

Volume 6, Issue 1 (XXXVIII)

January - March 2019

ISSN 2394 - 7780



International Journal of

Advance and Innovative Research

(Conference Special)

(Part – 7)

Indian Academicians and Researchers Association
www.iaraedu.com

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CLARA'S COLLEGE OF COMMERCE**

Established-1999 – NAAC Accredited “B” Grade (2016-2021)
Yari Road, Versova, Mumbai-400061. Tel.: 26365385/ 26315377



Organises

One Day International Multi-Disciplinary Conference on 16th March 2019

“WORLD ROAD TO CASHLESS ECONOMY”

In collaboration with

University of Mumbai & India Accounting Association [Thane Branch]

(PEER REVIEWED)

**SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF
ADVANCE AND INNOVATIVE RESEARCH**



**UGC Approved Sr. No. 63571
ISSN No. 2394-7780**

PART-7

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ABOUT CLARA'S COLLEGE OF COMMERCE

Children Welfare Centre Trust is the meticulous stride of the eminent citizens of the city, who felt the need of having advanced educational institutions in their vicinity. It was formally registered under the Public Trust Act, 1950. The institution is strategically located amidst the rapidly developing locale of Andheri with full-fledged operative Pre-Primary School, Primary School, High School, Junior College, Degree College, B.Ed. College and Law College at Malad (W). Clara's College of Commerce was established in the year 1999 in the memory of Late Smt. Clara Kaul – an eminent educationist. The college has the following programmes: Bachelor of Commerce (B. Com), Bachelor of Management Studies (BMS), Bachelor of Mass Media (BMM), Bachelor of Commerce (Accounting and Finance) (BAF), Master in Commerce (M.Com) (Accountancy). The aim of the college is to continuously enhance the teaching methods in order to provide students with an opportunity for their all-round development. It also strives for excellence in academics and makes an effort to create an aura that induces passion for learning along with the inspiration for decisive thinking and assessment; and thereby helping them to become the best professionals in the chosen careers.

ABOUT UNIVERSITY OF MUMBAI

The University of Mumbai (known earlier as University of Bombay) is one of the oldest and premier Universities in India. It was established in 1857 consequent upon "Wood's Education Dispatch", and it is one amongst the first three Universities in India. It has two campuses of areas 243 acres and 14 acres at Vidyanagari and Fort respectively; sub campuses/centers at Ratnagiri 20 acres, Thane 6.50 acres and Kalyan 6.26 acres with 56 University Departments & Institutes and 691 affiliated colleges. It has established its name in industrial & International collaborations and run various professional courses. The University was accorded 5-star status in 2001 & 'A' grade status in April 2012 by the National Assessment and Accreditation Council (NAAC).

ABOUT INDIAN ACCOUNTING ASSOCIATION

The association was founded by academicians and professionals in accounting on March 17, 1969, and was inaugurated on February 14, 1970 by the Accountant General of Uttar Pradesh. It is a member organization of International Association of Accounting Education and Research (IAAER). It is also held in high esteem by American Accounting Association (AAA). At present, IAA has a network of 50 branches in India with more than 5500 life members, and a Research Foundation as an affiliate at Kolkata. It also brings out a biannual research journal 'Indian Journal of Accounting' in the months of June & December to give wider publicity to research findings. The Association also gives IAA Young Research Award and IAA fellowship. The Association offers Life Membership and Annual Membership for Individuals and Institutions through its chapters across India. Past conference have attracted a large number of delegates from across the country and abroad and this year also wide participation is expected.

ABOUT INDIAN ACADEMICIANS RESEARCHERS ASSOCIATION

Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaraedu.com for more details.

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PREFACE

“Faceless, Paperless, Cashless” is one of the professed roles of Digital India. The government of India has an ambitious mission to drive India towards cashless economy. Cashless economy is system where there is no physical cash in circulation; payments are made through electronic modes, i.e credit debit card, net banking or E- wallets.

Globally both developed and developing countries are making great paces in curtailing the usage of physical currency. Cashless system brings down the cost associated with printing, storing and transporting of cash. It also removes the problem of counterfeit currency, hoarding of cash, black money and tax evasion. All the transactions that are done can be monitored and traced back to a given individual, so it will be difficult to evade tax. However, one has to recognize the risks and benefits of different payment instruments, the risks associated with electronic payment instruments are far more diverse and severe.

Clara’s College of Commerce is delighted in presenting before you research papers on the theme “World Road to Cashless Economy” at the International Conference which is organized by Clara’s College of Commerce in collaboration with University of Mumbai and India Accounting Association, Thane Chapter on 16th March, 2019.

This conference proceeding is an outcome of the researchers, academicians and students who have harnessed their creativity and exchanged their ideas, in order to broaden the horizon and help the researcher to explore a new range of opportunities with reference to Cashless Economy in different areas. Students aiming for a career in research or in academia learn that success depends not only on getting academic credentials but also on the quality of their contributions to such events.

We take this opportunity to express our deep sense of gratitude to all the Members of Advisory Committee, Review Committee, Managing Trustee Hon.Shri Ajay Kaul, Activity Chairman Mr. Prashant Kashid, Principal Dr. Madhukar Gitte for providing us with strong support and encouragement for organizing this International Conference.

We, on behalf of Clara’s College of Commerce are obliged to all the authors of research papers for their overwhelming response for the conference.

Mrs. Babita A. Kanojia (Convener)
Dr. Nishikant Jha (Secretary, IAA-Thane Chapter)



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MESSAGE

I am pleased to know that Clara's College of Commerce, Mumbai, in association with University of Mumbai and Indian Accounting Association – Thane Chapter, is organizing a One Day International Multi-Disciplinary Conference on “*World Road to Cashless Economy*” on 16th March, 2019.

I hope the Conference will provide an opportunity for participants and researchers to express their opinion and outlook on digitalization of India on way to cashless economy. Students will gain knowledge about the functions and working of tools used in cashless economy like credit card, debit card, net banking and E-wallet. The conference will create awareness about safety and security measures while using these tools. The research paper presenters will share their opinions and ideas about the topic. It is expected that the Conference will yield constructive results.

I extend my best wishes to the Organizers of the International Conference and the participants and wish the publication every success.

(Prof. D.P. Singh)

14th February, 2019



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Prof. Suhas Pednekar
Vice Chancellor



MESSAGE

It gives me an immense pleasure to know that Clara's College of Commerce in association with Indian Accounting Association – Thane Chapter is organising a One-day International Multi Disciplinary Conference on "World Road to Cashless Economy" on 16th March, 2019.

It is certainly a positive step taken by the College. This Conference will enhance participants' knowledge about the cashless economy. It is an excellent platform for those who are enthusiastic in expressing their outlook on the present scenario regarding cashless economy and financial developments around the world. The Conference will definitely be an eye opener and fruitful for the participants.

I wish the delegates and the organizers of the conference all success in making this event a memorable and informative one.

16th March, 2019
Mumbai

Prof. Suhas Pednekar
Vice Chancellor

MESSAGE



DR. SANJAY BHAYANI

Dean, Professor and Head Treasurer IAA

*I am glad to learn that Clara's College of Commerce, University of Mumbai & Indian Accounting Association- Thane Chapter is organising International conference on “**World Road to Cashless Economy**”. I want to convey my best wishes to organizers and participants for grand success of this event and gratitude to all the contributors.*

A handwritten signature in black ink, appearing to read 'Sanjay Bhayani'.

DR. SANJAY BHAYANI

Dean, Professor and Head Treasurer IAA

MESSAGE FROM MANAGING TRUSTEE



Clara's College of Commerce in association with University of Mumbai and Indian Accounting Association – Thane Chapter is going to organize a One Day International Multi Disciplinary Conference on “World Road to Cashless Economy” on 16th March, 2019. This conference is an excellent platform for those who are eager in knowing the present scenario regarding cashless economy and financial developments around the globe.

We on behalf of the Clara's college of Commerce welcome the participants, presenting the research papers for their overwhelming response for the conference. The college has always embattled holistic development for all its students and faculty. Our strong foresight helps us to adapt and make a mark of its own. The management continually focuses on arranging different workshops, seminars and conferences at state and national level on current topics around the world, with a keen eye for future expansion and advancement of knowledge.

The conference also aims to bridge the gap between the researchers working in academic world and other professionals through research paper presentations.

We express our best wishes for making this conference inspiring and fruitful.

Shri Ajay Kaul
General Secretary

MESSAGE FROM PRINCIPAL



On behalf of Clara's College of Commerce, I extend a very warm welcome to all the participants and delegates present for the International Multi-Disciplinary conference on "World Road to Cashless Economy" on 16th March 2019.

Currency has always been used as medium of exchange for all financial transactions taking place in the economy. However, worldwide high-tech progression ensuing in the overview of numerous non-cash payment alternatives such as plastic money, mobile wallets, etc has unlocked the paths to simplify payments without the use of physical currency.

Demonetization and digitalization has surfaced way for an enhanced and effective practice of the digital payment system. These measures will drive the expansion and transformation of the payment system already in place, making it more translucent and answerable thereby decreasing the generation of black money in the economy to a degree. The International Conference "World Road to Cashless Economy" aims at creating awareness about the ongoing cashless movement in the world, and brings forth the available non-cash payment methods.

The college has taken great steps in inculcating and evolving research culture in the institution by organizing various seminars and conferences. This International Conference provides a path to all the academicians, research scholars, and learners to express and share their views on the conference theme.

I would like to express my appreciation towards University of Mumbai and Indian Accounting Association – Thane Chapter. I am overwhelmed by the support and coordination from the members of advisory board, reviewers, and session chairpersons.

Last but not least, I would also like to express my sincere thanks Management, organizing committee, editorial board, presenters and participants for contributing to the grand success of this conference.

Prin. Dr. Madhukar Gitte
Clara's College of Commerce

MESSAGE



DR. ARVIND LUHAR
Chairman, IAA Thane Chapter

It gives me immense pleasure to acknowledge and announce that Clara's College of Commerce, University of Mumbai & Indian Accounting Association [Thane Chapter] organising One Day International Multi-Disciplinary Conference on "World Road to Cashless Economy" which provides a platform to scholars, researchers & professionals of diverse disciplines like Accounting, Marketing, ICT & Education, Banking Finance & Insurance, Commerce and Management, and Legal Perspective to name a few, to discuss the various aspects of cashless economy.

Hearty congratulations to Clara's College of Commerce for this laudable effort and all the best wishes to all the research delegates. I am sure that there will be high level of deliberation and panel discussion on the theme and there will be learning for all who are part of this conference.

I extend my support and well wishes for the success of this conference which is ready to ignite the minds for a better tomorrow.

Dr. Arvind Luhar
Chairman, IAA Thane Chapter

MESSAGE



DR. NISHIKANT JHA
(Secretary, IAA Thane Chapter)

It is a matter of delight to start off a new year with enthusiasm, zeal and determination. I heartily welcome all the new entrants who are on board for their New Voyage of Knowledge at Clara's College of Commerce. The College is well known for its quality education, knowledge enhancement, learning procedures and excellent work culture. The purpose of this conference is to provide an International Forum for Academicians, Research Scholars, Industrial Delegates and Students to present their state-of-art research on "World Road to Cashless Economy" to exchange ideas and explore new avenues of collaborations.

It is very much heartening to see the immense response received for the conference from the research community for its very first edition. A good number of distinguished professors and researchers have also agreed to deliver keynote addresses/ invited talks in the conference. Young scholars participating in the conference will immensely benefit from these. I wish to express our sincere gratitude to all the authors who contributed significantly for the enrichment of this issue. I am thankful to all who have contributed towards the success of the conference.

A handwritten signature in black ink, appearing to read 'Nishikant Jha'.

(Dr. Nishikant Jha)
Secretary, IAA Thane Chapter

MESSAGE



Dr. Tazyn Rahman
Editor In Chief - IJAIR

On behalf of IARA I am honored and delighted to welcome you to the International Multidisciplinary Conference on “World Road to Cashless Economy”.

A cashless society describes an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information (usually an electronic representation of money) between the transacting parties.

This concept is being discussed widely, because the world is experiencing a rapid and increasing use of digital methods of recording, managing, and exchanging money in commerce, investment and daily life in many parts of the world, and transactions which would historically have been undertaken with cash are often now undertaken electronically’.

A common measure of how close to a "cashless society" a country is becoming is some measure of the number of cashless payments or person to person transactions are done in that country. For instance the Nordic countries conduct more cashless transactions than most Europeans. Levels of cash in circulation can widely differ among two countries with similar measure of cashless transactions. For example, Denmark has more than double the amount of cash in circulation as Sweden and a considerably higher percent in the largest denomination banknote, the 1000kr bill.

Government of India led by Prime Minister Narendra Modi is also trying to reduce dependency of Indian economy on cash and to bring hoards of stashed black money lying unused into the banking system. The country embarked upon this transition to a cashless economy when the government took the revolutionary step of demonetization of old currency notes of Rs 500 and Rs 1000 on November 08, 2016. The benefits of this move have now started trickling in with more and more people switching to digital modes of receiving and making payment. India is gradually transitioning from a cash-centric to cashless economy.

So, the Topic of the Conference “World Road to Cashless Economy” is very relevant in today’s time. I hope the Conference will be well appreciated by all the delegates, faculty members and scholars. We’re looking forward to a great exchange of ideas among research scholars from different parts of India and abroad.

Dr. Tazyn Rahman
Editor In Chief
IJAIR

MESSAGE FROM THE CONVENER



It is our immense pleasure to invite you for International Conference on “World Road to Cashless Economy”. I, on behalf of Clara’s College of Commerce, welcome all the participants of the conference. The major aim of organizing this conference is to create awareness about cashless economy. As everyone knows that the cashless transfer means transferring money by digital or online transactions. Nowadays online transactions are done with the help of Net banking, Credit card, Debit card and E-wallet.

It is a good platform for those who are eager in knowing the present scenario regarding cashless economy and financial developments around the world. Cashless transaction will record each and every transaction. Now people will stop hoarding cash, and will switch on to digital mode of payments. This will restrain the corruption and curb black money; which will in turn lead to economic development.

Furthermore, this conference will also facilitate the participant’s representation. The participants will be able to share views and fresh ideas. The conference also aims to bridge the gap between the researchers working in academic world and other professionals through research paper presentations. Participants will get ample scope to widen their knowledge and network.

Dear all, conference is the culmination of many individuals. Therefore I thank the Conference Committee for extending their valuable time in organizing the program and all the authors, reviewers, and other contributors for their painstaking and meticulous efforts and their belief in the excellence for International Conference on “World Road to Cashless Economy” organized by Clara’s College of Commerce.

Mrs. Babita A. Kanojia (Convener)
Clara’s College of Commerce

MESSAGE



Dr. Kuldeep Sharma
(*Treasurer, IAA Thane Chapter*)

It is a matter of great pleasure to see the Institute organizing its Multi- Disciplinary Conference in the form of a One Day International Conference on “World Road to Cashless Economy”. I could see the amount of efforts put in by the young faculty in organizing this conference in this new Institute with minimal infrastructure of its own.

It is cheering to see the enormous response received for the first publication of the conference from the research community. A number of distinguished professors and researchers have agreed to deliver keynote addresses & talks at the conference. Young scholars participating in the conference will immensely benefit from their experiences.

My best wishes to the organizing committee and all the delegates. I also express my gratitude to all the researchers and the delegates across the globe for sending their research work and participating in this conference and making this conference a grand success

A handwritten signature in black ink, consisting of a stylized 'K' followed by a horizontal line and a small flourish.

Dr. Kuldeep Sharma
Treasurer, IAA Thane Chapter

International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVIII): January - March 2019 : Part - 7

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Journal - 63571

UGC Journal Details

Name of the Journal : International Journal of Advance & Innovative Research

ISSN Number :

e-ISSN Number : 23947780

Source: UNIV

Subject: Multidisciplinary

Publisher: Indian Academicians and Researchers Association

Country of Publication: India

Broad Subject Category: Multidisciplinary

CONTENTS

Research Papers

TO STUDY THE CONSUMER AWARENESS FOR GREEN MARKETING	1 – 7
Dr. Parul Singhal	
RETAIL FORMAT IMPORTANCE FOR PURCHASE OF HERBAL COSMETICS	8 – 14
Charmaine D'souza	
CONSUMER PERCEPTION ON THE ROAD TO 'ONLINE FOOD ORDERING AND DELIVERY SERVICES': AN EXPERIMENTAL LEARNING	15 – 21
Aarti Ahuja	
IMPACT OF CREDIT CARDS ON CONSUMPTION EXPENDITURE BEHAVIOUR OF PEOPLE	22 – 25
Mitali Sawant	
GROWING TREND FOR FITNESS IN INDIA WITH REFERENCE TO FIREFOX BIKES	26 – 34
Faisal Tanwar and Mubeen Moosa Hakam	
SATISFACTION STUDY OF BEST BUS USERS	35 – 40
Dr. Moushumi Datta	
THE STUDY ON THE EFFECT OF CASH BACK OFFERS ON USAGE OF MOBILE WALLETS IN MUMBAI	41 – 46
Dr. Shaji Joseph and Milind A. Bhuvra	
A STUDY ON TRANSFORMATION IN BEHAVIOR OF INDIVIDUALS TOWARDS CASHLESS ECONOMY	47 – 54
Aarti Ahuja, Mayur Wadhvani and Zeeshan Shah	
IMPACT OF #Me Too ON WORKPLACE ENVIRONMENT WITH SPECIAL REFERENCE TO CORPORATES AT POWAI REGION, MUMBAI	55 – 59
CMA Tushar Raut	
CHANGING TRENDS IN ENTERTAINMENT PREFERENCES AMONG SCHOOL GOING CHILDREN W.S.R.T. TIKTOK AND PUBG	60 – 64
Henna Punjabi	
THE ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOR OF YOUTH	65 – 68
Shahin Shaikh	

THE ROLE OF MASS MEDIA IN GLOBAL CASHLESS ECONOMY (REFERENCE TO MOBILE APP WITH MOBILE SECURITY)	69 – 75
Archana Narvekar and Sangeeta S. Tiwari	
CASHLESS ECONOMY: A STEP TOWARDS DIGITAL INDIA	76 – 80
Dr. Kapila Mahindra and Rajesh Bhalchandra Lule	
IMPACT OF PARENTING STYLES ON SELF -ESTEEM OF CHILDREN	81 – 84
Nayana Glen D'çunha	
ROLE OF YOGA IN BEHAVIORAL DEVELOPMENT OF ADHD CHILDREN	85 – 89
Anita Singh	
A COMPREHENSIVE ANALYSIS OF GOODS AND SERVICES TAX (GST) IN INDIA	90 – 93
Prof. Jigna Bhavesh Sadhu	
TO STUDY THE E-BANKING SYSTEM IN MUMBAI	94 – 98
Vigneshkumar Sangam Pandey and Harshal Hemant Rathod	
ENVIRONMENT DEGRADATION & SUSTAINABLE DEVELOPMENT WITH PERSPECTIVE OF INDIA: MAJOR ISSUES & CHALLENGES	99 – 101
Dr. Vikrant S. Palekar	
PAYTM-A GATEWAY TOWARDS CASHLESS ECONOMY	102 – 108
Aarti Kshmathankar Singh and Pankaj Laxmilal Jain	
E-COMMERCE AND APPLICABILITY OF CONSUMER PROTECTION LAWS IN INDIAN CONTEXT	109 – 112
Dr. Surabhi Shanker and Dr. Saloni Shanker	
TO STUDY EFFECTS OF SELECTED FACTORS ON GENERAL INSURANCE PENETRATION	113 – 117
Prof. Dr. Sulbha Raorane	
A STUDY ON THE IMPACT OF GST ON THE SMALL BUSINESSESIN THE INDUSTRIAL ESTATES OF THANE	118 – 121
Prof. Manmohan R Yadav	
DIGITAL PAYMENT SYSTEM ---PERCEPTIONS, ISSUES AND CHALLENGES	122 – 126
Angari Daveed	
CASHLESS ECONOMY IS A WASTE LESS ECONOMY	127 – 134
Saraswati S. Gupta	
ACCOUNTING APPLIED TO HUMAN RESOURCE MANAGEMENT	135 – 139
Prof. Amrrita R Batheja and Prof. Swati V. Kadam	
ER's FOR SUSTAINABLE GROWTH	140 – 143
Dr. Unmesh Y. Kulkarni	

STUDY OF MOBILE RETAILING OF HOME MADE FOOD, PROSPECTS AND PROBLEMS SPECIAL REFERENCE TO RELIGIOUS FESTIVALS	144 – 147
Ravindra S. Netawate and Dr. D. B. Bhanagade	
CASHLESS EDUCATION	148 – 151
Keegan Rodrigues	
INJURIA SINE DAMNUM	152 – 154
Yashvi gala	
GENERAL AWARENESS ABOUT INTELLECTUAL PROPERTY RIGHTS IN INDIA	155 – 157
Pooja Dipak Patel	
THE REALIZATION OF A “LESS-CASH” ECONOMY ON THE WINGS OF THE MEDIA	158 – 162
GENDER DISPARITYIN THE INDIAN JUDICIARY&ITSEFFECTS	163 – 169
Rama Ray	
INTERLINK BETWEEN ANATOMY AND YOGA	170 – 172
Prof. Shailesh N. Padwal	
DEMONETIZATION AND THE GROWTH OF THE DIGITAL ECONOMY	173 – 175
Yogesh Prasad Kolekar	
CASHLESS ECONOMY – DIRECTION TO MAKE IT A REALITY	176 – 178
CA. Mahalakshmi Mudliar and CA. Shanthilakshmi Mudaliar	
EFFECTS OF THE CASHLESS ECONOMY ON INDIAN AGRICULTURE SECTOR	179 – 183
Sudhir Ramlal Kamble	
INFLATION AND ITS IMPACT ON INDIA	184 - 188
Sai Vikranth Deshpande	
STUDY THE PERCEPTION OF YOUNG CONSUMERS ON THE EFFECT OF PLASTIC ON THE ENVIRONMENT	189 – 195
Shaurya Verma	
A STUDY ON IMPACT OF AI ON THE JOBS IN INDIA SPECIAL REFERENCE TO HEALTH AND EDUCATION INDUSTRIES	196 – 199
Dr. Vijaya Jacqueline	
A STUDY ON THE EXISTING INSURANCE TECHNOLOGY INDUSTRY IN INDIA WITH A PARALLEL GLOBAL COMPARISON, AND THE FUTURE SCOPE OF IT IN THE COUNTRY	200 – 204
Yasmin Singaporewala	
CASE ANALYSIS ON DEMAND OF GOLD IN INDIA	205 – 207
Disha Jain	

A STUDY ON THE SIGNIFICANCE OF WORD OF MOUTH MARKETING ON CONSUMER BUYING DECISION 208 – 210

Apoorva Bhangla

TO STUDY THE DISTINGUISHING FEATURES OF EMPLOYEE ENGAGEMENT MODELS AMONGST THE MANAGEMENT LEARNERS OF MUMBAI METROPOLITAN REGION 211 – 216

Vaneeta Raney

CROSS CULTURAL LEADERSHIP IN A DIVERSE WORKPLACE 217 – 219

Nandini A. Shenai

A STUDY OF USAGE OF PLASTIC MONEY AMONG CONSUMERS 220 – 227

Poornima Vishwanath Putran

IMPACT OF DIGITALISATION ON SENIOR CITIZENS 228 – 232

A STUDY ON WORK LIFE BALANCE AMONG NURSES – A CASE STUDY ON COOPER HOSPITAL 233 – 237

Dr. Megha K. Juvekar

A STUDY ON DIGITALISATION IN INDIAN RAILWAYS WITH REGARDS TO CUSTOMER AWARENESS 238 - 242

TO STUDY THE CONSUMER AWARENESS FOR GREEN MARKETING

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ABSTRACT

In current business scenario environmental issues plays an important role in the business. In most of the countries government is concerned for the environmental problems. In today's business environmental sustainable development has become a key issue. So, Green marketing is one of the strategies a firm can adopt to achieve this.

It refers to the process of selling products and services based on the environmental benefits. Such product or service should be eco-friendly in itself or produced in an eco-friendly way. In today's environmental conscious world the word "Green" has become a buzz word. The Green causes are increasingly popular with public making green marketing good for public relations and sales.

One of the basic assumptions of green marketing is that potential consumers would will pay more for a "green" product. The present papers make an attempt to analyse the awareness of the consumer to buy green products.

Keywords: Green marketing

INTRODUCTION

Global warming, ozone depletion, environmental hazards, environment impact assessment have become common terminology in the 21st century and it's an indication of environmental conscious society. Society becomes more concerned about environment when ill effects of environmental degradation are experienced by the society. One of the reasons for the degradation is problems that arise out of mass production, mass consumption and mass marketing of environmental irresponsible products. As a result business houses have begun to modify their behavior in an attempt to address the kind of 'new' concerns of the society. Green marketing also known as environmental marketing involves a range of activity including product modification changes in production process, changes and modifications in packaging as well as modifying advertising. Green Marketing is imperative that when we talk and think about green products to be really 'green' they should claim that they are 'less environment harmful' rather than environment friendly. So, environmental marketing should look at minimizing environmental impacts. Environment friendly products balance environmental compatibility with performance, affordability and convenience. They are durable, recyclable, and non-toxic and should be made of materials which are either decomposable or recyclable. These products should have minimum packaging and low environmental energy impact.

Firms in market economies make the production and marketing decisions based on factors, including government regulations and consumers, which are the primary forces shaping the consumer products industry. Consumer preferences regarding eco-friendly products and government regulation provide incentives for incorporating environmental and green objectives in the firm's profit maximisation decision. Some firms are proactive with respect to greening of the products while for some firm's eco-friendly practices are a by-product of cost minimization strategy. The most important aspect of green marketing is the willingness and ability of the consumers to buy green products and pay more for it.

REVIEW OF LITERATURE:

The objective of this paper is to understand the current state of research done in green marketing and to conceptualize green marketing. Using a systematic review approach and methodologically guided by Greer and Lei (2012), it makes an effort to collect the available literature in the domain from 1965 to 2013. A single research paper/book was considered as the unit of analysis. The literature in English language was accessed from popular

International Journal of Asian Business and Information Management, 6(3), 39-55, July-September 2015 41

A number of keywords were identified based on need for the review, and discussion of review proposal and objectives with academic experts. These keywords were constructed into search strings to access the literature. The list of keywords include green marketing, sustainability marketing, sustainability management, environmental marketing, environmental management, sustainability communication, communication tools for green products, eco-labels, green product design, green product development, green supply chain, green logistics, green distribution, green procurement, green consumers, and green consumer market segmentation. A preliminary search using these keywords was performed to identify further keywords for the main search. As

suggested by Srivastava (2007), searching articles by cross-referencing was also adopted. This resulted in 196 research papers in total published in peer-reviewed journals which were filtered based on their relevance to the topic by analyzing the titles of the articles and then, analyzing the abstracts. The articles with highly technical work and highly ecological perspective, which were not in line with the outlined objective, were excluded. This resulted in total number of 105 papers for inclusion in the literature review out of which most (88%) of them were quantitative in nature. The several articles were categorized under several sub-categories of green marketing (as stated in Table 1): ethical standards, environmental responsibility, stakeholder engagement, social responsibility and marketing mix (product, price, place and promotion). Out of them, ethical standards were covered in 15% of the papers, environmental responsibility was covered in 68% of the papers, stakeholder engagement was covered in 55% of the papers and social responsibility was covered in 19% of the papers. Papers on green products included product design (in 18% of the papers), packaging design (in 12% of the papers) and stakeholder engagement (in 14% of the papers). 38% of the papers covered pricing-related aspects of green products and 26% of the papers covered retailing and distribution-related issues. And, 22% of the papers had sustainability focus in communication, 29% of them addressed ecolabeling aspects and 34% of them elaborated upon the use of internet and social media. Out of the 105 papers, 4% of them were published in 1970s and 1980s, 16% in 1990s, 50% in 2000s, and 31% in 2010s. Out of 93 empirical papers, 38% of them were based in American cities, 32% in European cities, 18% in Australian cities and rest were in Asian cities. Also, 14% of the studies were comparative studies those captured the data from two or more cities across the globe.

OBJECTIVES

- To study the Consumer Awareness for Green Marketing.
- To find the willingness of the consumers to pay more for green products.
- To find out awareness about eco- friendly or green products.
- To analyse relationship between education and income with awareness of green products.

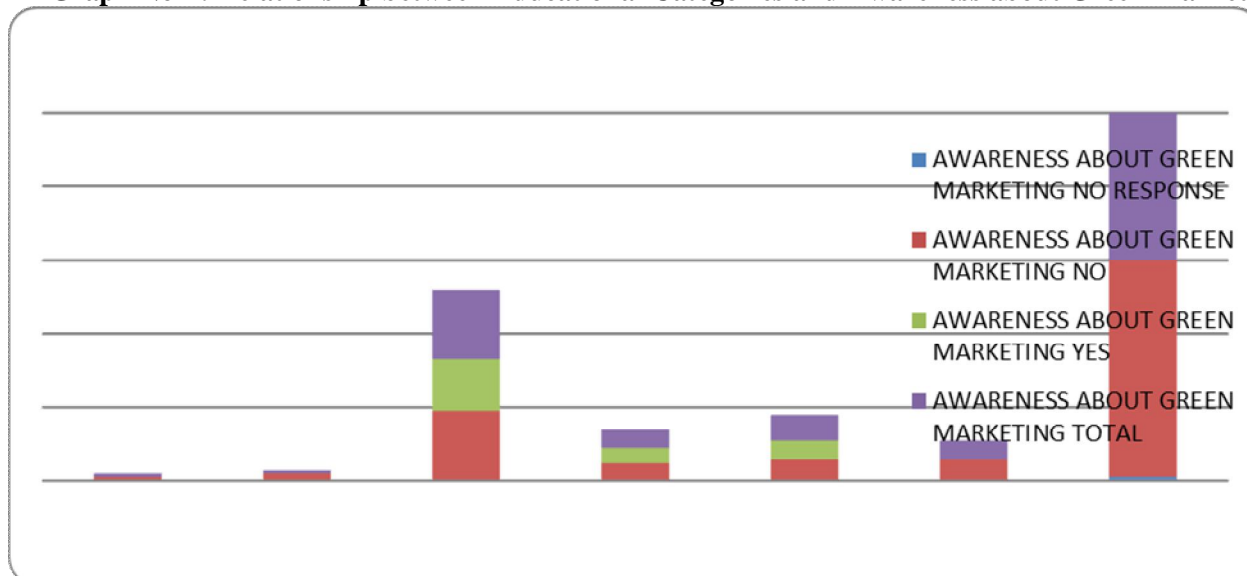
RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study it comprises the theoretical analysis of the body of methods and principles associated with the branch of knowledge. The research methodology helps us to collect data through two forms i.e. Primary data and secondary data .The research methodology used in this research is through use of both primary and secondary data collection method. Primary data was collected by framing questionnaires on the respective topic and in order to collect data from respondents online form through Google docs was utilized. Secondary data was collected from various published sources like reports, articles, magazines, journals, internet by surfing on multiple sites.

DATA ANALYSIS AND INTERPRETATION:

Table No-1: Educational Qualification and Awareness About Green Marketing

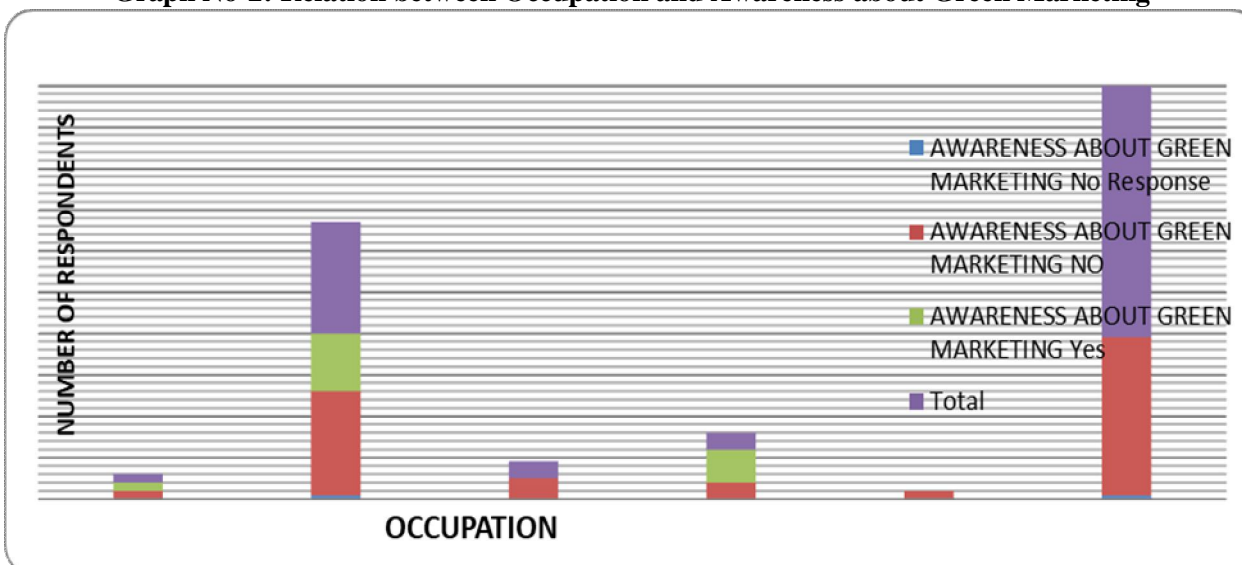
	AWARENESS ABOUT GREEN MARKETING						
EDUCATIONAL QUALIFICATION	NO RESPONSE		NO		YES		TOTAL
	No.	%	No.	%	No.	%	
NO RESPONSE	0	0	1	50	1	50	2
UP TO 12 TH	0	0	2	66.7	1	33.3	3
GRADUATE	0	0	19	36.5	33	63.5	52
POST GRADUATE	0	0	5	35.7	9	64.3	14
UG PROFESSIONAL	0	1	6	38.9	11	61.1	18
PG PROFESSIONAL	0	0	6	54.5	0	0	11
TOTAL	1		60		1		100

Graph No-1: Relationship between Educational Categories and Awareness about Green Marketing


It is clear from the above table that more consumers are aware about green marketing. This trend is visible across all categories of educational level. From the different categories of educational strata graduates and post graduates show an awareness level of 63.5% and 64.3% respectively. While among the professionals the awareness for graduates and post graduates is 61.1% and 45.5% respectively. Over all 60% of the respondents were aware of the concept of green marketing. Only those consumers who have very low level of education are unaware about the concept of green marketing.

Table No-2: Occupation and Awareness about Green Marketing

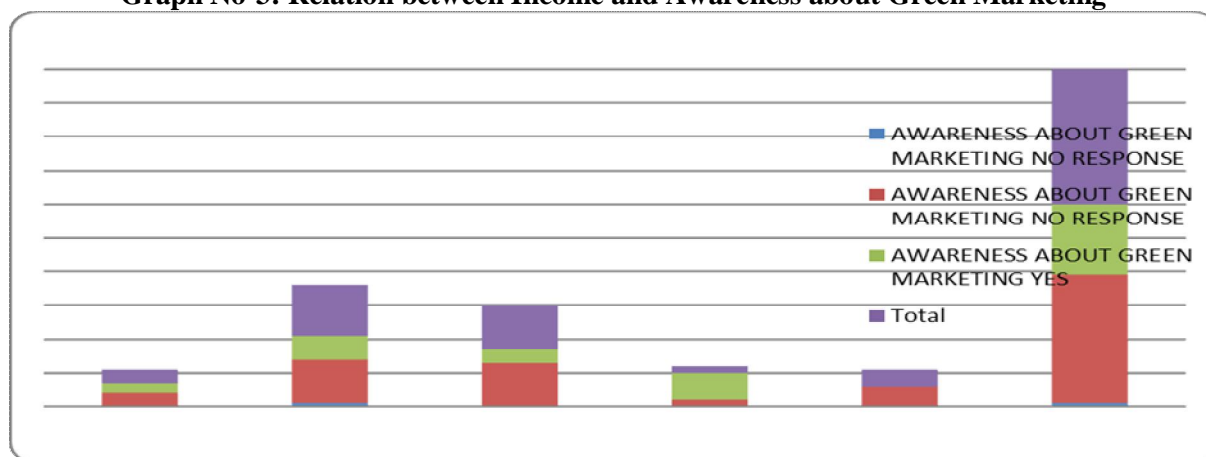
OCCUPATION	AWARENESS ABOUT GREEN MARKETING						Total
	No Response		NO		Yes		
	No.	%	No.	%	No.	%	
SELF EMPLOYED	0	0	2	20	4	80	6
SEVICE	1	1.5	26	38.80	40	59.70	67
PROFESSIONAL	0	0	5	55.55	4	44.44	9
STUDENT	0	0	4	25	12	75	16
HOUSE WIVES	0	0	2	100	0	0	2
TOTAL	1		39		60		100

Graph No-2: Relation between Occupation and Awareness about Green Marketing


It is evident from the above table that respondents belonging to service category show highest awareness i.e., 59.70% regarding awareness about green marketing. Similarly among students the awareness levels are exceptionally high – 75%.

Table No-3: Income and Awareness about Green Marketing

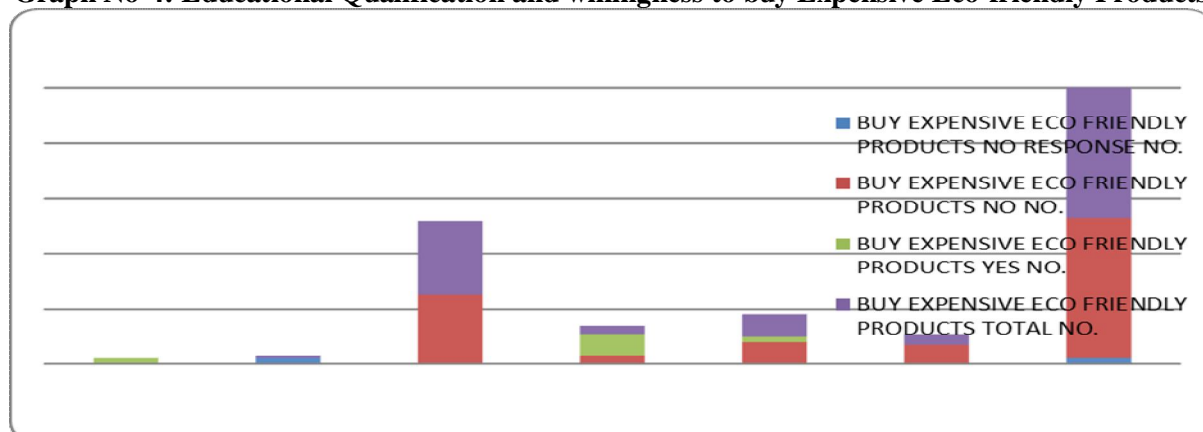
	AWARENESS ABOUT GREEN MARKETING						Total
INCOME	NO RESPONSE				YES		
	No	%	No	%	No	%	
NO RESPONSE	0	0	4	36.36	7	63.52	11
1 TO 10000	1	2.77	14	38.33	21	58.33	36
10001 TO 30000	0	0	13	43.33	17	56.66	30
30001 TO 50000	0	0	2	16.67	10	83.33	12
ABOVE 50001	0	0	6	54.55	5	45.45	11
TOTAL	1		39		60		100

Graph No-3: Relation between Income and Awareness about Green Marketing

Again it is evident that in various income categories the trend shows overall awareness of green products across the class barriers. Highest levels of awareness are 83.33% in the category 30,000 – 50,000. The category of 0 – 10,000 INCOME LEVELS of 63.52%.

Table No-4: Educational Qualification and willingness to buy Expensive Eco-friendly Products

EDUCATIONAL QUALIFICATION	BUY EXPENSIVE ECO FRIENDLY PRODUCTS						TOTAL
	NO RESPONSE		NO		YES		
	NO.	%	NO.	%	NO.	%	
NO RESPONSE	0	0	0	100.	2	0	2
UP TO 12TH	2	0	2	33.33	1	66.67	3
GRADUATE	0	0	25	50.00	25	50.00	52
POST GRADUATE	0	0	3	21.42	11	78.58	14
UG PROFESSIONAL	0	0	8	44.45	10	55.55	18
PG PROFESSIONAL	0	0	7	63.64	4	36.36	11
TOTAL	2		53		45		100

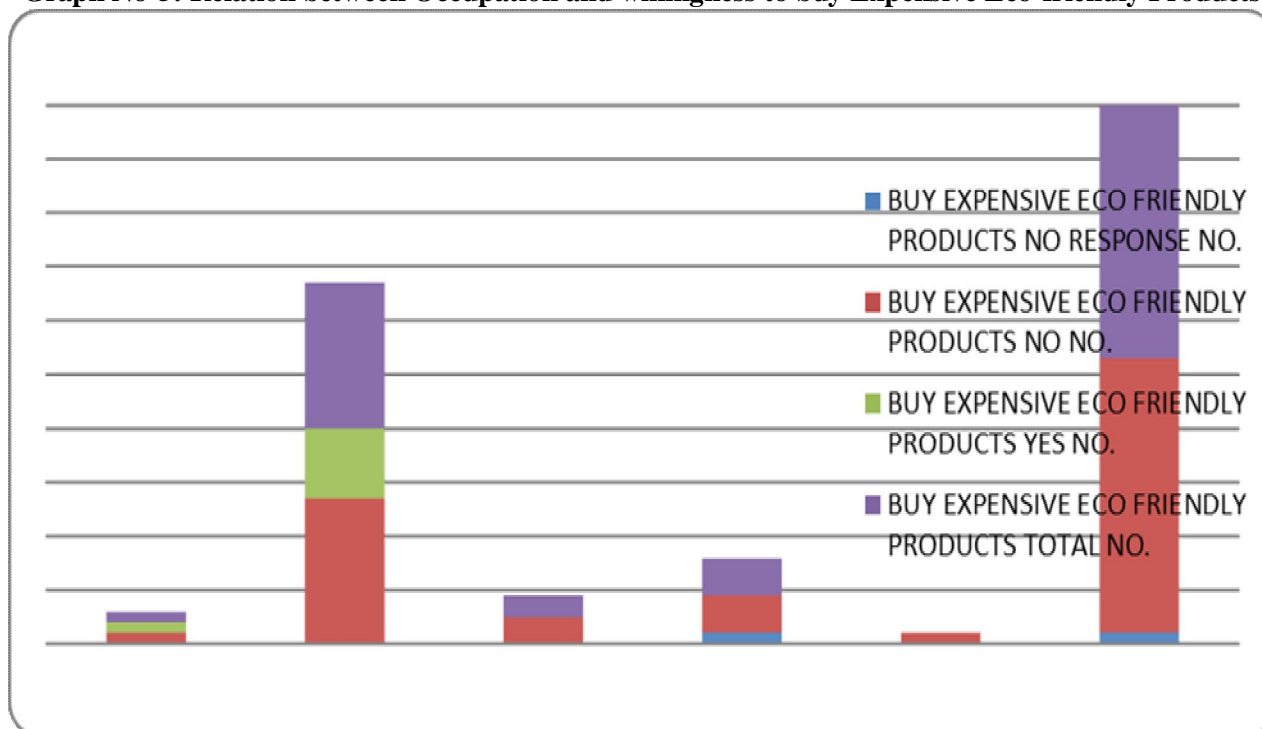
Graph No-4: Educational Qualification and willingness to buy Expensive Eco-friendly Products

Of the total respondents 53 % are willing to buy expensive eco friendly products. However in the category of PG Professionals only 36 % are willing to buy such products. So the assumption that consumers who are highly educated and have money to spend might is not necessarily aware of or willing to buy expensive eco friendly products.

Table No-5: Occupation and willingness to buy Expensive Eco-friendly Products

OCCUPATION	BUY EXPENSIVE ECO FRIENDLY PRODUCTS						TOTAL
	NO RESPONSE		NO		YES		
	NO.	%	NO.	%	NO.	%	
SELF EMPLOYED	0	0	2	33.33	4	66.67	6
SERVICE	0	0	27	40.30	40	59.70	67
PROFESSIONAL	0	0	5	55.55	4	45.45	9
STUDENT	2	12.5	9	56.25	5	31.25	16
HOUSE WIVES	0	0	2	100	0	0	2
TOTAL	2		53		45		100

Graph No-5: Relation between Occupation and willingness to buy Expensive Eco-friendly Products

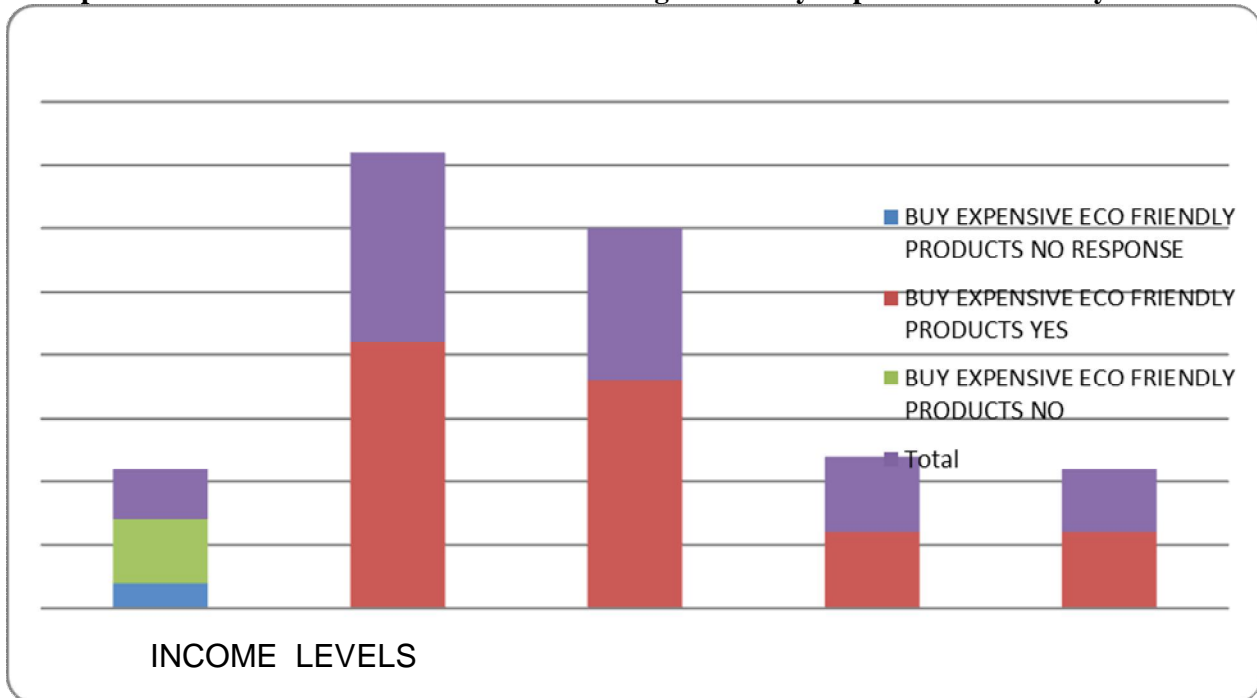


People across all occupation categories are willing to buy expensive eco-friendly products. However the percentage of willingness to buy these products varies from 31.25% for the students, 45.45% for professionals, 59.70% for service and 66.67% for the self employed. Overall willingness to buy expensive eco-friendly products is only 45%.

Table No-6: Income and Willingness to Buy Expensive Eco-friendly Products

			BUY EXPENSIVE ECO FRIENDLY PRODUCTS						Total
			NO RESPONSE		YES		NO		
			No	%	No	%	No	%	
INCOME		NO RESPONSE	2	18.18	2	63.64	7	18.18	11
		1 TO 10000	0	0	21	41.67	15	58.33	36
		10001 TO 30000	0	0	18	40.00	12	60.00	30
		30001 TO 50000	0	0	6	50.00	6	50.00	12
		ABOVE 50001	0	0	6	45.45	5	54.55	11
Total			2		53		45		100

Graph No-6: Relation between Income and Willingness to Buy Expensive Eco-friendly Products.

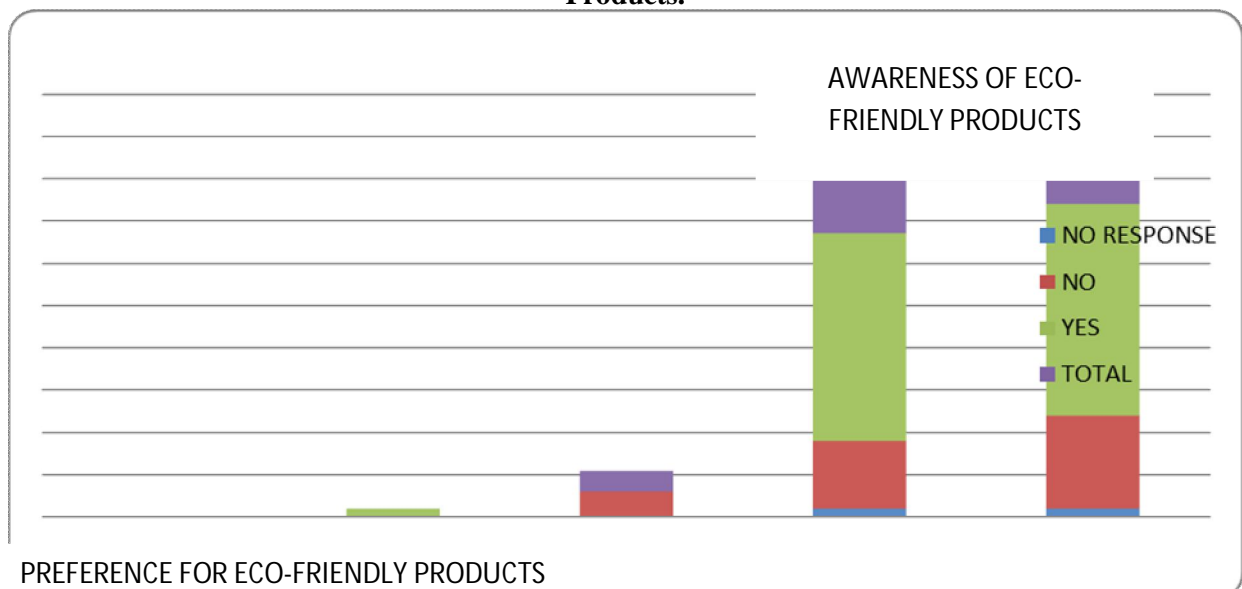


The above graph shows the trend with respect to overall willingness to buy expensive eco-friendly products. On an average 53% of the respondents expressed their willingness to buy expensive eco-friendly products. 50% of people having an income between 30,000 – 50,000 show willingness to buy expensive eco-friendly products while 41.7% and 40% of people having an income between 1 – 10,000 and 10,000 – 30,000 respectively show willingness to buy expensive eco-friendly products.

Table No-7: Awareness of Eco-Friendly Products and Preference For Eco-Friendly Products.

AWARENESS OF ECO-FRIENDLY PRODUCTS	PREFERENCE FOR ECO-FRIENDLY PRODUCTS						TOTAL
	NO RESPONSE		NO		YES		
	No	%	No	%	No	%	
NO RESPONSE	0	0	0	0	2	100	2
YES	2	2.70	5	6.76	67	90.54	74
NO	0	0	6	25	18	75	24
TOTAL	2		11		87		87

Graph No. 7 Relation Between Awareness Of Eco-Friendly Products and Preference For Eco-Friendly Products.

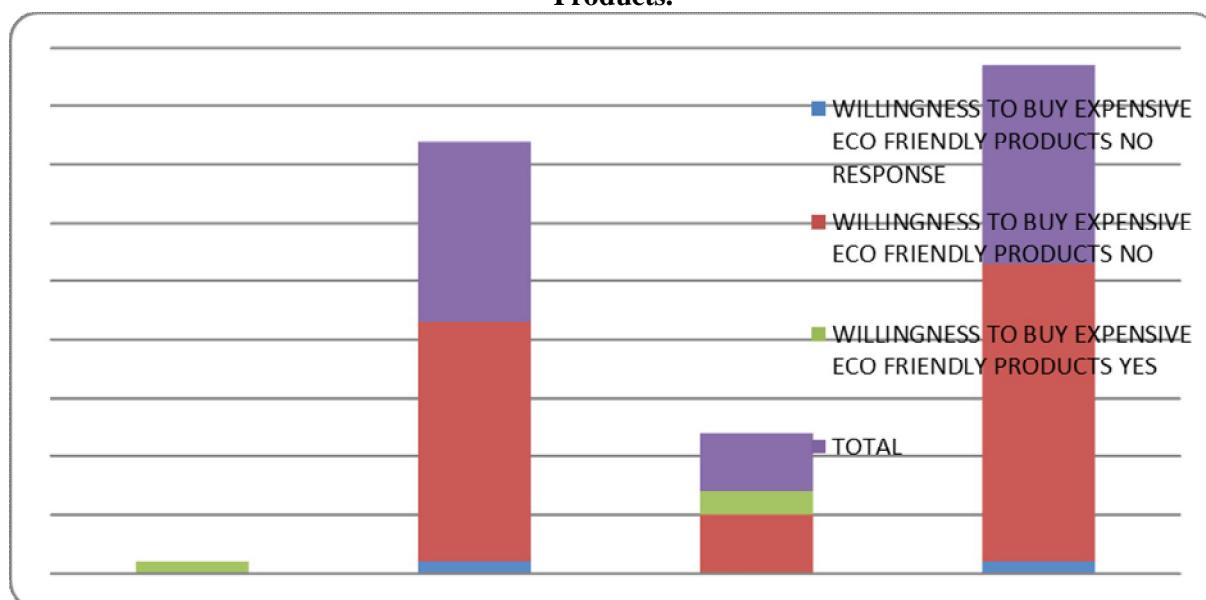


Here again we find that out of the 74 respondents who are aware of eco-friendly products 67 i.e., 90 % show preference for eco friendly products. And out of the 24 respondents who are not aware of these products 18 of them are still willing to buy eco-friendly products. On an average 87 % of the respondents shows willingness to buy eco friendly products.

Table No-8: Awareness of Eco-Friendly Products and Willingness to Buy Expensive Eco-friendly Products.

AWARENESS OF ECO-FRIENDLY PRODUCTS	WILLINGNESS TO BUY EXPENSIVE ECO FRIENDLY PRODUCTS						TOTAL
	NO RESPONSE		NO		YES		
	No	%	No	%	No	%	
NO RESPONSE	0	0	0	0	2	100	2
YES	2	2.71	43	58.11	29	39.18	74
NO	0	0	10	41.66	14	58.34	24
TOTAL	2		53		45		100

Graph No-8: Awareness of Eco-Friendly Products and Willingness to Buy Expensive Eco-friendly Products.



The above graph shows the willingness of people to buy products that are expensive in as a result of being eco-friendly. Though people are aware of eco-friendly products the willingness to buy expensive products is low i.e., 39.18%. even among the category where awareness about eco-friendly products is negative the willingness to buy expensive eco-friendly products is only 58.34%.

SUGGESTION

- 1) The customers should be genuine about green marketing and their product.
- 2) Educate your customer more about the green marketing
- 3) Green marketing campaign should be organised for the awareness of the customers.

CONCLUSION

Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Newspaper remains leading source of information for most of the respondents and should be utilized more for reaching out to the consumers regarding green products and practices.

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RETAIL FORMAT IMPORTANCE FOR PURCHASE OF HERBAL COSMETICS

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ABSTRACT

Cosmetics concept originated as procedures and products to enhance beauty which shifted later towards the improvement of health with use. The positive trend with green, environmental and sustainable products has recently expanded to beauty products, which are shifting from being niche products dedicated to specific segments of interest and driving consumers to concrete alternatives to the classical beauty brands which mostly distributed through pharmacies and perfumeries. The purpose of this paper is to determine the respondents importance of purchasing herbal skin and hair care cosmetics from the various stores such as departmental stores, cosmetic specialty store, traditional markets, supermarkets, pharmacies, company's outlet, which was analysed on the basis of most unimportant, unimportant, neither important nor unimportant important, most important. A structured questionnaire was used for data collection. The data was collected through personal survey using sample of 120 consumers from south Goa. The hypothesis formulated for the study is to find out if there is a significant difference in the opinion of the respondents towards importance of purchasing herbal skin care and hair care cosmetic products from retail formats. Various statistical tools were used such as Anova including percentage analysis, simple charting, and tabular format. The findings may be useful to retailers, marketers and practitioners to recognize and better understand new trends that occur in the natural cosmetics industry.

Keywords: retail formats, importance, skin care, hair care, herbal cosmetics.

INTRODUCTION

People are getting more beauty conscious and want to satisfy the need to look and feel good. Beauty and skin care products are social obsessions across age, gender and race worldwide. The growing interest in herbs is a change in life-styles based on the belief that plants have a vast potential for their use as a curative medicine. Skin products and hair care products for protecting hair fall, dandruff and baldness, acne and freckles facial treatments, wrinkles removal are used increasingly. Retail stores including exclusive brand outlets, supermarkets, and specialty stores amongst others are major distribution channels among consumers. Herbal cosmetics also known as natural cosmetics have same estimable assets in the modern era. Herbal cosmetics like herbal face wash, herbal conditioner, herbal soaps, herbal shampoo, and many more are highly acclaimed by the masses and the best thing of herbal cosmetics is that it is purely made by herbs and shrubs. Herbal cosmetic also known as *natural cosmetics*. Herbs do not produce instant cures but puts the body in proper tune with nature. Natural herbs when used for aromatic value in cosmetic preparation are called herbal cosmetics. The herbal cosmetics, influences the functions of skin and provide nutrients necessary for the healthy skin or hair. Cosmetics having chemicals are harmful to the skin and awareness among consumers for herbal products increased the demand for natural products and extracts in preparing cosmetics. Herbal medicine has a long history of use and better patient tolerance as well as acceptance for sustainable supplies of cheaper medicines. The cultivation and processing of medicinal herbs and herbal products is environmental friendly

THEORETICAL PERSPECTIVE

Levin and Heath (2003) stated that preference toward any particular retailing channel is product attributes defined. In the context of the changing retailing environment Sinha P.K, Banerjee A and Uniyal D.P. (2002) studied store choice behaviour of Indian consumers. Elling (1984) explained consumer preference when the product preferred was not available with one dealer who made him walk to other dealer for the same product. Winn and Childers (1976), Bellenger, Robertson, and Hirschman (1976), Douglas (1976) found there was a weak association between consumer demographics and retail format preference. Consumers generally don't remain loyal to a particular retailer and this trend has been increasing since 1997 (Setlow (2002) and Levy & Weitz 1998). The domestic market-based traditional market has converted to large scaled franchising (Kim et al., 2012). It's unusual to choose distant or inconvenient locations for small basket fill-in trips (Bell et al, 1998). (Cravens, 2000:194 and Messinger & Narasimhan, 1997:23) are of the opinion that retailers have to position themselves in such a way that they are accessible to public and can develop a sustainable competitive advantage while also making a profit. On retailer selection consumer preferences research has been conducted by many authors (Mitchell and Kiral 1998, Arora, 1999; Liisa 1990; Liu - Hai, 2005; Franklin, 2001; Tzeng et al., 2002, Philippidis and Hubbard (2003). Veerapong and Pitsuwan (2002).studied consumer behaviour attitude toward supermarkets in Bangkok metropolitan areas that prefer stores offering reasonable product price and sales

promotion. Fox et al. (2004) identified store promotion frequency and product assortment-related factors to be highly influential on format choice. Osman (1996) found shoppers who will shop in stores that offer goods at cheaper prices than other stores. Bearden (1977) distinguished seven attributes as significant for store patronage. (Lassk, 2000; Rapp and Islam, 2006; Sparks, 2000; Sutton and Rafaeli, 1988; Worthington, 1989 Welsh et al., 2003) studied convenience store attributes. Landsverk et al (2003) concluded that for most supermarket shopper's price and location would be of overriding importance. Davies (1992), stressed that when shopping in a specific retailer store people exchange time not necessarily exchange money. Customers refer to only a limited number of store attributes when shopping before making a choice (Woodside and Trappey, 1992). Store choice refers to a particular retail store that the consumer chooses to shop (Walker et al., 1999). Loudon and Della Bitta (1993) studied that consumers close to a store buy from that store. (Runyon and Stewart 1987; Hawkins et al., 1998) opine that consumers are willing to travel very far for some products. Popkowski Leszczyc, Ashish, and Timmermans (2000) analyzed the decisions of when and where to shop using the dynamic hazard rate modelling.

REVIEW OF LITERATURE

Bhatnagar, (2002) stated that specialized and traditional stores are preferred for fresh products but hypermarkets are preferred for general shopping. Ailawadi and Keller (2004) inferred that hypermarket location and the distance are basic criteria in store decisions. Marjanen (1997) concluded that supermarkets and department stores visitors consider parking as important store-choice variables. The location or the place is changing where they buy and shops are opened or closed according to buyer's convenience. (Londhe, 2006). Kim et al., (2012) stated that retailing scenario has changed from domestic market-based traditional market format. Maruyama and Trung (2007) stated that in Vietnam factors which influence consumer's decision-making while selecting traditional bazaars vs. supermarkets. In the India retail scene malls are becoming centre for family's outings was highlighted by Srivastava (2009). Consumer preferences for retail store selection studied by Sanjeev Verma (2007).Mc Goldrick and Andre (1997) illustrated the approach value in a study of supermarket shoppers' behaviour. Seiders and Tigert (2000) compared supercenter shoppers with traditional supermarket shoppers in his study. (East et al., 1994; Singh and Powell, 2002) stated that most people exhibit certain habits when they do their main trip to the supermarket and have a usual day and a usual time of day to shop. Kamath G.B. (2009) found consumers' preferences of specific attributes of Mangalore city retail stores. Mai and Hui Zhao (2004) concluded that location is a driver for store choice in Chinese market. Gomez et al. (2004) concluded that quality is seen as a factor in the supermarket sector. Fotheringham (1988) and Meyer and Eagle (1982) studied that location influences store choice. Shoppers in India prefer the local kirana stores over malls Varun Jain (2010).

OBJECTIVES OF THE STUDY

The purpose of this paper is to determine the respondents importance of purchasing herbal skin and hair care cosmetics from the various stores such as departmental stores, cosmetic specialty store, traditional markets, supermarkets, pharmacies, company's outlet, which was analysed on the basis of most unimportant,unimportant, neither important nor unimportant important, most important.

SOURCES OF DATA AND METHODS OF DATA COLLECTION

The study is based on primary data collection. Data is collected from users of herbal cosmetics products. Primary data was collected as face to face conversation using questionnaire prepared. The relevant secondary data was collected from the articles, journals, newspapers and various websites and has been used in the review of literature.

Sampling design of the study

The sampling technique used is convenient sampling. The sample size comprises of different types of users who are using herbal cosmetic products. A sample of 120 respondents was taken into account.

Tools for Analysis

Various statistical tools were used such as Annova including percentage analysis, simple charting, and tabular format.

Research design

The hypothesis formulated for the study is to find out if there is a significant difference in the opinion of the respondents towards importance of purchasing herbal skin care and hair care cosmetic products from retail formats.

LIMITATIONS OF THE STUDY

The area was wide since it is confined only to south Goa so results cannot be universally accepted. The study has been restricted to 120 respondents only. The coverage of this study is limited to South Goa only and may not apply the findings and suggestions to other areas. Time is a major constraint. The statistical tools are used to analyze the data with its own limitations. The data collected is based on the questionnaire and the results would be varying according to the options of the individuals. The data collected by convenient sampling using questionnaire could have certain deviations.

TABULAR PRESENTATION

Table-1.1: Percentage of preference to buy herbal cosmetic products from retail formats

	A*	B*	C*	D*	E*	F*
Mu*	5.83	7.5	6.67	4.17	2.5	1.67
U*	3.33	9.167	17.5	0.83	30.83	10
NI/U*	15.83	20.83	40.83	9.17	23.33	13.33
I*	62.5	39.17	30.83	54.17	25	18.33
Mi*	12.5	23.33	4.167	31.67	18.33	56.67

Source: Primary Data

(A*-Departmental store B*-Cosmetic specialty store C*-Traditional markets D*-Supermarkets E*-Pharmacies F*-Company's outlet, Mu*-Most unimportant U*-Unimportant NI/U*-Neither Important nor Unimportant I*-Important Mi*-Most important)

Table-1.2: Annova of preference to buy herbal cosmetic products from retail formats

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	3926.792	4	981.698	4.462302	0.009701	2.866081
Columns	5.51E-05	5	1.1E-05	5.01E-08	1	2.71089
Error	4399.963	20	219.9981			
Total	8326.755	29				

H_0 there is significant difference towards preference to buy herbal cosmetic products from retail formats

H_1 there is no significant difference towards the opinion of the respondents in preference to buy herbal cosmetic products **from retail formats**

In Table 4.1.1.1, using Annova, if $F < F_c$ there is no significant difference i.e. H_0 and if $F > F_c$ there is a significant difference i.e. H_1 . In the table, $F=4.462302$ and $F_c=2.866081$ hence, there is a significant difference in preference to buy herbal cosmetic products. And, $F=5.01E-08$ and $F_c=2.71089$, there is no significant difference in the opinion of the respondents towards preference to buy herbal cosmetic products. Table 4.1.1 indicates the respondents perceived level of importance for cosmetics. The respondents prefer to buy from the various stores such as departmental stores, cosmetic specialty store, traditional markets, supermarkets, pharmacies, and company's outlet. The highest level of importance to cosmetic preference is from 62.5 % and most unimportant is 0.83%.

Table-1.3: Percentage of importance to buy herbal skin care products from retail formats

	A*	B*	C*	D*	E*	F*
Mu*	5.83	10.83	6.67	4.17	1.67	1.67
U*	3.33	35	16.67	0.83	32.5	10
NI/U*	18.33	26.67	40	9.167	23.33	12.5
I*	59.17	16.67	34.167	56.67	25.83	19.17
Mi*	13.33	10.83	2.5	29.17	16.67	56.67

Source: Primary Data

(A*-Departmental store B*-Cosmetic specialty store C*-Traditional markets D*-Supermarkets E*-Pharmacies F*-Company's outlet, Mu*-Most unimportant U*-Unimportant NI/U*-Neither Important nor Unimportant I*-Important Mi*-Most important)

Table-1.4: Annova of preference to buy herbalskin care productsfrom retail formats

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	2834.633	4	708.6582	2.663963	0.062525	2.866081
Columns	5.31E-05	5	1.06E-05	3.99E-08	1	2.71089
Error	5320.331	20	266.0165			
Total	8154.964	29				

H_0 there is significant difference towards preference to buy herbal skin care products from retail formats

H_1 there is no significant difference towards the opinion of the respondents in the preference to buy herbal skin care products from retail formats

In Table 4.1.2.1, using Annova, if $F < F_c$ there is no significant difference i.e. H_0 and if $F > F_c$ there is a significant difference i.e. H_1 . In the table, $F=2.663963$ and $F_c=2.866081$ hence, there is a significant difference in preference to buy herbal skin care products. And, $F=3.99E-08$ and $F_c=2.71089$, there is no significant difference in the opinion of the respondents towards preference to buy herbal skin care products. Table 4.1.2 indicates the respondents perceived level of importance for skin care. The respondents prefer to buy from the various stores such as departmental stores, cosmetic specialty store, traditional markets, supermarkets, pharmacies, company's outlet. The highest level of importance to skin care preference is from 59% and most unimportant is 0.83 %.

