THE STUDY OF PESTLE ANALYSIS IN KERALA STATE

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ABSTRACT

Kerala (Malayalam) is an Indian state located on the Malabar Coast of south-west India. It was formed on 1 November 1956 by the States Reorganization Act by combining various Malayalam-speaking regions.

The state has an area of 38,863 km (15,005 sq mi) and is bordered by Karnataka to the north and north-east, Tamil Nadu to the east and south, and the Arabian Sea to the west. Thiruvananthapuram is the state capital; other major cities are Kochi (the financial and industrial hub) and Kozhikode. According to a survey by economics research firm Indicus Analytics, five of the ten most liveable cities in India are in Kerala.

KEY WORDS: Kerala, Malayalam, Leisure, Travel, National, Geographic

INTRODUCTION/HISTORY

Evidence of Kerala's early human occupation includes dolmens of the Neolithic era, in the Marayur area.

SUBDIVISIONS

South Malabar (northern Kerala), Kochi (central Kerala), Northern Travancore, Central Travancore (southern Kerala) and Southern Travancore (far-south Kerala).

(Figure 1: Population density map of Kerala graded from darkest shading (most dense) to lightest (least dense).
(Source: https://www.google.co.in/imgres?imgurl//)
ECONOMY

The interior of a building at Technopark, Thiruvananthapuram. Technopark accounts for nearly 70% of the state's IT exports.

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross State Domestic Product</th>
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<tbody>
<tr>
<td>1980</td>
<td>42,860</td>
</tr>
<tr>
<td>1985</td>
<td>75,200</td>
</tr>
<tr>
<td>1990</td>
<td>140,980</td>
</tr>
<tr>
<td>1995</td>
<td>387,620</td>
</tr>
<tr>
<td>2000</td>
<td>697,920</td>
</tr>
<tr>
<td>2005</td>
<td>1,025,080</td>
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</tbody>
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(Source: www.tradingeconomics.com/india/gdp)

Billion, which is more than 15.13% of Remittance to India in 2008, the highest among Indian States. [Refer Exhibit 1]

LANGUAGES

Languages of Kerala in 2001

Malayalam (96.74%)
Tamil (1.87%)
Others (1.39%)  

Malayalam is Kerala's official language; Tamil is widely understood in Kerala. Konkani, Tulu, Kannada, Hindi, Mahl and various Adivasi (tribal) languages are also spoken by ethnic minorities, especially in the south-western region.[Refer Exhibit 2]

CULTURE

The culture of Kerala is composite and cosmopolitan in nature and it's an integral part of Indian culture. It has been elaborated upon through centuries of contact with neighbouring.

DANCE

The origin of dance and music in Kerala can be traced to the tribal art forms and folk songs which were performed in those early days to propitiate the local deities. With the arrival of Aryan Brahmins in Kerala (8th century CE), who were instrumental in the development.
CONCLUSION

The PESTLE analysis assists in building on the identification of key trends and to what extent they will affect different organisations. This simple framework which is easy to view and grasp and that is one of the many strengths of the PESTLE framework. This tool can also help to identify the long term drivers of change and the future business threats which in effect can help the HR practitioners within Charles Stanley with strategic decision making for the future for example recognise business opportunities and threats in order to take action effectively to minimise risks. The PESTLE analysis may be more useful when used alongside a SWOT analysis, Porter's five forces and competitor analysis. This will better place CS against their competitors when responding to these changes however this process needs to be carried out regularly in order to review and inform managers of opportunities and threats. The drawbacks of the PESTLE analysis are that it can be time consuming and for effectiveness it needs to be conducted regularly. This cannot be done alone as the best reviews require several perspectives; also access to external sources may be costly. The findings would be of limited use unless the results are used for planning or decision making.

REFERENCES

- Aguilar F.J. (1967), Scanning the Business Environment, Macmillan.
EXHIBITS 1

Kerala is wedged between the Lakshadweep Sea and the Western Ghats. Lying between north latitudes 8°18' and 12°48' and east longitudes 74°52' and 77°22', Kerala experiences the humid equatorial tropic climate. The state has a coast of length 590 km (370 mi) and the width of the state varies between 11 and 121 km (22–75 miles). Geographically, Kerala can be divided into three climatically distinct regions: the eastern highlands (rugged and cool mountainous terrain), the central midlands (rolling hills), and the western lowlands (coastal plains). Located at the extreme southern tip of the Indian subcontinent, Kerala lies near the centre of the Indian tectonic plate; hence, most of the state is subject to comparatively little seismic and volcanic activity. Pre-Cambrian and Pleistocene geological formations compose the bulk of Kerala’s terrain.

The eastern region of Kerala consists of high mountains, gorges and deep-cut valleys immediately west of the Western Ghats’ rain shadow. Forty-one of Kerala’s west-flowing rivers and three of its east-flowing ones originate in this region. The Western Ghats form a portion of the Nilgiri and Plain Hills include such formations as Agastya Mala and Anamala.

(Summary from the various articles read)

EXHIBIT 2

Kerala’s western coastal belt is relatively flat, and is criss-crossed by a network of interconnected brackish canals, lakes, estuaries, and rivers known as the Kerala Backwaters. Lake Vembanad, Kerala’s largest body of water, dominates the Backwaters; it lies between Alappuzha and Kochi and is more. The most important of Kerala’s forty-four rivers include the Periyar (244 km), the Bharathapuzha (209 km), the Pamba (176 km), the Chaliyar (169 km), the Kadalundipuzha River (130 km), the Valapattanam (129 km) and the Achankovil (128 km). The average length of the rivers of Kerala is 64 km. Many of the

(Summary from the various articles read)