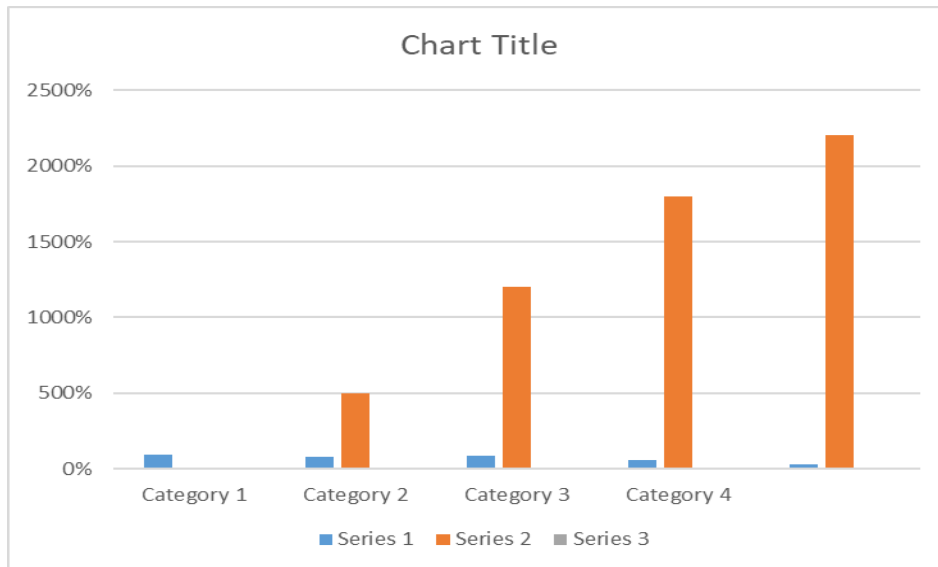


Graph 1.1

#### Data of Tirupathur:

Sr. no.	Customers' Awareness	Quality Control
01	90%	Fitness of quality
02	80%	Fitness of sales
03	85%	Fitness of Marketing
04	60%	Fitness of management
05	30%	Fitness of standard

Table 1.2

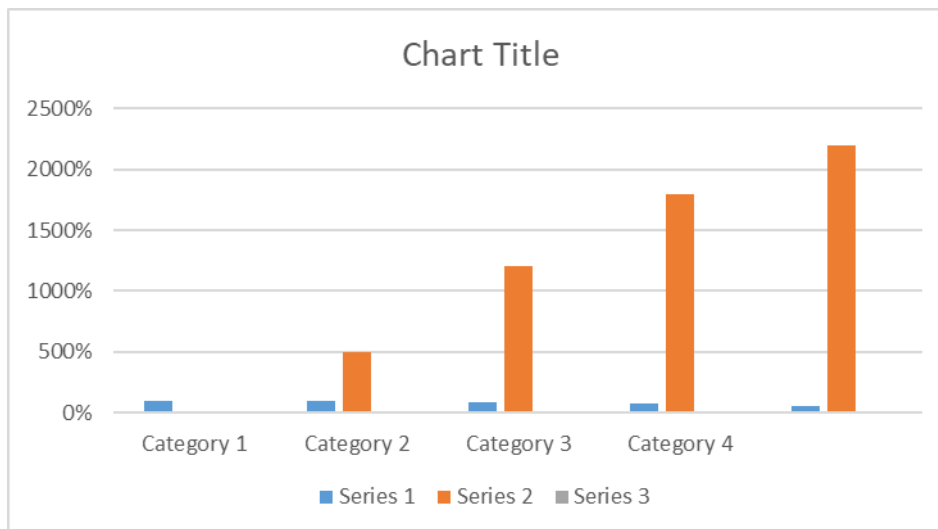


**Graph 1.2**

**Data of Arkonam**

Sr. no.	Customers' Awareness	Quality Control
01	100%	Fitness of quality
02	90%	Fitness of sales
03	80%	Fitness of Marketing
04	70%	Fitness of management
05	50%	Fitness of standard