Table-1.5: Percentage of preference to buy herbal hair care products from retail formats

	A*	B*	C*	D*	E*	F*
Mu*	5.83	10.83	6.67	4.17	2.5	1.67
U*	3.33	38.33	16.67	0.83	33.33	9.17
NI/U*	17.5	24.17	40	10	25	14.17
I*	60	16.67	33.33	55.83	23.33	17.5
Mi*	13.33	10	3.33	29.17	15.83	57.5

Source: Primary Data

(A*-Departmental store B*-Cosmetic specialty store C*-Traditional markets D*-Supermarkets E*-Pharmacies F*-Company's outlet, Mu*-Most unimportant U*-Unimportant NI/U*-Neither Important nor Unimportant I*-Important Mi*-Most important)

Table-1.6: Annova of preference to buy herbal hair care productsfrom retail formats

Source of Variation	SS	Df	MS	F	P-value	F crit
Rows	2641.652	4	660.413	2.357012	0.088374	2.866081
Columns	5.67E-05	5	1.13E-05	4.04E-08	1	2.71089
Error	5603.815	20	280.1907			
Total	8245.467	29				

H_0 there is significant difference towards preference to buy herbal hair care products from retail formats

H_1 there is no significant difference towards the opinion of the respondents in the preference to buy herbal hair care products from retail formats

In Table 4.1.3.1, using Annova, if $F < F_c$ there is no significant difference i.e. H_0 and if $F > F_c$ there is a significant difference i.e. H_1 . In the table, $F=2.357012$ and $F_c=2.866081$ hence, there is a significant difference in preference to buy herbal hair care products. And, $F=4.04E-08$ and $F_c=2.71089$, there is no significant difference in the opinion of the respondents towards preference to buy herbal hair care products. The above Table 4.1.3 indicates the respondents perceived level of importance for hair care. The respondents prefer to buy from the various stores such as departmental stores, cosmetic specialty store, traditional markets, supermarkets, pharmacies, and company's outlet. The highest level of importance to hair care preference is from 60% and most unimportant is 0.83%.

CONCLUSION

Indian retailers harp on quality, service, convenience, and satisfaction and assured benefits to lure shoppers. Retail formats delivers value proposition and also helps position the store in the mind of shoppers. Retailers need to find out what are the consumer requirements and offer products better than competition. Retailers need to innovation in value proposition and deciding the format to satisfy the consumer. Retailers have to think of the consumer and provide service as well as value. The eventual conclusion is that consumer is the focus of retail business and the retailers should know that it is not just about deciding the retail format but also to serve the consumer better, quickly and at low cost.

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CONSUMER PERCEPTION ON THE ROAD TO ‘ONLINE FOOD ORDERING AND DELIVERY SERVICES’: AN EXPERIMENTAL LEARNING

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ABSTRACT

The portable application time has tossed open another pathway for the present advertising. The versatile application has made every single customary method of business obsolete and created astonishing new conceivable outcomes in business. Portable application is a blend of showcasing insight and innovation – utilizes the Internet as a medium to publicize and move administrations and products. Today, more individuals are getting associated through versatile application and they are prepared to exchange through it. It likewise influences the task of organizations and associations. Organizations have changed their customary business systems into internet showcasing to suit client needs and taste whenever. This exploration paper means to examine the customer's observation towards the online sustenance requesting and conveyance benefits in Mumbai. The study was led for an intentional examination of the investigation on around 100 respondents. The exploration is cantered on the examination and investigation of information gathered from every one of those clients who are as of now utilizing the online nourishment conveyance administrations. The object is to comprehend what are the impacting factors, their recognitions, needs, situating of different properties of various online gateways in their brain and generally fulfilment towards online nourishment conveyance administrations. To accomplish the target, information from various regions of Mumbai have been gathered and furthermore visited eateries to know their perspective.

Keywords: Portable, online sustenance, nourishment conveyance

INTRODUCTION

Innovation has assumed a key job in reforming the nourishment conveyance administration, it has added to the adjustments in customer inclinations as their reliance of innovation has roused them to do everything web based including getting prepared suppers conveyed to their doorstep. Comfort is the prime factor to the buyers, as to put in a request is as basic as few ticks on any cell phones. Mechanical reliance, comfort and less time taken for the sustenance to be conveyed helps as a valid justification for the customers to pick the administrations offered by the online nourishment requesting and conveyance administration gateways. The prevalence of online sustenance requesting and conveying administrations is relentlessly developing; desires for the clients are likewise expanding. This exploration paper is meant to research consumers' sees about the administrations they get from various entries. This paper will help the specialist organizations to comprehend the consumers' recognition, needs and perspectives based on the after-effect of a study. To begin this dialog, a glance at the important writing, especially in connection to the online sustenance requesting and conveying administrations has been depicted underneath. The overview and its outcomes, trailed by discoveries and end on how the customers see the administrations can be utilized by the online sustenance conveyance administration organizations to grow better techniques to advertise their versatile applications effectively.

LITERATURE REVIEW

According to Serhat Murat Alagoz & Haluk Hekimoglu (2012), web based business is quickly becoming around the world, the sustenance business is additionally appearing enduring development. In this examination paper they have utilized the Technology Acceptance Model (TAM) as a ground to think about the acknowledgment of online nourishment requesting framework. Their information examination uncovered that the disposition towards online sustenance requesting shift as per the simplicity and value of online nourishment requesting process and furthermore differ as indicated by their ingenuity against data innovation, their trust in retailers and different outer impacts.

According to H.S. Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to Sheryl E. Kimes (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

According to Leong Wai Hong (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems can help to improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

According to Varsha Chavan, et al, (2015), the utilization of shrewd gadget based interface for clients to view, request and explore has helped the eateries in overseeing orders from clients right away. The abilities of remote correspondence and advanced mobile phone innovation in satisfying and improving business the executives and administration conveyance. Their investigation expresses that this framework is helpful, viable and simple to utilize, which is relied upon to improve the general eatery business in coming occasions.

OBJECTIVES OF THE STUDY

1. To analyse the various factors that influences the consumers attitude to choose online food delivery services
2. To analyse the most preferred online food delivery service portal by consumers
3. To know what are the factors that hinders consumers to use online food delivery services

STATEMENT OF THE PROBLEM-

Though the society has entered into the digital era but yet few consumers haven't considered themselves as a part of this era. They are still in the old school era. This is because they aren't much aware of the applications used and also at the same time do not know the technicalities of the usage of the same. Also they do not believe in the ratings that are given by the reviewers as they think that it could be even the paid generated reviews.

HYPOTHESIS OF THE STUDY-

1. There is a significant relationship between factors affecting usage and the food apps
2. There is association of popularity of an app with the awareness methods used
3. There is a significant relationship between factors affecting to the development of perception and attitude amongst the consumers

SCOPE OF THE STUDY

The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the „Online Food Delivery Service Market“. We will know about the consumer perception regarding the services they provide in Mumbai area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

LIMITATIONS OF THE STUDY

A small sample size of 100 respondents have been taken for study which is carried out in different areas of Mumbai, so the findings may not be applicable to the other parts of the country because of social and cultural differences.

Research methodology

This study is conducted on the basis of Primary and Secondary research data collected from the employees of various firms.

Primary data-the sample size consists of 100respondents and methodology used was random sampling. The area covered is from Bandrato Borivali. The respondents at all the levels in the society were interviewed based on the questionnaire. The collected data is tested by using percentage method.

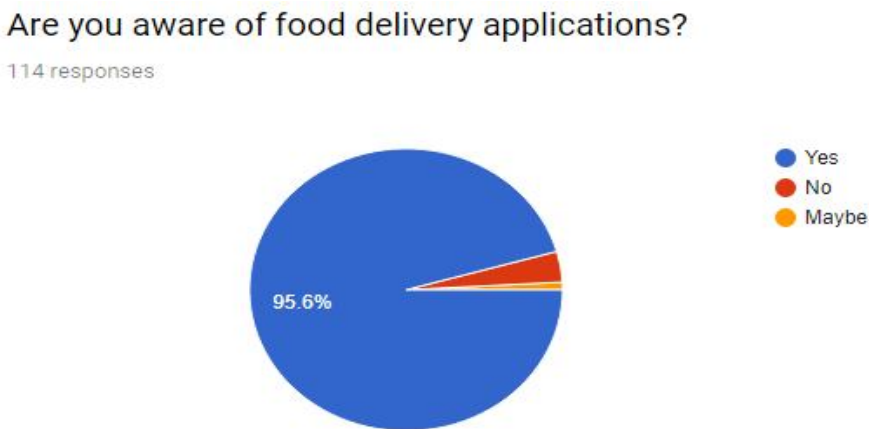
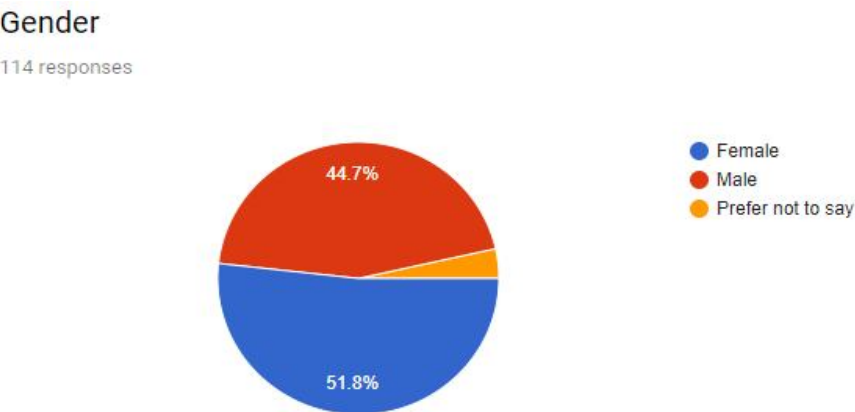
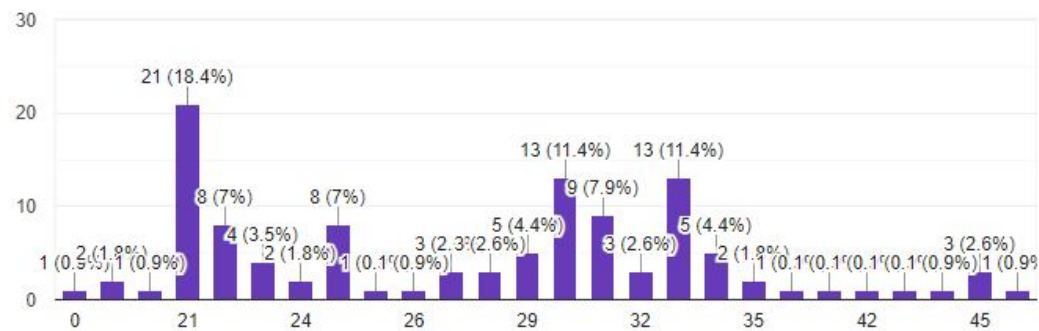
Secondary data- research papers, newspapers, journals, online reviews, online apps, magazines, testimonials were referred

Analysis and interpretation

The survey data was collected by the use of structured questionnaire from 100respondents of

Age

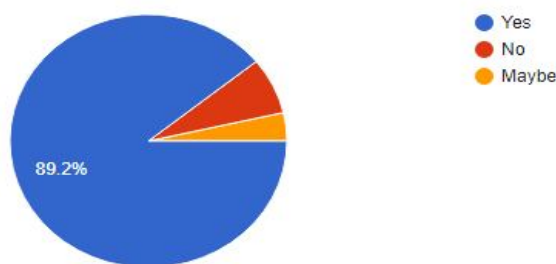
114 responses



With the above chart we can say that 95.6% people are aware about the food delivery applications and the rest are not and may be

Do you use online food delivery apps for ordering food?

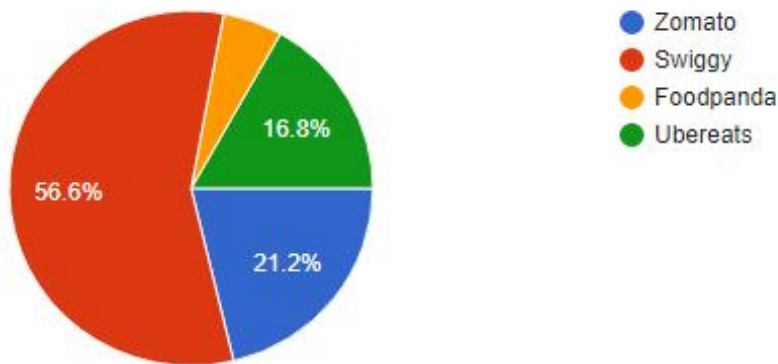
111 responses



The above chart shows that 89.2 % people use food delivery apps for ordering food while others do not and few sometimes

Which is your preferred food delivery application?

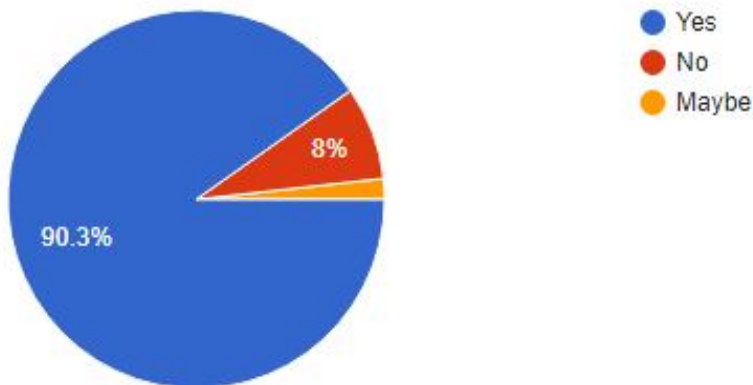
113 responses



The above chart shows the preferred food delivery app 56.6% people prefer Swiggy, 21.2% prefer Zomato, 16.8% people prefer UberEats while remaining prefer Foodpanda

Do you check the reviews while ordering the food online?

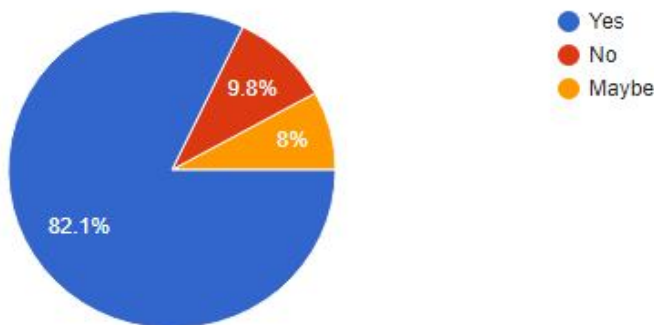
113 responses



The above chart shows that 90.3% people prefer checking reviews online while 8% prefer not to and rest maybe

When you read the reviews, do they affect in your decision making while ordering the food?

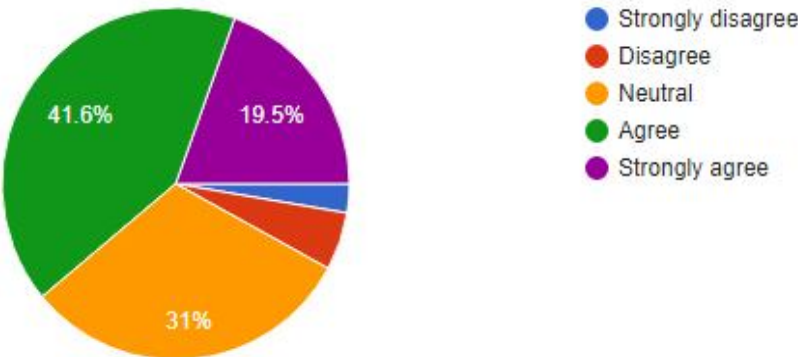
112 responses



The above chart shows that 82.1% peoples decision affect food decision making, 9.8% no and 8% maybe

Is the quality of the food delivered same as restaurant?

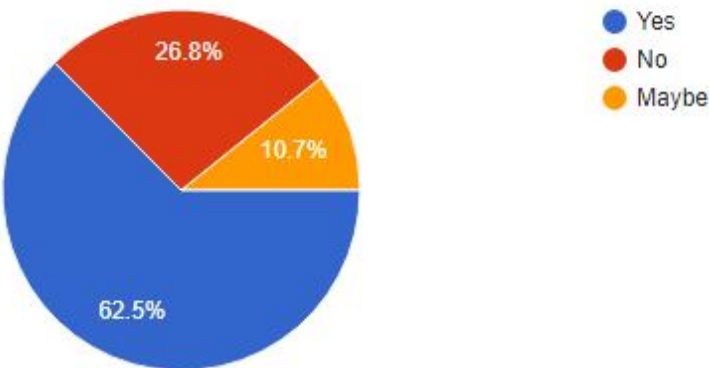
113 responses



The above chart shows that 41.6% people agreed on the same quality of the food while 19.5% strongly agreed for the same and rest disagreed, some were neutral

Is the quantity of the food same as restaurant?

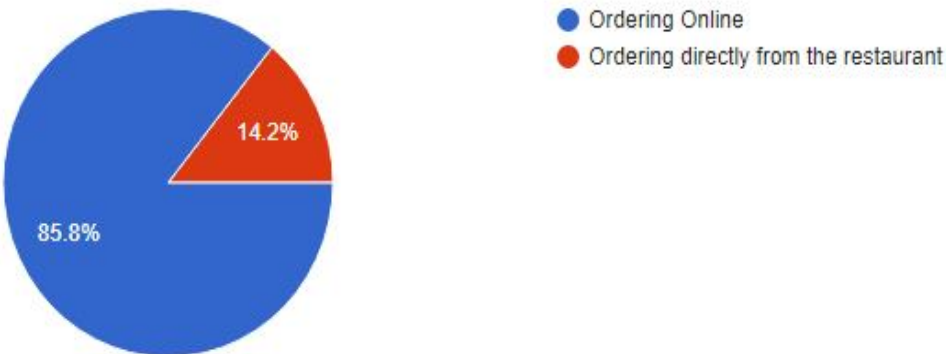
112 responses



The above chart shows that 62.5% people think that the quantity of food is same as restaurant, 26.8% said no and 10.7% said maybe.

While having food which is the medium that's chosen?

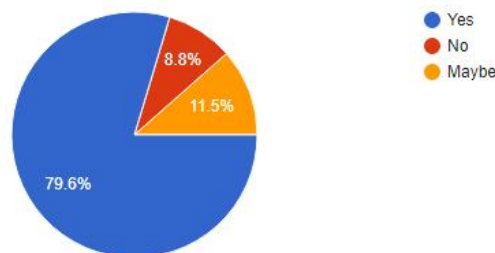
113 responses



The above chart shows that 85.8% people prefer ordering food online while 14.2% people preferred ordering directly from the restaurant.

Do you find online food ordering apps economical than ordering directly through the restaurant?

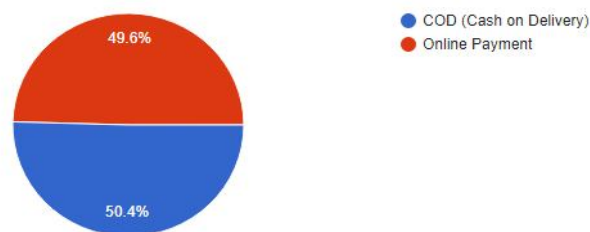
113 responses



With the chart it can be identified that 79.6% people think that ordering food online is economical while 11.5% think maybe and 8.8% thinks no.

Which is the preferred mode of payment for you usually?

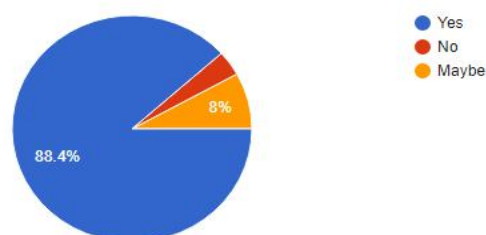
113 responses



The above chart shows that 50.4% prefer cash on delivery and 49.6% people prefer online payment

Do discounts help you placing frequent orders with the online food apps?

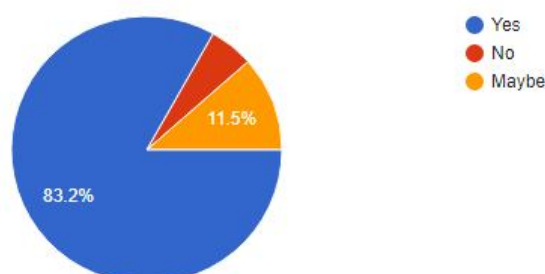
112 responses



The above chart shows that 88.4% said that online discounts help in frequents orders from online apps while 8% think maybe and rest said no.

Do you feel that the ordering food apps are time savers for us?

113 responses



The above chart shows that 83.2% people think that ordering food online is a time saver for us while 11.5% think that it maybe and rest thinks no.

FINDINGS

Findings show that

- The variables that energizes shoppers the most is Doorstep Delivery pursued by Ease and Convenience
- Consumers are for the most part affected when they get any Rewards and Cashbacks pursued by Location.
- Most favored online nourishment conveyance specialist co-op is Swiggy trailed by Zomato.
- The components that avoid shoppers to utilize the online nourishment conveyance administrations are Bad Past Experience pursued by Influence from companions/family.

SUGGESTIONS-

- More advertisements should be created
- Awareness should be created
- Technical knowledge about the usage should be provided
- Importance of Plastic money should be made known in a wide spread

CONCLUSION-

According to the research conducted, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better on time delivery and better discounts. It can be concluded that the perception of the consumers are changing because of certain things which include timely delivery, quantity, quality and also the reviews that are provided by the consumers on which the buying decisions can be decided and also it can happen with the help of the ratings.

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IMPACT OF CREDIT CARDS ON CONSUMPTION EXPENDITURE BEHAVIOUR OF PEOPLE**Mitali Sawant**

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ABSTRACT

In the era of plastic money, the use of credit cards is becoming the trend. Once Carte Bleue and Access has pioneered the credit card industry, have disappeared from the market. With the launch of credit cards in India, Andhra became the name in the Credit cards industry. But the struggle continued to make the credit cards acceptable in the Indian market. The last decade has experienced the enormous increase in the use of plastic money including credit cards with Visa Cards leading the market share. There are various factors that have led to the increase usage of credit cards over the last few years. This study is mainly highlighting the factors responsible for the growth of consumption expenditure of the people due to the use of credit cards through the help of primary data collection.

Keywords: Plastic money, CIBIL, Visa

INTRODUCTION

Evolution of money is a long journey in itself with barter system as a means of exchange to metallic money, from paper currency to plastic money. Credit card is plastic money which allows the consumers to purchase or make payment at point of sale and make the payment for the same at the later date to the bank. The banks pay the money on behalf of their customers up to a certain credit limit and provides grace period of around 30 days to 45 days to customers for repayment.

The Credit Card is basically issued to the customers by banks where embossing in block letter about the name of the customer, name of the issuing bank as well as expiry date of the card is mentioned. It also bears the signature of the customer on the reverse side of the card.

Terminologies used in Credit Card Industry

Plastic Money	Credit Card
Issuing Bank	Bank which issues credit cards to customers
Credit limit	Maximum credit amount which customers can apply for
Annual fee	Charges levied by bank for credit cards
Cardholder	Bearer of credit card

History of Credit Cards

In India, ATM was introduced by HSBC in the year 1987 with the aim of attracting people with many advantages of Debit Cards. No long queues, seldom visit to banks, no need to fill withdrawal slips were some of the greatest attraction of ATMs in 1987. Since then the use of ATM and Debit cards were just the boom to the economy. Even the zero balance accounts opened under PradhanMantriJanDhanYojana were provided with the RuPay Debit Cards in last four years.

In case of Credit cards, the acceptability of it among users took long to settle in the minds of Indian Consumers. The concept of credit cards were considered as the liability in the Indian Market and it was not acceptable by the consumers. Even the journey of credit cards started in the year 1981, the reach of it to the common people is very less. Andhra was the first bank to initiate the process of credit cards in India.

The concept of credit cards was not used to with the Indian public as the default in payment could lead to the problems to them. Many people were feeling it as a liability of repaying debts as well as the risk of delay in making timely payments.

Over a period of time, the tendency of nuclear families, westernization and increased standard of living has lead to the acceptability of credit cards gradually. The concept of Spend now and Pay later started gaining importance especially among the salaried people, thus leading to increasing use of credit cards among them.

Credit cards are now playing a crucial role in the day to day purchases of the customers. From withdrawing money to making bill payments, from making installments to fund transfer and shopping. With a single plastic cards, numerous things can be done that to with the payment to be made at later date.

The number of credit card users has been on a tremendous increase in India with a growth rate of 9% in the first quarter of financial year 2018. 29.8 million Credit cards were issued to the customers in the month of March 2017 as per the guidelines of Reserve Bank of India.

Reasons behind the increased usage of Credit Cards

- Due to the easy availability of CIBIL (Credit Information Bureau of India Limited) scores, the banks are being lenient and flexible in issuing credit cards to number of users. (CIBIL score helps the banks to find the solvency and financial stability of the borrower)
- E-Commerce industry is also acting as a boom for the development of the shopping spree. This has led to the use of credit cards
- Use of credit cards is not only restricted for making payments, it also provides good cash backs, discounts and many offers to the consumers.
- It also increases the purchasing power of the consumers by making payments at installments at future dates.
- Even the latest to contribute in boost of Credit cards is Government's move of demonetization.

REVIEW OF LITERATURE

- Weng Marc Lim (2014) conducted the study to analyse the perceptions of the consumers towards the usage of the credit cards. They conducted the data through in depth interviews from the 15 respondents and found out that the young consumers spend in excess due to the facility of payment at later dates. Overspending and overconsumption has increased to manifold.
- Yantao Wang (2016) states that credit card usage has become the necessity in today's generation due to the efficiency in services. The survey is conducted from more than 300 people and analysed various factors influencing the purchase credit cards. Factors like B2B transactions, point of sale acceptance, etc have played vital role for boosting the credit card industry
- Arpita Khare (2012), research was conducted to find out the influence of lifestyle on the consumer buying behaviour through credit cards. Data collection was done through survey of respondents in malls. The findings suggested that the Indian consumers can be persuaded to purchase credit cards and move towards digitalization as spread of credit cards is very less as compared to the diversified lifestyle of the Indian consumers.

OBJECTIVES OF THE STUDY

- To study the background of credit cards.
- To understand the impact of credit cards on consumer expenditure.
- To find out the factors influencing purchase through credit cards.

RESEARCH METHODOLOGY

The research paper is based on the study of primary as well as secondary data. The primary data is collected from credit card users through structured questionnaire from the Ambernath Taluka in Thane District. The respondents are basically selected as per Convenience sampling method for the purpose of exploratory research. The respondents were providing with questions of various scales and same has been taken into consideration for further analysis.

Sampling

Target population was credit card holders where the sample is collected from 89 respondents as per Convenience sampling method.

DATA ANALYSIS & INTERPRETATION

Credit card has increased your consumption expenditure

Responses	YES	NO
Number of Respondents	59	20
Percentage of Respondents (%)	74.7	25.3

Overall 74.7% of respondents agree with the fact that the Credit cards have increased their expenditure on consumption whereas 25.3% of the respondents do not agree with it.

Consumption expenditure is increased on

Responses	Bill payments	Food	Recreation	Bookings	Shopping	EMI
Number of Respondents	9	5	3	5	44	7
Percentage of Respondents (%)	12.3	6.8	4.1	6.8	60.3	9.6

The consumption expenditure of credit card users has mainly increased on shopping where 60.3% of the respondents agree to it. The 2nd in a row is expenditure for bill payments which accounts for 12.3% followed by Payments of EMI 9.6%, Food and Bookings 6.8% each and Recreation with 4.1%.

Psychological factors influence the purchase of credit cards

1= Strongly Agree, 2= Agree, 3= Neutral, 4= Disagree, 5= Strongly Disagree

Factors	1	2	3	4	5
Payment through credit card is of more ease than cash	25	38	10	6	0
Credit card is of more use during time of emergency	44	33	1	1	0
Credit card users spend more on unhealthy things	19	31	18	10	1
Creates mental pressure of repayment of credit debts	24	27	24	3	1

Majority of the respondents agree that the psychological factors influence the purchase of credit cards among them like a) Payment through credit card is of more ease than cash with 36 respondents; b) Credit card users spend more on unhealthy things with 33 respondents, c) Creates mental pressure of repayment of credit debts with 26 respondents. 43 respondents strongly agree that Credit card is of more use during time of emergency.

Economic factors influence the purchase of credit cards

1= Strongly Agree, 2= Agree, 3= Neutral, 4= Disagree, 5= Strongly Disagree

Factors	1	2	3	4	5
Reward points/ Cash back	18	36	21	3	1
Improves CIBIL Score	13	38	24	3	1
Enough Credit period	14	44	17	4	0
Nominal interest charges	4	45	20	5	5

All the respondents mainly agree with all the economic factors influencing the usage of credit cards among them.

FINDINGS OF THE STUDY

- Data collected from 89 respondents out of which 73% of respondents use Credit cards
- The credit card respondents mainly use credit cards for shopping purpose followed by bill payments.
- The main benefit they derive due to credit cards are payment on later dates, cashless transaction and payment of EMI
- Around 74% of credit card respondents feel their consumption expenditure has increased due to the use of credit cards and its mainly on shopping (60%), bill payments (12%) and EMI (9.6%)
- Various psychological and economic factors are there that influence the usage of credit cards among consumers.

SUGGESTION & RECOMMENDATION

The customers should be made aware about the use of credit cards effectively as it is only restricted for making payments. Consumers can be encouraged to use credit cards to avail various economic benefits like discounts, cash backs, etc. Banks can also encourage the customers to purchase credit cards by reducing the procuring cost and annual maintenance fees of the credit cards. This will also boost the digital payment system in the economy.

LIMITATION OF THE STUDY

The respondents are very small which limits the generalization of this research paper. The number of respondents i.e. sample size is small. This leads to the scope of further study with more number of respondents so that to have a more detailed empirical study. The psychological factors and economic factors influencing purchase of credit cards can be increased to collect the data from diversified group of people. Moreover the correlation can be applied and tested on the variables relating to the study.

CONCLUSION

The main motto of the study was to analyze the factors responsible for the acceptance of credit cards in India. The study was conducted with primary data to find out the factors influencing the growth of credit card industry. The psychological factors like ease of making payment through credit card than cash, credit card users spend more on unhealthy things, creating mental pressure of repayment of credit debts; credit card is of more use during time of emergency influence the purchase of credit cards among consumers. Cash backs, discounts,

improvement in CIBIL score are some of the economic factors which has attracted the consumers to purchase more of credit cards. With the ever growing market of e-commerce, the future of credit card industry is very bright as many people are still not using the credit cards. Such people can be tapped by the banks to bring in more people under the reach of Plastic money.

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GROWING TREND FOR FITNESS IN INDIA WITH REFERENCE TO FIREFOX BIKES

Faisal Tanwar¹ and Mubeen Moosa Hakam²Assistant Professor¹ and Student², Clara's College of Commerce, Mumabi**ABSTRACT**

As per the Research, this study aims to find out the growing demand of fitness in India with Reference to Firefox Bikes. The objective of this Research is to Study the Different Brand Preference of Consumers amongst the Bicycle Brands and also Successful Brands in India, How Consumer is Moving towards Fitness, Also to Study How Growing Demand for Bicycles will Increase in Future, Buying Habits, Firefox Bicycles Users, Who - Why and How much are they Bicycling and Opportunities and Threats. To Know the Factors Influencing the Decision to Ride Bicycle as a Means for Fitness, How much Time do they Spend, Most Preferred Time also Bicyclist Demographics (Age, Gender, Education, Occupation) Buying Behavior, Service and Brand Related Survey. The Data Collected in this Analysis is Drawn from a Survey of Firefox Bicycles Users and Study Involves an explanatory Analysis of Bicyclist with Regards to Fitness. The Sample was Drawn from 116 Respondents and Uses Structured Questionnaire for Survey Method for Data Collection from Mumbai Suburban and Targets all Types of Age Group. It is Found that People Preferred Choice is Cycling, Majority in Age Group of 21 – 30 Years, Ride it Less than 1 Hour and Time is Evening, Decisions are Guided by their Family, People have Contacted Customer Service and they are Brand Loyal and Trust Firefox Brand. This Research Looks at Different Facets of the Growth and Structure of the Industry and Growth Performance. It is Intended to Help Readers to Obtain a Comprehensive Research on Growing Demand of Fitness in India with Reference to Firefox Bikes.

Keywords: Fitness, Bicycle Industry, Firefox Bicycles, Physical Exercise, Marketing

INTRODUCTION

Approximately 45% of all households use the bicycle for their primary transportation. In urban area the use of bicycle is lower than the rural area of India with approximately 42% and 46.12% households are using bicycle in urban and rural area respectively. As compared to the motorized two-wheeler, Indian households are using more bicycles. This implies that there already persists a good cultural and societal practice for bicycle use. The statistics in the following sections also prove the same thing. The proportion of non- motorized two-wheeler or bicycle and motorized two-wheeler are almost same in urban India. In rural India households using bicycle are almost twice of households using motorized two wheelers

REVIEW OF LITERATURE

1. Sukhpal Singh. "Bicycle Industry since Independence: Growth, Structure and Demand." Economic and Political Weekly 25, no. 34 (1990): M98-109.

1.1. The Indian bicycle industry which is more than 50 years old has experienced a number of changes in structure, organization and growth in the last three decades, especially after the mid-1970s when several factors resulted in a new demand for bicycles in developed countries. The 1980s marked a major shift in government policy towards the industry. Several new steps were taken under the policy of liberalization and modernization and the industry was declared a thrust area for export promotion. This article looks at the different facets of the growth and structure of the industry, such as growth performance, market concentration and ancillarisation in the context of the policy changes.

2. Das Gupta, Premjeet&Puntambekar, Kshama. (2016). Bicycle Use in Indian Cities: Understanding the Opportunities and Threats.

2.1. The study explores the opportunities and threats with respect to bicycle use in India, with reference to the recent literature on bicycle use. The study attempts to understand the role of bicycles with respect to livelihoods and the urban poor in India, trip characteristics of bicyclists in India, variation in bicycle use in Indian cities, future of bicycle use in Indian cities in do-nothing scenario, and the potential market for bicycle use in India.

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4. Akash Krishna Srivastavaa, Shashank Mishrab, Debalina Chakravartyc. Analysis of Bicycle Usage in India.

4.1. Bicycles are the easiest and cheapest form of mode of transport which can be used to reduce pollution and other environmental negative externalities. For the low income group, especially in developing countries like India, bicycling also offers an affordable transport option where it is difficult to afford any form of motorized transport. In the era of stringent climatic and GHG emission target, it is highly recommended from various levels of researchers, academicians and policy makers to promote bicycle use. Existing literatures mainly deals with the perception and behavior towards bicycle use; but ignore the baseline or existing usage pattern of bicycle

METHODOLOGY

Primary Source: Researcher has Focused on Primary Source for Data Collection. 116 Respondents within all Age Group are Considered for Research Purpose Residing in Mumbai Suburban. Structured Questionnaire are Framed for Survey.

Secondary Source: Published News Articles, Research Articles and website are also Referred to as Secondary Source of Data Collection.

OBJECTIVES

- i. To Research how Consumer is moving towards Fitness.
- ii. To Study the Different Brand Preference of Consumers amongst the Bicycle Brands.
- iii. To Know how the Growing Demand for Bicycles will Increase in Future.
- iv. To Study how Firefox is Attracting Customer towards Latest Design.

IMPORTANCE OF STUDY

Study is undertaken to analyse and Find the Growing Demand of Fitness in India with Reference to Firefox Bikes, to know What People do for their Fitness, Growth of Indian Bicycle Industry, Demographics (Age, Gender, Occupation, Education), to Study Buying Behavior, Preference among Bicycle Brands, Ride Estimate, Preferred Time, Service and Brand Related Survey.

Quick Fact

- India is the second largest manufacturer of bicycles in the world, with 12 million units annually. In value terms, that is US \$1.2 billion.
- Global bicycle production is around 130 million units. Thus, India produces a little over 9% of the world's bicycles.
- China makes two out of every three units made globally. That is a huge 66%!
- Hero Cycles is the largest bicycle manufacturer in the world.
- Major exports are to the Middle East, Africa, the US, and Latin America.
- A bicycle dealer in Patna, Bihar, sells around 10,000 bicycles in a month.
- In 2007-08 India exported bicycles and components worth US \$185.42 million.

Challenges

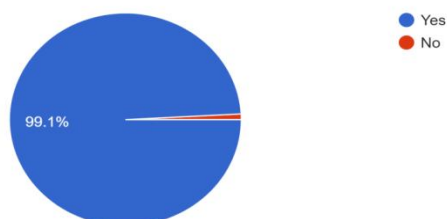
- Increasing demand/popularity of motor bikes among the youngsters
- Long commutes to work in big cities
- No dedicated cycle tracks in cities
- Low awareness of cycling as a sport in India
- Lack of funds for expansion of facilities
- High costs involved in setting up quality manufacturing units
- Competition from China and other low-cost manufacturing destinations
- Rising prices of raw material such as steel and rubber

DATA ANALYSIS AND INTERPRETATION**1. Do you Care for your Health?**

Responses	Frequency	Percentage
Yes	115	99.1
No	1	0.9
Total	116	100%

Do you Care for your Health?

116 responses

**Analysis and Interpretation**

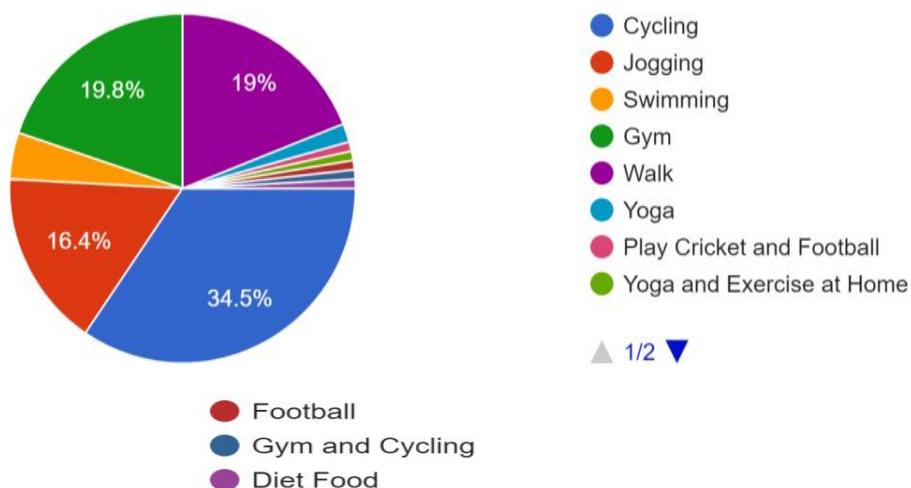
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 116 Respondents, 115 Respondents said Yes with 99.1% and 1 Respondents said No with 0.9%.

2. What do you do for your Fitness?

Responses	Frequency	Percentage
Cycling	40	34.5
Jogging	19	16.4
Swimming	5	4.3
Gym	23	19.8
Walk	22	19
Yoga	2	1.7
Play Cricket and Football	1	0.9
Yoga and Exercise at Home	1	0.9
Football	1	0.9
Gym and Cycling	1	0.9
Diet Food	1	0.9
Total	116	100%

What do you do for your Fitness?

116 responses



Analysis and Interpretation

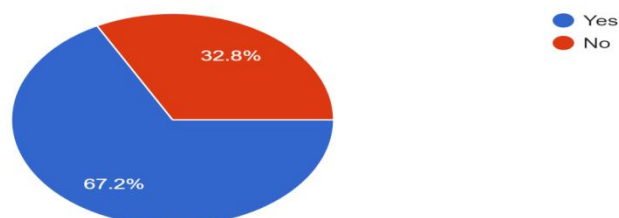
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 116 Respondents, 40 Respondents Prefer Cycling with 34.5%, 19 Respondents Prefer Jogging with 16.4%, 5 Respondents Prefer Swimming with 4.3%, 23 Respondents Prefer Gym with 19.8%, 22 Respondents Prefer Walk with 19%, 2 Respondents Prefer Yoga with 1.7%, 1 Respondent Prefer Both with Play Cricket and Football with 0.9%, 1 Respondent Prefer Both with Yoga and Exercise at Home with 0.9%, 1 Respondent Prefer Football with 0.9%, 1 Respondent Prefer Both with Gym and Cycling with 0.9% and 1 Respondent Prefer Diet Food with 0.9%.

3. Do you own Bicycles?

Responses	Frequency	Percentage
Yes	78	67.2
No	38	32.8
Total	116	100%

Do you own Bicycles?

116 responses

**Analysis**

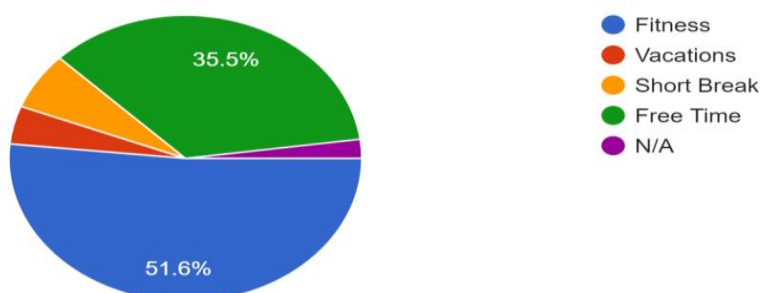
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 116 Respondents, 78 Respondents said Yes with 67.2% and 38 Respondents said No with 32.8%.

4. For What Purpose do you use Bicycles?

Responses	Frequency	Percentage
Fitness	48	51.6
Vacation	4	4.3
Short Break	6	6.5
Free Time	33	35.5
N/A	2	2.2
Total	93	100%

For What Purpose do you use Bicycles?

93 responses

**Analysis and Interpretation**

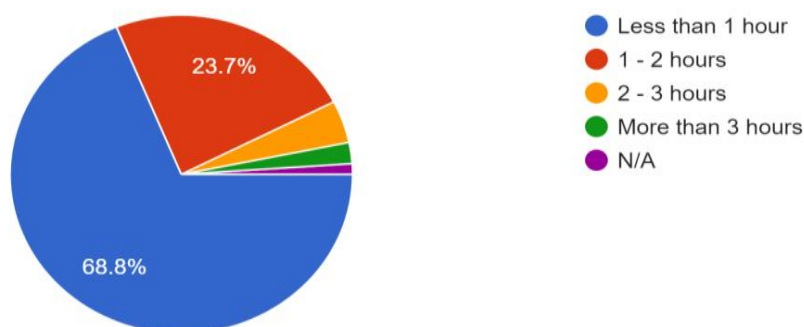
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 93 Respondents, 48 Respondents use Bicycle for Fitness with 51.6%, 4 Respondents use Bicycle for Vacations with 4.3%, 6 Respondents use Bicycle for Short Break with 6.5%, 33 Respondents use Bicycle for Free Time with 35.5% and 2 Respondents are Others N/A with 2.2%.

5. How Much Time do you Spend?

Responses	Frequency	Percentage
Less than 1 Hour	64	68.8
1 – 2 Hours	22	23.7
2 – 3 Hours	4	4.3
More than 3 Hours	2	2.2
N/A	1	1.1
Total	93	100%

How Much Time do you Spend?

93 responses

**Analysis and Interpretation**

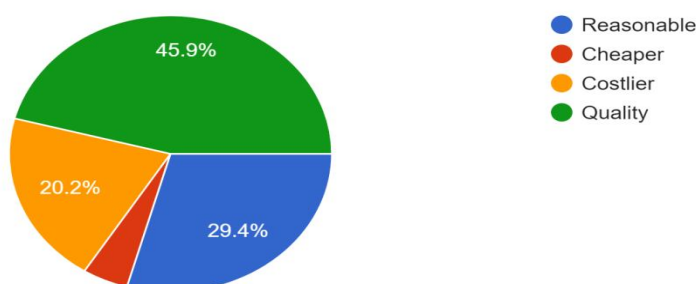
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 93 Respondents, 64 Respondents Spend Less than 1 Hour on Bicycle with 68.8%, 22 Respondents Spend 1 – 2 Hours on Bicycle with 23.7%, 4 Respondents Spend 2 – 3 Hours on Bicycle with 4.3%, 2 Respondents Spend More than 3 Hours on Bicycle with 2.2% and 1 Respondents are Other N/A with 1.1%.

6. What is your Opinion about the Cost of Firefox Bicycles when compared to the other Bicycles Brand?

Responses	Frequency	Percentage
Reasonable	32	29.4
Cheaper	5	4.6
Costlier	22	20.2
Quality	50	45.9
Total	109	100%

What is your Opinion about the Cost of Firefox Bicycles when compared to the other Bicycles Brand?

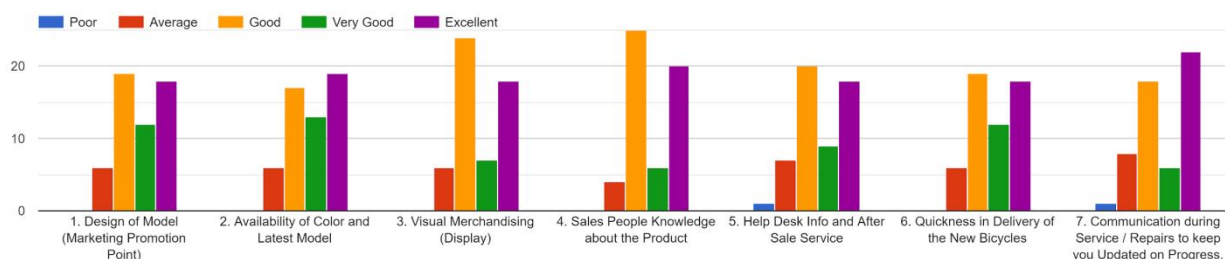
109 responses

**Analysis and Interpretation**

- From the Above Pie Chart and Table it is observed that out of the Sample Size of 109 Respondents, 32 Respondents Consider Reasonable with 29.4%, 5 Respondents Consider Cheaper with 4.6%, 22 Respondents Consider Costlier with 20.2% and 50 Respondents Consider Quality with 45.9%.

7. Your Opinion in the Following - (Only Firefox Bicycle users)

Your Opinion in the Following - (Only Firefox Bicycle users)



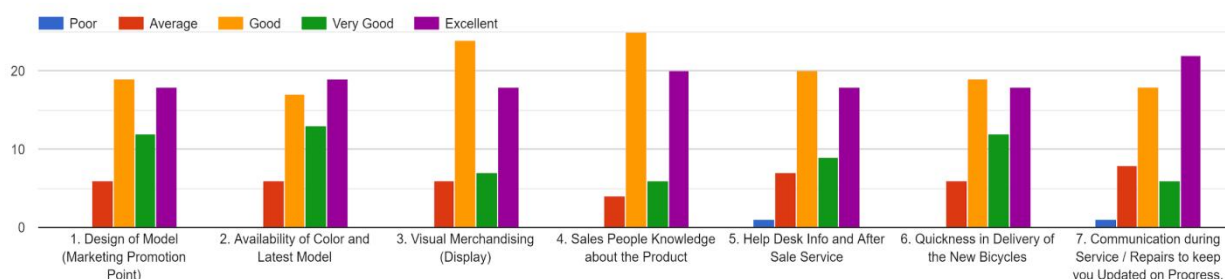
1. Design of Model (Marketing Promotion Point)

Responses	1 Poor	2 Average	3 Good	4 Very Good	5 Excellent	Total
Frequency	-	6	19	12	18	55
Percentage	-	11	34.5	21.8	32.7	100%

Analysis and Interpretation

- From the Above Pie Chart and Table it is observed that out of the Sample Size of 55 Respondents, 6 Respondents Consider Average with 11%, 19 Respondents Consider Good with 34.5%, 12 Respondents Consider Very Good with 21.8% and 18 Respondents Consider Excellent with 32.7%.

Your Opinion in the Following - (Only Firefox Bicycle users)



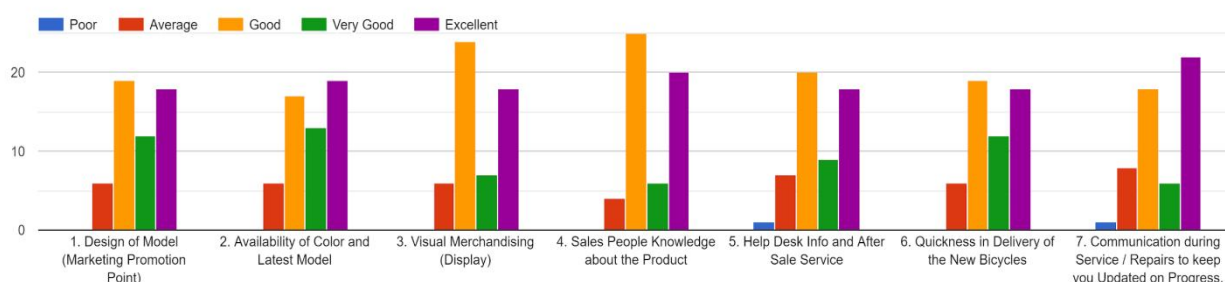
2. Availability of Color and Latest Model

Responses	1 Poor	2 Average	3 Good	4 Very Good	5 Excellent	Total
Frequency	-	6	17	13	19	55
Percentage	-	10.9	30.9	23.6	34.6	100%

Analysis and Interpretation

- From the Above Pie Chart and Table it is observed that out of the Sample Size of 55 Respondents, 6 Respondents Consider Average with 10.9%, 17 Respondents Consider Good with 30.9%, 13 Respondents Consider Very Good with 23.6% and 19 Respondents Consider Excellent with 34.6%.

Your Opinion in the Following - (Only Firefox Bicycle users)



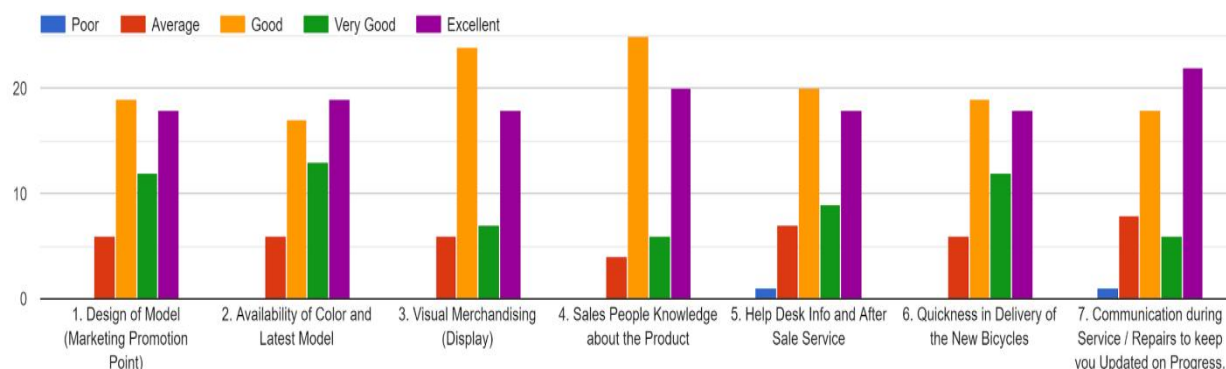
3. Visual Merchandising (Display)

Responses	1 Poor	2 Average	3 Good	4 Very Good	5 Excellent	Total
Frequency	-	6	24	7	18	55
Percentage	-	10.9	43.7	12.7	32.7	100%

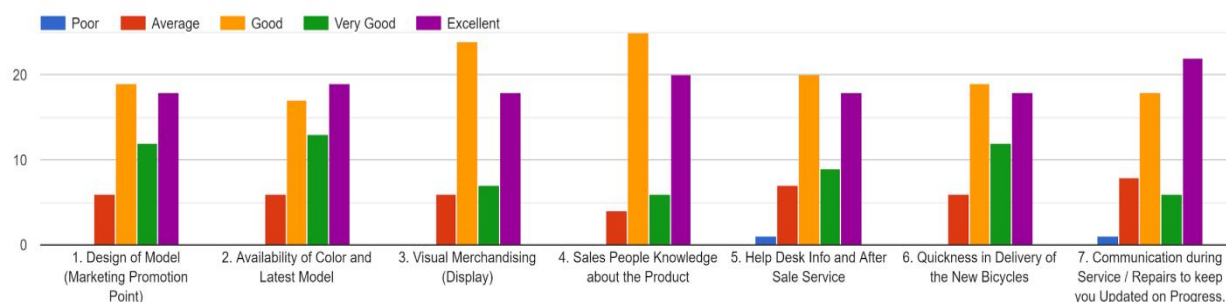
Analysis and Interpretation

- From the Above Pie Chart and Table it is observed that out of the Sample Size of 55 Respondents, 6 Respondents Consider Average with 10.9%, 24 Respondents Consider Good with 43.7%, 7 Respondents Consider Very Good with 12.7% and 18 Respondents Consider Excellent with 32.7%.

Your Opinion in the Following - (Only Firefox Bicycle users)



Your Opinion in the Following - (Only Firefox Bicycle users)

**7. Communication during Service /Repairs to keep you Updated on Progress.**

Responses	1 Poor	2 Average	3 Good	4 Very Good	5 Excellent	Total
Frequency	1	8	18	6	22	55
Percentage	1.8	14.5	32.7	11	40	100%

Analysis

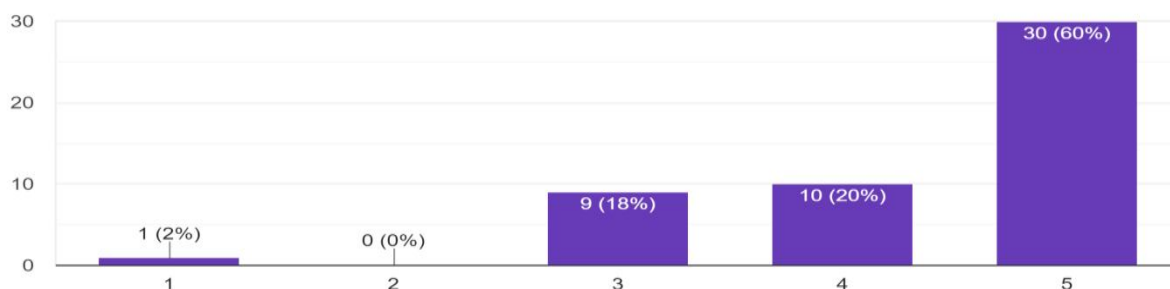
- From the Above Pie Chart and Table it is observed that out of the Sample Size of 55 Respondents, 1 Respondents Consider Poor with 1.8%, 8 Respondents Consider Average with 14.5%, 18 Respondents Consider Good with 32.7%, 6 Respondents Consider Very Good with 11% and 22 Respondents Consider Excellent with 40%.

8. Are You Satisfied with your Performance of your Firefox Bicycles? - (Only Firefox Bicycle Users)

Responses	1 Poor	2 Average	3 Good	4 Very Good	5 Excellent	Total
Frequency	1	-	9	10	30	50
Percentage	2	-	18	20	60	100%

Are You Satisfied with your Performance of your Firefox Bicycles? - (Only Firefox Bicycle users)

50 responses



1 - Poor 2 - Average 3 - Good 4 - Very Good 5 - Excellent

Analysis and Interpretation

- From the Above Pie Chart and Table it is observed that out of the Sample Size of 50 Respondents, 1 Respondents Consider Poor with 2%, 9 Respondents Consider Good with 18%, 10 Respondents Consider Very Good with 20% and 30 Respondents Consider Excellent with 60%.

CONCLUSION

The Reason for doing this Research – (Project Work) is to find out the Growing Demand of Fitness in India, With Reference to Firefox Bikes. To know about What People do for Their Fitness, How Much Time do they Spend, Buying Behavior, Firefox Bicycle Users Regarding Satisfaction, Service and Brand Related Survey.

Through the Study it is Observed that Most of the People Prefer Cycling for their Fitness with most in the Age Group of 21 – 30 Years, Majority Being Male, Student, Being Graduate and Care for their Health and Fitness.

People have Bicycles and Use it for their Fitness as they Think Cycling is Very Important for Health. People Ride it Mostly in Once a Week, Ride it for Less than 1 Hour and their Most Preferred Time is Evening.

It is also Found that Majority of the People Own Firefox Bicycles, Their Buying Decision are Influenced by their Family and their Buying Decision are also Guided by their Family. People's Opinion about the Cost of Firefox Bicycles when Compared to Cost is Quality.

Firefox Bicycles Users are satisfied with their Performance of Firefox Bicycles as Excellent. Also People's Opinion about the Value of their Firefox Bicycles when Compared to Cost is Excellent.

During Service Related Survey, It is Observed that Majority of the People Haven't Contact Customer Service but is also Observed that some have Contacted Customer Service for the Purpose of Feedback. People's Maintenance Procedure is Once in 3 Months. People are Satisfied with their Customer Service of Firefox Bicycles as Excellent. It was also Found that Majority of the People Prefer Local Mechanics for Quick Service.

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SATISFACTION STUDY OF BEST BUS USERS

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1.1 INTRODUCTION

Travelling is a part of every person's daily life. A person travels for various reasons using different modes of travel. The choice of mode of travel depends upon the cost incurred, affordability, convenience and comfort. The city of Mumbai houses all classes of people. Public transport is the most preferred choice among maximum residents as they can incur least expenses and reach their destination of education and work everyday. One of the most important modes is the bus. The bus service is provided by The Brihanmumbai Electric Supply & Transport Undertaking (BEST) since 1873 when it started serving through tramways and later buses. The cost of ticket is very cheap, buses provide a very good connectivity and are preferred by all classes of people including all age groups. However, lately due to traffic, mismanagement of the services and indefinite strikes, BEST is losing its importance. The main reason being is the dissatisfaction of the commuters. The present paper has tried to understand the same problem in the study area.

1.2 REVIEW OF LITERATURE

(Sen, 2016) Assessment by passengers and transport authority in Dhaka represents the existing problems in bus system in Dhaka city. The study revealed three most important problems of bus services viz. safety, frequency and long travel time. (Singh, 2014) A case study of Lucknow states that to assess the public bus transport services would include passenger satisfaction and examination and evaluation of the service quality of the public bus transport with emphasis on the capacity of public bus transport services, accessibility to public bus transport, comfort and safety of the passengers and orderly and clear environment in the buses. (Eken and Sayar, 2014) A Smart Bus Tracking System Based on Location Aware Services and QR codes highlighted that when taking, public transportation, patience and time are very important. In simple words, people experience time loss because of waiting at the bus stops. In this paper, they proposed smart bus stops. In this paper, they proposed smart bus tracking system that any passenger with a smart phone or mobile device with the QR bus stops to view estimated bus current locations, routes on a map and arrival times for navigation and display services GPS and Google Maps are used.

1.3 STUDY AREA

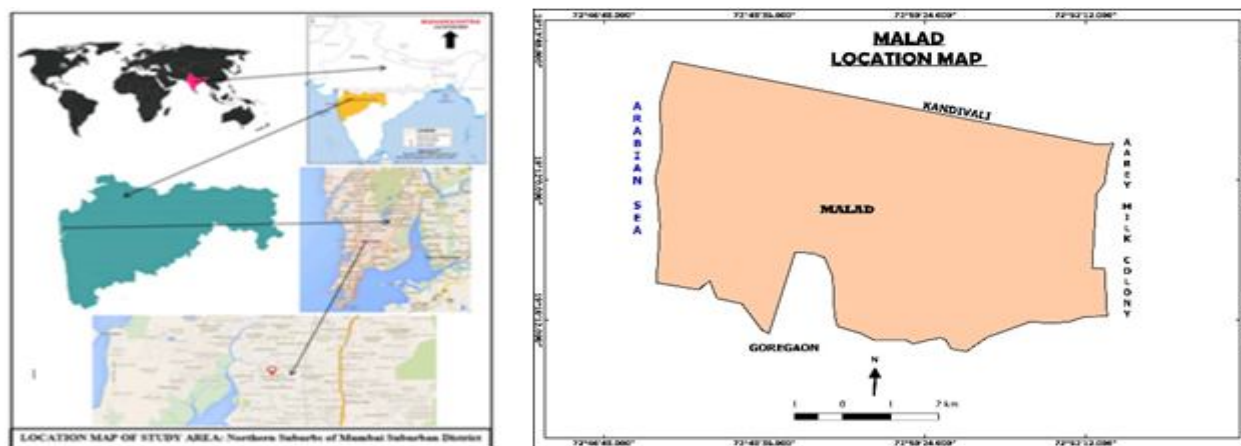


Fig-A

Malad is the most populated suburb in the city of Mumbai. It is located in North Mumbai. Malad's latitudinal extension is between 72.45°E and 72.52°E and longitudinal extension is between 19.10°N and 19.13°N. It is surrounded by Kandivali suburb in the North, Bhandup suburb in the East, Goregaon suburb in the south and Arabian Sea in the east. Since it is the most populated suburb it experiences maximum traffic congestion and flow of people on roads using public and private transportation. It has 102 BEST bus routes.

1.4 BACKGROUND OF THE STUDY

Bus transport plays the most crucial role in connecting nodes as compared to other modes of road transport. They are the most common way to move people over short and long distances. Public transportation is an important factor in contributing the urban sustainability. It should become a part of sustainable transport, but they should look after the service quality, customer's needs, problems faced in public buses and associated issues so that it can become the most preferred mode of transportation too.

1.5 RESEARCH OBJECTIVES

- To assess customer satisfaction among BEST bus users in the study area
- To understand the gaps and reasons in the same
- To recommend applicable solutions

1.6 RESEARCH METHODOLOGY

1.6 a Pre-field:

A literature review was undertaken to get help in framing a questionnaire. A close ended questionnaire was framed. A sample size of 100 respondents was decided and the dates of the survey were finalised.

1.6 b On-field:

The survey was conducted using convenient random sampling of 100 respondents using interview method. The survey was conducted during the period December 2018 to January 2019.

1.6 c Post-field:

The collected data was tabulated, stored, processed, analysed and represented using MS-Excel.

1.7 ANALYSIS AND DISCUSSION

Figure 01 represents the ratings given by the customers to the BEST bus service. It is observed that maximum rating is 3 which means average satisfaction of customers with the performance of the services. This implies there is a high need of improvement.



Figure 02 represents the reasons for which respondents travel by bus. It is observed that students and other staff of academic institutions prefer to travel by bus followed by people travelling for work, other reasons like religious or social and shopping. It implies that bus service has a well-connected network in the study area

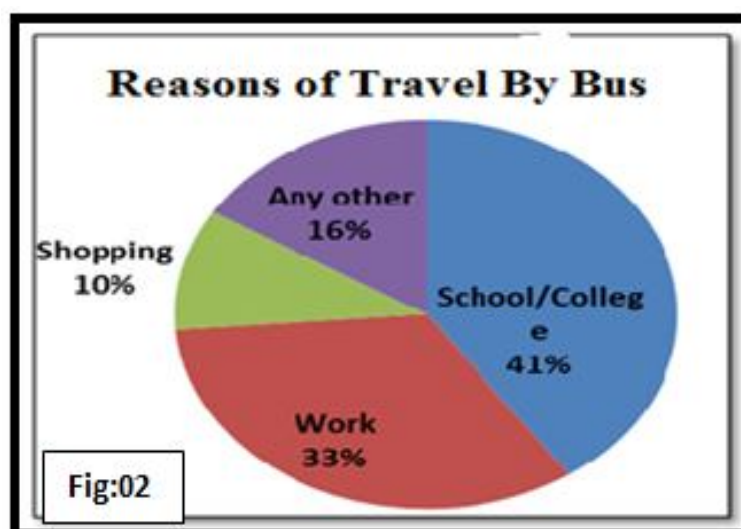


Figure 03 represents the percentage of respondents who feel comfortable in the BEST bus travel. It is observed that 58% feel comfortable and 42% do not feel comfortable. This implies that a considerable number of people

find bus travel uncomfortable. Further discussion revealed that overcrowding, broken seats and harsh driving are the reasons due to which commuters feel uncomfortable in BEST buses. However, due to absence of options, they continue to travel by buses.

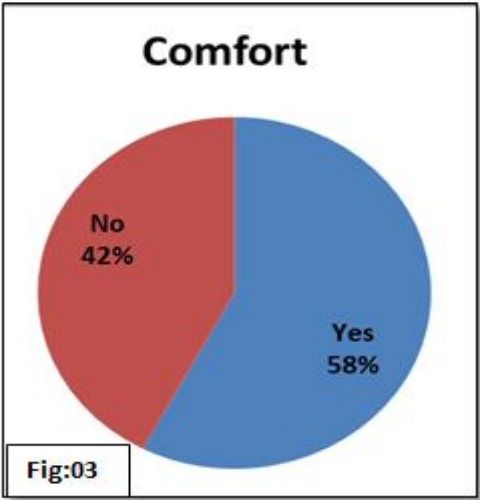


Figure 04 represents the level of satisfaction of respondents with respect to convenience of travel by BEST bus. It is observed that most of the respondents are satisfied with convenience of the buses because they have a better connectivity and are cheaper than any other road transport. The bus stops are present in almost all-important places and are not very far from the place of residence also. Hence, it becomes very convenient for commuters.



Figure 05 represents satisfaction of respondents from the service cost of the BEST buses. It is observed that 41% are very satisfied followed by dissatisfied at 22%. It implies that the cost of tickets is not pleasing to a considerable number of people. This is because, recently, the BEST buses have increased their ticket prices and the commuters do not like this.

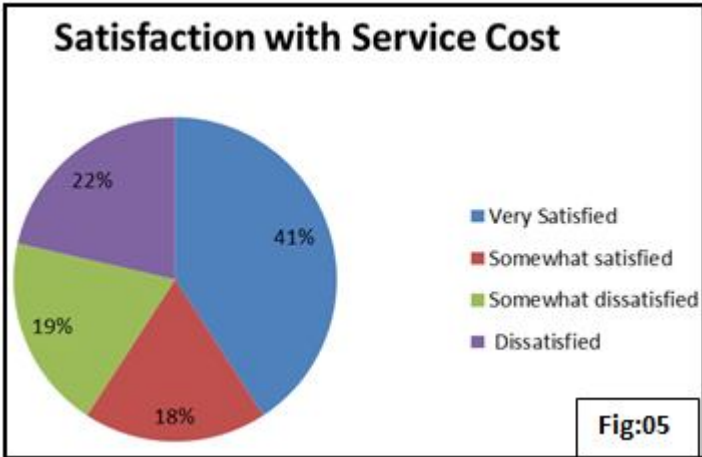


Figure 06 represents satisfaction of respondents from special services like ladies' special buses and special buses for school going children. It is observed that this satisfaction is high among 86% respondents and only

14% are not satisfied with the special bus services. This implies that these services should be continued with a little more improvement.

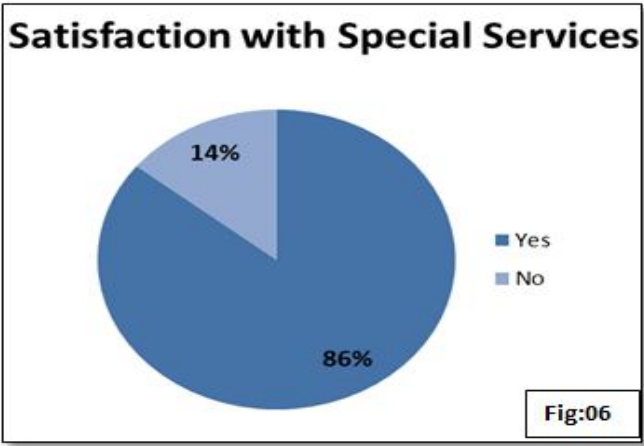


Figure 07 represents the overall satisfaction of the respondent commuters/ users of BEST buses. It is observed that maximum people are somewhat satisfied which is just a little above average. Hence, the services of BEST needs to be improved further on a large scale.



Figure 08 represents the major problems faced by respondent commuters while using BEST bus services. It is observed that 37% face traffic issues due to which either bus schedules get delayed or they reach later than the targeted time, followed by improper bus schedules and high cost at 19 each, 17% overcrowding and 6% have safety issues. This implies that traffic congestion leads to delayed bus schedules and resultant overcrowding; overcrowding leads to safety issues as a lot of men and women travel in the same space with no escape option; the cost of the buses is therefore higher because now they are using more fuel than before. Therefore, it is affecting the society and environment directly or indirectly.

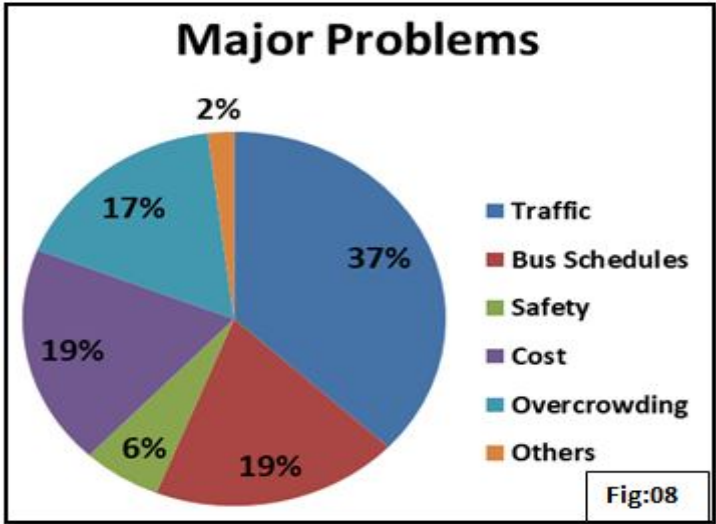


Figure 09 represents the behaviour of the BEST bus drivers towards the commuters. It is observed that 53% feel that the behaviour needs improvement. They either assault the commuters or are rash drivers. This needs to be changed as it becomes very difficult to travel by bus otherwise. Rash driving gives physical injury to the standing commuters and assault leads to demotivation to use public transport.

