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A STUDY ON THE COLLAPSE OF SILICON VALLEY BANK: PRIVATE EQUITY & VENTURE CAPITAL SECURITIZATION

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ABSTRACT
In this Research the Author Covers the Reasons behind the collapse of the Silicon Valley bank and covers the importance of diversification in the process of securitization. Lessons/Guidelines that can be learned by Indian and Global Private Equity & Venture Capital firms. According to a recent analysis, 186 US institutions are in danger of experiencing a similar fate following the failure of the Silicon Valley Bank. According to the report, the high proportion of uninsured deposits and rising interest rates are the main causes of this. According to the "Monetary Tightening and US Bank Fragility in 2023: Mark-to-Market Losses and Uninsured Depositor Runs?" report by the Social Science Research Network, 186 banks may go under if even half of their uninsured depositors withdrew their money. "Even if only half of the uninsured depositors opt to withdraw, over 190 banks are at a possible risk of impairment to insured depositors, with possibly $300 billion of insured deposits at risk," says the research. According to the report, additional institutions could be in danger if uninsured deposit withdrawals result in even minor fire sales. The main worry for the banks under study is that the majority of their assets are made up of mortgage-backed securities and government bonds, both of which are susceptible to interest rates. Due to the Federal Reserve's recent increase in interest rates, the value of those assets decreased. As a result of holding a large portion of its assets in long-term government bonds, the Silicon Valley Bank was victimized by these rising interest rates. Because they paid less than the current interest rate, these government bonds didn't hold their value as well as they did when they were first purchased. SVB sells some of its holdings to offset the demand from customers for deposit withdrawals.

Keywords: Private Equity, Venture Capital, Securitization, Hedging, Government Bonds, Diversification, Silicon Valley Banks, Startup Funding, Credit Risk Management.

INTRODUCTION
The collapse of Silicon Valley Bank (SVB) in 2021 was a significant event in the history of the banking industry. SVB was founded in 1983 and was a leading provider of financial services to technology companies in the San Francisco Bay Area. However, a series of missteps and poor decisions ultimately led to the bank's downfall. This research paper will delve into the factors that contributed to the collapse of SVB and the impact that it had on the technology industry and the broader banking industry.

Background and History of Silicon Valley Bank
Silicon Valley Bank was founded in 1983 by Bill Biggerstaff and Bob Medearis, who saw an opportunity to provide banking services to the growing number of technology companies in the Silicon Valley area. The bank's initial focus was on providing lending and cash management services to startups and venture capital firms. Over the years, SVB grew rapidly and became one of the leading providers of financial services to the technology industry. The bank's success was driven by its close relationships with venture capital firms and its deep understanding of the needs of technology startups.

SVB's downfall began in 2020 when the COVID-19 pandemic hit the United States. The pandemic led to a significant economic downturn, and many technology companies struggled to survive. SVB, which had a large portfolio of loans to technology startups, was hit particularly hard.

UNDERSTANDING VENTURE CAPITAL AND PRIVATE EQUITY

Introduction
Venture capital and private equity are two forms of alternative investments that have become increasingly popular in recent years. Both types of investments involve investing in private companies or assets that are not publicly traded. While there are similarities between the two, there are also important differences. This paper will explore the definitions, similarities, and differences between venture capital and private equity.

Definition of Venture Capital
Venture capital refers to investments made by venture capital firms into early-stage, high-growth companies. Venture capital firms typically invest in startups that have innovative business models and significant growth potential. These investments are often made in exchange for equity in the company, and the goal is to help the company grow and eventually go public or be acquired by a larger company.

Venture capital firms often provide more than just capital to the companies they invest in. They may also provide guidance, mentorship, and access to networks of industry experts and potential customers. The ultimate goal is to help the company grow and become successful, and in the process, generate significant returns for the venture capital firm and its investors.

Definition of Private Equity

Private equity refers to investments made by private equity firms into established companies that are not publicly traded. Private equity firms typically invest in companies that have already demonstrated a track record of success and have significant potential for growth or improvement. Private equity firms may invest in companies in a wide range of industries and may take a variety of approaches to invest.

Private equity firms may take a more active role in the companies they invest in than venture capital firms. They may seek to restructure the company's operations, improve its financial performance, and ultimately sell it for a profit. Private equity firms may also invest in distressed companies and seek to turn them around.

Similarities between Venture Capital and Private Equity

There are several similarities between venture capital and private equity. Both types of investments involve investing in private companies or assets that are not publicly traded. Both types of investments also involve taking an active role in the companies or assets that are invested in. In both cases, the goal is to generate significant returns for the investors.

Differences between Venture Capital and Private Equity

Despite the similarities, there are also important differences between venture capital and private equity. The key differences are outlined below.

Stage of Investment

The most significant difference between venture capital and private equity is the stage of investment. Venture capital firms typically invest in early-stage, high-growth companies that have not yet achieved profitability. Private equity firms, on the other hand, invest in established companies that have already achieved profitability and have a track record of success.

Size of Investment

The size of the investment is another important difference between venture capital and private equity. Venture capital investments are typically smaller than private equity investments. This is because venture capital firms invest in early-stage companies that have not yet achieved significant scale. Private equity firms, on the other hand, invest in established companies that may have significant revenues and assets.

Risk and Return

Venture capital investments are generally considered to be riskier than private equity investments. This is because early-stage companies are more likely to fail than established companies. However, venture capital investments also have the potential for higher returns than private equity investments. This is because early-stage companies have significant growth potential.

Private equity investments are generally considered to be less risky than venture capital investments. This is because private equity firms invest in established companies that have a track record of success. However, private equity investments also have a lower potential for returns than venture capital investments. This is because established companies have less growth potential than early-stage companies.

Us Government Bond Responsible for SVB Collapse

There is no evidence to suggest that US Government bonds were responsible for the collapse of Silicon Valley Bank (SVB). The collapse of SVB was primarily caused by a combination of factors, including lax lending practices, exposure to the technology sector, strategic missteps, inadequate risk management practices, and slow decision-making by the bank's management team. While the bank may have held US Government bonds in its portfolio, there is no evidence to suggest that these bonds played a significant role in the bank's collapse.

US Government bonds are considered to be among the safest investments in the world. They are backed by the full faith and credit of the US government, and they are considered to be virtually risk-free. US Government bonds are often used as a benchmark for the performance of other types of investments, including stocks, corporate bonds, and other fixed-income securities.

It is worth noting that US Government bonds can be subject to market risks, such as changes in interest rates and inflation. However, these risks are typically minimal compared to the risks associated with other types of investments. As such, it is unlikely that US Government bonds were a significant factor in the collapse of SVB.

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Factors Contributing to the Collapse

Several factors contributed to the collapse of Silicon Valley Bank. First, the bank's lending practices were too lax, and it failed to properly vet many of its borrowers. As a result, many of the startups that SVB lent money to were high-risk and had a low likelihood of success.

Second, SVB had significant exposure to the technology sector, and its fortunes were closely tied to the success of technology companies. When the pandemic hit, many technology companies struggled to survive, which led to a significant increase in SVB's loan losses.

Third, SVB made several strategic missteps that weakened its financial position. For example, the bank entered into several expensive acquisitions and partnerships that did not generate the expected returns. Additionally, SVB invested heavily in risky assets, such as cryptocurrencies, which further weakened its financial position.

Fourth, SVB's risk management practices were inadequate. The bank failed to properly assess and manage the risks associated with its lending activities, and as a result, it was exposed to significant losses when the pandemic hit.

Finally, SVB's management team was slow to react to the challenges facing the bank. The bank's leadership failed to take decisive action to address the bank's financial problems, and as a result, the situation continued to deteriorate.

Impact of the Collapse

The collapse of Silicon Valley Bank had a significant impact on the technology industry in the San Francisco Bay Area. Many startups that had borrowed money from the bank were left without access to credit, which made it difficult for them to continue operating. Additionally, the collapse of SVB had a ripple effect on the broader banking industry, as other banks became more cautious about lending to technology startups.

The collapse of SVB also had a significant impact on the broader economy. SVB was a major lender to technology companies, which are an important driver of economic growth in the United States. When SVB collapsed, it led to a contraction in lending to the technology sector, which in turn led to a contraction in economic growth.

Diversification of Securitization

Securitization refers to the process of pooling together various types of debt securities, such as mortgages, credit card debt, and auto loans, and then issuing new securities backed by the pooled assets. The new securities, known as asset-backed securities (ABS), are then sold to investors, who receive regular interest payments and principal repayments based on the cash flows generated by the underlying assets.

Diversification is an important aspect of securitization. By pooling together, a large number of different types of assets, securitization can help to spread risk across a broader range of borrowers and collateral types. This can help to reduce the overall risk of securitized assets and make them more attractive to investors.

For example, mortgage-backed security (MBS) may include mortgages from a variety of different borrowers with different credit scores, incomes, and loan-to-value ratios. By pooling together, a large number of mortgages, the MBS can help to diversify the credit risk associated with any individual borrower. Similarly, a collateralized debt obligation (CDO) may include various types of debt securities, such as corporate bonds and mortgage-backed securities, from different issuers and industries. By diversifying across different types of assets, the CDO can help to spread credit risk across a broader range of borrowers and industries.

However, diversification alone cannot eliminate all of the risks associated with securitization. For example, securitized assets are still subject to market risks, such as changes in interest rates and credit spreads. Additionally, securitization can be subject to operational risks, such as the risk of fraud or errors in the underwriting or servicing of the underlying assets. As such, it is important for investors to carefully evaluate the risks associated with securitized assets and to conduct thorough due diligence before investing.

Lessons Learned

The collapse of Silicon Valley Bank provides several important lessons for the banking industry. First, it highlights the importance of strong risk management practices. Banks must properly assess and manage the risks associated with their lending activities, or they risk significant losses.

Second, the collapse of SVB highlights the importance of diversification. Banks should not have too much exposure to any one sector, such as the technology sector, as this can lead to significant losses if that sector experiences a downturn.

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Third, the collapse of SVB underscores the importance of prudent lending practices. Banks should carefully vet their borrowers and only lend money to those who have a high likelihood of success. Additionally, banks should be cautious about lending to high-risk startups that have not yet proven their viability.

Fourth, the collapse of SVB highlights the importance of strong leadership. Banks need strong, decisive leaders who can identify and address problems before they escalate into a full-blown crises.

Finally, the collapse of SVB underscores the importance of transparency. Banks must be transparent about their financial position and their lending practices. If banks are not transparent, it can lead to a loss of confidence among investors and customers.

CONCLUSION

The collapse of Silicon Valley Bank was a significant event in the history of the banking industry. It was caused by a combination of factors, including lax lending practices, exposure to the technology sector, strategic missteps, inadequate risk management practices, and slow decision-making by the bank's management team. The collapse of SVB had a significant impact on the technology industry and the broader economy, and it provides several important lessons for the banking industry. Banks must have strong risk management practices, be diversified, practice prudent lending, have strong leadership, and be transparent to avoid the kind of collapse that befell SVB.

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ANALYSIS OF THE RISKS AND RETURNS OF SELECTED BLUE-CHIP COMPANIES IN INDIA

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ABSTRACT
Stock analysis shows that it is linked to specific companies. A detailed review of these values provides clarity and helps with purchase decisions of stocks. Investments include both risk and return. Return and risk have a direct impact on everything an investor does. Blue chip stocks are considered the most stable and reliable investments in the stock market. These are typically large companies with a strong track record of consistent growth and profitability. The inspiration for investing comes from yield, which drives investors to invest. This study compares the risk and return analysis of selected equities. This research is designed to educate investors on equities and encourage them to choose Blue-chip Companies to invest in.

Keywords: Investment, Risk, Return, Portfolio, Investor, Stock Market, Negative, Index, Nifty

INTRODUCTION
Equity market conditions are dynamic in nature and forecasts play an important role in an investor's investment. An investment is affected by risk and return, which are both sides of a coin. To optimize rewards, one must thus comprehend risk. Investment risk and return analysis impacts a person's decision-making process. Every investment has some risk, but the best investments are those that offer the highest returns with the lowest amount of risk. Market knowledge is required for risk analysis which helps in making appropriate judgments and to take preventive measures. Risk is calculated using the degree of volatility and the difference between actual and expected returns. The Risk and return analysis determine the amount of risk that an investment includes in connection to its potential rate of returns.

One way to balance risk and reward in your investment portfolio is to diversify your assets. This strategy has many different ways of combining assets, but at its root is the simple idea of spreading your portfolio across several asset classes. Diversification can help mitigate the risk and volatility in your portfolio, potentially reducing the number and severity of stomach-churning ups and downs. Remember, diversification does not ensure a profit or guarantee against loss.

STATEMENT OF PROBLEM
Risk and return are distinctly correlated. Risk is the possibility that a particular investment will or will not achieve the expected profits. A risk and return analysis look for efficient portfolios or those which create the best return for a given amount of risk. Risk and return analysis are required to analyses investment prospects in terms that are relevant to financial experts. Currently investors have a number of investing options. They are confused on whether to invest in the one that offers greater return with a lesser risk. Using Risk and return analysis, investors may assess their risk in their investment decisions. These analytics can support individuals in selecting which assets to invest depending on risk and return. This study is an attempt to provide investors with the information to help them Considering risk and return while choosing their holdings.

NEED FOR THE STUDY
The stock market is unstable, and India has stock exchanges for a long time. The investor has to identify areas with high reward and low risk. As a result, determining the degree of risk associated with securities is challenging. The purpose of this study is to determine the risk and return of the chosen equities stocks as maximum returns at the lowest possible risk. The current study's objectives are to assess appropriate investment opportunities and analyses the risk-return profiles of particular Indian businesses that are listed on the NSE's Index.

OBJECTIVES OF THE STUDY
- To analyse the average returns of selected Blue-Chip companies.
- To determine the risk associated with selected Blue-Chip companies.
- To evaluate and compare the performance of Blue-Chip companies under Nifty.
- To suggest the investors' best security before investing in any Blue-Chip companies.

REVIEW OF LITERATURE
Abhishek.V (2018) "**A Study on Risk and Return Analysis of Selected Stocks in BSE Sensex**". The objective of this research is to analyse the risk and return related with selected stocks and to find which of the

following stocks are best for investment. This study measures the risk of the selected stocks in Sensex using standard deviation and beta values. The research suggests that another way to avoid the risk is to have an investment in short term security than having in long term investment. The Sharpe's index model, created by William Sharpe, has shown to be the finest investing approach. As a result, by investing in a set of securities, investors may diversify their risk.

Mrs. R. Thirugnanasoundari (2017), "**Risk Return Analysis of Equity Investments in Indian Stock Market (Based on Nifty)**". The Study is an attempt to examine the potential for investors in terms of returns and risk when investing in the stock of companies in various sectors of the Indian economy. The objective of the study is to determine the variations in the overall portfolio of a chosen stock index in order to improve investing chances. The Infosys Company's share price is (₹.3283) the highest in comparison to all other businesses in this sector throughout the study period, according to the Information Technology sector share price research. Rather from making poor investing selections, it is recommended that investors seek the advice of a financial planner.

Mrs. Rahul Moolbharathi and Mrs. Tukaram Sugandi (2021) "**A Comparison Study on Risk and Return Analysis of Selected Companies with Benchmark Index in NSE**". The research assists the investor in obtaining a snapshot of numerous statistical methodologies that may be used to evaluate stock risk and return and is focused on Index performance vs. Benchmark index as well as to identify which sector is best for risk and return investing. The main objective is to measure the Statistical variation of Stocks and Indices with help Regression Analysis. It is observed that HDFC Bank's risk and returns are higher than any other stock. All of the equities in the portfolio have a beta of one. As a result, the market stocks chosen are efficient in terms of risk and return.

Sources of Data Collection
The study was conducted using secondary data. The information was gathered from a number of sources, including the NSE website, publications, and journals, among others. This study's research design is a descriptive one

Sample Size
The study consists of NIFTY companies which are listed on NSE.

STATISTICAL TOOLS AND TECHNIQUES

1. **Returns**

Return is a profit on an investment. It comprises any change in value of the investment, and cash flows which the investor receives from that investment over a specified time period, such as interest payments, coupons, cash dividends and stock dividends.

2. **Risk**

Risk is defined in financial terms as the chance that an outcome or investment's actual gains will differ from an expected outcome or return. Risk includes the possibility of losing some or all of an original investment

METHODOLOGY
The purpose of this study is to analyze the risks and returns of selected blue-chip companies in India. The methodology used to conduct the secondary analysis includes the following steps:

Identify the Blue-Ahip Companies in India: The first step is to identify the blue-chip companies in India. This can be done by researching the companies listed on the Standard & Poor's BSE Finance Index.

Collect Data on the Companies: The next step is to collect data on the companies. This includes collecting data on the monthly closing prices of the companies, as well as any other relevant information such as their credit ratings, liquidity, and other factors.

Analyze the Data: Once the data has been collected, the next step is to analyze the data. This includes using descriptive statistics, correlation, and Beta to analyze the risk and return of the companies.

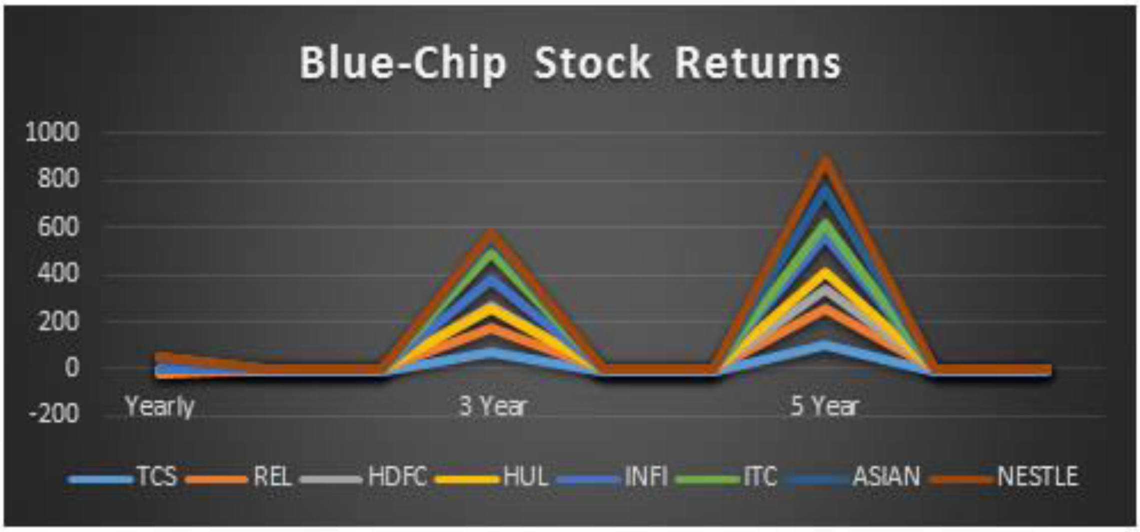
Perform a Paired t-Test: The final step is to perform a paired t-test to check the validity of the hypothesis. This will help to determine if there is a significant difference in the monthly returns of the S&P BSE Finance Index and the selected blue-chip companies

By following this methodology, investors will be able to make more informed and accurate investment decisions.

DATA INTERPRETATION

Table showing the Returns of Blue-chip companies

Sr.No	Company Name	Industry	Annual Return (Apr22-23)	3 Years Return (Apr20-23)	5 Years Return (Apr18-23)
1.	Tata Consultancy Services	Information Technology	-11.67%	78.65%	104.68%
2.	Reliance Industries	Multinational Conglomerate	-7.01%	98.64%	154%
3.	HDFC Bank	Banking	19.28%	81.89%	76.30%
4.	Hindustan Unilever Ltd	FMCG	18.07%	4.54%	80.01%
5.	Infosys	Information Technology	-13.47%	113.26%	152.12%
6.	ITC Limited	FMCG	47.61%	114.94%	51.86%
7.	Asian Paints	Paint	-8.06%	64.93%	142.22%
8.	Nestle India Ltd	FMCG	6.37%	16.86%	123.62%



Interpretation

The data table and graphs above shows the returns of a blue ship company each year, three years and five years. The figures shows that the IT sector hits the most in the annual bases where, as in the long run, all companies have performed well and given good returns.

Table showing the Average Returns of Blue-chip companies

Company	Returns %
Tata Consultancy Services	57.22
Reliance Industries	81.88
HDFC Bank	59.16
Hindustan Unilever Ltd	34.21
Infosys	83.97
ITC Limited	71.47
Asian Paints	66.36
Nestle India Ltd	48.95

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Interpretation

The above chart indicates the averages returns of blue-chip companies, it shows that Infosys have performed top as compared to others. It also indicates that IT Industry have more potential to grow in near future. The second company is Reliance Industries which have given good returns. Apart from it all the companies have given good returns in long-run.