**Table 1.3**

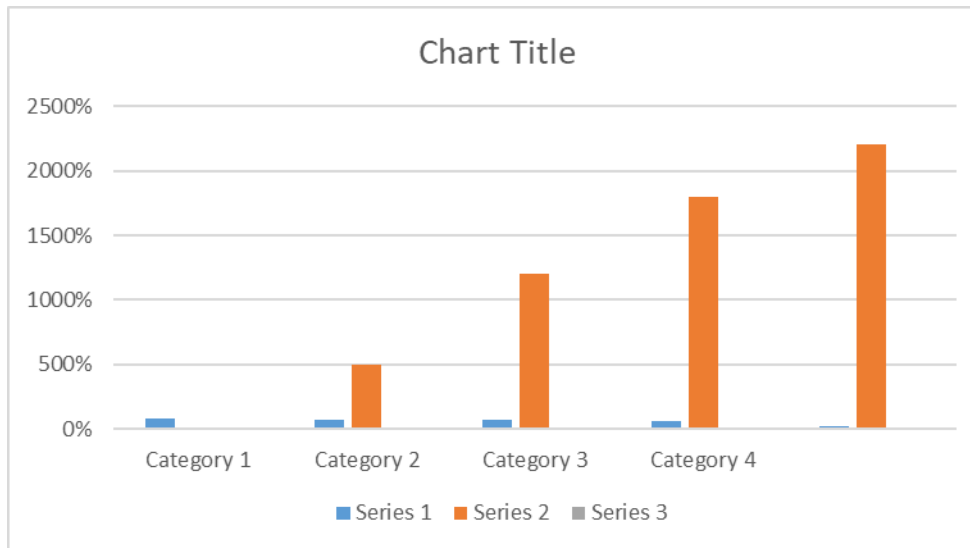


**Graph 1.3**

## Data of Wallalah

Sr. no.	Customers' Awareness	Quality Control
01	80%	Fitness of quality
02	65%	Fitness of sales
03	70%	Fitness of Marketing
04	60%	Fitness of management
05	20%	Fitness of standard

Table 1.4

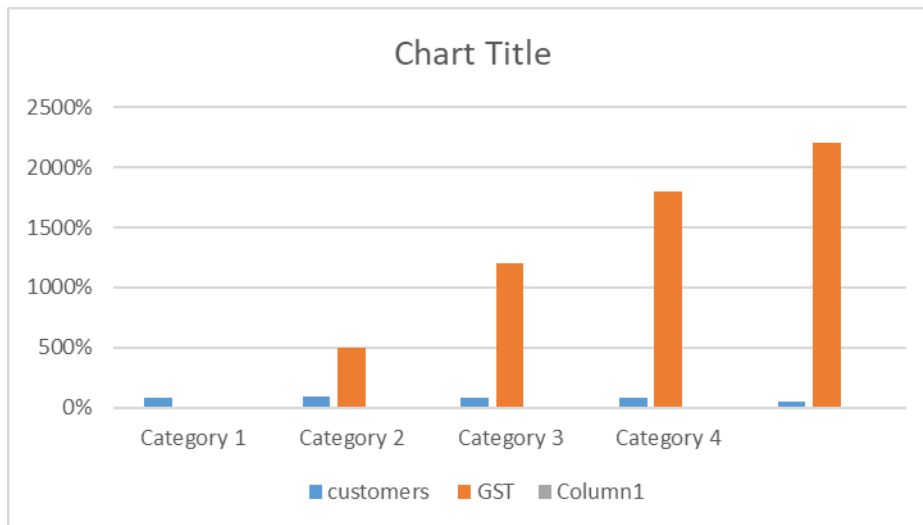


Graph 1.4

## Data of Ambur

Sr. no.	Customers' Awareness	Quality Control
01	85%	Fitness of quality
02	90%	Fitness of sales
03	75%	Fitness of Marketing
04	80%	Fitness of management
05	50%	Fitness of standard

Table 1.5



**Graph 1.5**

As shown in above five tables and graph, most of the customers are aware about Enterprise financial management quality control on product in Vellore. They know on which product the Enterprise financial management quality control is applicable and on which product it not but they know it about the products that are used on regular base. They are not much more aware about the standard Enterprise financial management quality control system. They know only concept and few of them knows about it in details. Finding of the study are given below:

#### **Findings of the Study**

- a. There are many case in which Enterprise themselves are confused about Enterprise financial management quality control and norms of Enterprise. Therefore, customers knew only that these are product which doesn't have Enterprise and these are the product which are under standard.
- b. How Enterprise and what is the use of Enterprise financial management quality control, very few customers know about it.
- c. As Enterprise financial management quality control is new concept, it will take time to understand to the shopkeepers and customers also in the point of view of its benefits.
- d. It is not simple and easy to understand the concept of Enterprise financial management quality control.
- e. Overall study shows that early stage of Enterprise financial management quality control supplication will be a part of creating complication in the mind of consumers.
- f. There are negative approach and views of customers and small shopkeepers about Enterprise financial management quality control.
- g. Lack of IT facilities is also one of the major reason to make consumers aware about Enterprise financial management quality control.

#### **Suggestions of the Study**

- a. It is essential to visit shopkeepers and traders to get the practical knowledge of Enterprise financial management quality control and its applications.
- b. Need of counselling and communicating to all level of society about Enterprise financial management quality control and its benefits.

- c. It is necessary to inform the customers that Enterprise financial management quality control is more transparent.
- d. It is essential to convey all the shopkeepers to make aware that there is no exemption from Enterprise financial management quality control to anyone, so they should prepare themselves with positive attitude towards the use.
- e. It needs to go time to understand the particle benefits of Enterprise financial management quality control to consumers.

**Conclusion:** Thus, these is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any with fully desired expectation. Even not of those who are working in the legal and finance professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any Law, how one can expect that Enterprise financial management quality control at initial stage should be understood by common people who are the users of product which they require for their routine life. It is not as hard as to understand the previous tax Enterprise financial management quality control which were divided as per location of users. Such complications are not in the application of Enterprise financial management quality control. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be ware about it when will start to use it by practically through purchasing the goods. It needs only proper counselling.

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