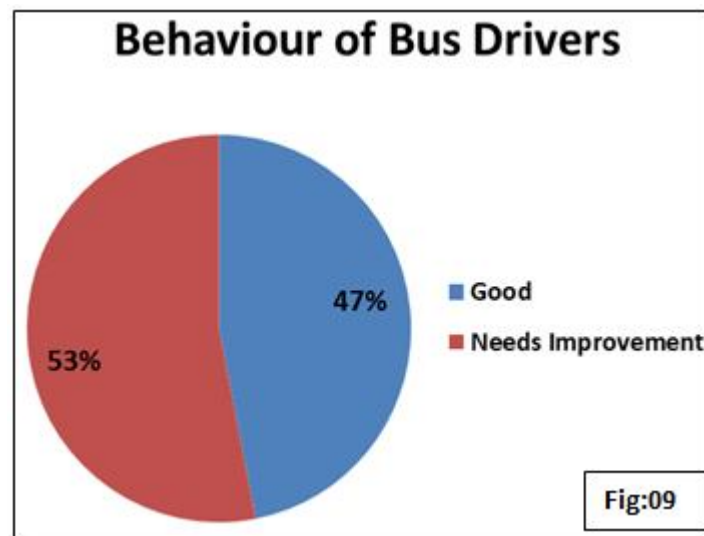
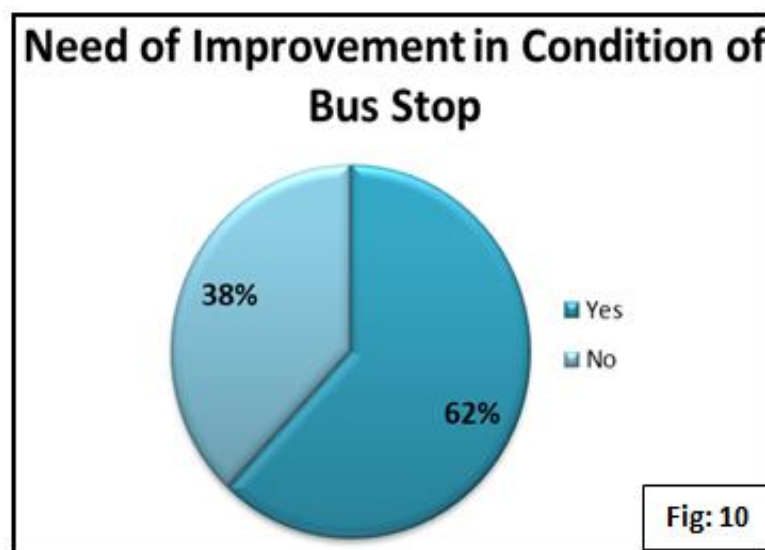


Figure 10 represents whether the respondents feel that there needs to be an improvement in the condition of bus stops or not. Though the government constructed the bus stops recently, commuters are unable to use due to lack of cleanliness, hygiene and pre-occupation by street people.



1.8 CONCLUSION

From the study it can be concluded that the satisfaction of the respondent commuters of BEST buses is average and there needs to be a lot of improvement to make it maximum. People face issues with safety, overcrowding, delayed schedules and even rash driving. This poses a threat to the future of BEST buses in Mumbai. In an era of environmental consciousness, there is a need to boost public transport and if Mumbai wants to be a smart city in real sense, it needs to have high class public transport systems.

1.9 RECOMMENDATIONS

To help in achieving the above goal, following can be implemented:

- Awareness in the society so that there is increased women safety in the buses
- Overcrowding can be avoided with increased and timely frequency of buses
- There should be a limit at number of standing passengers in a bus
- There must be ban on street people occupying bus stops
- The drivers must be trained at commuting and driving

2.0 LIMITATIONS OF THE STUDY

The study is limited only to 100 respondents only from one suburb of the city. Hence, the study is only indicative in nature.

2.1 SCOPE OF THE STUDY

It will help in collecting data from all suburbs and analysing the overall satisfaction level of the city.

2.2 POLICY IMPLICATIONS

The results of the study will help in changing existing policies and make Mumbai a smarter city with top class public transport infrastructure

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THE STUDY ON THE EFFECT OF CASH BACK OFFERS ON USAGE OF MOBILE WALLETS IN MUMBAI

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ABSTRACT

Mobile Wallet has been the most significant contributor in encouraging cashless and electronic payments. The increase in use of smart phones and also improvement in services provided by mobile service providers have also led to growth in use of M-Wallets. The various benefits of using M-Wallets like convenience, ease, cost savings, etc. also has lead to robust growth in its usage. The present study focuses on the effect of cash back offers towards the use of Mobile Wallets and also to effectively analyse the impact of demographic factors on the usage of M-Wallets. Primary data was collected through well-structured questionnaire from a total of 171 respondents from the city of Mumbai and were analysed using cross tabulation, percentages and statistical tools like Chi-square. An academic research study aims to help in suggesting appropriate strategies for M-Wallet companies to target potential customers.

Keywords: M-Wallets, Cash back offers, Demographic factors.

INTRODUCTION

India is mainly a cash-intensive economy. A major portion of transactions carried out in the country are in cash. This is mainly because of low financial literacy among people. In the recent years, the government is striving hard to bring more and more people under the banking system. Even demonetization has led to an increase in the number of digital transactions as people have started using more of plastic money, mobile banking and m-wallets for making payments. Now people have turned quite smart and have stopped carrying cash while shopping. Instead they have started using mobile wallets, with which the payments can just be done using smartphone.

One of the best innovations in the field of information and communication technology is the advent of mobile wallets. A mobile wallet is actually a virtual wallet that stores payment card information in the app on a mobile device. Mobile wallets can be used to make payments to the merchants listed with the mobile wallet service providers. It has become a highly convenient way for a user to make in-store payments for the shopping.

The mobile wallet is an app that is to be installed on a smartphone. In some cases it is an existing built-in feature of a smartphone or even the mobile service provider. A mobile wallet stores information of the credit card, debit card, coupons, or reward cards of the user. Once the user installs the app and the user feeds in the payment information, the wallet stores this information by linking a personal identification format such as a number or key, QR code or an image of the owner to each card that is stored.

Since demonetisation the use of mobile wallets have drastically increased. There have been many providers who have been come up with various mobile wallet applications and have brought ample of choice among the users to select from. Even the users have complete freedom to use more than one such wallet. to attract more and more users even the providers come up with various cashback, referrals and reward programmes.

The following are the top trending mobile wallets:

Paytm – Among the various mobile wallets, Paytm is one of the most popular mobile wallets in India. It offers users an online payment platform for secure transactions and very user-friendly application. Paytm is now a payments bank too and provides e-commerce, ticketing, distribution of financial products and PaytmPostpaid facility.

Mobikwik – Mobikwikwallet is an online payment wallet system where a person after logging in, can add money via his debit or credit card. After adding the money he or she can make transactions on mobile, DTH, pay electricity bills and much more similar to Paytm.

JioMoney – JioMoneywallet has a simple interface and all the elements that matter are visible at once to users. For instance, your wallet balance, the option to recharge, send/request money, and pay at a shop are present on the main page itself.

Oxigen – Oxigenhas a lively looking interface with a banner on special schemes running on top, followed by the options that are available. Users feel secure with Oxigen while doing transaction because every time a six-

digit one-time password (OTP) is sent to the registered mobile number. The Oxygen wallet app is available only to Android users.

State Bank Buddy – Themobile wallet app can be used to send money to new and registered customers, book movies, flights and hotels, as well as for shopping. It also has features like reminders to settle dues, recharge and pay bills instantly. This wallet app is available in 13 languages and allows users to set reminders for money transfers and clearing dues.

The number of mobile wallet users in India is expected to grow from the current 200-250 million to around 500 million in the next couple of years. Cab rental services like Uber and Ola allow their customers to pay online using mobile wallets. Most digital wallets offer some discount or cash back for online payment. There are many more such digital wallet providers like Citrus Wallet, ItzCash, FreeCharge, Axis Bank Lime, Airtel Money, ICICI Pockets, mRupee, Vodafone m-PesaPhonePe, HDFC PayZapp, MomoeXpress, Trupay, QuikWallet, Ola Money Mobile eWallet, UBI United Wallet, etc.

BENEFITS OF USING MOBILE WALLETS

Ease of use – It's like a one click pay with no need to fill in card numbers and passwords every time. One can link their credit cards, debit cards and bank accounts and pay immediately with no hassle to enter the details each time.

Ease of access – There will be no need of physical wallet like we do in the case of cash or cards. Also mobile wallets are upgrading to allow you to store your documents digitally like your Driving License, Aadhar Card, Pan Card, etc.

Issue of change – Therewill no issue of asking or searching for change which we have while handling cash.

Anytime transaction – Itwill be possible to make instant payments. Just like we can exchange cash at any moment, we can exchange and transfer money anytime.

Record at one place – Therewould synchronization of data from multiple platforms. Bank accounts, credit and debit cards, mobile accounts and bills - all will be interconnected and help in better management. It's like everything is under one roof.

Available for all – Itis extremely useful for huge unorganized sector where cash is considered as the most suitable medium. Exchange of money through mobile wallet at chaat stalls, street vendors, small shops, etc. would remove the need to carry cash/cards at such places.

REVIEW OF LITERATURE

SINGAL, NIDHI (2016) - The article analysedthe use of mobile wallet usage by loading money for bill payments which is timing saving and convenient. It also signifies thehigh success rate on making payments for transactions in less than 10 seconds, prevention from risk to the credit card and bank account limit as money is loaded and the services offered by electronic commerce company Paytmlike buying movie tickets, utility bill payments, money transfers, etc.

Shin and Ziderman (2017) - Digital wallet payments bring extra convenience to shoppers by offering flexible payment additions and accelerating exchanges. It tests a model of consumer acceptance in the context of mobile payment. It used the unified theory of acceptance and use of technology (UTAUT) model which constructs of security, trust, social influence, and self-efficacy. Digital wallets offer the consumers the convenience of payments without swiping their debit or credit cards. Instant Cash availability and renders seamless mobility is also a unique feature of these digital apps.

Varsha R and M Thulsiram (2016) – The study is conducted to ascertain the acceptance of E-Wallets among potential users. It isanalysed that the price related factor ie. cost saving and discount benefits seemed to be less significant in the use of E-Wallets.

OBJECTIVES OF THE STUDY

1. To examine the association of demographic variables on the use of Mobile Wallets.
2. To study the factors diving the use of Mobile Wallets.
3. To examine the association of cash back offers on the use of Mobile Wallets.

HYPOTHESIS

H₀: There is no significant relationship between use of Mobile Wallets and cashback offers

H_0 : There is no significant relationship in Mobile Wallet usage among gender.

H_0 : There is no significant relationship in Mobile Wallet usage among different age groups.

RESEARCH METHODOLOGY

The current study is conducted in the city of Mumbai which is the financial capital of the country. The study is based on the primary data collected from 171 respondents through a well-structured questionnaire. Of the total respondents, 58 respondents were such who have never used mobile wallets due to various reasons. Data collected was analysed using cross tabulation, percentages and statistical tools like Chi-square.

DATA ANALYSIS AND INTERPRETATION

The below table describes the frequency of the respondents among male and female using M-Wallet services.

Table-1: Frequency of M-Wallet users on the basis of Gender

Use of Mobile Wallets	Gender		Grand Total
	Female	Male	
No	40	18	58
Yes	53	60	113
Grand Total	93	78	171

Source: Compiled from primary data collected

Result of Table 1 reveals that out of the total respondents almost 54% respondents were females of which only 56% of them use M-Wallets, whereas among 46% male respondents, almost 77% of them use M-Wallets. Among the total, 66% percent of the respondents have adopted M-Wallets which is a significant percentage.

Table 2 is the result of the data analysed using Chi-square test the significance of Gender on M-Wallet usage

Table-2: Chi-Square Test – Adoption of M-Wallet and Gender

Chi-Square Test				
SUMMARY		Alpha	0.05	
Count	Rows	Cols	df	
171	2	2	1	
CHI-SQUARE				
	chi-sq	p-value	x-crit	sig
Pearson's	7.520535	0.0061	3.841459	yes

Source: Compiled from primary data collected

Table 2 depicts result of the Chi-Square test conducted to examine the relationship between M-Wallet user and gender. The result shows that at 5% significance level there is a significant relationship between mobile wallet user and Gender.

The below table describes the frequency of the respondents age group towards use of M-Wallet services.

Table-3: Frequency of M-Wallet users on the basis of Age Group

Use of Mobile Wallets	Age Groups			Grand Total
	15 - 30 years	30 - 45 years	45 - 60 years	
No	15	26	14	55
Yes	47	57	9	113
Grand Total	62	83	23	168

Source: Compiled from primary data collected

Table 4 is the result of the data analysed using Chi-square test the significance of age group on M-Wallet usage

Table-4: Chi-Square Test – Adoption of M-Wallet and Age Group

Chi-Square Test				
SUMMARY		Alpha	0.05	
Count	Rows	Cols	Df	
336	2	4	3	

CHI-SQUARE					
	<i>chi-sq</i>	<i>p-value</i>	<i>x-crit</i>	<i>sig</i>	<i>Cramer V</i>
Pearson's	10.39677	0.015478	7.814728	yes	0.175906

Source: Compiled from primary data collected

Table 4 reveals the result of the Chi-Square test used to examine the significance of the age group on M-Wallet adoption. The result shows that at 5% significance level there is a significant relationship between mobile wallet user and age group. The test was done only on three age group ranges that is 15-30 years, 30-45 years and 45-60 years. The above 60 years range is not considered due to lack of sufficient response.

Table-5: Chi-Square Test – M-Wallet Usage and Cashback Offers

The Chi² value is: 1.991

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
No	49	56.5	-7.50	56.25	1.00
Yes	64	56.5	7.50	56.25	1.00

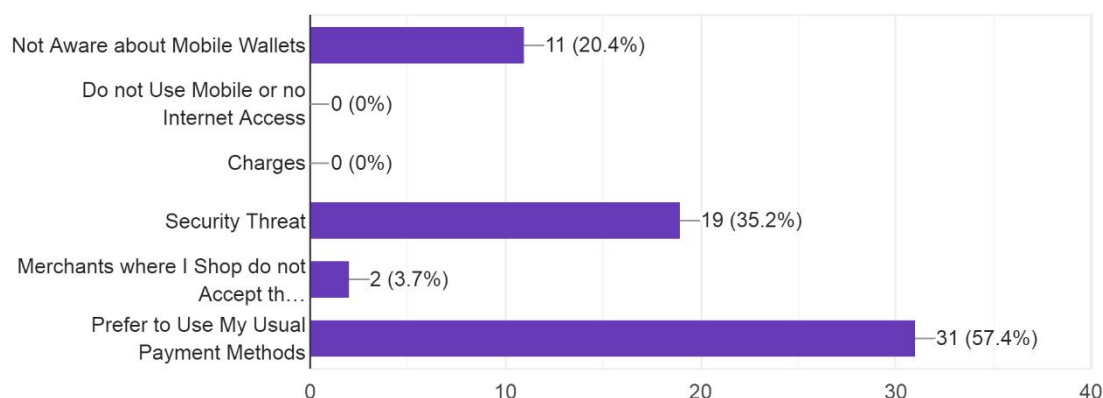
Source: Compiled from primary data collected

Result of Table 5 depicts that at 5% significance level there is a no significant relationship between mobile wallet user and cash back offers. Only those respondents who use mobile wallets were tested for the effect of cask back offer on their usage which is 113 responses.

Figure-1: Frequency and Percentage for not Adopting M-Wallet

Reasons for Not Using Mobile Wallets

54 responses



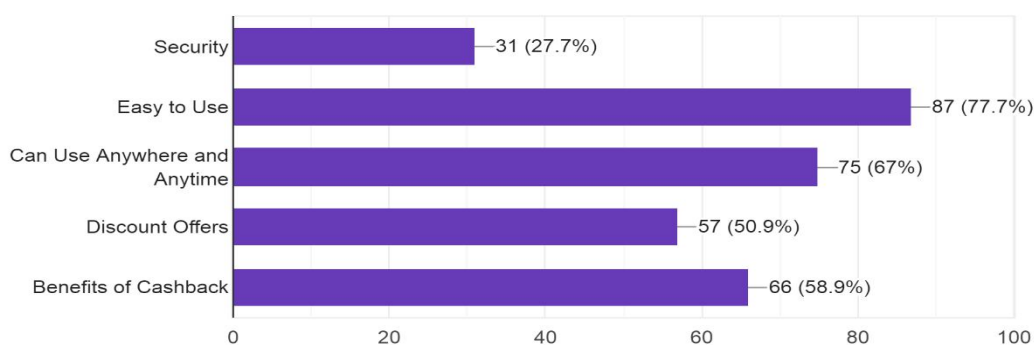
Source: Compiled from primary data collected

Figure 1 reveals the reasons for not using Mobile Wallets. It is determined that the respondents wish to enjoy the comfort of using their traditional payment methods and then the second major reason is the security threat.

Figure-2: Factors Diving the Use of M-Wallets

Factors Diving Use of Mobile Wallets

112 responses



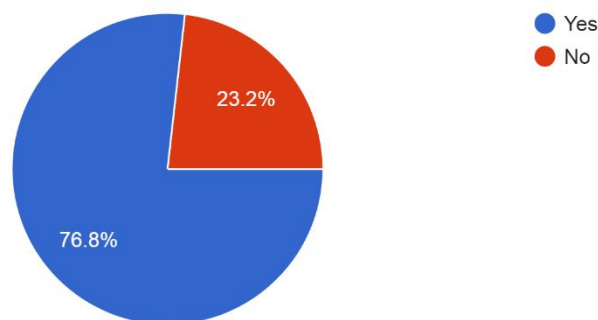
Source: Compiled from primary data collected

Figure 2 depicts that the ease in use and the flexibility are the two major reasons which encourage the Mobile Wallets use. Even cashback and discount offers attract the use of Mobile Wallets. Very few respondents get attracted to Mobile Wallets as it is secured.

Figure 3: Referring M-Wallets to Friends for Referral Benefits

Would You Like to Refer Mobile Wallet Use to Your Friends as it Gives Referral Benefits to Both

112 responses



Source: Compiled from primary data collected

Figure 3 indicates that respondents wish to take advantage of the referral benefits that the providers offer by referring the use of such Mobile Wallets to friends, family members, etc. It is an encouraging factor for to use of M-Wallets.

MAJOR FINDINGS

1. Significant reason for not using M-Wallets is the tendency of people to not move out of the comfort from using traditional payment modes. Security threat is other reason for not adopting M-Wallet usage.
2. A good number of respondents (66.08%) have adopted Mobile Wallets.
3. Paytm has a highest user (84.8%) among the various M-Wallets.
4. Ease to use and convenience are major reason which inspire M-Wallet usage.
5. The referral offers do attract user to refer M-Wallet among their contacts to take benefits.

CONCLUSIONS

Mobile wallets are rapidly gaining acceptance to be used as a mode of payments and in the near future shall have a major share for online payments. The list of merchants on the M-Wallets is also growing huge. Scanning of the QR codes has become a very convenient, quick and easy way for payment helping avoid use of physical wallets. It has now been accepted even by autorickshaw and cab drivers reducing the pain of change. The authentication of the transaction is also possible by the use of One Time Password which reduces security threat. It may be a security threat in case of loss or theft of the mobile phones but which is still minimised by various unlocking passwords and fingerprint authentication which is now a common feature in most of the mobile phones. The loss can still be restricted due to the limit of the maximum daily usage. The services of the Mobile Wallets are yet free.

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A STUDY ON TRANSFORMATION IN BEHAVIOR OF INDIVIDUALS TOWARDS CASHLESS ECONOMY

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ABSTRACT

Cashless economy is something which limits money in the form of currency notes, coins or digital money. This research paper helps to know the approach of consumers towards the cashless economy. This also helps us to know that being in the digital era the people are completely relying on the plastic money, but at the same time some consumers are also facing some kind of transaction problems because of the frauds that are taking place due to the presence of phishing websites that are made by the hackers. Due to this the consumers are easily getting trapped if they do not have enough technical knowledge. The study was conducted using random sampling method among 150 respondents comprising businessmen, government employees, students, and housewives etc. The area covered is from Bandra to Borivali. The collected data is tested by using percentage method.

Keywords: cashless economy, phishing, technical knowledge, hackers, frauds

INTRODUCTION

Money is an elementary necessity for humans without which basic provisions cannot be satisfied as mostly the payments are made in currency notes and coins which is much relaxed, but today as you can see that there are some places where they ask to make digital payment (online payment). The contemporary era is something to grip, and novel approaches of outgoings will endure to be presented. The exhaustion of cash due to demonetization has further strapped digital and e-transactions to the forefront; e-wallets, e-banking, and other transaction apps to come in action.

MODE OF CASHLESS TRANSACTIONS

There are various methods of cashless transactions. Following are the methods listed below:

(i) Cheque

The cheque is one of the most recognized techniques for cashless payment. It is a recognized method to everybody. In this practice, you issue a cheque for the specific add up to another person. The cheque gets kept in the individual bank. The entire exchange is done through cheque gets chronicled and there is a resilient of installment.

(ii) Demand Draft

Demand draft is additional simple method for cashless altercation. It is a most protected substitute to get payment from anybody. Demand draft (DD) never gets shirked as it is noticeable by the banker

(iii) Online Transfer

NEFT or RTGS The third least multifaceted method for the cashless exchange is operational altercation utilizing NEFT or RTGS. With an exact end area to do online cash exchange, you need web managing an account office. Online exchange utilizing NEFT or RTGS is comparatively quicker than cheque or DD. Online exchange should be likely from anywhere using network place.

(iv) Credit Card or Debit Card

Credit card or Debit card is alternative cashless installment practice. Be that as it may, use of Visa and credit card is mounting now. The incarceration of this installment method is an inconvenience of swipe card office (PoS) at dealer end.

(v) E-Wallets

E-wallet is next cashless payment choice. E-wallet can be exploited to purchase items commencement from elementary necessity to jet permits. Keeping in mind the end goal mouth to utilize E-wallets client and dealer, both need a cell phone with dynamic web association.

(vi) Mobile Wallets

The following cashless installment technique is an adaptable wallet. You needn't worry with a check card, charge card or nethandling an account secret word for creation of installment using a moveable wallet.

(vii) UPI Apps

UPI is a versatile installment charter which allows you to do dissimilar financial connections on your cell phone. UPI allows you to direct or get cash using cybernetic installment address without entering bank data.

(viii) Aadhaar Enabled Payment System

Aadhaar Enabled Payment System (AEPS) is one of the finest cashless installment stratagems. AEPS look like Micro ATM it employs cell phone and a solespot scanner for the alteration. So as to exploit this office, it is obligatory to boundary your Aadhaar card to your archive.

CONSUMER BEHAVIOR

These days the taste of the consumer is changing. There are a lot of digitalized mediums through which the purchases are happening. This is helping to change the behavior of the consumers. There are a lot of different behavioral patterns that are taking place. Some consumers completely rely on the digitalized medium and some people do not. Every behavior has its pros and cons. Some people take it in a positive way that is making the life for the consumers very much easy by cashless transactions and buying. Also the negative side to this could be that there could be a lot of frauds that can be taking place because of the hackers which trap the consumers with the help of phishing sites due to which the behavioral pattern of the consumer is changing.

LITERATURE REVIEW

Dewan and Chen, 2005; Kreyer et al., (2003) "Acknowledgment and Use of Mobile Payments" Studies recommend that there is an all-purpose consumer interest towards utilizing multipurpose payment claims. The causal reaction of moveable payments has not, nonetheless, been as debauched or far attainment. Mallat (2007) "Investigating shopper appropriation of versatile installments - A subjective report" This paper provides an individual report on purchaser response of moveable payments. The detections endorse that the comparative favored position of multipurpose payments is not quite the same as that predefined in seizure theories and include liberty of time and place, convenience, imaginable outcomes for remote payments, and streak evasion. Mandeep Kaur and Kamalpreet Kaur (2008), in their article, "Improvement of Plastic Cards Market: Past, Present and Future Scenario in Indian Banks" believe that Indian exchangeable cash unit is standing the test of information novelty as everyone of the assemblies of depositors have now recalled it as essential inevitability for their endurance and expansion in forthcoming. Despite the dense improvements in e-installments, a predictable 90 percent of discrete operationing existing in India is as yet made with money which shows the gigantic development capability of this business. So this can be measured as insignificant starting which shows the vivid forthcoming forecasts of plastic card showcase in India. Ashish Das, and Rakhi Agarwal, (2010) in their article "Cashless Payment System in India-A Roadmap" Money as a technique of payment is an expensive proposal for the Direction. The nation desires to passage far from money based in the direction of a cashless (electronic) payment outline. This will help reduce money management cost, track connections and so forth, elevation financial thought and join the equivalent budget with customary. (Pulina, 2011) "Do Digital Wallets as a Payment System Inspiration Customer in their Procurement Performance? With the coming of novelty, clienteles have an enormous exhibition of payment modes which inspire payment for connections by being more beneficial, worthy and open.

OBJECTIVES

1. To study the behavioral pattern of individuals towards the cashless transaction
2. To identify diverse manners of cashless transaction and measure the faith and sureness the customer has in each of them
3. To study the challenges/problems faced by the consumers while using Cashless Transaction

HYPOTHESIS

1. Various offers provided by the company attract individuals to adopt cashless economy.
2. Consumers are not having proper knowledge about the transaction technicalities due to which they are being tricked during transactions

SCOPE OF THE STUDY

This study helps to know about the challenges faced by the consumers in the digitalized era. This also helps us know that how the consumer pattern is changing and the consumers are entirely depending on the online transactions.

LIMITATIONS

1. The area of study is limited to Bandra to Borivali only; hence the results may not be accurate for other areas

2. Validity & Reliability of the data obtained depends on the responses from the Customer. The time factor of the researcher is limited

3. The size of the sample comparing to the population is very less and hence it will not represent the whole population

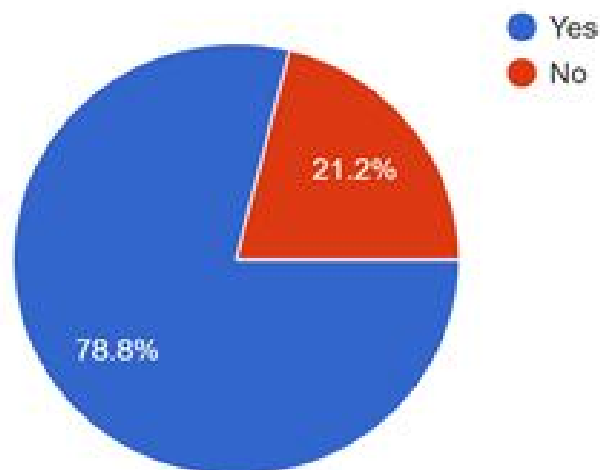
RESEARCH METHODOLOGY-

Primary data - the sample size consists of 100 respondents and methodology used was random sampling comprising of businessmen, government employees, students, and housewives etc,. The area covered is from Bandra to Borivali.

Secondary data - research papers, newspapers, magazines were referred for the same.

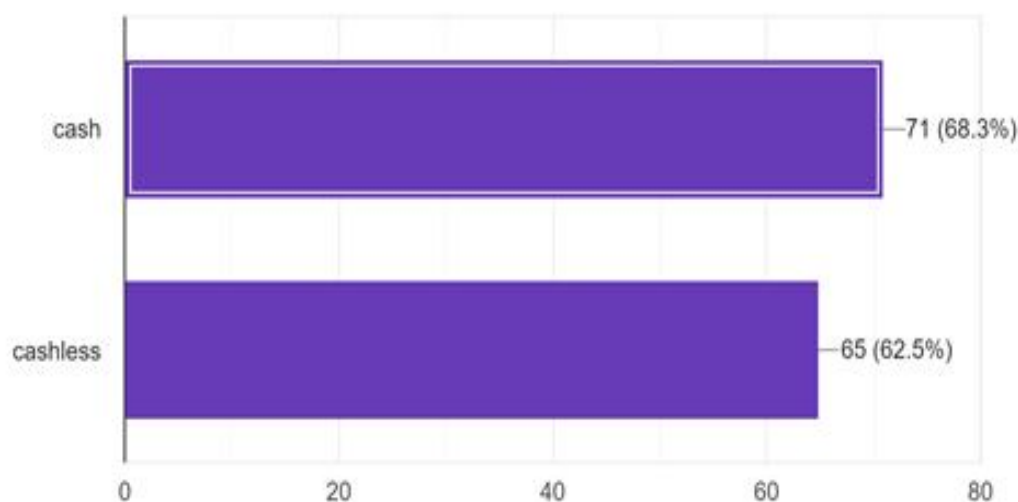
Analysis and interpretation

Have you heard about cashless transaction?



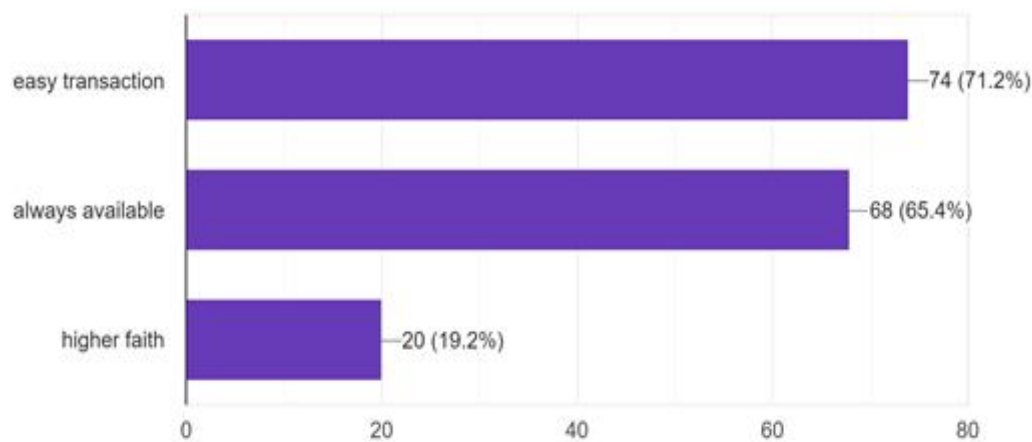
The above pie chart shows 78.8% people knew about cashless transaction while 21.2% didn't know about cashless transaction.

Which medium of transaction do u prefer, and why



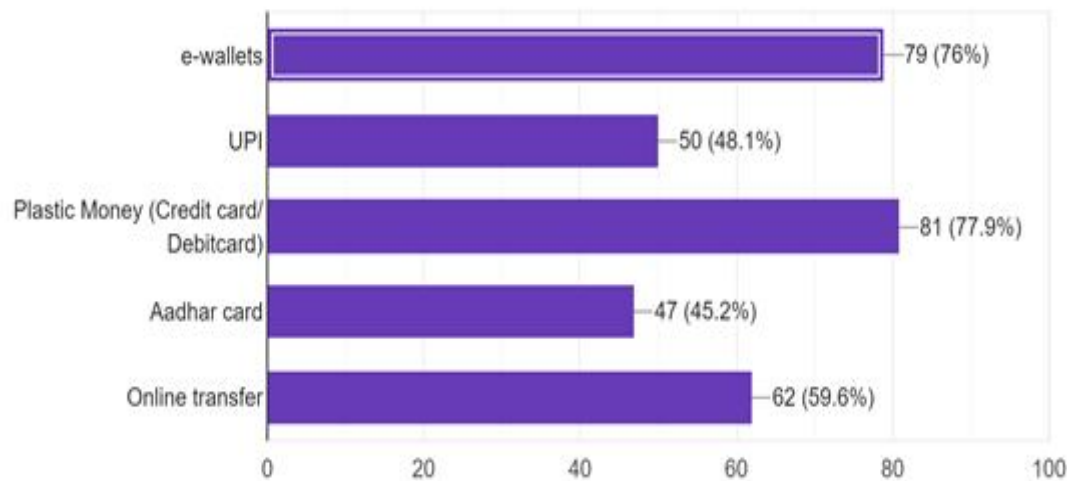
The difference between cash and cashless transaction was not much as most people preferred both modes of transaction at any time of the day

Reasons for preferring cash as a mode of exchange



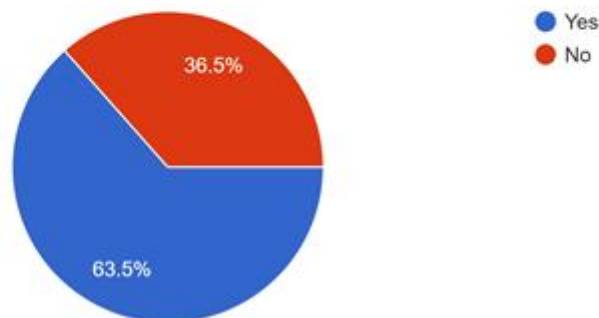
Participants who chose cash as a mode of transaction preferred cash because it was easy, hassle free and accepted everywhere while some people chose faith in cash as to cashless and will accept cashless transaction if everybody takes cashless transaction

Which of the below have you used



Participants adapted to mostly all modes of cashless transactions

Did u know you can directly pay from your Aadhaar if linked to your bank account?



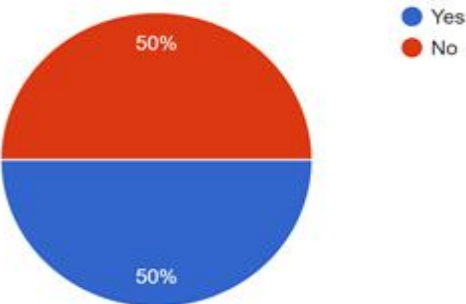
The above pie charts show most people are literate, confident and have adapted to cashless transaction.

Reasons for Preferring Cashless Mode of Payment?



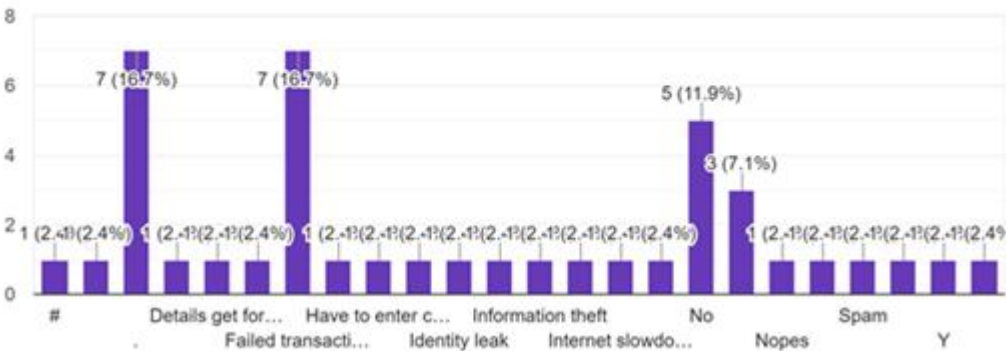
Most people preferred cashless transaction due to 24 /7 availability

Have u ever faced phishing attack

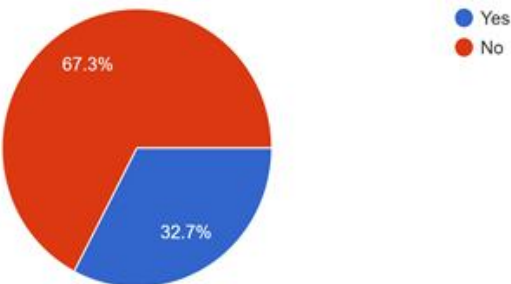


lack of proper knowledge led to people getting into spams and identity thefts

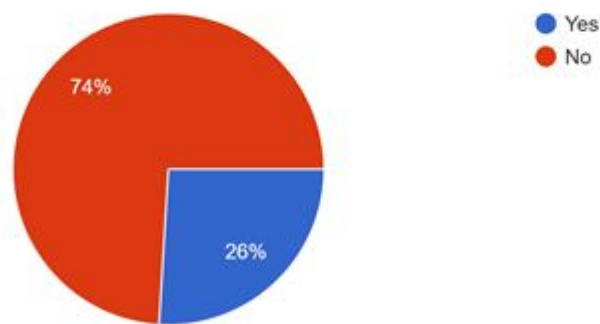
Any problem you frequently come across in cashless transaction



Have you received any literacy from any of the government authority about cashless transaction?



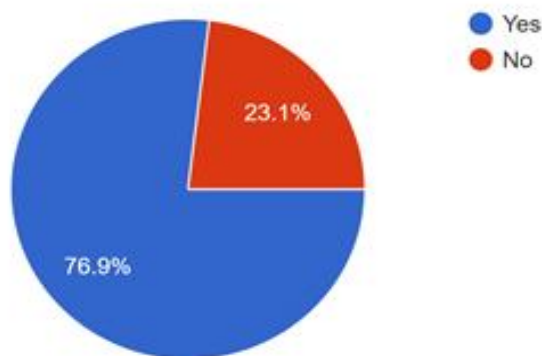
Discounts/cashback's you came across by government for using cashless mode of transaction?



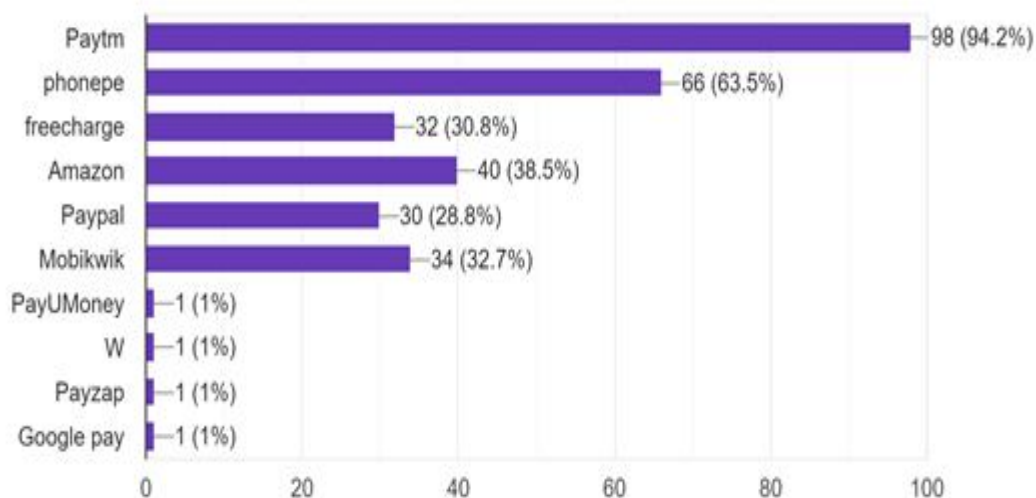
- Government should provide cashbacks
- Government should provide more information about cashless transactions
- Government should provide offers o cashless payment
- To encourage cashless payments, provide some attractive offers
- Government should provide more discounts on cashless transactions
- Please make transactions cashless at government offices also
- Government should educate people
- Government should take steps to promote cashless economy
- Faster refunds of fail transaction
- Literate people
- Better cashback offers
- Government should also take ecash
- Make website safer for transaction
- Card details should not be forwarded
- Secure details
- Secure website
- Government should provide discount for online transaction in government website

The above pie charts and suggestions showed majority felt government is not providing adequate information, support and coaching to individuals

Are private companies providing cashback's?

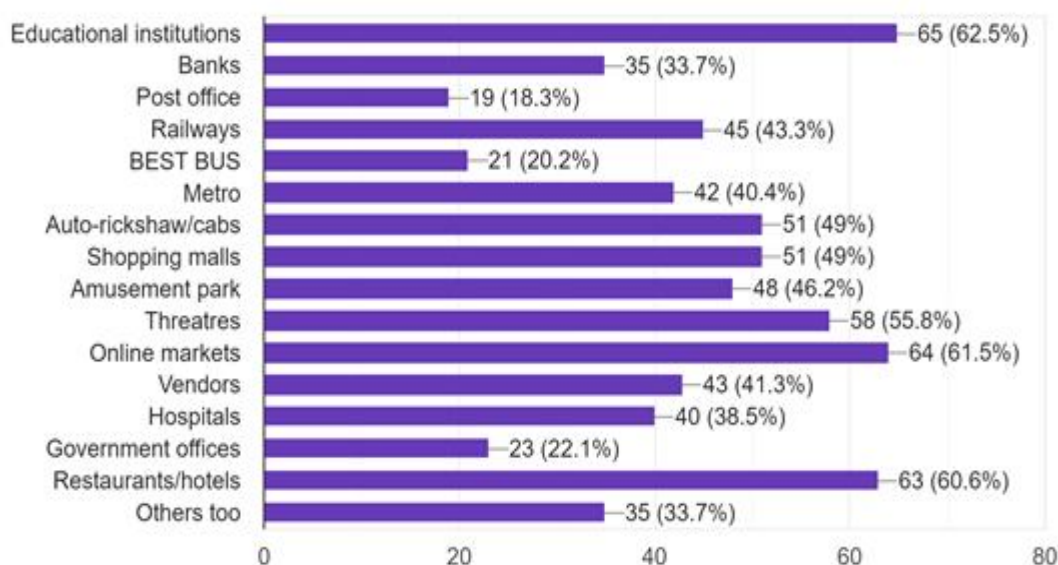


Tick companies you've heard or used below mentioned ?



The above pie charts show private companies various offers to attract customers

Tick the below mentioned places that takes cashless transaction?



This proves

1. Individuals are literate about cashless transaction, confident and have adapted to cashless transaction
2. Various offers provided by the company attract individuals to adopt cashless economy.
3. Government is not providing adequate information, support and coaching to individuals to adapt to cashless transaction
4. Institutions, government offices, private offices, different transportation system do not accept cashless transaction

SUGGESTIONS

- The government should take up different strategies to edify the non-literates about the cashless economy because people are not conscious of the various modes of cashless payments and how to use these modes effectively
- The government has to bring transparency and efficiency in e-payment system
- Training will be a necessity in urban parts of the country too

CONCLUSION

From the above study, it was known that there is no hesitation that India is touching towards cashless civilization but numerous of them are not totally prepared to go cashless. Moreover, they are frightened to involve in cashless dealings because of safety anxieties, deceitful etc. or they do not have adequate information to go cashless. The change of the cash payment organization to a cashless one may not be hopeful in the near future, but continuous progression in technology will surely expand the society's openness to cashless payment.

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IMPACT OF #Me Too ON WORKPLACE ENVIRONMENT WITH SPECIAL REFERENCE TO CORPORATES AT POWAI REGION, MUMBAI

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ABSTRACT

#MeToo is the trending topic in media and entertainment world in India at present. It started in the United States on social media as an attempt to demonstrate the widespread sexual assault and harassment cases in the workplace. The objectives are to study the awareness about #MeToo among the working population corporates at Powai region in Mumbai and to analyse its impact on workplace environment for male and female employees. The study also has touched about the awareness about the Vishaka Guidelines formulated in India to handle sexual harassment cases at work place. The research is based on primary data collected by using questionnaire. Sample Universe is the working population in various corporate sectors from Powai region in Mumbai. Sample size is of 100 respondents. Analysis and findings are presented with Statistical tools like Percentage, Pie diagram and Bar Graph. It has been found that 97% of the respondents are aware about #MeToo and maximum of them support it. The Vishaka Guidelines are known to 64% of the respondents. The study concludes that the workplace environment for male and female employees is disturbed at a certain level in corporate sector at Powai region in Mumbai.

Keywords: #MeToo, workplace environment, corporate sector, Vishaka Guidelines

I. INTRODUCTION

#MeToo is the trending topic in media and entertainment world in India at present. It started in the United States on social media as an attempt to demonstrate the widespread sexual assault and harassment cases in the workplace. The objectives are to study the awareness about #MeToo among the working population corporates at Powai region in Mumbai and to analyse its impact on workplace environment for male and female employees. The study also has touched about the awareness about the Vishaka Guidelines formulated in India to handle sexual harassment cases at work place.

II. CONCEPT OF #METOO

- #MeToo is the trending topic in media and entertainment world in India at present.
- It started in the United States on social media as an attempt to demonstrate the widespread sexual assault and harassment cases on the workplace.

III. PROBLEM OF THE STUDY

The study is intended to spotlight on the issues related to #MeToo and its impact on workplace environment. There is a need for awareness amongst the corporate managers about their workplace environment to smooth functioning of an organisation.

IV. LITERATURE REVIEW:

1. **David Garland & ... (Feb 2018)** "They concluded that the Weinstein revelations has brought sex harassment in the workplace and it will continue to shape employee interactions in the near future, they also will have a broader impact on pay equity and related issues going forward."
2. **Stuart and Laura (Oct 2018)** "The best way to [change behaviors]...is to create a culture where it's just not cool to sexually harass someone or racially harass someone."
3. **Chandrasekar (2011)**, "Workplace Environment and its Impact on Organisational Performance in Public Sector Organisations", Workplace environment, in the literal sense refers to positive, negative or friendly mental state of an individual surrounding him nearby at work. A supportive workplace environment is said to have the ability in engaging employee with their performance. Many managers have started to understand the importance of workplace environments towards producing encouraging employees and aware that it is the attribute of the employee's workplace environment that associated to job performance.
4. **Fisher, (2003)**, "Why do lay people believe that satisfaction and performance are correlated? Possible sources of a commonsense theory", explains that satisfaction at workplace plays a decisive role since performance of an individual is reciprocal with the amount of satisfaction arises from his or her work. Fisher believed that, happy worker are those who are productive and those who are satisfied with their jobs, and they are likely to be better performers in the organizations.

V. OBJECTIVE OF THE STUDY

The main objective of present research study is as follows

- To study the awareness about #MeToo among the working population of Corporate sector at Powai region in Mumbai.
- To examine the awareness about the Vishaka Guidelines formulated in India to handle sexual harassment cases at work place.
- To evaluate the impact of #MeToo on workplace environment

VI. HYPOTHESES**Hypothesis:1****Null Hypothesis (H0)**

“There is no significant awareness about **Vishakha Guidelines**”

Alternative Hypothesis (H1)

“There is significant awareness about **Vishakha Guidelines**”

Hypothesis:2 : Null Hypothesis (H0)

“There is no significant relationship between **#MeToo trending** and **disturb workplace environment**”

Alternative Hypothesis (H1)

“There is significant relationship between **#MeToo trending** and **disturb workplace environment**”

VII. RESEARCH METHODOLOGY

The entire research study is centered on **Primary** data. Such **Primary** data is accumulated from

- Structured Questionnaire
- Sample of 100 Respondents
- Descriptive Tools & Techniques like percentage analysis, graphs ,etc.
- Statistical Tools & Techniques like Mean, Mode , Median, Standard Deviation, etc.
- Hypotheses testing by Chi-Square Test, Elementary Statistical tools and Graphical presentation of data for better visual understanding.

Secondary Data

- Various reference books related to workplace management,
- Various websites related to workplace management,
- Various national and International Research Journals related to #MeToo and workplace management.

VIII. SIGNIFICANCE OF STUDY

The Study helps to understand the impact of a social media drive upon the corporates. The trending has no official background also the authenticity is in question mark, and then too affects the workplace environment of well organised corporates. It helps businesses organisations to well train their workforce to prevent the ill effects of such kind of trending and also make cautious about the safety and securities of their female employees.

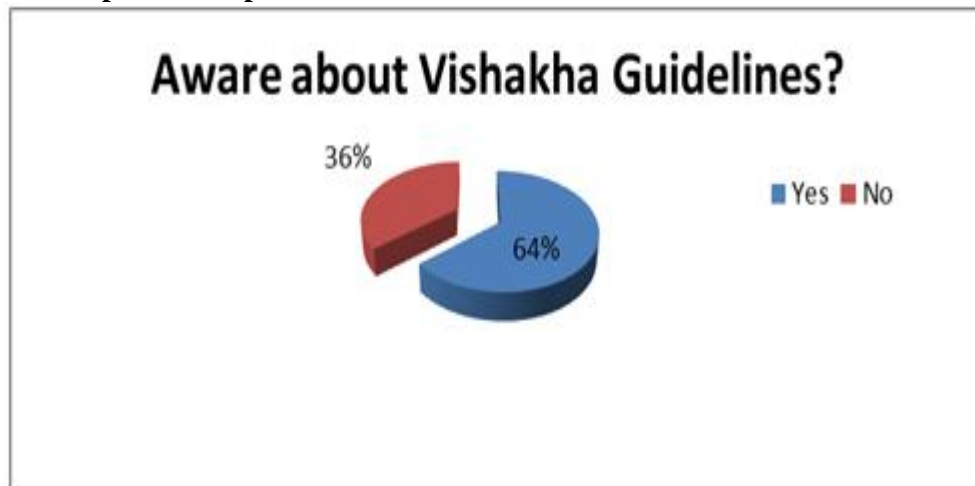
IX. ANALYSIS OF DATA

The research is based on primary data collected by using questionnaire. Sample Universe is the working population in various corporate sectors from Powai region in Mumbai. Sample size is of 100 respondents. Respondents are selected by random sampling technique. The total numbers of respondents are from both the criteria of male and female, Out of 100 respondents 48 male and 52 female respondents. Questionnaire had close end questions were respondents need to tick mark for the options available to them. Likert scale questions were also asked for 5 scales, i.e. Strongly Agreed (SA), Agreed (A), Neither Agreed nor disagreed (N), Disagreed (D), and Strongly Disagreed (SD).

Table-1.1: Responses Related to awareness about Vishakha Guidelines

	Aware about Vishakha Guidelines?
Yes	64
No	36
Total	100

Source: Data collected by researcher

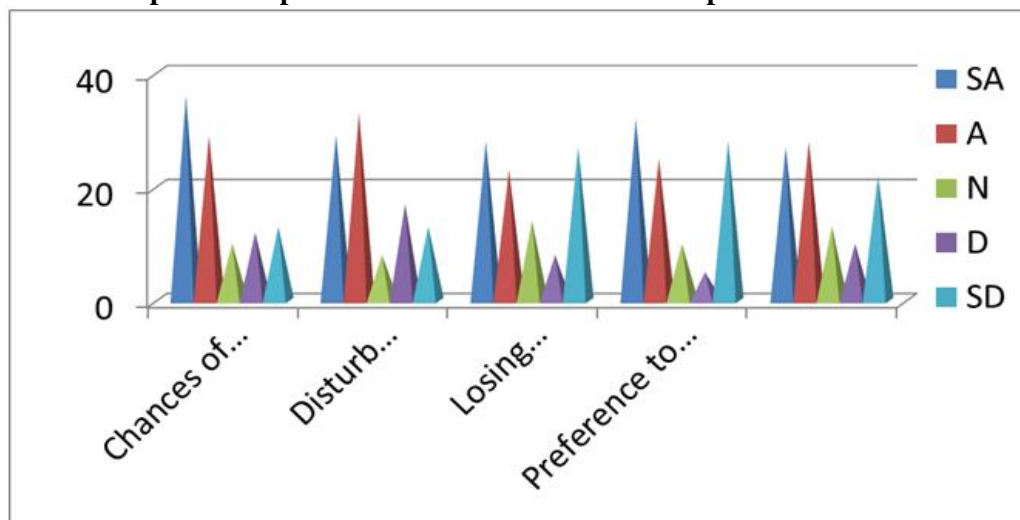
Graph-1.1: Responses Related to awareness about Vishakha Guidelines

Above Table No. 1.1 and Graph No.1.1 shows that out of 100 respondents from the corporate sector, the 64% respondents are aware about the "Vishakha Guideline" and 36% are not so aware about the same. Hence the objective to study the awareness is fulfilling.

Table-1.2: Responses Related to disturbed Workplace Environment

	Chances of losing jobs opportunities	Disturb relationship on workplace	losing communication between male	Preference to selection of male	Male fear about rumors
SA	36	29	28	32	27
A	29	33	23	25	28
N	10	08	14	10	13
D	12	17	08	05	10
SD	13	13	27	28	22
TOTAL	100	100	100	100	100

Source: Data collected by researcher

Graph 1.2 Responses Related to disturbed Workplace Environment

Above Table No. 1.2 and Graph No.1.2 shows that out of 100 respondents from the corporate sector, provided there responds for impact of #MeToo on Workplace Environment in five scales i.e. Strongly Agreed (SA), Agreed (A), Neither Agreed nor disagreed (N), Disagreed (D), and Strongly Disagreed (SD). Different questions were ask about workplace environment 29% (SA), 33% (A) gives that about 62% respondents are of the opinion that there are chances of Disturb relationship on workplace due to #MeToo. Near about 65% respondents are worry about the chances of losing better job opportunities by female candidates. 51% respondents are worry about the chances of losing communication between male and female staff.57% were concern about the selection process may give preference to select male candidates for job. 55% were concern about the male may fear about rumours and which will results in avoiding female peers.

	Chances of losing jobs opportunities	Disturb relationship on workplace	losing communication between male	Preference to selection of male	Male fear about rumors
SA	36	29	28	32	27
A	29	33	23	25	28
N	10	08	14	10	13
D	12	17	08	05	10
SD	13	13	27	28	22
TOTAL	100	100	100	100	100

Source: Da

X. Hypothesis Testing : Hypothesis:1:

Null Hypothesis (H0)

“There is no significant awareness about **Vishakha Guidelines**”

Alternative Hypothesis (H1)

“There is significant awareness about **Vishakha Guidelines**”

Goodness of Fit Test					
	Observed	expected	O – E	(O - E) ² / E	% of chi-square
Yes	64	50.000	14.000	3.92	50.00
No	36	50.000	-14.000	392	50.00
	100	100.000	0.000	7.84	100.00
	7.84	chi-square			
	1	df			
	2.48E-05	p-value			

Conclusion

P =0.0000248

P<0.05

Therefore, Reject Null Hypothesis

“There is significant awareness about **Vishakha Guidelines**”

Hypothesis:2 : Null Hypothesis (H0)

“There is no significant relationship between **#MeToo trending** and **disturb workplace environment**”

Alternative Hypothesis (H1)

“There is significant relationship between **#MeToo trending** and **disturb workplace environment**”

Goodness of Fit Test					
	observed	expected	O – E	(O - E) ² / E	% of chisq
	62	46.000	16.000	5.565	50.00
	30	46.000	-16.000	5.565	50.00
	92	92.000	0.000	11.130	100.00
	11.13	chi-square			
	1	df			
	.0008	p-value			

Conclusion

P =0.0008

P<0.05

Therefore, Reject Null Hypothesis**There is significant relationship between #MeToo trending and disturb workplace environment****XI. CONCLUSION**

Over all study is concluding with the findings, which help to give suggestions on the burning current issue of #MeToo

- 97% of the respondents are aware about #MeToo and maximum of them support it.
- The Vishaka Guidelines are known to 64% of the respondents.
- #MeToo is the trending topic in media and entertainment industry for celebrities. Unfortunately affects the common women's employment.
- The study concludes that the job opportunities for female employees will be curtailed at a certain level in corporate sector.

XII. SUGGESTIONS

As Henry Ford rightly said "Working together is success", the workplace environment plays vital role in the success of an organization. In the current scenario of the #MeToo it is suggested that the corporates needs to take extra caution at workplace regarding women's safety and security. Following few suggestions may help in achieving the ultimate workplace environment for all:

- Periodical Corporate Audit is requiring for Women cell.
- Induction training should cover topic of sexual harassment.
- Male should treat every woman with dignity and should be ready to pay for any Undignified Act.
- Enhance role of women employees at top level / decision making bodies.
- #MeToo and celebrities needs to assess the truth and avoid its impact on generalisation.

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CHANGING TRENDS IN ENTERTAINMENT PREFERENCES AMONG SCHOOL GOING CHILDREN W.S.R.T. TIKTOK AND PUBG

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ABSTRACT

In those good old days, when we were young we used to play Hide and Seek, racing, Langdi, Thikree, Kabaddi, dog and the bone, etc. Today, with the advent of technology and increased standard of living, the school going children are glued to mobile phones, thanks to social media. This study aims to understand the popularity of social media among today's school going children when it comes to leisure and entertainment preferences. Everyday new applications (app.) are introduced in the market. Some of them are useful but some of them are purely for entertainment. This study focuses on popularity of two entertainment tools (i) PUBG, and (ii) TikTok. You may not be aware of these entertainment tools but you can always check with the school going children around you who can give you a good bunch of information on this.

Keywords: Mobile Application, Social Media, TikTok, PUBG, school going children

OBJECTIVE OF THE STUDY

1. To understand the popularity of TikTok among school going children (08-16)
2. To understand the popularity of PUBG among school going children.
3. To understand social media as a tool for entertainment among school going children.

INTRODUCTION

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media are interactive Internet-based applications. It comprises of User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions.

Users create service-specific profiles for the website or app that are designed and maintained by the social media organization. Social media has enabled the expansion of online social networks by linking a user's profile with other individuals or groups. Facebook, Instagram, Whatsapp, Hike, Twitter, Tiktok, PUBG turn out to be the most popular social media tools.

TikTok is a media app for creating and sharing short videos. It is also known as Douyin in China. This application owned by ByteDance was launched as Douyin in China in the year September 2016, later announced to the global markets with an attractive name TikTok.

This TikTok application allows users to create a brief video of oneself which features music in the background which can be sped up as well as slowed down or edited with the help of a filter. In order to create a music video with this application, users choose background music from a wide variety of music genres, edit them with a filter and then record a 15-second video with speed adjustments. Then they are uploading it to share with others on TikTok.

PlayerUnknown's Battlegrounds (PUBG) is a multiple player based online battle game created by a PUBG Corporation, a subsidiary entity of Korean publisher called Bluehole. We cannot say that PUBG is different because in the past there have been a lot of games based on this design. The designer of PUBG, Brendan Greene says that he got his idea from a film called "Battle Royale". Some of the similarities to this game is related to the movie "The Hunger Games," and other games such as "H1Z1: King of the Kill," "DayZ" and etc.





LITERATURE REVIEW

TikTok is a leading and growing short video platform in Asia, United States, and other parts of the world. In 2018, the application gained popularity and became the most downloaded application in the States in the year October 2018. TikTok is a platform for short-form mobile videos. Their mission is to absorb and express one's creativity, knowledge, and precious life moments, directly from the mobile phone. TikTok enables a person to be a creator, and encourages one to share their passion and creativity through their videos. The TikTok mobile app allows users to create a video edited with a filter.

As of 2018, it is available in over 152 markets, and in 77 languages. The application allows users to create short videos of 15-60 seconds. In July 2018, this application had more than five hundred million users worldwide.

PlayerUnknown's Battlegrounds (PUBG) is a multiple player online battle game created by PUBG Corporation, a subsidiary of Korean publisher called Bluehole. Now, at this time what is important is that how they are presented to the target audience and if they are able to connect with them. This explains the success rate in this era of games keeping some exceptions aside.

GAMEPLAY: There are generally 100 players with you and you tend to get on the plane and be dropped on an island with a map in which you play.

SECONDARY DATA

PUBG is violent game and can have an adverse impact on children's brains, as said by the Delhi child rights body. The Delhi Commission for Protection of Child Rights (DCPCR) provided a report which says that games like PUBG, Fortnite, Grand Theft Auto, God of War, Hitman, Plague Inc. and Pokemon are "harmful" for children, as reported by news agency ANI.

The report comes after an 18-year-old in Mumbai had an argument with his family over buying a new phone to play PUBG and later allegedly committed suicide by hanging himself. A 11-year-old Nizam Ahad moved to the Bombay High Court asking for a ban on "PUBG", saying that it promotes aggression, violence and cyber-bullying.

Prime Minister Narendra Modi had also referred to the craze for this game during his interaction with the students and parents about exam stress a few days back. When a mother complained to the Prime Minister that her son was ignoring studies and is bad addicted to online games, PM Modi replied promptly : "*PUBG-wala hai kya?* (PUBG gamer he is?)".

PUBG is banned in schools in PM Modi's home state Gujarat. A students' association in Jammu and Kashmir also sought a ban on PUBG, as they are blaming it for poor examination results. These games are growing big primarily because they are easily accessible from mobile phones. PUBG Mobile is growing at a faster pace in India as both players and streamers prefer playing the title.

RESEARCH METHODOLOGY

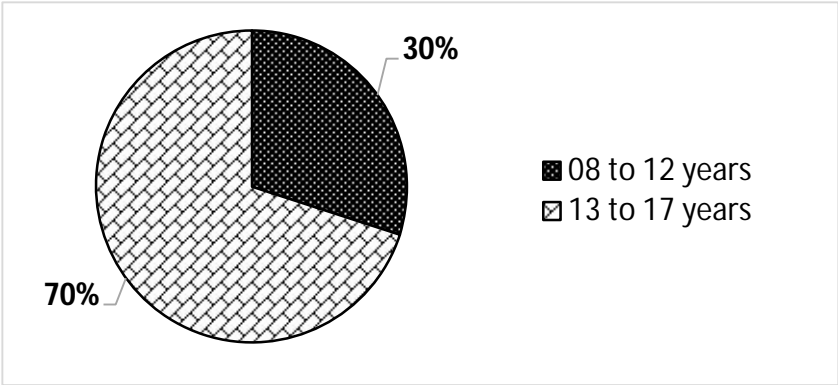
- Sample Design : School going students who / whose parents own a smartphone
- Sample area : Andheri schools
- Data collection method : Questionnaire survey using Google forms comprising of 15 questions.
- Sample size : 20 school going students

SCOPE OF STUDY :

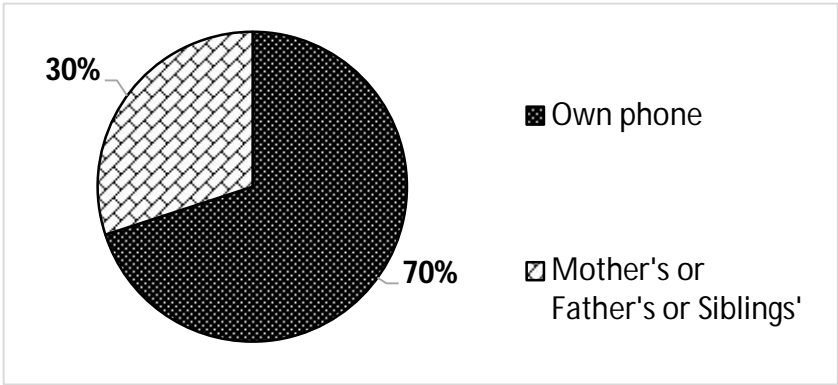
- This study is limited only to school going students
- This study is focusing only on PUBG and TIKTOK, thereby keeping social media aside like Facebook, Instagram, Whatsapp, etc.

DATA ANALYSIS AND INTERPRETATION

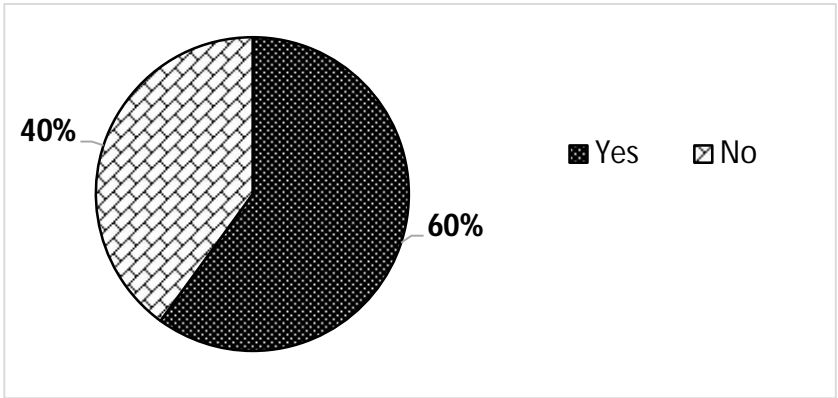
1. Majority of respondents are 13-17 years old.



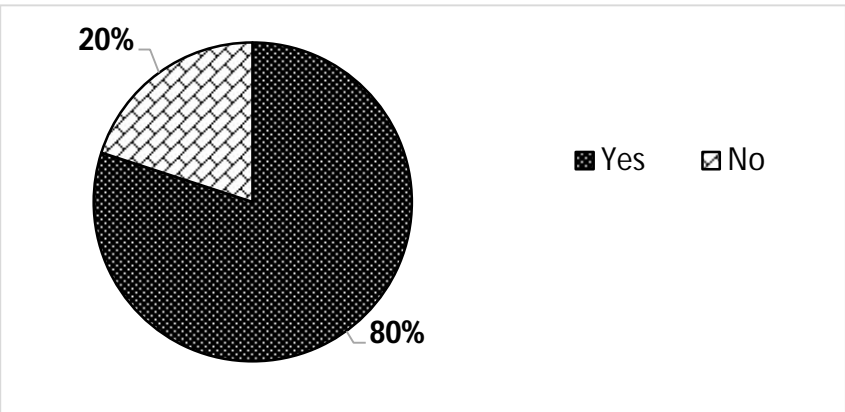
2. 70% of them have their own smartphone.



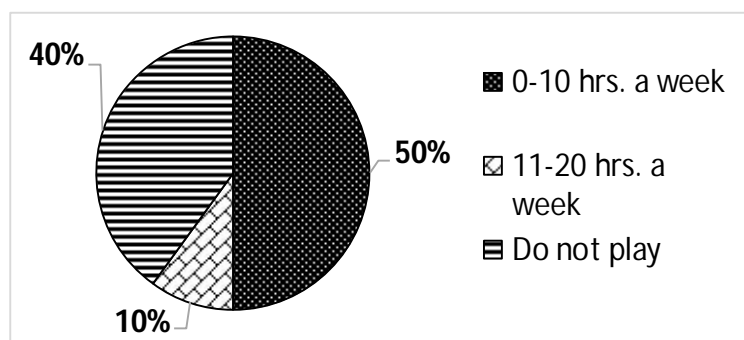
3. 60% like or play PUBG.



4. 80% like to play TikTok.



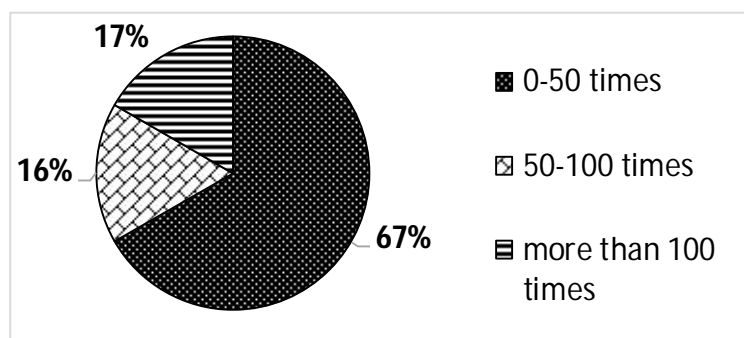
5. Most of them spend 0-10 hours a week on PUBG.



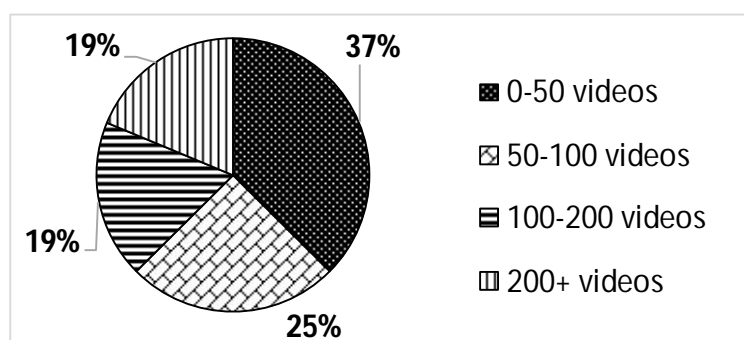
6. Respondents like PUBG because it is challenging, adventurous, good pass time, online gamers, interactive, fun, rewards, landing on Georgepool, Chicken Dinner, killing and surviving, etc.