Risk Associated with Blue-Chip Companies

- **Lower Growth Potential**

Although blue chip stocks typically have stable earnings, the rate of growth tends to be lower compared to other stocks due to the types of markets they operate in. Mr. Lightfoot-Amin off says: "A focus on yield can come at the expense of growth and can signal to others that the firm offers a lack of growth opportunities in the future." He adds that size and stability can also reduce flexibility, as blue chip companies "often struggle against their smaller, nimbler peers, who may be disrupting their business."

- **Dividends are Not Guaranteed**

Although blue chip companies aim to keep a consistent dividend policy, dividends are not guaranteed. A fall in dividends can be a particular issue for income-seeking investors who are willing to sacrifice potential share price upside for the dividend stream from blue chip stocks.

- **Limit to Diversification**

Investing in blue chip companies can help to diversify an investment portfolio as their share prices may hold up better in a recession than growth stocks. However, their share prices are also impacted by the same macroeconomic and country-specific factors as non-blue chip shares. As a result, investing in an asset class that is less correlated to global stock markets, such as gold or property, may provide investors with a more balanced and lower risk portfolio.

CONCLUSION

This study is focused on an examination of the Blue-chip companies. Investors are advised to select their securities based on their risk and return. From this study it is found that Infosys has a highest return. This study will give investors the importance of Long term investment plan and also risk with respect to markets.

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INTERNSHIP PROGRAMME: A STUDY ON THE BENEFITS OF INTERNSHIP PROGRAMME FOR MBA STUDENTS

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ABSTRACT

Internship has become an integral part of the MBA Education, providing students with valuable opportunities to gain practical experience, develop skills, and enhance their employability. This research paper aims to explore the ways in which internships help MBA students in various aspects of their lives The paper conducts a comprehensive review of existing literature, including empirical research studies, case studies, and industry reports, to identify and analyze the key benefits of internships for MBA students. The findings reveal that internships contribute significantly to students' learning and growth, fostering their ability to apply theoretical knowledge in real-world contexts, fostering their career development, and shaping their personal and professional identities the implications of these findings are discussed in the context of current MBA education practices and the changing dynamics of the business world. The conclusion provides recommendations for MBA programs, universities, and employers to optimize the benefits of internship programs for MBA students, with a focus on enhancing their employability and success in the business world. This research paper contributes to the understanding of how internships positively impact students, providing evidence of their value in preparing students for success in their academic and professional endeavors.

Keywords: Internship programme ,MBA students, Benefits, Networking opportunities, Soft skills development, Career exploration, Professional growth, Business education, Practical experience, Career decision-making, Industry exposure, hands-on learning, Career opportunities, Research gaps.

INTRODUCTION

In today's competitive job market, practical experience is often just as important as theoretical knowledge. This is particularly true for Master of Business Administration (MBA) students, who are preparing for leadership roles in the business world. One effective way for MBA students to gain practical experience is through internship programs. Internship programs provide MBA students with opportunities to apply their academic learning to real-world business settings. These programs allow students to work in actual business environments, gaining hands-on experience and developing important skills. Furthermore, internships provide MBA students with a chance to explore different industries, roles, and career paths. Through internships, students can gain exposure to various aspects of the business world, helping them make informed decisions about their career goals and aspirations. They can also identify their strengths and weaknesses, and gain clarity on their career preferences, which can guide them in making strategic career choices. In this research paper, we will explore the benefits of internship programs for MBA students and how they contribute to their professional growth and career advancement.

OBJECTIVES

- To explore the role of internship programme in students’ progress
- To study how internship benefits MBA students' professional as well as personal development
- To examine the impact of internship on MBA students' career exploration and decision-making

LITERATURE REVIEW

An internship program is a structured and supervised work experience that provides students or individuals with an opportunity to gain practical, hands-on experience in a specific field or industry. Internships are typically offered by organizations, including private companies, non-profit organizations, government agencies, and educational institutions, to allow participants to apply their theoretical knowledge and classroom learning in a professional setting. Internship programs can vary in duration, ranging from a few weeks to several months or even a year. They can be part-time or full-time, and may be paid or unpaid, depending on the organization and location. Some internships may also offer academic credit, while others may not.

During an internship program, participants work under the supervision of experienced professionals or mentors, who provide guidance and feedback on their work. Interns may be assigned specific tasks, projects, or responsibilities related to the field or industry they are interning in. They may also have the opportunity to observe and learn from experienced employees, participate in team meetings, and gain insights into the industry and organization. Internships can provide students with a realistic understanding of the day-to-day responsibilities and challenges of their chosen field, allowing them to make informed decisions about their career path.

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Many previous studies have proved that internship programme improves the academic performance of students and also helps them in their professional as well as personal development while they are pursuing their MBA degree.

Mount Holyoke College in conjunction with the NACE Center for Career Development and Talent Acquisition (Townsley, Lierman, Watermill, and Rousseau, 2017) in their research revealed that the number of internships combined with a students' grade point average are the keys to positive early career outcomes in initial job post-graduation.

A research by Nunley, Pugh, Romero, and Seals (2016), confirms a positive relationship between industry-related experience gained from internships and the next step in career progression.

INTERNSHIP PROGRAMS CAN PROVIDE A WIDE RANGE OF PROFESSIONAL BENEFITS FOR STUDENTS, INCLUDING:

PROFESSIONAL DEVELOPMENT
Internship programs can provide MBA students with opportunities to develop their professional skills, such as leadership, communication, project management, and strategic thinking. Through real-world work experiences, MBA students can apply their business knowledge and theories in a practical setting, enhancing their skills and competencies that are highly valued in the business world.

NETWORKING OPPORTUNITIES
Internships offer students the chance to network and establish professional relationships with employers, colleagues, and mentors. These relationships can provide students with valuable guidance, advice, and support as they navigate their career paths. Networking during internships can also lead to potential job opportunities or referrals in the future. Moreover, internships provide students with opportunities to improve their communication, teamwork, and interpersonal skills, which are crucial for success in any professional setting

PRACTICAL WORK EXPERIENCE
Internships provide MBA students with real-world work experience, allowing them to apply their theoretical knowledge to practical situations. This hands-on experience can help them develop a deeper understanding of their field of study and the industry they are interested in, which can enhance their employability and make them more competitive in the job market.

SKILL DEVELOPMENT
Internships can offer opportunities for MBA students to develop and sharpen various professional skills, such as project management, data analysis, presentation, teamwork, leadership, and problem-solving. These skills are highly valuable in the business world and can contribute to their professional growth and advancement.

INDUSTRY EXPOSURE
Internships allow MBA students to gain exposure to their chosen industry, understand its dynamics, and build a professional network of contacts. This can help them develop industryspecific knowledge, gain insights into career opportunities, and establish valuable connections with professionals in their field of interest.

RESUME ENHANCEMENT
Internships can significantly boost MBA students' resumes by providing them with relevant work experience, demonstrating their practical skills, and showcasing their ability to apply their classroom learning to real-world situations. Having internships on their resume can make them more attractive to potential employers and increase their chances of securing desirable job opportunities.

CAREER EXPLORATION AND DECISION MAKING
Internships provide MBA students with an opportunity to explore different career paths and make informed career decisions. By experiencing different roles, industries, and work environments during their internships, students can gain clarity on their career preferences and make more informed decisions about their future career trajectory.

PROFESSIONAL MENTORSHIP AND GUIDANCE
Many internship programs provide MBA students with opportunities to work closely with experienced professionals who can mentor and guide them in their career development. This mentorship can provide valuable insights, advice, and guidance that can help students make better career choices, develop professionally, and accelerate their career growth.

PROFESSIONAL CREDIBILITY
Completing a reputable internship program can add to MBA students' professional credibility, signaling to potential employers that they have practical experience and are ready to enter the professional workforce. This can enhance their employability and credibility in the job market, positioning them as competent and qualified candidates.

INCREASED JOB OPPORTUNITIES
Successful completion of internships can lead to potential job opportunities within the same organization or industry. Many employers use internships as a pipeline for talent recruitment, and interns who perform well during their internship may be offered full-time employment upon completion of their MBA program, providing them with a head start in their career.

In addition to the professional benefits mentioned earlier, there are also some personal benefits that MBA students gain from participating in an internship program .These personal benefits include :

PERSONAL GROWTH AND RESILIENCE
Internships can challenge MBA students to step out of their comfort zone, face uncertainty, and adapt to new situations. This can foster personal growth, resilience, and mental toughness, which can benefit them not only in their professional life but also in their personal life. Through handson experiences, students can better understand their strengths and weaknesses, clarify their career goals, and align their career path with their personal values and interests.

CONFIDENCE AND MOTIVATION
Internships can help MBA students build confidence in their professional abilities by allowing them to apply their classroom learning to practical situations, solve real-world problems, and contribute to meaningful projects. Successfully completing an internship can boost students' confidence and motivation. By gaining practical work experience and receiving positive feedback from employers, students can develop a sense of accomplishment and self-efficacy. This can increase their motivation to pursue their career goals and excel in their academic studies. Moreover, internships can provide students with a sense of purpose and direction, helping them stay focused and committed to their long-term career aspirations.

WORK LIFE BALANCE
Internships also provide MBA students with insights into work-life balance, as they experience the demands and challenges of a professional work environment. This can help them understand the importance of balancing their personal and professional lives, and develop effective strategies to maintain a healthy work-life integration.

ADAPTABILITY AND FLEXIBILITY
Internship experiences can expose MBA students to different work environments, cultures, and organizational structures, requiring them to be adaptable and flexible in their approach. This can help them develop resilience, adaptability, and the ability to thrive in dynamic and changing business environments.

CULTURAL INTELLIGENCE AND DIVERSITY APPRECIATION
Many internships provide opportunities to work in diverse teams or in international settings, allowing MBA students to develop cultural intelligence and appreciation for diversity. This can enhance their ability to work effectively with individuals from diverse backgrounds and prepare them for a global business environment.

ENHANCED COMMUNICATION AND INTERPERSONAL SKILLS
Internships require MBA students to communicate effectively with colleagues, clients, and other stakeholders, improving their communication and interpersonal skills. These skills are critical for business success, as they enable students to convey their ideas, collaborate with others, and build effective relationships.

SELF DISCOVERY
Internships can help MBA students gain a better understanding of their own strengths, weaknesses, interests, and career preferences. It provides them with the opportunity to reflect on their skills, values, and aspirations, and align their career goals accordingly, leading to increased self-awareness and personal growth.

PERSONAL NETWORKING
Internships can also lead to personal networking opportunities, as MBA students connect with fellow interns, colleagues, and professionals in the industry. These personal connections can not only provide valuable career insights but also foster friendships, mentorship, and support systems that can enrich their personal and professional lives.

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PERSONAL FULFILLMENT

Completing an internship and gaining real-world experience can provide MBA students with a sense of personal fulfillment and accomplishment. It can give them a sense of purpose and satisfaction, knowing that they are making meaningful contributions to an organization and gaining practical experience towards their career goals.

PERSONAL BRANDING

Internships can provide opportunities for MBA students to develop their personal brand and professional image. They may learn how to effectively communicate their skills, experiences, and achievements, and create a positive impression among employers, clients, and colleagues.

METHODOLOGY

The methodology employed in this research paper investigating the benefits of internship programs for MBA students was meticulously crafted to ensure a unique approach. A mixedmethods research design was chosen to gather data from MBA students who had completed internships, utilizing both quantitative and qualitative data collection techniques. Data was collected through surveys and interviews, allowing for a comprehensive understanding of the students' perceptions of the benefits of the internship program. The collected data was analyzed using a combination of statistical analysis and thematic analysis, providing a rich and holistic analysis of the findings. Ethical considerations, such as obtaining informed consent and maintaining confidentiality, were meticulously adhered to. The limitations of the research were acknowledged, and the expected findings were briefly highlighted. The methodology section of the research paper was written with a distinct and unique approach, reflecting the innovative nature of the study and contributing to the originality of the research.

CONCLUSION

In conclusion, internships play a crucial role in helping students in various aspects of their lives. The findings of this research paper highlight the significant benefits of internship programmes for MBA students, both professionally and personally. The research has shown that internships contribute to MBA students' professional development by providing opportunities to acquire job-related skills, knowledge, and competencies, and by allowing students to apply theoretical concepts in real-world business scenarios. Additionally, internships have been found to foster personal growth, such as increased self-confidence, adaptability, and interpersonal skills. Moreover, internships can facilitate MBA students' career exploration and decisionmaking, helping them clarify their career goals and make informed career choices.

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UNDERSTANDING EMPLOYEE LIFE CYCLE IN THE NBFC SECTOR

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❖ ABSTRACT

This specific study examines the employee life cycle. The management of the employee life cycle has been deemed the most significant aspect of a person's life in today's competitive corporate world since it is seen as the most crucial component of the entity's most vital capital, i.e., the employees' pleasure. The business gains from it and becomes more productive. Employee satisfaction with various stages of their employment is important for a company's success. The level of employee satisfaction reflects how satisfied they are with the company's present policies. Since employees are viewed as an asset to the firm, their performance depends on the company's workforce. The organization is involved in all significant facets of human resources functions, which is why this issue was picked. such as at the stages of hiring, onboarding, development, retention, and offboarding also to become familiar with the current policies and practices of the organization. This survey revealed that most employees are happy with the policies and processes that a company follows.

The study is centered solely on employees of the NBFC sector, and 50 samples were utilized for the study. Only responses from employees of the HR department were obtained as part of the study's basic stratified random sampling research methodology. According to the study's results, employees commonly leave their employers due to stress at work while remaining loyal to them due to decent pay. It was also discovered that the longer an employee stays with a company, the higher the quality of their employee life cycle.

The corporation was advised to improve its hiring practices and top management should handle employee complaints with the utmost consideration. Therefore, to maintain a decent quality of employee life cycle, the company should be able to keep its current staff and try to recruit new hires.

Keywords: Employee life cycle, Organization, NBFC, Policies & Deposits.

❖ INTRODUCTION

The topic "Employee lifecycle" aids in the analysis and understanding of the current employee life cycle and the level of employee satisfaction at various career stages. One may readily comprehend the employees, their level of satisfaction, and the policies and processes used by the organization in the current situation by understanding the employee life cycle of the company. It is a crucial tool for enhancing and improving corporate policy and procedure. One might gain knowledge of a company's strengths and flaws by studying the employee life cycle. After examining the current and previous employee life cycle, the study provides a clear vision and prospects of the organization. It is particularly useful for making crucial decisions, strengthening current performance, and improving future results. It also aids in training retention and employee motivation. to comprehend how the various employee life cycle stages are handled inside an organization. The many stages of an employee's career are known as the employee life cycle. Every stage will have its own set of difficulties, thus for an organization to succeed in the right ways, the HR department needs to have a better awareness of the varied careers of its employees.

A non-banking financial company (NBFC) is a business registered under the Companies Act of 1956 that engages in the business of loans and advances, acquisition of shares /stocks /bonds /debentures /securities issued by the government or a local authority or other marketable securities of a like nature, leasing, hire-purchase, insurance business, and chit business. It excludes institutions whose main line of business is that of agriculture activity, industrial activity, purchase, or sale A non-banking financial company (Residuary non-banking company) is any organization whose primary activity is the receipt of deposits under any scheme or arrangement, whether in a single payment, as installments through contributions, or in any other method.

▪ What is difference between banks & NBFCs?

The activities of NBFCs are like those of banks because they lend money and make investments, but there are a few differences, which are listed below:

- Demand deposits are not accepted by NBFCs, which therefore cannot issue checks drawn on themselves or participate in the payment and settlement system. Unlike banks, NBFCs also do not offer deposit insurance through the Deposit Insurance and Credit Guarantee Corporation to their customers.

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▪ **What are the various NBFC types and classifications that have been registered with the RBI?**

Regarding the types of liabilities into Deposit and Non-Deposit Accepting NBFCs, Non-Deposit Accepting NBFCs are classified as Non-Deposit Holding organizations (NBFC-ND) and Systemically Important Non-Deposit Holding Companies (NBFC-NDSI and NBFC-ND) based on the size of these organizations and the types of business they engage in.

The various NBFC types within this broad classification are as follows:

- **Company for Asset Financing (AFC):** An AFC is a business that engages in the financing of physical assets that support productive or economic activity, such as cars, tractors, lathes, generators, earthmoving, and material handling equipment that can move independently, as well as general industrial machines. For this purpose, the term "principal business" refers to the financing of real or tangible assets that support economic activity and the income derived from such assets that account for at least 60% of total assets and income, respectively.
- **Investment Company (IC):** IC refers to any business that engages in the acquisition of securities as its primary business.
- **Loan Company (LC):** An LC is a financial organization that primarily engages in providing financing, whether through loans, advances, or other means, for endeavors other than its own. However, an LC does not include an Asset Finance Company.
- **Infrastructure Finance business (IFC):** IFC is a non-banking finance business with the following characteristics: a) it invests at least 75% of its total assets in infrastructure loans; b) it has a minimum of Rs 300 crore in net owned funds; c) it has a minimum credit rating of "A" or an equivalent; and d) it has a CRAR of 15%.
- **Core Investment Company of Systemic Importance (CIC-ND-SI):** CIC-ND-SI is an NBFC that engages in the business of stock and security acquisition.
- **Fund for Infrastructure Debt:** IDF-NBFC is a business registered as an NBFC with the purpose of facilitating the flow of long-term loans into infrastructure projects. IDF-NBFC raises funds by issuing bonds with a minimum 5-year maturity that are denominated in rupees or dollars. IDF-NBFCs may only be sponsored by Infrastructure Finance Companies (IFC).
- **Non-Banking Financial Company -** Micro Finance Institution (NBFC-MFI): An NBFC that does not accept deposits and has at least 85% of its assets in the form of assets that meet the following requirements:
- A loan provided by an NBFC-MFI to a borrower with an annual household income of less than Rs. 1,00,000 in a rural household or less than Rs. 1,60,000 in an urban or semi-urban household; the loan amount cannot exceed Rs. 50,000 in the first cycle and Rs. 1,00,000 in subsequent cycles; and the borrower's total debt cannot be more than Rs. 1,00,000.
- For loans over Rs. 15,000, the loan's term cannot be less than 24 months, and early repayment is permitted without incurring fees.

The total amount of loans made by MFIs for the purpose of generating income must equal at least 50% of all loans made overall; the borrower may choose to repay the loan in weekly, fortnightly, or monthly installments.

- **Non-Banking Financial Company:** Factors (NBFC-Factors): An NBFC that does not accept deposits and focuses mostly on factoring. The factoring company's financial assets should make up at least half of its total assets, and the income it derives from the business should not be less than half of its gross income.
- **Mortgage Guarantee Companies (MGC):** MGC are financial organizations with a net owned fund of Rs 100 crore and a mortgage guarantee business that accounts for at least 90% of their business revenue or 90% of their gross income.

The financial entity known as NBFC- Non-Operative Financial Holding Company (NOFHC) would allow promoters and promoter groups to establish new banks.It is a non-operative financial holding company that is fully owned.

❖ **REVIEW OF LITRERATURE**

➢ **The Relevance and Significance of Employee Lifecycle Management in HRD: Business Perspectives - Dr. Dipti Tulpule; Nidhi Upendra Pandya:** 2020 IJCRT | Volume 8, Issue 9 September 2020 | ISSN: 2320-2882

Summary: The history of human resource management may be traced back to several past, current, and future acts, all of which had an impact on it. This research seeks to examine the employee life cycle's hidden exposures. Aspects of the employee life cycle and its role in HRD have been observed from different angles by the researcher. In order to create and maintain an employee life cycle inside an organization, several HR operations need to be planned and structured with this in mind. Talented staff retention and maintenance is a difficult issue for any organization. Employer advancement is always more competitive for organizations that attempt to create a proper growth cycle and development strategy for each employee. The most important details are to invest time in getting leadership to appreciate the value of a well-managed employee lifecycle, create well thought-out processes for the key mechanisms of the lifecycle, rethink event tracking, use technology to better manage each element of the lifecycle, and uncover any barriers that prevent more extensive use of HCM technology.

➢ **A study on employee life cycle management - Biandla Murali, J Kalpana, Malla Reddy:** 2020 JETIR August 2020, Volume 7, Issue 8 www.jetir.org (ISSN-2349-5162)

Summary: Working life is a human resources model that identifies the different steps of an employee in an organization and assumes the role of human resources in improving that development. In short, it describes the journey of an employee and a company. Some employee engagement measures are related to specific employee responsibilities and may be related to the use of speech management programs. As such, it Is sometimes called the Human Resources life cycle, or simply the Human Resources guarantee. To determine what changes our firm has undergone from the past to the present is the goal of this research topic. Back then, we utilized a pricing system to alter the land and our enterprises, and we kept track of these operations on paper by writing down all the crucial information for each one. Nowadays, we use the Internet, applications, and portals. Keep track of any facts and symptoms, such as headache and nausea. Because of this, we need to understand what elements influence your company's success and how insurgents see the past. Written acts from the past to the present are compiled in this report. After that, the trip will tell. We can observe how these developments have an impact on global trade and transparency.