7. Respondents like TikTok because it is fun, involves creativity, good pass time, makes them feel like a star, interaction with others online, fan following, rewards, dialogues, etc.

8. 67% of players of PUBG have gained Chicken Dinner atleast 0-50 times.



9. 37% of players of TikTok have created atleast 0-50 videos so far, whereas 19% of them have created more than 200 videos too.



10. Parents do not favor PUBG, whereas few of them are kind of okay TikTok. Parents who go to work and those who believe in matching up to the standards of society and thereby fulfilling kids demands are providing their children with separate mobile phones. Parents themselves get indulged into TikTok with their kids.

CONCLUSION

- Parents and govt. officials in India consider PUBG addictive in nature as it's supposedly causing problems for children and affecting their studies
- These games are full of violence, hatred, deceit and vengeance causing a harmful, adverse and negative impact on a child's brain. It also lists some symptoms to observe in children to figure out if they are affected by such games.
- Withdrawal from family and friends as well as sudden outbursts of anger and frustration directed at himself / herself as well as violent behavior in children are symptoms of PUBG.

- Unpredictably secretive behavior, an unexpected increase in time they spend on devices, attempt to change screens on their device when monitored and the changes in behavioral patterns after using the console or mobile phones”.
- It leads to addiction and imparts wrong values like looting and violence upon children.
- Primary reasons behind these gaming addiction are “academic pressure” leading to “indoor” lifestyles. Expectations of higher standards of living and parent’s letdown to provide outdoor activities to their children has led to increasing demand for such games.
- Regarding TikTok, people have started comparing themselves with those actors who have struggled and worked hard to the pinnacle of success. The emotion of ‘I am a Star’ is very much predominant among school going children.
- Many TikTok players are too busy working on their make-up, hair, skin and clothes to match up to the standards of actors they see on screen.
- The competition to gain more and more followers and likes is powerful in the school going children, thereby leading them to experiment new stunts.
- The all-time dangerous ‘Kiki Challenge’ got banned in India was the result of TikTok.
- More and more youngsters are arriving the contest keeping studies and other creative activities aside. All they consider is that someday they too will become super star or an army man.

SUGGESTIONS

- Parents need to thoroughly monitor the activities of their children mobile phones.
- Personal mobiles should not be stimulated at a young age.
- The no. of hours to be spent on mobile phones should be condensed.
- Outdoor activities like football, cricket, skipping, walking, going to beach / garden, etc. should be encouraged by parents to their children. Parents need to take time out for these activities regularly.
- Creative ideas like craft, drawing, sand castle, singing, dance, etc. should be encouraged among kids by active participation of parents.
- More and more personal interaction with kids is essential to bring out their hidden desires and develop a strong bonding with them.
- A conducive social environment should be created for kids to help them develop better socializing skills in contrast to focusing only on their academic score.

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THE ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOR OF YOUTH

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ABSTRACT

Digital Marketing has created a huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. On domestic front it is used for interacting with friends and relatives and for the purpose of socializing. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. Social media has been the most recent and booming technological innovations. It offers a wide range of benefits. Interest and curiosity to gain more knowledge in the field of social media has been the main ground for selecting the topic of Social media for the research purpose. Advertisers are increasingly using digital and social media for mainline advertising campaigns rather than one of marketing exercises. Digital and social media are now becoming the new barometer to gauge the popularity of a campaign before it is released on mass media. To keep up with consumers' digital advances, retailers are becoming savvier, implementing strategies and programs via smart phones, tablets and other digital venues. Digital marketing can take the form of push messaging, in-store digital signage, location-based promotions, email messaging and much more. This paper tries in understanding various aspects of digital marketing while connecting with younger audience the research is also important to identify Market size, growth and Market Potential of various businesses.

INTRODUCTION

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of shopping online. The impact on retailing has been profound and as a result many businesses are changing the channels they use to sell their goods and services. In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-market place dominates. Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage.

OBJECTIVES OF THE STUDY

1. To study the role and importance of digital marketing in competitive business world.
2. To study the basic difference between Traditional and Modern Marketing.
3. To examine the changing buying behaviour of the youth and their impact on Digital marketing

REVIEW OF LITERATURE

Kumar et al (2006). Under social media there are various forms which include wiki, micro-blogs, social networks, podcasts, vlogs, and content groups. This platform is contributing towards a pivotal shift from a traditional, rational, and institutional perception to a personalized, emotional, and human perception.

Dastidar & Datta (2009). In this study it was found that, relationship present gender wise between both the variable and influence of exploratory tendencies on impulsive buying behavior on in young female is higher than young male. It reveals that, variety seeking, risk taking/innovativeness, and curiosity motivated behavior in young female is higher result spontaneous buying behavior.

According to Weinberg the social media marketing is as a process that empowers individuals and companies to promote their websites, products or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels.

RESEARCH METHODOLOGY

Descriptive in nature based on secondary data, has been collected from various websites, books, research articles.

DIGITAL MARKETING SCENARIO IN INDIA

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The power of digital marketing allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016.

Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

1979: Michael Aldrich demonstrates the first online shopping system.

1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.

1996: India MART B2B marketplace established in India.

2007: Flipkart was established in India.

2012: Amazon took its first step in Indian Market

TRADITIONAL MARKETING VERSUS DIGITAL MARKETING

Traditional marketing	Digital Marketing
Includes. <ul style="list-style-type: none"> Print Media (Newspapers, Magazines, newsletter, brochures, etc. Broadcast Media (TV's and Raiois) Direct mail, telemarketing 	Includes marketing efforts anchored on electronic devices such as- <ul style="list-style-type: none"> Websites Social networking sites Banner ads Google ads Video marketing
No interaction with audience	Interaction with audience
Expensive and time consuming	Reasonably cheap and a quick way to promote goods and services.
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign

BUYING BEHAVIOUR OF YOUTH

Digital Marketing is here to stay, and are where our youth are spending much of their time. Research proved that even the youngest of our children are migrating from mall shopping to online shopping and be a frequent user of tablets and smartphones Teens are getting highly influences by Internet Advertisement. They take this as a guide tool and decision maker to buy any product. Now day's teens are more The majority of youth and teenagers using social media for taking e-buying decision also these social websites as they are powered by many international companies because these website are centrally visited by millions of people thus companies

get benefit of advertisements. And this advertisement further generates awareness for product and services among people. Further people post news, information including videos and picture. During the study it was understood that social media plays an important role in influencing the consumer in their buying decision for online purchase. Education also played a significant impact on effect of social media on e-purchase. Users who are more educated use more e-purchase and social network to share and receive information by online links. In other words, information and knowledge are constantly transferred in social networks; this means that social media users could get more information and knowledge. Hence as per the research, education has more impact on social networking users for e-purchase.

Snapdeal.com, yebhi.com, sosastta.com, jabong.com, mantra.com, amazon.com are very famous online shopping websites in India. Also the individual brands are having their own websites for shopping of their products. In all these websites Indian and international brands are available. Brand makes the consumers recognizable amongst competitors. As a consumer, teens prefer those brands which they make themselves cool and help to build their personality as per their perception of present trend.

Taylor and Cosenza (2002) argued that self-expression is especially important to the new trend setter while focusing on clothing style and concluded as look and fit were the two most important clothing selection for teenager's as females Taylor and Cosenza (2002) concluded their findings as age group was preoccupied with acceptance, affiliation and new trend name as coolness which gives motivation for the right choices of the clothing selection. Teens are creating three different markets, the primary market, the influencer market and the future market. Marketers are considering teens as one of the most important consumer segment. They are creating new online marketing tools to target this segment.

Manjeet (1999) in her article finds out that India's youth are ambitious, technology-oriented and confident. By 2015, Indians under 20 will make up 55% of the population and wield proportionately higher spending power. In the west, the youth segment has almost always been pitted against their seniors. Rebellion was the key starting point. Adventure, music and other symbols of 'cool' became a perfect recipe for creating cult brands that rallied against the system. This model of tapping youth presupposes that it's always youth versus old. It also preoccupies itself with a continuous search for what's 'cool' among youth. Since the behavioural distance between the youth and the others in these societies is significant, it's easy to rally youth around such points of difference. This model however is at a loss in India, where everything and everyone is young.

BENEFITS AND WORRIES OF ONLINE MARKETING ON TEENS

While there are risks inherent in online marketing, there are also many potential benefits. Such as, social networking can provide opportunities in forming new relations in the form of friends, group, and influencer as well as making the existing relationships more strong which doesn't. It also worked for the global friends as distance is not counted here. Teens getting more aware and updated about the present trend.

- Teens are getting more familiar with the upcoming and emerging, through which they may compare them and follow the best among them. In this way, teenagers may increase their media literacy and get exposure to many new terms of social media.
- Teens gain social confidence from interacting with other people online, which make them more social, confident, independent while joining the new college, roaming new places or in making new friends.
- Many teens find support in online communities; this is especially true for kids who have unique interests or feel isolated.
- Online communities is very diversified, versatile and gives an exposure to teenager's to be upfront and put their viewpoints, ideas, and opinions on which they want to put.
- Apart from shopping, teens get information about various events.
- They get familiar with variety of brands.

FINDINGS

From the above study we finds that the youth buying behavior is changing very rapidly & marketers have to change their strategies according to the scenario.

Varies studies have been said that Social media is mostly use by youth. So now the retailers have to focus on their promotional strategies. They have to change them according to the taste and preferences of youth. Therefore, proper formulation of marketing strategy needs an overall understanding of this behavioral pattern of youth. In recent years the concept of digital marketing has increased in India because of its unique shopping

experience. Today customer as a wide range of choice at one place and only because of increase popularity of social media importance of digital marketing has increased considerably. The customer preferences and needs are increasing day-by-day because of increase in their purchasing power they need new and innovative products along with ease and convenience. Changing buying behavior warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and capture the future potential market.

SUGGESTIONS

- Digital/ Social media marketing have lot of impact buying behavior of youth, so marketers need to understand the accessibility of digital facilities to youth segment, before launching any product online.
- Before opting for traditional marketing, marketers should give due consideration to social media/ digital marketing, as majority of buyers are aware of digital media for purchasing the goods.
- No doubt digital marketing is growing at a lightning speed, but still majority of consumer is not aware of it, specifically rural buyers. So an efforts need to be taken to make benefits of digital marketing accessible to rural population also.

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THE ROLE OF MASS MEDIA IN GLOBAL CASHLESS ECONOMY (REFERENCE TO MOBILE APP WITH MOBILE SECURITY)

Archana Narvekar¹ and Sangeeta S. Tiwari²¹Clara's College of Commerce²Vidyanidhi Kamala, Raheja Jr. College Of Commerce, Villeparle (W)

ABSTRACT

India is one of the largest markets for smart phones and mobile apps, which is why local brands are changing their strategy from mobile-also to mobile-first. Banks and payment gateways will soon follow the same approach for their cashless transactions, and mobile will play a big role towards the Government of India's "Cashless India" initiative — a major step towards making India a digitally empowered and cashless economy. In this white paper, we will explore the role of mobile in Indian and global cashless economies, identify ways to conduct cashless transactions, address potential security challenges, and discuss best practices for writing secure code for mobile apps.

Keywords: Cashless, digitally empowered, security challenge, mobile apps.

❖ INTRODUCTION

Digital India is the flagship programme of the Government of India. It was launched on 1st July 2015 by Prime Minister Narendra Modi, with a vision to transform India into a digitally empowered society and knowledge economy. "Faceless, Paperless, Cashless" is one of the professed roles of Digital India. Major progress towards this goal was made in late 2016, when the government took steps to demonetize the country. Now, even small retailers and shop owners are using cashless models like Paytm for transactions.

A cashless economy is one in which all transactions are made using credit/debit cards or digital devices (e.g., point-of-sales machines, digital wallets, etc.), and the circulation of liquid money or paper currency is minimal. In this economy, a third-party such as the government or a public/private sector bank possesses an individual's money and can circulate that money whenever it is not needed by the individual.

❖ OBJECTIVE OF STUDY

- To understand the Role of Mobile in Global Cashless Economies.
- To know the Popular Methods for Conducting Mobile Cashless Transactions.
- To understand the Security Challenges for Mobile Cashless Transactions.

❖ IMPORTANCE OF STUDY

India has shown a rapid growth in the smartphone market worldwide, with around 27.5 million devices sold in the second quarter of 2016, up by 17 percent from the previous quarter (according to IDC). This growth in sales is paralleled by an equally enormous growth in the number of mobile internet users in India. According to a report by the Internet And Mobile Association of India, India was estimated to have 371 million mobile internet users as of June 2016. As per the recent study on the Growth of the Indian Mobile App Market, application downloads in India increased from 1.56 billion in 2012 to 9 billion in 2015. It also says that smartphone users in India have the highest smartphone usage rates globally, with an average of 3 hours spent on their devices (for comparison, the average time spent on mobile phone by users in the US is 132 minutes). These numbers tell us that smartphones and mobile apps are already getting into the DNA of the Indian population.

It is impossible to imagine a life today without smartphones. Mobile apps assist us in every aspect of our daily routines, from communication and navigation to shopping and entertainment. Taking a cue from this market trend, big brands are moving from mobile-also to mobile-first strategies around their products and services. For example, brands like Quikr, Olx, Uber, and Flipkart now advertise their presence on mobile devices first. As such, we can assume that mobile will take a front seat when it comes to implementing initiatives like Cashless India.

Banks and payment gateway companies have already started leveraging mobile networks as a channel for extending their existing payment infrastructure because of the reach and easy of access that mobile offers. Paytm wallet, India's largest mobile payment service platform, has over 150 million wallets and 75 million Android-based app downloads as of late 2016. The app enables users to buy air and movie tickets, book taxis, recharge their mobile devices, pay various bills, purchase fuel at petrol pumps, and even shop at small retailers and neighbourhood shops. Furthermore, the Government of India's additional initiatives like Mobile Seva and

reward schemes like Lucky Grahak Yojana and Digi Dhan Vyapar Yojana are supplementing the use of mobile in a cashless economy. Mobile Seva provides a fully operational mobile payment gateway, incorporating various channels for making electronic payments through mobile devices. Government departments and agencies can integrate the gateway with their applications, so that citizens and businesses can make payments for various government services through their mobile devices.

Launched in late 2016, Lucky Grahak Yojana distributes daily and weekly rewards to thousands of retail consumers. Similarly, Digi Dhan Vyapar Yojana distributes weekly rewards to thousands of small businesses. To qualify for these rewards, applicants must make digital payments through a Unified Payment Interface (UPI), RuPay, the Aadhaar Enabled Payment System (AEPS), or an Unstructured Supplementary Service Data (USSD). These initiatives have boosted confidence in digital mediums for payment services and will likely lead to increased private sector mobile payment services, as well.

❖ **METHODOLOGY OF STUDY**

This paper based on secondary data, utilize case study, editorial, journal magazine.

❖ **REVIEW OF LITERATURE**

KENYA

Kenya's M-Pesa, a mobile banking service, allows customers of the mobile phone operator Safaricom to hold cash balances that are recorded on their SIM cards. Cash may be deposited or withdrawn from M-Pesa accounts at Safaricom retail outlets located throughout the country, and they may be transferred electronically from person to person as well as used to pay bills. Here's how it works:

The M-Pesa agent network consists of a multitude of small shop owners and retailers. A customer pays the agent cash, and the agent loads the customer's phone with virtual credit, often referred to as "cash-in." The credit can then be transferred to another mobile for either purchasing goods or sending money to friends or family. The process of sending payments is similar to sending a text or SMS message.

A recipient can choose to either store the virtual cash on their phone or go to an agent, who exchanges the text message code for the physical cash ("cash-out").

M-Pesa statistics are incredible, with 21.8 million registered M-Pesa users in Kenya making payments person-to-person (KSh 106 billion), person-to-business (KSh 23.5 billion), and business-to-person (KSh 27.8 billion) per month (according to Safaricom). In fact, Economist Intelligent Unit reports that the transactions that flow through M-Pesa amount to 60% of the country's GDP!

CHINA

Alipay is a third-party online payment platform that was launched in China in 2004 by Alibaba Group. It is supported by Alibaba, Taobao, Tmall, and an increasing number of independent online stores. Here's how it works:

The buyer chooses a product and pays the seller via Alipay. Instead of transferring the money to the seller's Alipay account immediately, Alipay keeps the money as escrow and informs the seller that the buyer has made the payment. At this time, the money is neither directly controlled by the buyer nor the seller. The seller sends the product to the buyer. Upon receiving the product, the buyer confirms receipt in their Taobao or Alipay account. Once Alipay receives the buyer's confirmation, it sends the money to the seller. According to an analyst research report, Alipay has the biggest market share in China with 400 million users. As of late 2016, it controlled just under half of China's online payment market. According to Credit Suisse, the total value of online transactions in China grew from an insignificant size in 2008 to around RMB 4 trillion (US \$660 billion) in 2012.

USA

Now let's look at how a developed country like the USA is adopting mobile financial services. According to the Federal Reserve Bank's report on Consumers and Mobile Financial Services 2016:

43% of all mobile phone owners with a bank account used mobile banking between March 2015 – 2016. 53% of smart phone owners with a bank account used mobile banking between March 2015 – 2016. Consistent with previous years, the three most common mobile banking activities among mobile banking users were: Checking account balance or recent transactions (94%), Transferring money between individual's own accounts (58%), Receiving alerts (e.g., text message, push notifications, e-mail) from their bank (56%) 24% of mobile phone owners reported having made a mobile payment between March 2015 – 2016.

The three most common mobile payment activities among mobile payments users with smart phones were:

Paying bills through a mobile phone web browser or app (65%) ,Purchasing a physical item or digital content remotely using a mobile phone (42%) ,Paying for something in a store using a mobile phone (33%)

❖ POPULAR METHODS FOR CONDUCTING MOBILE CASHLESS TRANSACTIONS

Cashless transactions via mobile, commonly referred to as “mobile payments,” are generally defined as payment services operated under financial regulation and performed via a mobile device. Thus, instead of paying with cash, cheque, or credit card, a consumer can use a mobile phone to pay for services or goods. Although this concept has been in place for a long time, it is only recently that the technology needed to support such a system has become widely available. There are numerous enablers in the mobile payment space, the most popular of these models of mobile payments are described below.

- **Mobile Wallets** enable consumers to make 1-click payments via a mobile phone because the user’s card information has already been stored securely in the cloud. In this model, a consumer only has to enter their credit card information once. Some of the major players in this space include Paytm, Apple Pay, Android Pay or Google Wallet, Paypal, Samsung Pay, Square Wallet, and Capital One Wallet.
- **Mobile Banking Apps** : Most of the larger banks offer mobile banking apps on popular mobile platforms like ios, Android, Windows Phone, etc. In addition to enabling consumers to view their balance and transaction history, transfer money between accounts, and make credit card payments, these apps also allow consumers to pay their utility bills and generate One-Time-Password (OTP) for some online purchases. These apps also have some useful features like locating banks or ATMs, contacting banking personals, changing PINs, etc.
- **Card-Based Payments** : In this model, retailers offer a mobile app that integrates with payment gateways (e.g., PayPal, Authorize.net, Securepay, etc.) and enables consumers to enter their credit card details to make purchases. The drawback of this model is that when a consumer has to enter details onto a mobile phone, it can reduce the success rate (conversion) of payments. If a payment vendor can automatically (and securely) recall a consumer’s card information, it provides the customer with a simple click-to-buy experience, which increases conversion rates for additional payments. Most of the e- commerce mobile apps support this model.
- **Carrier Billing** : Consumers can also make purchases on an ecommerce or mobile app using mobile billing, or carrier billing. Based on a two-factor authentication process involving a PIN and an OTP, carrier billing charges purchases to the consumer’s account (i.e., the carrier pays the charges and passes along the charges to the consumer’s next mobile service bill). Since carrier billing does not involve credit/debit cards or even pre-registering a consumer’s banking details with an online payment vendor like PayPal, it is a true alternative payment method.
- **Contactless / Near Field Communications (NFC)** :With contactless payment, a consumer inputs their credit card information into their smart phone (e.g., Apple Pay), where it is securely stored on the embedded smart chip for future use. When the consumer wants to make a purchase at a store, they simply hold up their phone to the mobile payment reader at the point-of-sales (POS) terminal. The smart chip on the consumer’s phone connects to an antenna, and the POS terminal emits a high-frequency radio wave that facilitates communications between the reader and the phone. When the phone is in range, a wireless communication protocol links the terminal and the phone, which exchange information and conduct a secure transaction. All of this occurs in a fraction of a second.
- **Convenience:** The feasibility of making and receiving payments is the key factor for prioritizing digital payments. Online payments rule out the necessity to carry cash, and they also save time, as business owners and customers no longer have to queue up for ATM services. Payment apps also help you keep track of your incoming and outgoing funds, which comes in handy while filing returns.
- **Security:** Digital payment modes are made secure with varying levels of encryption and data authentication. Most payment modes have enabled two-factor authentication (TFA) to add an extra layer of security. Also, it’s always easier and safer to carry a smart phone rather than carrying wads of cash.
- **Discounts:** To boost the move towards a cashless economy, the government has decided to offer incentives and discounts for making online payments. The government is now providing waivers on cashless transactions utilized for service tax payments, purchase of fuel, train tickets, highway toll tickets, and insurance schemes. Credit and debit cards are a popular way to make online payments, but they aren’t the only cashless option. Here are a few other kinds of cashless transactions that are widely utilized in India:

- **E-wallets:** E-wallets are a popular mode of online payment, with PayTM and MobiKwik being the most widely used providers. The user should register their mobile number with the app and link their credit or debit card(s) to make payments. Users should also provide their KYC details to make payments through the digital wallets. KYC is a verification process set up by the Reserve Bank of India, which requires firms to collect information from their customers including their identification details and biometrics. E-wallets can be used in places that debit/credit cards can't, as not a lot of small businesses invest in card machines.
- **Mobile banking application:** Most of the larger banks offer banking apps, with which business owners can transfer funds between bank accounts instantly. They can also view their account balance and transaction history at any time.
- **UPI (Unified Payments Interface) system :** This system enables instant transfers of funds between bank accounts. Users can send and receive funds once they provide bank details like their account number, IFSC code, and mobile number.
- **BHIM app:** This newly launched app is used to transfer funds between bank accounts. It's reliable and it's secured with three-factor authentication. The user's mobile number or Aadhar card number is used to make payments. Though this app works on the UPI platform, customers need not download mobile applications of multiple banks. All they have to do is install the BHIM app.
- **Andhra payment app:** This app was launched in 2016 with the primary aim of boosting online payments in the country. It allows users to make offline payments and fund transfers between banks, using their biometrics and Aadhar card details for authentication.

With the increase in online payments, we've seen a decrease in the long queues to make utility bill payments and the need to be physically present at showrooms and service centres to pay or recharge DTH and mobile services. Business owners and customers have taken to digital payment methods for all sorts of transactions. Since a major part of the Indian population is not yet well-versed in digital payment modes, there's a certain amount of reluctance in utilizing them. However, despite the limited availability of internet and knowledge of such payment modes, the move towards online payment is inevitable. Security Challenges for Mobile Cashless Transactions

There are a number of vulnerabilities in mobile cashless transactions that can be exploited by hackers and result in the denial or theft of services for consumers, as well as the loss of revenue, brand reputation, and customer base for vendors. In this section, we will identify some of these vulnerabilities and explain how mobile app developers and end user/customers can prevent their sensitive personal information and transactions from being hacked. In the next section, we will focus on how developers can further prevent these attacks altogether through stronger, more secure code.

❖ INSECURE PUBLIC Wi-Fi

Nobody wants to burn their cellular data when public Wi-Fi hotspots are available everywhere, but free public Wi-Fi networks are mostly insecure. Unlike your home Wi-Fi, which is encrypted with a password (hopefully), public Wi-Fi is not. This means you are at a risk from attackers monitoring your online activity such as texts you sent and websites you logged into. To avoid such attacks, you should always use Open SSL, which is provided by most of the websites — including Google, Facebook, and most bank sites. You will know Open SSL is enabled when the website URL has HTTPS (versus HTTP). Another security threat from public Wi-Fi is the possibility of having your phone infected if someone else on the same public network has a malware on their phones. To prevent such threats, you should have good malware protection installed on your phone.

To be safe, use free Wi-Fi sparingly on your mobile devices, and never use it to access confidential or personal services (e.g., banking or credit card information). Moreover, you should only connect to the known public Wi-Fis and always verify the name of a business' Wi-Fi network before connecting to it.

Developers: You should not allow invalid certificates. Instead, use SSL certificate pinning and include an additional encryption layer over HTTPS. These measures will ensure that your mobile apps are fully secure, especially if they have mobile payment integration.

❖ ANDROID REPACKAGING ATTACK

Android has the biggest market share in terms of mobile operating systems, with more than 95% in market share in 2016 in India. In Android devices, a common security threat is the repackaging attack, in which:

1. Hackers download the binary of a popular mobile app from app markets

2. Reverse engineer the app
3. Modify its code or add some malicious payloads
4. Upload the modified app to the app market.

Developers: To prevent hackers from reverse engineering your mobile app, you should use tools like Dex Guard for high-level code obfuscation. You can also add security measures like verifying the application signed certificate in code upon app launch.

❖ INTERCEPTION OF OTA TRANSMISSION

Hackers can also intercept data traffic when it is transmitted over the air (OTA) between a phone and a POS terminal, resulting in security issues like identity theft, information disclosure, and replay attacks.

Developers: Countermeasures include (1) only establishing connections with trusted platforms, (2) using secure protocols for connections, and (3) implementing an additional layer of encryption over the secure connection protocols.

❖ MALICIOUS THIRD-PARTY APPS

Carelessly installing malicious third-party apps on your mobile phone and providing elevated access rights to them may result into sensitive information disclosure and loss or corruption of file system and system resources. Thus you should only install apps from trusted hosting platforms and websites, and you should carefully read the app's instructions before installing it and granting it permissions.

❖ ABSENCE OF MULTIFACTOR AUTHENTICATION

Simple password- or PIN-based authentication does not stand a chance against the technological advancements in attacking methods. As CPU processing speeds increase, brute force attacks have become a real threat. Developments like GPGPU password cracking and rainbow tables have provided many advances for attackers. GPGPU cracking can produce more than 500,000,000 passwords per second, even on lower-end gaming hardware. Similarly, rainbow tables can crack 14-character alphanumeric passwords in about 160 seconds. Using weak passwords or PINs further empowers such attacks, which is why vendors are increasingly using multi-factor authentication schemes that require more than one identity credential. Multifactor authentication combines two or more independent credentials, such as what the user knows (i.e., password or PIN), what the user has (i.e., security token) and what the user is (i.e., biometric verification). The goal of multi-factor authentication is to create a layered defense and make it more difficult for attackers to perform an unauthorized access.

❖ LOST, STOLEN, OR RESOLD MOBILE DEVICES

Mobile devices are small and handy, and we carry them with us everywhere. This makes them vulnerable to theft and loss, which in turn leaves sensitive personal or corporate data open to exploitation. And if you sell your phone without first wiping it, you risk selling all of that information, too.

To defend against such security threats, consumers should always remote wipe your lost or stolen mobile device to completely erase its data. Application developers should (1) include a jailbreak/rooted detection code in their apps to prevent attackers from accessing their critical features, and (2) implement an additional layer of security before storing data even in the mobile OS's secure storage keychain.

❖ HOLE IN WEB VIEW CONTAINER APPROACH FOR HYBRID APPS

This attack is possible through Web View's add Java Script Interface API, which enables a web application's JavaScript code to invoke the Android application's Java code (similar implementation is available for iOS, as well). Allowing apps to bind an interface to WebView fundamentally changes the security of browsers — specifically, it breaks the sandbox model adopted by all browsers. Because of the risk of running untrusted JavaScript programs inside the browser, all browsers implement an access control mechanism called a sandbox to contain the behaviour of these programs.

Developers: Developers can prevent this attack by (1) making sure no sensitive data is maintained in the class implementing the JavascriptInterface and (2) having proper input parameter validations in the function calls of the class implementing the JavascriptInterface.

❖ MALICIOUS ACCESS TO SESSION TOKEN

Improper session handling occurs when an app unintentionally shares such session tokens with malicious actors through hacking, thus allowing them to impersonate legitimate users. To avoid such threats, a session token

must be kept encrypted within a device's memory and should only be shared with the user's server module over a secure communication channel.

In the next section, we explain how developers can keep tokens confidential and encrypted by using best practices to write secure code for mobile apps.

❖ **BEST PRACTICES FOR WRITING SECURE CODE FOR MOBILE APPS**

As we have discussed, mobile devices face many security challenges and threats, especially when it comes to financial transactions and handling personal sensitive data. Furthermore, hackers often tap vulnerabilities or bugs in the design and code of mobile applications. In this section, we will explore what mobile app developers can do to remove such vulnerabilities and make their cashless transaction apps more secure.

1. **Use Hardware Level Security For Sensitive Data :** In hardware encryption, the AES 256-bit key is fused into the crypto engine to make it more secure. Thus building encryption into the physical architecture makes it faster and more reliable to encrypt data stored on iOS devices. Android phones also support such hardware encryption engines, depending on the manufacturer (e.g., Nexus devices have been encrypted by default). Since hardware security varies for different platforms, developers should refer to a platform's unique API guidelines to better understand how to leverage its built-in hardware security measures.
2. **Only Store PINS in User's Memory :** A PIN or password should be used to generate the encryption keys at runtime, but they should never be saved in the app. As we have seen in the previous sections, even the most secured storage like the iOS keychain can be hacked. Hence your data is never safe unless it is guarded by something that is not present on your phone at all, like the PIN that is only in user's memory. For this you have to make sure that all your sensitive data is encrypted using an encryption key, and this key should only be generated based on some confidential algorithm that takes a PIN as the input. Only when a user enters a valid PIN will the sensitive data be retrieved in a valid form; otherwise, the data will be retrieved in an invalid form. If a hacker accesses your phone, retrieves your stored sensitive data, and reengineers your app code, they will not be able to understand the data that they retrieve.
3. **Use HTTPS Instead Of HTTP:** Hypertext Transfer Protocol Secure (HTTPS) is a more secure way to access the web. It's a combination of two different protocols: Hypertext Transfer Protocol (HTTP) and SSL/TLS protocol. It is a more secure way of sending requests to a server from a client, and the communication is entirely encrypted, meaning no one can know what you are looking for.
4. **Use Separate Channels of Communication for Sensitive Data:** System security should not rely on one channel of communication. It is a best practice to use separate channels of communication when sharing sensitive information such as a PIN or password. For example, you can use an HTTPS network connection to share encrypted data between the client and server, and then use APNS/GCM or SMS to share the PIN or token/key with the client app. This way, even if one channel of communication is compromised, the security of the overall system remains intact.
5. **Accept Only Valid SSL Certificates:** An SSL certificate from a provider that your app trusts verifies that the website or vendor is who they say they are. Otherwise, anyone could make their own certificate for google.com or thebank.com and pretend to be someone else. For this reason, your HTTPS connection must reject all SSL certificates that are invalid for any reason.
6. **Verify Data and Files Integrity With Hash:** Examining the integrity and authenticity of the data and files transferred between your app and your server can be of great importance to your app's security. Implementing hash functions can add great value to your app's integrity, although you should check the files and make sure that you are the communication channel you use to deliver the hash is different than the one you used for the data and files.
7. **Avoid Data Cloning:** To prevent users from cloning your app's data, you should generate a unique device fingerprint to encrypt your app's data. This will render the data useless on other devices, even after backup and restore.

❖ **CONCLUSION**

With the immense usage of mobile in India, it is certain that mobile will play a critical role in initiatives like Cashless India. As such, both private and government banks and financial institutions will soon offer consumers with mobile solutions for cashless transactions and other financial services. With such a large adoption of mobile for cashless transactions, there will be an equal increase in security threats in the mobile space. In this white paper, we have identified some of these security threats and discussed how to mitigate them as both

consumers and developers of mobile solutions. Furthermore, we have explored how mobile app developers can make their solutions even more secure and ready to face any threats that the mobile cashless transaction movement may face in the future.

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CASHLESS ECONOMY: A STEP TOWARDS DIGITAL INDIA

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ABSTRACT

In the era of digitization, the necessity of cashless transactions has got a huge scope in India. Moreover, demonetization has thrown a challenge to the citizens in terms of limited cash, which provides a base to opt for cashless mode. If every citizen opts for cashless transactions, it may lead to transparency and accountability. The onus lies on Government, banks, businessmen, merchants, technical personnel and people for the best outcomes. Encouragement from the government is required in terms of an incentive framework if the person does the cashless transactions.

Keywords: Cashless, Digital, Economy

INTRODUCTION

What is referred to as a cashless economy is basically one where all the business transactions are carried out by the use of various digital methods and using digital devices. Cashless economy is not one where there is no use of cash, but it is an economy where there is a minimal use of paper money. A cashless economy is the one where third parties like banks and the government carries out transactions on behalf of the individuals. All over the world, countries are trying to adopt cashless economies as it has found to be more convenient and also an encouraging investment and business activities.

OBJECTIVES

To Study the importance of digitalization in Indian economy and to know the various benefits and barriers to the way of cashless economy. To discuss various modes of getting digital and to discuss various steps taken by the govt. towards making India a digital economy and most importantly to suggest various ways to achieve the objective of less cash economy.

RESEARCH METHODOLOGY

The data was collected from the secondary sources viz. study reports and articles from Internet and articles in newspapers.

CASHLESS TRANSACTIONS: BOOST TO AN ECONOMY

A cashless economy is proof of a developed and stable economy. It helps in ways more than one, some of them are:

- It will curb generation of black money
- It will reduce real estate prices because of curbs on black money as most of black money is invested in Real estate markets.
- Reduction of wastage of time and manpower employed in cash assessment.
- Reduction of cost of printing billions of notes
- Solid records of transaction history for one and all.
- Techno- savvy population
- Boost to nation's economy
- Way for universal availability of banking services to all as no physical infrastructure is needed other than digital.
- No problem of soiled notes or counterfeit currency
- Reduced costs of operating ATMs.
- Speed and satisfaction of operations for customers, no delays and queues, no interactions with bank staff required.
- Reducing the levels of anti-social activities around the world as many anti-social organizations rely on using paper money.

- Help in environment protection through the reduction of deforestation as there will be reduced number of trees that will be cut down so as to make paper money.
- A cashless economy also makes it possible for labor laws to be followed to the latter.
- With an initiative such as the Digital India, the country is able to attract more investors who will help in boosting the economy.

BARRIERS TO A CASHLESS ECONOMY

No country is a fully cashless economy yet. Even the most developed countries in the world are not 100% cashless at the moment. India is still a developing country, and needs a lot more time to transform itself into cashless economy.

- *‘Lack of accessibility:* A large number of India’s population do not even have a bank account. The recent “Jan Dhan Yojana” has worked well in that direction, but it has not been able to reach out to everyone yet.
- *Online / Cyber Security:* People are still hesitant and reluctant in conducting online transactions as they have the fear of to be cheated by someone. 78% of the population do not have secure access to the internet.

KEY BARRIERS TO DIGITAL PAYMENTS

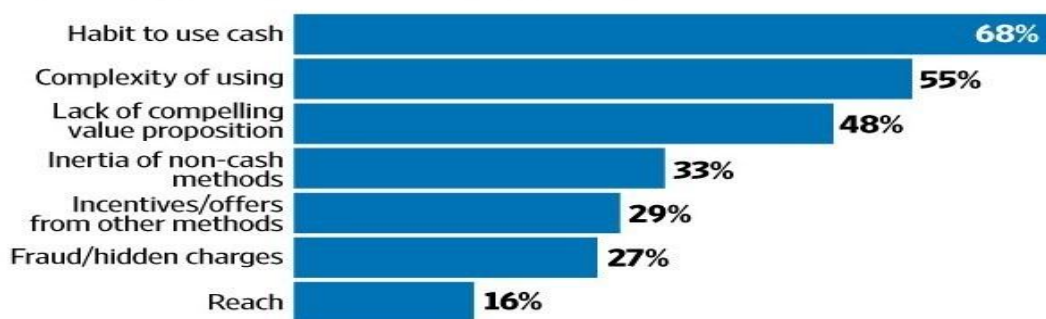


Chart 1: Move towards a cashless economy

(Source: <https://economicsclubimi.com/2017/03/20/is-india-ready-to-move-towards-a-cashless-economy/>)

- *Lack of E-Literacy:* Lack of internet connectivity is another troublesome issue. India has a huge population of digital illiterates. It’ll take a lot of time to transform everyone into digital literates.,
- *Local Language:* - The lack of language options serves as an impediment to people using digital systems and hence widens the gap in the already existing digital divide.
- We need more *Point of Sale (PoS)* machines in the Indian markets for legitimate online transactions.
- *Extra Charges on Online Transactions:* Merchants have to pay a fee of 1.7% to 2.5% on credit cards and somewhere around 0.75% for transactions under Rs 2000 via debit cards and around 1% for transactions above Rs 2000.
- Most of citizens in India not having mobile phones. Though the number of connections may be huge in number, the actual number of users is low, since an individual may have dual SIM.
- *UPI-* Unified Payment Interface, which enables person- to- person transactions without the need to exchange sensitive bank account information, is still in the dormant stage.
- *Impossible To Impose A Cashless Mode:-* Unable to make cashless payment for people working in various daily-wages sectors. This sector employs more than 80% of India’s workforce.
- *Network Issue:-* We need to take into account the times when payments have to be made online but due to network issues or over capacity, the payment does not go through.
- *Infrastructure Facility:-* Majority of the banks are not ready to handle such bulky e-transactions and on the other hand, majority of the people in India are still not accustomed to the usage of a smartphone as a mode of payment.

DIGITAL PAYMENTS BOOSTED BY CURRENCY DEMONETIZATION

Demonetization may not yet be making a significant dent on overall Indian cash usage, but it did give digital payments a jump start. A month after demonetization, daily transaction volume from digital wallets such as

Oxygen, Paytm and MobiKwik reportedly went up by 271 percent from 1.7 million to 6.3 million. The volume of overall digital transactions, which had increased by 42 percent from 672 million in November to 958 million in December 2016, declined by 20 percent to 763 million in February 2017.

Though, demonetization led to a sudden increase in use of digital payments in November and December 2016, but then with an increasing availability of cash in spring 2017 digital payments usage again declined in February 2017, the RBI noted. Still, the future of digital payments in India, pointing to the fact that many small vendors, who have started accepting non-cash payments since demonetization.

In India, service providers ranging from seamstresses to rickshaw drivers all have moved to accept payments through Paytm, a digital payments platform.

DIGITAL PAYMENT METHODS

Digital payment methods will ensure that the country is able to achieve its Digital India initiative goals. Some of the most popular digital payment methods that are being used around the country include;

1. **Banking Cards** are cards that one can present whenever they want to pay for a transaction and the money is directly deducted from their bank accounts.
2. **Internet Banking** With internet banking, e-commerce has been made possible and also people are able to buy and pay for products from any part of the world.
3. **Mobile payments** are where people send or receive money using their mobile phones.
4. **Banks prepaid cards** are the cards in a bank that are loaded with money and you can use them to pay for various purchases and bills payment.
5. **Point of Sale** can also be termed as the point of purchase is a mobile electronic device that serves to process payments made on card which may be used to pay for a good or a service.
6. **ATMs** stand for Automated Teller Machines. Instead of people going to the banks and withdraw or deposit money, they can use the machines to carry out various financial transactions without the use of the banking staff.
7. **Mobile wallet** is a type of virtual wallet that mostly comes in the form of an App. This allows for one to load the mobile wallet with money from your bank account and you can use the money to pay for purchases.
8. **AEPS** which are called as the Aadhaar Enabled Payment systems are systems used to carry out financial transactions such as withdrawals, deposits, and also other fund transfers.
9. **USSD** is also a payment system which is facilitated by the National Payments Corporation of India. With this service, you can be able to transfer funds, enquire your bank balance and also view your banks statements.

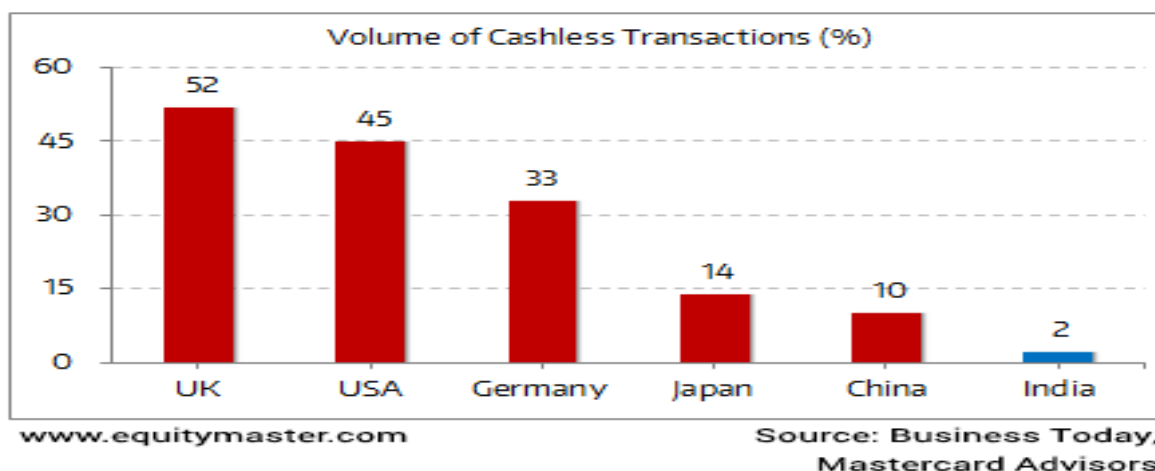


Chart 2: Is India ready to go Digital?

(Source: <https://www.equitymaster.com/5minWrapUp/charts/index.asp?date=12/05/2016&story=1&title=Is-India-Ready-to-Go-Digital>)

In above chart it has presented the quantum of cashless transactions in some of the major economies of the world and how far India has to go to become a cashless economy.

The statistics are startling. Just about 2% of the volume of economic transactions in India is cashless.

GOVERNMENT INITIATIVES

Keen interest from the government to reduce cash transactions is seen as a major positive factor for FinTech entrepreneurs.

1. The Government of India has encouraged the shift to a less-cash society with its push for digital payments through the JAM Trinity: the Prime Minister's Jan-Dhan Yojana, Aadhaar, and mobile connectivity. With PMJDY, 22.31 crores accounts opened with 38k crores in float balance
2. The vision of Digital India, a flagship programme of the Government of India, is to promote mobile and digital banking to encourage financial inclusion.
3. New Government initiatives such as the Unified Payments Interface and Aadhaar – are examples of the big changes under way.
4. Inclusion of Imminent 'India Stack' will surely boost the customer on boarding on these payment channels.
5. Efforts to improve financial literacy have been undertaken by the central bank as well as by banks, microfinance institutions and institutions like National Bank for Agriculture and Rural Development (NABARD), the National Stock Exchange, the Bombay Stock Exchange, and the Securities and Exchange Board of India.
6. Some of its marquee efforts by the Indian Government to boost the payments industry are Introduction of platforms like the Bharat Bill Payment Systems and the National Payments Corporation of India's Unified Payments Interface.

A ROADMAP FOR A CASHLESS ECONOMY

We all have to understand and believe the fact that reducing our dependency on paper money is going to help us and our country. We need to start using options like PayTM etc. As more people should be encouraged to use debit and credit cards in order to pay for their purchases. Electronic payments should be strictly implemented for transactions related to property and gold. E-Wallets should be the next big thing. Government and concerned authorities are already doing their part in order to improve the situation. Government is providing incentives and tax redemption for each cashless transaction, which is attracting people.

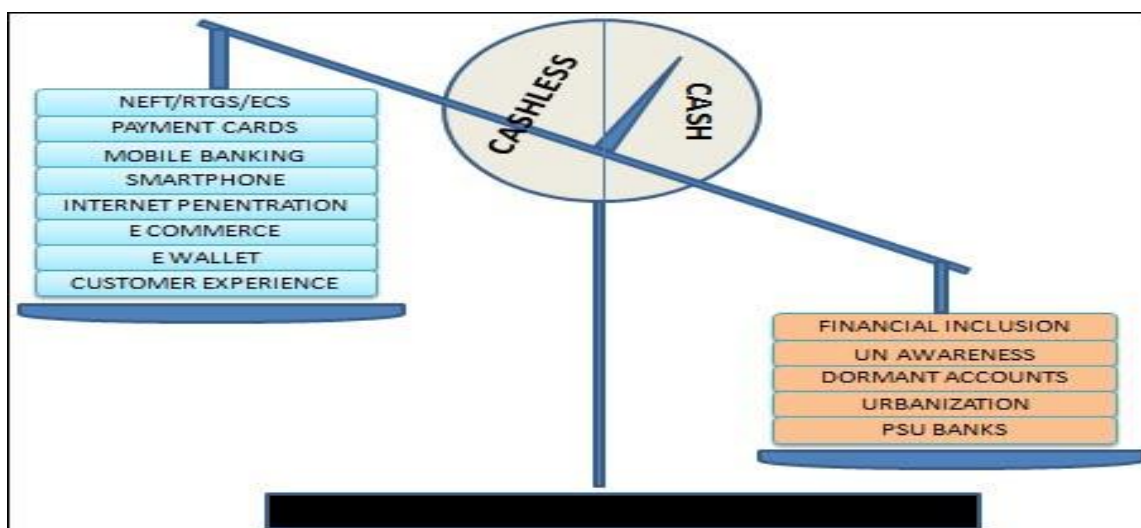


Figure 1: Cash to cashless weighing scale

Source: (http://www.indianmba.com/Occasional_Papers/OP272/op272.html)

In figure 1, showing the Consumer payment behaviour, sooner or later, will shift from cash to cashless. The above model shows the balance between cashless and cash payments at present Indian scenario. The cashless factors, though lighter than the cash factor, they have immense possibilities to balance the scale.

FINDINGS AND SUGGESTIONS

The various suggestions to achieve the objective of less cash economy are given below:

Removal of cash from the economy: The central bank or authority could 'tax' the use of cash, leading to the value of the paper currency depreciate relative to the reserves, say by 10% annually. • By managing the

exchange rate between currency and reserves and pushing it further, the central bank could remove the 'zero lower bound' and tax the use of currency, which would thus tax the criminal and anti-social enterprises that largely rely on currency. • When the exchange rate between currency and reserves becomes large enough, cash in the economy would cease to exist.

Current Advancements Towards A Cashless Society • Every single entity, whether an individual or a small-scale or a large-scale firm, to be registered under unique IDs. • This can be achieved biometrically, as has already been done in India with the advent of the Government's UID scheme named 'Aadhar'.

Black money • People intentionally do transaction in cash to save income tax. • All illegal activities like money laundering, kidnapping, Bribe to government officers, terrorist activities consummate in cash payments. • Indian companies are reportedly misusing NGO and public trust for money laundering. • Generally people convert their black money into Gold and real estate. • Still 8% of total black money is in cash. • Recent demonetization will help to reduce black money which is in a cash form.

Need Fundamental changes • Need to decrease tax rates for finished products. • The transparency in the funding of Political Parties, NGOs and Public Trusts.

• Need to establish cashless payment counters for small merchants. • For that government should help them financially. • Government can organize awareness camp for cashless transaction. • Need a Boost in Growth of Banking sector.

CONCLUSION

Though cashless transactions have increased these days, right now India cannot completely become a cashless economy considering its high proportion of digital illiteracy and cash transactions. But Indian Government is working towards increasing the share of cashless transactions, which is a good thing for any economy.

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IMPACT OF PARENTING STYLES ON SELF -ESTEEM OF CHILDREN

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Masters in Clinical Psychology

ABSTRACT

The present study analysed the relationship of parenting style on self -esteem among primary school children. Purposive convenient sample of 60 participated included in the study. Tools used to measure the variables are ; Parenting style questionnaire, (Diana Baumrind 1991), and self- esteem inventory of (Rosenberg 1989 The findings of the study discusses about the various parenting styles involving Authoritarian, Authoritative, Permissive & uninvolved parenting styles and their connection to self-esteem of the children.

The result found that students who's self-esteem is high experienced authoritative parenting style and therefore it was the best method of parenting style for over all development of child.

Keywords: Parenting Styles- Authoritarian, Permissive, Authoritative, Neglectful , Self-Esteem, Primary school children.

1. OBJECTIVE OF THE STUDY

To find out the significant difference in self- esteem among primary children with reference to the parenting style they received.

To study the relationship among parenting style and self- esteem among primary school children.

To find out the role of varied parenting styles to self-esteem among primary school children.

2. METHODOLOGY

Methodology used Researcher used survey method to collect for her present study for her data for her current study. Data is analysed using statistical non- parametric test.

3. HYPOTHESIS

1. There is no significant difference between the self -esteem scores of boys and girls.

2. There is no significant difference between parenting style and self - esteem of the children.

INTRODUCTION

Self esteem

The concept of self-esteem is an area of psychology that has gained considerable attention. But for many years has also caused much confusion, as exactly .What it covers and how it develops, has been unclear.

The following are a sample of definitions of self-esteem provided by various researchers. Reber (1985) describes self -esteem as the degree to which one values oneself, whilst, Corkille Briggs (1975) explains self-esteem as how you feel about yourself privately, not what you present to the world, such as your wealth or status. Steffenhagen (1990) states that "self-esteem is the very core of the personality and consequently, the basis of all behaviour, normal or pathological" . VanderWerff (1990) defines self-esteem as the evaluative aspect of the self-concept.

Self-esteem can be defined as an individual's judgment of his or her self-worth (Rosenberg 1965). Self-esteem is generally considered as the evaluative component of the self-concept, a broader representation of the self that includes cognitive and behavioural aspects as well as evaluative or affective ones (Tomaka&Blascovich, (1991).Self-esteem refers to a person's overall sense of his or her value or worth. It can be considered a sort of measure of how much a person "values, approves of, appreciates, prizes, or likes him or herself" (Adler & Stewart, 2004).. According to self-esteem expert Morris Rosenberg, self-esteem is quite simply one's attitude toward oneself(1965). He described it as a "favourable or unfavourable attitude toward the self. Self- esteem is not fixed. It is flexible and measurable, meaning we can test for and improve upon it.

The level of our self- esteem determines how we operate in life - how we interact with others, spouse, children, friends, and strangers. It determines our goals and what we strive for, our achievements, and our satisfaction and happiness in life. According to researchers, there are three main factors that contribute to high or low self - esteem. Although these factors are independent of each other, they are interrelated in how they affect and build one's self esteem. These factors are

- Locus of control,

- Belonging and acceptance,
- Competence.

PARENTING

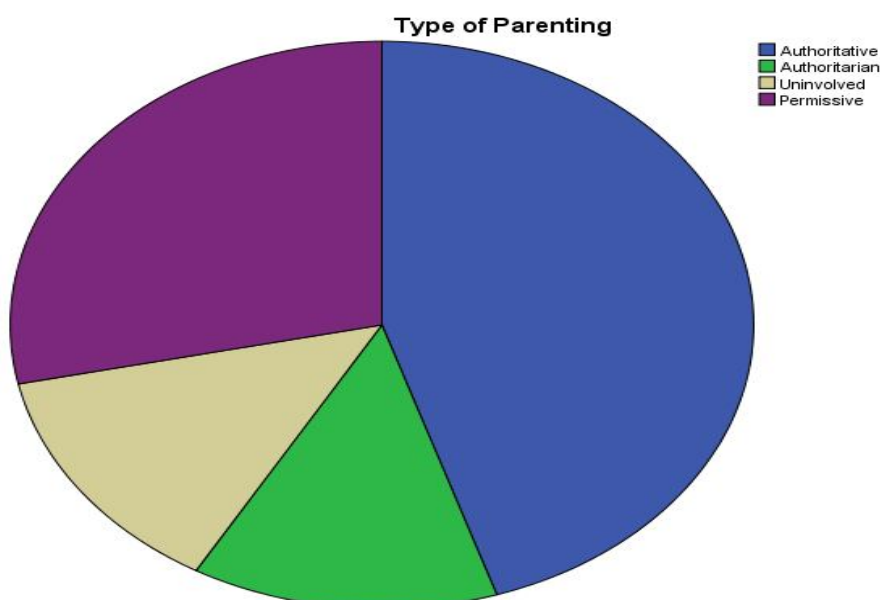
Parenthood is a big responsibility and should not be entered into without careful consideration. Being a parent and bringing up children is not an easy task, in fact in many ways it is the hardest job you may ever have because there is such a wealth of conflicting advice and information available. You may well find that friends and family all want to share with you the benefit of their advice, collected from many years of experience of bringing up children, but ultimately the way you raise your children and help your family to grow and develop is up to you, your own standards, boundaries, ideas and plans for the future of you and your children. There is no doubt that the way we bring up our children is definitely changing, and while your parents and grandparents may have had one style of parenting, this may not fit in well with the expectations you now have as a parent yourself. Developmental psychologists have long been interested in how parents impact child development. Some children raised in dramatically different environments can later grow up to have remarkably similar personalities.(Kendra .c 2018).Equally, children who share a home and are raised in the same environment can grow up to have amazingly different personalities than one another. Despite these challenges, researchers have uncovered convincing links between parenting styles and the effects these styles have on children.

SIGNIFICANCE OF STUDY

The study aims to investigate why parenting is important and how important is parenting styles in nurturing children's self-esteem. In this post -modern society our children are vulnerable to various behavioural problems. Their behaviours can be the by -product of parenting as parents are the one who gives approval to their actions. If parenting is ineffective it can lead to dysfunctions in child's behaviour. A child begins his connection to his parents when he/ she got conceived in the mother's womb. When the child get delivered in to the world, parents are the persons who show how the world looks like, as they are the primary socializing agents. He/ she observe ,listen and imitate their parents behaviour. If they got any issues in dealing with parents ,they might get disturbed to live peacefully. As children, they have their own needs and desires. Parents are the one who help children to satisfy their necessities . The appropriate help of parents are required to make children identify their desires to move on with full potential contributing to life time achievements. Here comes the importance of why parenting is important and how important is parenting styles in nurturing children's self-esteem.

DATA ANALYSIS

Student		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boys	28	46.7	46.7	46.7
	Girls	32	53.3	53.3	100.0
	Total	60	100.0	100.0	



FINDINGS

The aim of this study was to study the impact of parenting style on the self esteem of the children age 8-12 years old. The first parameter on which this study focuses was to find out how each type of parenting style effects the self-esteem of the children. The Null hypothesis 1 makes it evident that there is no significant difference between the self -esteem score of boys and girls. Also the Null Hypothesis 2 has been rejected there is significant difference between parenting style and self - esteem of the children. Overall, this the results for this study done suggests that there in today's times most parents (mothers as well as fathers) are providing their children with authoritative parenting styles.

The recent study done by Danielle Freeman & Kristin Schumacher in 2007 on parenting styles with adolescents. The result showed that the Authoritative parenting style would endorse a higher sense of independence, self-esteem, and confidence, all reflective of adolescents. Students who identified their caregiver's parenting style as Authoritative endorsed a high sense of independence, self-esteem, and confidence.

Suggestion for further research: Any research done is not comprehensive enough so as to leave no room for further researches in that particular field. Hence, to say that no research is required to be done after a research in a particular field would put restriction to future discoveries in that field in this ever changing modern world.

1. Research may be conducted to study parenting style of single parents and its impact on self- esteem of the child.
2. Research may conducted to study parenting style of underprivileged families
3. Research may be conducted to study parenting style of high class people in the society and its impact on self-esteem of their children.

CONCLUSION

The aim of this study was to study the impact of parenting style on the self esteem of the children age 8-12 years old. The first parameter on which this study focuses was to find out how each type of parenting style effects the self-esteem of the children. The Null hypothesis 1 makes it evident that there is no significant difference between the self -esteem score of boys and girls. Also the Null Hypothesis 2 has been rejected there is significant difference between parenting style and self - esteem of the children. Overall, this the results for this study done suggests that there in today's times most parents (mothers as well as fathers) are providing their children with authoritative parenting styles.

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PARENTING STYLE QUESTIONNAIRE

1. I want my child to follow my instructions because I am the authority to decide what to do or what not to do.
2. I have little patience to tolerate any misbehaviour of my child or to listen to the excuses in any kind of mistakes.
3. I strongly believe that my child's future is in my hand and so there is a strict time table for my child to follow.
4. I usually like to give physical punishment than giving advices to my child because I am sure he/she will not listen to it.
5. I believe that only through punishment a child can be corrected and I also do not like to give any financial freedom to my child.
6. I would like to be a friend, Philosopher and guide to my child
7. Important decisions of the family are done together and I give full freedom to my child to share everything with me.
8. I will not force my child in any of his/her future career and I also help him/her to set a realistic goal.
9. Whenever my child fail to follow the time table given to him/her, I remind the consequences with a touch of love and affection.
10. Even though I am busy I have enough time to visit my child's school & to meet teachers to know his/her progress.
11. Whenever the child comes with low marks, I will not give any punishments rather I feel he/she will become better next time.
12. I give valuable reward to my child for obeying me or behaving well.
13. As I was brought up by strictly disciplined parents, I am very liberal with my child.
14. I like to be a very affectionate parent towards my child and also I take the responsibility of my faulty parenting on my child.
15. I always threaten my child with punishment but do not actually doing it because of my leniency
16. I am very soft with my child so that I cannot correct him/her at proper time by punishment.
17. As I am very busy with my household and office duties, I get less time to involve my child's studies or to listen his/her needs and wishes
18. I have enough stress and strain myself and hence I cannot take care of my child's welfare.
19. I always threaten my child with punishment but do not actually doing it because of my leniency
20. I never like to tell my child where I am going or why I am late.

SELF- ESTEEM QUESTIONNAIRE

1. On the whole, I am satisfied with myself.
2. At times I think I am no good at all
3. I feel that I have a number of good qualities
4. I am able to do things as well as most other people
5. I feel I do not have much to be proud of
6. I certainly feel useless at times
7. I feel that I'm a person of worth, at least on an equal plane with others
8. I wish I could have more respect for myself
9. All in all, I am inclined to feel that I am a failure
10. I take a positive attitude toward myself

ROLE OF YOGA IN BEHAVIORAL DEVELOPMENT OF ADHD CHILDREN

Anita SinghClinical Psychologist, Remedial Educator Director of Sankalp- To Make New Life, Vasai

*“Any Action done with beauty and purity, and in complete harmony of body, mind and soul, is art.”***ABSTRACT**

Yoga is a broad concept. It is very difficult to define yoga in a paragraph. Yoga is not only healing our body, it also healing our brain to. A Hindu spiritual and ascetic discipline a part of which, including breath control, simple meditation, and the adoption of specific bodily postures, is widely practiced for health and relaxation. The word yoga defined the unfolding of infinite potential of the human mind and eternal self.

ADHD is a childhood disorder. It is a neurobehavioral developmental disorder. Symptoms may appear to be innocent and merely annoying nuisances to observers. ADHD is the most commonly diagnosed as psychiatric disorder in children. It affects about 3 to 5% of children globally with symptoms starting before seven years of age. ADHD is a common chronic disorder in children with 30 to 50% diagnosed in childhood continuing to have symptoms into adulthood.

At researcher's Centre Sankalp – To Make New Life, The Learning and Counseling Centre, I had applying yoga on our each and every child. Researcher found that the children are showing the improvement after certain period. Child with ADHD has shown the extreme improvement in their behavior, concentration, writing skill, seating ability and other daily performances. Researcher will going to introduce some poses of yoga in this paper which they are following at the centre daily and observing the benefit of it on the children.

Keywords: Yoga, ADHD- childhood disorder, Behavioral Problems, Poses of Yoga,

OBJECTIVE

Objective of this study is to analyze the interrelation between yoga and the development in the child with ADHD. This study is mainly focus on the problem of the child with ADHD and how the yoga will help them to improve their behavioral problem. The researcher is mainly focused on the ADHD disorder and yoga's effect on the improvement in the child.

METHODOLOGY

This study is analytical in nature methodology used is collection of information like books, articles, websites and the analyzing the same drawing conclusion after applying yoga and meditation at researcher's centre children.

INTRODUCTION

Yoga is an ancient system of breathing practices, physical exercises and postures, and meditation intended to integrate the practitioners body, mind and spirit. The various physical and mental discipline of yoga were seen as a method for individuals to attain union with the divine.

Yoga is a Sanskrit word derived from the Sanskrit root “Yug” which mean to connect, join or balance. The most important thing however, is that yoga, with its entire application and implications, is a powerful means to an end. It activates a process of cleansing and purification of mind, which in turn, prepares us for the drawing of self-knowledge that removes the impurities and the veil of ignorance that keeps us strangers to ourselves.

The Yogatattva Upnishad, also called as Yogtattavopanisad is one of the minor Upnishads of Hinduism. A Sanskrit text, it is one of eleven yoga Upnishad attached to the Atharvavedas and one of twenty yoga Upnishad in the four Vedas. It is listed at number 41 in the serial order of the Multika enumerated by Rama to Hanuman in the modern era anthology of 108 Upnishad.

There are many definition of yoga, which applying to all levels of existence and awareness. At the physical level, we need to harmonize the functions of different organs, muscles and nerves so that they do not hamper or oppose each other.

The BhagwadGeeta: A very widely known classical text on yoga, gives various definitions of yoga.

1. Yoga is equanimity of mind in success and failure.
2. Yoga is discretion in work.
3. Yoga is the remove of misery and destroyer of pain. Yoga is the supreme secret of life.

4. Yoga is serenity.

The Structure of Yoga

The Various branches of Yoga could, be for practical purposes, classified into five basic groups.

- ❖ JnanaYoga :- The Yoga committed to inquiry
- ❖ Karma Yoga: The Yoga committed to selfless service and Dharma
- ❖ Bhakti Yoga: The Yoga devoted to love and devotion to God
- ❖ Raja Yoga: The Yoga committed to introspection and contemplation
- ❖ Hatha Yoga: The Yoga devoted to the discipline of the body and the balance of the mental, physical and subtle forces of the body through the practice of asana and pranayam.

RESEARCH METHODOLOGY

Yoga increase body awareness relieves stress reduce muscle tension, strain and inflammation, sharpens attention and concentration and calms and centres the nervous system. Yoga's positive benefits mental health have made it an important practice tool of psychotherapy (American Psychological Association), May 23, 2013.

BEST YOGA FOR MENTAL HEALTH

- ❖ Vinyasa: is a popular flow style of yoga that moves from pose to pose.
- ❖ Viniyoga: includes poses, breathing and meditation and can be adaptable and gentle.
- ❖ Restorative: yoga is a rejuvenating, calming style in which poses are supportive by the ground and using bolsters, blocks and blankets.

ADHD: ATTENTION DEFICIT HYPERACTIVITY DISORDER

ADHD is a neurobehavioral disorder. ADHD is most commonly diagnosed as psychiatric disorder in children. It is affect about 3 to 5% of children globally with symptoms starting before 7 years of age. Researchers at the National Institute of mental Health (NIMH), National Institute of health (NIH), and across the country are studying the causes of ADHD. ADHD, as DSM-IV-TR defines it has three subtype: problems of attention, overactive behavior, and a combination of attentional problem and hyperactivity. ADHD in attention produces two important consequences of children deficiencies in both academic and social skills. Deficit in attention characteristic of ADHD may have a negative effect on learning because they make it more difficult for children to grasp basic information and concepts.

Current research suggests ADHD may be caused by interactions between genes and environmental or non-genetic factors, like many other illnesses a number of factors may contribute to ADHD such as:

- Genes
- Cigarette smoking, alcohol use, or drug use during pregnancy.
- Exposure to environmental toxins, such as high levels of lead at a young age.
- Low birth weight
- Brain injuries

People with ADHD show an ongoing pattern of three different types of symptoms

- Difficulties paying attention (inattention)
- Being overactive (hyperactivity)
- Acting without thinking (impulsivity)

Thus symptoms get in the way of functioning or development. People who have ADHD have combination of these symptoms.

- Overlook or miss details, make careless mistakes in schoolwork, at work, or during other activities.
- Have problems sustaining attention in tasks or play, including conversations, lectures, or lengthy reading.
- Seem to not listen when spoken to directly.
- Fail to not follow through a instructions, fail to finish school work, chores or duties in the workplace, or start tasks but quickly lose focus and get easily sidetracked.

- Have problems organizing tasks and activities, such as doing tasks in sequences, keeping materials and belonging in order, keeping work organized, managing time, and meeting deadlines.
- Avoid or dislike tasks that require sustained mental efforts such as school work or homework, or for teens and older adults, preparing reports, completing forms or reviewing lengthy papers.
- Lose things necessary for tasks or activities, such as school supplies, pencils, books, tools, wallets, keys, paperwork, eyeglasses and cellphones.

SIGNS OF HYPERACTIVITY AND IMPULSIVITY MY INCLUDE

- Fidgeting and squirming while seating.
- Getting up and moving around in situation when staying seated is expected such as in the classroom or in the office.
- Running or dashing around or climbing in situations where it is inappropriate or in teens and adults often feeling restless.
- Being unable to play or engage in hobbies quietly.
- Being constantly in motion or the go or acting as if 'driven by a motor.'
- Talking non-stop.
- Blurting out an answer before a question has been completed, finishing other people's sentences, or speaking without waiting for a turn in conversation.
- Having trouble waiting his or her turn.
- Interrupting or intruding on others, for example in conversations, games or activities.

Showing these signs and symptoms does not necessarily mean a person has ADHD. Many other problems, like anxiety, depression and certain types of learning disabilities can have similar symptoms. Children with ADHD need guidance and understanding from their parents, families and teachers to reach their full potential and to succeed. Mental health professionals can educate the parents of a child with ADHD about the condition and how it affects a family. They can also help the child and his or her parents develop new skills, attitude and ways of relating to each other.

Yoga is a practice consisting of physical postures and breathing exercises that help to unite the body and mind. Yoga originated in India many centuries ago and is gaining great popularity throughout the world.

Different type of Yoga, which is useful in the development of the child:

❖ CAT POSE

Cat Pose will help make child aware of how the movement of his/her body connects to his/her breathing. Cat Pose also helps to warm and loosen the body for subsequent poses. The pose loosens the spine and begins to open chest. The movement of this pose may also help digestion, as it gently massages the internal organs.

❖ MOUNTAIN POSE

Mountain Pose helps familiarize child with the feeling. Practicing this pose will help the child to feel grounded by having his/her legs and feet press into the floor. This pose helps to establish good posture. This pose helps to establish good posture. This pose helps children with ADHD become better aware of their body in relation to the environment.

❖ SPINAL ROLLS

This pose will stretch the upper back to relieve tension in the shoulders. Spinal Rolls also warm up the hamstrings and begin to bring flexibility to the spine and legs.

❖ CHAIR POSE

Chair Pose increases strength and endurance. It warms the body and strengthens the abdominals and thighs. This pose is a good leg strengthener, and enlivens and brings energy to the thighs. Chair Pose may also strengthen the abdominals and back.

❖ TRIANGLE POSE

Triangle Pose is the first standing pose that strengthens the legs and opens the hips. It also lengthens the torso and the spine. Triangle Pose may increase flexibility of the entire body, and increase strength in the lower body. This pose also helps to open the chest allowing for deeper breathing.

❖ DOWNWARD DOG POSE

Downward Dog Pose is an inversion pose in which the hips are above the heart. This pose increases the blood flow and circulation to the heart. The positioning of the body in this pose may help a child with ADHD, who may be very rigid and restricted about his surroundings, to experiment and become comfortable with seeing his environment in a different way

❖ TREE POSE

Tree Pose is a balancing pose that continues to strengthen the legs. After coming into the pose, the idea is to find a point in front of you and gaze at this point, to help the child maintain his balance. This pose requires concentration, and can help a child with ADHD, learn to focus and connect to his/her body. Tree Pose is a lot like life.

❖ Release Of Tension Pose

Below three poses are beginner backbends. These backbends are not very deep or intense, but they will help the child become familiar with the feeling of backbends. The names of the poses, Sphinx, Boat, and Bridge.

1. SPHINX POSE

Sphinx Pose is the first back bending pose. It begins to open the chest slightly. This pose is helpful for children with ADHD for several reasons. First, on a physical level, the back bending helps individuals lessen tension in the back, shoulders, and neck. It also stretches muscles that are normally not used, thus strengthening and releasing these muscles.

On emotional level, as with other poses, this pose helps the child experiment with new physical sensations in a comfortable and secure environment.

2. BOAT POSE

Boat Pose strengthens the upper and lower back muscles. More muscle strength is needed in Boat Pose than Sphinx Pose. This pose is also a good way to demonstrate the child that the body is very adaptable.

3. BRIDGE POSE

Bridge Pose is a backbend that also strengthens the thighs. This pose children with ADHDs to get in touch with chest and heart. It also release tension.

❖ CALMING POSE

These calming poses are seated poses. These poses are important because they both increase flexibility and calm the body.

❖ SPINAL TWIST POSE

Spinal Twist Pose is, as the name implies, and “easier” pose. This pose is still very effective for releasing the spine, massaging the organs, and releasing tension from the body. This pose gives a sense of calm and quite that the child may never have felt before.

❖ HEAD – TO – KNEE POSE

Head – To – Knee Pose is variation of the Seated Forward Bend Pose, in that the torso is being lowered over the leg. This pose will help to calm the child and alleviate tension.

❖ DEEP BREATH EXERCISE

Take five slow deep breath through the nostrils, rest for five regular breaths, then take five more deep breaths. Repeat at necessary. Breath control can help children feel more in control of their brains and bodies, which is huge for a kid with ADHD.

ROARING LION POSE

Kids love this pose because they get to make a funny face and roar like they own the jungle. Talking about confidence, kneeling on the floor with their bottom resting on their calves, have them place their hands on the knees sit up.

CONCENTRATION

Yoga improves concentration and attention span, while teaching focus. When kids concentration on their breath or feel a stretch in their arms, they learn body awareness. This teaches them to keep their minds in on place, instead of all over the place. The self-control eventually spills over to the classroom and home, where they can enjoy the benefits of less stressful homework and classroom time, not getting yelled at for leaving the house key in the front door, and remembering to take home their moldy lunch box from their locker.

CONFIDENCE

Children gain confidence by trying new poses and developing new skills. By learning self-control and self-calming techniques, they are likely to grow confidence in interacting with other children.

CALMNESS

The routine of yoga can be calming to children, especially when they practice the same postures and become confident doing them. Holding a pose is hard work, both mentally and physically, start with deep breathing and then pick eight or ten postures to practice. If possible practice the postures in the same order every time for consistency.

CONCLUSION

Yogic philosophy values individual differences. Each individual should accept him or herself and celebrate the difference of others. Yoga can help a child with ADHD accept his or her unique personality and behaviors. Additionally, the yoga community is comprised of understanding and compassionate individuals. ADHD is a developmental disorder in which certain traits such as impulse control lag in development; yoga can help to feel body and brain to the child. Researcher also found that the children are more paying attention on their study, and other day - to - day activities. They are able to manage more their body activities and controlling themselves in the group activities and group task. Yoga is best tool to relaxed body and brain, and modified inner confidence. Yoga also helps to improve self confidence and self- motivation. After yoga people feel brain and body so light and smile on the face.

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A COMPREHENSIVE ANALYSIS OF GOODS AND SERVICES TAX (GST) IN INDIA

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ABSTRACT

A GST means a goods and services tax. GST act was passed in the Parliament on 29th March 2017. The act came in to effect on 1st July 2018 midnight and special provision applicable to the state of Jammu and Kashmir extra step had to taken before the state could join GST Regime "One nation one tax". GST is the dual tax system. By amalgamating a large number of Central & State taxes into a single tax the aim are to mitigate cascading or double taxation in a way & pave the way for a common national market. GST is a one Indirect Tax for the entire country there are so many positive & negative impact of GST. GST is also mainly technologically driven. All Activities like Registration, Return Filling, Application for Refund & Respond to Notices need to be done online on GST portal. It launched different rate of Tax Percentage Rate Notified are [0% , 0.125% , 1.5% , 2.5% , 6% , 9% , 14%] the rate was not more than 40% there is no negative list under GST except the supplies defined under Schedule 3 of the CGST and negative list of services is different the exempt services.

Keywords: GST Regime, national market, goods and services tax, Registration.

INTRODUCTION

GST means goods services and tax is an Indirect Tax which has replaced many indirect tax in India. For E.g. Service tax, Custom Duty, Education Tax, VAT, luxury tax. The Introduction of GST on 1st July 2018 it is a merger of a large number of Central & State taxes into a Single tax. The idea of moving towards GST was mooted by the Union Finance Minister in his Budget for 2006-07. It was proposed that GST would be introduced from 1st April 2010. GST is a comprehensive Indirect Tax levy on manufacture, sales & consumption of goods as well as services at the national level. France was the first country to introduce this system in 1954. Today it has spread to over 140 countries. The recent country to implement GST is Malaysia. GST will make India one unified common market.

Introduction of GST will also make Indian products competitive in the Domestic & International Market because of its transparent and self policing character would be easier to administer. There are various taxes that have to be paid at every stage & are differently collected by State & Central Government & rates differ from One States to another.

GST will unify the whole nation taxes will be divided among Central & State Government which will make it easier to provided service & goods across country, as no more additional state taxes will be imposed. The Special Provision applicable to the State of Jammu and Kashmir. On 6th July 2017 the State of Jammu and Kashmir had taken the first steps towards adopting the GST Regime with the president of India giving assent to the Constitution Amendment Order 2017. On 7th July 2017 the Jammu and Kashmir Goods and Services Tax Bill 2017 was passed by the State Legislature empowering the state to levy state GST on Intra – Scale supplies with effect from 8th July 2018.

OBJECTIVES OF GST:-

To know the features of GST bill

To understand the benefits that the economy will going to have.

To get an idea of level of success in the area of implementation.

To know history of goods and services tax as well.

SCOPE OF THE STUDY:

This paper provides a detailed insight regarding implementation of GST tax among various sectors of the country. GST after implementation will bring uniformity with tax rates and will also overcome lots of shortcomings in the Indian taxation system with regard to indirect taxation. The Good and Services Tax would surely be highly advantageous for major areas of the India economy.

RESEARCH METHODOLOGY:-

This is a conceptual framework research; the entire source of collection of data is secondary that includes government websites, various journals and articles, publications and conference papers too.

MEANING AND DEFINATION OF GST:-

GST means Goods and Service Tax on supply of goods and services. This is Indirect Tax is a type of tax where the incidence & impact of taxation does not fall on same person entity. Tax that is shifted from one tax payer to another i.e. selected by one person but actually borne by another person actually paid by the end customer. It is considered to be a regressive tax since all taxpayer whether rich or poor have to bear the same burden. The tax on supply of alcoholic liquor for human consumption. It would be dual GST



Figure 1. Framework of Dual system of GST in India 2017.

SGST-STATE GOODS & SERVICES

UGST-UNION TERRIORT GOODS & SERVICES

IGST-INTEGRATED GOODS & SERVICES

Union Territory Goods & Services Tax Act 2017 extends to the Union territories of the
Andaman & Nicobar Island

Lakshadweep

Dadra & Nagar Haveli

Daman & Diu

Chandigarh

Delhi

Credit of CGST paid on input may be used only for paying CGST on the output & the credit of SGST/UGST paid on inputs may be used only for paying SGST/UGST.

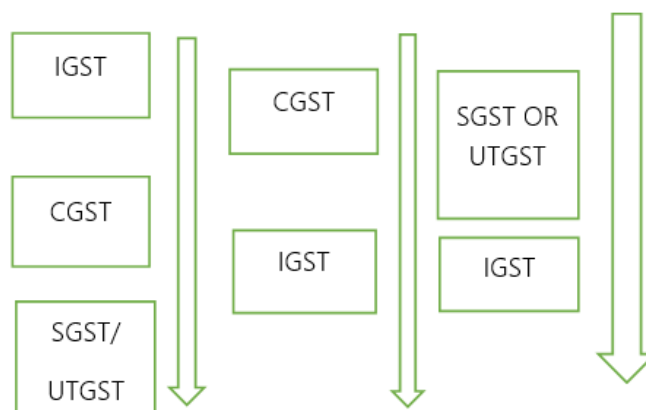
In other word the two streams of Input tax credit (ITC) cannot be cross utilized except in specified circumstances of Inter State supplies for Payment of IGST the credit would be permitted to be utilized in following manner

ITC of CGST allowed for payment of CGST/IGST

ITC of SGST allowed for payment SGST/IGST

ITC of UTGST allowed for payment of UTGST & IGST in the order

ITC of IGST allowed for payment of IGST, CGST, SGST/UTGST

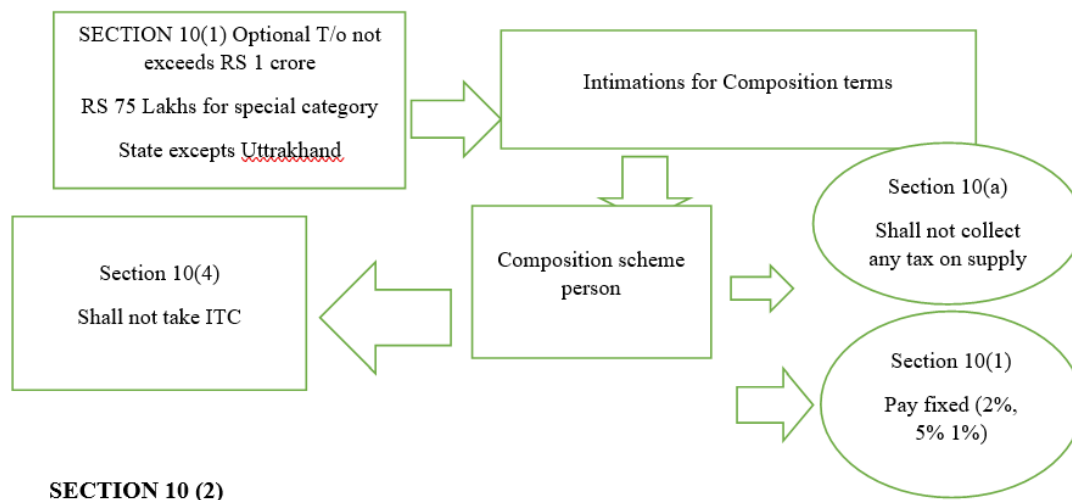


MAJOR DECISION OF GST

There would be four tax normally 5% , 12% , 18% , 28% the tax rate for different goods and services have been finalized & notified.

The threshold exemption limit would be Rs 20 Lakh for special category State except (Jammu & Kashmir) unmarked in Article 279A of the Constitution threshold exemption limit has been fixed at RS 10 Lakh

COMPOSITION SCHEME SEC 10 OF CGST ACT 2017



SECTION 10 (2)

Supply of Services other than Restaurants

Supply of Goods which are not leviable on tax

Making any inter states outward supplies of goods

Manufacture of Pan Masala

Making Any supply of goods through an electronic commerce operator

Manufacturing or Tobacco & Tobacco Substitutes

Manufacturing of ice – cream & other edible ice / whether or not containing coca

More than one registered persons same PAN – unless all such registered persons opt to pay tax under tax scheme

RATE OF TAX COMPOSITION TAX

SR NO	ELIGIBLE PERSON	RATE CANT EXCEED %		TOTAL RATE
		CGST	SGST	
1	MANUFACTURE	1%	1%	2%
2	RESTAURANT	2.5%	2.5%	5%
3	OTHER SUPPLIERS	0.5%	0.5%	1%

GST SLAB RATES

NIL TAX RATE

5% TAX RATE

12% TAX RATE

18% TAX RATE

28% TAX RATE

BENEFITS OF GST

Reduction in Multiplicity of taxes , cascading & Double Taxation

Uniform Rate of Tax & Common National Market

Overall Reduction in Price for consumer

Free Flow of Goods & Services

Broader Tax Base & decrease in Black Transaction

It would introduce two-tiered One-Country-One-Tax regime.

It would subsume all indirect taxes at the center and the state level.

It would not only widen the tax regime by covering goods and services but also make it transparent.

It would free the manufacturing sector from **cascading** effect of taxes, thus by improve the cost-competitiveness of goods and services.

It would bring down the prices of goods and services and thus by, increase consumption.

It would create business-friendly environment, thus by increase tax-GDP ratio.

It would enhance the ease of doing business in India.

CONCLUSION:-

The country is keenly looking for the roll-out of GST from April 2017, as the government focuses on creating one single tax & market for all in India. GST in India will make the country industry friendly by implementing one type of tax and that will attract more investments from foreign investors also. Also, implementation of dual model of GST will result in generating more employment opportunities. Therefore, it is very important that the government makes efforts to make the GST applicable all over the country with clear law and industry friendly so that the industry, consumers and the economy benefits as a whole.

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TO STUDY THE E-BANKING SYSTEM IN MUMBAI**Vigneshkumar Sangam Pandey and Harshal Hemant Rathod**Thakur College of Science and Commerce

ABSTRACT

E-banking is becoming much more common. You can pay your bills online and access a record of your checking account transactions online. Online banking is a great feature, and most banks offer it. Online banking makes everything you do with your finances a bit easier. You can access the information anywhere that you have access to the Internet. It makes your financial life much easier to manage. You may decide to switch your accounts to an online only bank in the future. Some banks allow you to deposit checks by simply taking a picture of. Here are few advantages of online banking.

Pay Your Bills Online, Mobile Banking

INTRODUCTION

E-banking is becoming much more common. You can pay your bills online and access a record of your checking account transactions online. Online banking is a great feature, and most banks offer it. Online banking makes everything you do with your finances a bit easier. You can access the information anywhere that you have access to the Internet. It makes your financial life much easier to manage. You may decide to switch your accounts to an online only bank in the future. Some banks allow you to deposit checks by simply taking a picture of. Here are few advantages of online banking.

Pay Your Bills Online

One of the advantages of online banking is you can bank at home. You can use online banking to pay your bills. This will eliminate the need for stamps and protect yourself from the check being lost in the mail. Most banks will have a section in which you set up payees. You will need to fill out the information once, and then you can simply choose that profile every time you pay a bill online. Many banks even allow you to take photos of your checks to deposit them now. This means that you can handle all of your banking without ever going to the bank. Pay bills online through your bank or directly through the website of your service provider. Set up automatic bill payments for bills that do not change. Watch out for convenience fees associated with online bill pay.

View Your Transactions

Online banking allows you to access your account history and transactions from anywhere. This is the quickest way to check and see if a transaction has cleared your account. This can help you to find out the amount of a transaction after you have lost your receipt. It also allows you to find out about unauthorized transactions more quickly. This can help you to resolve the issues more quickly. If you spot something you did not authorize, you can contact your bank and the vendor in order to reverse the charges. The sooner you catch a problem like this, the more quickly you can resolve it. Check your cleared debits daily to balance your account. Keep track of pending transactions. Catch errors quickly for easier correction.

Mobile Banking

Most banks will have a mobile app that allows you to take advantage of online banking on your phone. This makes online banking even more convenient and allows you to quickly check up on your account when you are out shopping. However, you need to be sure you are accessing this information on a secure network and avoid using public WiFi while completing these transactions. Mobile banking makes online banking even easier. Check your balance while you are shopping or on the go. Transfer money to cover purchases you are currently making.

REVIEW OF LITERATURE:

Rakesh H M & Ramya T J (2014) in their research paper titled "A Study on Factors Influencing Consumer Adoption of Internet Banking in India" tried to examine the factors that influence internet banking adoption. Using PLS, a model is successfully proved and it is found that internet banking is influenced by its perceived reliability, Perceived ease of use and Perceived usefulness. In the marketing process of internet banking services marketing expert should emphasize these benefits its adoption provides and awareness can also be improved to attract consumers' attention to internet banking services.

Amruth Raj Nippatlapalli (2013) in his research paper "A Study on Customer Satisfaction of Commercial Banks: Case Study on State Bank of India". This paper present Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers,

whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. "Banking in India originated in the last decades of the 18th century. The first banks were The General Bank of India, NOW which started in 1786, and Bank of Hindustan, which started in 1790; both are now defunct. The oldest bank in existence in India is the State Bank of India, which originated in the Bank of Calcutta in June 1806, which almost immediately became the Bank of Bengal. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras, all three of which were established under charters from the British East India Company. For many years the Presidency banks acted as quasi-central banks, as did their successors. The three banks merged in 1921 to form the Imperial Bank of India.

**OBJECTIVE:**

1. To study online banking.
2. To study digital transition in India.
3. To study the pros and cons of cash based and cashless economy.
4. To study the behaviour of people in the digital economy.
5. To study the problems faced by the people due to cashless economy.
6. To study the impact of cashless transactions in the Indian financial system.

SIGNIFICANCE:

The cashless economy has importance attached to it in the following ways:

- The e-banking has gained increased practical importance for politics, business and social issues and is linked to political work issues for community development, new changes in the practical business approaches and effective opportunities for organizations in operational and business process development with effect on internal and external efficiency of IT.
- The cashless economy needs to be present as the financial year of 2015 experienced the hefty amount of Rs. 21,000 crores just on the printing of the cash into the economy.
- The other need for the cashless economy is that every shady transaction that is left unrecorded will now comes into the picture making India one of the fastest-growing economies in the world.
- A cashless economy is required to make the transactions more convenient for the layman rather than carrying the bulk of cash in the wallet along with plastic money.
- Cashless economy is needed to reduce the taxes that are charged by the government due to the lack of funds in the government bodies.
- Cashless India is important because it will decrease the tax avoidance and the money laundering cases subsequently resulting in the benefits for the customers

- Cashless is needed as 1 out of 7 notes present in the economy is fake which results into a bad image of the economy.

RESEARCH METHODOLOGY:

Methodology is the systematic, theoretical analysis of the methods applied to a field of study it comprises the theoretical analysis of the body of methods and principles associated with the branch of knowledge. Typically it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

The research methodology helps us to collect data through two forms i.e. Primary data and secondary data

The research methodology used in this research is through use of both primary and secondary data collection method. Primary data is been collected by referring various books, journals, articles, reports and also through questionnaire method .the secondary data is been collected by surfing on internet and various other websites.

QUESTIONNAIRES

➤ **DO YOU USED E-BANKING?**

- I. YES
- II. NO
- III. MAY BE

➤ **WERE YOU AWARE OF E-BANKING SERVICES PROVIDED BY THE BANK WHILE OPENING UP OF ACCOUNT?**

- I. YES
- II. NO
- III. MAY BE

➤ **IS TRADITIONAL BANKING MORE CONVENICAT THAN E-BANKING?**

- I. YES
- II. NO
- III. MAY BE

➤ **ARE YOU SATISFIED WITH THE USING OF E-BANKING?**

- I. YES
- II. NO
- III. MAY BE

➤ **DO YOU TRUST BANKS THAT ONLY OPERATE ONLINE?**

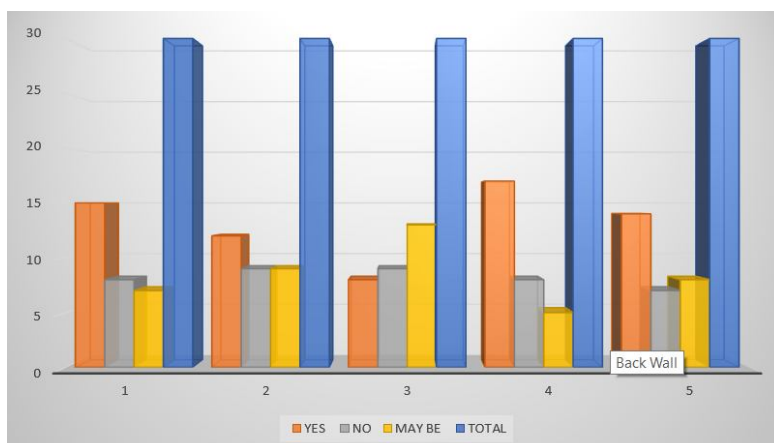
- I. YES
- II. NO
- III. MAY BE

DATA ANALYSIS:

The collected data through primary and secondary data are been analysed with the help of following table and graph

(TABLE)

QUESTION NUMBER	YES	NO	MAY BE	TOTAL
1	15	8	7	30
2	12	9	9	30
3	8	9	13	30
4	17	8	5	30
5	15	7	8	30



INTREPRETATION:

1-Maximum people said yes which amounts to be 15 and it means maximum people use e-banking.

2-Maximum people said yes which amounts to be 12 and it means maximum bank aware customer related of e-banking services while opening of account.

3-Maximum people said may be which amounts to be 13 and it means maximum people are may be happy with traditional banking.

4-Maximum people said yes which amounts to be 17 and it means maximum people satisfied with using e-banking.

5-Maximum people said yes which amounts to be 15 and it means maximum people trust banks that only operate online.

SUGGESTIONS:

Regarding the usefulness of e-banking / internet banking, it may be concluded that “Generating the latest reports of banking transactions” is the major usefulness followed by “Funds transfer”, “Pay bills using available cash in the accounts” and “Order to buy and sell shares”. It is also concluded that the usefulness of e-banking / IB provided by private sector banks is remarkably higher than that of public sector banks. Further, the perceived status of usefulness among non-user group as well as among rural group is significantly less than that of their respective counterparts. It is found that the perceived status of usefulness of e-banking / IB is also related to education and family income of the respondents.

With regard to the “intention to use e-banking / internet banking in the future”, all respondents have expressed positive opinion that they have intention of using these services in the future. It is identified that “time saving and less cost” tend to influence the bank customers’ “intention to continue using this Internet banking site in the future” whereas “providing accurate, relevant and up- to date information”, “flexibility and easy accessibility with convenience” and “assisting to share the experience with bank and other customers more efficiently” tend to influence the bank customers to strongly recommend to others to use e-banking / internet banking in the future”. It is further concluded that the bank customers may also continue to use e-banking / internet banking in the future” as it is useful in getting account details and balance statements as well as for transferring funds. Moreover, bank customers tend to strongly recommend to others to use e-banking / internet banking as it is useful for loan transaction, paying bills using available cash in the accounts, making order to buy and sell shares and generating latest reports of banking transactions.

CONCLUSION:

Online banking, also known as internet banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

To access a financial institution's online banking facility, a customer with internet access will need to register with the institution for the service, and set up a password and other credentials for customer verification. The credentials for online banking is normally not the same as for telephone or mobile banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to

access their online banking facility. Customer numbers are normally not the same as account numbers, because a number of customer accounts can be linked to the one customer number. Technically, the customer number can be linked to any account with the financial institution that the customer controls, though the financial institution may limit the range of accounts that may be accessed to, say, cheque, savings, loan, credit card and similar accounts.

The customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously set up. The types of financial transactions which a customer may transact through online banking are determined by the financial institution, but usually includes obtaining account balances, a list of the recent transactions, electronic bill payments and funds transfers between a customer's or another's accounts. Most banks also enable a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software. The facility may also enable the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advice change of address and other routine actions.

Today, many banks are internet-only institutions. These "virtual banks" have lower overhead costs than their brick-and-mortar counterparts. In the United States, many online banks are insured by the Federal Deposit Insurance Corporation (FDIC) and can offer the same level of protection for the customers' funds as traditional banks.

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ENVIRONMENT DEGRADATION & SUSTAINABLE DEVELOPMENT WITH PERSPECTIVE OF INDIA: MAJOR ISSUES & CHALLENGES

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ABSTRACT

This paper attempted to study different aspects of environmental degradation & its major impacts on sustainable national development. Today the rapid population expansion is threatening the environment through development and uncontrolled growth of urbanization and industrialization and destruction of natural habitats for India. From the past few decades the India is facing major environmental concern due to disintegration of the earth or deterioration of the environment through consumption of natural assets like, air, water and soil. During last few decades India is among fastest growing populations in the world. It is far behind the most others when it comes to preserving the environment and the ecology. Presently India is facing number of environmental concerns which have only aggravated in the last few decades. To emphasizes on Sustainable human development in which resource use aims to satisfy human needs while ensuring the sustainability of natural systems and the environment. These needs can be satisfied not only in the present, but also for generations to come. Every economy wants to development continuously during this development it was observed that there is major impact on degradation of the environment. So our aim is to highlight the major challenge and opportunity for India to avoid environmental degradation for the sustainable development.

Keywords : Environmental Degradation, Sustainable Development, Environment, Natural resources

1. INTRODUCTION :

The environment is just the natural world that surrounds us & provides with everything we need: air, food, water, and all the natural resources which build our civilization and keep it running. For continued survival human beings are completely dependent on the environment, it's important that we keep it clean and utilize it in a sustainable way. The problems relating to environmental degradation are often linked with the process of development and therefore have major impact on local, regional, as well as global levels. These effects are due to the result of human activities which have demoralizing consequences on the environment and so are harmful to human beings, animals and plants and can be further passed on to future generations. Environmental degradation is one of the major threats that are being looked at in the world today. This includes deterioration of the environment through consumption of natural assets, for example, air, water and soil; the damage to environment and the eradication of wildlife. If we analyze ecological degradation is mainly associated with the substantial and expanding human population, expanding economic development or per capita wealth and the application of polluting technology use. To have vision of future with optimism, depends to some reasonable extent on how we are able to set the stage for tackling environmental degradation problems of today.

Sustainability has become the central focus in development studies today. For researchers and policy makers, it has remained a catch phrase. According to International Union for the Conservation of Nature (IUCN in 1980), the concept of sustainable development was first used and developed in the World Conservation Strategy. Three specific areas were covered in that document - namely: 1) The maintenance of ecological processes, 2) The sustainable use of resources, and 3) The maintenance of genetic diversity. Sustainable development is practice that based on the three pillars of sustainability: economic, environmental and social sustainability. It will be accomplished when there is balance or between these three aspects- the sustainable administration of the earth, necessity of natural resources for financial development and human prosperity.

2. OBJECTIVES

The environmental issues like air pollution, water pollution, garbage, and pollution of the natural environment are major challenges surrounding India. India has gained one of the speediest ground on the planet in tending to its natural issues and enhancing its ecological excellence. India needs long way to achieve environmental quality similar to those enjoyed in developed economies. Environmental related issues are the prime causes of disease, health issues and long term livelihood impact for India.

3. HYPOTHESIS***Causes of Environment Degradation***

If we see the primary cause of environmental degradation is human unwanted disturbance in the nature. The most of the causes of environmental degradation are rooted in human technology, as technological advancement

and others are examples of humans becoming too successful and efficient at resource extraction. The some of the ultimate causes of environmental deterioration are discussed below.

Global Climate Change:

This phenomenon is a result of the unintended consequences of burning fossil fuels and releasing surprising amounts of carbon dioxide into the atmosphere. The climate change is recognized as one of the major factors contributing to land degradation which involves change in chemical, physical and biological property of the soil.

Industrialization

The life expectancy of human has increased due to large industrial revolution and gave us the affordable luxuries of the modern world. It has also led to air, water and soil pollution that has direct affects on human and animal health. Smoke, Dust, fumes and toxic gas emissions occur as a result of thermal power plants, cement, coal mines, steel & ferroalloys, petroleum and chemicals.

Population Explosion :

The population explosion is among main causes of environmental degradation in India. Population explosion has caused large-scale deforestation to make use of the land for agriculture, construction projects, construction of houses for urban population, construction of river-valley projects for irrigation and power supply.

Deforestation :

Presently humans is becoming too successful in their ability to harvest resources through deforestation which has destroyed various habitats & eliminating those resources from the world forever.

Modernization of Agriculture:

Consequent upon modernization of agriculture, effect of chemical fertilizers and pesticides has increased very much. It has also contributed substantially to the increase in pollution in the race of modernization.

Multiplicity of the Means of Transport:

The means of transport has been increase in the wake of independence which is also been another main cause of the problem of environment degradation through large-scale in air and noise pollution.

Discard of Civic Norms :

In India common public is not a good respecter of civic norms. Which may include no cleanliness on roads, littering of roads with garbage, choking of drains, excessive use of loud- speakers, etc. All the examples suggest of neglecting civic norms by the people, the process of pollution has assumed a permanent character.

4. RESEARCH METHODOLOGY :***Strategies for Sustainable Development in India :***

Interest in sustainable development was it seems first sparked by the non aligned countries, including India. Former Prime Minister Pandit Nehru was anxious to make it an international issue and concern about sustainability was enhanced by the oil crises of the 1970's. Both pollution and depletion of non-renewable resources, such as oil, as a result of economic growth and population increases became major concern. Indian government policy from time to time change has played an important role in shaping the Sustainable Development Goals (SDGs). The expression "Collective Effort, Inclusive Growth" and has been popularized by Government & it is foundation of India's national development agenda. SDG implementation measures & its control has been assigned to the National Institution for Transforming India (NITI Aayog) which is the leading policy think tank of the Indian Government presently. To successfully implement SDG agenda, the Government of India has launched several motivated programmes, some of which are highlighted below. A noteworthy example of a crosscutting initiative is the Pradhan Mantri Jan Dhan Yojana which is the world's largest financial inclusion programme. By leveraging, Aadhaar and mobile telephony, the Government has disbursed a cumulative amount of INR 1.62 trillion (USD 25 billion) to 329 million beneficiaries through Direct Benefit Transfers. These initiatives helped significantly to enhance the efficiency of Government programs like Swachh Bharat Abhiyan (Clean India Movement) and skill development have contributed towards shaping relevant policy decisions at the national level. The policy's to End hunger, achieve food security and improved nutrition and promote sustainable agriculture are also part of government Strategies. In 2017, the National Health Policy was framed which majorly focuses for universalizing primary health care, reducing infant mortality, preventing premature deaths due to non-communicable diseases as well as promoting Government expenditure on health. In order to preserve & manage marine ecosystem significant measures has been made through legal procedures. Using of Environmental friendly Sources of Energy, such as LPG and CNG which are eco-friendly fuel, we can reduce the greenhouse gases from the earth. To decline the pollution level the major initiatives like Delhi

Transport Corporation's CNG Buses are introduced in the Delhi to reduce CO₂ and other harmful gases in the capital of India. The use of renewable sources of energy like solar and wind for energy needs has been promoted in the urban & rural part of India. The fund allocation for sustainable sources of energy is being promoted to provide energy for all by 2022 through a massive 150 GW increase in energy from renewable. To encourage use of natural resources governments is inspiring the organic farming and recycle.

5. CHALLENGES

Major Environmental Challenges Faced by India

The vast amount of use of plastics is another major concern for the country. The data from the Plastindia Foundation, India's demand for polymers is expected to go up from 11 million tonnes in 2012-13 to about 16.5 million tonnes in 2016-17. India's per capita plastic consumption growing from about 4 kg in 2006 to some 8 kg in 2010. By 2020, this is likely to rise up to about 27 kg. This exceeding consumption will have major damage to environment, as plastics are one of the least biodegradable materials on earth. For natural decompose of an average plastic beverage bottle could take up to 500 years as it is non-biodegradable in nature, it create problem of solid waste generation. Along with the unstrained use of plastic the lack of safe garbage disposal systems in the country make one of the most unhygienic countries in the world. To improve the prevailing conditions this is one of the areas where the country's government and people need to work hard to come out of this serious issues. The several International reports mention that about 47 species of plants and animals in India are listed as critically endangered. The effective loss of ecology results into loss of biodiversity. During the years, rapidly depleting levels of groundwater is one of the biggest threats to food security and livelihood in the country. To make available groundwater for use has become increasingly difficult over the last few decades. With last few years, low rainfall and drought are also reasons for groundwater depletion. Even with the efforts of government and environmental agencies, there is a lack of substantial efforts from the masses. Unless there are remarkable positive changes in the environment there is little hope for improvement in the future.

6. CONCLUSION:

India has experienced rapid economic growth resulting in adverse and harmful environmental circumstances that are affecting the people of India as well the wider global population. Though India has adopted sustainable actions but there are still uncountable issues facing the country including environmental degradation in order to sustain its prospects for continued economic growth. In order to have sustainable development in the area of environmental degradation there is need of new initiatives to be taken through cooperative participation of the people, the government, the industrial sector, and NGO's. This might worked positively to tackle in the area of environmental issues which will definitely helped to reach environmental quality similar to those enjoyed in developed economies in the globe.

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PAYTM-A GATEWAY TOWARDS CASHLESS ECONOMY

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ABSTRACT

The Indian economy is cash-based economy where maximum transactions happen with cash. India as a country having its dream to be a developed country being cash centric economy which ranks 4th in the world in use of cash is not only backward but also uneconomic for its growth. To make India as cashless economy, initiative such as Digital India, Make in India and Demonetization provide a pathway for the same. Demonetization has created a way through which people don't have option but to shift to digital wallet. In this time, Paytm as digital wallet has completely transform payment methodology of India. The two words which has become a part of life of every Indian consumer after demonetization are "Paytm Karo" which came as ultimate solution. The objective of this paper is to understand how Paytm has grown as a digital wallet and provided a way to be a cashless economy.

Keywords: Paytm, Cashless Economy, E-wallet, Digital Payment

RESEARCH OBJECTIVES

- 1) To understand the benefit of cashless economy.
- 2) To examine the importance of Paytm in day to day life.
- 3) To study the role of Paytm in making India Cashless Economy.
- 4) To understand the challenges faced by Paytm.
- 5) To evaluates whether going cashless has helped the people of India.

RESEARCH METHODOLOGY

The research paper is based on primary data for which questionnaire has been made and data has been collected from 163 respondents with the help of Google Form. The other required data has been acquired from other sources like research journals, government publications, newspapers articles and the authenticated websites.

INTRODUCTION

Pay Through Mobile which is popularly known as Paytm was established by One97 Communications Ltd as prepaid mobile and DTH recharge platform. Vijay Shekhar Sharma who is the founder of Paytm had started it in Delhi NCR. It not only helps the consumer to load money but also facilitates payments in their day to day life. In short span of time, the company has become India's leader in E-Commerce. Paytm wallet which started in the year 2013 now has more than 200 million registered users. It provides number of options to customers to pay for their utility bills, buying movie, flight, railway or bus ticket, shopping, paying for loans and insurance policies etc. Thus, it not only serves as payment platform but also works as marketplace for consumer. It has also started its business in M-Commerce by allowing small business firm to sell their items on its website. With more than 75 million wallet users and 2 million daily transactions, it has become India's largest wallet.

In February 2015, Paytm was one of the 11 entities out of 41 applicants which got license from RBI to run a Payment Bank. Thus, it helps the consumers to rely less on cash and make safe and secure payment through its wallets. With approval from RBI, its operations have become much wider which aids consumer with easy and convenient way of payment option.

LITERATURE REVIEW

Preeti Garg and Manvi Panchal (2016) the article entitled "Study on Introduction of Cashless Economy in India 2016: Benefits and challenges." A study conducted in Delhi Region with the help of questionnaire shows that cashless economy will help India for controlling black money and fake currency, combatting against terrorism and improving economic growth and development of country. The study observed that initiative of cashless economy is a right step for making India as a developed country.

Prof. Trilok Nath Shukla (June 2016) in his paper, "Mobile Wallet: Present and the Future" has examined about mobile wallet, different types, its working, merits and demerits. He said that mobile wallets provide opportunities to marketers and digital businesses to engage more consumers irrespective of the status of mobile wallets. FE Bureau (2017) says that According to RBI: Demonetization has led to increase growth of Paytm and Mobiwik which are the digital companies.

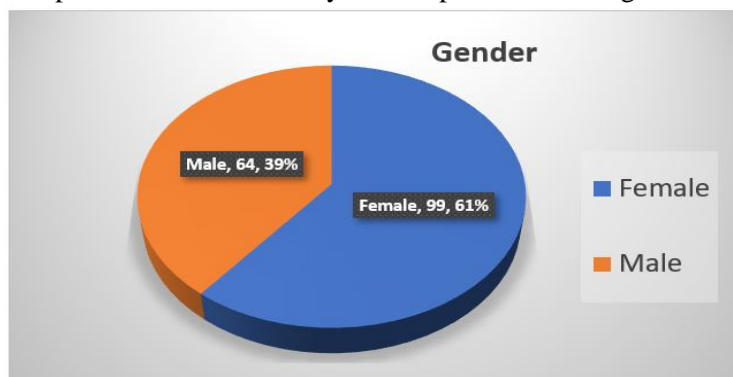
Vidya shred DV, Yamuna n. and Nitua Shree G (2015) in the article, “A study on New Dynamics in Digital Payment System- with special reference to Paytm and Pay U Money.” has discussed the effect of digital payment system on consumers and related problems faced by them. The paper observed that people are having knowledge about online payment through mobile applications and concluded that Paytm and Pay U Money provides convenient payment structure as compared to Digital payment mode

OVERVIEW OF ROLE OF PAYTM IN INDIA

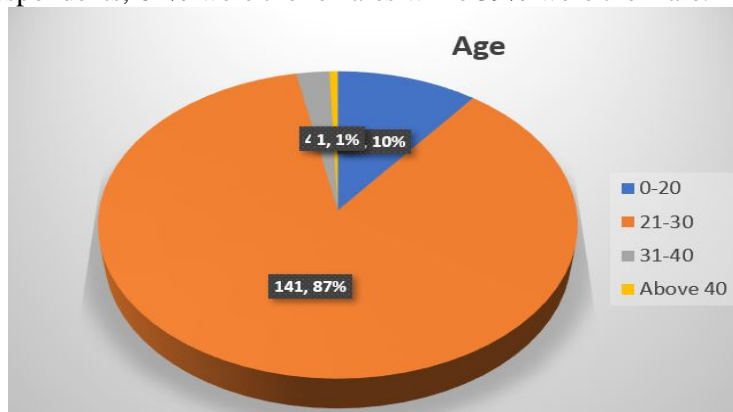
Paytm which started as mobile recharge company has soon become a part of every Indian family in India. Paytm services are not allowed to people under age of 18 or who are suspended or removed by them Paytm has established its name in Indian market in which even the industrialist like Ratan Tata made investment in 2015 also Chinese E-Commerce company Alibaba made an investment of \$575 million. It has joined its hands with maximum mobile operators, national and other banks, insurance company etc. which gave a way to consumer to operate freely even without cash. Paytm accepts deposits which helps customer to use the money for payment. QR codes are used for the purpose of payment which is available in many shops. It has served as alternative way of payment against cash to both buyers and sellers. Thus, it has become one common place where all consumer needs can be fulfilled in a convenient, easy and secure way.

DATA ANALYSIS AND INTERPRETATION

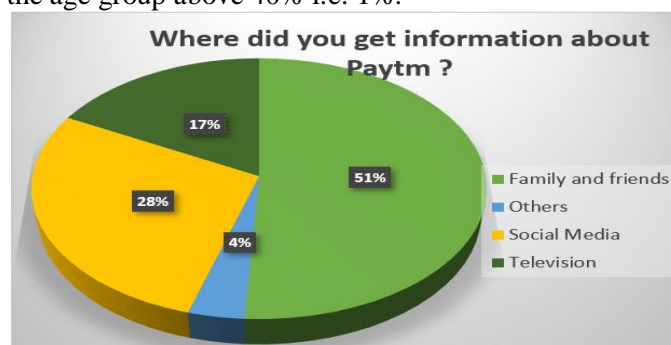
The collected data of 163 respondents has been analyzed and presented through Pie Charts and Bar Graph.



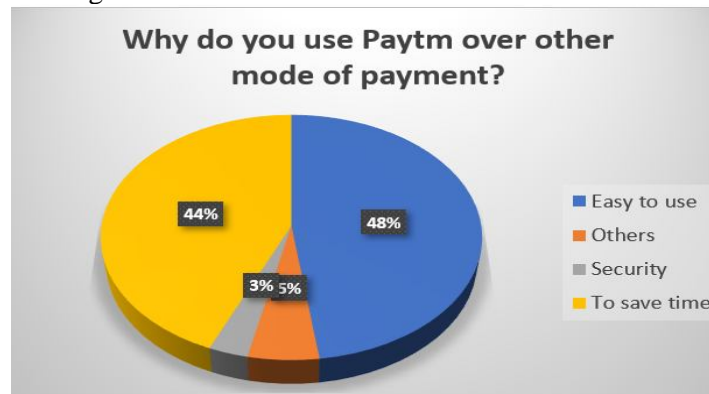
The gender shapes the knowledge, ability and choices of consumer. Thus, it has been added as important parameter. Out of 163 respondents, 61% were the females while 39% were the male.



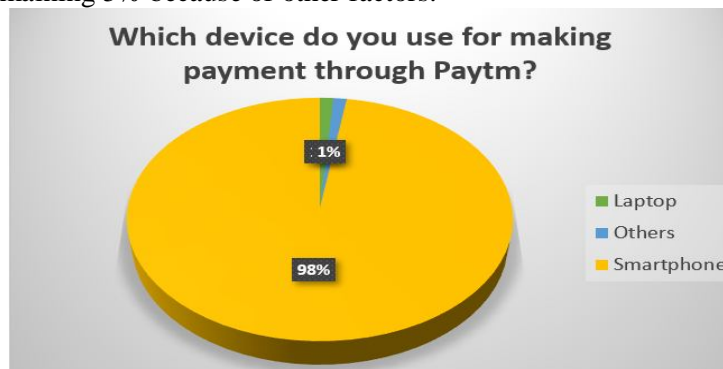
The age of consumers is also one of the important factors which show its level of exposure, working experience and preferences. Out of 163 respondents, 87% people belongs to 21-30 age group. 10% people are from the age group 0-20 and least are in the age group above 40% i.e. 1%.



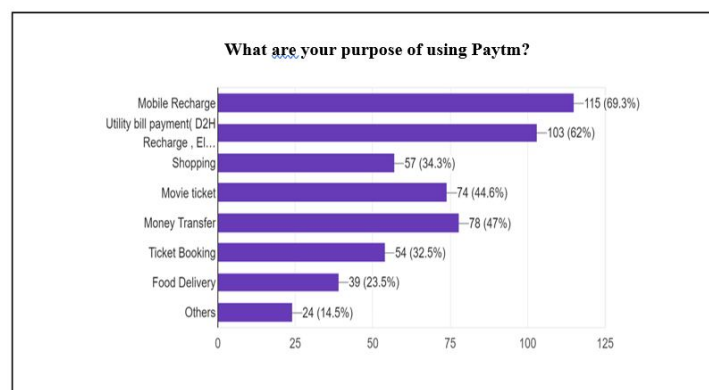
The source from which we get information is again a determining factor which helps to decide whether to use service or not. Out of 163 respondents, 51% people got information through family and friends, 28% people through social media, 17% through television and least 1.4% from other available sources.



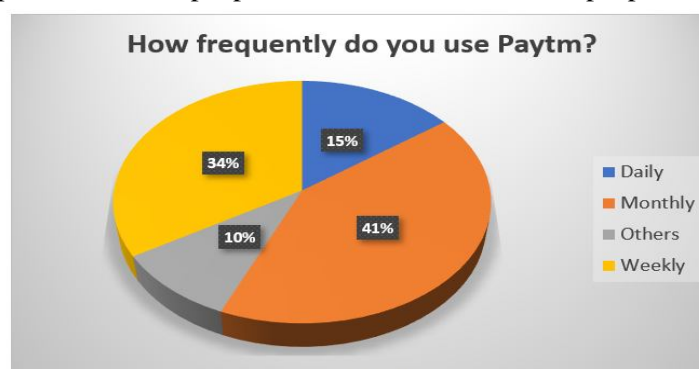
The reason for which people use Paytm is again a deciding factor for its growth. The analysis highlights that 48% people prefer Paytm as it is easy to use while 44% prefer it as it saves the time .3% people use it because of security reason and remaining 5% because of other factors.



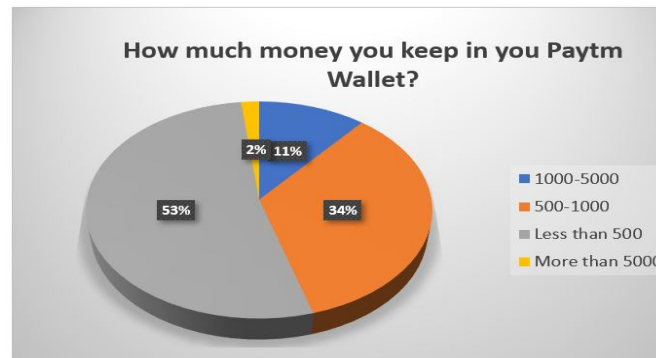
Device on which people use Paytm help us to understand the choices and easily available device which consumer carries.98% people who operates Paytm use it through smartphone while 1% through laptop and 1% with the help of other devices.



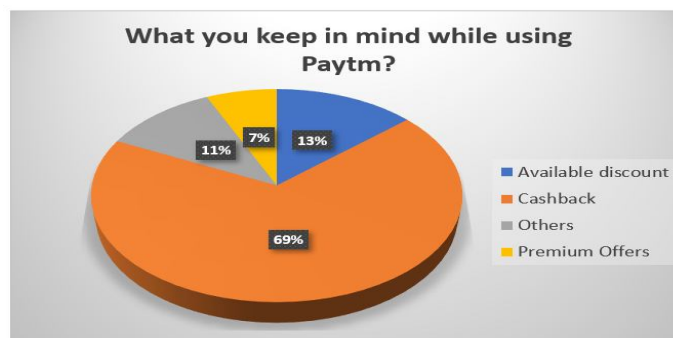
Out of all the respondents, 69% people use it for mobile recharge ,62% for utility bill payments,57% people prefer it for shopping purpose while 44% people use movie ticket etc. least people use it for payment of food.



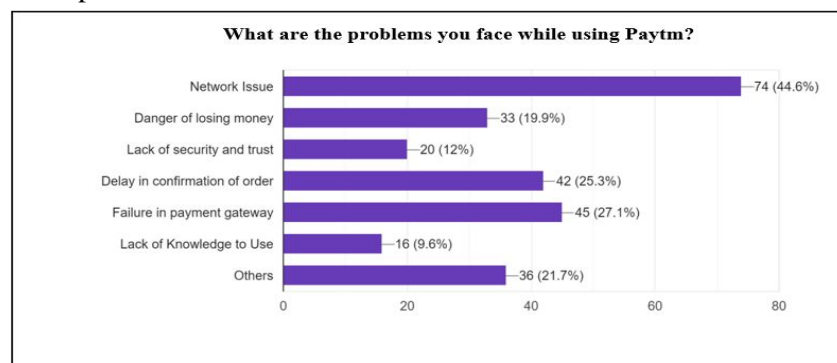
Frequency of using Paytm shows that how much people are dependent on it for their transaction purpose. 41% people say that they use it monthly while 34% people use it weekly. 15% people are in the category that daily use Paytm and 10% are in the other categories.



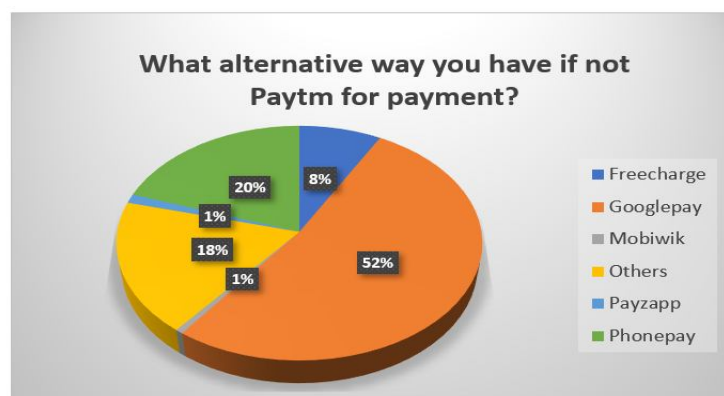
The amount of money which people keep in digital wallet is again important factor which shows how much people spends through Paytm. 53% people keep in the range of less than 500 while 34% people in the range of 500-1000. The least are in the category of 1% and 2% with range of 1000-5000 and more than 5000 respectively.



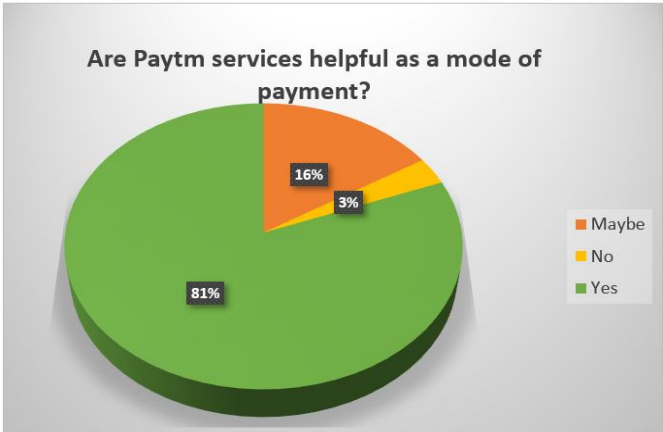
Out of the entire respondent, 67% people use it because of cashback while 13% due to available discount. Hardly 7% people use for premium offers and 11% due to other reasons



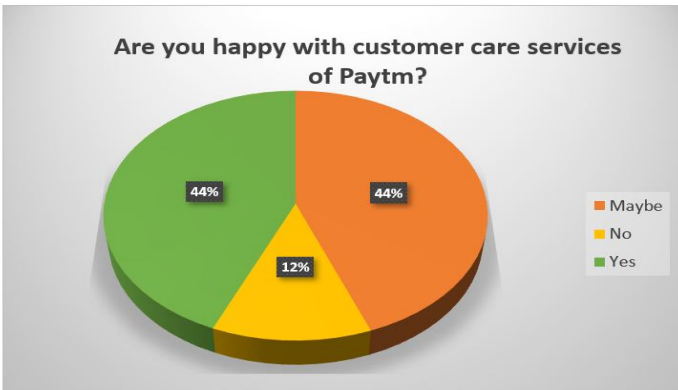
Out of the total respondents, 44.6% people are facing network issue while 25.3% feels it delays in confirmation of order and 27.1% face the issue of failure in payment gateway. The least difficulties in Paytm which people faces is 19% and 12% danger of losing money and lack of security respectively and only 9.6% feels they don't have proper knowledge to use it.



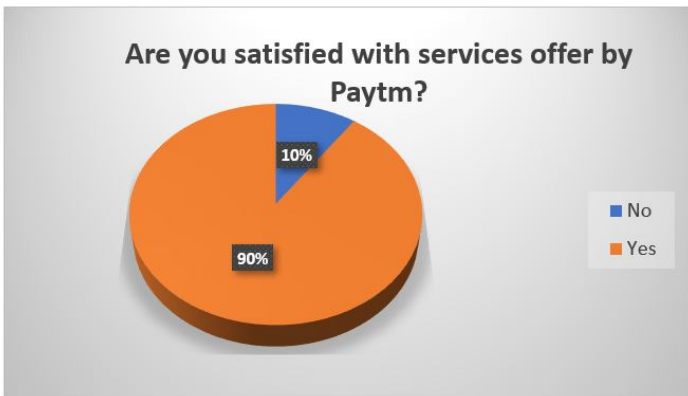
Alternative chosen by respondent shows the level of competition which Paytm have in digital wallet market.52% people prefer Google pay and 20% prefer Phone pay. The least preferred one is Mobiwik and Payzapp in the market with 1% people.



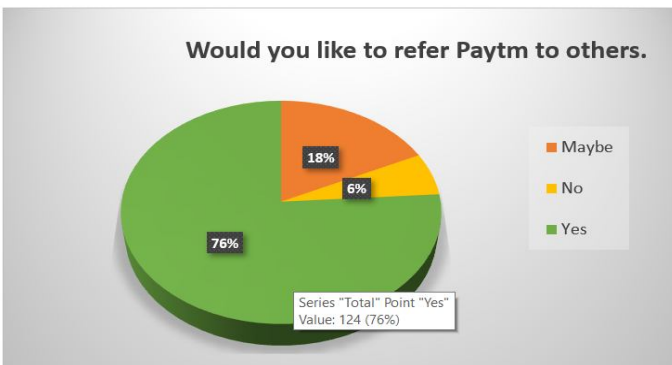
81% of respondent feel that Paytm is helpful as a mode of payment in their day to day life while only 3% feels that is it not and 16% people are not able to decide.



Out of all the respondents 44% people are happy and satisfied with customer care services while 12% are not happy and 44% people are not sure with it.



Out of all the respondents 44% people are happy and satisfied with customer care services while 12% are not happy and 44% people are not sure with it.



Out of all the respondent, 76% people would like to refer it to others while 6 % people won't like to refer to others and 18% people are not able to decide whether they will refer or not.



77% people feels that Paytm helps the country to be cashless economy which shows that people rely less on cash and more on digital wallet while 1% won't feel the same and 22% people are not able to decide the same.

LIMITATION OF THE STUDY

- The study is confined to only urban area.
- Many respondents are from age group 21-30 thus it does not cover all age group.

SUGGESTIONS

- People should timely update Paytm to avail new services.
- Technology again becomes important factor which need to be developed as maximum people suffer through network issue.
- It should make necessary arrangement to avoid delay in processing of payment.
- It needs to create an atmosphere where people have trust and can freely use it without any danger.
- Customer care services given can also be approved as maximum people still not satisfied.
- Selection of sellers should be done properly which supply good quality products.

CONCLUSION

Paytm as digital wallet has become known in the minds of every Indian. The way Paytm has grown in India with increased number of users and countless services offered by them led to increase in number of people who have shifted from cash to cashless economy. Paytm is performing great with its end number of cashback offer and vouchers but it is still not able to reach rural part of India. To cover the entire Indian market, inclusion of rural area is really important. Maximum rural areas still face the issue of lack of electricity, smart phones, and lack of network connection which are obstacle for its growth. Paytm as a Digital wallet has great future not only for the company but also for India to fulfil its dream to be cashless, techno-savy and globalized market.

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E-COMMERCE AND APPLICABILITY OF CONSUMER PROTECTION LAWS IN INDIAN CONTEXT

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ABSTRACT

The present era is marked as an era of consumers. All the marketing strategies and marketing philosophy is consumer centered. A business is not reviewed in isolation but is always considered in a combination with the consumers of its goods and services. Even when the consumer is treated as the heart of the business network, it is a shame that their consumer rights are not protected due to non-availability of efficient and rigorous laws and the ineffectual redressal mechanisms, especially in e-commerce or online transactions. On the other hand e-commerce or social media has also changed the way companies approach to the customer and the way they are presenting their products to the consumer. They reach out to the consumers through social networking websites. E-commerce has provided the facilities to the Indian consumer to cross boundaries of states and countries to procure their products. Though this increased scope for purchase and sale transactions brought by e-commerce but is not well protected by the various Indian consumer laws. The laws with respect to the same have proved to be stagnant, leaving many of such customer remediless. Non protection of data made available online, ineffective delivery system, misleading advertisements, uncertainty with respect to jurisdiction in case of disputes, are some of the rising concerns in the field of e-commerce. In the light of the above, this paper would in brief, look through the lens on rights which a consumer has in case of online transactions, to handle or avoid the frauds they are facing day by day through the social media marketing and their attractive promises. The demand of the time is to make the innocent consumers aware about the various Indian consumer laws available namely the Consumer Protection Act, 1986, the Information Technology Act, 2000, the Competition Act, 2000, the Indian Contract Act etc. Recommendations and measures for removal of such lacunae as present in the Indian consumer laws have also been covered.

Keywords: Consumer, Consumer Protection, Online transaction, E-commerce

INTRODUCTION

In the present scenario, Indian market is predominated by the consumerism. E- Commerce though not specifically defined in any Consumer legislation, defined as activities that relate to buying and selling of goods and services over the Internet. The span of e-commerce has grown simultaneously with the growth of internet worldwide. The huge platform that e-commerce has provided the Indian traders for trade and commerce is notable. Not only have the traders benefitted from transgressing territorial boundaries for the sale of their products, the consumers of goods and services have been provided with such advantages like multiple choices, door step delivery services, quality goods at reasonable prices etc. Internet has thus revolutionized the way Indians and the rest of the world buy and sell their products.

On the other hand with the advancement of technology and changing expectations of Consumers the business organizations are adopting various strategies to earn their profits at the cost of the customer believe. The role of an independent media or social media should be to make people aware and inform about various social, economic and political changes in the market instead of misguiding them. Media is considered as the most effective way of disseminating the information because of its ability to cover the large population of a country. Now a day e-commerce plays a vital role in the life of Indian consumers. The major reason behind this situation is lack of awareness and consciousness among the Consumers about their rights and protection measures. The Consumer Protection Act (CPA) is a compassionate social legislation that provides for protection of rights of the consumers and redressal of consumer disputes. Consumer Protection Act has provided three tier consumers dispute redressal mechanism at district, state and national level. The Act applies to all goods and services, excluding goods for resale or for commercial purpose, services rendered free of charge and under a contract for personal service.

OBJECTIVES OF THE STUDY:

1. To know the importance of Consumer Protection Act in the present scenario
2. To know the duties & responsibilities of Consumers
3. To study the role of Consumer protection Act 1986 in protecting consumers from unfair trade practices.

4. To present suggestions/recommendations in order to avoid and reduce unfair trade practices on social media as well as other Medias.

RESEARCH METHODOLOGY

It is theoretical study based on books, journals (International/National), reports, articles and Internet (social networks like facebook), magazines, reference books and Newspapers.

The problems of consumers are expressed by media in whatever form they are including consumer grievance, atrocities against consumer, need for educating the consumer and creating awareness amongst the end user.

CONSUMER PROTECTION

Consumer is any person who buys the product and service for personal use. A consumer is the person who decides whether to purchase the product or not. Since consumer is always the end user, there is always a possibility of consumer exploitation by the producer for his personal benefit which can cause an unbearable effect on the consumer. Major causes of consumer mistreatment are misleading ads, unethical trade practices, and duplicity of products, illiteracy and ignorance on the part of consumers. Thus, in order to protect the consumer from such malpractices, government of India has come up with certain laws and regulations to ensure a fair trade competition and to promote a free flow of genuine information in the market. The prime purposes of such laws are to prevent the marketers to occupy in deceptive and unfair trade practices against the clients. In order to protect the consumer from the malpractices of the sellers, government has pioneered many laws to protect and maintain the interest of the customers. Government tries to protect the rights of the consumers in the form of Consumer Protection Act, 1986. The Act was enacted in 1986 to provide a provision for the establishment of consumer councils for the settlement of consumer disputes. The Act provides certain rights to the consumers such as:

- 1. Right to Safety:** - It involves the right provided to the consumers to be protected against goods that are hazardous to life.
- 2. Right to Information:** - It is the right of the consumers to be well informed about the quality, quantity, purity and standard of goods.
- 3. Right to Choose:** - The right provides an access to the customers the freedom of choice. The customers have a right to choose products of their choice from the vast competitive market without any pressure of sales from the sellers.
- 4. Right to be heard:** - It assures the customers' interest will receive the consideration at appropriate forums.
- 5. Right to seek Redressal:** - The right to get relief against unfair trade practices.
- 6. Right to Consumer Education:** - It is the right of the consumer to acquire knowledge and skills to be an informed citizen. The consumer should be aware of the rights granted by the government in order to be sheltered from the unfair trade practices of the sellers.

Due to a vast and competitive market, it has become a chaos for the customers. The era of competition, has drastically changed the face of marketing and advertisements. Advertisement is one of the most important media for the marketers to publicize their products and can influence the purchasing decision of the customers. In this way, they are affecting the day to day life of the customers. However, to protect the interest of the costumers and to maintain the ethical functioning of advertisers, government has also established Advertising Standard Council of India (also known as ASCI) to ensure the truthfulness and honesty in representation of claims made by an advertiser. The primary objective is to ensure the advertisers maintain a standard of public decorum in the advertisements, to protect the consumers from being uncovered to the products that are harmful to the society and to promote fairness in the competition between the sellers. According to IRDA (Insurance Advertisements and Disclosure) Regulations, 2000, misleading advertisements are those that claim beyond the ability of the products; give information in misleading ways and makes unfair comparisons with the competitors. Out of all the initiatives and steps taken by the government the most highlighted campaign covered by both print and electronic media (radio and television) in the form of advertisements is the —'Jaago Grahak Jaago' campaign. The campaign throws light on the various issues regarding consumer exploitation thereby making people aware and informed about the misconduct of sellers. Through such campaigns the objective of media is the protection of the consumers from adulterated food grains, corruption, black marketing, smuggling and artificial scarcity of goods. Consumer awareness is an imperative matter that needs to be given immediate consideration that helps in liberating the society from many problems, thereby making the society civilized. However, there are many countries including India that still face the problem of consumer exploitation by the

hands of traders. There are various forms in which a consumer can be exploited such as providing misleading information to the consumers in the form of advertisements, exaggeration of claims, vending of faulty and defected products. Such problems are expressed by the press. Due to the gigantic reach of media, a large section of the society is influenced by the media, becoming a silent opinion maker. Media provides a podium to the layman to express their views, arguments and grievances. Since, media is termed as a fourth pillar; there are many important roles the media has to perform. One such essential role is in making the system more educated and empowered. Be it a problem of national integration, economic injustice or upliftment of disadvantaged group, media take up such issues and provide justice to those involved in the matter. Media influence the society and change their behaviour and pattern for the lives towards many important issues. One of the major problems of the modern time that needs to be given utmost importance is the prevention of consumer exploitation by the hands of business houses. Press plays a major role in promotion of consumer protection in a country. This has been effectively done by adopting various innovative means. For example According to a column published in the 'The Economic Times—Caveat Emptor!' which solely deals with current problems and grievances against marketers. Promoting awareness by spreading information is the foremost task of media towards development of consumerism. By instigating certain innovative campaigns against consumer exploitation, media make people aware about the false claims made by advertisers, the hollowness of sales and other sales gimmicks of the merchants. Thus, press plays a major role in promoting consumers. Newspapers often publish stories related to consumer's interest stressing upon their problems or incidents related with consumers. Newspapers also express their views regarding consumer protection through editorials in which they emphasize the government policies or decisions. They also provide suggestions or recommendations to solve consumer agony.

CASE STUDY

This is a case of automobile company called Bajaj, which was reported by Times of India. The case is of Bajaj CT 100 motorbike, where dealer had promised a mileage of 100 Kms. Since, the customer could not get the promised mileage, the customer approached the dealer. On subsequent checking, the product was found to be defective. The customer demanded compensation. On being refused by the company, the customer approached the consumer forum. The case was finally settled by the forum and a replacement of the product along with the compensation was provided to the buyer. The case was reported by Times of India.

CASE STUDY ON E- COMMERCE

Hill v Gateway 2000, Inc, 105f 3d 1147 (7th Cir, 1997) facts- The facts of the case belie the situation of terms in the box contracts. In a case Mr. & Mrs. Hill ordered a Gateway, 2000 computer system. When they received this computer system, along with the packet of warranties was an arbitration agreement which excluded plaintiffs from bringing any action against defendant other than in the forum of arbitration. Hill was disappointed with the buy and he filed a suit in federal court against the supplier. The district court refused Gateway's request that it honour the arbitration clause, holding that the record did not support a verdict of a valid arbitration contract or that Hill had adequate notice of the arbitration clause. This case follows the same logic as the shrink wrap license cases in which typically involve notice of the agreement on the product packaging inclusion of the full terms of the agreement inside the packaging, and forbid access to the product not present an express indication of acceptance.

Under such cases the contract does not form at the time of purchase; generally it forms when the purchaser makes the express indication of acceptance for example by declining to return the product within a specified period of time. People V Lipsitz 663 N.Y.S 2nd 468 (N.Y. sup ct. June 23 1997) in this case a New York court held that the defendant was subject of personal jurisdiction and liable for violating New York consumer protection laws, even though the defendant conducted its magazine subscription business globally over the internet [10]

CONCLUSIONS AND SUGGESTIONS

Media in its various forms like print, electronic (radio and television) and social media, plays a crucial role in the lives of the people by providing the information that is of public interest. In today's scenario we are entirely dependent on the media for information. Thus, media has a tremendous impact on the way society shapes itself. Media also helps not only in generating awareness but also in influencing the mindsets of general public thereby making the society more empowered. Media understands its responsibilities towards public, hence it projects various socio economic and political issues that can directly influence the lives of the citizens. In today's scenario, the most important issue that needs to be given immediate attention is consumer protection from unfair trade practices of the vendors and ensuring a strict code of conduct for the businesses. Media not only ensures the ethical functioning of marketers, but also tries to generate awareness among masses regarding the

misconduct of sellers towards customers. This awareness is generated through media which includes advertisement campaigns, news stories that are covered by both print and electronic media. Publishing stories related to consumer's interest, stressing upon their problems or incidents related with consumers, facilitates in making an informed and aware society.

SUGGESTION: The electronic transactions in the present legal set up is full of insecurity and uncertainty because of absence of proper legal mechanism and that is due to a universal fact that technology developed faster than law though out the globe but it does not mean that law shall not be able to protect technological offences. To cope up with the technological advancement we have to take the help of technology as Charles Clark's renowned.

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TO STUDY EFFECTS OF SELECTED FACTORS ON GENERAL INSURANCE PENETRATION

Prof. Dr. Sulbha Raorane

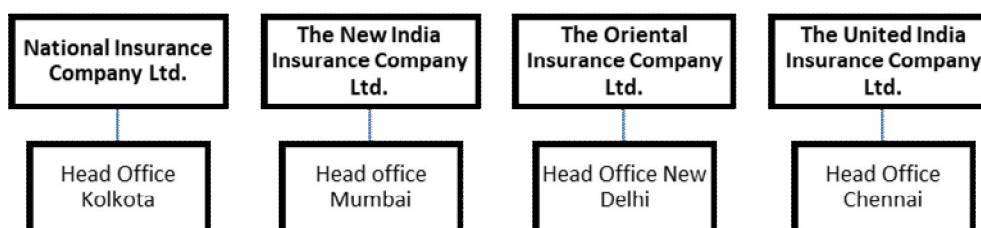
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INTRODUCTION

The Indian insurance industry has lagged behind even amongst the developing countries of the world. Although general insurance services started in India about 150 years ago, their growth has been dilatory, as reflected by low insurance penetration and density. Several factors are responsible for this state of affairs, the chief being the monopoly status of the industry till recently. The life insurance business was nationalized in 1956 and the general insurance industry in 1973. The lack of competition has impeded the development of insurance industry in India, resulting in low productivity and poor quality of customer services.

The process of liberalization and globalization of the Indian economy started in right earnest in mid-1980s. The market mechanism was the motivating factor underlying the new economic policy. In consonance with the new economic policy, insurance sector was opened up for the private sector in 1999. The new competitive environment is expected to benefit the consumers, industry and the economy at large. The consumer will have a greater choice in terms of number and quality of products, low premium rates, efficient after sales services while the economy will benefit in terms of larger flow of savings, increased availability of investible funds for long term projects, enhanced productivity and growth of multiple debt instruments. Prior to Nationalization, 107 companies including branches of some foreign insurance companies, operated in the country – Under the General Insurance Business Nationalisation Act 1972, these were amalgamated and grouped in to 4 operating companies viz.

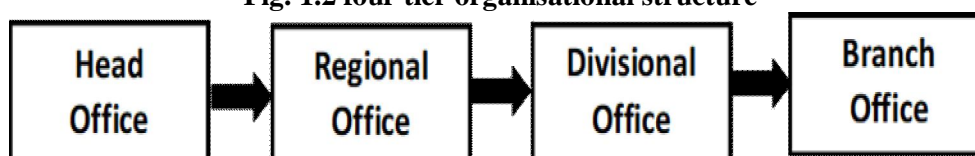
Fig.1.1 General Insurance -4 operating companies



They became subsidiaries of a holding company namely General Insurance Corporation of India which came into being on January 1, 1973. The paid-up capital of GIC is fully subscribed by the government of India, and that of the 4 companies, fully by GIC. All the five entities are thus government companies registered under the companies Act. Although established under act of Parliament. All the five companies have Boards of Directors. The GIC Board has a fulltime Chairman assisted by 2 Managing Directors. The Chairman and Managing Directors are member of the board. The Additional Secretary (Insurance Division) is ex. officio nominee member on the Board. There are part time members on the Board nominated by Government from among Chief Executives of Financial Institutions (LIC, State Bank, Exim Bank, IDBI) and prominent representatives of special interests, social and economic groups. The Chairman-cum-Managing Directors of the four companies are permanent invites on the Board.

The GIC as a holding company is responsible for superintending, controlling and carrying on the business carry or direct business operations on all Indian basis. The GIC does not carry on direct insurance operations expecting, Aviation Insurance of the National Carriers. It has reinsurance arrangements with the 4 companies where under 20% of their business is ceded by the companies to GIC. It also administers the corp. Insurance scheme on behalf of Government. The companies follow a four tier organisational structure as under.