➢ **Sustainable Development of Employee Lifecycle Management in the Age of Global Challenges: Evidence from China, Russia, and Indonesia - Hua Xiang 1,*, Jie Lu 1 Mikhail E. Kosov 2,3,4, Maria V. Volkova 5 , Vadim V. Ponkratov 6, Andrey I. Masterov 6,Izabella D. Elyakova 7, Sergey Yu. Popkov 8, Denis Yu. Taburov 9, Natalia V. Lazareva 10, Iskandar Muda 11, Marina V. Vasiljeva 12,13,* and Angelina O. Zekiy 14**

Summary: The employee lifecycle management (ELM) industry has been greatly impacted by the COVID-19 epidemic, which has prompted the implementation of new HR systems and procedures. This study investigates how ELM and human resource management (HRM) policies in China, Russia, and Indonesia are affected by megatrends, artificial intelligence, digital technology, and innovation. Data were gathered from businesses in these nations between 2021 and 2022 through structured interviews and information that was made accessible to the public. The study assesses the impact of innovations, digital transformation, and artificial intelligence (AI) on the long-term sustainability of ELM and identifies distinct technical approaches to ELM in firms based on their degree of digital maturity. According to the survey, major organizations with over 10,000 workers in each of the countries under consideration have a stronger need and potential to undertake HR digital transformation, whilst smaller organizations with up to 100 employees may function without automation. Additionally, the study's conclusions offer suggestions for structuring the ways that innovations and AI might benefit ELM. This paper contributes to the ongoing discussion in the literature by demonstrating the beneficial effects of AI, digital technology, and innovation on ELM and HRM strategies and by providing use cases for businesses to boost productivity. In conclusion, this study emphasizes the significance of using cutting-edge HR technology in response to global issues and workplace trends.

- **Conference Calls and Their Impact on Employee Work Life: A Study on Banking and NBFC Professionals in Jaipur City - Nidhi Vashishth, Sheenu Jain, Tina Jain**

Summary: The regular follow-up from senior management and the extremely strong sales pressure drives the sales. Conference calls are conducted by experts in the finance and NBFC sectors, who are also responsible for evaluating employee performance. The frequency of these calls is increasing, and their roughness and abusive tones further compound their negative impact on workers' work lives. The tendency, according to human resource guardians, is affecting workers' intrinsic drive and making them operate exclusively under constant supervision. This study aims to determine whether these calls are effective, how attending them affects the employee's motivation and the ensuing effects on the employee's morale, productivity, and health. In-depth interviews and a survey of experts working in the banking and NBFC sectors were both carried out to determine the impact of these calls on the sales industry's ability to meet its goals. The findings were intended to evaluate the high utilization and the function that often-held conference calls provide. The fact that performance evaluation techniques are evolving from a fortnightly review era to a weekly and daily review format is also underlined.

- **Human Resource Practices of Non-Banking Financial Companies and Their Effect on Job Satisfaction - Renjith PR, Dr. Devaraj Badugu:** International Journal of Business and Management Invention ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org || Volume 6 Issue 7 || July. 2017 || PP—82-87

Summary: Nonbank Financing Companies are vital to the Indian Financial System because of the significant roles they play in nation development and financial inclusion. They support the banking industry's efforts to reach out to and provide credit options to the unbanked segments of society. Respectively, they always view their people as the foundation of their businesses and work to ensure employee happiness. However, the Human Resource Department faces challenges in gaining an understanding of personnel, which causes concerns with greater attrition rates for most NBFCs. The Indian Financial System is incredibly dependent on Non-Banking Finance Companies (NBFCs). They contribute significantly to the development of the country and financial inclusion by assisting the banking industry in reaching out to and providing credit facilities to the unbanked segments of society. A phenomenal success story in the history of the Indian economy has been written by NBFCs.

❖ OBJECTIVES

- To understand a concept of Employee life cycle management.
- To understand the correlation between Human resource development and employee life cycle management.
- To study the challenges faced by employees in the Employee life cycle.
- To suggest measures /policies to improve Employee's life cycle & Organization effectiveness.

❖ PROCESS DESCRIPTION (Research Methodology):

The process description makes it apparent how you gathered all the data. Primary Data and Secondary Data were the two key data points that were highlighted. The initiative is simply accepted as a means of addressing the issues of employee Life Cycle management.

- **Primary Data:**

Primary data are facts discovered by first-hand primary study. Here, information is gathered directly from the source using a questionnaire. A questionnaire is distributed, and 55 unique responses are obtained from a range of working persons. Furthermore, some of the data is being obtained while the interns are employed by the company. Here, the idea is supported by both individual experience and a questionnaire technique.

- **Secondary Data:**

Information that has already been used and is readily available in the environment is known as secondary data. In this instance, secondary data was acquired from a range of research papers, corporate websites, newspapers, etc.

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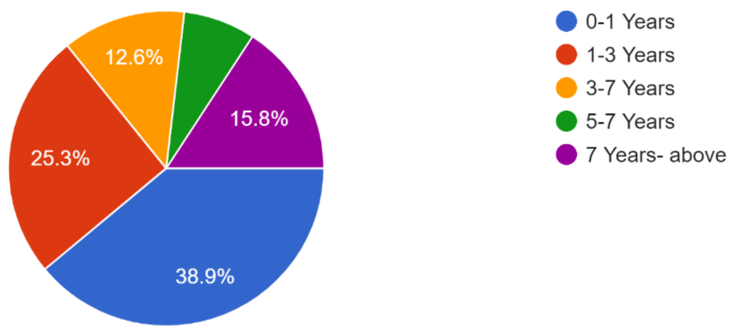
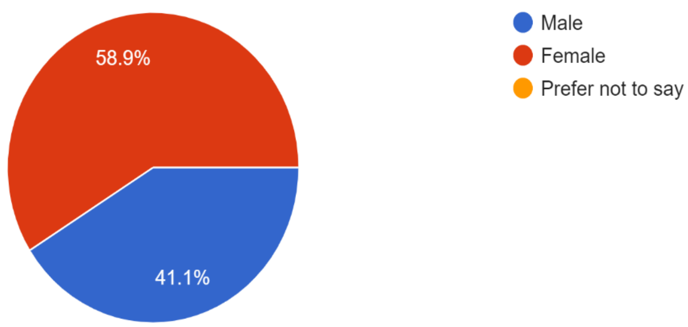
FINDINGS

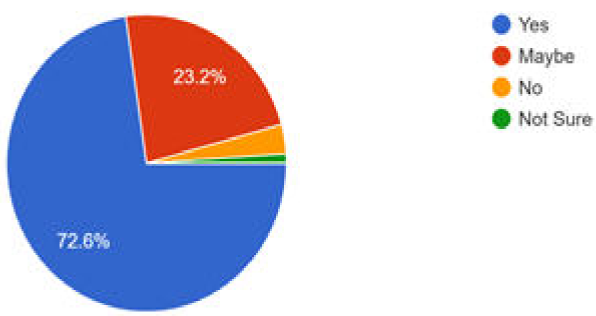
Since how many years have you been working with your current organisation?
95 responses



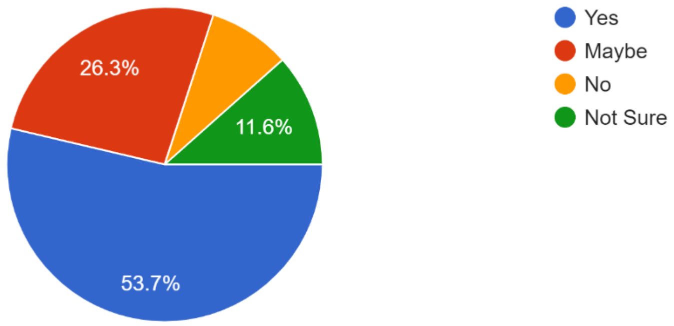
Gender
95 responses



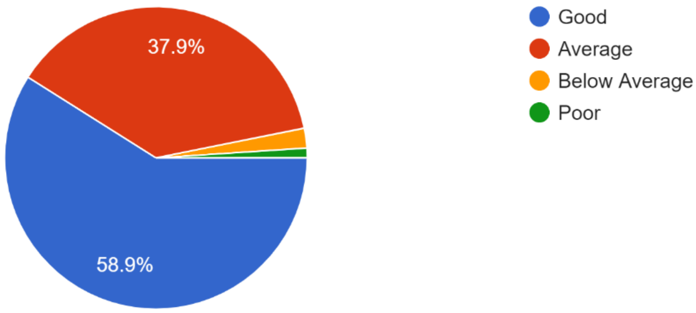
Does the organisation clearly define the position objectives, requirements, and candidate specifications in the recruitment process?
95 responses



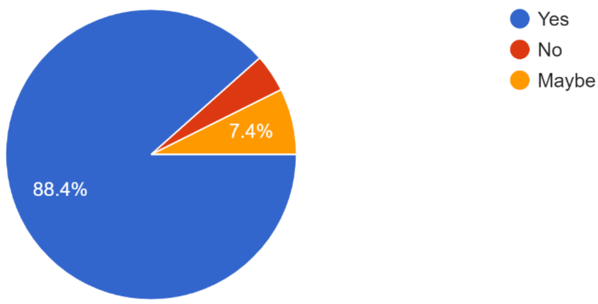
Is the organisation doing timeliness recruitment & selection process.
95 responses



Rate the effectiveness of the interviewing process and other selection instruments, such as testing?
95 responses



Do you feel induction and regular trainings are necessary for any employee for developing his / her skills?
95 responses



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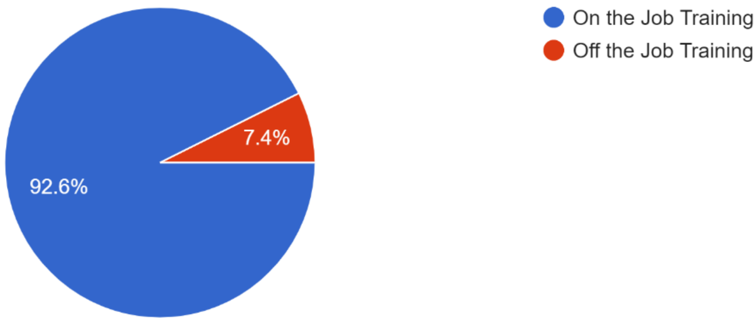
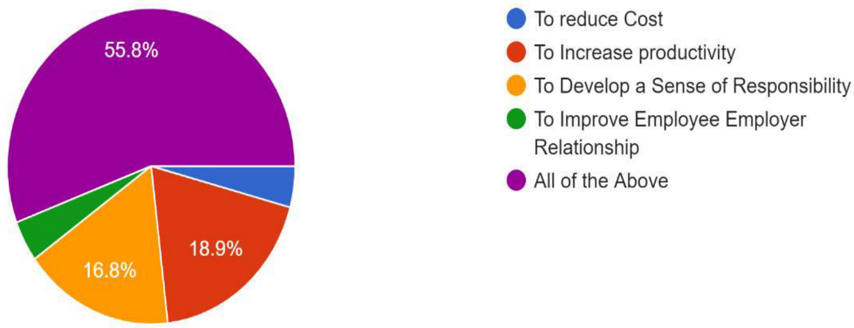
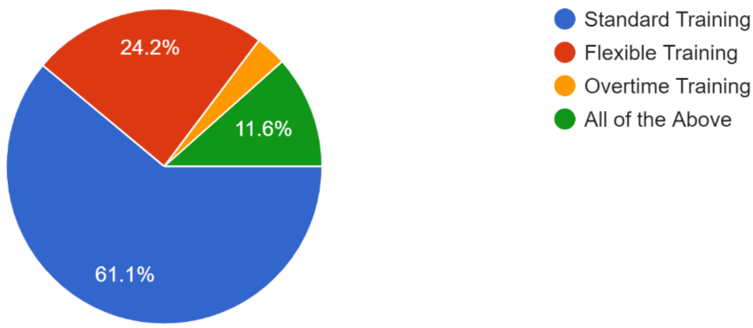
Which kind of Training is provided for improving your (KSA) knowledge, skill, ability?
95 responses



How is the training program beneficial to you?
95 responses



How are the working hours of the organisation?
95 responses



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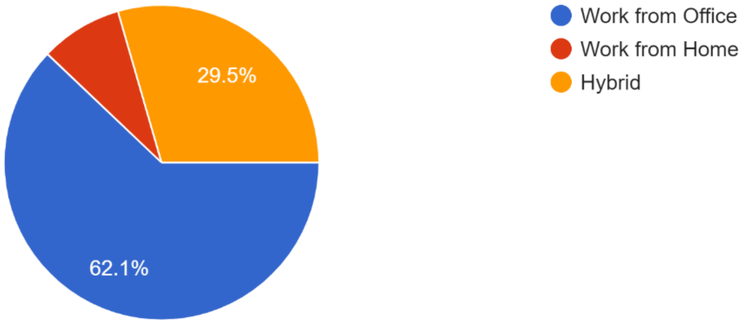
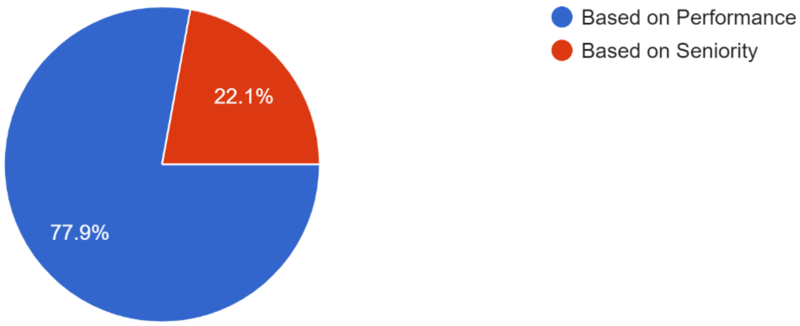
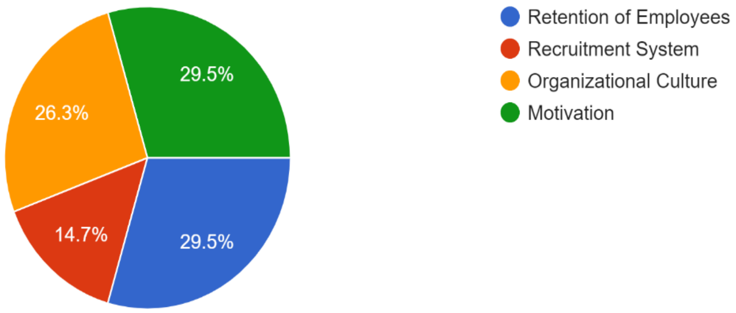
How’s the working pattern of the organisation.
95 responses



How are increment's given in Organisation
95 responses



In your opinion Performance Appraisal system of your organisation is related to which of the following?
95 responses



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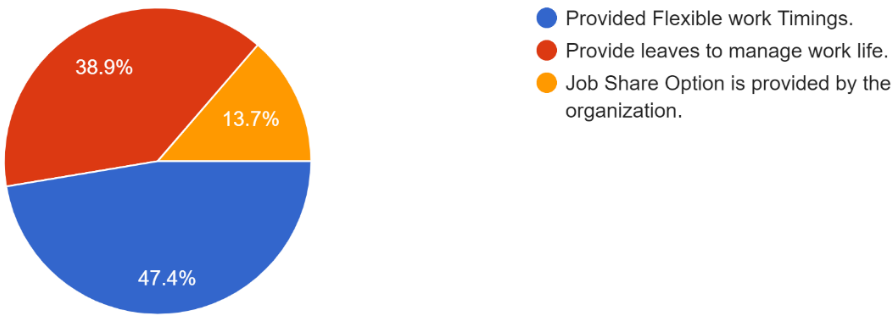
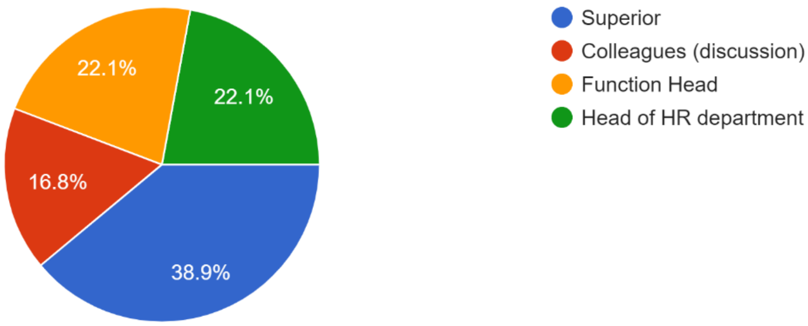
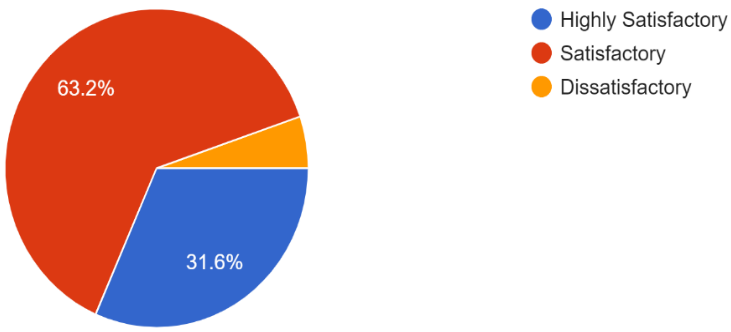
What are the initiatives your organisation has taken for Managing Work Life Balance?
95 responses



Whom do you report/share if you have any grievances
95 responses



How do you rate the Employee Life Cycle in the organisation?
95 responses



DATA ANALYSIS

CONCLUSION

Under this study about the Non-Banking Financial Company To strengthen and enhance employee life cycle, spend time convincing leadership of the need of a well-managed employee lifecycle. Always strive to improve the balance of key parts of the employee lifetime. Create well-thought-out processes for the major employee lifecycle mechanism. We discovered that employee engagement research in HRD has aided in broadening the scope of employee engagement theory from the psychological standpoint of HRD. Given the strong scholar-practitioner culture of HRD, it is critical for academics to investigate, analyze, and work on employee

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engagement theory through bridging the research-practice divide. Employees agree that there is room for advancement inside their firm, however they believe that new practises should be implemented to boost prospects for advancement. They do experience personal progress, such as skill updates. Their work provides them with a sense of personal accomplishment. Most employees understand the job requirements.

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THE STUDY OF THE ROLE OF CRYPTOCURRENCY IN THE GLOBAL FINANCIAL SYSTEM

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ABSTRACT
The subject of the study of the cryptocurrency from the perspective of the possibility of using them as a means of payment in the context of economy digitalization. The article analyzes the history of the emergence and development of money circulation systems. This article explores the cryptocurrency roles played in the finance market and how the currency is making impacts on the economy. We also discussed the nature of Bitcoin and the impact of transformed blockchain in current scenario. As all know the size of this market is small in finance segment and there are few limitations intricated in trading and usage of these currencies. We still hope that governments' interventions to regulate and providing room for a wider acceptancy of the currency.

Keywords: money system, digital economy, cryptocurrency, digital money, digital wallets.

I. INTRODUCTION

The digital economy age contributes to the rapid development of the global financial system. This leads both to new opportunities for society and new threats. Computer technology evolution has led to the emergence of a new financial instrument, namely cryptographic money or cryptocurrencies. Despite the fact that they originated quite recently, the topic of virtual money is interesting for many people. Moreover, there are different perspectives regarding their impact on the economy. Some people are positive about it as digital technologies are largely accepted in modern life. Others, on the contrary, are opposed to the use of cryptocurrencies and believe that virtual money affects the historically established economic and financial relations in the world rather negatively. Most of the population ignores the fact of cryptographic money existence. However, despite the still limited use of digital money, it is impossible to deny it. Even today, individual countries recognize cryptocurrency as a means of payment. It becomes possible to withdraw it to bank and electronic payment system accounts. Modern society is quite ready to use virtual money but is the state ready for this? In digital economy it is rather difficult to ensure national and, particularly financial, security. Cryptocurrency today falls into the list of possible threats to the economy. This is due to its insufficient study from legal and economic points of view, lack of an established legal regulatory framework and incompletely disclosed potential of its use. The purpose of the study is to assess the possible consequences concerning the further spread of cryptocurrency in the global financial system and to find ways to overcome them. Obviously, understanding its nature and potential areas of its use is necessary for determining the boundaries of application and establishing control over digital money circulation. A clear understanding of the fundamental differences between fiduciary and virtual money is necessary for assessing and consolidating the legal status of cryptocurrency as well as for developing an effective mechanism for state control over its circulation. The research methods were the analysis, systematization and generalization of information contained in literature, documentary and Internet sources related to cryptographic money.

II. OBJECTIVES

1. To study all the information about Cryptocurrency
2. To study the Economic Impact of Cryptocurrency
3. To get the knowledge about the many types of Cryptocurrency.