Fig. 1.2 four tier organisational structure



Man has always been in search of security and protection from the beginning of civilization. The urge in him lead to the concept of insurance. The basis of insurance was the sharing of the losses of a few amongst many. Insurance provides financial stability and strength the individuals and organization by the distribution of loss of a few among many by building up a fund over a period of time.

NEED OF THE STUDY

India is the second largest populated country in the world yet, it is an under insured country as compared to world standards.

1. Insurance penetration is low in India compared to other countries.
2. The industry does not have a thorough understanding of the factors affecting the insurance penetration in India.

OBJECTIVES OF THE STUDY

1. To study General Insurance penetration in industrial sector in India
2. To find out significant difference in importance of selected common features of General Insurance products.

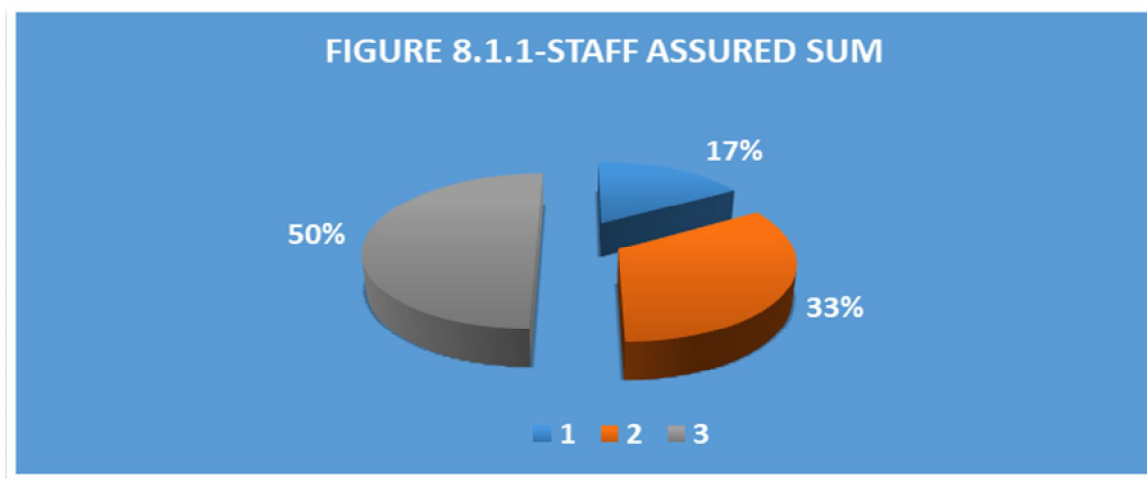
HYPOTHESIS OF THE STUDY

H0 –There is no significant difference in importance of selected common features of General Insurance product.

H1- There is significant difference in importance of selected common features of General Insurance product.

Table-8.1.1 Staff Assured Sum

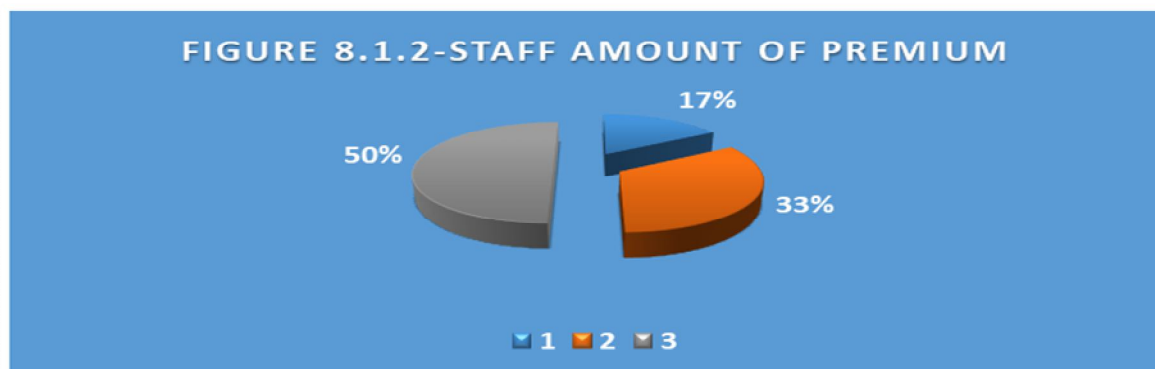
Rank	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	88	42.7	42.7	42.7
2.00	56	27.2	27.2	69.9
3.00	62	30.1	30.1	100.0
Total	206	100.0	100.0	



42.7% insurance experts has responded that assured sum has 1st rank. 27.2% insurance experts mentioned that assured sum has 2nd rank and 30% mentioned that it has 3rd rank.

Table -8.1.2. – Staff_Amount_of_Premium

Rank	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	75	36.4	36.4	36.4
2.00	91	44.2	44.2	80.6
3.00	40	19.4	19.4	100.0
Total	206	100.0	100.0	

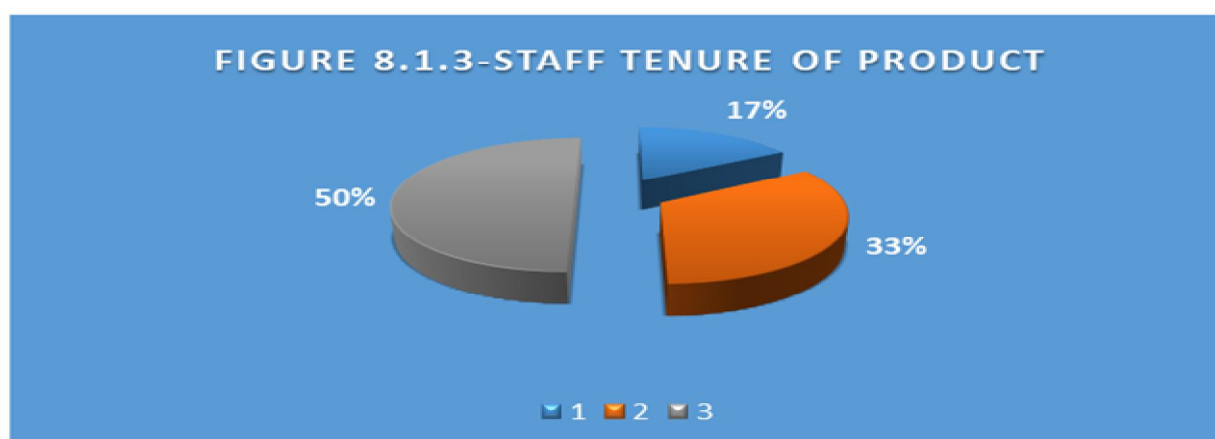


44.2% insurance experts has responded that amount of premium is 2nd rank.

36.4% has 1st rank & 19.4% mentioned that it has 3rd rank.

Table -8.1.3_Staff Tenure of Product

Rank	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	43	20.9	20.9	20.9
2.00	59	28.6	28.6	49.5
3.00	104	50.5	50.5	100.0
Total	206	100.0	100.0	



TESTING OF HYPOTHESIS

Null Hypothesis-1 There is no significant difference in importance of selected common features of General Insurance.

Alternate Hypothesis-1 There is significant difference in importance of selected common features of General Insurance.

**Table-8.2.1_Result of Testing for Common Features of General Insurance
Paired Samples Statistics**

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Staff_Amount_of_premium	1.8301	206	.72936	.05082
Staff_Q1_a#_Assured_sum	1.8738	206	.84599	.05894
Pair 2 Staff_Amount_of_premium	1.8301	206	.72936	.05082
Staff_Tenure_of_product	2.2961	206	.79307	.05526

Paired Samples Test

		Paired Differences		t	df	Sig. (2-tailed)	Significance
		Mean	Std. Deviation				
Pair 1	Staff_Amount_of_premium - Staff_Q1_a#_Assured_sum	-.04369	1.36615	-.459	205	.647	Non-Significant
Pair 2	Staff_Amount_of_premium - Staff_Tenure_of_product	-.46602	1.26734	-5.278	205	.000	Significant

INTERPRETATION:

“Amount of premium” is a common feature which is not significantly more important than “Sum assured “.

“Amount of premium” is a common feature which is significantly more important than “Tenure of product”

CASE STUDIES**1. Mr. P.G. Chaudhury V. united Insurance co. Ltd., UIC/1/128, Ahmedabad Ombudsman Centre.**

This is motor claim case. Bolero jeep was stolen and insurance company offered Rs. 2,55,000/- for settlement of claim. But complainant argued that vehicle is only 9 months old and as per sale certificate value is Rs. 4,21,792/- But insured value of the vehicle was 4,91,000/- for which premium was already collected by insurance company. After considering all the survey reports and reference of national commission case of Rawal Bros. V. Oriental Insurance Co., it was directed to insurance company to pay Rs. 3,85,000/- and settle the claim.

2. Mr. Vijay S. Shah V. Oriental Insurance Co. Ltd. , OIC/1/143, Ahmedabad Ombudsman Centre

This is again motor claim case. Maruti car vehicle was stolen and insurance company offered Rs. 2,70,000/- for settlement of claim but complainant was not agreed for the same. Through survey it is found that car was only 1 year 3 months old and after considering depreciation , value of car was worked out to be Rs.3,60,000/- Therefore insurance company was directed to pay Rs. 3,60,000/- with 8% simple interest p.a.

FINDINGS OF THE STUDY

In the analysis it is found that Amount of Premium and assured sum are important common feature for General Insurance penetration in India. Insurance companies charges more amount of premium and compare to that assured sum of return is less. In the policy Insurance companies always write statement ‘subject to market risk’. Therefore extra bonus or other benefits are not forced. This affect general insurance in India.

SUGGESTION FROM THE STUDY

Insurance companies should design insurance products which provide more risk coverage & not only for more tax benefits. General Insurance Companies should design innovative insurance products with low insurance premium, more return & high risk coverage. This will help them to attract & retain more number of Insurance consumers.

CONCLUSION FROM THE STUDY

The study amount of premium and assured sum are important common feature for General Insurance penetration in India. Policies are very expensive compare to amount of return. These factors effect on general insurance penetration in India.

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A STUDY ON THE IMPACT OF GST ON THE SMALL BUSINESSES IN THE INDUSTRIAL ESTATES OF THANE

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ABSTRACT

The goods and service taxes (GST) is a value added tax which is levied on commodities and services which are sold for domestic consumption. It is paid by the customers and it is later on Remitted to the government by the businesses who are carrying out the transactions of selling the goods and services to the consumers. Most of the countries in the world have a single unified GST system and a common tax rate is applied for a specific category of the Products. Which means that all the taxes like Sales Tax, Exercise Duty and other taxes such as Entertainment Tax and Luxury Tax.

Keywords: GST, Goods and Service Tax, Indirect Taxes, July 2017

INTRODUCTION

In the year 1954 France became the first country to Implement GST, since then it is believed that about 160 Countries all over the world have adopted this taxation method in one form or another. The list includes countries like United Kingdom, Canada, Australia, Singapore, Spain, Brazil, Etc. India Joined this club on 01st July, 2017

REVIEW OF LITERATURE

History of GST in India: In the year 1999, during a meeting between the Prime Minister Atal Bihari Vajpayee and his Economic Advisory panel which included three former RBI governors IG Patel, Bimal Jalan and C Rangarajan, a single common tax that is Goods and Service Tax (GST) was proposed and was given the green light by the Prime Minister. Prime Minister Vajpayee then order a committee to be set up by the then finance minister of West Bengal Asim Dasgupta to prepare the model for GST. In the year 2002, the Vajpayee government formed a task force under Vijay Kelkar for the purpose of recommending tax reforms in the year 2005. The Kelkar committee recommended implementing the GST as suggested by the 12th finance commission. In the year 2006 the then finance minister P. Chidambaram continue to work on the proposal of GST and proposed to implement the same on 1st April, 2010 however, in the year 2011 with the defeat of CPI(M) by the Trinamool Congress in West Bengal, Asim Dasgupta had to resign as the head of the GST committee but by then he had admitted in an interview that 80% of the task has been completed. In the year 2014, in the Lok Sabha elections NDA led by BJP came to power and after 7 months of the formation of the government finance minister Arun Jaitley introduced the GST bill in the Lok Sabha where it was passed by majority vote. In February 2015, it was decided to implement the GST on 1st April 2017 and in May 2016 Constitutional Amendment was made by passing a bill in the Lok Sabha clearing the way for the implementation of GST. Certain amendments when demanded in the GST bill by the Congress and for that purpose the bill was sent to the review committee of Rajya Sabha to make the necessary changes. In August 2016, the amended GST bill was passed and within 1 month; 18 States has ratified the Constitutional Amendment Bill and the president Pranab Mukherjee find the bill. In the year 2014, in the Lok Sabha elections NDA led by BJP came to power and after 7 months of the formation of the government finance minister Arun Jaitley introduced the GST bill in the Lok Sabha where it was passed by majority vote. In February 2015, it was decided to implement the GST on 1st April 2017 and in May 2016 Constitutional Amendment was made by passing a bill in the Lok Sabha clearing the way for the implementation of GST. Certain amendments when demanded in the GST bill by the Congress and for that purpose the bill was sent to the review committee of Rajya Sabha to make the necessary changes. In August 2016, the amended GST bill was passed and within 1 month; 18 States has ratified the Constitutional Amendment Bill and the president Pranab Mukherjee find the bill. A 21-member committee was formed to overview the proposed changes in the GST laws and after the GST Council approved proposed changes, the bills were passed by the Lok Sabha on 29th March 2017 and in Rajya Sabha on 6th April 2017 they were elected as acts on 12th April 2017. Finally, the GST laws were launched all over India with effect from 1st July 2017. The state of Jammu Kashmir passed the GST bill on 7th July 2017 thereby bringing the entire nation under a single unified system for indirect taxes.

OBJECTIVES OF THE STUDY

- 1) To Study the Impact of GST on Small scale Manufacturers
- 2) To Study the Impact of GST on Small scale Service Providers

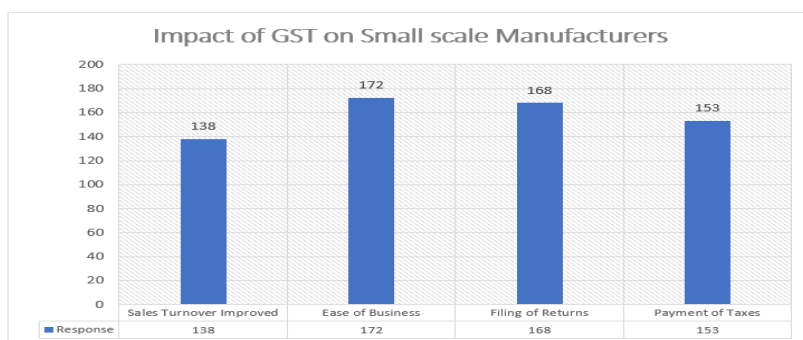
3) To Study the Impact of GST on Small scale Restaurants

RESEARCH METHODOLOGY

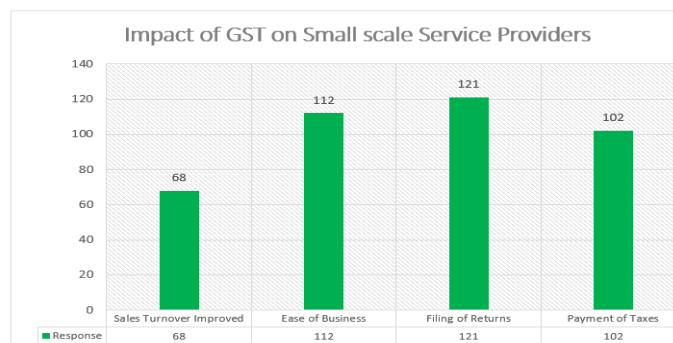
The study it is based on the Primary data and information which is collected from a questionnaire containing questions relevant for this study. The Study was conducted by collecting data through a survey involving only the businesses of the Industrial Estates of Thane, a total of 384 business owners have provided their Inputs for the Questions that were asked. The data collected was analyzed using Simple Frequency percentage.

RESEARCH WORK**1) Impact of GST on Small scale Manufacturers**

The Small-scale manufacturers are those businesses who are having Capital Investments of More than ₹. 25,00,000 but less than ₹. 5,00,00,000 Crores. In the Survey Conducted in the Industrial estates of Upvan Industrial Estate, Wagle Industrial Estate, Kolshet Industrial Area, 186 small scale manufacturers participated and answered the questions asked by the researcher, during the Interviews, questions regarding the performance and sales turnover of the business after the implementation of GST, ease of doing business, filing of returns along with ease of payment of taxes were asked and the response was recorded for the purpose of the study. In the survey it was found that when asked the question about the sales turnover 138 out of 186 businesses responded that the sales turnover has improved. 172 out of 186 businesses said that after the implementation of GST the ease of doing business has increased. When asked the question about the ease of filing of tax returns and payment of Taxes 168 out of 186 businesses responded that the filing of tax returns has become easier in comparison to the filing of earlier VAT taxes and the Tax payments have become easier according to 153 businesses out of 186.

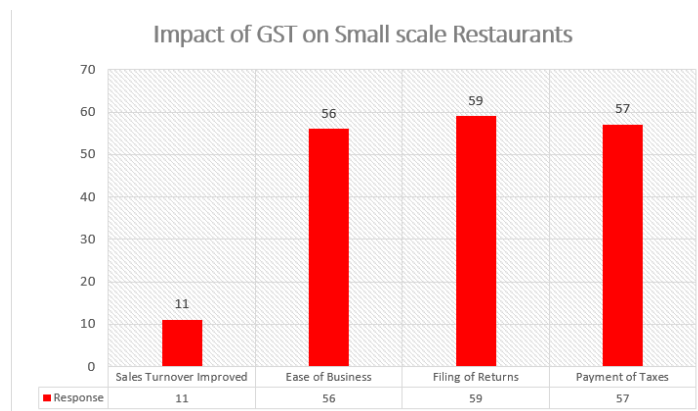
**2) Impact of GST on Small scale Service Providers**

Small scale service providers are those businesses who are having Capital Investments of More than ₹. 10,00,000 but less than ₹. 2,00,00,000 Crores. The businesses which were considered for the purpose of the survey are those which provide auxiliary business services within and out of Thane and operating out of Upvan Industrial Estate, Wagle Industrial Estate, Kolshet Industrial Area. The number of small-scale service providers which participated in this survey was 134. During the survey when asked the question about the sales turnover after the implementation of the GST 68 out of 134 service providers said that the business turnover had increased, 112 out of 134 service providers said that after the GST ease of doing business has increased, while 121 out of 134 participants said that the process of filing of tax returns under GST has become easier. 102 out of 134 small-scale service providers said that the process of payment of taxes in GST is easier in comparison to the previous VAT taxes

**3) Impact of GST on Small scale Restaurants**

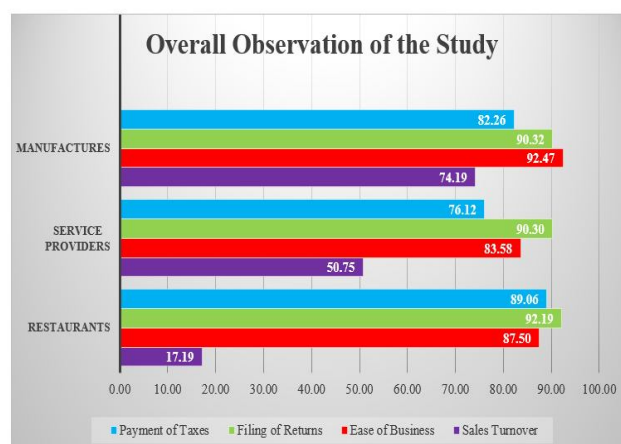
The small-scale restaurants operating in Upvan Industrial Estate, Wagle Industrial Estate, Kolshet Industrial Area were also asked the questions regarding the impact of GST on their businesses, 64 restaurants participated in the survey were 11 participants said that the Sales Turnover has improved after the GST was Implemented.

When asked about the ease of doing business after implementation of GST, 56 out of 64 participants said that it has improved, when asked about the ease of filing of indirect tax returns 59 participants out of 64 said the process of filing of returns has become easier, while 57 out of 64 participants said that the process of payment of taxes has become easier after the implementation of GST



CONCLUSIONS:

- 1) From the above-mentioned responses of the participants it can be observed that the sales turnover has improved overall in all the businesses which were surveyed but the improvement in the sales turnover is varying. 74.19% of the small-scale manufactures said that the sales turnover has improved, 50.75% of the small-scale service providers said that the sales turnover has improved, while only 17.19% of the small-scale restaurant owners said that the sales turnover has improved after the implementation of GST.
- 2) When asked the question about the ease of doing business, it was found that almost all the participants have said that the ease of doing business has improved after the GST was implemented among the small-scale manufacturers 92.47% responded positively, 83.58% of the small-scale service providers respond positively and 87.50% of the small-scale restaurant owners said that ease of doing business has improved.
- 3) About the question of ease of filing Tax Returns 90.32% of the small-scale manufacturers said that filing of returns has become easier, 90.30% of the small-scale service providers said that filing of tax returns has become easier and 92.19% of the small-scale restaurant owners said that filing of tax returns has become easier. Here it can be seen that more than 90% of the participants in this case share a common opinion in this regard.
- 4) About the question of payment of taxes after GST was implements it was observed that 82.26% of the small-scale manufacturers said that payment of taxes has become easier, 76.12% of the small-scale service providers said that the payment of taxes has become easier and 89.06% of the small-scale restaurant owners set the payment of taxes has become easier under GST.



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DIGITAL PAYMENT SYSTEM ---PERCEPTIONS, ISSUES AND CHALLENGES

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ABSTRACT

A cashless transaction in India is an effort to move towards a cashless economy by minimizing the use of physical cash. The main objective of the study is to present the current status of India in usage of digital currency and perceptions of consumers have been considered. Major challenges that can hinder the implementation of the policy are cyber fraud, High illiteracy rate, attitude of people, lack of transparency & efficiency in digital payment system. The study shows that the introduction of cashless economy in India can be seen as a step in right direction. It helps in growth and development of economy in India.

Keywords :cashless economy, corruption, Black money, India, Digital Payment

INTRODUCTION

Source: Google

The advent of Information Communication technology (ICT) has brought a lot of developments in India. Its advantages are numerous and its advent has really revitalized various sectors of the economy and has promoted various professional and organizational development through its ground-breaking characteristics. Ease in use of cashless transactions and incentive system are the positive symbols for the progress of cashless payments in India

REVIEW OF LITERATURE

Bappaditya Mukhopadhyay (2016) has studied cash less payments in India. He developed a theoretical model of payment decisions made by consumers and sellers. He found that the convenience of cashless transactions weighed against the temptation to evade taxes

Fernandes (2013) mentioned in their conclusions that the global proliferation of the internet and its rapid use over the years had contributed much in facilitating electronic commerce in global business environment

Odi & Richard (2013) specified that the introduction of e-payment system, the world payment system turned out to align with the current trend of cashless transactions among individuals, businesses and governments

World Payment Report, (2014) the world payments system is gradually changing from coins and paper based money to electronic forms that provide more convenient, fast and secured process of making payments among individual and organizations

Premchand & Choudhry (2015) Similarly, the global annual non-cash transactions being facilitated by e-payment and mobile payment (m-payment) had been on the increase over the

years, except for 2012 where it decelerates from an annual growth rate of 8.6% in 2011 down to 7.7% in 2012

Oladeji (2014) it has also become the major facilitating engine in e-commerce through which electronic business success relied upon. Electronic payment system had also brought about efficiency, fraud reduction and innovativeness in the world payment system.

OBJECTIVES OF THE STUDY

1. To study the of impact of cashless economy
2. To study the perception of consumer on cashless /digital payment system

RESEARCH METHODOLOGY

The methodology used in any research work is very important as it provides foundation for research studies. In the first place, the research designs used in all the reviewed studies have something in common as most of the studies employed research design.

Research Type: Descriptive Research

Data Source: The present study is based on both primary and secondary source with regards to primary questionnaire has been developed and administered to respondents and secondary data basically the required information has been derived from various books, articles from news papers magazines, journals and from various related websites which deals directly or indirectly with the topic related to and thereby analyzed the objectives of the present study

Sample size: 200

Sampling method: Simple random method

Sample area: Hyderabad

LIMITATIONS OF THE STUDY

- Time is one of the limiting factors
- Only consumer perception, challenges and opportunities are discussed and other parameters such as black marketing, money laundering were not discussed

Benefits of Cashless Economy

- **Reduced Maintenance Costs:** The logistics and supply chain of cash is costing the exchequer a fortune. The amount of money required in printing cash, its storage, transportation, distribution and detecting counterfeit currency is huge.
- **Transparency in Transactions:** Needless to say, electronic transactions or plastic money always leaves a digital proof beneficial for both the taxpayer (consumer) and the tax collector (government).
- **Higher Revenue:** A derivative advantage of transparent transactions is collection of tax will increase. Therefore, generating higher revenue for the government, which in turn will be converted into public welfare policies and schemes
- **Financial Inclusion:** The will to have a cashless economy will promote financial inclusion of the people. It will compel the government to connect all the households with a bank and plastic economy.
- **Lower Transaction Costs:** Digital transaction is a boon in terms of processing costs and waiting time. If implemented properly, it will increase the consumption and production rates, thereby improving the economy.

Challenges of cashless economy

- Going cashless must be an exponential curve, slow initial buildup then fast paced in later stages, not a digital step signal. That could be counterintuitive to the whole process. India is a large country that needs a change that is systemic and systematic. Here is a list of challenges-
- **High Cash Dependency:** India has a high cash penetration in almost all of its transactions that happen as B2C transactions. Total cash flow in the market accounts for 12.04% of the GDP, which is among the highest in developing countries. This goes to show our dependence on cash is acute and it requires time to tackle it.
- **Lack of Digital Infrastructure:** The first and foremost requirement of a digital economy is the penetration of internet and smartphone. Although a billion mobile subscriptions (not users), only 30% of subscribers use smartphones. With 370 million mobile internet users, over 70% of them are in cities while 70% of Indian population lives in villages.
- **Skepticism in Merchants:** Small time merchants as well as users have high amount of suspicion over plastic money and they need to be educated over the potential benefits of using it. One cannot expect an overnight change in the perception of a majority of Indians over the use of plastic money. Government needs to come out with awareness and incentive schemes to promote digital economy.

- **High Merchant Discount Rate:** These are the percentage deducted from each purchase a merchant makes by the card issuing authority or bank. These are volume dependent and are more economical if the merchant is able to sell a large amount of products, thereby beneficial for big merchants. For smaller merchants, it does not provide enough incentive to make the shift from cash.

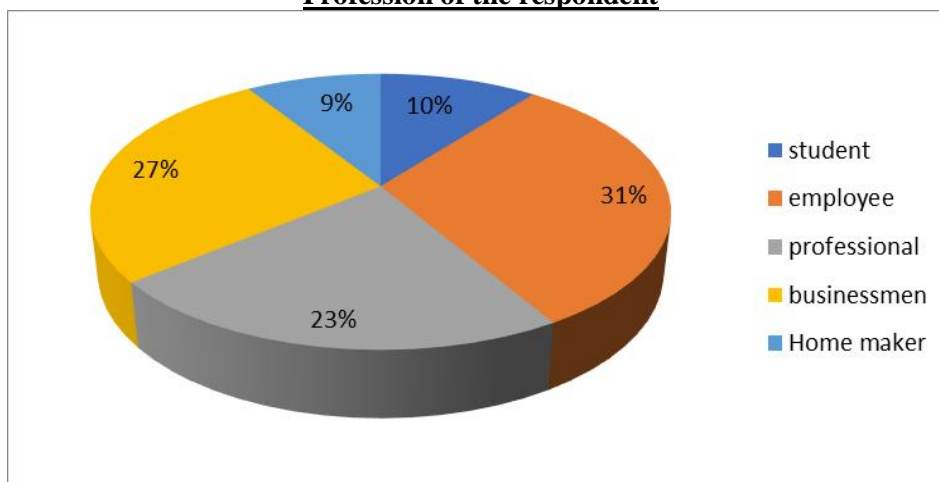
DATA ANALYSIS & INTERPRETATION

Table
Profession of the respondent

	<u>respondents</u>
student	21
employee	45
professional	54
businessmen	62
Home maker	18

Source: Primary data

Figure
Profession of the respondent



Source: Primary data

Interpretation:

The figure above pertaining to demographics (profession) it is depicted that out of 200 respondents 21 respondents belongs to student group of profession, 45 respondents are employees, 54 respondents are professionals, 62 respondents belongs to business group and 18 respondents are home makers. This indicates that most of the respondents belongs to business group followed by professionals and employees.

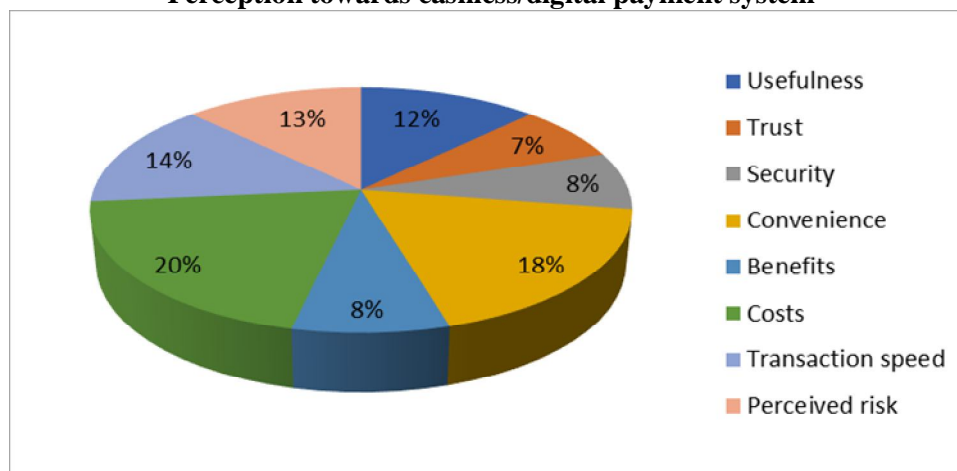
Table
Perception towards cashless/digital payment system

	SA	A	N	DA	SDA	total
Usefulness	3	18	2	2	0	25
Trust	2	8	3	2	0	15
Security	2	5	3	2	2	15
Convenience	6	25	3	2	0	36
Benefits	4	10	2	0	0	16
Costs	4	19	11	6	0	40
Transaction speed	8	15	2	3	0	28
Perceived risk	5	6	5	5	4	25
total						200

Interpretation:

It is observed from the survey data pertaining to perception towards digital payment system out of 200 respondents surveyed. Out of 25 respondents perceived as **usefulness**: 3 respondents mentioned as strongly agree, 18 respondents mentioned agree, 2 respondents mentioned neutral, 2 respondents mentioned disagree. With regards to perception 15 respondents said **trust**: 2 respondents mentioned as strongly agree, 8 respondents mentioned as agree, 3 respondents mentioned as neutral and 2 respondents mentioned as disagree. :with regards to digital payment system the perception of respondents is **security(15)**: 2 respondents mentioned as strongly agree, 5 respondents mentioned as agree, 3 respondents mentioned as neutral and 2 respondents mentioned as disagree and 2 respondents mentioned as strongly disagree : :with regards to digital payment system the perception of respondents is **convenience total (36)** 6 respondents mentioned as strongly agree, 25 respondents mentioned as agree, 3 respondents mentioned as neutral and 2 respondents mentioned as disagree pertaining to perception the factor **16** respondents chosen as **benefits** out of which 4 respondents mentioned as strongly agree, 10 respondents mentioned as agree, 2 respondents mentioned as neutral, pertaining to the **cost** as one of the factor, 40 respondents perceived as good for digital payment system out of which 4 respondents mentioned as strongly agree, 19 respondents mentioned as agree, 11 respondents mentioned as neutral and 6 respondents mentioned as disagree. : with regard to the **factor transaction speed(28)** respondents perceived as essential out of which 2 respondents mentioned as strongly agree, 15 respondents mentioned as agree, 2 respondents mentioned as neutral and 3 respondents mentioned as disagree. With regard to the perception of respondents towards digital payment system or cashless system 25 respondents mentioned as **perceived risk**, out of which :5 respondents mentioned as strongly agree, 6 respondents mentioned as agree, 5 respondents mentioned as neutral and 5 respondents mentioned as disagree and remaining respondents mentioned as strongly disagree. This indicates that majority perceived as cost benefit, followed by convenience, transaction speed, perceived risk, and usefulness, trust and so on. This also specifies that people perceive positively towards cashless system.

Figure
Perception towards cashless/digital payment system



Source: Primary data

CONCLUSIONS

- Findings of the data conclude that most of the respondents belongs to business group followed by professionals and employees.
- It is also concluded that majority perceived as cost benefit, followed by convenience, transaction speed, perceived risk, and usefulness, trust and so on. This also specifies that people perceive positively towards cashless system.
- If we want people-centered, inclusive and development-oriented information societies, where all have access to digital technologies, where everyone can create, access, utilize and share information of their choice, legal frameworks need to be put in place to protect security and privacy in the digital age and to avoid potential large-scale intrusions and minimize abuses.

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CASHLESS ECONOMY IS A WASTE LESS ECONOMY

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ABSTRACT

Through the survey with the help questionnaire (i. e. Google form) it became very much easy for me to analyse and understand the view of the people towards cashless transaction. Now it's very much clear to me that cashless economy is really a waste less economy because in present scenario everyone is busy with their fixed schedule, and making online payment gives them relief from other formalities like travelling to payment counter, standing in queue and top of that looking for a change while making payment. Online payment saves their time and energy as well as provide hassle free transaction. The ease of conducting financial transactions is probably the biggest motivator to go digital. This paper highlights the various benefits of cashless economy. The shift towards cashless and the replacement of physical wallets by the digital ones is definitely a good move and now it's unstoppable.

Keywords: Online payment, cashless economy, e-banking, E-wallet, virtual transaction.

INTRODUCTION:

It's time to go cashless. Initiatives have already taken by the government for making India a "digital India", so instead of breaking your heads by standing in queue you should adopt a cashless method for the transaction. A cashless method is more transparent as every transaction can be traced easily as it leaves its footprints. Many smart people have adopted new cashless payment options. If you are wondering which cashless option, you should adopt here is list of 10 Best Cashless Payment options for you. Let's say goodbye to paper currency and adopt a new way of making cashless payment. Let's help our own nation to fight against black money and cash crunch problems.

WHAT IS CASHLESS ECONOMY?

A system where no physical cash is in circulation is a cashless system. Payments are made through credit and debit cards, bank electronic fund transfers, ECS or virtual wallets. In a cashless economy, unlike the traditional system, no coin or bank note is used to conduct the financial transaction. Electronic representations of money replace traditional currency where the transaction can be done through transfer of digital information. It includes e-banking (Mobile banking or banking through computers), debit and credit cards, card-swipe or point of sales (POS) machines and digital wallets. In Sweden, 99% of payments are conducted without cash which is a perfect model of cashless economy. The procedure of transaction is very swift and free from many hazards of traditional transaction from technological point of view.

DIGITALISATION OF INDIA:

- **Digital India** is a campaign launched by the Government of India to ensure the Government's services which are made available to citizens electronically by improved online infrastructure, by increasing Internet connectivity and by making the country digitally empowered in the field of technology.
- The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy launched on 1 July 2015 by Indian Prime Minister Narendra Modi. It is both enabler and beneficiary of other key government of India schemes, such as BharatNet, Make in India, Startup India and Standup India, industrial corridors, Bharatmala, Sagarmala, dedicated freight corridors, UDAN-RCS and E-Kranti.
- As on 31 December 2018, India had
 - a population of 130 crore people (1.3 billion),
 - 123 crore (1.23 billion) Aadhaar digital biometric identity cards,
 - 121 crore (1.21 billion) mobile phones,
 - 44.6 crore (4460 million) smartphones,
 - 56 crore (560 million) internet users
 - 51 per cent growth in e-commerce

- Expressing the government's resolve to move towards the goal of 'Digital India', Prime Minister Narendra Modi has underlined the need for using information technology to improve governance and spread education and medical facilities.

"Youth belonging to the IT profession have paved the way for establishing India's new identity in the world. Digital India is our dream for the nation. When I say, 'digital India' it is not meant for the rich but for those who are poor,"

-----Prime Minister Narendra Modi said in first speech from ramparts of Red Fort

- He said if "we move with the dream of electronic digital India, manufacturing of electronic goods and become self-reliant", it will be a major gain for the country. "Faceless, Paperless, Cashless" is one of professed roles of Digital India.
- Banks and payment gateways are now following the same approach for their cashless transactions, and mobile will play a big role towards the Government of India's "Cashless India" initiative — a major step towards making India a digitally empowered and cashless economy.

BEST CASHLESS PAYMENT METHODS:

1. Cheque

The cheque is one of the oldest methods of cashless payment. In this method, you issue a cheque for the specific amount to someone else. The cheque gets deposited in the respective bank. The bank processes a payment through a clearing house. The entire transaction done through cheque gets recorded and there is a proof of payment.

2. Demand Draft

Demand draft is another rudimentary way of cashless transaction. It is a safest option to receive payment from anyone. Demand draft (DD) never gets defaulted as it is signed by the banker. The disadvantage of DD and cheque is you need to visit a bank in order to deposit cheque and demand draft. The clearance of cheque or DD takes additional time.

3. Online Transfer- NEFT or RTGS

The third simplest method for the cashless transaction is online transfer using NEFT or RTGS. In order to do online money transfer, you need internet banking facility. Online transfer using NEFT or RTGS is comparatively faster than cheque or DD. Online transfer can be done from anywhere using internet facility.

4. Credit Card or Debit Card

Credit card or debit card is another cashless payment method. The usage of credit card and debit card was limited in India. However, usage of credit card and debit card is increasing now. The limitation of this payment method is an availability of swipe card facility (PoS) at merchant end.

5. ECS

ECS is an electronic mode of funds transfer from one bank account to another. It can be used by institutions for making payments such as distribution of dividend interest, salary, pension, among others. It can also be used to pay bills and other charges such as telephone, electricity, water or for making equated monthly instalments payments on loans as well as SIP investments. ECS can be used for both credit and debit purposes.

6. E-Wallets

E-wallet is next cashless payment option. E-wallet can be used to purchase products starting from grocery to airline tickets. In order to use E-wallets, customer and merchant, both require a smartphone with active internet connection. The most popular example of E-wallet is PayPal. Apart from PayPal, you can also use Payoneer, Transferwise, Skrill, and PayZa. After registering for E-wallet you need to link your credit card or debit card with your E-wallet id. You can use e-wallet for fund transfer or online shopping. It is a simplest cashless method.

7. Mobile Wallets

The next cashless payment method is a mobile wallet. You do not need a debit card, credit card or internet banking password for making payment using a mobile wallet. Just load money in your wallet via IMPS(Immediate Payment Service) and use it on the move. You can download mobile wallet app from play store. Few examples of mobile wallets are Paytm, PayUmoney, Oxigen, Lime, MobiKwik etc.

8. UPI(Unified Payments Interface) Apps

UPI is a mobile payment system which allows you to do various financial transactions on your smartphone. UPI allows you to send or receive money using virtual payment address without entering bank information. Merchants can enroll with banks to accept payments using UPI. Like in the case of a PoS machine, the merchant would require a current account with a bank to accept UPI payments. The examples of few UPI Apps are SBI Pay, ICICI Pocket, Axis Pay UPI App, Union Bank UPI App, PNB UPI, PhonePe, TranZapp etc.

9. Gift Card

The next cashless payment method is a gift card. Gift Card is a readymade card and can be purchased from a merchant or from the bank. The gift card is loaded with a fix cash amount you can purchase any item from the specific vendor by using a gift card.

10. Aadhaar Enabled Payment System

Aadhaar Enabled Payment System (AEPS) is one of the best cashless payment methods. AEPS is like Micro ATM it uses smartphone and a finger-print scanner for the transaction. In order to use this facility, it is mandatory to link your Aadhaar card to your bank account. You can use AEPS to perform transaction like Aadhar to Aadhar fund transfer, Cash withdrawal, Cash deposit etc.

11. Unstructured Supplementary Service Data

You can use USSD cashless option if you don't have a smartphone or internet connection. Unstructured Supplementary Service Data is mobile banking service. From any mobile phone, you can dial *99# and use this service. You can do all these things which are available to a person with smartphone and internet connection. Almost all banks including SBI, ICICI, BOB, Axis Bank and PNB supports USSD payment option.

WHY CASHLESS ECONOMY PROVED AS A WASTE LESS ECONOMY?

1. SAVES GOVT. MONEY:

Going Cashless saves Govt. money, Ink, Paper, designs of currency costs and it can be avoided with digital payments.

2. SAVES TIME:

Making online payment can help the people for easy and quick transaction facility.

3. SAVES ENERGY:

Due to cash less, transaction it became easy for the people to make quick payment, they no more need to go to the cash counter and stand in long queue.

4. HELP TO REDUCE CORRUPTION:

It will be clearly visible to Govt. who is spending and receiving what and how much? Hence, will help in mitigating corruption.

5. TRANSACTION EASE INCREASES:

Doing business becomes easier. Consumption and retail demand increase boosting economic activity.

6. REDUCES THE TERRORIST ACTIVITIES:

It reduces the terrorist activities, as most of the terrorist activities are fuelled by the black money in hard cash.

7. SAVES ENVIRONMENT:

This aids the environment, as no trees are cut for printing of paper money.

8. REDUCTION IN CRIME RATES:

Crimes with financial motives are rare in cashless economy.

9. REDUCE TAX EVASION :

Tax evasion/theft will be less, led to more revenue for Govt. results in more welfare of People.

10. CHECK INFLATION:

In the longer term, keeps inflation in check by cutting down black-marketing, hoarding, black money driven demand.

11. INCREASE THE SPEED:

Increase speed of public sector services rendered to citizens of the country.

OBJECTIVES:

1. To save time & energy creating the habit of virtual transaction.

2. To save the cost of production of coins and currency.
3. To save the trees by reducing the production of paper.
4. To reduce the corruption by brining transparency in transaction.
5. To check the terrorist activities by reducing fake money transaction.

RESEARCH METHODOLOGY:

In the present study, both methods of data collection primary methods and secondary method is used.

PRIMARY METHOD OF DATA COLLECTION:

In primary method, data collected from 29 respondents. Data was collected from the sample by using Google forms on internet. The structured questionnaire was designed for the same to collect data (responses) from the sample.

SECONDARY METHOD OF DATA COLLECTION:

The secondary data are those which have already been collected and passed through statistical process. The secondary data for the study were based on Annual reports, Newspapers, Research papers. The articles in Internet has also been considered for the purpose of secondary data collection.

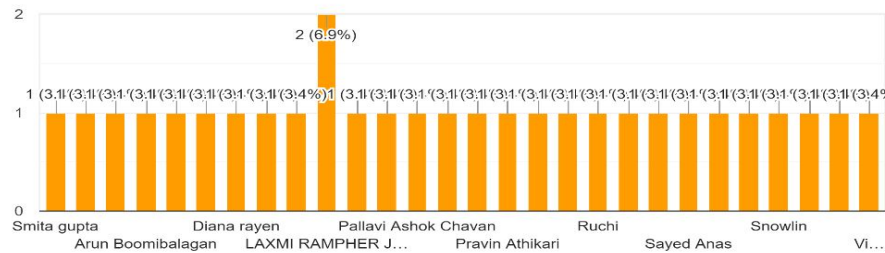
8. DATA COLLECTION & INTERPRETATION:

1	2	3	4	5	6	7	8	9	10
Do you pay your mobile phone bill in cash?	Do you pay your electricity bill in cash?	Do you pay your insurance premium in cash?	Do you get your salary in cash?	Do you do online shopping?	Do you pay in cash for online transaction?	What kind of payment method you prefer while shopping online?	You like this method because..	Do you think it is safe?	Do you think it is better than cash transaction?
No	No	No	No	No	No	card payment	all of the above	Yes	Yes
Yes	Yes	Yes	No	Yes	No	card payment	all of the above	Yes	Yes
No	No	No	No	Yes	No	net banking	easy to transact	Yes	Yes
No	No	No	No	Yes	No	card payment	easy to transact	Yes	Yes
No	No	No	No	No	Yes	card payment	all of the above	Yes	Yes
No	No	No	No	Yes	Yes	card payment	all of the above	Yes	No
No	No	No	Yes	No	Yes	Paytm	all of the above	No	Yes
Yes	Yes	Yes	Yes	Yes	No	card payment	all of the above	Yes	Yes
No	No	No	No	Yes	No	net banking	easy to transact	Yes	Yes
Yes	Yes	Yes	No	Yes	Yes	Google pay	all of the above	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Paytm	all of the above	Yes	Yes
Yes	Yes	No	Yes	Yes	No	Paytm	all of the above	No	Yes
No	No	No	No	Yes	Yes	Paytm	all of the above	Yes	Yes
No	No	No	No	Yes	No	card payment	all of the above	No	No

15	No	No	No	No	Yes	No	card payment	more reliable	Yes	Yes
16	No	No	No	No	Yes	Yes	card payment	quick payment	Yes	Yes
17	Yes	Yes	Yes	No	No	Yes	card payment	all of the above	Yes	Yes
18	Yes	Yes	Yes	Yes	Yes	Yes	card payment	all of the above	No	No
19	No	No	Yes	No	Yes	Yes	card payment	quick payment	Yes	No
20	Yes	Yes	No	No	Yes	No	net banking	all of the above	Yes	Yes
21	No	No	No	No	Yes	No	card payment	all of the above	No	Yes
22	Yes	Yes	Yes	Yes	Yes	Yes	net banking	all of the above	No	No
23	Yes	Yes	No	No	Yes	Yes	card payment	more reliable	No	Yes
24	Yes	Yes	No	No	Yes	Yes	Google pay	easy to transact	Yes	Yes
25	No	No	No	Yes	Yes	Yes	Paytm	easy to transact	Yes	Yes
26	Yes	Yes	No	Yes	Yes	Yes	Paytm	quick payment	Yes	Yes
27	Yes	Yes	No	No	Yes	No	card payment	all of the above	Yes	Yes
28	Yes	Yes	Yes	Yes	No	No	Ru pay	all of the above	No	Yes
29	No	No	Yes	Yes	Yes	No	Paytm	easy to transact	Yes	Yes

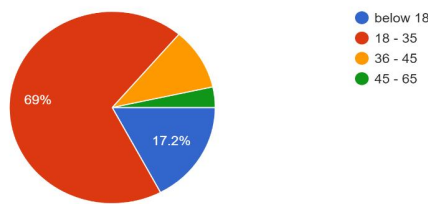
Your Name

29 responses



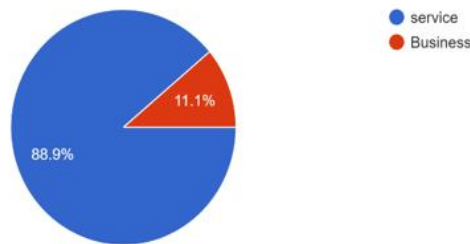
Age

29 responses



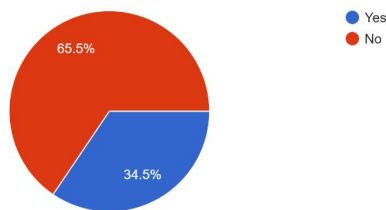
Occupation

18 responses



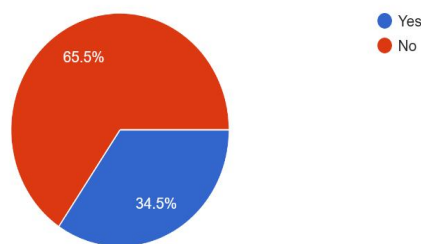
Do you pay your insurance premium in cash?

29 responses

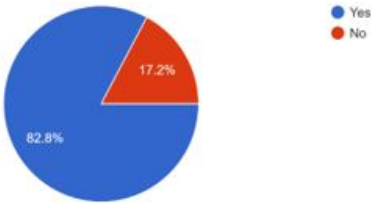


Do you get your salary in cash?

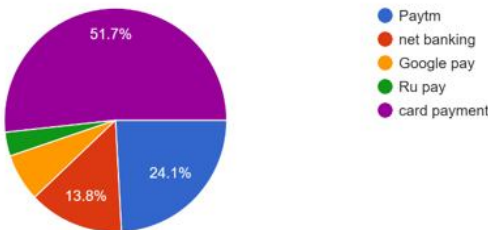
29 responses



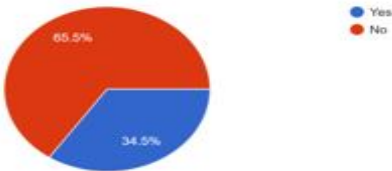
Do you do online shopping?
29 responses



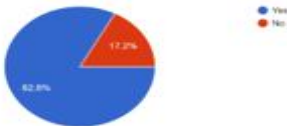
What kind of payment method you prefer while shopping online?
29 responses



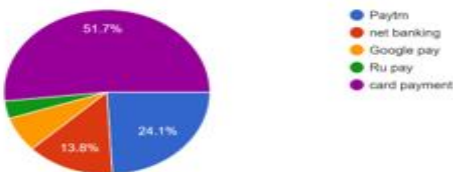
Do you get your salary in cash?
29 responses



Do you do online shopping?
29 responses

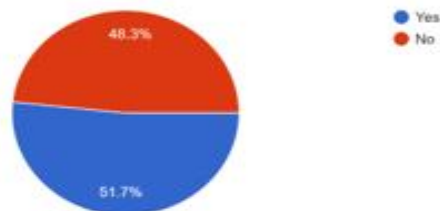


What kind of payment method you prefer while shopping online?
29 responses



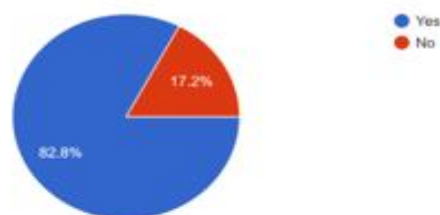
Do you pay in cash for online transaction?

29 responses



Do you think it is better than cash transaction?

29 responses

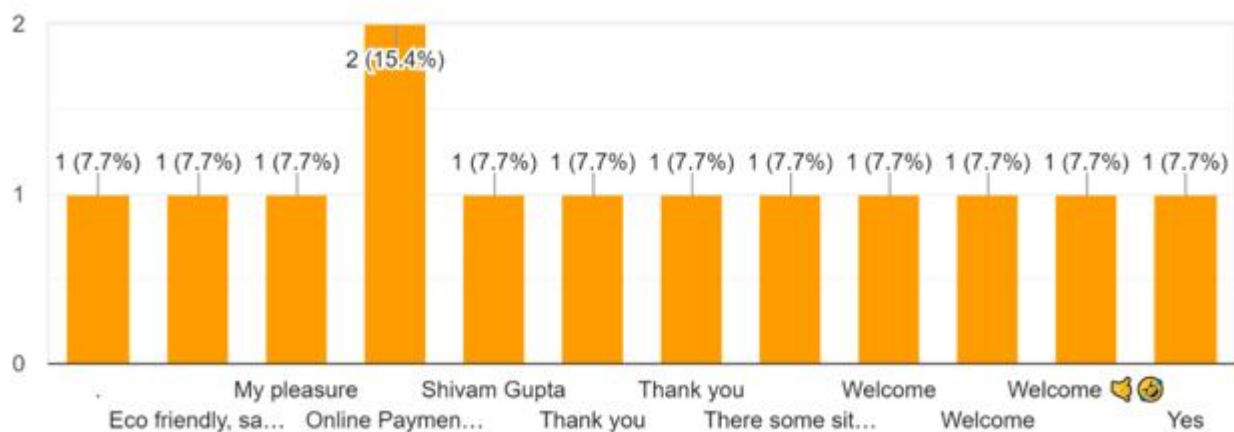


29 responses



Thank you so much for your response

13 responses



RECOMMENDATIONS

- Government should ensure to enhance the security part of cashless transaction by keeping a proper check on cybercrime.
- Banking sectors should improve the level of service provided to the people even at rural areas.
- For cashless transaction credit point should be added to the CIBIL report of the customer by the bank.
- Communication sector should improve the provision of internet & network availability everywhere so that consumers can use it smoothly.

CONCLUSION:

From the analysis above it can be concluded that digitalisation accompanied with cashless transaction has become a boon for the economy. Only a there is need for maximum awareness among the people for online transaction and develop the habit of cashless transactions. Most important of all it will help to

reduce the risk of carrying cash, black money, money laundering, fake money etc. It also will increase the level of employment by creating the job opportunities in service sectors. The “Digital India Initiative” has been set up to provide internet access and comprehensive mobile phone coverage across India, helping over a billion people to get online and utilize digital payment techniques

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ACCOUNTING APPLIED TO HUMAN RESOURCE MANAGEMENT

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ABSTRACT:

Human resource is the combination of individual and overall workforce of an institution, organisation or economy. The financial sustainability of developing nation depends on the accurate valuation of the resource. The main objective is to study and evaluate human resource accounting on human resource management. In recent years HRA has risen greatly popularity among practitioners and consultants of HRM. The paper recommends that the HRA should be absorbed by the government and policy makers along with other professionals and accounting bodies for the valuation and reporting standards of valuable assets that is Human Resource. The aim of this paper is to examine the rise of HRA over the last few years through the theoretical lens of HRM.

INTRODUCTION:

Indeed, it is difficult to assess the contribution of organisation HR from among different inputs that an organisation uses. It is all the more difficult to identify a specific employee's contribution from amongst the group of employees working together in a particular department. Accountants may not agree to include a subjective figure of HR in the balance sheet especially when they are not sure of whether to classify an employee as an asset or a liability. Putting the HR on the balance sheet may be dramatic and innovative for the purpose of external reporting, but may not be feasible in the absence of any suitable method of measuring the contribution of HR. The focus of HRA needs to be on the effectiveness of managing the HR. The challenges for the firm are: first, how to measure the impact from an employee's future increase in productivity; and second, how to determine the economic contribution to the firm from expenditure on the firm's human resources.

OBJECTIVES:

There are four 'M', which are very important for any organisation. These four 'M's are Money, Machines, Material, Men. Out of them the first three 'M's are recognised, evaluated and are considered very important assets of an organisation. But the fourth 'M' which is the most significant part of the organisation is not even considered as an asset. The main objectives of research are to:

1. Understand the effectiveness of HRM through HRA to evaluate and judge the effectiveness of each step in the process and how this contributes towards making the organisational HR the tree of success or failure in an organisation.
2. Treat the HR as an asset in accounts but can manage them as asset, perhaps with much more planning and control as compared to physical assets.
3. Judge the effectiveness of each and every strategy and policy of managing the HR in terms of their cost-value calculations.
4. Find ways and means to improve the way in which people contribute to the organisation, to make them more valuable, and create more and more assets for the organisation.

REVIEW OF LITERATURE:

Review of Literature are the literature available related to any field done by the researchers and authors. I have gone through so many research articles and papers to review of literature in which some reviews are as follows: In fact, since 1980 researchers and practitioners started viewing HRA (Koloy, 1996) as an economic valuation process examining various decisions and actions in the realm of IIRM. Touch Ross and Company, one of the 'Big Eight' international CPA firms that had fourteen years earlier experimented with HRA in Canada started developing in 1983 the capability of measuring both the replacement cost and the economic value of their HR as a part of their strategic planning process in their audit and accounting group. The relationship between HRA and HRM had been examined by Dawson (1989) while developing a simulation model in 1115A for employee resourcing. Mitchel (1991). while evaluating the effectiveness of various HR activities in an organisation, viewed the economic impact of the behavioural outcome of HR as HRA.

Researchers are still continuing their efforts to analyse the cost-benefit of each and every decision and actions of HRM, be it in the areas of selection, recruitment, induction, training and upgradation, promotion, transfer, or retirement, and account for organisational performance and human productivity in the field of HRA

While authors such as Lev and Schwartz (1971) and Flamholtz et al. (2002; 2003) have suggested methodologies for valuing human capital to enable it, like other forms of capital, to be incorporated into financial accounts, it is fair to say that the acceptance and adoption in practice has been limited.

RESEARCH METHODOLOGY

Human Resource Accounting

Measuring Human Resource Accounting is a process of identifying data about human resource and communicating this information to interested parties. Moreover, human resource accounting helps to measure the value of employees, which helps the management take vital decisions related to human resources in order to increase production. American Accounting

Society Committee on HRA “Human Resource Accounting is the process of identifying and measuring data about human resources and communicating this information to interested parties.” The current accounting system is not able to provide the actual value of employees’ capabilities and knowledge. This indirectly affects future investments of a company, as each year, the cost on human resource development and recruitment increases.

“Human Resource Accounting is the process of identifying and measuring data about human resources and communicating this information to interested parties.” (American Accounting Society Committee on HRA)

Human Resource Accounting (HRA) Measurements:

It is known facts that measurement is the process of representing the properties or qualities of objects in numerical terms. But the biggest challenge in HRA is that of assigning monetary values to different dimensions of HR costs, investments and the worth of employees. The two main approaches usually employed for this are:

Cost Approach

It involves methods based on the costs incurred by the company, with regard to an employee. Cost is a sacrifice incurred to obtain some anticipated benefit or service. The various methods of measurements of costs and valuation of human resources are Historical cost method, Replacement cost method, and Standard cost method, Present value of future earnings method, Expected realisable value method and Economic value method.

Economic Value Approach:

The value of an object, in economic terms is the present value of the services that it is expected to render in future. The methods for calculating the economic value of individuals are Lev and Schwartz (1971) model, Eric Flamholtz (1974) model, Jaggi-Lau’s model. Of these Lev and Schwartz model become popular. According to this model, the value of human capital represented by a person of age is the present value of his remaining future earnings from his employment. They have given the following formula for calculating the value of an individual. According to this model, future earnings from employment and can be calculated by using the following formula-

$$E(V_y) = \sum_{T=Y}^{\infty} P_y(t+1) \sum_{t=0}^{\infty} \frac{I(t)}{(1+R)^{t-y}}$$

Where,

$E(V_y)$ = expected value of a ‘Y’ year old person’s human capital.

T = the person’s retirement age . $P_y(t)$ = probability of the person leaving the organization.

$I(t)$ = expected earnings of the person in period

IR = discount rate.

The aim of HRA is to contribute to the management of the organisation by optimising the value of its human assets

DATA ANALYSIS AND INTERPRETATION

In order to analyse the current status of HRA and determine the HRM in the function of corporate sector, different actions were taken:

We conduct surveillance through codifying a questionnaire. The questionnaire itself included some categorized open questions that were utilizing by the help of Delphi technique. The questions were graded into two following divisions

1. The challenges which are faced by HR in corporate sector.
2. The challenges which are faced by HR manager in corporate sector

The questionnaires were distributed among HR managers¹. Then the received data (HR manager ideas and comments) were analyzed through applying quantitative content analysis method by the help of which we extract the frequency of responses. Next, in order to identifying the main challenges an expert panel² was formed within which the acquired and analysed frequencies were discussed. Then according to the reached accord of the present experts, the most frequent phrases (chosen by approximately 75% of managers) were selected the main challenges

Along with running the expert panel, a series of deep focus studding of recorded documents regarding to HRM in the corporate field, was launched.

Then based on all achieved results, a rich picture was drawn to illustrate the right place of HRM.

For making sure that the picture is reliable and comprehensive enough to include all essential and impressive factors and their interdependent relations, the first draft of it was sent to some well-known HR profession.

FINDINGS

Generally, by drawing such holistic conceptual figure, the authors wanted to revitalize the missed function of HRM.

Corporate sector as an immense system consists of some sub-systems carrying their task out and helping the whole system approach its goal. The point is that if only one of the sub-systems esp. those whose functions are vital and play a strategic role in the whole system, performs incompletely, then the whole system would not be able to function successfully, too. Therewith, any kind of coincidence in the function of the sub-systems would result in Inconsistency in the systems function.

Regarding the mentioned approach, findings are divided in two parts:

Since, a holistic approach to HRM system required to review the current status, a list of challenges ([Table 1](#)) was defined. Then, based on the determined indicator (frequencies upper than 75%), the main challenges was extracted which are introduced (within two main groups):

HR challenges

Inappropriate and unequal distribution of HR

Lack of reliable HR information system

Low HR productivity

Low HR motivation

HR managers' challenges

Inattention to HR managers as key managers and consider them in background

Excess involvement in interpretation of HR laws and regulations

Table1 for HRM challenges in point of view HR and HR managers.

Group	Challenges	Frequency	%
HR	Inappropriate and unequal distribution of HR	40	87
	Lack of reliable HR information system	42	91
	low HR productivity	40	87
	low HR motivation	36	80
	High rate of expert drain from public health sector and from country	37	78
	Shortage of required HR	28	61
	Low payment to HR	20	43

HR Manager	Inappropriate staff appraisal	21	46
	Inappropriate quality of HR	22	48
	Low responsibility of HR	13	28
	Other	9	20
	Inattention to HR managers as key managers and consider them in background	37	80
	Excess involvement in interpretation of HR laws and regulations	36	78
	Low authority	15	33
	Low mutual relations with headquarter managers	20	43
	Low mutual relations with headquarter managers	14	30
	Lack of coordination between universities' policies	10	22
	Others		

LIMITATIONS

- The measure is an objective one because it uses widely based statistics such as census income returns and mortality tables.
- The measure assigns more weight to averages than to the value of any specific group or individual.
- This model does not give correct value of human assets as it does not measure their contributions to achieving organizational effectiveness.
- This model doesn't suggest how value of human resource should be recorded in Books of Accounts.
- This model takes wages & salary as a basis of value of human resource but value of human resource is not limited only to the extent of cost incurred on them.
- It ignores the probability that people may make role changes during the career. For example Assistant Manager will not remain in the same position throughout his expected service life in an organization.
- The model ignores the possibility and probability that individual may leave an organization for reasons other than death or retirement.
- The model's expected value of human capital is actually a measure of expected "conditional value" of a person's human capital. The implicit condition is that the person will remain in organization until death or retirement. This assumption is not practical.
- The model is an objective one because it is widely based on statistics such as census income return and mortality tables.

CONCLUSION

The central problem in HRA is recognition time and procedure of recognizing human resources. Our Companies Act, 1994 does not provide for valuation of human resources. As a result, to our business management, disclosure of such information has become voluntary. The focus for policy should be to develop preeminent model for valuing Human Capital; establish guidelines for reporting and encourage compliance with said guidelines. The model yet proposed to quantify human resources lacks the acceptability, this might suggest a willingness to recognize the need for and consider the measurement and use of proposed solution where acquiring and development cost are capitalized, then amortized over the service period and lastly adjusted the human assets accounts because of any material change in an organization which are related with human assets. The differing perspectives related to human resources and research methodology provoked spirited dialogue that crystallised conceptualisation and data analysis, and proved to be a mutually beneficial exercise in building professional respect. Cross-discipline research may expose accountants to broader organisational concepts beyond that of traditional managerial accounting literature, thus gaining insight into HR activities such as performance management relevant for developing more meaningful metrics. The HR field is grappling with conflicting, inconclusive results from studies attempting to demonstrate a link between HR systems and organisational performance. Though familiar with general accounting.

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ER's FOR SUSTAINABLE GROWTH**Dr. Unmesh Y. Kulkarni**Associate Professor, Bhonsala Military College, Nashik

ABSTRACT

The number of units providing education is increasing rapidly . Ultimately the number of students, teachers, non teaching staff and the people controlling the process i.e. Management has shown a significant growth . The relations between working and controlling group needs a proper focus for effective performance. Educational Relations (ER's) is a similar concept to Industrial Relations (IRs). Legal framework in education sector can help smooth functioning of the process. Mutual faith and understanding is the basic need of healthy ER's.

Article Consists of

- A. Key words*
- B. Objective*
- C. Introduction*
- D. Meaning*
- E. Definition*
- F. Stages in Indian Education System*
- G. Main factors in education process*
- H. Concepts of ER's*
- I. Need of Focus*
- J. Conclusion*
- K. References*

Keywords

ERS's:- Educational Relations

Education:- Process of learning or teaching , especially in a school or college, or the knowledge that you get from this .

Relations:- Friendship

Sustainable Growth: - Economic Development characterized by low growth rate, absence of pollution, and greatly diminished environment impact, development that meets the needs of present without compromising the ability of future generations to meet their own needs.

Objective

- To understand and establish the term Education Relations
- To make the term work in the positive way for development of Human Resources in the country.

Introduction

International Relations, Industrial Relations Centre State Relations are the few perspectives of relations discussed widely since last decade.

Education plays an important role in development. Number of units providing the education service is huge in our country.

Unhealthy Industrial Relations hampers the production, distribution, sales, profits and ultimately the Per Capita and National Income. If education relations are hampered it may not only affect Per Capita Income/National Income but it may create a negative impact on National Development and Sustainable Development.

A. Meaning

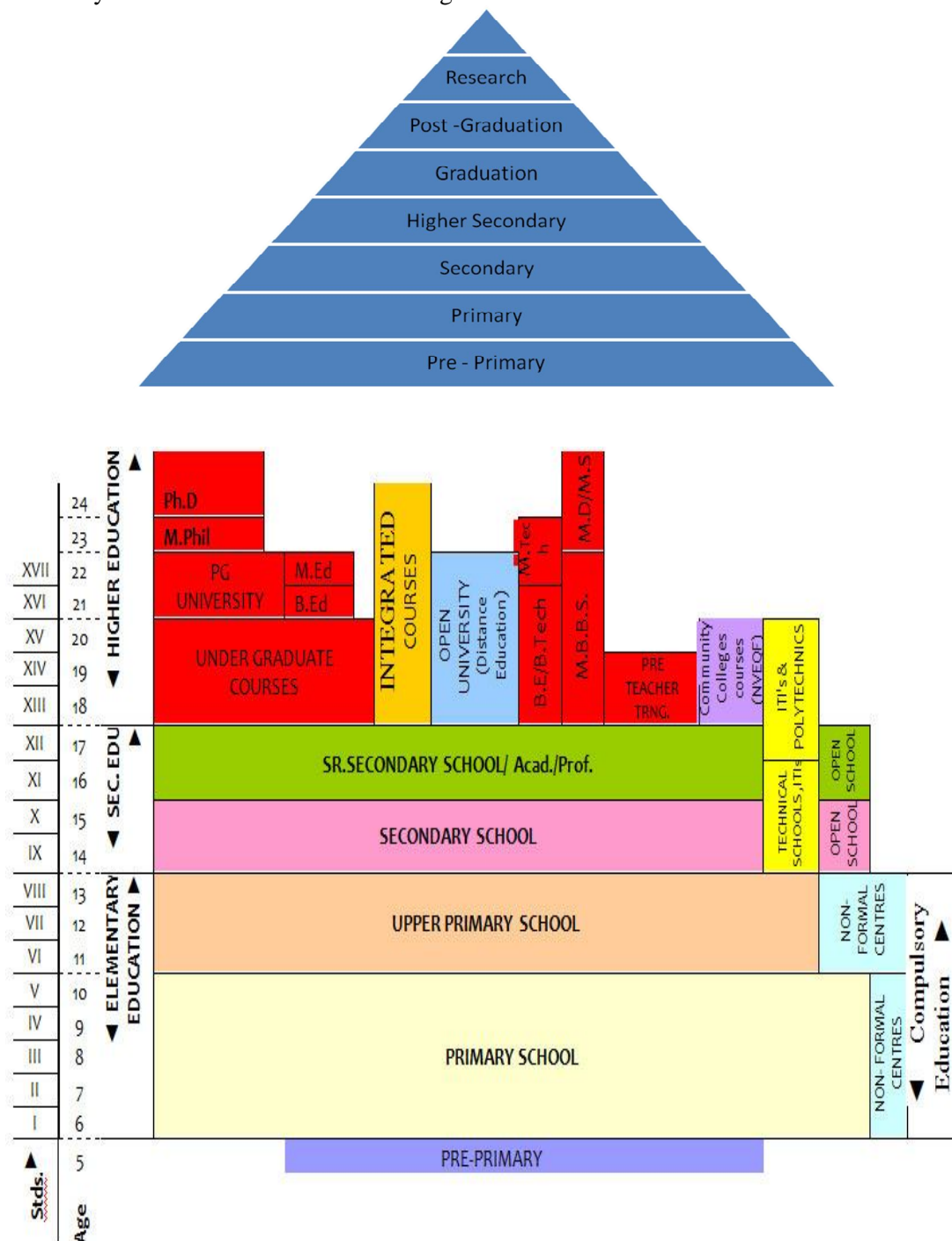
The concept of ER's is similar to IR's (Industrial Relation). Relations between management and workers are known as Industrial Relations, like wise Relations between management and employees in education system can be named as "Educational Relations."