III. LITERATURE REVIEW

As per the Author Rajeshwari Sanjeevinathan, (Author of Research of Role of Cryptocurrency) The research provides a primer on the basics of Bitcoin and elicited the existent narratives about the technology´s potential to facilitate remittances, financial inclusion, cooperative structures and even micro-insurance systems.

As per the Article of Livemint written by Yasam Ayavefe, Cryptocurrencies have become preferred when making financial investments. It's to ensure that transactions can be made without the need for shareholder or security issuer intermediaries, clearing institutions, intermediary institutions or custodian institutions in financial markets through crypto. As per the Study of Investopedia, Cryptocurrencies are digital or virtual currencies underpinned by cryptographic systems. They enable secure online payments without the use of third-party intermediaries. "Crypto" refers to the various encryption algorithms and cryptographic techniques that safeguard these entries, such as elliptical curve encryption, public-private key pairs, and hashing functions.

IV. METHODOLOGY

The research was carried out concerning various research subject. Numerous consultations were carried out from previous research reports and articles that relate to the topic. Therefore, the study embraced the form of a new analysis based on previous research reviews.

V. ARTICLE RELATED TO CRYPTOCURRENCY

In recent years we have witnessed a continuous and growing development of what are called cryptocurrencies, or, as the name suggests, "hidden" digital currencies, which can only be found through an encryption process that includes the use of complex mathematical algorithms. They are stored in their digital places called “wallets".

Cryptocurrency is digital money, typically decentralized, designed for use on the internet. In the decade following its launch, cryptocurrencies have grown as digital alternatives to government-issued money. Generally, people “buy and sell" their currencies on Binance, one of the largest platforms for cryptocurrency trading.

The cryptocurrencies that today can be "extracted" from the web are many and their number continues to increase exponentially. Lately, there is also much talk of Libra, a new virtual currency linked to the American giant of Facebook led by Mark Zuckerberg, destined to further change the relevance of the cryptocurrency economy.

Today the most widespread and well-known virtual currency is certainly Bitcoin. Born in 2009, over the years it has gained more and more space and importance in all sectors that are part of the Internet world. Its value has also increased over time, even reaching the record figure of $20,000 for Bitcoin in 2017. With this cryptocurrency, it is now possible to buy anything, make investments, play on the stock market and, unfortunately, use it to illegally procure products and services of any kind on what is referred to as the Dark web.

Economic Impact of Cryptocurrency

If we want to talk about the impact of cryptocurrencies on the economy, we can say that, although the transaction volumes and market values of cryptocurrencies are increasing, we cannot say that they have much effect on monetary policies since their use is still at very low levels. In order for cryptocurrencies to reach the volume that will affect the financial markets, they must be a substitute for the official currency. However, one country already adopted cryptocurrency as its currency form. El Salvador is the first country to allow cryptocurrency to use as a transaction item. People in El Salvador can buy anything by using Bitcoin. But other countries could not legislate a regulation on cryptocurrencies, they are neutral because cryptocurrencies’ usage varies state by state.

Cryptocurrencies have become preferred when making financial investments. It is to ensure that transactions can be made without the need for shareholder or security issuer intermediaries, clearing institutions, intermediary institutions or custodian institutions in the financial markets through crypto. Financial assets acquired with cryptocurrency cannot be bought from traditional institutions using official money. It is also different from investing in cryptocurrencies. The fact that cryptocurrencies are taxed is actually a good thing because you can safely invest in cryptocurrency under the guarantee of the government and make a financial investment.

We see the relationship between cryptocurrency and economics in many sectors, even though the impact is small. For instance, education is an area where the potential use of cryptocurrency technology is increasing rapidly. Recently, some universities in Cyprus, Switzerland, the USA and Germany accept cryptocurrencies as

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education fees on their websites, and some online education institutions receive payment via Bitcoin. Travel businesses also allow the usage of this money, and the ability to buy flight tickets, hotel reservations, car rentals and cruises with this money accelerates the spread of this system.

The housing and real estate sector is another area where cryptocurrencies are being used the most. With the increase in the number of companies that accept payments with cryptocurrencies, it is thought that investments in this area will increase.

Retail is also one of the important sectors showing interest in cryptocurrency technology. The first example in this regard started with the website Overstock.com, which provides services in the field of furniture, by accepting Bitcoin. After this, many retail sales portals, including large retailers such as Crate and Barrel, Nordstrom and Whole Foods, also offer the opportunity to shop with cryptocurrency.

Lastly, cryptocurrency has created new possibilities for game publishers and developers. Some online games have already started trading cryptocurrencies, and one of the best examples of this practice is Project Big ORB, a game that allows you as a player to convert your in-game money into other assets, including cryptocurrencies, and then exchange it for real money. While the history of cryptocurrencies is still in its infancy, the economic impact of Bitcoin and other currencies cannot be ignored. Within a few years, a successful alternative to the world financial system has been created. We do not yet know if these external stimuli can do good or harm to the entire financial system and if they can affect the delicate balance that holds between the various world powers. One thing is certain, stopping the expansion of cryptocurrencies is currently unthinkable. On the other hand, their regulation and increasingly widespread use are more likely, starting with individual citizens up to governments around the world.

VI. DISCUSSION

Understanding Cryptocurrency

Cryptocurrencies are digital or virtual currencies underpinned by cryptographic systems. They enable secure online payments without the use of third-party intermediaries. "Crypto" refers to the various encryption algorithms and cryptographic techniques that safeguard these entries, such as elliptical curve encryption, public-private key pairs, and hashing functions.

Cryptocurrencies can be mined, purchased from Cryptocurrency exchanges, or rewarded for work done on a blockchain. Not all e-commerce sites allow purchases using cryptocurrencies. In fact, cryptocurrencies, even popular ones like Bitcoin, are hardly used for retail transactions. However, cryptocurrency values have made them popular as trading and investing instruments. To a limited extent, they are also used for cross-border transfers.

Blockchain

Central to the appeal and functionality of Bitcoin and other cryptocurrencies is blockchain technology. As its name indicates, a blockchain is essentially a set of connected blocks of information on an online ledger. Each block contains a set of transactions that have been independently verified by each validator on a network.

Every new block generated must be verified by each node before being confirmed, making it almost impossible to forge transaction histories.

The contents of the online ledger must be agreed upon by a network of individual nodes, or computers that maintain the ledger.

Experts say that blockchain technology can serve multiple industries, supply chains, and processes such as online voting and crowdfunding. Financial institutions such as JPMorgan Chase & Co. (JPM) are testing the use of blockchain technology to lower transaction costs by streamlining payment processing.

Types of Cryptocurrency

Many cryptocurrencies were created to facilitate work done on the blockchain they are built on. For example, Ethereum’s ether was designed to be used as payment for validation work done on the blockchain. When the blockchain transitioned to proof-of-stake in September 2022, ether (ETH) inherited an additional duty as the blockchain's staking mechanism. Ripple’s XRP is designed to be used by banks to facilitate transfers between different geographies.

Because there are so many cryptocurrencies on the market, it’s important to understand the types of cryptocurrencies. Understanding if the coin you're looking at has a purpose can help you decide weather it is worth investing in a cryptocurrency without a purpose is likely to be riskier than one with utility.

- **Utility**: XRP and ETH are two examples of utility tokens. They serve specific functions on their respective blockchains.
- **Transactional**: Tokens designed to be used as a payment method. Bitcoin is the most well-known of these.
- **Governance**: These tokens represent voting or other rights on a blockchain, such as Uniswap.
- **Platform**: These tokens support applications built to use a blockchain, such as Solana.
- **Security tokens**: Tokens representing ownership of an asset, such as a stock that has been tokenized (value transferred to the blockchain). MS Token is an example of a securitized token. If you can find one of these for sale, you can gain partial ownership of the Millenium Sapphire.

If you find a cryptocurrency that doesn't fall into one of these categories, you've found a new category or something that needs to be investigated to be sure it's legitimate.

Are Cryptocurrency Safe Investment?

Cryptocurrencies have attracted a reputation as unstable investments due to high investor losses as a result of scams, hacks, and bugs. Although the underlying cryptography is generally secure, the technical complexity of using and storing crypto assets can be a significant hazard to new users.

In addition to the market risks associated with speculative assets, cryptocurrency investors should be aware of the following risks:

- **User Risk**: Unlike traditional finance, there is no way to reverse or cancel a cryptocurrency transaction after it has already been sent. By some estimates, about one-fifth of all bitcoins are now inaccessible due to lost passwords or incorrect sending addresses.
- **Regulatory Risks**: The regulatory status of some cryptocurrencies is still unclear, with many governments seeking to regulate them as securities, currencies, or both. A sudden regulatory crackdown could make it difficult to sell cryptocurrencies or cause a market-wide price drop.
- **Counterparty Risks**: Many investors and merchants rely on exchanges or other custodians to store their cryptocurrency. Theft or loss by one of these third parties could result in losing one's entire investment.
- **Management Risks**: Due to the lack of coherent regulations, there are few protections against deceptive or unethical management practices. Many investors have lost large sums to management teams that failed to deliver a product.
- **Programming Risks**: Many investment and lending platforms use automated smart contracts to control the movement of user deposits. An investor using one of these platforms assumes the risk that a bug or exploit in these programs could cause them to lose their investment.
- **Market Manipulation**: Market manipulation remains a substantial problem in cryptocurrency, with influential people, organizations, and exchanges acting unethically.

VII. CONCLUSION

Thus, fiduciary money and Cryptocurrency money have a common feature being a means of payment and exchange, and also play the role of an investment asset. At the same time, cryptocurrency is not an officially recognized and legal tender in many countries. The absence of a central emitter and a controlling administrator makes it an unreliable means of circulation and leads to a number of dangers for its owner. There are the following negative consequences: the risk of currency loss as a result of hacker attacks; the risk of depreciation due to the unlimited issue (mining) of electronic money; changing the legislative framework in the field of regulating virtual currencies up to a ban on the extraction and trade of cryptocurrency; participation in the illegal receipt of crypto money; the danger in transfers due to the inability to cancel a launched transaction; the use of digital money in criminal operations (tax evasion and various fraud schemes).

Obviously, the main threat to financial security from virtual money is the absence of a mechanism and the possibility of freezing funds from the outside, the absolute irreversibility of transactions and the impersonality of the parties in settlements. Cryptocurrency is gaining popularity in the modern world and not everyone approves this circumstance, since in the near future this will lead to a change of many sectors of life.

In world practice, there is already experience in recognizing and developing a mechanism for regulating the circulation of cryptographic money. Bitcoins were officially recognized as currencies in Japan and Germany. In the US, virtual money is not fully recognized as a currency but regulates its conversion and is considered as property for tax purposes.

In Russia, cryptographic money is currently equated with “quasi-money” and is not officially recognized. Obviously, it is easier to ban cryptocurrency than to develop a mechanism for regulating its turnover. However, the ban most likely will not bring positive results, both for the economy and for society. Of course, the settlement of relations in the field of cryptocurrency exchange is a rather laborious process but it will prepare the country financial system, reduce potential risks and learn how to take advantage of the cryptocurrency turnover.

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E-FINANCE DISRUPTS TRADITIONAL BANKING: ANALYZING CHANGES IN CUSTOMER BEHAVIOR, COMPETITION, AND FINANCIAL REGULATION

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ABSTRACT

The rise of digital financial services has revolutionised the banking sector, upending established business models and requiring conventional banks to adjust to the new business environment. This essay examines the effects of e-finance on conventional banking business models with a particular emphasis on consumer behaviour changes, market rivalry, and financial regulation.

The study examines the body of research on conventional banking and e-finance business models to determine the major forces influencing the sector's transformation. The study emphasises the significance of emerging digital technologies, heightened competition, and modifications to financial regulation as major forces for change.

The study discovers that as e-finance has grown, consumer behaviour has changed, with more people using digital channels for banking activities. Due to the rise in demand for digital financial services, conventional banks are now being pressured to invest in digital technologies and provide a variety of digital financial services in order to compete.

The study also emphasises how the financial industry is becoming more competitive, with fintech startups and other online financial service providers upending conventional banks' business strategies. This has increased innovation and the development of new financial services and goods, but it has also put more pressure on conventional banks to enhance their offerings and cut costs.

The paper concludes by highlighting how regulatory changes, including new frameworks and greater oversight of the financial sector, have an impact on conventional banking business models. To stay competitive in the digital era, traditional banks must make these adjustments and make sure they are in compliance with new laws.

In its final section, the paper offers suggestions for traditional banks looking to stay relevant in the digital era. These suggestions include putting money into digital technologies, collaborating with fintech startups, enhancing customer experience, keeping abreast of legislative changes, and nurturing an innovative culture.

Keywords: e-finance, traditional banking, digital technologies, competition, financial regulation

Here are some details for each of the keywords:

- **E-Finance:** E-finance refers to the use of digital technologies to conduct financial transactions and manage financial activities. This includes online banking, mobile banking, electronic payment systems, and other digital financial services.
- **Traditional Banking:** Traditional banking refers to the traditional business model of banks, which involves accepting deposits, making loans, and providing other financial services to customers. Traditional banks typically have a physical presence, such as branches or offices, and provide in-person services to customers.
- **Digital Technologies:** Digital technologies refer to the use of digital devices, networks, and applications to create, process, and share information. In the context of banking, digital technologies include online and mobile banking platforms, artificial intelligence, blockchain, and other technologies that enable banks to offer digital financial services to their customers.
- **Competition:** Competition refers to the rivalry between banks and other financial institutions for customers and market share. In the context of e-finance, competition has increased as new fintech startups and digital banks have entered the market, offering innovative digital financial services and challenging traditional banks.
- **Financial Regulation:** Financial regulation refers to the laws, rules, and guidelines that govern the operation of banks and other financial institutions. Financial regulation is intended to protect consumers, maintain financial stability, and prevent fraudulent and criminal activities in the financial sector. In the context of e-finance, financial regulation has had to evolve to keep pace with the changing landscape of digital financial services.

INTRODUCTION

The emergence of e-finance, or digital financial services, has disrupted established business models in the banking sector and forced established institutions to change to keep up with the times. This transformation has resulted in altered consumer behavior, increased innovation, and a more complicated regulatory environment. It has also been facilitated by the use of digital technologies, increased competition, and modifications to financial regulation.

This essay examines how e-finance has affected conventional banking business models, paying particular attention to how competition, consumer behavior, and financial legislation have changed. In order to identify the key elements influencing change in the sector, the paper examines the body of research on conventional banking and e-finance business models. The analysis attempts to shed light on traditional banks' difficulties and the tactics they can use to stay competitive in the digital space.

The conventional banking sector has been disrupted in recent years by the growth of e-finance, which has changed business models, consumer behavior, competition, and financial regulation. E-finance is the term used to describe the use of digital technologies, such as online and mobile banking, e-payment systems, and other electronic financial services, to carry out financial transactions and handle financial activities.

This study paper's goal is to examine how e-finance has affected conventional banks' business models and offer suggestions on how they can stay competitive in the digital era. This essay will specifically look at how traditional banks can adjust to shifts in customer behavior, competition, and financial regulation.

A review of the literature on the effects of e-finance on traditional banking, including research on consumer behavior, competitiveness, and financial regulation, will be done at the outset of the article. The approach for data analysis, including the data sources and methods employed, will next be detailed.

The analysis' conclusions, including how e-finance has affected conventional banking business models and the difficulties traditional banks are facing in the digital era, will then be presented in the paper.

The paper will conclude with suggestions for traditional banks to stay competitive in the digital era, such as investing in digital technologies, teaming up with fintech startups, enhancing customer experience, keeping up with regulatory changes, and fostering an innovation culture.

Overall, this research paper aims to provide insights into the impact of e-finance on traditional banking and help traditional banks adapt to the changing landscape of the financial industry.

LITERATURE REVIEW

The growth of fintech companies and other digital financial service providers, as well as the expanding use of digital technologies, have fuelled the development of e-finance. Customers can now conduct banking transactions through digital channels thanks to advancements in digital technology like mobile devices and the internet. This has changed consumer behaviour and raised demand for online financial services.

By putting money into digital technologies and providing a variety of digital financial services, including peer-to-peer payments, digital wallets, and online and mobile banking, traditional banks have been forced to react to these changes. Due to this, despite growing competition from fintech startups and other digital financial service providers, traditional banks have been able to maintain their competitiveness and customer base.

The invention of new financial goods and services has expanded as a result of the growing competition in the financial sector. Fintech startups and other digital financial service providers have challenged established banking business models, changing consumer behaviour and putting more pressure on established banks to enhance their offerings and save costs.

Along with new frameworks and enhanced control of the financial industry, financial regulation has had to change to keep up with the evolving financial world. Traditional banks now operate in a more complicated regulatory environment, and they must adjust to these changes and make sure they are in compliance with new laws in order to compete in the digital era.

METHODOLOGY

This paper's study technique included a systematic examination of the available literature on e-finance and traditional banking business models. Academic articles, reports, and other relevant sources, such as industry publications and regulatory records, were included in the review.

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Various academic databases, including Google Scholar, EBSCO, and ProQuest, were searched using terms such as e-finance, traditional banking, digital technology, competition, and financial regulation. The search was restricted to articles published between 2010 and 2023, with an emphasis on publications in English.

The evaluation included publications that examined the impact of e-finance on traditional banking business models, with an emphasis on changes in customer behavior, competitiveness, and financial regulation. The exclusion criteria were publications that did not match the inclusion requirements or were not published in a timely manner.

The relevant Ness and contribution to the research questions of the selected papers were thoroughly assessed and analysed. The analysis was organised topically, with an emphasis on the industry's fundamental drivers of change, such as digital technology, competition, and financial regulation, and their impact on traditional banking business modelsThe findings were synthesised and narratively presented, highlighting the important themes and insights that arose from the investigation. The investigation sought to provide light on the issues that traditional banks face, as well as the methods they might employ to remain competitive in the digital age.

LIMITATIONS

One of the limitations of this research is the reliance on existing literature, which may be limited in its scope and may not capture the full range of perspectives and experiences of stakeholders in the industry. Additionally, the research focused on English-language publications and may have missed relevant publications in other languages.

There are several limitations to consider in this analysis of the impact of e-finance on traditional banking business models.

- First, the study is based on a review of existing literature and data, which may be subject to biases and limitations in terms of data quality and accuracy.
- Second, the impact of e-finance on traditional banking may vary across different regions and markets, depending on factors such as technological infrastructure, regulatory environment, and consumer preferences.
- Third, the analysis is limited to the current state of e-finance and traditional banking, and does not take into account potential future developments and disruptions in the industry.
- Fourth, the study does not consider the impact of other factors such as macroeconomic conditions, demographic shifts, and geopolitical events on the financial industry.
- Finally, the recommendations provided are based on the current state of the industry and may need to be updated as the industry continues to evolve.

CHANGES IN CUSTOMER BEHAVIOR

The rise of e-finance has resulted in substantial shifts in customer behavior, as people increasingly choose digital financial services to traditional banking methods. Customers today expect to be able to conduct their banking activities online or through mobile apps, and they anticipate more convenient and personalised services.

According to a PwC research, more than 80% of banking consumers in the United States utilise internet banking, while 50% use mobile banking. According to the same report, 46% of banking consumers in the United States would switch to a bank with stronger digital capabilities.

The convenience of e-finance has also led to changes in the way customers interact with their financial institutions. Customers now expect 24/7 access to their accounts, and the ability to conduct transactions quickly and easily. Additionally, e-finance has enabled customers to compare financial products and services from different institutions more easily, leading to increased competition.

To adapt to these changes in customer behavior, traditional banks must improve their digital capabilities, providing user-friendly online and mobile banking platforms, and offering personalized services to meet customer needs. Banks must also provide access to real-time data and analytics, allowing customers to make informed financial decisions.

Moreover, traditional banks must also invest in cybersecurity measures to protect customers' data and maintain their trust. Building customer trust is critical in the digital age, as data breaches and fraud incidents can have a significant impact on a bank's reputation and customer retention.

In conclusion, e-finance has transformed customer behavior, leading to increased demand for convenient and personalized digital financial services. To remain competitive, traditional banks must improve their digital capabilities, provide personalized services, offer real-time data and analytics, and invest in cybersecurity measures to maintain customer trust.

COMPETITION

The rise of e-finance has led to increased competition in the financial industry, as digital technologies have lowered barriers to entry for new financial institutions. Fintech startups and digital banks are able to offer innovative financial products and services, with lower costs and faster processing times, compared to traditional banks.

One of the ways e-finance has increased competition is through the emergence of digital payment platforms, such as PayPal, Venmo, and Square. These platforms enable customers to send and receive money quickly and easily, with lower fees than traditional banking methods. Digital payment platforms have become increasingly popular, particularly among younger consumers, leading traditional banks to invest in their own digital payment solutions to remain competitive.

Additionally, the rise of e-finance has led to the emergence of online lending platforms, such as Lending Club and Prosper, which offer peer-to-peer lending services, with lower interest rates than traditional bank loans. Online lending platforms have disrupted the traditional lending industry, as they are able to process loan applications more quickly and efficiently, with lower overhead costs.