B. Definition

The term Industrial Relations has been defined in various seminars, conferences and by eminent scholars. However, the concept of ER's observed is not defined widely. It can be defined as, "the relations between the management and teaching, non - teaching staff in the units providing educational services."

C. Stages in Indian Education System

Indian education system is divided in 7 different stages as follows: -



Source: www.ugc.ac.in

D. Main factors in Education Process

- I. Parents
- II. Students
- III. Teachers
- IV. Non - Teaching (Support) Staff
- V. Management

are the major five components involved in education process.

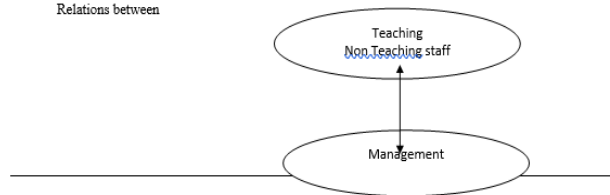
- Management, as per the rules and regulations laid down by Government runs the unit(s). Remaining four factors are controlled by the Management. Hence, the relations between staff and management can be called as ER's.
- Students and parents are associated for a short span with the unit and management. But the staff is associated for a longer period.

H. Concept of ER's

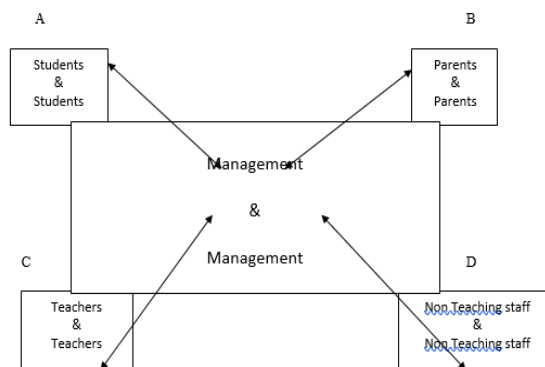
ER's can be divided into two ways: -

I.

Relations between



II.

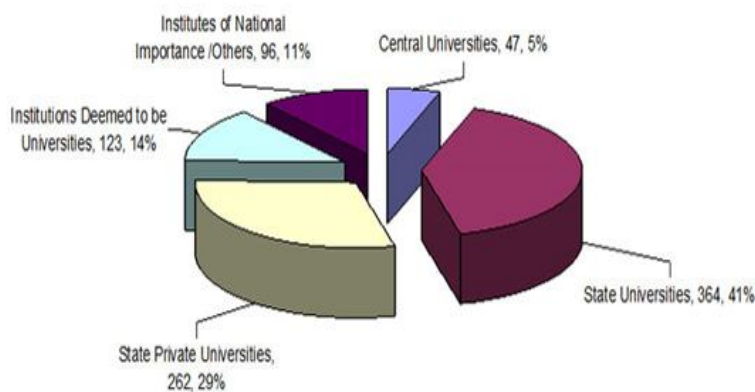


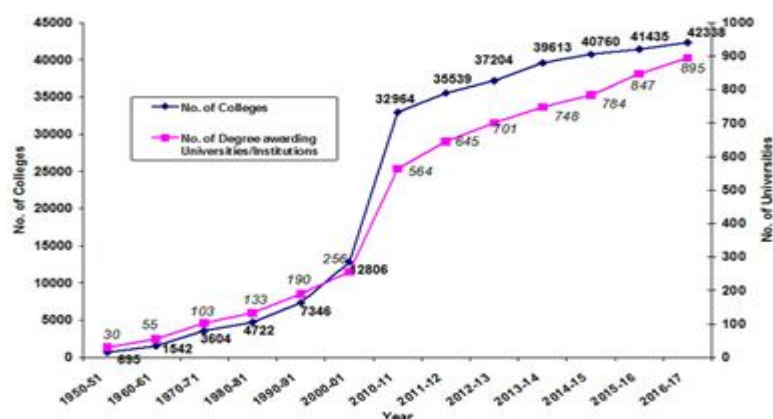
Relations between the groups of

A	with	B	C	D	E
B	with	C	D	E	A

I. Need of Focus

In consideration with stages 5,6,8,7 from Point E of the Research Paper number of Institutes of National Importance, Institutions declared to be Universities, Central and State Universities is increasing rapidly. Following figure clear's the statement.

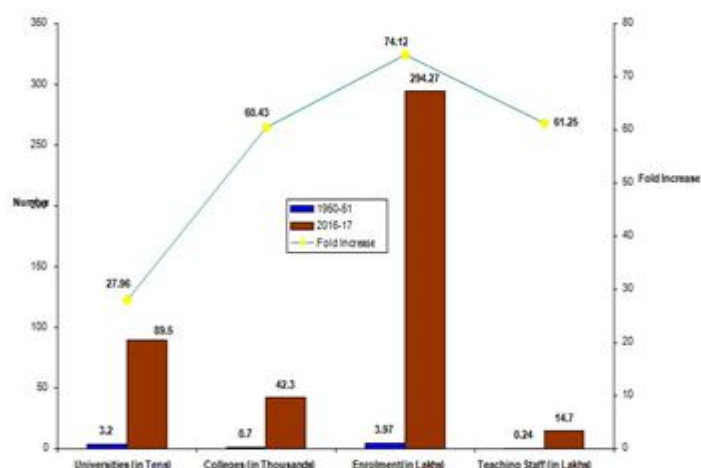




Source: www.ugc.ac.in

Number of Staff (teaching) also shows sizeable growth.

Growth of Higher Education : Universities / Colleges/ Students Enrolment / Teaching Staff : 1950-51 - 2016-17



source: www.ugc.ac.in

The number of education sector (only higher education) has shown a rapid growth. It shows the potential of education sector in India.

Sustainable Growth of the Students, Parents, Teaching and Non -Teaching staff becomes a responsibility of the Controlling Parent Body i.e. Management.

Various issues like salary, incentive, increments, wrongful discharges, dismissal, withdrawal of concession, working conditions, working hours, rest intervals, leaves, holidays, PF, Gratuity, Retrenchment, Closures, contradiction in views of unions, dissatisfaction in work, indiscipline, appointments, transfers, promotions, may occur repetitively in this process which can become a serious cause of concern of unhealthy ER's. Hence, focus is required on maintaining healthy ER's in education sector.

CONCLUSION

Education and education related service industries are a major part of Economic Development. Education ensures development and sustainable growth. Government is spending for scholarships, salaries and many aspects in this area. Various Rules Regulations, Laws and Ordinances, Code and Legal, Technical Frame Work are available for the smooth conduct.

The Legal aspect can run the process smoothly, but it has a limitation of maintaining healthy relations. Hence focus on ER's has become a necessity.

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**STUDY OF MOBILE RETAILING OF HOME MADE FOOD, PROSPECTS AND PROBLEMS
SPECIAL REFERENCE TO RELIGIOUS FESTIVALS**

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INTRODUCTION:-

Retailing is the buzz word in the modern retail Industry. The retailers have occupied the various area in the field of selling the goods and services, We are aware of Highway retailing, airport retailing, weekly Bazaar retailing, Hawkers, Hat. These are the numerous types of –Unorganized retailing, in long back this kinds of retailing existed in Maharashtra and especially in Konkan and Mumbai region. The above sellers sell the home made food which are really in delicious in Test and no harmful effect on human body these sellers prepared the home made food which are made only in the house, such as Matanwada, Ghavan floor (Rice floor) Wheat Kurdai, Wheat chakli, Chana floor chakli, Various types of Papad are prepared by these sellers, Rice Papad, Sabudana Papdi, Nachani Papad, spicy Papad, Udid papad these are various types of papad we found at the religious places, Spicy products are available in the market Malvani spice, & Chikan, Biryani Spice these are the varieties of the products are available, in daily market such types of products are rarely found but in this bazaar the huge products are available. These kinds of sellers have got the job on which they can survive their family. The rush period of this kinds of retailing is between November to April. This kinds of retailing provide the facilities of time utility as well as place utility even the margin of profit is very good, and one more benefit is low investment is required to this sort of retailing, no tax and rent charges are required, in some places these sellers got the free of cost place for selling the goods and services. The price of the products are very reasonable to the consumers, because many overhead expenses are eliminated in this types of selling. The occasion of this types of retailing is Village fair, Maghi Ganesh festival, cultural festivals of Konkan, Satara, Kolhapur, & Sindudurga well known religious spots. This kinds of retailing is the boost of unorganized retailing where all kinds consumers are visited to these Place.

ORIGIN OF THE PROBLEM:-

The study of these retailers is to give new insight to the scope of retailing, consumers are not aware of such retailing places if retailers used promotional strategies definitely they will expand the market size and more people will get employment in rural as well as urban region. The nature of this business is the seasonal types of business, it is very short time for selling the products, if these sellers transport the products in urban market such as Malls, Supermarket, it will get wide demand to the products. The retailers receive minimum margin of profit and after the particular season they have to stop their selling the products or sell in a local market at a minimum price.

These retailers have to work very hard, all work is done manually which is time consuming to, if advanced technology is used by retailers more production will get within the short time and margin of profit will increase. In this business the family members have to contribute their efforts, to get protection to the products and profit. This study will help to the unorganized retailers especially those who are selling the products at religious places.

OBJECTIVES OF THE STUDY:-

- 1) To study the present situation of this types of retailers.
- 2) To study the consumers of this retail market.
- 3) To study the problem of retailers.
- 4) To give the suggestions for the development of this kinds of retailers.

REVIEW OF LITERATURE :-

1. M. Joseph, S. Nirupama, M. Gupta and S. Sahu (2008) attempted to rigorously analyze the impact of organized retailing on different segments of the economy. The findings of this study are based on the largest ever survey of unorganized retailers (the so-called “mom and pop stores”), consumers, farmers, intermediaries, manufacturers, and organized retailers in addition they reviewed international experience, particularly of emerging countries of relevance to India, has also been carried out as part of the study.
2. S. P. Thenmozhi and D. Dhanapal (2011) identified the Retail service quality factors and explores the impact of Retail Service Quality on Customer satisfaction and loyalty in unorganized retail outlets and sample of 463 customers at selected kirana stores (unorganized retail format) of Tamilnadu in India were

selected for the study on the basis of non-probability convenience sampling. The study also analyzed the association between demographic profile of the customers and their perception on retail service quality

3. Tazyn Rahman (2012) study revolved around the opportunities and challenges faced by organized retail players in India. It was found that organized retailers see competition from the unorganized sector as their biggest challenge, followed by competition between organized retailers and the inefficiency of distribution channels, internal logistical problem and retail shrinkage.

4) According to Dr. Harjitsingh (2011)“Retail Management A Global perspective Text cases’ the author has pointed out that organized retailing is boosting in India due to increase of Middle class family, Standard of living, promotions of the products, good layout , attractive display of the products, verity of products, separate sections for various products , drinking and washroom facilities quick services and good treatment to the customers are the additional benefit getting to the organized retailers but unorganized retailers are running their business on the traditional basis , hence it is a red signal for them to go in to loss at the end the author suggested the measures to unorganized retailers for improving their sells strategy otherwise the future of unorganized retailers are in the darkness.

5) In the articles in Maharashtra time on 26th. November 2018, had mentioned that the malls are in the difficult situation, due to high prices of products the consumers are shifting to the other formats of stores and many malls are in the positioning of closing.

6) According to Ekta rani (2013) “Supermarket Vs Kirana stores published in the Journal “ Journal of Business management , the researcher has focused on the recent development in organized retailing and the government policy on FDI, hence the Wal-mart, Mac-Donald-

Have created the barriers in the survival of Kirana stores and other unorganized retail stores, The researcher has described the problems of Kirana stores, non timely payment from the consumers, less verities of products, no space for inventory of products, government regulations, were as she focused on the government positive attitudes towards the organized retailers , It gives more scope to the FDI hence the unorganized retailers are on the doors of Closing down the business.

7) According to Dr.Swapna Pradhan (2015) “Retailing Management” by McGraw-Hill Publication, in her reference the Author has pointed out the rapid development of organized retailers due to different policies of the government which are in fever of organized and FDI, on the other hand she pointed out the drawbacks of Kirana stores and other formats of unorganized retailers and at the end she suggested the measures to face the FDI and organized retailing.

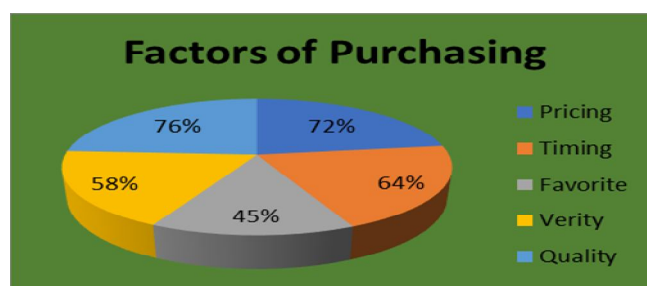
RESEARCH METHODOLOGY:-

To get the validity of the problem the researcher has prepared well developed questionnaire50

Respondents randomly selected from the various income groups of New- Mumbai region maximum consumers are from the female group very few are from the male group. The respondent were selected from the New-Mumbai region. Survey, interview & descriptive research methods have been adopted to get the exact solution to the problem. Factorization and correlation techniques have been used where ever necessary.

INTERPRETATIONS OF DATA:-

Sr. No.	Factors	Yes	No
1)	Pricing	72%	28%
2)	Timing	64%	44%
3)	Favorite	45%	55%
4)	Verity	58%	42%
5)	Quality	76%	24%



We have made the survey through the questionnaire that which factors affected on consumers. For buying such products, 72% are of the opinion that the prices of these products are really reasonable were as 28% says it is costly. Timing of purchasing of these goods and services are very convenient that customers can visit at any time hence consumers preferred this kinds of retailing. 64% consumers is a convenient timing. Consumers favorite purchasing is spicy Malvani Spice 45% preferred as their favorite product. As per the consumers perceptions 58% are of the opinion that verity of products are available in this retail market. &57% consumers- Like the quality of the products which are not harmful to the target consumers, all types of age consumers can eat the types of products.

LIMITATIONS OF THE STUDY:-

The main limitation of the study is the area which is selected for the research problem is only

New-Mumbai hence the perceptions of the above consumers is not universe to other regions.

Some of the consumers have given the bias information hence limited respondent are selected. The period of research was only fifteen days which is very short.

FINDINGS:-

- 1) The above study is indicated that the products are sold in this market is not harmful to the consumers and it has no side effect.
- 2) The pricing of the products is affordable to the all types of consumers; the goods are getting in-a different sizes and for reasonable price.
- 3) The consumers have to pay nominal rate for as rent hence the price of the products are reasonable to consumers.
- 4) This kind of retailing means shopping with fun, the consumers visited for religious purpose but along with that they purchase the above products which saves the time and money.
- 5) Verity of products are available hence the consumers having better choice for purchasing the goods & it is positive impact on the consumers that all categories consumers purchased such products.
- 6) Unorganized retailing business having better scope, because several occasions such festivals are conducted in various parts of Maharashtra and day by day the rate of consumers are increasing in this places
- 7) The expenditure cost is very low hence these sellers can sell the products at a reasonable price.
- 8) These market has given the wide popularity to these products, even Non- Maharashtra people can purchase the above products and the Maharashtra consumers of other areas of state.
- 9) This products have a long life because of packaging grading is done very well.
- 10) Easy employment is getting to the rural & urban area's people ultimately it helps to develop Indian economy and it is an encouragement to mobile retailing.
- 11) The promotion of such retailing is not found , hence this types of retailing is not very much popular in other markets.

RECOMMENDATIONS:-

- 1) The products of this market is really good but for increasing the sell, the retailers should use the promotion schemes like as discount facilities, one buy one free, effective advertising & publicity is necessary.
- 2) Innovative packaging is required to increase the Sell.
- 3) These retailers require the association so that their bargaining power will strengthen.
- 4) The government should provide protection to these sellers, under Mudra scheme so that they can strengthen the selling activities.
- 5) Number of times the local authorities objected on these sellers, their products are sometimes forfeited or charge the fine from them government should frame the specific policy to enhance the benefit.
- 6) Government should open the development association to understand their problems and quick solution to these retailers.
- 7) Display of products is very essential for attracting to the consumers; these sellers should display it by systematic manner.

8) The government should make attempt to get international market to these sellers so that expansion of market & profit would increase.

9) The above retailers are sold their products in a small quantities, if government provide the town assemble centre , many retailers products would be in large quantity & it would be export to the foreign market ,ultimately profit and reputation will get to these retail.

CONCLUSION:-

From the above discussion it is cleared that this market is yet to expand and should develop-Hence there is limited sell, the financial condition of these sellers are very poor..If government take initiative for providing financial assistance to these kinds of sellers then they have bright future, and It will be great contribution to the economy. Even consumer awareness is significant factor for the development of religious retailing, the Local authorities and Maharashtra government should make the arrangement of shops in this places. The unorganized and organized retailers are required for the development of the nation as well as for the convenience of all classes of consumers.

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CASHLESS EDUCATION**Keegan Rodrigues**Student, Clara's College of Commerce

ABSTRACT:

Well, talking about cashless education we mainly point towards the financial transactions done between students and the educational institute. Cashless financial transactions basically means digital mode of payments. Most Educational institutes have started taking fees whether it is monthly or examination via online mode of payments using net banking or other apps like UPI directly or with the help of third party like Onfees. Even Our Government, The Government of India is also trying to develop such cashless education in India to Indian economy, a cashless economy and to remove corruption from educational industry. The Government also have launched so many campaigns in this regard like Vittiya Saksharta Abhiyan. Other than this, educational institutes have also started doing all accounting related work digitally using computer and Internet if it is required. This has made their task easy in many ways as it required less manual support and can track the information which is already recorded quickly. Cashless transaction not only helps the citizens in easy and safe financial transactions but also provides the government in many ways like going cashless means the demand of cash will be definitely less. Hence it will save paper cost as well as printing cost along with reducing the manual support accordingly. If we pay using cashless transaction modes then all our transactions are hereby automatically monitored and recorded. Hence nobody can cheat the government in paying their taxes. Cashless transactions also help and provide a platform to Indians to go digital and hence help the government to get success in Digital India Project launched by Prime Minister Mr. Narendra Modi. Therefore, we as citizens should adopt cashless transactions and help our country in promoting cashless education.

Keywords: vittiya saksharta abhiyan, online transactions, digital india, erp software

INTRODUCTION

Education is the most important weapon required to win the battle of the development of any country especially India. Any educated country can be developed at a faster rate than the one having less or no numbers of educated people. Therefore, we have to take efforts and take a look for technical solution to make our education industry developed enough for better teaching and learning solutions. These technical solutions have not only improved the teaching and learning process but also have helped the institute and management staff as well as parents in many ways. There are many and more such technical solutions that have been employed in these educational institutes such as projector's and computer's based smart classrooms, for recording information of both the students as well as the teachers or staff also they have started using computer. Other than that they have also started taking admissions online and how can we forget the financial transactions means they have also started collecting their fees via online mode of payments. Cashless education is also related to the education system which is completely cashless for all transactions from fee collection to school's canteen. For most of the educational institutes, it has become a burden to collect or distribute the cash and also it needs proper security which makes it very much difficult. That is why for reducing this load, educational institutes are now adopting cashless transactions for all its financial purposes. Going cashless has not only reduced the time which is spent by administration for handling the cash, but also it has reduced the chances of cash being left on site and standing in a row while depositing it in banks after the collection is done. Our government, with the combined effort of the Ministry of Human Resource Development (MHRD) has initiated many programs that promote cashless transaction in educational institutes

OBJECTIVES

To help students to transfer money from one place to another

To help in making educational loans cheaper and affordable for everyone.

RESEARCH METHODOLOGY

The study is based on secondary data collected from various web sites. The research is descriptive in nature.

Cashless Education also includes INITIATIVES OF THE GOVERNMENT which are:**1. Vittiya Saksharta Abhiyan**

This is a campaign by higher educational Institutions for digital economy under the banner of Digital India Project launched by our Prime Minister Mr. Narendra Modi Ji. Also some of the initiatives have been taken like

online portal to apply for education loan and scholarship by our government to promote digitalization in education sector like Vidhya Lakshmi yojana.

2. Bharat Interface for Money

The government is trying to achieve 25 billion transactions in India through multiple facilities which includes platforms such as Aadhaar Pay, Unified Payment Interface, Immediate Payment Service and Debit cards as well as Credit cards. The government also launched a mobile app called Bharat Interface for Money (BHIM), which facilitated e-payments through bank account. Since December 2017, It has been used by 125 Lakh people.

3. Demonetisation

Demonetisation was a great push towards increased digital transactions, the challenges taken to keep the momentum going remain 90% of the Indian economy still uses cash, representatives of financial technology companies, wallet providers, banks and payment platforms said at a panel discussion on building a cashless future a digital economy at the Global Business Summit.

STATE BANK OF INDIA LOAN SCHEME

It is a term loan granted to Indian Nationals for pursuing higher education in India or abroad where admission has been secured.

- Repayment period for the loan is up to 15 years after Course Period + 12 months of repayment holiday
- No processing and upfront charges will be levied on Education loans.

Eligibility

This is a term loan granted to Indian Nationals for pursuing higher education in India or abroad where admission has been secured.

Courses Covered

a. Studies in India:

- Graduation, Post-graduation including regular technical and professional Degree/Diploma courses conducted by colleges/universities approved by UGC/ AICTE/IMC/Government, etc.
- Regular Degree/ Diploma Courses conducted by autonomous institutions like IIT, IIM, etc.
- Teacher training/ Nursing courses approved by Central government or the State Government.
- Regular Degree/Diploma Courses like Aeronautical, pilot training, shipping etc. approved by Director General of Civil Aviation/Shipping/ concerned regulatory authority.

b. Studies abroad:

- Job oriented professional/ technical Graduation Degree courses/ Post Graduation Degree and Diploma courses like MCA, MBA, MS, etc. offered by reputed universities.
- Courses conducted by CIMA (Chartered Institute of Management Accountants) - London, CPA (Certified Public Accountant) in USA, etc.

Repayment

- Repayment period will commence one year after completion of course.
- Loan to be repaid in 15 years after the commencement of repayment.
- In case second loan is availed for higher studies later, to repay the combined loan amount in 15 years after completion of second course.

Security

Upto Rs. 7.5 Lacs:	Only Parent or Guardian as co-borrower. No Collateral Security or third party guarantee
Above Rs. 7.5 Lacs:	Parent or Guardian as co-borrower and tangible collateral security

In case of married person here, co-obligator can be either spouse or the parent(s)/ parents-in-law

Mean ROI for the quarter July to Sep' 18 is 9.94%

SBI STUDENT LOAN SCHEME				
Loan Limit	1 year MCLR	Spread	Effective Interest Rate	Reset Period

Upto Rs 7.5 Lacs	8.55%	2.00%	10.55%	1 year
Concession	0.50% concession in interest for girl students			
Above Rs 7.5 Lacs	8.55%	2.25%	10.80%	1 year
Concession	0.50% concession in interest for girl students			
	0.50% concession for students availing of SBI Rinn Raksha or any other existing policy assigned in favour of our Bank			

SBI SCHOLAR LOAN SCHEME

Category		1 year MCLR	Spread	Effective Interest Rate	Reset Period
List AA	ROI	8.55%	0.20%	8.75%	1 year
	Concession	No Further Concession			
List A	All IIMs & IITs	8.55%	0.35%	8.90%	1 year
	Other institutes	8.55%	0.50%	9.05%	1 year
	Concession	No Further Concession			
List B	All NITs	8.55%	0.50%	9.05%	1 year
	Other institutes	8.55%	1.00%	9.55%	1 year
	Concession	No Further Concession			
List C	All NITs	8.55%	0.50%	9.05%	1 year
	Other institutes	8.55%	1.50%	10.05%	1 year
	Concession	No Further Concession			

SBI SKILL LOAN SCHEME

Loan Limit	1 year MCLR	Spread	Effective Interest Rate	Reset Period
Upto Rs 1.5 Lacs	8.55%	1.50%	10.05%	1 year
Concession	No Further Concession			

SBI GLOBAL ED-VANTAGE SCHEME

Loan Limit	1 year MCLR	Spread	Effective Interest Rate	Reset Period
Above Rs. 20 lacs & Upto Rs 1.5 Cr	8.55%	2.25%	10.80%	1 year
Concession	0.50% concession for students availing of SBI Rinn Raksha or any other existing policy assigned in favour of our Bank			
Further Concession	0.50% concession for girl students			

SBI TAKEOVER OF COLLATERALISED EDUCATION LOANS SCHEME

Loan Limit	1 year MCLR	Spread	Effective Interest Rate	Reset Period
Above Rs 10 lacs & Upto Rs 1.5 Cr	8.55%	1.50%	10.05%	1 year
Concession	0.50% concession for girl students			

FINDINGS AND CONCLUSION

The question may arise to some or most of the students and parent's regarding why should we participate in Cashless Education? What are the benefits they will get? For knowing such answers it would be better to know the benefits involved in cashless education which will help in progress of our country by our participation.

- For educational institutes

Because of cashless transactions in educational institutions, the institutes have been relieved from the stress caused by the activity of managing such amount finance from various problems like misplacement and robbery. Online fee collection helps the institutes in getting their fees on time because if it is not being deposited on time the students have to pay fine and they can't even refuse to pay the fine as they will not be able to submit their fees without late fees if they fail to do so on time. These methods have made it simple and easy the institute management staff's most critical processes like fee collection and admission.

- For Students and Parents

It may happen that students and parents think that they will not get any benefit by participating in this cashless education. But there are so many benefits for them too. Firstly they don't have to stand in queues for hours to deposit their fees either in banks or educational institute's financial office. Also they surely can deposit their fees online from anywhere and at any time without worrying for taking time during office hours for the same. They also don't have to worry about the cash which they need to carry to deposit their fees at the educational institute because it may happen that this cash may be misplaced or robbed but the cashless financial transaction refrain from such problems.

Therefore, the educational institutes as well as students and parents should actively participate in cashless education for progress and development of the country. It will help our country indirectly in making it a digital country with cashless economy.

Cashless Education is that plan scheme provided which will allow us to:

- Waiving of origination fees.
- No penalties or fees for early repayment.

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INJURIA SINE DAMNUM**Yashvi gala**

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ABSTRACT

This research paper explains the essentials of tort. The law of torts is based on the principle of 'ubi jus ibi remedium'. This research paper consist of analysis of cases i.e. the facts and the judgement related to injuria sine damnum. This paper consist of critical analysis of what injuria sine damnum is and how it is applied in the cases and also about the judgement passed. The entire research paper revolves around the Latin term injuria sine damnum which means legal injury without any damage. This is a valid claim in the court . A case can be filed in the court if there is any type of legal injury even if there are no actual damages that is in terms of money or health. This research paper includes many cases which are example of injuria sine damno and contains some of the famous cases such as Ashby v. White, Municipal Board of Agra v. Asharfial and Morning Star v. Lafayette.

INTRODUCTION

The word 'tort' is derived from a Latin term, 'Tortum' which means 'to twist' . It implies a 'conduct that's twisted' or 'not straight'. Thus the law of torts deals with acts that are twisted, wrong, unlawful, etc. The law of torts is based on the principle "ubi jus ibi remedium", which means for every wrongful injury, there must be some compensation. There has to be wrong committed by the defendant and a legal injury should happen to the plaintiff and the plaintiff should have a remedy. Torts are 'civil wrong' wherein the injured party can seek legal redressal for the injury suffered by the injured party. In a claim the injured party is entitled to claim 'unliquidated' damages' .

Unliquidated damages are damages, the amount or extent of which has not been predetermined or decided or agreed upon before the wrong was committed . Whereas in the case of contractual claims, claims arising from the breach of contract, the parties usually decide how much compensation will be paid if a breach of contractual terms occurs in the contract itself. These are called liquidated damages.

To be answerable for a wrongful conduct, a person must have done some act which he was not supposed to do . There must be an act or an omission on the part of the alleged wrong doer. The act or omission should result in a legal damage, hereinafter referred as "damage" which means that the act or omission, should result in the omission, should result in violation of a right of the litigator or the litigator . In torts, intention is immaterial. A wrongful conduct could be a wrong against a personal . A tort is a wrong offence at a right in rem.

□ **Injuria Sine Damnum**

Literally it means legal injury without damages. In the violation of a legal right without the causation of any actual damage. This is a sound claim in a very court of law . The meaning of the above mentioned maxim is infringement of an absolute private life without any actual damage or loss . Here the meaning of actual damage is physical loss in terms of money, health, comfort, etc. For e.g., if someone trespasses (enters without permission) upon your property, he can be held responsible, even if that trespass did not cause any actual damage whatsoever to you.

□ **Damnum sine injuria**

The causing of damage without the violation of legal right. Such a case is not valid in the court of law. The fact that a man is injured by another man's act does not by itself constitute a cause of action; this maybe even if the injury-causing act is intentional or deliberate. A violation of a legal right is required in order for a valid cause of legal action to exist. Some of the famous cases are Glocuster Grammar School Case, Moghul Steamship co v. McGregor, Chasemore v. Richards and Ashford Lodge Case.

INJURIA SINE DAMNUM

In common law, a tort is a civil wrong for which the law provides a remedy. If the plaintiff suffers injury to his legal right, he will have a cause of action to sue the defendant even though he has not suffered any loss or damages. The term 'injuria' means that infringement or violation of a right. The term 'sine' means without or in absence of. The term 'damnum' means that injury physical, mental or otherwise. Thus the term 'injuria sine damnum' means "infringement of legal right without damage". In other words plaintiff's legal right is affected even though he has not suffered any loss or damage. In such a case the suit is maintainable even in the scenario that the plaintiff suffers no damage.

It is not necessary for the plaintiff to prove any special damage because every injury imports damage when a man is hindered of his right. Every person has associate absolute right to property to the immunity of his person associated to his liberty and an infringement of this right is unjust in and of itself. Therefore as a foundation of an action damage is not essential. It is more than enough to show the violation of a right in which case the law will presume the damage. Therefore in the case of assault, battery, false imprisonment, libel, trespass on land, etc, the mere wrongful act is actionable without proof of special damage. The court is bound to provide the plaintiff at least nominal damages if no actual damage is proved. This principle was firmly established by the election case of *Ashby v. White*.

There is a case of *Marzetti v. Williams* in which a banker had sufficient funds in his hands belonging to the customer but he refused to honour his cheque. The customer had sustained no actual loss i.e. no actual damage had taken place but his legal right had been infringed. The court held that the customer's legal right was infringed and he was entitled to damages .

ASHBY V. WHITE

Mr Ashby was prevented from voting at an election by the misfeasance of a constable, Mr White, on the pretext that Mr Ashby was not a settled inhabitant. This case attracted a lot of attention at that point of time and soon it was known as the Aylesbury election case. In the House of Lords, it attracted the interest of the first Baron King, Peter King who spoke and maintained the right of electors to have a reedy at common law for denial of their votes. The argument submitted was that the Commons alone had the power to determine election cases and not the courts.

Mr Matthew Ashby who was a cobbler had gone to cast his vote for the British Parliament in December 1701. When he went to cast the vote on the grounds that he was not a settled inhabitant of the borough and had not contributed either to church or poor he was turned away by a constable, Mr William White.

In spite the fact that the candidate whom Mr Ashby wanted to vote won the election and no harm was caused to him, he refused to take this lying down and sued for damages. The defendants said that since the candidate whom Ashby wanted to vote had already won the election, he was not liable.

Though his suit was successful but Ashby was found guilty by the House of Commons of a breach of parliamentary privilege for having carried through his action at common law. Chief Justice Holt had upheld that what was at issue was "a most transcendent thing and of a high nature".

Finally it was held that Mr White, the defendant by preventing Mr Ashby, the plaintiff from voting violated his legal right and he was entitled to damages. It was said by the Chief Justice Holt that "Every injury imports a damage though it does not cost the party one farthing. For a damage not merely pecuniary but an injury imports a damage when a person is thereby hindered of his rights."

MORNING STAR V. LAFAYETTE HOTEL CO.

The plaintiff was the guest at the Lafayette Hotel which is situated in the city of buffalo. The plaintiff was fed up with the food served at the hotel. The case is that the plaintiff had brought spareribs from the market and had given it to the hotel chef with a request that it should be cooked and given to him. This was followed but he was given an additional bill of \$1. He refused to pay the bill claiming that the charge was excessive. That evening he dined at the café and he was again asked to pay but he declined. Sunday when he went to the breakfast table he was told that he will not be served and this remark was made in front of other guest present in the hotel.

The plaintiff said that there was an error in the admission of evidence. He alleged in his complaint that the defendant's conduct has injured his reputation. The trial judge charged the jury that they must find out for the defendant if they concluded that the plaintiff has suffered no damages and this evidence was received to show that he had suffered none. Very less damages were recoverable for such a wrong as the occupants of other hotels were of the opinion that he complained too freely. It had been held that the plaintiff might be refused damages for the insult of being out in public dining room. Here his legal right was been infringed.

CONCLUSION

To conclude, law of tort is a branch of law which resembles most of the other branches in certain aspects, but is essentially different from them in other respects. Although there are differences in opinion among the different individuals regarding the liability in torts, the law has been developed and has made roots in the legal showground. There are defined elements and conditions of liability in tort law. This branch of law enables the citizens of a state to claim redress for the minor or major damage cause to them.

In case of *injuria sine damno*, i.e. infringement of a legal right without any actual loss or damage, the person whose right is infringed has a cause of action. Every person has a legal right to his property, to the immunity of his person and to his liberty and infringement of this right is actionable *per se*.

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GENERAL AWARENESS ABOUT INTELLECTUAL PROPERTY RIGHTS IN INDIA**Pooja Dipak Patel**

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ABSTRACT:

Intellectual property means a category of property that includes intangible creations of the human intellect, and primarily encompasses copyrights, patents, and trademarks. It also includes other types of rights, such as trade secrets, publicity rights, moral rights, and rights against unfair competition. The Main Purpose Of Intellectual Property Rights Or law is to encourage the creation of a large variety of intellectual goods. If General Awareness About IPR In India Increase it enhance creativity , Innovation, competitiveness And Economic Growth In India. For Increase Awareness About Intellectual Property Rights in India Government Launched Scheme or Project it is name is " IPR Awareness – Creative India , Innovative India"

Keyword: Intangible assets ,Creativity , Innovation , Competitiveness , Intellectual goods

INTRODUCTION:

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his or her creation for a certain period of time. It covers everything from original plays and novels to inventions and company identification marks. The purpose of intellectual property laws are to encourage new technologies, artistic expressions and inventions while promoting economic growth.

Meaning Of Intellectual Property Rights:

Intellectual property rights refers to the general term for the assignment of property rights through patents, copyrights and trademarks. These property rights allow the holder to exercise a monopoly on the use of the item for a specified period.

OBJECTIVE:

My Basic Objective Behind Making This Research Paper is to Know the Awareness about IPR Among Indian Population , And To Know the Benefits Of IPR To The Nation , And If Any Circumstance people of our country is not aware with IPR what efforts or measure should take to improve the awareness that I want to know. This Research Paper Help The Today's Youth Generation and Our Nation Also Because Once the Youth Know the Importance And Benefits Of Intellectual Property Rights They Start putting Efforts towards it which is enhance Creativity , Innovation , Competitiveness And Economic Growth In India.

HYPOTHESIS :

1. To know the benefits Of IPR.
2. To Know the challenges with IPR.
3. To know How much Population in our country are aware about IPR.

RESEARCH METHODOLOGY:

For Making this Research Paper I am Prefer both primary data and secondary data. Secondary Data Like Few Website , Online Published Research Paper , etc. and the detail of primary data are given below:

1. Research Design :- Descriptive Survey Method is used.

2. Sample :- For the study 40 people are selected from western Mumbai Region .Sample include both literate and illiterate people.

3. Sampling Technique :- Simple Random Sampling is used.

4. Tool and Technique :- Self Constructed Structured Questionnaire was prepare . It consisting 5 items for the collection of data and for data analysis percentage method is used . Out Of 40 People 32 People are given Response to questionnaire. It can said to be 80% Response.

DATA COLLECTION AND ANALYSIS

Table:

Question	Frequency Of Respondent	Percentage Of Respondent
1. have you heard about Intellectual Property Rights ?		
Agree	18	56.25

Dis-agree	10	31.25
Undecided	04	12.5
Total	32	100
2. Do you know the Benefits of IPR ?		
Agree	16	50
Dis-agree	12	37.5
Undecided	4	12.5
Total	32	100
3.Is Intellectual Property Rights Help to increase Creativity &Innovation as well as economic Growth in India ?		
Agree	18	56.25
Dis-agree	10	31.25
Undecided	04	12.5
Total	32	100
4.Is intellectual Property Rights Help to Protect against Unfair Competition ?		
Agree	17	53.12
Dis-agree	11	34.38
Undecided	04	12.5
Total	32	100
5.Do you know about the Government Scheme for increasing awareness about IPR ?		
Agree	15	46.88
Dis-agree	09	28.12
Undecided	08	25
Total	32	100

(Source : Compiled From Primary Data)

From the above data we observe that 56.25% of People are aware About Intellectual Property Rights . We can says that large portion of population are aware about Intellectual Property Rights . But still some people are not aware about Intellectual Property rights. We should put efforts towards it.And 56.25% of people says that IPR help to Increase creativity , & Innovation as well as economic growth in india..46.88% of people are aware about the government scheme for increasing awareness about IPR It 's name are " IPR Awareness – Creative India , Innovative India" For those who not aware about the benefits of IPR We should try to increase there awareness by taking suitable measures.

LIMITATION OF THE STUDY:

I have Limited Time For Making This Research Paper That's Why I was Not Able to Given More Time to study on this topic like Professional Research work (Ph.D) and the second limitation is that the study is confined to the people of western Mumbai which not represent total population.

RATIONALE:

My Basic Reason Behind Making This Research Paper is to aware people about Intellectual Property Right and to know the benefits of IPR .

BENEFITS OF INTELLECTUAL PROPERTY RIGHTS :

Intellectual Property Rights help in providing exclusive rights to creator or inventor thereby induces them to distribute and share information and data instead of keeping it confidential.

It provides legal protection and offers them incentive of their work. Rights granted under the intellectual property act helps in socio and economic development. India has defined the establishment of statutory, administrative and judicial framework for protecting the intellectual property rights in the Indian territory, whether they connotes with the copyright, patent, trademark, industrial designs or with other parts. The Main

Purpose Of Intellectual Property Law is to encourage the creation of large variety of Intellectual goods. IPR give Economic Incentives For Their Creation , Because it allows people to profits from the Information and Intellectual goods they create. IPR Enhance Creativity , Innovation , Competitiveness and economic growth in India .

CHALLENGES WITH IPR AWARENESS

There are disadvantages of intellectual property rights that are not always apparent to individuals looking to establish ownership by securing copyright, trademark, or patent protection for something they have created.

While it is true that obtaining intellectual property rights can give a person the authority to exclusively use, or to license or sell, their intellectual property rights to others for profit, it should not be assumed that these rights do not come without potential drawbacks. A brief overview of these disadvantages can save a person time, money, and even heartbreak.

AWARENESS ABOUT INTELLECTUAL PROPERTY RIGHTS AMONG INDIAN POPULATION:

Awareness About Intellectual Property Rights Among Indian population is today increase as compared to past decade. But still people in remote area are not aware with IPR .Efforts Needed for improving awareness among remote area.

IPR Awareness Scheme

The Government Of India Has Launched Scheme On 1st April,2017 For Improving Awareness among Indian population About Intellectual Property Rights it is name is “ IPR Awareness – Creative India , Innovative India “. The Scheme For IPR Awareness aim to conduct 400 IPR Awareness Workshop / Seminar in Academic Institution And The industry Including MSMES And Startups for increase awareness among people. And they also passed various law and policy for protection of rights of IPR

FINDINGS:

From the above data I Conclude that Awareness About Intellectual property rights in India is Increase as compared to past decade but there are also few potion of people they are not aware with IPR Rights and Their Policy and their benefits . If IPR Awareness increase Innovation and economic growth in our country also increase. There are few dis-advantages of IPR We should work for that dis-advantages and try to reduce it.

CONCLUSION :

Lastly I Conclude That IPR Refers to Intellectual property (IP) is a category of property that includes intangible creations of the human intellect, and primarily encompasses copyrights, patents, and trademarks. It also includes other types of rights, such as trade secrets, publicity rights, moral rights, and rights against unfair competition. IPR have more benefits as well as few dis-advantages that I learn after the study on this topic. Government And Corporate Sector as well as Educational Institution they put efforts towards IPR Awareness but still there are Peoples in India they still not aware with IPR.we Should Put Efforts For Them. If IPR Awareness increase Innovation and economic growth in our country also increase .

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THE REALIZATION OF A “LESS-CASH” ECONOMY ON THE WINGS OF THE MEDIA

ABSTRACT:

November 8, 2016 is marked as an important date on the calendars of every Indian because of the impact of demonetization. However, very few look back to see that one important aspect that came out of it is the “less-cash” economy, which has its own pros. Though many people are not well versed with the use of the latest technology, attempts can always be made to understand and use them so that life becomes easier. The media is a terrific vehicle that can help expose people to the realities of life. If the mass media is capitalized upon, several problems that we face in a cash based economy, can be done away with. This paper attempts to understand whether the media can play a role in propagating a “less-cash” economy in India with the help of 131 respondents through the convenient sampling method.

Keywords: “Less-Cash”, Economy, Media, Print Media, Electronic Media, New Media, Social Media.

INTRODUCTION:

We have been hearing a lot about “cashless economy”. The memories send a chill through our spine because of demonetization (Teltumbde, 2017). The advantage of this is that credit and debit card transactions increased (Subrahmanya & Putanna, 2018). Of course it could also be concluded that one of the aims of the demonetization move has been a cashless future (Shepard, n.d.). Today Asia is at the crossroads of a cashless transition phase due to technological innovation and favourable governmental policies (David & Gantori, 2018). Sweden is a very good example wherein 95% of them have access to Credit/Debit cards and make about 300 card payments in a year (Gray, 2017). We Indians too being tech-savvy, could easily move towards a “less-cash” economy. Our business houses were unprepared and hence they were forced to switch over to digital transactions (Chattopadhyay, Gulati & Bose, 2018). Customers were caught unawares and didn’t even know how to make payments. They had to be educated as to how to make safe digital transactions.

OBJECTIVES OF THE STUDY:

The researcher would like to use the term “less-cash economy” instead of “cashless economy” because it is feasible for our economy. What needs to be understood here is the importance of a “less-cash” economy and how it will help us. When there are lesser currency transactions there will be lesser problems (Mathur, 2016). The researcher aims, through this paper, to firstly understand what people think about a “less-cash economy”, and, secondly to understand how the media can play a very important and effective role in making a smooth transition to a “less-cash” economy.

METHODOLOGY:

Primary data has been collected through a sample survey that was conducted through the convenient sampling method wherein 141 respondents have filled in a questionnaire to give responses related to the role played by the media in a “less-cash” economy. Secondary data too has been used from books, journals, reports and websites to help understand the role that media has played in influencing a “less-cash” economy.

REVIEW OF LITERATURE:

From November 8, 2016 Indians suddenly faced a cash crunch due to demonetization. The aims of this exercise were to eradicate fake notes, remove black money and terrorist funding activities, and, help India proceed on the road to a cashless economy (Agrawal, 2018). In India where less people have access to the internet, changing over to a less-cash economy is going to be a tedious and up-hill task. The infrastructure and payment structures favour a cash economy (Mathur, 2016).

A study was conducted to see whether the small retailers were aware of cashless transactions and their modes, though they were aware, they engaged in very few transactions (Chattopadhyay, Gulati, & Bose, 2018). Electronic or digital payments are the latest forms of making payments wherein cash need not be used (Kumar & Putanna, 2018). However, the masses have to be educated about it. Different forms of media have been active in India since a very long time and have been a great source of influence on the people. Right from traditional to new media, they have all worked in various ways to bring about changes in society (Mass Media in, 2018). On the other hand, there are certain villages like Akodara in Sabarkantha district of Gujarat, and, Dhasai village in Thane district of Maharashtra, that have decided to go cashless, and it has changed their life for the better (Goswami, 2016).

Television has been a very powerful medium for information, entertainment and education. Quite a few generations of Indians have been educated with the help of the television as it is more attractive than the classroom (Rasool, 2012). Cable and satellite technology have made people more aware of their surroundings

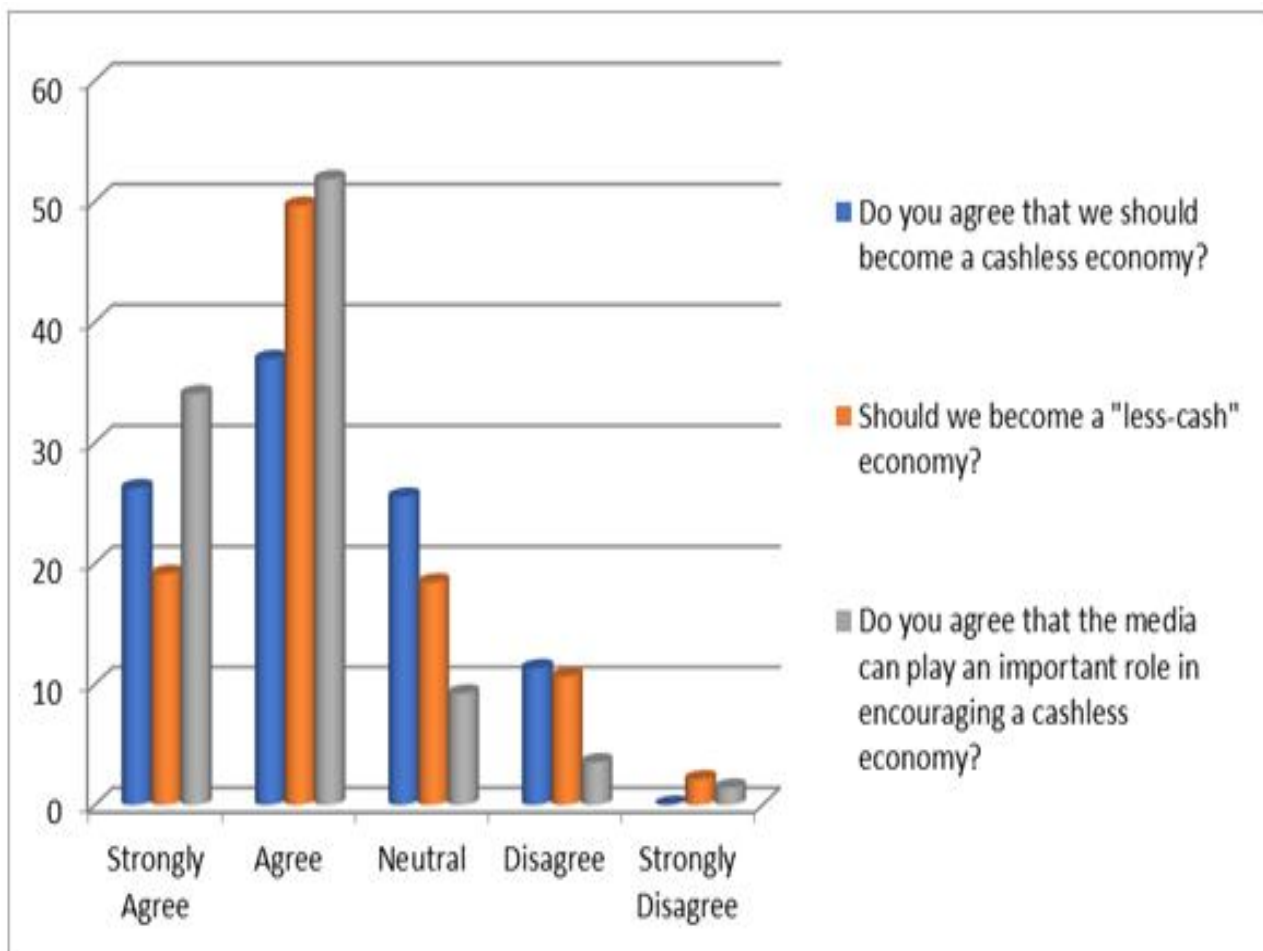
and the world around. The concept of 24 x 7 news channels has gotten the people more involved (Shrivastava, 2015). Social networking has become huge in the 21st century and is influencing attitudes, thinking, lifestyle and opinions of all sections of society (Srinivas, 2014).

Communication enables a polity to be active, just like the press promoted the Protestant Reformation. The print media too has played its role during uprisings and wars (Jong, Shaw & Stammers, 2005). Though there are some critics who have argued that the media have delimited the capacity of an individual to act, the truth is that the media has left a very powerful impact on the social and cultural aspects of society (Mishra, 2012). Hence, the media will certainly be a potent vehicle on which can ride the element of a “less-cash” economy.

ANALYSIS AND INTERPRETATION:

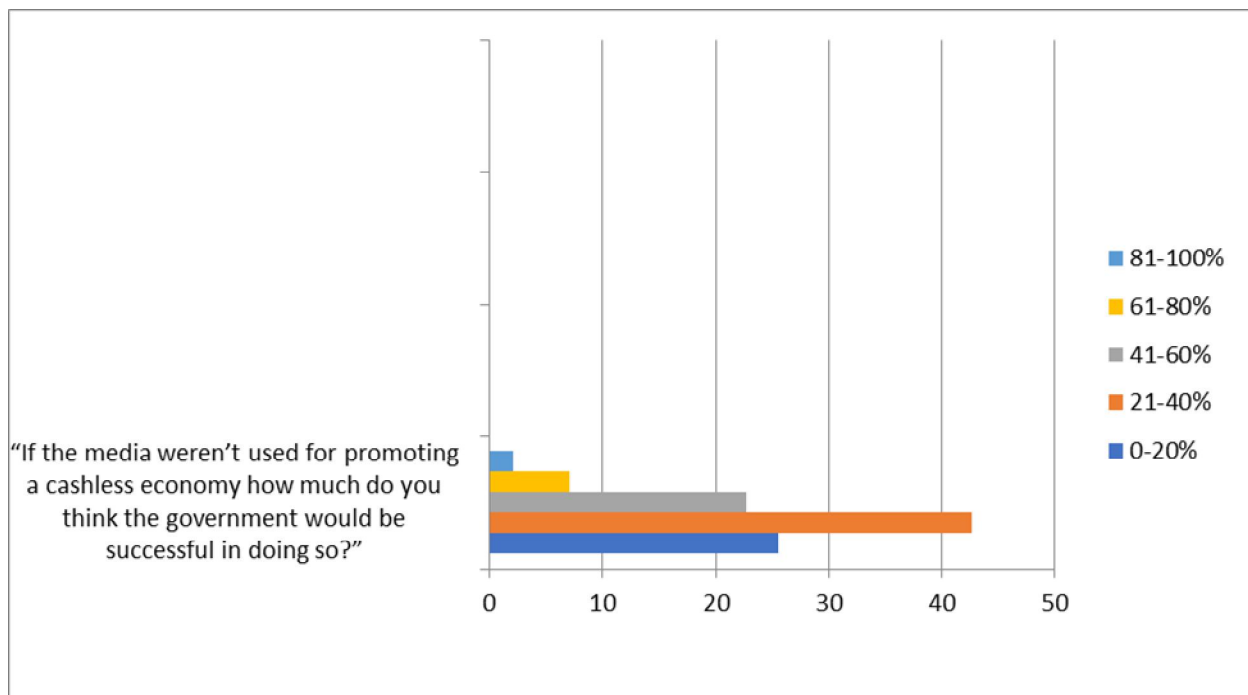
A survey was conducted by the researcher through convenient sampling among 141 respondents. 58.2% of them were women and 41.8% are men. 37.6% were in the age group of 18-25, 21.3% in 26-40, 39% in 41-60, and 2.1% in 61 and above. According to qualifications 30.5% were in the Under-graduate and Graduate group, 51.1% in the Post-Graduate group, and 18.4% who were PhD holders.

When asked whether they felt that India is ready to transit into a cashless economy, 50.4% felt that it was, and 49.6% felt it wasn't. To the question that should we become a cashless economy, 26.2% strongly agreed, 36.9% agreed, 25.5% were neutral, 11.3% disagreed and none strongly disagreed. Surprisingly, to the proposition that we should become a “less-cash” economy, 19.1% strongly agreed, 49.6% agreed, 18.4% were neutral, 10.7% disagreed, and 2.1% strongly disagreed. The question “Do you agree that the media can play an important role in encouraging a cashless economy?” got 34% strongly agreeing, 51.8% agreeing, 9.2% being neutral, 3.5% disagreeing, and 1.4% strongly disagreeing.



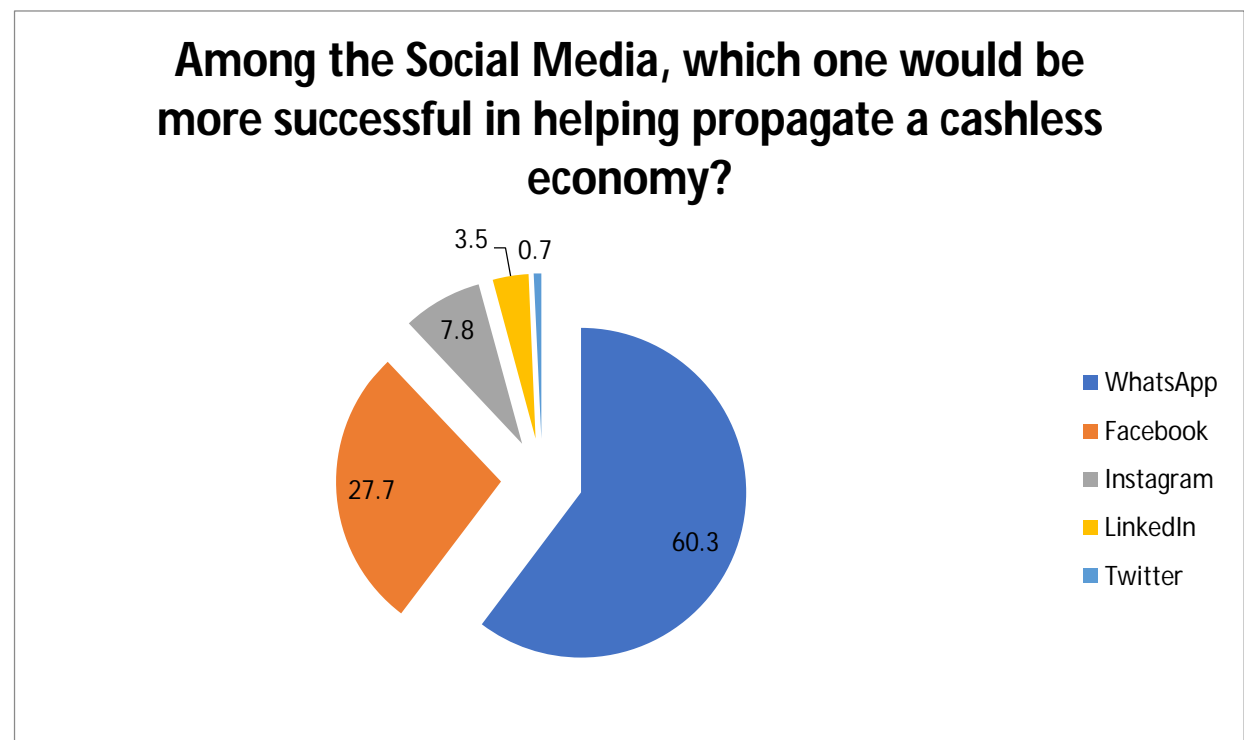
When asked which media could have far reaching effects on the population for a cashless economy, 48.2% felt that it was social media, 37.6% felt it was electronic media, and 14.2% felt that it was the print media.

An amazing outcome was felt through the question “If the media weren’t used for promoting a cashless economy how much do you think the government would be successful in doing so?” – in the 0-20% category there were 25.5% respondents, 21-40% there were 42.6%, 41-60% there were 22.7%, 61-80% there were 7.1%, and 81-100% there were 2.1%.



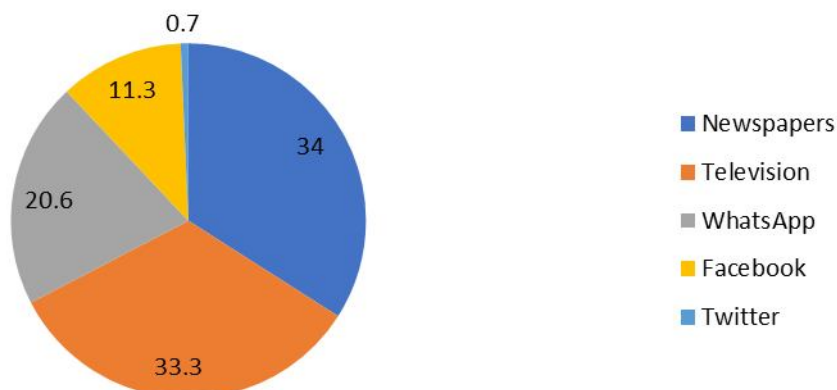
To understand among the print media which one would be more successful in propagating a cashless economy, 65.2% of the respondents felt that newspapers would be so, 29.8% felt that banners and bill boards would be, 2.8% felt pamphlets would be, and 2.1% felt that magazines would be successful. In the same way a question was posed to understand which among the electronic media would be more successful in propagating a cashless economy. Television scored high with 54.6% respondents favouring it, second was the internet with 39.7%, and the radio was last with 5.7%.

Even the social media has ample scope to influence the people. Hence with reference to the social media in propagating a cashless economy, WhatsApp scored high with 60.3%, Facebook was second with 27.7%, Instagram was third with 7.8%, LinkedIn was fourth with 3.5%, and Twitter didn't got 0.7%.



Upon asking the respondents which medium would influence them the most to make a transition to a cashless economy, 34% felt that it was newspapers, 33.3% felt it was television, 20.6% felt it was WhatsApp, 11.3% felt it was Facebook, and 0.7% felt that it was Twitter.

Which medium would influence you the most to make a transition to a cashless economy?



FINDINGS:

- 50% of the respondents felt that India is ready to transit to a cashless economy.
- 63% strongly agreed that we should become a cashless economy.
- 69% agreed that we should become a “less-cash” economy.
- 90% agreed that the media plays an important role in encouraging a cashless economy.
- Among the media that have far reaching effects on the population for a cashless economy, social media was the clear winner with 48% and close on its heels was electronic media with 37%.
- “If the government hadn’t used the media then how much would it be successful in propagating a cashless economy” 43% felt that the government had 21 to 40% chances, 25% felt that the government had 0-20% chances, and 23% felt that it had 41 to 60% chances of being successful.
- Among the print media, 65% of the respondents felt that it was the newspapers, and 30% felt that it would be banners and bill boards that would be successful in helping propagate a cashless economy.
- Among the electronic media 55% felt that it would be television and 40% felt that it would be the internet that would help in encouraging a cashless economy.
- Similarly, with reference to the social media, WhatsApp scored 60% and Facebook 28%.
- As to which medium would influence themselves the most to transit into a cashless economy, 34% felt that it would be newspapers, 33% felt that it would be television, and 21% felt that it would be WhatsApp.

SUGGESTIONS:

This researcher would suggest that the government should undertake a survey from the population to understand what medium would be effective in implementation of its policies for an effective “less-cash” economy. A move in this direction has to be taken step by step as it would be disastrous to introduce overnight changes. Gaining the confidence of the people is a must at this juncture, and only then should the government implement changes. A majority of India’s population is the youth and they are very tech-savvy. They are the ones who could help India transit into a new world of a “less-cash” economy. It is most desirable to have the economy moving ahead in this direction, and the government cannot ignore the effects that the media can have on the people. Capitalization on educating the Indian population on the good effects of a “less-cash” economy is the need of the hour.

CONCLUSION:

Through the sample survey it is evident that most of the respondents felt that media has indeed got an important role to play in transiting to a “less-cash” economy. In conclusion it can be said that the media should be

exploited by the government if it wants to make a transition from a cash based to a “less-cash” economy. The results are there for us to see from the analysis made from the sample survey.

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GENDER DISPARITY IN THE INDIAN JUDICIARY & ITS EFFECTS

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ABSTRACT:

Women worldwide have been facing discrimination in various forms and spheres for ages. Over the years, women in India have been subjected to various types of discriminatory practices like Child Marriage, Sati – Pratha, Female Feticide, Dowry System etc. They were denied basic rights and been compelled to totally depend on the male members of their family. Most of the female population were also deprived of their right to education and freedom. The main reason for gender disparity is the patriarchal system prevalent in our society. They have been targets of inequality not only in the matters of social and political rights but also in terms of employment opportunities. Regardless of the development and fast fiscal growth of our country in the last seven decades of independence, gender disparity is still deep rooted and persistent in our society. The position of women has been relegated to a subservient position to men.

The issues concerning gender discrimination has effected every aspect of women's life be it social or professional. In the present day scenario gender disparity in any line of work is unacceptable and unjustified nonetheless it exists in every profession but unfortunately it is very much apparent in Indian Judiciary. It raises many grave concerns regarding the participation of women in the delivery of justice and their representation in Indian judicial institutions. It also questions the precept of Right to Equality guaranteed by Articles 14 & 15 of the Indian Constitution. The research is an attempt to look into the various aspects and impact of Gender Disparity in Indian Judiciary.

Keywords: Gender Disparity, Indian Constitution, Right to Equality Suitable Representation, Patriarchal System, Subservient Position

OBJECTIVES:

- To study the various aspects of Gender Disparity in Indian Judiciary.
- To assess the impact of Gender Disparity in Indian Judiciary.
- To explore ways to overcome the problems arising from the discrimination.

HYPOTHESIS:

- **H₀** = There is no Gender Disparity in the Indian Judiciary and as such no impact on it.
- **H₁** = Gender Disparity exists in the Indian Judiciary and as a result it has a considerable impact on various matters like delivery of justice and representation of women in Indian judicial institutions.

RESEARCH METHODOLOGY:

The research is more of qualitative nature as such most of the data was collected through secondary sources. To verify as well as support the information gathered and find out if people are aware of the current reality of Gender Disparity in the Indian Judiciary, primary data was collected from a small sampling unit.

- Primary Source – Data collection through a structured questionnaire and interviews.

Sample Size: 150 Respondents [students & professionals] in the Mumbai area.

Profile of Respondents: Age – 18 to 35 years

Gender: Females – 100, Males – 50

- Secondary Source – Books, Journals, Newspaper, Internet etc.

INTRODUCTION:

“A system of social structure and practices in which men dominate, oppress and exploit women”.

Sylvia Wallaby

The patriarchal structure of a society is given credence in all religions and communities, be it India or any of the western countries. Denial of equality, rights and opportunity on the basis of gender is gender disparity. Exploitation of women in every sphere of life is an old tradition of every society, which is carried out even in the 21st century.

Gender imbalance is hard to grasp in theory, there's a lot of talk about women getting more opportunities than before in almost every field. But even now in the present times women are not treated equally compared to their male counterparts. One aspect of this harsh reality is the discrimination and unconducive environment encountered by women at work place and also the injustice in the matter of equal pay for equal work. This situation exists in spite of the fact that **Right to Equality** is one of the fundamental rights granted by the constitution of India.

In the contemporary times many women have a career and are self – independent in spite of the hurdles out up by their own families and the society. Women are determined to break the mold of the gender roles created by the society for them. They aspire to achieve true equality in every field of work with their hard work and resolve. In the patriarchal system most of the professions are male dominated and women are made to feel unwanted and face hostile environment.

Women have made great progress in the workplace, but still inequality persists in every field be it Corporate Sector, Politics, Sports etc. They have work harder compared to men to prove their worth but mostly ignored at the time of promotion and salary hike. The inequality does not only exist in the workplace but also at homewhere a woman is expected to take maximum household responsibilities and minimum decision making rights.

Right to Equality is embodied in a series of articles from Article 14 to 18 of the Constitution of India. Article 14 contains the principle of rule of law and Articles 15, 16, 17 and 18 contain the application of this principle. The Preamble to the Constitution of India provides for equality of status and opportunity. Equality forms part of the basic structure of the Constitution of India. **Article 15** prohibits the State from discriminating against citizens on the grounds of religion, race, caste, **sex** or place of birth.

The Government of India launched a National Policy for Empowerment of Women in 2001. The specific objectives of the policy are as follows:

- Creation of an environment through positive economic and social policies for full development of women to enable them to realize their full potential.
- Creation of an environment for enjoyments of all human rights and fundamental freedom by women on equal basis with men in all political, economic, social, cultural and civil spheres.
- Providing equal access to participation and decision making of women in social political and economic life of the nation.
- Providing equal access to women to health care, quality education at all levels, career and vocational guidance, employment, equal remuneration, occupational health and safety, social security and public life etc.
- Strengthening legal systems aimed at elimination of all forms of discrimination against women.
- Changing societal attitudes and community practices by active participation and involvement of both men and women.
- Mainstreaming a gender perspective in the development process.
- Elimination of discrimination and all forms of violence against women and the girl child.

The judiciary represents our society, which is made up of both men and women but when the perspective of half the population is lacking, it becomes a problem. However one look at our justice system and its evident that the judiciary is not free of the gross imbalance in the number of men and women judges. The current abysmal situation has highlighted the need for suitable representation of women, particularly with an aim to address the lack of and sometimes denial of rights. The increased rates of offences against women, the nature of these crimes being such that require more women on the bench in order to advocate and advance the cause of gender justice within the Indian social context.

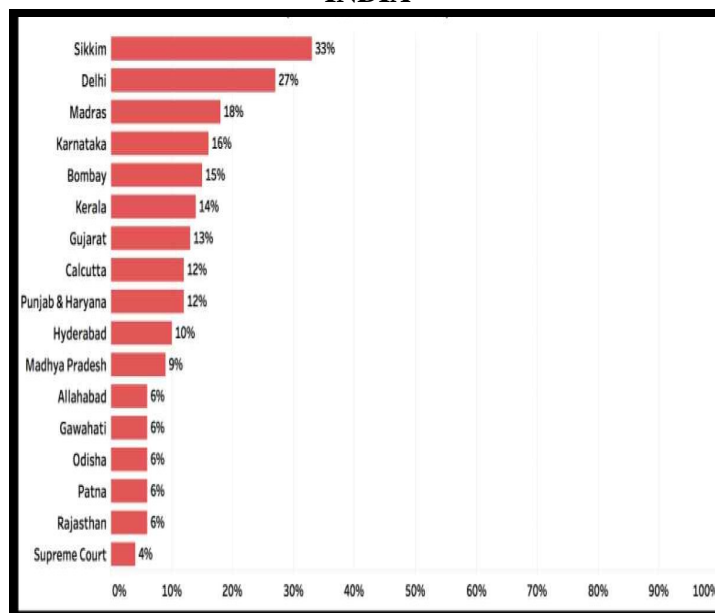
The Indian constitution mandates equality irrespective of gender and to promote that various laws have been made but even after all that some of the shocking facts of Indian Judiciary are:

REALITY CHECK

- ❖ **It's 2019!!! & Less Than 12% Judges in Supreme Court & High Court in India Are Women**
- ❖ **Only 3 female judges out of 28 judges in Supreme Court**

- ❖ The Supreme Court in its 68 years of existence, has only seen one woman elevated from the bar to the bench, as recently as January 2018.
- ❖ Nine Out Of Ten Judges In India's Higher Judiciaries Are Male.

PERCENTAGE OF FEMALE JUDGES IN SUPREME COURT & VARIOUS HIGH COURTS IN INDIA



HIGH COURTS WITH NO FEMALE JUDGES

UTTARAKHAND JHARKHAND CHHATTISGARH	HIMACHAL PRADESH JAMMU & KASHMIR	MEGHALAYA MANIPUR TRIPURA
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FINDINGS& DATA ANALYSIS:

The list of legislations as well as types of discriminations or inequalities may go on but the real change will only come when the mentality of men will change; when the male species of human beings would start treating women as equal and not subordinate or weaker to them. In fact not only men but women also need to change their mindset as through cultural conditioning they have also become part of the same exploitative system of patriarchy and are playing a supportive role in furthering men's agenda of dominating women.