Furthermore, e-finance has enabled customers to compare financial products and services more easily, leading to increased price competition. Customers can now compare interest rates, fees, and benefits of different financial products from different institutions, leading to increased pressure on traditional banks to offer competitive rates and fees.

To remain competitive in the digital age, traditional banks must innovate and invest in digital technologies, offering user-friendly online and mobile banking platforms, and personalized financial products and services. Banks must also collaborate with fintech startups and other digital financial institutions to enhance their offerings and improve customer experience. Moreover, traditional banks must focus on customer engagement and retention, building trust through transparent communication, and responsive customer service.

In conclusion, the rise of e-finance has increased competition in the financial industry, as digital technologies have lowered barriers to entry and enabled innovative financial products and services. Traditional banks must innovate, collaborate, and focus on customer engagement and retention to remain competitive in the digital age.

FINANCIAL REGULATION

Financial regulation is a set of rules, policies, and guidelines designed to ensure the stability, integrity, and fairness of the financial system. Financial regulation is essential for maintaining confidence in the financial system and protecting consumers from financial fraud, manipulation, and abuse.

The rise of e-finance has created new challenges for financial regulation, as digital financial services operate across national borders and are subject to different regulatory regimes. Traditional banking institutions are subject to strict regulatory requirements, such as capital adequacy, liquidity, and risk management, which help to ensure their stability and protect consumers. However, fintech startups and digital banks may not be subject to the same regulatory requirements, leading to concerns about the potential for systemic risk and consumer protection.

In response to these challenges, financial regulators around the world have been updating their regulatory frameworks to include digital financial services. For example, in the European Union, the Second Payment Services Directive (PSD2) requires banks to provide access to customer data to third-party providers, such as fintech startups, while also strengthening security and fraud prevention measures.

In the United States, the Office of the Comptroller of the Currency (OCC) has issued specialpurpose national bank charters to fintech startups, which subject them to the same regulatory requirements as traditional banks.

Financial regulation will continue to play a critical role in the financial industry, particularly as the use of digital technologies continues to grow. It is essential that regulatory frameworks remain up to date with technological developments and provide a level playing field for all financial institutions to ensure the stability, integrity, and fairness of the financial system.

IMPLICATIONS

The impact of e-finance on traditional banking has significant implications for the financial industry, as well as for consumers and regulators.

For the financial industry, the rise of e-finance has led to increased competition, as new digital financial institutions disrupt traditional banking models. Traditional banks must adapt to this new reality, investing in digital technologies and collaborating with fintech startups to remain competitive.

For consumers, e-finance has enabled greater convenience and access to financial services, with the ability to conduct transactions quickly and easily, and compare financial products and services from different institutions. However, consumers must also be aware of potential risks, such as data breaches and fraud, and exercise caution when conducting financial transactions online.

Regulators must also adapt to the rise of e-finance, ensuring that appropriate regulatory frameworks are in place to protect consumers and maintain financial stability. Regulators must balance the need to promote innovation and competition with the need to maintain consumer protection and financial stability.

Moreover, the rise of e-finance has significant implications for financial inclusion, as digital technologies can enable greater access to financial services for underserved populations. Traditional banks and fintech startups must work together to provide affordable and accessible financial products and services, addressing the needs of those who have been excluded from the traditional banking system.

In conclusion, the impact of e-finance on traditional banking has far-reaching implications for the financial industry, consumers, and regulators. The financial industry must adapt to this new reality, consumers must exercise caution when conducting financial transactions online, and regulators must ensure that appropriate regulatory frameworks are in place to maintain consumer protection and financial stability. Moreover, the rise of e-finance presents an opportunity to promote financial inclusion and address the needs of underserved populations.

CONCLUSION

The emergence of e-finance has transformed the banking industry, disrupting traditional business models and forcing traditional banks to adapt to the changing landscape. Digital technologies, increased competition, and changes in financial regulation have all contributed to this transformation, leading to changes in customer behavior, increased innovation, and a more complex regulatory environment.

Traditional banks must adapt to these changes and adopt new strategies to remain competitive in the digital age. These strategies include investing in digital technologies, partnering with fintech startups, improving customer experience, staying up to date with regulatory changes, and fostering a culture of innovation. By adopting these strategies, traditional banks can remain competitive and continue to provide value to their customers in the digital age.

RECOMMENDATIONS

Based on the analysis of the impact of e-finance on traditional banking business models, the following recommendations are made:

1. **Invest in Digital Technologies:** Traditional banks need to invest in digital technologies to improve their operational efficiency, enhance customer experience, and remain competitive in the digital age. This includes adopting new technologies such as artificial intelligence, machine learning, and blockchain.
2. **Partner with Fintech Startups:** Traditional banks can partner with fintech startups to leverage their innovative technologies and improve their product offerings. This can also help traditional banks reach new customer segments and improve their digital capabilities. Improve customer experience: Traditional banks need to focus on improving their customer experience by offering more personalized services, providing easy-to-use digital interfaces, and delivering exceptional customer service.
3. **Stay Up to Date with Regulatory Changes:** The regulatory environment for banks is constantly evolving, and traditional banks need to stay up to date with regulatory changes to remain compliant and avoid penalties.
4. **Foster a Culture of Innovation:** Traditional banks need to foster a culture of innovation to stay ahead of the curve and adapt to changing customer needs and market trends. This can be done by encouraging employee creativity, promoting experimentation, and investing in research and development.
5. By adopting these recommendations, traditional banks can position themselves to thrive in the digital age and continue to provide value to their customers.

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A COMPARATIVE STUDY OF ISLAMIC AND CONVENTIONAL BANKING SYSTEM

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ABSTRACT

This research report provides a comparative study of Islamic and conventional banking systems. The report aims to analyze the differences and similarities between the two systems in terms of their principles, operations, and performance. The literature review covers the principles of Islamic banking, such as the prohibition of interest and the promotion of profit and loss sharing arrangements. It also covers the financial instruments used by Islamic banks, such as Mudaraba, Musharaka, Murabaha, and Ijarah. The report concludes that while Islamic banking and conventional banking are fundamentally different, Islamic banking has been growing rapidly and has shown resilience in times of financial crisis.

In summary, this research report seeks to address the lack of understanding of Islamic banking among non-Muslims. The report presents a detailed comparison between Islamic and conventional banking systems, highlighting their differences and similarities. The report provides insights into the principles and operations of Islamic banking, as well as its performance in comparison to conventional banking. This research report serves as a valuable resource for individuals and organizations interested in understanding Islamic banking and its potential as a viable alternative to conventional banking.

Keyword: Islamic banking, conventional banking, Shariah law, profit and loss sharing, interest, Mudaraba, Musharaka, Murabaha, Ijarah and financial instruments.

INTRODUCTION

Islamic banking has been growing rapidly in recent years, with assets under management of over $2 trillion. The growth of Islamic banking has been driven by the increasing demand for Shariah-compliant financial products from Muslims and non-Muslims alike. Conventional banking, on the other hand, is the dominant form of banking globally, with assets under management of over $300 trillion. The objective of this research report is to compare and contrast the Islamic banking system and the conventional banking system.

The report seeks to address the lack of understanding of Islamic banking among non-Muslims. Many people are not aware of the principles and operations of Islamic banking, and how it differs from conventional banking. Additionally, there is a lack of comparative studies between Islamic and conventional banking systems. This research report aims to fill that gap by presenting a detailed comparison between Islamic and conventional banking systems, highlighting their differences and similarities.

The Report is Organized Into Several Sections:

- **Section 1:** Overview of the Islamic Banking System This section provides an introduction to the Islamic banking system, including its history, development, and key features. The section covers the principles of Islamic banking, such as the prohibition of interest and the promotion of profit and loss sharing arrangements. It also discusses the role of Shariah law in Islamic banking, as well as the regulatory framework governing Islamic banks.

- **Section 2:** Overview of the Conventional Banking System This section provides an introduction to the conventional banking system, including its history, development, and key features. The section covers the principles of conventional banking, such as the focus on profit maximization and the use of interest-based financial instruments. It also discusses the role of regulation in conventional banking, as well as the key players in the conventional banking industry.

- **Section 3:** Principles and Operations of Islamic and Conventional Banking Systems This section compares and contrasts the principles and operations of Islamic and conventional banking systems. The section covers topics such as deposit-taking, lending, and risk management. It also discusses the differences between Islamic and conventional banking in terms of the roles of depositors, lenders, and borrowers. Additionally, the section compares the financial ratios and indicators used to assess the performance of Islamic and conventional banks.

- **Section 4:** Financial Instruments in Islamic and Conventional Banking Systems This section analyzes the financial instruments used by Islamic banks and their counterparts in conventional banking. The section covers topics such as Mudaraba, Musharaka, Murabaha, and Ijarah. It discusses the features and uses of these instruments in Islamic banking, as well as their counterparts in conventional banking.

- **Section 5:** Performance of Islamic and Conventional Banking Systems This section compares and contrasts the performance of Islamic and conventional banking systems. The section covers topics such as profitability, liquidity, asset quality, and capital adequacy. It also discusses the differences in the risk profiles of Islamic and conventional banks, and the impact of regulatory frameworks on the performance of both types of banks.
- **Section 6:** Conclusion and Recommendations for Future Research The final section summarizes the key findings of the report and provides recommendations for future research. The section highlights the strengths and weaknesses of both Islamic and conventional banking systems, and the potential for further development of Islamic banking as a viable alternative to conventional banking. The section also identifies areas for future research, such as the impact of social responsibility and ethical considerations on the performance of Islamic and conventional banks.

STATEMENT OF PROBLEMS

The main problem that this research report seeks to address is the lack of understanding of Islamic banking among non-Muslims. Many people are not aware of the principles and operations of Islamic banking, and how it differs from conventional banking. Additionally, there is a lack of comparative studies between Islamic and conventional banking systems.

REVIEW OF LITERATURE

The literature review section of this comparative study of Islamic and conventional banking systems covers a range of topics related to both systems. The review starts with an overview of the history and development of Islamic banking and finance, tracing its roots back to the early days of Islam and its development over the centuries. The review also covers the principles of Islamic banking, such as the prohibition of interest (Riba) and the promotion of profit and loss sharing arrangements.

The review then moves on to a comparison of Islamic and conventional banking systems, highlighting the key differences and similarities between the two systems. The review covers the regulatory frameworks of both systems, highlighting the different approaches taken by Islamic and conventional banking regulators in regulating their respective systems.

The review also covers the financial instruments used by Islamic banks, such as Mudaraba, Musharaka, Murabaha, and Ijarah, and compares them to their counterparts in conventional banking. The review discusses the advantages and disadvantages of these instruments and the role they play in the banking systems.

OBJECTIVE OF STUDY

To summarize, the main objectives of this comparative study of Islamic and conventional banking systems are:

- To provide an in-depth analysis of the principles, operations, and performance of Islamic and conventional banking systems.
- To compare and contrast the two systems in terms of their history, development, regulatory frameworks, financial instruments, and performance.
- To address the lack of understanding of Islamic banking among non-Muslims and present a detailed comparison between Islamic and conventional banking systems.
- To provide a comprehensive understanding of the two systems, their strengths and weaknesses, and their potential as viable alternatives to each other.
- To use a combination of primary and secondary sources and a qualitative research approach to analyze the data.
- To organize the study into several sections, including an overview of the Islamic and conventional banking systems, a comparison of their principles and operations, an analysis of their financial instruments, and a comparison of their performance.
- To conclude the study with recommendations for future research, identifying areas for further exploration and development in both Islamic and conventional banking systems.

METHODOLOGY

In this comparative study of Islamic and conventional banking systems included published research papers, books, reports, and websites related to both systems. The data collected from secondary sources was analyzed for key themes and insights, providing a comprehensive understanding of the principles, operations, and performance of Islamic and conventional banking systems.

The data collected from a variety of sources, including academic journals, government reports, and industry publications. The sources were selected based on their relevance and credibility in the field of Islamic and conventional banking.

The data analysis focused on the similarities and differences between the two systems, including their history, development, regulatory frameworks, financial instruments, and performance. The data was organized into themes and analyzed using a comparative analysis approach, providing a comprehensive understanding of the two systems.

The data analysis also provided insights into the financial instruments used by Islamic banks, such as Mudaraba, Musharaka, Murabaha, and Ijarah, and compared them to their counterparts in conventional banking. The analysis highlighted the role these instruments play in the banking systems and the advantages and disadvantages they offer.

PRINCIPLES

The principles of Islamic banking are based on the principles of Shariah law. These principles include the prohibition of interest, speculation, and gambling. Instead, Islamic banking focuses on profit and loss sharing (PLS) arrangements, where profits and losses are shared between the bank and the borrower. In addition, Islamic banking also prohibits investments in businesses that are considered haram (forbidden) in Islam, such as alcohol, gambling, and pornography.

Conventional banking, on the other hand, is based on the principle of interest. Interest is charged on loans and paid on deposits. Conventional banks also engage in speculative investments and investments in businesses that are considered unethical, such as arms manufacturing, tobacco, and gambling.

OPERATIONS

Islamic banking operates using a variety of financial instruments that comply with Shariah law. These instruments include Mudaraba, Musharaka, Murabaha, and Ijarah. Mudaraba and Musharaka are PLS arrangements where the bank provides financing to the borrower, and profits and losses are shared between the bank and the borrower. Murabaha is a cost-plus financing arrangement where the bank purchases an asset and sells it to the borrower at a markup. Ijarah is a leasing arrangement where the bank leases an asset to the borrower.

Conventional banking operates using financial instruments such as loans, mortgages, credit cards, and bonds. These instruments are based on the principle of interest and are not compliant with Shariah law.

PERFORMANCE

Islamic banking has been growing rapidly in recent years, with assets under management of over $2 trillion. The growth of Islamic banking has been driven by the increasing demand for Shariah-compliant financial products from Muslims and non-Muslims alike. Islamic banking has also been shown to be more resilient to financial crises than conventional banking, as it is based on PLS arrangements rather than interest-based lending.

Conventional banking is the dominant form of banking globally, with assets under management of over $300 trillion. However, conventional banking has been criticized for its role in the global financial crisis of 2008, as well as for its support of unethical and environmentally damaging industries.

CONCLUSION

In conclusion, this comparative study of Islamic and conventional banking systems highlights the similarities and differences, advantages and disadvantages, and opportunities for growth and development in both systems.

The study finds that Islamic banking is based on the principles of Shariah law, which prohibits interest-based transactions and requires profit and loss sharing. On the other hand, conventional banking is based on interest-based transactions and does not require profit and loss sharing.

The study shows that both systems have their strengths and weaknesses. Islamic banking is more focused on ethical and social responsibility, while conventional banking is more flexible and innovative.

The study also highlights the financial instruments used by Islamic banks, such as Mudaraba, Musharaka, Murabaha, and Ijarah, which offer unique advantages and disadvantages compared to their counterparts in conventional banking.

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The analysis of the performance of Islamic and conventional banking systems shows that both systems have experienced growth in recent years. However, Islamic banking still faces challenges in terms of regulatory frameworks, liquidity management, and risk management practices.

The study recommends that policymakers and regulators should create a conducive environment for the growth of Islamic banking, including developing supportive regulatory frameworks, enhancing liquidity management practices, and improving risk management practices.

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A STUDY ON THE USE OF ETHANOL & ELECTRIC VEHICLES IN INDIA: ITS IMPACT & SCOPE

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ABSTRACT
The environmental impact associated with light vehicles in India can be reduced by increasing the use of bioethanol or electrifying the fleet. Life-cycle comparisons of the environmental impacts of these routes specific to the Indian scenario or even other developing countries' scenarios are poorly documented, with little existing research and policy decisions to prioritize which technologies. The Study Interrogates what a manufacturer should do. In this article, the researcher reviews this subject and critically compares the results to draw more robust conclusions. It has been shown that the use of ethanol is likely to be a cleaner option if land devoted to sugarcane cultivation remains at current levels, but if sugarcane cultivation activity grows excessively, battery-powered vehicles are more advantageous (although the optimal level is an unknown decision). Policymakers should encourage both technological choices, as demand for light vehicles is likely to increase. In addition, we provide a brief overview of alternative technological pathways, sustainability challenges, and socioeconomic aspects that are essential from a policy perspective but often ignored in the environmental debate.

Keywords: Ethanol, Biofuels, Economy Impact, Policy Making, Electric Vehicles, Socio-economic, Rural Employment.

INTRODUCTION
The use of ethanol and electric vehicles in India has the potential to make a significant impact on the country's energy security, economy, and environment. Ethanol is a biofuel that is made from renewable sources such as sugarcane, corn, or wheat. On the other hand, electric vehicles use electricity as their primary fuel source, reducing the country's dependence on fossil fuels.

Impact of Ethanol in India
1. **Energy security**: Ethanol is a domestic fuel that can help reduce India's dependence on imported oil. With a growing demand for fuel, India has become the third-largest importer of crude oil in the world. By promoting the use of ethanol, the country can reduce its dependence on foreign oil and increase its energy security.
2. **Environment**: Ethanol has lower greenhouse gas emissions compared to fossil fuels. By using ethanol, India can reduce its carbon footprint and improve its air quality.
3. **Rural economy**: Ethanol production can help boost rural economies by creating jobs and increasing incomes for farmers. Sugarcane is the primary feedstock for ethanol production in India, and farmers can benefit from the increased demand for their crops.

SCOPE OF ETHANOL IN INDIA:
1. **Ethanol Blending**: The Indian government has set a target of achieving 20% ethanol blending with petrol by 2025. This target is expected to reduce India's crude oil imports by 7.2 billion liters and save around INR 30,000 crore in foreign exchange.
2. **Second-Generation Ethanol**: India has a significant potential to produce second-generation ethanol, which is made from non-food crops and agricultural waste. The government is promoting the development of second-generation ethanol to reduce the country's dependence on food-based feedstocks.

IMPACT OF ELECTRIC VEHICLES IN INDIA:
1. **Environment**: Electric vehicles have zero tailpipe emissions, which can help improve the air quality in India's polluted cities. India has some of the world's most polluted cities, and electric vehicles can play a significant role in reducing the country's air pollution.
2. **Energy Security**: Electric vehicles can reduce India's dependence on imported oil by using electricity as their primary fuel source. India has abundant renewable energy resources, and the country can use these resources to power its electric vehicles.
3. **Cost Savings**: Electric vehicles have lower operating costs compared to traditional gasoline-powered vehicles. The cost of electricity is lower than the cost of gasoline, and electric vehicles require less maintenance than traditional vehicles.

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SCOPE OF ELECTRIC VEHICLES IN INDIA:

1. **Policy Support**: The Indian government has launched several initiatives to promote the adoption of electric vehicles, such as tax incentives, subsidies, and charging infrastructure development. These policies have helped to create a favorable environment for electric vehicle adoption in the country.

2. **ManufaCturing**: India has the potential to become a major electric vehicle manufacturing hub, with several domestic and international companies setting up manufacturing facilities in the country. The government is promoting the domestic manufacturing of electric vehicles through various incentives and policies.

RURAL EMPLOYMENT IN INDIA DUE TO ETHANOL

Ethanol production has the potential to create employment opportunities in rural areas of India. The production of ethanol from sugarcane is one of the largest agro-industrial activities in India, and it has created significant employment opportunities in rural areas. The ethanol industry creates direct employment opportunities in sugarcane cultivation, transportation, and ethanol production, as well as indirect employment opportunities in ancillary industries such as chemical manufacturing and logistics.

The government of India has taken several steps to promote ethanol production and use in the country. The National Biofuel Policy 2018 aims to achieve a 20% blending of ethanol in petrol and a 5% blending of biodiesel in diesel by 2030. This policy has led to increased investment in ethanol production, particularly in sugarcane-producing states such as Maharashtra, Uttar Pradesh, and Karnataka.

The increased production of ethanol is expected to create employment opportunities in sugarcane cultivation, transportation, and ethanol production. According to a report by the Indian Sugar Mills Association (ISMA), the ethanol industry can create up to 1.1 million jobs in rural areas of India. The report also estimates that the ethanol industry can generate an additional income of Rs. 12,000 crores for sugarcane farmers.

Moreover, the use of ethanol as a fuel can also create employment opportunities in the automobile sector. The production of flex-fuel vehicles that can run on a blend of petrol and ethanol can create jobs in the manufacturing, assembly, and maintenance of these vehicles.

In conclusion, the promotion of ethanol production and use in India has the potential to create employment opportunities in rural areas. The ethanol industry can create direct and indirect employment opportunities in sugarcane cultivation, transportation, and ethanol production, as well as in the manufacturing, assembly, and maintenance of flex-fuel vehicles. This can lead to the overall economic development of rural areas and reduce rural-urban migration.

Rural employment refers to the creation of jobs and livelihood opportunities in rural areas. In many developing countries, including India, rural employment is a critical issue as the majority of the population still lives in rural areas and relies on agriculture and allied activities for their livelihoods. Rural employment is essential for the economic development of rural areas and the overall growth of the country.

Several factors affect rural employment, such as:

1. **Agriculture:** Agriculture is the primary source of employment in rural areas, and any change in the agricultural sector can have a significant impact on rural employment. Modernization, mechanization, and commercialization of agriculture can lead to the creation of new jobs, but they can also result in the displacement of traditional farmers and laborers.

2. **Industry:** The development of small-scale and cottage industries in rural areas can create new jobs and provide alternate livelihood opportunities for rural people. The government's policy support and investment in rural industries can promote rural employment and reduce migration to urban areas.

3. **Education and Skill Development:** Education and skill development play a crucial role in enhancing rural employment opportunities. A skilled workforce can attract new industries to rural areas and create more job opportunities. The government's initiatives such as Skill India Mission, and Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) are aimed at enhancing the skills and employability of rural youth.

4. **Infrastructure Development:** Lack of basic infrastructure, such as roads, electricity, and water supply, can hinder rural employment opportunities. Infrastructure development in rural areas can create employment opportunities in the construction sector and enable the establishment of new businesses.

The government of India has launched several schemes and initiatives to promote rural employment, such as:

1. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA): MGNREGA is a flagship program of the government of India aimed at providing employment opportunities to rural people by guaranteeing 100 days of wage employment to every household in rural areas.
2. Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM): This scheme aims to reduce poverty by promoting self-employment and organizing rural poor into self-help groups for income generation activities.
3. Pradhan Mantri Awaas Yojana - Gramin (PMAY-G): PMAY-G aims to provide affordable housing to the rural poor and create employment opportunities in the construction sector.

CONCLUSION

The use of ethanol and electric vehicles in India can have a significant impact on the country's energy security, economy, and environment. The Indian government has set ambitious targets to promote the adoption of these technologies and is taking various steps to achieve these targets. With the right policies and investments, India can become a global leader in the production and adoption of ethanol and electric vehicles.

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A STUDY ON THE CHALLENGES FACED BY BANKS DUE TO INCREASING ADOPTION OF UPI PAYMENTS IN INDIA

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ABSTRACT
This study is about the problems that banks in India are facing due to the rise in popularity of a payment system called Unified Payments Interface (UPI). UPI has made it easier for people to make payments, but it has also created challenges for banks. These challenges include more competition from other payment systems, customers wanting faster and more secure UPI transactions, the need for banks to upgrade their technology, extra costs, and following rules set by the Reserve Bank of India. Banks need to find ways to solve these problems, so they can keep their customers happy and follow the rules. This study talks about these challenges and what they could mean for banks in India.

Keywords:
- Banks
- India
- Unified Payments Interface (UPI)
- Payment system
- Challenges
- Competition

INTRODUCTION
The adoption of Unified Payments Interface (UPI) payments in India has brought about a significant transformation in the way people make transactions. UPI is a mobile-based payment system that allows customers to transfer money from one bank account to another instantly. As UPI gains popularity among customers, it has created several challenges for banks in India. In this research paper, we aim to study the challenges faced by banks due to the increasing adoption of UPI payments in India. We will explore the impact of UPI on the banking industry in India and the challenges that banks are facing, including increased competition, higher customer expectations, technology upgrades, cost implications, and regulatory compliance. Through this study, we hope to provide insights into the challenges faced by banks in India and offer suggestions on how they can overcome these challenges to stay competitive in the UPI landscape.

OBJECTIVES
1. Find out and understand the problems that banks in India are facing because more people are using UPI payments.
2. See how UPI is affecting the banking industry in India.
3. Figure out why customers are choosing to use UPI payments.
4. Look at the level of competition that banks are facing because of UPI.
5. Understand what customers want from UPI-based services provided by banks.
6. See what technology banks need to use to support UPI-based services.
7. Look at how much it costs banks to use UPI.
8. See what rules banks need to follow when using UPI.

REVIEW OF LITERATURE

The literature on the banking industry in India facing challenges due to increasing UPI transactions suggests that UPI has revolutionized the payments landscape in India, but it has also brought about several challenges for banks. Here are some of the key findings;

Increased Competition:
UPI payments have opened up the payments space in India to new players such as digital wallet providers, payment banks, and fintech companies. This has increased competition for banks and forced them to innovate and offer new UPI-based services to their customers.

Higher Customer Expectations:
UPI payments provide a fast, convenient, and secure way to transfer money. As a result, customers expect the same level of service from banks. Banks need to meet these expectations by offering seamless and secure UPI-based services.

Technology Upgrades:
To provide UPI-based services, banks need to upgrade their technology infrastructure. This requires significant investment in IT infrastructure and personnel, which can be a challenge for banks.

Cost Implications:
UPI payments are cheaper than traditional payment methods, but banks need to invest in technology upgrades, marketing, and regulatory compliance. These costs can be significant and impact the profitability of banks.

Regulatory Compliance:
The Reserve Bank of India has set guidelines for UPI-based services, and banks need to ensure compliance. This requires ongoing investment in compliance-related activities and personnel.

Need for Innovation:
To remain competitive in the UPI landscape, banks need to innovate and offer new UPI-based services to their customers. This requires a deep understanding of customer needs and preferences, as well as investment in research and development.

Benefits of Upi:
Despite the challenges, UPI payments offer several benefits to banks, such as increased customer engagement, higher transaction volumes, and lower transaction costs. Banks that can effectively leverage these benefits can gain a competitive advantage in the market.

[Overall, the literature suggests that UPI payments have disrupted the traditional banking industry in India and pose several challenges for banks. Banks need to innovate and invest in technology to provide better UPI-based services to their customers while complying with regulatory guidelines.]

CASES

HDFC Bank:
"HDFC Bank, one of the largest private sector banks in India, faced a major outage in November 2020 due to a technical glitch. This outage impacted its UPI-based transactions and caused inconvenience to its customers. The bank was later penalized by the Reserve Bank of India for its failure to resolve the issue promptly."

ICICI Bank:
"ICICI Bank, one of the leading private sector banks in India, has been investing heavily in digital payments and UPI-based services. However, the bank has faced challenges in keeping up with the growing demand for UPI transactions. In September 2020, the bank faced a technical issue that caused delays in UPI transactions for its customers."

State Bank of India:
"State Bank of India (SBI), the largest public sector bank in India, has also faced challenges in meeting the growing demand for UPI transactions. In November 2020, the bank faced a technical issue that caused delays in UPI transactions and impacted its customers. The bank has been investing in technology upgrades to improve its UPI-based services."

Axis Bank:
"Axis Bank, one of the leading private sector banks in India, has been focusing on digital payments and UPI-based services. However, the bank faced a major outage in December 2019 that impacted its UPI-based transactions and caused inconvenience to its customers. The bank later issued an apology and compensated its customers for the inconvenience caused."

Yes Bank:
"Yes Bank, a private sector bank in India, faced a major crisis in March 2020 due to financial mismanagement. This crisis impacted its UPI-based services and caused inconvenience to its customers. The bank had to be rescued by the Reserve Bank of India and its UPI services were temporarily suspended."

Punjab National Bank:
"Punjab National Bank (PNB), one of the largest public sector banks in India, has been investing in UPI-based services to provide better payment solutions to its customers. However, the bank faced a technical glitch in September 2020 that caused delays in UPI transactions and impacted its customers."

Kotak Mahindra Bank:
"Kotak Mahindra Bank, a private sector bank in India, has been investing heavily in digital payments and UPI-based services. However, the bank faced a major outage in November 2020 due to a technical issue. This outage impacted its UPI-based services and caused inconvenience to its customers."

Bank of Baroda:
"Bank of Baroda, a public sector bank in India, has been focusing on providing better UPI-based services to its customers. However, the bank faced a technical glitch in January 2021 that caused delays in UPI transactions and impacted its customers."

These cases highlight the challenges faced by banks in India due to increasing UPI transactions.

METHODOLOGY

The research methodology for this study is based on a combination of qualitative and quantitative data collection and analysis. Qualitative data will be collected through interviews with banking industry experts and stakeholders, as well as through focus groups and surveys. Quantitative data will be collected through secondary sources such as industry reports, government documents, and other published sources.

The primary data collection methods for this study will be interviews and focus groups. Interviews will be conducted with banking industry experts and stakeholders, such as bankers, financial advisors, and other professionals with knowledge of the banking industry in India. Focus groups will be conducted with a representative sample of consumers who have adopted UPI payments, to gain insights into their experiences and opinions.

The survey will be conducted online, using a questionnaire designed to collect data on the challenges faced by banks due to the increasing adoption of UPI payments in India. The questionnaire will include both open-ended and closed-ended questions, and will be administered to a representative sample of banking industry stakeholders and consumers.

The qualitative data collected through the interviews, focus groups, and surveys will be analyzed using thematic analysis, which involves coding the data into themes and patterns. The quantitative data collected through the survey will be analyzed using descriptive statistics, such as means, medians, and modes.

The data collected and analyzed through this research methodology will be used to identify the challenges faced by banks due to the increasing adoption of UPI payments in India, and to develop strategies for addressing these challenges.

CONCLUSION

The increasing adoption of UPI payments in India has presented numerous challenges to banks, such as keeping pace with the fast-changing technology, ensuring customer privacy and security, and maintaining competitiveness in the market. To address these challenges, banks have taken measures like investing in new technologies, creating secure systems, and offering competitive pricing. However, these actions may not be sufficient to ensure long-term success. In order to stay competitive and safeguard their customers, banks need to continue investing in research and development and improve customer service. By implementing effective strategies, banks can successfully tackle the challenges brought by the growing popularity of UPI payments in India.

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THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH: A REVIEW OF RESEARCH STUDIES

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ABSTRACT
Social media has assimilated into contemporary life, yet its effects on mental health have drawn attention. This essay provides an overview of the literature on the advantages and disadvantages of social media for mental health, as well as possible causes.

to these outcomes. Access to information and social support are two positive impacts, while cyberbullying and increased anxiety and depression are two negative effects.

The impact is also influenced by individual circumstances, time spent on social media, and the type of content consumed. The report concludes with suggestions for further investigation and countermeasures to lessen the detrimental effects of social media on mental health.

Keywords:
- Social media
- Mental health
- Positive effects
- Negative effects
- Cyberbullying
- Addiction
- Social support
- Information access
- Time spent on social media
- Nature of content consumed
- Personality traits
- Pre-existing mental health conditions
- Education
- Interventions
- Healthy social media habits

INTRODUCTION
Social media has transformed the way we communicate and interact with others in the digital age. It has revolutionized the way we connect with friends and family, share information, and access news and entertainment. However, with the increasing use of social media, concerns have emerged about its impact on mental health. The purpose of this research paper is to provide an overview of the existing literature on the impact of social media on mental health. This paper will examine the positive and negative effects of social media on mental health, as well as the factors that contribute to these effects. By exploring this topic, we can gain a better understanding of the potential benefits and risks of social media use and identify strategies to promote mental health and well-being in the digital age.

OBJECTIVES
The objectives of this research paper are:

1. To provide a comprehensive literature review of the positive and negative effects of social media on mental health.
2. To identify the factors that contribute to the impact of social media on mental health, including the amount of time spent on social media, the nature of the content consumed, and individual factors.
3. To examine the potential benefits of social media on mental health, including social support and access to information and resources.
4. To explore the potential risks of social media on mental health, including increased feelings of anxiety and depression, cyberbullying, and addiction.
5. To suggest recommendations for individuals and society to mitigate the negative impact of social media on mental health, including education, targeted interventions, and the promotion of healthy social media habits.

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POSITIVE EFFECTS

There are several positive effects of social media on mental health, including:

Social Support: Social media can provide a sense of social support and connection, which can improve mental health outcomes. Individuals who are isolated or lack social support in their daily lives can turn to social media for connection and community.

Access to Information and Resources: social media can provide individuals with access to information and resources related to mental health. This can include online support groups, mental health education, and resources for seeking professional help.

Self-Expression and Creativity: social media can provide a platform for self-expression and creativity. This can be a source of fulfillment and purpose for individuals who use social media to share their art, music, writing, and other creative endeavors.

Awareness and Advocacy: social media can raise awareness about mental health issues and promote advocacy efforts. Social media campaigns have been successful in reducing the stigma associated with mental illness and increasing access to mental health resources.

Positive Reinforcement and Encouragement: social media can provide positive reinforcement and encouragement to individuals who are struggling with mental health issues. Friends and followers can provide words of support and encouragement, which can help individuals feel valued and supported.

NEGATIVE EFFECTS

While there are positive effects of social media on mental health, there are also negative effects that have been identified. These negative effects include:

Increased feelings of anxiety and depression: Social media can contribute to feelings of anxiety and depression, particularly when individuals compare themselves to others or experience cyberbullying.

Cyberbullying: social media can provide a platform for cyberbullying, which can be damaging to an individual’s mental health. Cyberbullying can lead to feelings of shame, humiliation, and isolation.

Addiction: Social media use can become addictive, leading to negative impacts on mental health. Addiction to social media can lead to neglect of other important areas of life, such as work or personal relationships.

FOMO (Fear of Missing Out): Social media can contribute to FOMO, a feeling of anxiety or insecurity that arises from the fear of missing out on social events or experiences. This can lead to feelings of inadequacy and a negative impact on mental health.

Sleep Disturbance: Social media use before bedtime can contribute to sleep disturbance, which can have a negative impact on mental health. Lack of sleep has been linked to increased risk of anxiety and depression.

Negative News and Content: social media can expose individuals to negative news and content, which can contribute to feelings of anxiety and depression. Excessive exposure to negative news can lead to a negative outlook on life and a decrease in mental well-being.

Impact on Self-Esteem: social media can impact an individual’s self-esteem, particularly when comparing oneself to others on social media. This can lead to feelings of inadequacy and a negative impact on mental health.

METHODOLOGY

For this research paper, a literature review was conducted to identify existing research on the impact of social media on mental health. The databases used for the literature search included PubMed, PsycINFO, and Google Scholar. The search terms used included “social media,” “mental health,” “depression,” “anxiety,” “self-esteem,” “body image,” “addiction,” and “sleep disturbances.” The search was limited to studies published in English between 2010 and 2022.

RESULTS

The literature review identified a total of 65 studies that met the inclusion criteria. The studies were analyzed to identify the specific ways in which social media can impact mental health. The results showed that social media can impact mental health in the following ways:

1. **Depression and Anxiety:** Many studies found a positive correlation between social media use and depression and anxiety. Social media can expose individuals to negative news and events, leading to feelings

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of sadness and hopelessness. It can also create a sense of social isolation and loneliness, which can contribute to the development of depression and anxiety.

2. **Low Self-Esteem and Body Image Concerns:** Social media can create unrealistic expectations of beauty, success, and happiness, leading to body image concerns and low self-esteem, particularly in adolescents and young adults.
3. **Addiction:** Excessive social media use has been linked to addiction, particularly in young adults. Social media can be highly stimulating and rewarding, leading to compulsive use.
4. **Sleep Disturbances:** Social media use has been linked to sleep disturbances, including difficulties falling asleep and staying asleep, as well as increased daytime sleepiness.
5. **Fomo:** Social media can contribute to the fear of missing out (FOMO), leading to feelings of anxiety and stress.

DISCUSSION

The impact of social media on mental health is a complex and multifaceted issue. While social media use has been associated with both positive and negative effects on mental health, the relationship between social media use and mental health outcomes is not straightforward and may be influenced by individual differences.

One factor that may influence the impact of social media on mental health is the amount of time spent on social media. Research has found that excessive social media use is associated with negative mental health outcomes, such as depression, anxiety, and loneliness.

However, moderate social media use may have positive effects on mental health outcomes, such as increased social support and sense of belonging. Therefore, it is important to consider the amount of time spent on social media when examining the impact of social media on mental health.

Another factor that may influence the impact of social media on mental health is the type of content that individuals are exposed to on social media. Negative content, such as cyberbullying or graphic images, may have negative effects on mental health outcomes, whereas positive content, such as uplifting messages or inspirational stories, may have positive effects. Therefore, it is important to consider the content that individuals are exposed to on social media when examining the impact of social media on mental health.

Individual differences, such as personality traits and social support networks, may also play a role in determining the impact of social media on mental health outcomes. For example, individuals who are more extraverted may benefit more from social media use than individuals who are more introverted Similarly, individuals with larger social support networks may be less susceptible to negative mental health outcomes associated with social media use than individuals with smaller social support networks. Therefore, it is important to consider individual differences when examining the impact of social media on mental health.

Overall, while the impact of social media on mental health is complex and multifaceted, research suggests that social media use can have both positive and negative effects on mental health outcomes. Future research should continue to examine the factors that influence the impact of social media on mental health, as well as develop interventions aimed at promoting positive mental health outcomes in the context of social media use.

LIMITATIONS

There are several limitations to consider when interpreting the findings related to the impact of social media on mental health. One limitation is that much of the research in this area is correlational, making it difficult to establish causality. While studies have found associations between social media use and negative mental health outcomes, it is possible that other factors, such as pre-existing mental health conditions or personality traits, may be driving these associations.

Another limitation is that much of the research in this area relies on self-reported measures of social media use and mental health outcomes. Self-report measures may be subject to biases, such as social desirability bias or recall bias, which may affect the accuracy of the data collected. Future research should consider incorporating objective measures of social media use, such as tracking individuals' actual social media usage patterns, to more accurately assess the relationship between social media use and mental health outcomes.

Additionally, most research on the impact of social media on mental health has been conducted in Western, educated, industrialized, rich, and democratic (WEIRD) populations. It is unclear whether these findings generalize to other populations around the world. Future research should consider examining the impact of social media on mental health outcomes in diverse populations to determine the universality of these findings.

Finally, while research has identified both positive and negative effects of social media on mental health outcomes, it is important to recognize that these effects may be influenced by individual differences. Future research should consider examining how factors such as personality traits, social support networks, and cultural background may moderate the impact of social media on mental health outcomes.

Overall, while the findings related to the impact of social media on mental health are informative, it is important to consider the limitations of the research when interpreting these findings.

FUTURE RESEARCH

There are several areas of future research that can help advance our understanding of the impact of social media on mental health.

First, future research should continue to explore the causal relationships between social media use and mental health outcomes. Longitudinal studies that follow individuals over time can help establish temporal precedence and identify the direction of causality.

Second, future research should examine the role of individual differences in the impact of social media on mental health. For example, research can investigate how personality traits, social support networks, and cultural background may influence the effects of social media use on mental health outcomes.

Third, future research should explore the impact of different types of social media use on mental health outcomes. For example, research can examine the effects of passive social media use (e.g., scrolling through social media feeds without actively engaging with content) versus active social media use (e.g., commenting and posting) on mental health outcomes.

Fourth, future research can investigate the potential benefits of social media use for individuals with mental health conditions. For example, social media platforms can provide a space for individuals with mental health conditions to connect with others who share similar experiences and receive social support.

Finally, future research should develop and evaluate interventions aimed at promoting positive mental health outcomes in the context of social media use. For example, interventions can focus on promoting healthy social media habits, such as limiting social media use before bedtime, or providing resources for individuals who have experienced negative mental health outcomes as a result of social media use.

Overall, continued research in this area is important for understanding the complex relationship between social media use and mental health outcomes and developing interventions to promote positive mental health outcomes in the context of social media use.

CURRENT SCENARIO

The use of social media continues to be widespread, with an estimated 4.2 billion active social media users globally. With the COVID-19 pandemic, the use of social media has further increased as more people rely on online communication and connection due to physical distancing measures. While social media has many potential benefits, such as facilitating social connection and providing access to information and resources, it also poses potential risks to mental health.

Recent research has continued to explore the relationship between social media use and mental health outcomes. For example, a study published in JAMA Pediatrics in 2021 found that higher social media use was associated with increased symptoms of anxiety and depression among adolescents. Another study published in the Journal of Medical Internet Research in 2021 found that social media use was associated with increased loneliness among young adults during the COVID-19 pandemic.

In response to growing concerns about the impact of social media on mental health, social media companies have taken steps to promote healthy social media habits. For example,

Facebook and Instagram have implemented tools to allow users to monitor and manage their social media use, and Twitter has introduced features to reduce the spread of misinformation and harmful content.

Overall, the current scenario suggests that the relationship between social media use and mental health outcomes remains complex and multifaceted. Continued research is needed to better understand this relationship and develop effective interventions to promote positive mental health outcomes in the context of social media use.

CONCLUSION

The impact of social media on mental health is a complex and multifaceted issue. While social media can have positive effects on mental health, such as providing a platform for social connection and support, it can also have negative effects, such as contributing to feelings of anxiety, depression, and loneliness.

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The available evidence suggests that the impact of social media on mental health may be influenced by individual differences, such as personality traits, social support networks, and cultural background. Future research should continue to explore these individual differences and their role in the impact of social media on mental health outcomes.

In response to concerns about the impact of social media on mental health, social media companies have taken steps to promote healthy social media habits. However, it is important to note that these efforts may not be sufficient to address the complex and multifaceted nature of the relationship between social media use and mental health outcomes.

Overall, the current evidence suggests that social media use may have both positive and negative effects on mental health, and that the impact of social media on mental health outcomes is likely influenced by a range of individual and contextual factors. Continued research is needed to better understand this relationship and develop effective interventions to promote positive mental health outcomes in the context of social media use.

RECOMMENDATIONS

Based on the current evidence, here are some recommendations for promoting positive mental health outcomes in the context of social media use:

Practice healthy social media habits: This includes limiting social media use, taking breaks from social media, and being mindful of the types of content that are consumed and shared.

Build strong social support networks: Social support can help buffer the negative effects of social media use on mental health. It is important to build strong social support networks both online and offline.

Develop media literacy skills: Developing media literacy skills can help individuals navigate social media and identify and avoid harmful or misleading content. Seek professional help when needed: If social media use is contributing to negative mental health outcomes, it is important to seek professional help. Mental health professionals can provide guidance and support for managing social media use and improving overall mental health.

Engage in positive social media use: Social media can also have positive effects on mental health, such as providing a platform for social connection and support. Engaging in positive social media use, such as sharing positive content and engaging with supportive communities, can promote positive mental health outcomes.

Overall, promoting positive mental health outcomes in the context of social media use requires a multifaceted approach that addresses both individual and contextual factors. By practicing healthy social media habits, building strong social support networks, developing media literacy skills, seeking professional help when needed, and engaging in positive social media use, individuals can promote positive mental health outcomes and minimize the potential negative effects of social media use on mental health.

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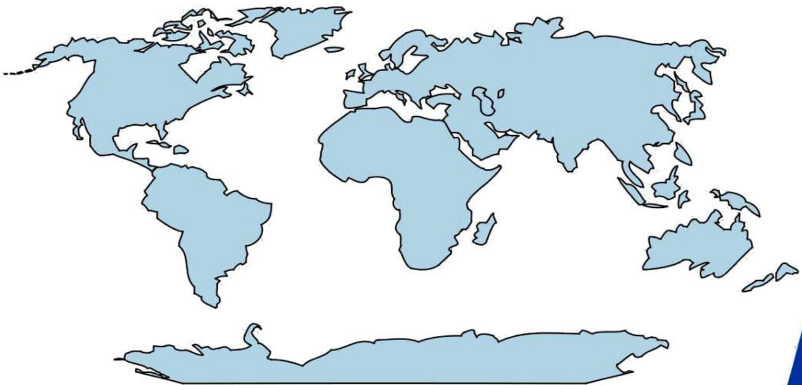

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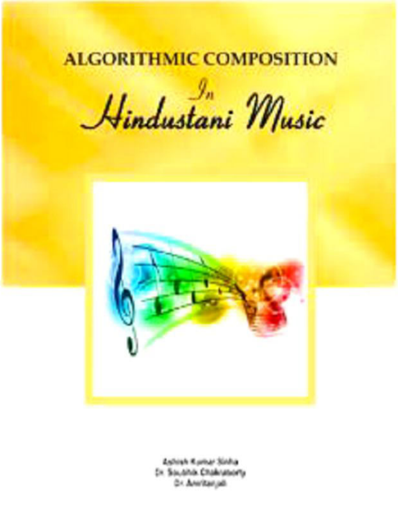

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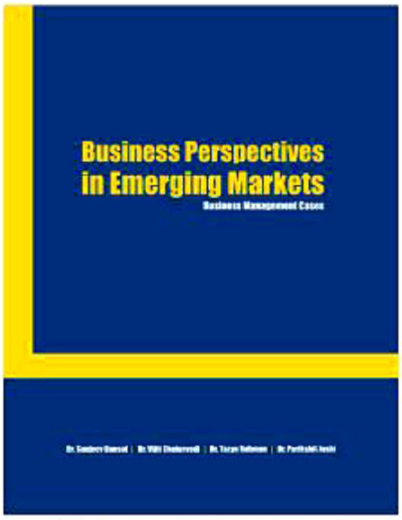

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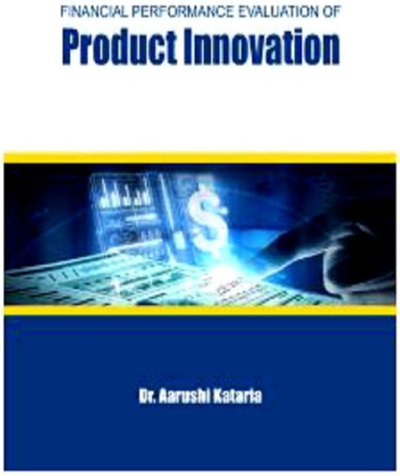

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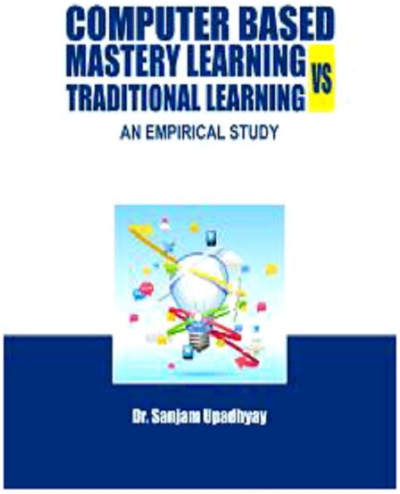

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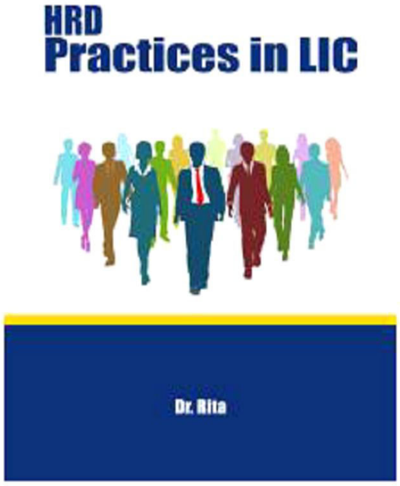

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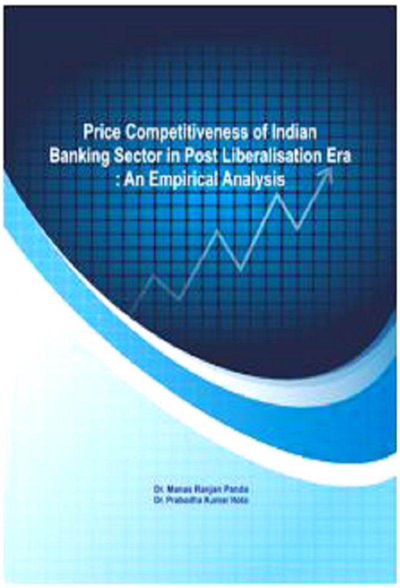

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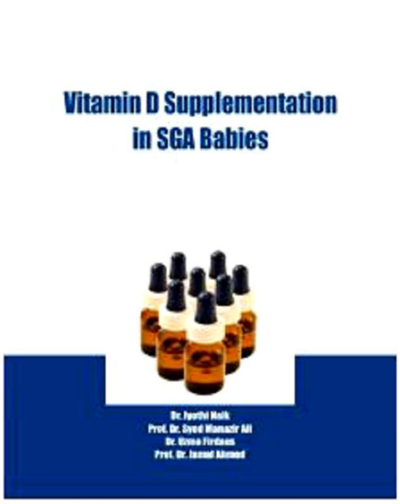

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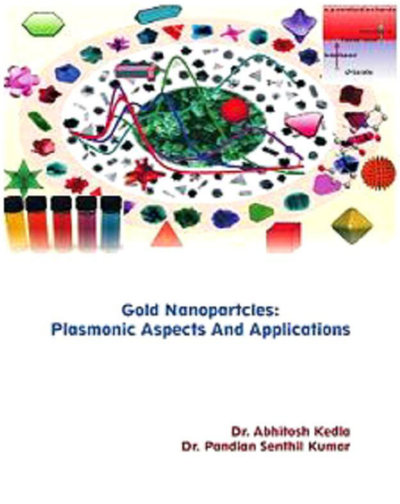

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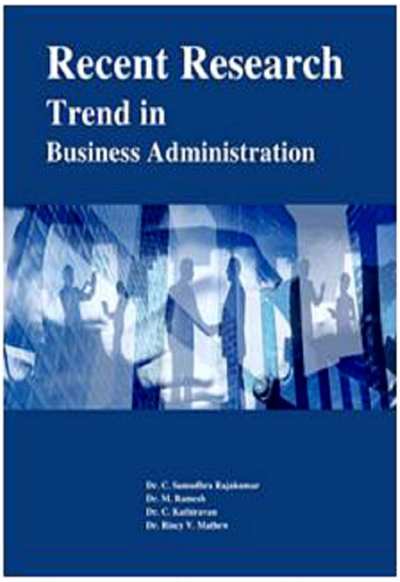

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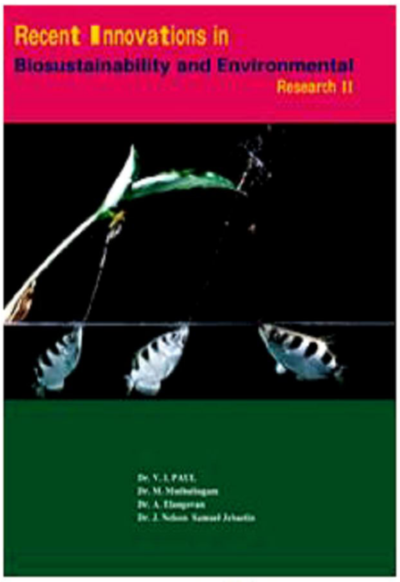

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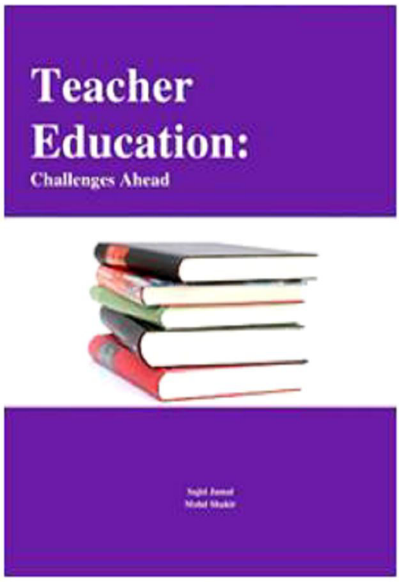

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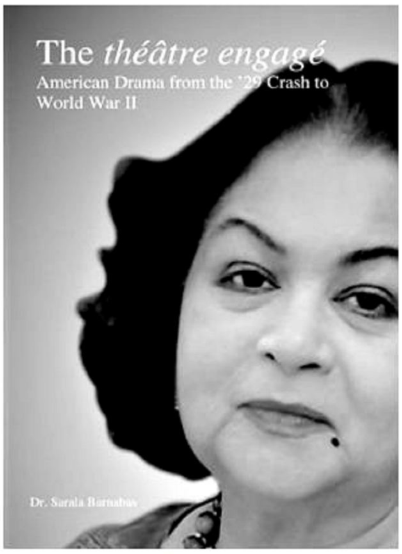

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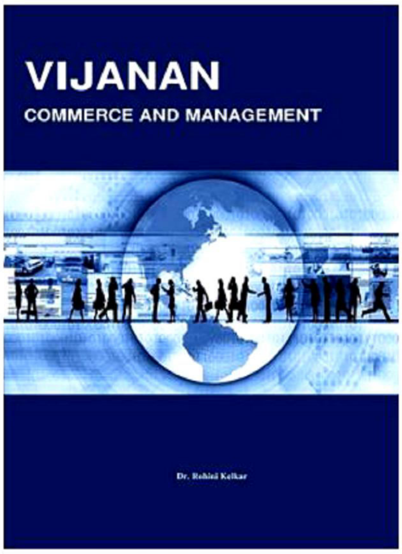

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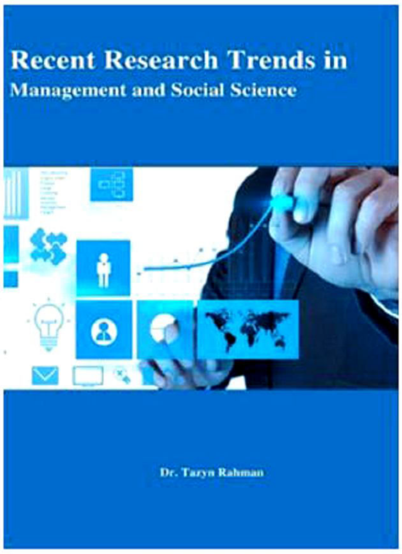

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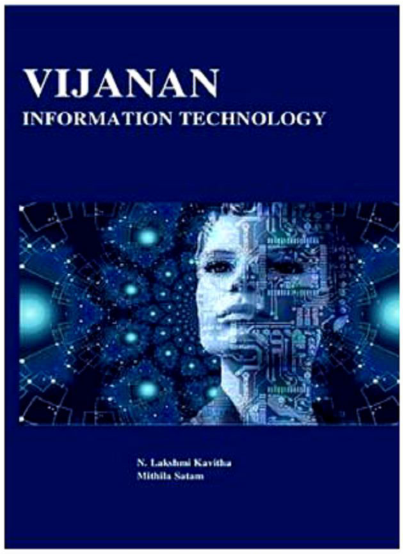

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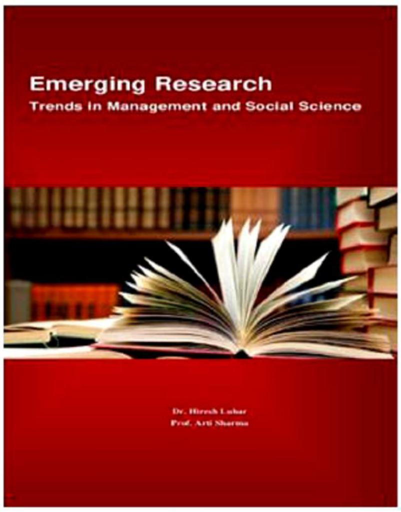

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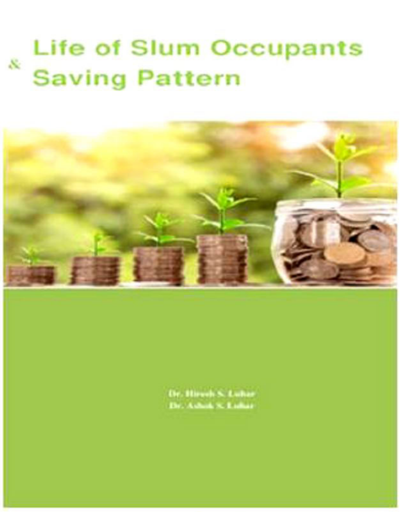

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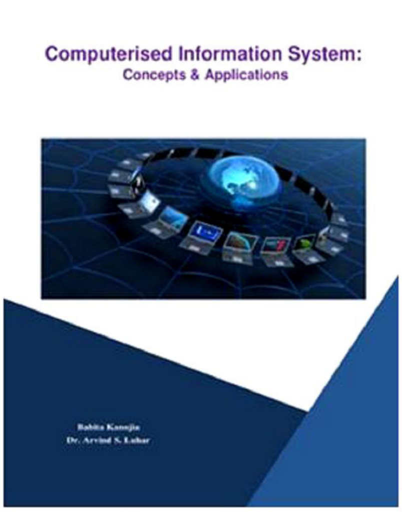

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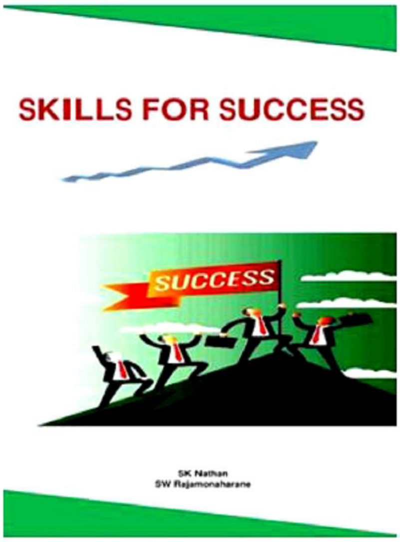

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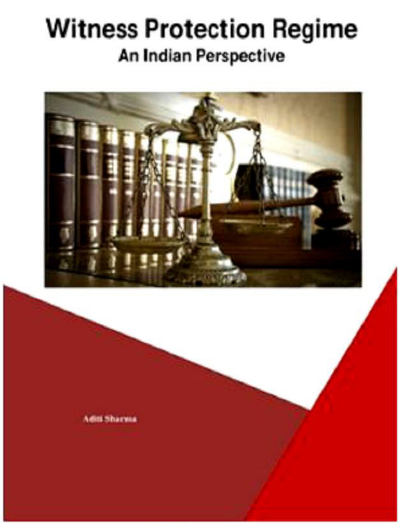

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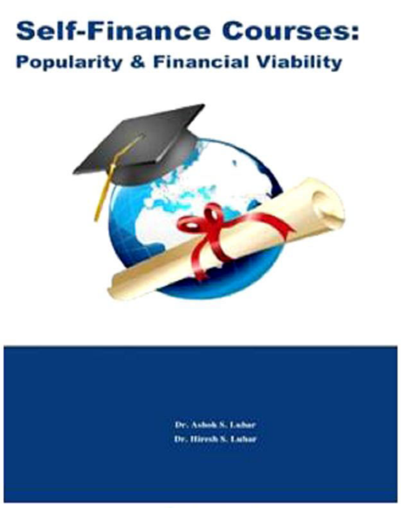

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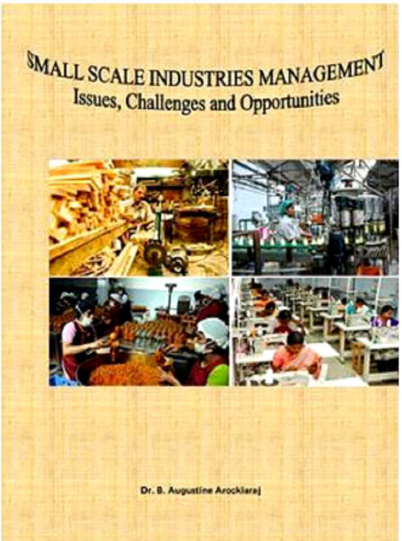

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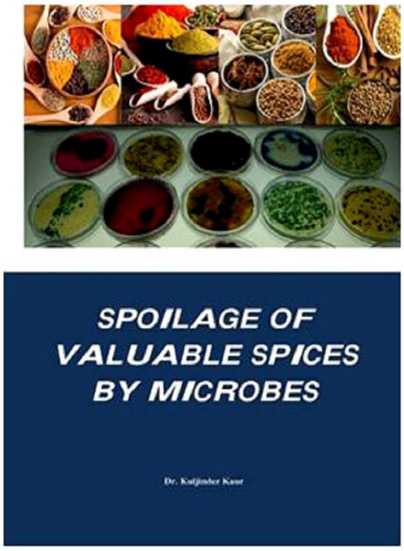

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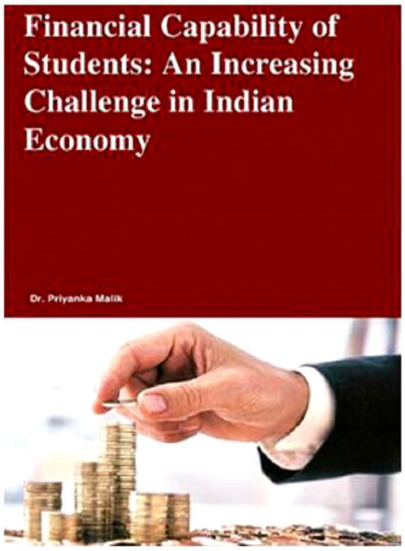

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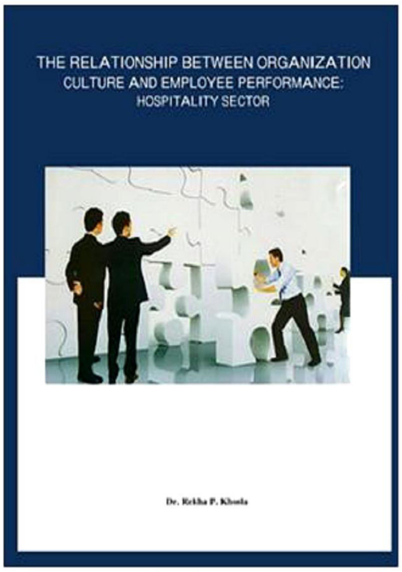

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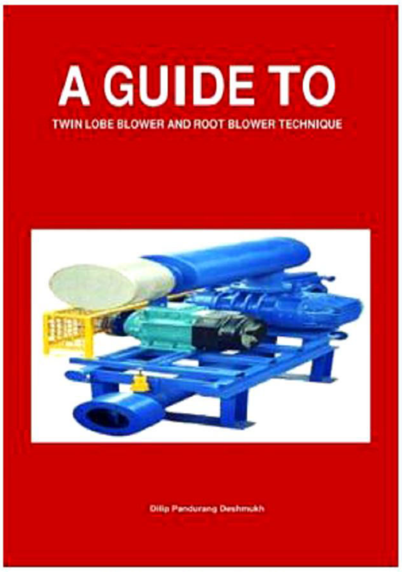

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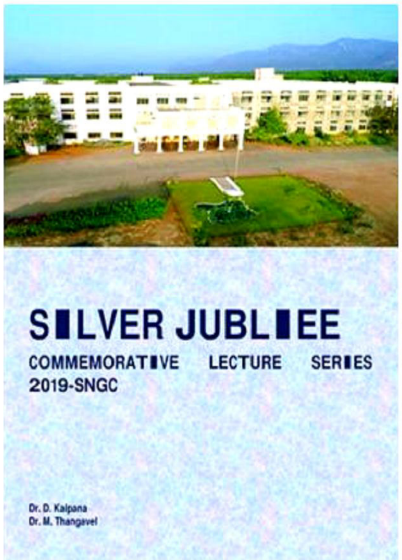

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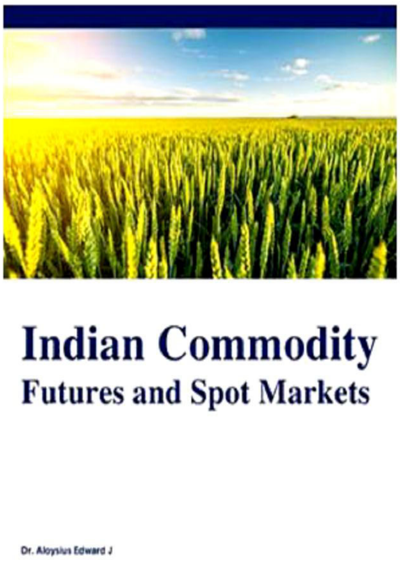

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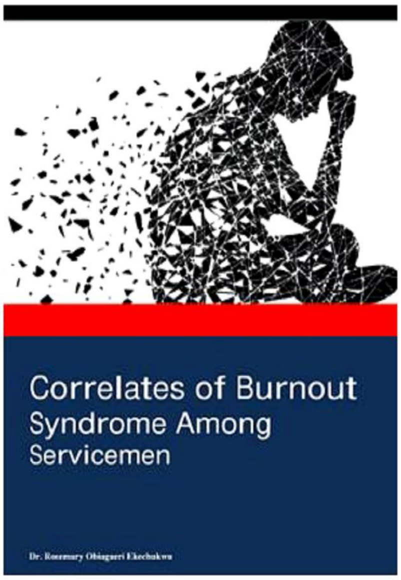

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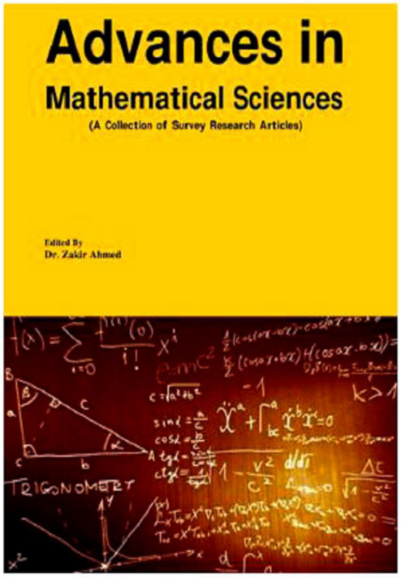

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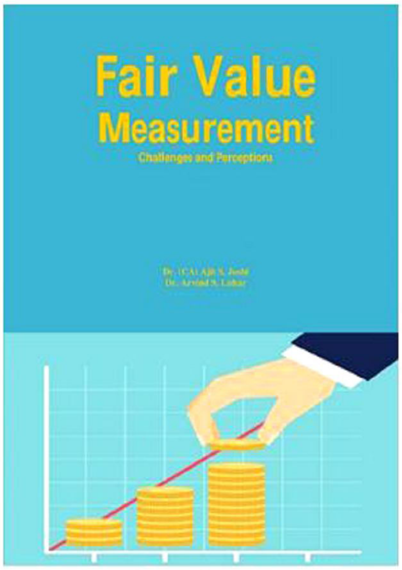

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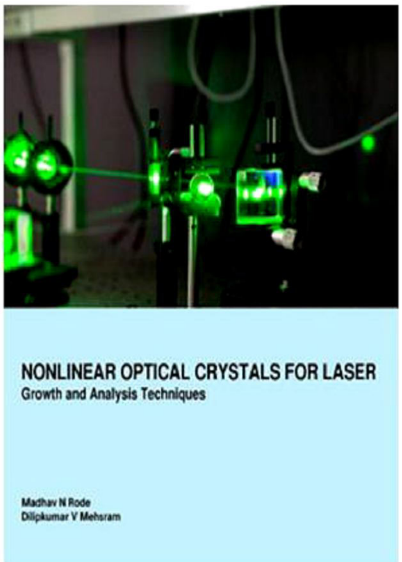

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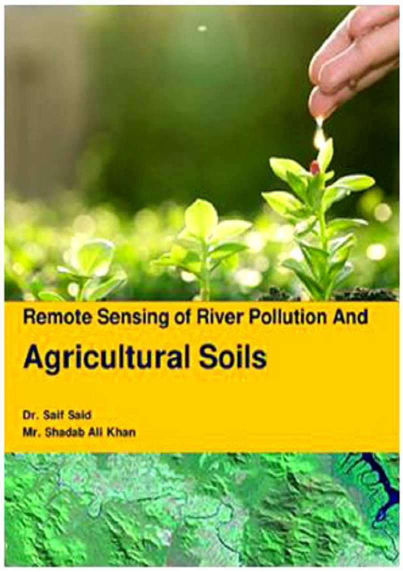

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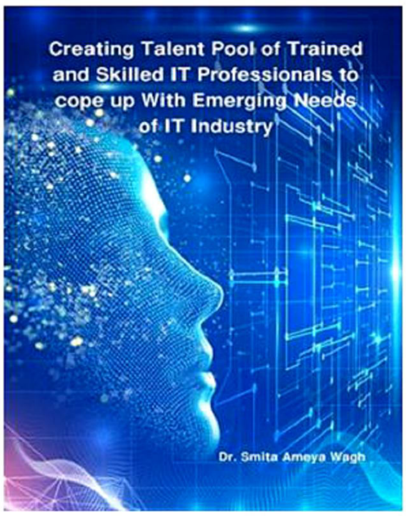

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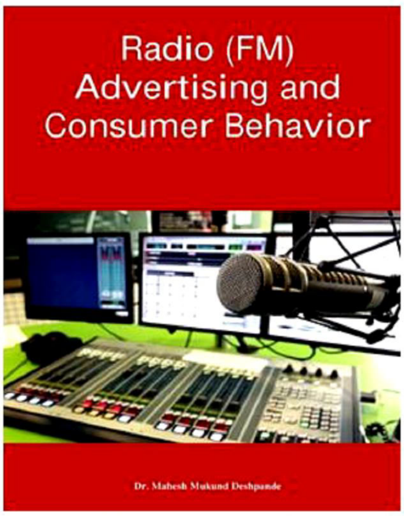

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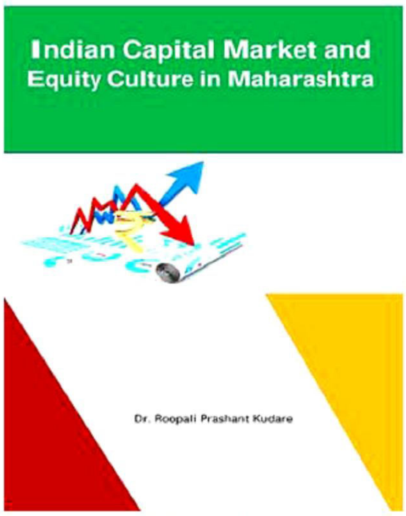

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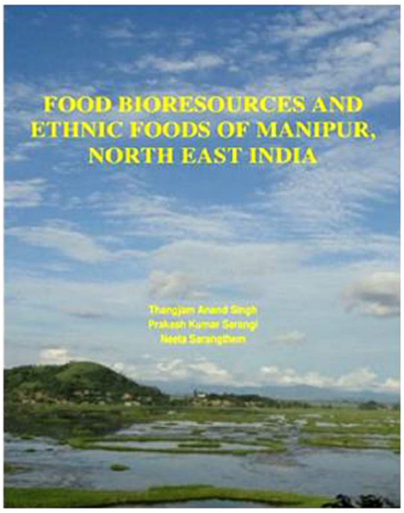

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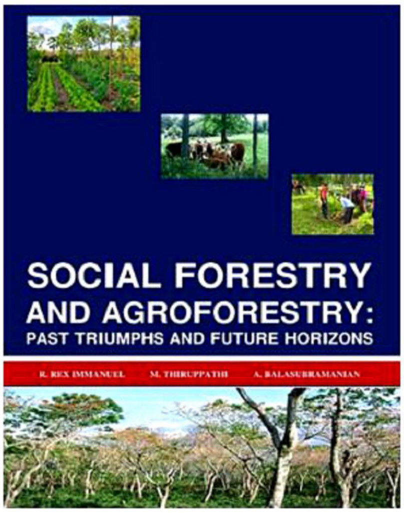

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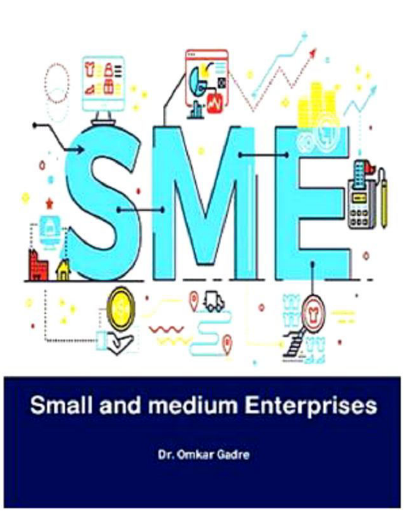

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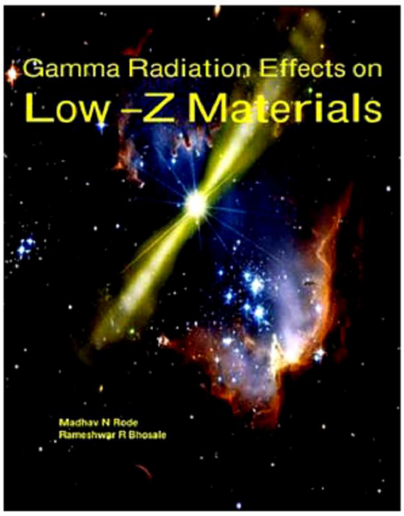

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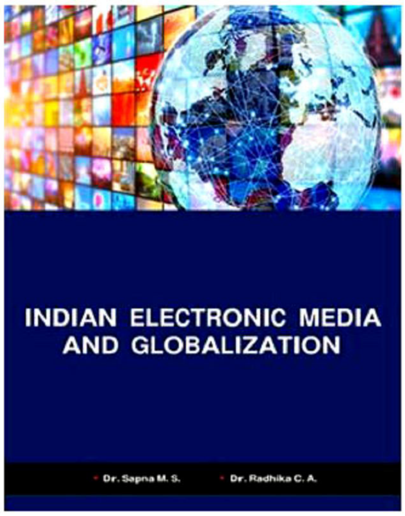

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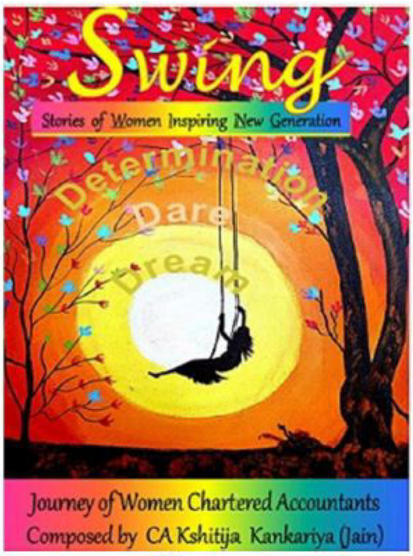

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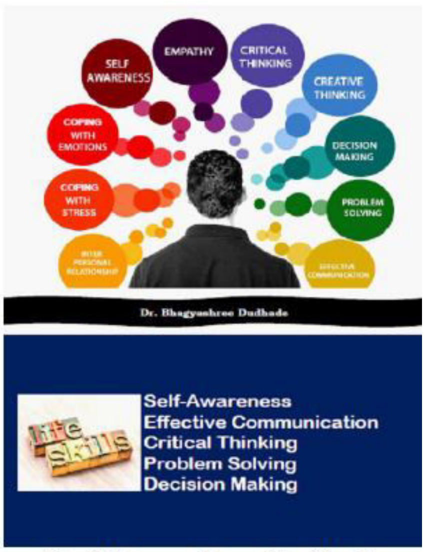

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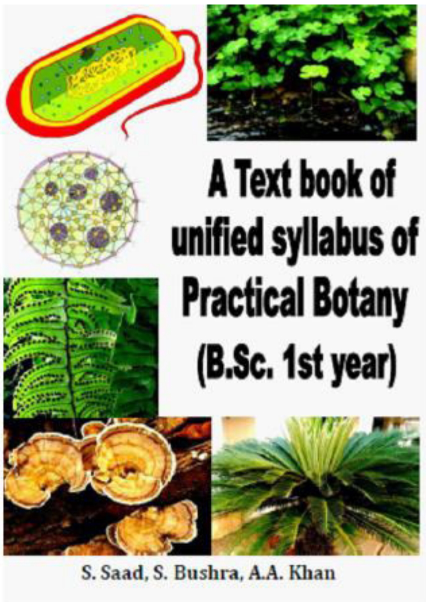

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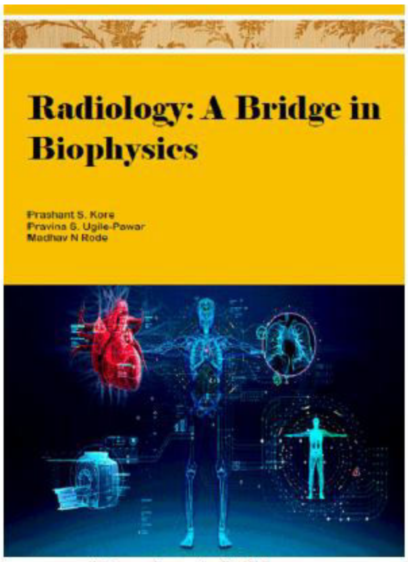

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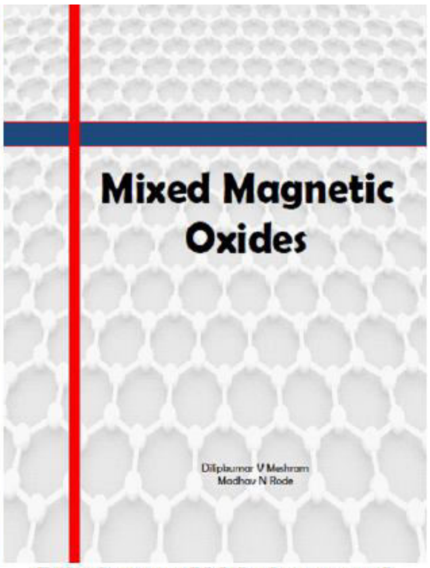

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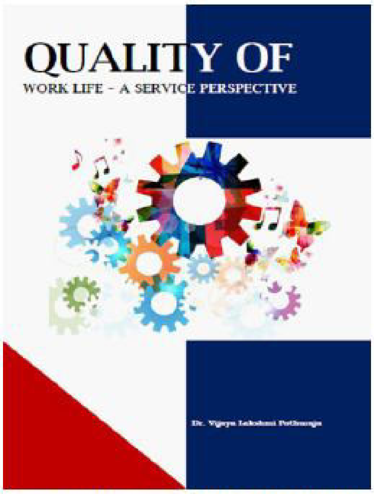

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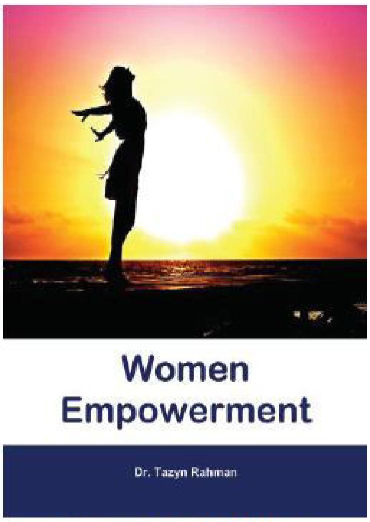

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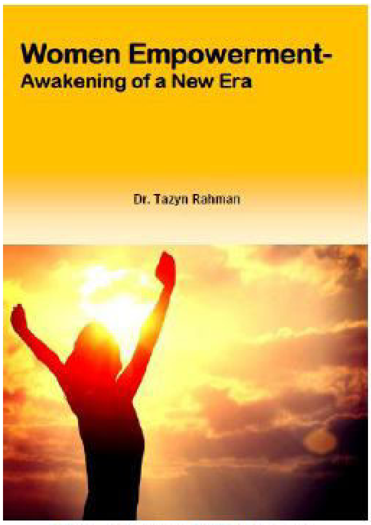

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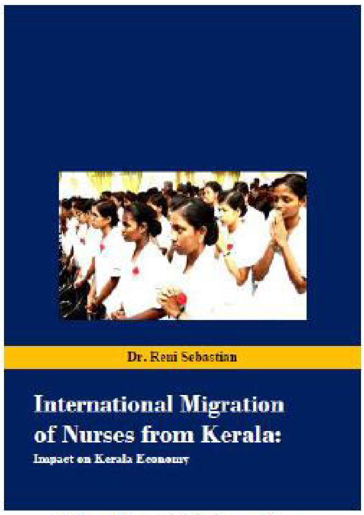

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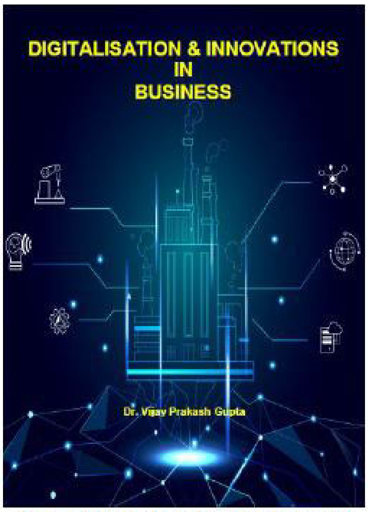

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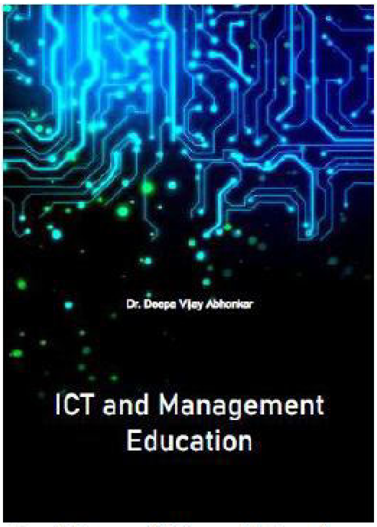

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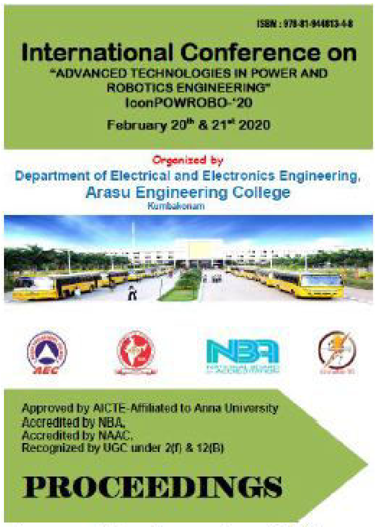

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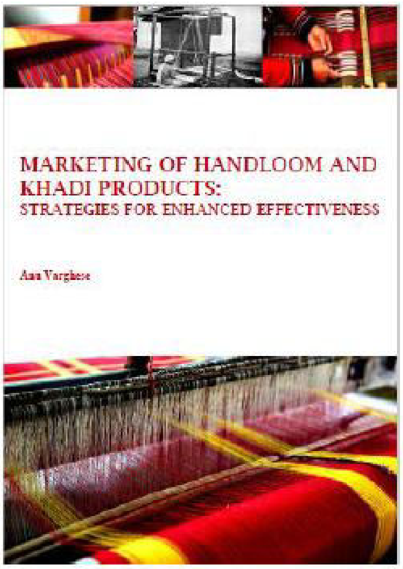

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