Therefore, what is needed is the movement for Women's empowerment where women can become economically independent and self-reliant; where they can fight their own fears and go out in the world fearless; where they can snatch their rights from the clutches of men and they don't have to ask for them; where women have good education, good career, ownership of property and above all where they have freedom of choice and also the freedom to make their own decisions without the bondages of age old saying of Manu.

Inclusion of women in the judiciary is crucial to address many concerns that have extensive social as well as political consequences. Insufficient representation of women in the judiciary can lead to escalation of prejudices in the courts and wrong decisions. Moreover the legitimacy of the court could be in question if half of the population is not represented properly. Adequate presence of women judges and lawyers will also be an indication of equality of opportunity in the legal profession.

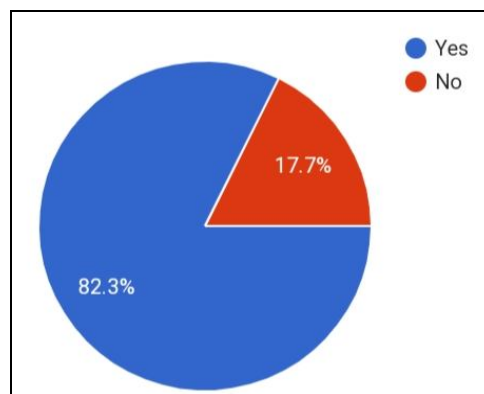
Ironically in India, Judiciary is one such profession where rampant inequality and bias is evident. The deep rooted gender inequality in the judiciary is part of a bigger problem of absence of women in the workforce as it

negatively effects our economy. The latest Economic Survey emphasized the fact that participation of women in the workforce up to the level of men can boost the Indian economy substantially.

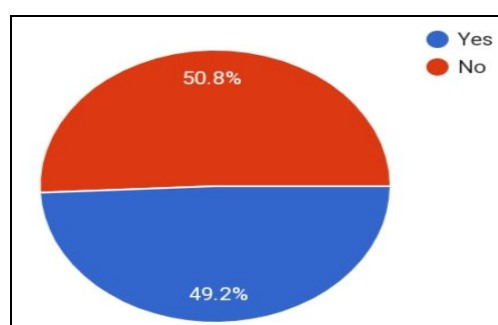
The research was an eye opener as it revealed certain harsh and unfortunate but true facts about gender disparity and male dominance in the Judiciary.

- ❖ In Indian Judiciary, women are hugely under-represented, constituting just 28 per cent, despite reservations.
- ❖ The Supreme Court in its 68 years of existence, has only seen one woman elevated from the bar to the bench, as recently as January 2018.
- ❖ Women judges are routinely passed over for promotions, making it impossible for them to move into bigger roles.
- ❖ The gender gap is particularly relevant with respect to judgements and jurisprudence affecting women.
- ❖ Incentives and work environments provided to women in the judiciary are also important factors.
- ❖ Sexual harassment and the lack of supportive infrastructure, from toilets to maternity leave, also contribute to a high attrition rate amongst women lawyers.

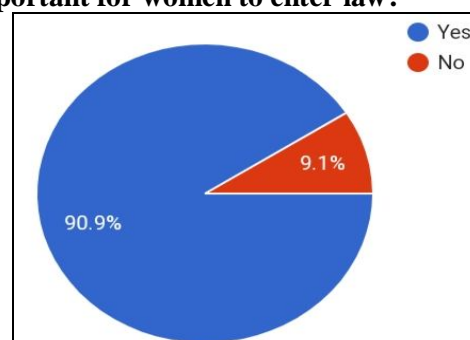
▪ **Is the patriarchal culture of India responsible for Gender Disparity?**



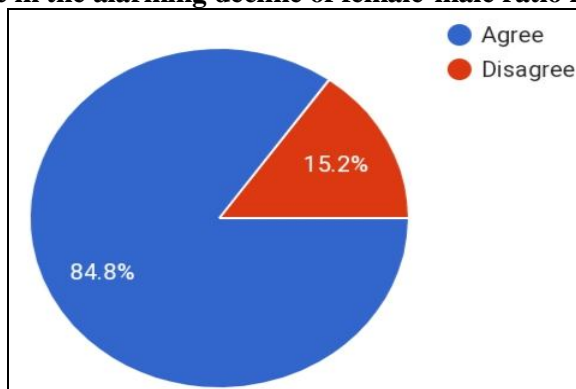
▪ **Do you think women hesitate to choose Law as a profession in India?**



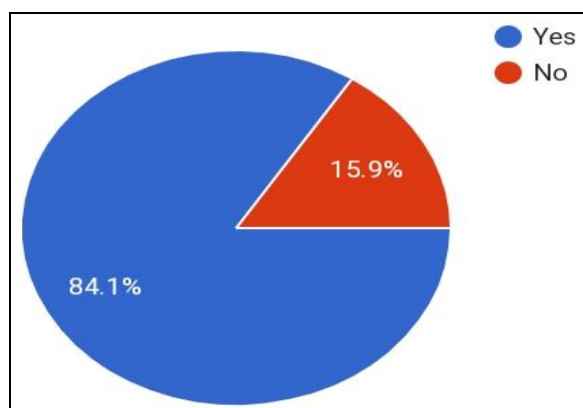
▪ **Do you think that it is important for women to enter law?**



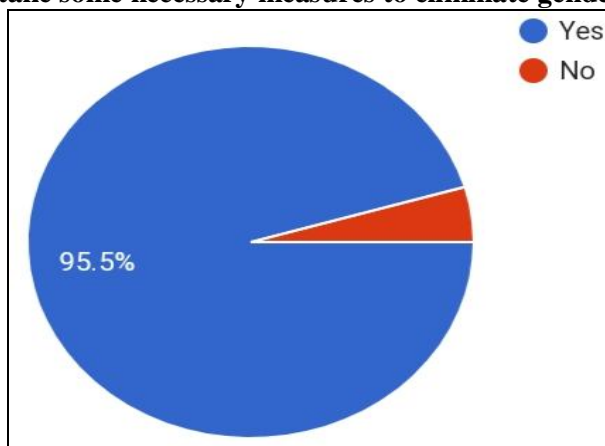
- Do social issues play a role in the alarming decline of female-male ratio in the Judiciary?



- Will the judicial system benefit if there are more number of women in it?



- Should our government take some necessary measures to eliminate gender inequality?



RECOMMENDATIONS:

- ❖ Society should encourage and facilitate women to be equal part of all professions.
- ❖ Government has a responsibility to ensure that the women's Right to Equality is not violated and they get equal opportunities.
- ❖ Introduction of constitutional legislation to guarantee equal pay for equal work.
- ❖ There should pay parity and proper facilities for female employees.
- ❖ The male mindset should change and they need be more progressive in their outlook.
- ❖ Women need to be enthusiastic participants in the judiciary.
- ❖ Women's and girls' voices needs to be included in the global and national decision-making.

- ❖ One of the key strategies must be to change how girls, families and society imagine what girls can be and can do. We need to give girls images and role models that expand their dreams.
- ❖ The unpaid work women and girls do provide the foundation for the global economy. This fact needs to be highlighted more in the media, with the private sector and in communities.

BENEFITS OF THE RESEARCH

- ❖ The research paper will generate awareness regarding gender disparity in the Indian Judiciary.
- ❖ Most people are not aware of the gender disparity prevailing in our Judiciary and various other profession not only in India but in other countries.
- ❖ It highlights the factors responsible for gender discrimination which can help eradicate it from various profession, starting on a smaller scale.
- ❖ We hope the recent surge in attention paid to the gender imbalance in the judiciary serves as an impetus for more in-depth research on the issue and appropriate measures are taken to remedy it.

CONCLUSION:

“Gender equality will only be reached if we are able to empower women.”

Michelle Bachelet

H1 = Gender Disparity exists in the Indian Judiciary and as a result it has a considerable impact on various matters like delivery of justice and representation of women in Indian judicial institutions.

The above hypothesis is proved right as 82% respondents agree that the patriarchal culture of India responsible for Gender Disparity in all professions but especially judiciary. 84.8% agree that social issues play a role in the alarming decline of female-male ratio in the Judiciary. 84.01% say the judicial system will benefit if there are more number of women in it. 95.5% think our government take some necessary measures to eliminate gender inequality. An overwhelming 95.5% agree it is important for women to enter law.

Times have changed and so has the role of women in our society. Modern society has slowly accepted the significant role of women outside of homes, and women are gaining more and more recognition as leaders in both the private sector and public service. However, despite the resilience and strength women have shown throughout history, there is a continuous need to respect, protect, fulfill, and promote women's rights at home, at work, and in all spheres of society, without distinction or discrimination on account of class, age, sex, gender, language, ethnicity, religion, ideology, disability, education, and status.

Gender equality refers to the right of men and women to enjoy the same opportunities to achieve their full potential and to pursue happiness, to contribute to nation building, and to share in the fruits of progress and development. All these would be possible with the State and its agents giving due recognition to the status of all persons as free and equal in dignity and rights, regardless of gender.

Awareness of and sensitivity to the problem of gender bias are imperative in the judicial setting, since women look to our Courts for justice and protection in cases of violence, abuse, or discrimination. Though plethora of legislations national as well as international do exist but due to ineffective enforcement, women are exploited by the male dominated society. All law is not justice; nor is all justice law alone. At times there could be more justice without law and likewise there could be times when strict adherence to, or mindless application of laws, could lead to injustice.

Women need to overcome the image that they are sensitive people, which let their emotions control their mind. They need to prove that they can think with their minds and not their hearts when it comes to business. Most people want to correct the unequal treatment of women in the workplace. It is important to have women in the judiciary as the presence of women judges and lawyers are very important because of several reasons like:

- ❖ It provides decision making power to sections of the society which were disenfranchised before.
- ❖ A diverse bench is essential for a fair and impartial judiciary.
- ❖ A diversity of viewpoints makes courts more representative and democratically legitimate, and enables them to understand the implications of their rulings on the real world.
- ❖ Inclusion of women judges allows for other women aspiring for a career in law to access mentorship.
- ❖ It allows women seeking justice to face less stigma, especially when reporting violence and abuse.

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INTERLINK BETWEEN ANATOMY AND YOGA

Prof. Shailesh N. Padwal

ABSTRACT

Nowadays, yoga is one of the most used methods in the mind-body connection. "Yoga refers to a type of exercise based on controlled breathing, diet, exercise and a series of physical postures" (Yoga). This exercise is commonly linked to meditation and relaxation. Yoga is very useful because it helps you to control your mind, contributes to health, and works as a stress-reducer. This type of exercise is mainly recommended to people with a very active and demanding life, especially teenagers. Teenagers tend to cope with many activities in their life, involving school, family and friends that cause them problems. These kinds of problems make their lives a little bit stressed and they need to face them to make them disappear. One of the best ways to accomplish this is to practice some kinds of exercises, such as yoga, that relaxes the body and the mind. However at the same time effective trainer is must, poor knowledge of anatomy can lead to disastrous effects on body thus the Research study attempts to study the interlink between anatomy and yoga.

Keywords – Yoga, Anatomy, Healthy balance and low awareness

INTRODUCTION

Your body is your temple. Keep it pure and clean for the soul to reside in. – BKS Iyengar

The above mentioned quote implies the importance of yoga for cleansing of the body. Yoga is a device for uniting the mind and body, and it is important to know the inner workings of the body for understanding the impact of asanas. When one does asanas with correct alignment and anatomical reflection then it becomes easier to synchronize breath and mind with it. This is what forms the core essence of your asana practice taught during yoga teacher training in India. Our children live in a hurry-up world of busy parents, school pressures, incessant lessons, video games, malls, and competitive sports. We usually don't think of these influences as stressful for our kids, but often they are. The bustling pace of our children's lives can have a profound effect on their innate joy—and usually not for the better. Children derive enormous benefits from yoga. Physically, it enhances their flexibility, strength, coordination, and body awareness. In addition, their concentration and sense of calmness and relaxation improves. Doing yoga, children exercise, play, connect more deeply with the inner self, and develop an intimate relationship with the natural world that surrounds them. Yoga brings that marvellous inner light that all children have to the surface. When yogis developed the asanas many thousands of years ago, they still lived close to the natural world and used animals and plants for inspiration—the sting of a scorpion, the grace of a swan, the grounded stature of a tree. When children imitate the movements and sounds of nature, they have a chance to get inside another being and imagine taking on its qualities. When they assume the pose of the lion (Simhasana) for example, they experience not only the power and behaviour of the lion, but also their own sense of power: when to be aggressive, when to retreat. The physical movements introduce kids to yoga's true meaning: union, expression, and honor for oneself and one's part in the delicate web of life.

OBJECTIVE OF STUDY

1. To study the interlinks between anatomy and yoga.
2. To identify the extent of teenagers in the age group of 18-21 practising yoga on daily basis.

HYPOTHESIS OF THE STUDY

H₁. The number of teenagers practising yoga on daily basis is significantly low.

RESEARCH METHODOLOGY

A primary survey was conducted amongst 350 teenagers from various colleges in Mumbai Suburban area between the age group of 18-21 years. Simple Random Sampling Technique was used for data collection. The data was then represented with the help of bar diagram.

FINDINGS OF THE STUDY

Anatomy is a medical subject dealing with the basic structures of the body. It includes knowledge of the bones, muscles, joints, blood vessels, nerves and organs within the body. Knowing the anatomy of the body is an added benefit if you are a yogi. It is vital to know which muscles and bones can sustain which type of injuries, which asana targets which muscle compartments and which poses are specific to healing on injuries. Anatomy of the body is diverse – the body of a human being is not just muscles and bones, but also nerves, blood vessels, joints and organs. Being a yoga instructor does not mean you have to know everything – only the basics needed for yoga. These include major muscles, joints and bones as well the most common movements of the body.

Major Bones of the Body: The body has 206 bones, and these are divided into long and short bones. As a yogi in training, you only need to know the major bones of the body, such as those in the legs and arms. It is also important to know the structure of the spine, as it is – quite literally- the backbone of the skeleton. Having knowledge of bones will help aspiring yogis to know which asanas are applicable on which anatomical part of the body, and which bones are at risk of injury during yoga practice.

Major Muscles of the Body - With the bones, yogis also learn the origin and insertions of muscles to the bones. While these may seem daunting, students must remember that muscles are divided into compartments. Each Muscle is grouped according to the movements of body or in other words they are arranged according to function. Learning them in conjunction with the movements in asanas will give yogis a fair idea of who can benefit from these asanas, such as students with shoulder dislocation problems must focus on the asanas which strengthen the muscles around the shoulder joint, because shoulder joint is vulnerable joint by its very structure and it is kept stable only by a strong muscular structure around it.

Major Joints of the Body - Joints are the structural attachment between bones, and are most prone to injuries during asanas. It is important to know the movement of major joints (primarily the arms and legs), as well their degree of rotation. Joint movements such as flexion, extension and rotation allow yogis to determine which movements are safe in particular asanas.

Structure of the Spine - This is a key topic of focus for yogis in training, as the spine is the support structure the human skeleton. As many meditation poses involve rotation of the spine, it is important to know the bones, discs as well the nerves which pass through it. Knowledge of the spinal structure can also help you guide students with chronic back problems and injuries.

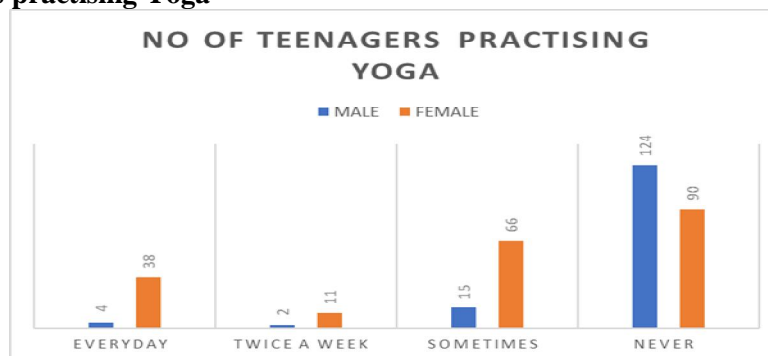
Major Movements of the body- After studying the basic structures, yoga instructors have to know how the body incorporates these structures in basic movements. The basic movements include flexion, extension, external and internal rotation and so on. Shoulder blade or scapula has different kind of movement such as elevation, depression, protraction, retraction, medial rotation and lateral rotation. Students of Yoga must be familiar with these movement in order to learn the role of shoulder blade stability in performing different asanas. It is important to know the movements involved in each yoga asana, as one asana may involve multiple movements. Overstretching or prolonged stationary position can lead to strain or sprain in beginner students.

Muscles during Yoga Poses - Yoga asanas can either focus on one muscle compartment, or multiple ones at the same time. It is therefore important to know which muscles are being used in various asanas. This aides instructors especially in formulating yoga routines for people who attend private classes for medical ailments.

Alignment of the Body during Yoga - All the above pointers are then used to determine the risks during yoga asanas. Risks during yoga asanas implies knowing the kind of injuries associated if an asana is not performed correctly. Knowledge about the joint movements is particularly beneficial in guiding beginner students in avoiding injuries due to overexertion of a singular joint.

ANALYSIS OF DATA

1.1 – No of Teenagers practising Yoga



Source – Primary Data

As visualized above only 136 teenagers practice yoga out of total 350 teenagers. Moreover only 42 teenagers practice yoga on daily basis. Gender wise females practice yoga more frequently. Thus the numbers clearly spell out that **The number of teenagers practising yoga on daily basis is significantly low**. It is only 12% of teenagers who practise yoga on daily basis which clearly signifies that awareness level about its importance is very low.

RECOMMENDATIONS

1. A greater awareness is important as it has been foreseen as tool for weight loss only.
2. Schools and colleges should have yoga lectures at least 3 times a week. It should be a part of curriculum.

CONCLUSION

The level of awareness amongst the teenagers is very low and hence they don't practice yoga which is beneficial in long term. Moreover females practice yoga but that for weight loss only other benefits are unknown. Secondly having knowledge of the anatomy of the human body can make you a better yogi and an even better yoga instructor. As a yoga instructor, one can be a huge help for people who need to train or need rehabilitation after pregnancies, ankle sprains, hip replacements, spinal deformities and dislocated shoulders and knees. Knowledge of anatomy will help you reassure these people and guide them towards rehabilitation and a better lifestyle. Even during yoga classes, beginner students are highly likely to twist their foot, fall on their face or pull a muscle or a nerve. If you know basic anatomy, you can quickly assess the problem area and help them temporarily relieve the problem. It will be a part of job as a yoga teacher to communicate the risks of yoga with your students, and reassure them regarding injuries and long term effects. It can also aide instructors in designing yoga routines for private and public classes. Private classes mostly target a particular part of the body or a specific injury (such as lumbar pain, back ache etc.) so knowing which asanas will benefit these conditions is vital for earning the confidence of your students.

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DEMONETIZATION AND THE GROWTH OF THE DIGITAL ECONOMY

Yogesh Prasad Kolekar

ABSTRACT

A 'Central Bank' is an apex monetary institution which regulates the banking system in an economy. The functions of a Central Bank vary from country to country and are either autonomous or quasi autonomous in character. The Reserve Bank of India is the sole authority to issue bank notes. The issue of note is conducted through Issue Department. The Section 24 of the Reserve Bank of India Act, 1934 empowers the Central Government to direct the discontinuance of issue of banknotes of specific denominational values. Electronic banking or e-banking is the synthesis of information technology with the banking methods. The foundation of electronic banking in India was laid by the Dr. Rangarajan Committee, which emphasized computerization of the banking sector. The Institute for the development and Research in Banking Technology (IDRBT) was established in the year 1996. Unstructured supplementary service data (USSD) are mobile based digital payment mode, which can work on a non smartphone (feature phone) and without internet connectivity. Unified Payments Interface (UPI) is a mobile payment system developed by the National Payments Corporation of India (NPCI) which allows multiple account into a single window system. The Reserve Bank of India has taken many creditable steps for promoting digital payment system in the country. The launch of BHIM UPI is another laudable step in the payment system. The BHIM UPI is simple to use and works even on feature phones.

INTRODUCTION

A 'Central Bank' is an apex monetary institution which regulates the banking system in an economy. It plays a vital role in the economy of a country by regulating banks, controlling inflation, storing foreign exchange reserves and stabilizing the currency. It is often described as the 'the lender of last resort' as it provides funds to commercial banks and thus help out commercial banks and prevents the economy from falling. The functions of a Central Bank vary from country to country and are either autonomous or quasi autonomous in character.

The Royal Commission on Indian Currency and Finance was appointed on August 25, 1925 which suggested establishment of a Central Bank in India. The establishment of a 'Central Bank' was further highlighted in the report of the Indian Central Banking Enquiry Committee, 1931. The Reserve Bank of India was established on April 1, 1935 through the Reserve Bank of India Act, 1934.

The Reserve Bank of India is the sole authority to issue bank notes. The issue of note is conducted through Issue Department. The Central Government is empowered to direct the discontinuance of issue of banknotes of specific denominational values. In November, 8, 2016 the Rupees 500 and Rs. 1000 banknotes were discontinued as legal tender pushing the growth and development of electronic banking and the digital economy. A digital economy is a term for transactions based on digital modes of payment. The origin of the term is attributed to Don Tapscott's in his book 'The Digital Economy: Promise and Peril in the Age of Networked Intelligence' (1995).

Electronic banking in India

Electronic banking or e-banking is the synthesis of information technology with the banking methods. It is the use of the internet to operate accounts and avail banking services. It is a method or medium of banking of conducting banking transactions electronically. The electronic banking is also referred as virtual banking, internet banking, online banking.

The foundation of electronic banking in India was laid by the Dr. Rangarajan Committee, which emphasized computerization of the banking sector. The committee on 'Technology Upgradation in the Banking Sector' constituted by the Reserve Bank of India recommended espousal of technology advancement and establishment of an independent institute for the development and research on banking technology. As a result the Institute for the development and Research in Banking Technology (IDRBT) was established in the year 1996.

The Institute for the development and Research in Banking Technology (IDRBT) is providing training and consultancy services to banking and financial sector. It has developed, the Indian Financial Network (INFINET), Structured Financial Messaging System (SFMS) and Indian Banking Community Cloud (IBCC) the communication backbone of Indian banking and financial sector.

Another important milestone was achieved with the creation of the National Payments Corporation of India (NPCI) under the provisions of the Payment and Settlement Systems Act, 2007. The NPCI has brought many

innovative products of the digital revolution in digital payment like RuPay, Immediate Payment Service (IMPS), Unified Payments Interface (UPI) Bharat Bill Payment System (BBPS), National Electronic Toll Collection (NETC) etc.

Digital payment

Digital payment is a method of doing transaction through digital modes. It is the method where sender and receive use electronic media as a method of payment instead of cash. There are different modes of digital payment and the following are the commonly used modes,

Banking cards

Banking cards like debit card, credit card or prepaid cards are one of the most common method of digital transaction. The National Payments Corporation of India (NPCI) has developed a domestic payment network called Rupay providing the backbone for debit and credit payment network. Today the Rupay has gained more than 50% share in the country's debit-card market by volume, which was mere 0.6% in the year 2013. The Rupay payment network has seen a huge rise in terms of usage in point-of-sales (POS), circulation, the value of payments and usage in eCommerce websites.

Unstructured supplementary service data

Unstructured supplementary service data (USSD) are mobile based digital payment mode, which can work on a non smartphone (feature phone) and without internet connectivity. The National Payment Corporation of India (NPCI) has proposed the National Unified USSD platform (NUUP). It is based on dedicated code *99# on the handset and allow access banking services. The usage of USSD for banking transaction has shown growth post demonetization.

Unified Payments Interface

Unified Payments Interface (UPI) is a mobile payment system developed by the National Payments Corporation of India (NPCI) which allows multiple account into a single window system. It allows instant money transfer from one to another. The UPI based transactions have shown drastic growth post. The worth mentioning here that UPI transaction is witnessing monthly growth. In December 2018, there was a growth of 18% from the preceding month, i.e from 524.94 million to 620.17 million.

NEFT, RTGS, IMPS

National Electronic Funds Transfer (NEFT), Real Time Gross Settlement (RTGS), the Immediate Payment Service (IMPS) are modes of online money transfer through banks or internet banking. The transfer of funds through IMPS was reported to almost double in the first quarter of 2018-19 compared to 2017-18. The money transfer through RTGS and NEFT was reported to rise however the steady growth of the transaction was observed in IMPS.

CONCLUSION

The changing scenario is providing a suitable environment for the growth of digital payment. The rise in the use of smart phones, reduction of data traffic and larger internet user base will help the economy to transforming into the digital economy. The internet user base in India is over 460 million, making India, the second in internet population. It is projected that by 2021 there will be about 635.8 million internet users in India. It is estimated that the smartphone user in India will reach to 829 Million in 2022. The down trend in the cost of data tariff is also a positive sign providing a fertile environment for a digital economy.

The Reserve of Bank of India has taken many creditable steps for promoting digital payment system in the country. The launch of BHIM UPI is another laudable step in the payment system. The BHIM UPI is simple to use and works even on feature phones. In conclusion, it can be acknowledged that the Reserve Bank of India as the regulator of banking sector in India is taking significant pace in strengthening the payment system of the country and helping the country to move strongly towards cash less economy.

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CASHLESS ECONOMY – DIRECTION TO MAKE IT A REALITY**CA. Mahalakshmi Mudliar and CA. Shanthilakshmi Mudaliar**

Cashless economy is the product of digitization and advancement in technology. It enables the provider of goods and services to receive payments from its customer using digital technology without the customer having to physically deal in cash or cheque. In India and globally, this has eased the way of doing business in two ways. It enables the customer to buy goods and service without having to carry cash. It has also bridged the distance between two parties, as location of supplier and customer in digital world does not matter.

In the present century, it is possible to see the footsteps of digitization in almost every intersection of social life. Digital technology has affected almost all aspects of modern life from individuals to societies, from economies to cultures, business processes and delivery and payment gateways.

In order to boost cashless payment, the GOI launched BHIM mobile app on 30 December 2016 which was based on Unified Payment Interface (UPI). In September 2017, Google the world's largest internet company launched Tez, the digital payment app in India. This was another payment platform amongst the long list of cashless payment platforms like MobiKwik, Paytm, AadharPay etc. These operate over and above other digital modes of payment using Internet banking, point of sale devices, mobile banking, mobile wallets, bank pre-paid cards and such others. These payment platforms became more popular post-demonetisation.

By 2020, the total digital payments are expected to touch \$500 billion. Paytm already has around 260 million users and MobiKwik 60 million users with daily transactions of around 7 million and 3 million INR respectively.

Though the use of digital modes of payment have become the accepted way of making payments, India has not been able to achieve the target of 25 billion digital transactions as of March 2018. The statistics for the five years till end of March 2018 is as follows:

TABLE 66 : PAYMENT SYSTEM INDICATORS										
Year	2013-14		2014-15		2015-16		2016-17		2017-18	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value	Volume	Value
4 Retail Electronic Clearing	1,108.32	47,856.29	1,687.45	65,365.51	3,141.53	91,408.14	4,222.86	1,32,324.30	6,382.49	1,93,112.33
4.1 ECS DR	192.91	1,267.96	226.01	1,739.78	224.75	1,651.50	8.76	39.14	1.54	9.72
4.2 ECS CR (Includes NECS)	152.54	2,492.19	115.35	2,019.14	39.00	1,059.44	10.10	144.08	6.14	115.00
4.3 EFT/NEFT	661.01	43,785.52	927.55	59,803.83	1,252.88	83,273.11	1,622.10	1,20,039.68	1,946.36	1,72,228.52
4.4 Immediate Payment Service (IMPS)	15.36	95.81	78.37	581.87	220.81	1,622.26	506.73	4,116.24	1,009.80	8,924.98
4.5 Unified Payment Interface (UPI)	-	-	-	-	-	-	17.90	69.00	915.20	1,098.00
4.6 National Automated Clearing House (NACH)	86.50	214.81	340.17	1,220.88	1,404.08	3,801.83	2,057.27	7,916.17	2,503.46	10,736.12
5 Cards	7,219.13	22,159.58	8,423.99	25,415.27	10,038.67	29,397.65	12,055.87	30,214.00	13,358.62	38,214.64
5.1 Credit Cards	512.03	1,556.72	619.41	1,922.63	791.67	2,437.02	1,093.51	3,312.21	1,412.97	4,626.33
5.1.1 Usage at ATMs	2.96	16.87	4.29	23.47	6.00	30.41	6.37	28.39	7.81	36.68
5.1.2 Usage at POS	509.08	1,539.85	615.12	1,899.16	785.67	2,406.62	1,087.13	3,283.82	1,405.16	4,589.65
5.2 Debit Cards	6,707.10	20,602.86	7,804.57	23,492.65	9,247.00	26,960.63	10,962.36	26,901.79	11,945.65	33,588.31
5.2.1 Usage at ATMs	6,088.02	19,648.35	6,996.48	22,279.16	8,073.39	25,371.36	8,563.06	23,602.73	8,602.26	28,987.61
5.2.2 Usage at POS	619.08	954.51	808.09	1,213.49	1,173.61	1,589.27	2,399.30	3,299.07	3,343.39	4,600.70
6 Prepaid Payment Instruments (PPIs)	133.63	81.05	314.46	213.42	748.02	487.58	1,963.66	838.01	3,459.05	1,416.34
6.1 m-Wallet	107.51	29.05	255.00	81.84	603.98	205.84	1,629.98	532.42	3,025.98	1,086.75
6.2 PPI Cards	25.60	28.36	58.91	105.35	143.47	253.77	333.11	277.52	432.63	310.41
6.3 Paper Vouchers	0.53	23.63	0.55	26.24	0.56	27.97	0.56	28.08	0.44	19.19
7 Mobile Banking	94.71	224.18	171.92	1,035.30	389.49	4,040.91	976.85	13,104.76	1,872.26	14,738.54
8 Grand Total (1+1.2+2+3+4+5+6)	9,802.05	15,19,234.99	11,718.19	16,82,461.12	15,126.04	18,35,102.59	19,560.56	22,82,411.58	24,498.74	25,56,563.36

Source: Reserve Bank of India.

The data shows Unified Payment Services (UPI) has grown by 99% in volume and 117% in value from 2016-17 to 2017-18. Prepaid Payment Instruments (PPIs) cards has also registered a growth of 86% in volume and 104% in value in 2017-18 over the previous year. However, mobile banking registered negative growth of -22% in volume and -32% in value over previous year.

Despite the mixed growth in digital payments, the future is moving towards less cash transactions.

One of the main reasons for the low penetration of Point of Sale transactions and card swipe machines is the concern over security. In case of digital payment apps, internet banking, the reasons for slow adoption is data privacy breaches leading to security risks. Of course, there are other factors responsible such as lack of awareness, inability to use technology, non-availability of the resources like the devices, network connectivity issues, and general ease of cash transaction. Studies have found that using cash for transaction is a behavioural issue. For basic needs, people prefer to use cash to pay to vendors and suppliers on daily basis. Despite multiple options, the ease of doing a transaction as quickly as cash is still not there in digital mode. Also, most

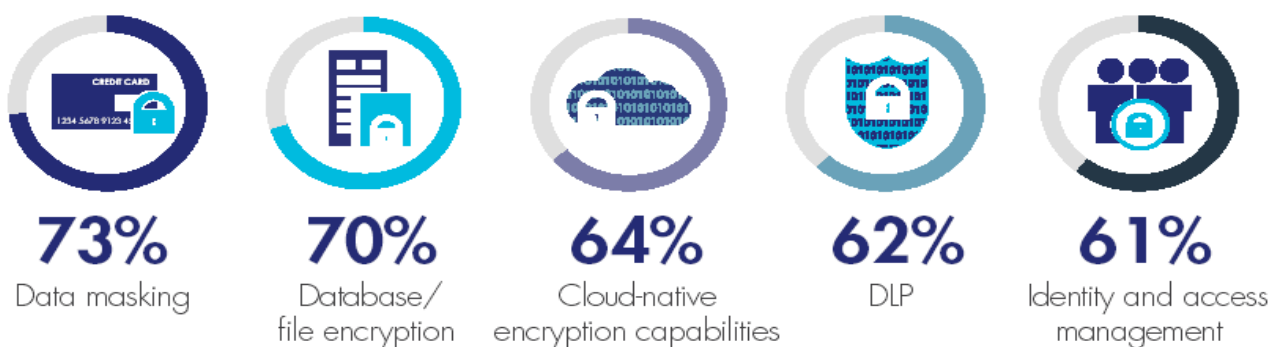
campaigns encourage users to pay digitally but are not educating the retailers and service providers to accept digitally. So, lack of habit and trust, inadequate security and safety standards along with absence of a fast, reliable dispute resolution system is an obstacle in digitising payments.

There are two major security related issues with digital payments. One arises due to data breaches. According to a study, data theft increased by 783% in India in 2017. There were 29 major data breach incidents in the country in 2017. As all digital related payments are connected to bank/ monetised account, there is possibility of fraud and digital theft arising from the data breaches. The common type of data breach is identity theft comprising of 58% of all data breach theft as per the report. One of the key issues is absence of clearly defined standards / guidelines for digital payment instruments. RBI's circular is not clear with respect to guidelines for security of transactions. The circular states that wallets are required to have an adequate data security infrastructure and systems, for prevention and detection of fraud but does not define "adequate" or prescribe standards for safety. The circular also does not establish liability, in case of a fraud or loss incurred during or as a result of the transaction. The wallets are operated by FinTech companies who are governed by Information Technology (IT Act), 2000. In a study carried out on fraud and prevention, the Act has not been ranked as an effective regulation in controlling frauds. The contract for a new user which he is required to signoff, is largely unilateral and allows the service providers to disclaim from any form of liability for security of data. And in cases of disputes, if IT Act does not cover it, terms and conditions of the contract becomes binding. This does not help in promoting cashless economy in India. The Information Technology Act, 2000 governs cyber laws, including e-commerce and e-banking. This Act was further amended in 2008. In a landmark judgement of Shreya Singhal vs Union of India, the Supreme Court upheld the validity of Information Technology (Procedure & Safeguards for blocking for Access of Information by Public) Rules, 2009.

The second issue is the security of data while transacting. It is important to encrypt the personal as well as confidential data while transacting on e-wallet using mobile phone or while using PoS device. If the data is not encrypted, it becomes vulnerable to data theft and breach allowing the internal / external agency to access the confidential information. While many service providers have started to encrypt the transactions, it must be constantly monitored to keep a check on data vulnerability.

According to Thales e-security report of 2018, encryption is the top tool planned for use to meet global privacy regulations such as GDPR. Further, encryption is key to cloud, IoT and Big Data implementation. The consumers are clearly becoming aware of the amount of data they are sharing with the organisations and are increasingly questioning how it will be used.

Encryption technologies are 3 of the top 5 data security tools being implemented this year:



Source: 2018 Thales Data Threat Report – India Edition

One of the serious cyber related threats is ransomware attack, which can lead to loss of information. The frequency and severity of such cyber attacks are continuing to increase. Ransomware is a type of computer malware that encrypts files, disks and locks computers. The hacker demands a ransom for decryption tool which must be paid within a stipulated time in form of bitcoins. This can have a severe impact on movement of digital transactions causing great inconvenience and loss to customers banking on digital technology. Ransomware attacks not only affects the entity's reputation but can also result in theft of protected or sensitive information and disruption of computer-controlled operations or access to online systems and can require significant financial costs to remediate the breach.

The advancement in technology and process of digitising can be boon and bane at the same time, if security solutions are not matched with malicious intent of the hackers. Entities must establish a process to actively monitor cyber-related legislative and regulatory activities that affect them directly or indirectly. Risk assessment of digital transactions and cyber related activities are important. And finally, early identification of gaps is essential to plan and execute remediation activities.

In order to boost the customer confidence in e-transacting, it is critical to have the law of the land and entities own digital data maintenance standards geared to handle any deviations or theft effectively and swiftly to protect consumers data privacy. Also, in the unforeseen circumstance of a fraud occurring or a data theft occurring, the steps taken by the entity to ensure that the customer's money is protected is critical in ensuring better adaptability for cashless economy.

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EFFECTS OF THE CASHLESS ECONOMY ON INDIAN AGRICULTURE SECTOR

Sudhir Ramlal Kamble

ABSTRACT

In India the agriculture is the backbone of the country. India is the country of agricultural land, as agriculture income is the primary source of rural peoples. The country's economy is largely reliant on agriculture. This sector contributes to the overall economic expansion of the nation. With the happening of the demonetization the farmers have faced several challenges, because they will handle liquid cash as their day to day essential transactions. To promote cashless transactions in agri-business, there are many campaigns in villages with develop technologies. The campaign helps the farmers to do the transaction digitally so that no loses occur for the farmers. Finally the research concludes that the promotion of the cashless has impacted positively in the agricultural management. This initiative towards the non-cashless society will make further progress in regulating India, which is advanced through financial institutions.

Keywords: Agriculture, Farmers, Cashless economy, Digital India

India is the country of agricultural land, as agriculture income is the primary source of rural peoples. The country's economy is largelyreliant on agriculture. This sector contributes to the overall economic expansion of the nation. The rural economy revolves around not only on agriculture but also on the other related activities. So any fluctuation in the Indian economy will haveeffect on the agricultural sector,or adverse nature of the agriculture sector will affect the economy. Hence the decision of the government to move the Indian economy to be cashless certainlywill affect the agricultural sector which predominantly consists of farmers who were habitual users of cash.

01. Marketing

To promote cashless transactions in agri-business, the Minister of Agriculture and Farmers' Welfare Department also held various meetings with representativesofKRIBHCO, IFFCO, NCUIE, AIRTEL, NABARD, NCDC, Mother Dairy, AMUL, State and interstate Cooperative Banks. At a conference, the country decided to develop awareness programs, training, and infrastructure in e-banking. At the meeting, demonstrations were givenbyNITIAYogto provide basic cards, USSD, Adhaarsupported e-payment system, e-wallet,UPI, POS to reinforce Infrastructure and promote cashless transactions.

When the Farmers and agricultural people in business who accept for using cashless transactions,itclear that they are on the readiness of citizens like people in urbanareasthose who are using cashless transactions and on merchants to accept cashless modes of payment, i.e., the plastic money.With the helpofHon'ble Prime Minister of India, Shri Narendra Modi's initiatives called DIGITAL INDIA and an extent of demonetization, the cashless banking came into existence. Mukesh Ambani also introduced JIO 4G, while other networks also started offering 4G networks, helping to provide high-speed internet. This helps the smooth flow of e-commerce..

Recent trends, on the concept of 'cashlessness,' are only for large amounts of transactions. The real sense of cashless society is that the transactions are not only large amounts but also small amounts. Thomas (2013) recommends the availability of affordable products; competitive market and small business environment are critical reasons for successful going towards the cashless society.

02. Usage of Digital technology for Cashless economy

Digital-related competence is a new factor in describing technology-related skills. Digital India's dream is only when the people of India are digital effects. Monetary society is a currency that is not used in currency notes or currency money in financial transactions. The European Commission (Punie& Cabrera, 2006) defines the digital department with confidence and critical use of information technology for work, leisure, and communication. The digital probability in the usage of ICT is complex and full of expertise. ITU defines digital technology as "knowledge, creativity, and attitudes, to use digital media to learn and understand in the knowledge community." Digital competition includes:

- i) Technical skills to use digital technologies.
- ii) Abilities to use digital technologies in a meaningful way of working, studying and for everyday activities.
- iii) Abilities to critically evaluate digital technologies.

Digital competence is a combination of skills, knowledge, and attitudes required to perform an active role in utilizing ICT. Cashless transactions can be difficult to perform if anyone does not have the relevant knowledge of ways to

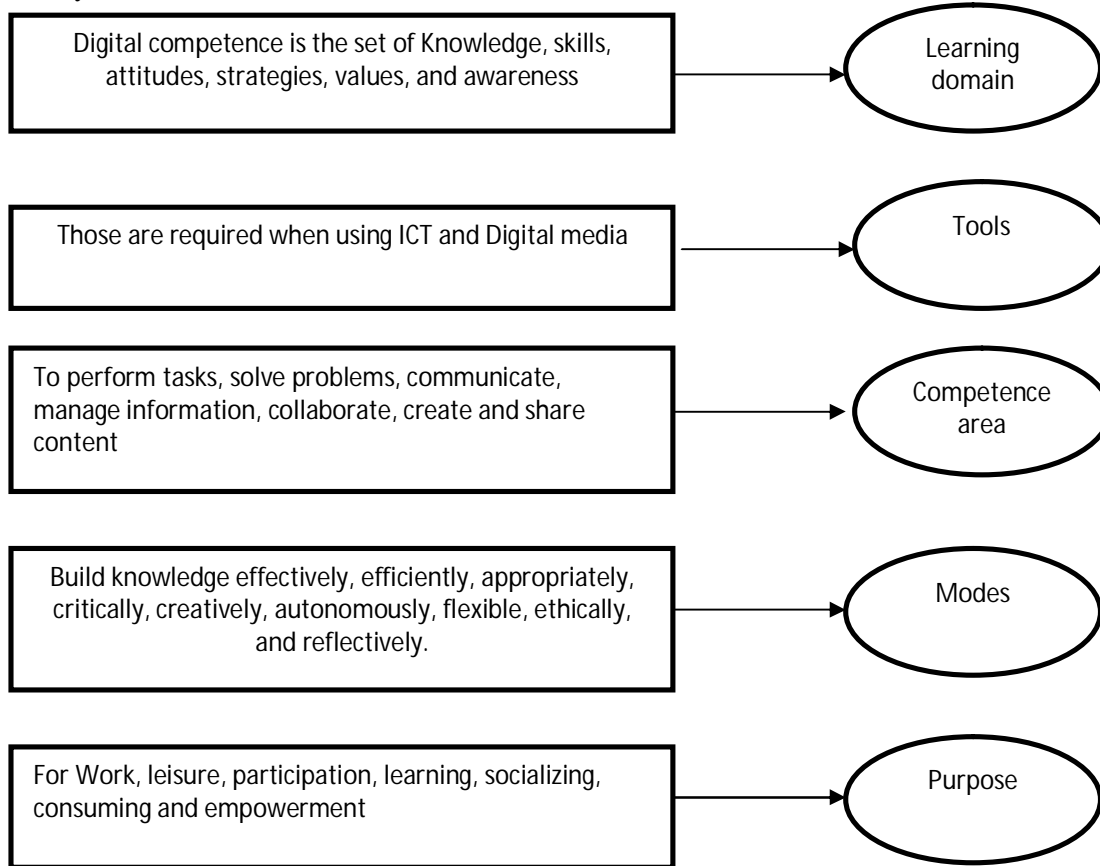


Figure 1: Various segments of ICT usage for being cashless economy (Salman &Salmeen, 2017)

manage cash transactions. Despite relevant knowledge of several ways to perform cashless transactions one may fail to do so if there is a lack of skill. The skill suggests the ability to do something. Therefore the need for knowledge for cashless transactions is essential. Not the last one; the attitude plays an important role in the economy in any way. Not just a person's literacy and cashless transactions. This will help to follow new transactions, such as the breakdown of resistance and non-cash transactions.

In a cashless economy, everybody wants digital skill to utilize digital media for learning. Digital competence cares on developing digital skills, which can be applied for a wide range of topics and occasions. Financial literacy and awareness about digital transactions enhance the digital skills, dominant to bring the cashless economy to reality. Research conducted in other countries also showed positive results. Cole (2012) emphasized that 73 percent of Americans agree that they are moving towards a cashless state, from cash-based transactions. Many countries, such as Canada and the US, have successfully reduced the cost of production of coins and currency.

03. Economy & Environment

The Prime Minister made a policy of digital monetary policy by taking major decisions in its early days of power. For example, the JanDhan scheme opened more than 220 million new accounts for the rural areas. The Reserve Bank also withdrew all the currency notes issued before 2005. Until currently, cash was used more than two-thirds of the transactions in India. However, in just one month after demonetization, the country has already begun watching digital transactions. As of November 2016, there is a 268 percent rise in tax collection from 47 Indian cities.

Since, from the ban of notes, consumers are encouraged to use the digital payment systems, by offering various incentives. So far, it is working: the government reported a 400-1,000% increase in steam from digital transactions. Along with existing e-wallets and debit/credit cards, other digital payment systems have created perfect market conditions. These are not just basic banking applications or websites. The National Payments Corporation of India, together with the RBI launched the UPI ("United Payment Interface"), which employs

multiple accounts from participating banks and provides all banking services in one mobile application. Though India has 220m smartphone users by February 2016, 100% of the population is far from mobile internet access.

The most significant barriers to the people of India are the implementation of the mass strategy. Many have already seen cash-free benefits - such as a shift in small retailers and tracking expenses - and ready to adopt. The understanding is all well and good, but still, there is the need to understand how to install and use digital payment systems.

04. Agricultural Management economy

The demonetizing of high-value currencies initially broke trade in the Agricultural Council (in wholesale markets). Now, farmers have begun to accept payment for their products through banking channels, making money as a platform for Azeri-commerce. Most farmers in mandis and APMC (Farm Production Market Committee) have been replaced by Real Time Affordable Transfer (RTGS) or Payment Check mode in Madhya Pradesh.

From these innovative issues, there is a general behavioral change among individual by using money as a medium of business to use other money alternatives, rather than innovative issues, making interest and receiving additional money alternatives. This move imagines public to level two improvements in their conduct:

- Authorities need to transfer from distinctive ways which can be perceived and felt to figures which are less considerable or not distinctive,
- They need to figure out how to depend on creatively pushed apparatuses to effort general daily operations.

The latter is expected to teach experts to the level of strengthening the exchange material. Operators may be attracted to movements that cannot be appropriately monitored, and move to suitable money alternatives.

Benefits of Cashless economy

Agile security practices:

For financial services players, rapid development and services roll out criticisms will succeed. Accordingly, all technologies are being developed and refreshed using an active development plan. In this case, the security is no longer an independent post-realistic toll gate. Security Assessment and testing will be active development should be included in the life cycle. Automation based on Agile Safety Testing techniques.

Augmented ecosystem control

New age organizations adopt the cloud for faster rollout and solve simple growth. Technology partners are equipped with startup products, garage stores, and large compounds, allowing them to provide end products. Different sports safety barriers will be extended to end-users, third parties, and other ecosystem partners. The parameters monitoring process will be merged with the company event response framework.

Security of the new perimeter of mobility:

In the new digital / non-cash economy, mobility solutions continue to be of importance, and therefore security concerns are no longer limited to company building borders. Mobility creates a new perimeter of the company. To guarantee the security of information in endpoints, there may be a necessity for strategies to define the kind of sensitive data that end devices retain. Additional controls, such as controls and device verification for in-memory data are considered. Hence, the next generation of financial infrastructure will result in the adoption of modern end-user equipment management solutions.

05. RESEARCH METHODOLOGY:

5.1 Research paradigm

Paradigm is explained as the familiar practices, ideas, proclamations and principles. It is necessary to learn perspectives of the research to follow the research. Interpretivism and positivism are 2 types in research paradigm (Neuman, 2006). This study utilizes the method of *positivism* as the research paradigm. Thus positivism procedure is utilized to study the effects of the cashless economy on Indian Agriculture sector

5.2 Research approach

Quantitative type of research is adopted for this particular research since positivism procedure is utilized for this research. Reason behind utilizing quantitative type of approach are as follows: measures level of action, trends, occurrence and more, statistically information can be compared among various groups, has precision which is standardized and definitive, estimates the populace at large in size and shows the attitudes' depth held by respondents as explained by Young and Hagerty, 2007.

5.3 Research design

According to Neuman (2006) design of the research is referred as the reason or master plan of surveyor which elucidates how the examination to be completed. It also shows how all main investigation elements such as treatments, samples and work together in a trail to learn the research questions. *Descriptive design* is adopted as the design for the research.

5.4 Sampling technique

Sampling technique or procedures involves two types such as probability and non-probability sampling technique. This study utilizes *simple random sampling* as a technique for selecting participants of the research. Participants of the investigation are chosen without any prejudice from the researcher perspective. Target respondents of the investigation are the Indian Villagers.

5.5 Data collection methods

Methods for gathering the information will assist to completing the study. Primary data are gathered with the help of survey questionnaires. Questionnaires adopted for this particular study will be closed-ended type. Secondary or second handed data are gathered with the help of existing resources like electronic books, websites, books, journals, articles, publications from government, magazine, diaries, newsletter, company websites and more. Next to that after obtaining the data it has to be analyzed through these tools such as analysis of percentage, tests for chi square and graphical method as well as correlation test adopted to test the results. SPSS was adopted to draw the estimation from arithmetical types.

5.6 Validation parameters

To testing any type of quantitative approach, learning effects are maintained by these parameters such as reliability and validity.

As stated by Yauch and Steudel (2003) reliability is explained as the degrees of result are better-quality of unintentional cases at the time of researcher. Parameters for reliability are viewed as a major factor from different viewpoint. These data is tested to find out the wrong kind of data and removing them. On the other hand validity is explained as the measurement scale degree which suits the outcomes of the research. It is confined by surveyor to ensure that the searching the outcome is linked with points and targets of survey.

CONCLUSION

The study of AgriculturemanagementEconomy in the cashless economy focuses on four major departments, allowing rural people, farmers, agriculture, traders / agricultural people in business and other allied activities as people and students. Focusing on the primary sector, and focussing on its impact on customer transactions, the primary sector needs to transfer people into cash transactions in their agricultural activities. This initiative towards the non-cashless society will make further progress in regulating India, which is advanced through financial institutions. They are very profitable to secure payments from every digital transaction. Hence, these organizations follow the world's 'war on cash.'

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INFLATION AND ITS IMPACT ON INDIA

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ABSTRACT

India is going through a phase of declining growth and investor confidence, depreciating currency and rising inflation. All the efforts of government to revive growth have so far failed miserably. In simple terms or layman's language, inflation is commonly referred as the synonymous index for the price hike of daily commodities. Inflation is one of the burning issues which hinders the economic growth of the country. It is becoming more hectic or severe to economists, politicians and even people also. It is dangerous because it is directly impacting on standard of living of the people of India. The responsibility for government and politicians, economists is to protect/safe guard common people[middle class] and poor from inflation. According to statistical data of previous researches on this topic the inflation in India is higher specifically in food items and causes might be supply/Demand side, which reduces the purchasing power of people, which impacting on savings of the people also. This paper explanation is as per given statistics in past researches, the agricultural productivity and sophisticated techniques and reforms in retail industry which helps to protect people from inflation. Government policies such as monetary policy and industrial policy should be prepared in such a manner which decreases inflation in India. This paper mainly analyses the effects of inflation on our country's economy that emerged in the recent past.

Keywords: Inflation, economic, politicians, demand, price hike, supply, Government, policies

INTRODUCTION

"Inflation means that your money won't buy as much today as you could yesterday."

Inflation is price raise of goods and services, which decrease the purchasing capacity of the people. When the general price level rises, for every each unit of currency fewer goods and services can be purchased. Consequently, the purchasing power of customer would gradually decrease. In this situation the real value of currency would loss, the value of goods and services will increase. The best method of price inflation is inflation rate the annual percentage changes in the price. Though inflation has always been a major public concern and always been subject to heated political debate, it is an astonishing truth that since 1950 India has experienced one of the lowest inflation rates in the world in comparison to other developing countries and most of these years it had consistently maintained a steady control over the inflation rate by limiting it to only a single digit figure. The biggest turmoil of inflation came in the year 2008 to 2009 when India experienced both the highest ever rate of inflation in the country and the lowest rate also within span of just few months. Though with proper and efficient fiscal management India has been able to mostly avoid the disastrous global effects of inflation, various sectors of Indian economy suffered from the onslaught of inflation in various Periods. Presently Oil and aviation fuel, automobile, banking, steel and cement are some of the key industries that are mostly suffering from the present inflation syndromes. Among other industries IT, FMCG or consumer durable industries are facing pressurized by the effects of inflation and either increasing the price of their deliverables or initiating severe cost cutting measures. Inflation may reduce a country's international competitiveness, by making its exports relatively more expensive, thus impacting on the balance of payments. Moreover, inflation can interact with the tax system to distort borrowing and lending decisions. Firms may have to devote more resources to dealing with the effects of inflation.

OBJECTIVES OF THE STUDY

The objective of this paper is to do an in depth analysis of factors that have fuelled inflation in India in the past few years.

1. To provide a theoretical background of Inflation and to discuss the historical experience of India with respect to inflation.
2. To ascertain the causes and the effect of inflation on Indian economy

METHODOLOGY OF THE STUDY

The research is descriptive. The research is based on second data.

Major Causes of Inflation

- i. Inflation is also caused because, if a country has printed too much money or experienced financial disaster, causing its currency to plummet.

ii . Inflation can be due to higher input or transportation costs such as gas, which makes it more expensive to ship good to retail stores, increasing costs for consumers.

The consumers, in turn , have a harder time affording stuff such as toothpaste , jeans, paper, cars, lamps, furniture, etc . At this point, the consumers demand pay raises at their companies , possibly pressuring profits further, which may lead to additional price increases, and the cycle begins . This is when economists say that inflation has become “embedded” in an economy .

Factors which Helps to Determine Inflation

There are colossal factors which becomes determinants to measure inflation in India, are Demand factors, Supply factors, Domestic factors , External factors, which become reasons for increasing inflation India. These determents which influence in different manner.

Demand Factors : This is on kind ,where total demand exceeds the total supply. This is a condition where huge money is available for few products , because supply is less. For example country has a capacity to produce 10lakh products where demand is 20 lakh products, if this is the condition the inflation will happen, here product demand is becoming major factor for inflation .

Supply Factors : This is one kind of inflation, which happens due to Supply factors. This is a conditions which happen where unable to supply the products. The reasons might be Scarcity (or) drought (or) natural disaster. The scarcity in agricultural sector may also leads to high prices . For example if labour expects more wages, this might also be cause for higher prices of the products. This is also one of the considerable factors which effect on Inflation .

Domestic Factors : Inflation impact is high in the countries of developing economies and underdeveloped economies, because the financial market which creates a weak bounding between the interest rates and aggregate demand. In an Indian economy this situation can be seen, the supply of money rapidly increasing where as the supply of goods takes due time which causes increased inflation in India. There are various other factors for the gold and silver commodities and their price hike. Surplus money or cash and few products which causes, inflation in India. That is reason why money markets and capital markets plays prominent role in the creation of inflation in India.

INDIA'S INFLATIONARY EXPERIENCES

India's inflationary experiences can broadly be divided into two periods: Pre-reform Period and Post reform period .

4.1 Pre-Reform Period (1950-51 to 1990-91)

Inflation during the pre-reform period was generally on an upward trend with few years of negative inflation in between. Both domestic and foreign factors played a crucial role in determining inflation rates over these years. Some of the major events that affected inflation during this period were wars of 1962 and 1965, low agricultural production in 1965-66 , and oil price shocks in early and late 1970s .

Period: 1953-54 to 1961-62

The average inflation during this period was 2.69, but it showed significant variations annually. During this period, India witnessed negative inflation of -6.8 and -5.2 percent in 1954-55 and 1955-56 respectively. This was followed by highest inflation recorded during this period of about 14 percent in 1956-57. This was observed mainly due to increase in demand pressures, particularly investment demand in light of the thrust on industrialization in second five-year plan. Post this, inflation lied between 3 to 7 percent in the next four years.

Period: 1961-62 to 1970-71

Average inflation jumped to 6.9 percent during this period and annual variations were lesser than the previous period. It varied from -1.1 to 13.9 percent. Years 1966-67 and 1967-68 witnessed high inflation of 13.9 and 11.6 percent respectively. This was primarily seen as the impact of impact of the Pakistan war in 1965 and the famine experienced during 1965-66. 1968-69 experienced deflation of around 1 percent due to great harvest in the previous year. In the following two years, inflation was between 3 to 6 percent.

Period: 1970-71 to 1981-82

This period was marked by extreme fluctuations in inflation. The average inflation was 10.1, ranging from -1.1 to 25 percent. Early 1970s experienced high rates of inflation with years 1973- 74 and 1974-75 witnessing above 20 percent inflation in India for the first time since independence. In fact, 1974-75 recorded 25 percent inflation which is the highest ever till date for India. This was seen as a result of supply shock originating from poor agricultural production and increase in oil prices. The following year witnessed slight deflation. This was

followed by in low inflation periods till 1978-79. Inflation was again high at 17.1 and 18.2 percent in the next two years. This was again due to low agricultural productivity and rise in oil prices. Referring to the severity in inflation, particularly that of agricultural commodities in 1972-73 and 1973-74, the RBI Annual Report 1974-75 observed that “even the seasonal decline in prices, particularly agricultural commodity prices, to which the Indian economy is traditionally accustomed, did not take place during the last two years”.

Period: 1981-82 to 1990-91

Average inflation during this period was 7.2 percent. Variations were less relative to previous periods. Inflation varied between 4.4 per cent in 1985-86 and 10.1 per cent in 1990-91.

Table 1: WPI Inflation in India: Periodic Averages

Period	Average Inflation	Range
1951-52 to 1955-56	-2.75	-12.78 to 6.51
1956- 57 to 1960-61	6.3	3.03 to 13.79
1961-62 to 1965-66	5.8	0.0 to 11.1
1966-67 to 1970-71	6.7	-0.91 to 13.95
1971-72 to 1975-76	12	-1.1 to 25.2
1976-77 to 1980-81	8.5	0.0 to 18.2
1981-82 to 1985-86	6.5	4.4 to 9.3
1986-87 to 1990-91	7.8	5.8 to 10.3

Sources

(i) *Economic Survey 2001-2002*

(ii) *Indian Experience of Inflation: A Review of the Evolving Process, EPW, January 2006*

4.2 Post-Reform period (1991-92 to 2012-13)

Price levels have been persistently rising in the post-reform period with no year experiencing deflation.

Period: 1991-92 to 2000-01

By March, 1991 rupee depreciated by nearly 37 percent with respect to dollar and this added to the inflationary pressures in the economy. Sustained rise in fuel prices combined with the phased opening of Indian economy during this period also added to the inflation. As a result a sharp increase in inflation was witnessed during 1992-96. From 1995-96 onwards, there has been a continuous deceleration and the average inflation for the period 1996-97 to 2000-01 was the lowest since the mid 1950s in terms of the 52 week average.

Period 2000-01 to 2009-10

During this period inflation varied from as low as 3.3 percent in 1999-2000 to as high as 7.2 percent in 2000-01. However, after this inflation witnessed a decelerating trend and remained at about 3.4 percent in 2002-03. In 2004-05, spurt in domestic food prices due to deficient monsoon coupled a spurt in the international oil prices again drove up domestic prices. Inflation began to ease in the second half of 2004-05 under the impact of a combination of fiscal and monetary measures. In 2005-06, WPI inflation eased to 4.3 per cent as compared to 6.5 per cent a year earlier.

In this decade 2000-01, 2003-04, 2004-05, 2006- 07, and 2008-09 had higher inflation relative to the decadal average of 5.4 percent. The years 2003-04, 2004-05, 2006-07, and 2008-09 also witnessed high inflation in manufactured products mainly on account of high prices of raw materials. Major drivers of inflation in 2008-09 were high international fuel and commodity prices. Year 2009-10 was marked by global slowdown and unfavorable monsoon, average inflation during this period was 3.6 percent.

Period 2010-13

This period is very peculiar in India's experiences of inflation. This is period is marked by high inflation resulting from elevated inflationary expectations, hike in vegetable prices due to unseasonal rains post monsoon and rising global commodity prices. Food products have been the major drivers of inflation during this period. The financial year started with a headline inflation of 9.7 per cent which briefly touched double digit in

September 2011 before coming down to 6.6 percent in January 2012. It was expected that decline in growth during the period 2011-12 will ease the pressure on core inflation but the extent of moderation was constrained by depreciating rupee and high global commodity prices.

Primary food articles inflation declined sharply during November 2011–January 2012, largely reflecting a seasonal decline in the prices of vegetables. However, prices rebounded significantly subsequently, resulting in food inflation reverting to double-digit levels by April 2012. As per mid-year analysis 2012-13, inflation as measured by WPI averaged 8.9 per cent for 2011-12. In the first half of 2012-13, it decelerated to 7.7 percent. It fell to 7.32 per cent in October 2012, 7.24 per cent in November, 7.18 per cent December 2012 and stood at 6.62 (provisional) for the month of January 2013.

CONCLUSION AND RECOMMENDATIONS

There might be positive relation between growth and inflation in the short run because as the demand of goods and services increases with economic growth, inflation is bound to increase. But in the longer run, relation between inflation and growth turns negative. As shown and discussed, long and persistent inflation reduces the economic growth. Thus, there is an urgent need to address these issues of Inflation. RBI and government are very much aware of all these effects have taken certain measure to tackle inflation. But what effect these measures will have on growth is a contentious issue. For example, increase in interest rates may reduce inflation but will also reduce investment and thus, growth. There are various measures that can help in removing or reducing inflation without having a much adverse impact on economic growth such as:

Cut on expenditures

An effective way of reducing inflation is to shift the demand curve towards the left and this can be done by cutting on expenditures by the government. However, this is likely to have some serious consequences on growth. There will definitely be some tradeoff between growth and inflation. However, fiscal consolidation can, on a whole, help in the long run.

Change in Tax Structure

Supply side bottlenecks have played a major role in fuelling inflation. A change in tax structure will certainly help in expanding the output of industries and tackle inflation. Tax holidays should be provided to encourage the private sector and expand production. There is a need to make entire business environment more liberal.

Save the currency

One major factor that has fuelled in inflation in recent times is depreciation of Indian currency. There is an urgent need to arrest the free fall of Indian rupee. RBI has to actively monitor the forex market and government also has to take certain steps to increase the capital inflows and restore the foreign investor confidence.

Improve productivity

There is a need to improve productivity. This can be done by implement policies to improve farm productivity and reducing infrastructural bottlenecks. Government should step up efforts at skill development in sectors that face acute skill shortages and devise mechanisms to link wages to productivity in the public sector and in government safety-net programs such as the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS).

Effective monetary policy

RBI monetary policy has come under lot of criticism for reducing the liquidity in the system and increasing interest rate, to tackle inflation. While in the short run, it may help in avoiding in building up of inflationary expectations but in the long run it is seriously going to hamper the growth of Indian economy. RBI should refrain from permanently using it as a tool to tackle inflation.

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STUDY THE PERCEPTION OF YOUNG CONSUMERS ON THE EFFECT OF PLASTIC ON THE ENVIRONMENT

Shaurya Verma

INTRODUCTION

The American Chemistry Council defines plastic as “a type of synthetic or man-made polymer; similar in many ways to natural resins found in trees and other plants” [1]. Yet, the vital difference between natural tree resins and a synthetic material like plastic is that most types of plastic are not biodegradable. While certain types of plastic can be “recycled” mechanically, ie, ground down into flakes and reused to make new plastic products [1], most plastic products end up in landfills, where they remain for eternity. Yet, plastics play an integral role in the modern world – from our clothes and shoes to plumping pipes and even furniture, plastics are used in almost majority of the products that we use in our daily lives.

Different types of plastic can be found in nearly any daily-use product – from our toothbrushes to yogurt containers. In fact, Mumbai alone is responsible for discarding approximately 700 Metric tonnes of plastic waste each day [3]. The two most popular forms of plastic used in our daily lives, which build up in landfills, are Polyethylene and Polypropylene. According to the Government of Western Australia’s Department of Environment and Conservation, these can take up to 450 years to decompose (and even then, they don’t fully break down)[4], which is why they are a leading source of land pollution.

They also lead to the clogging of the drainage system which leads to water logging. Experts concluded that one of the leading reasons for the July 2005 floods in Delhi was the clogging of waterways by plastic garbage [2]. Similar reports came in following the flooding in 2018.

Government of Maharashtra’s Ban on Plastic

In response to the ongoing environmental and climatic damage caused by plastics, the Maharashtra government issues a notice banning the use of several types of plastics on March 23, 2018 [8]. This notice banned not only the use and sale of certain types of plastics but also their manufacturing, distribution and even storage!

Banned Items

The plastic items included in this ban were disposable items like plastic plates, spoons and bags as well as thermacol which is used in disposable items as well as in packaging. The ban also includes packaging material and thermocol. The ban is thorough and even includes items such as “Paper-Based Carton Packaging using one layer of plastic” such as the types used in tetrapaks. While it did not ban PET bottles (such as the kind used for carbonated beverages) it did mandate that they all be printed with the details of a buyback scheme. Furthermore, it did outright ban PET bottles under the 500ml (which was reduced to 200ml in a follow up to this notification).

Exemptions

There are however, many plastics which are exempted from the ban, likely those whose purpose the government considered too essential to endanger with a ban. These include:

- “i. Plastic bags or plastic used for packaging of medicines;
- ii. Only compostable plastic bags or material used for plant nurseries, horticulture, agriculture, handling of solid waste. However, bags / sheets utilized for this purpose shall be prominently printed on it with “Use exclusively for this specific purpose only”. The manufacturers or seller of compostable plastic carry bags shall obtain a certificate from the Central Pollution Control Board before marketing or selling for this purpose.
- iii. To manufacture plastic and plastic bags for export purpose only, in the Special Economic Zone and export oriented units etc.
- iv. The plastic cover / plastic to wrap the material at the manufacturing stage or is an integral part of manufacturing. Guidelines to recycle or reuse such plastic should be printed prominently on the cover and material.
- v. Food grade virgin plastic bags not less than 50 micron thickness used for

packaging of milk. However, on such plastic bags used for this purpose, should be clearly printed with the price for buy back which should not be less than Rs.0.50 to develop buy back system for recycling. To develop collection mechanism and ensure proper recycling of such used bags, milk dairies, retail sellers and traders will buy back such used milk bags with predefined buy back price printed on it. Milk dairies, retail sellers and traders will ensure that such buy back mechanism and collection and recycling system shall establish within three months from the date of publication of this regulation. However, Milk Dairy and distributors shall make efforts to develop alternative system with glass bottles or any other environmental friendly material for distribution of milk.” [8]

The government had given a three-month window to get rid of the existing stock and expect to take severe measures to enforce it after this window. The Economic Times reports that “For first time offenders the fine will be Rs 5,000. For second time offenders, the fine will be Rs 10,000. Those who violate it for the third time will face a fine of Rs. 25,000 along with imprisonment of three months.”

Although this ban has been undertaken by the Maharashtra Pollution Control Board (MPCB), a vast range of government administrators have been empowered to enforce it, including “any other Officer nominated by the Municipal Commissioner as well as Chief Officers of all Municipal Councils and any other Officer nominated by the Chief Officer”, “Health Services Officers”, all police officers including “tourism police” and even the “Director, Primary & Secondary Education Board” and “all State Tax Officers”. [8]

Given the wide-ranging statutes of the ban and the vast range of officials authorized to implement it, there is bound to be some level of opposition to the ban.

Opposition to the Ban

Though the Maharashtra government has backed this ban entirely, there are many operatives around the country who have positioned themselves against it. A statement by the Vice President of the Maharashtra Chamber of Commerce and Industry, Lalit Gandhi, claimed that the ban had “derailed the production, packaging and supply schedules of grains, bakery and clothing industries. Many units are on the verge of closure in the absence of basic packaging material.” [5] Rajesh Masand, the chairman of the Clothing Manufacturers Association of also claimed that “over 6,80,000 readymade garments pieces for exports are stuck on account of non-availability of transparent plastic bags for packing in Mumbai.

It has been reported that “according to an Industry official, nearly 3,00,000 people are set to become jobless due to this move.” [5]

Even before the release of the March 23 notice, in the period during which it was being proposed and discussed, there was a protest against it by plastic manufacturers at Azad Maidan [7]. In June, a newspaper reported on protests at the ward office by shop owners who were fined Rs. 5000 each for the use of plastic packaging.

Many shop owners also felt that the 3-month time period to make alternate arrangements, as stipulated by the ban, was not long enough. The president of Mumbai Grain Dealers’ Association, Ramnik Lal Chedda, was quoted as saying “There is no alternative to plastic packaging during monsoon, especially for food products, dry fruits, grains and textile. If the ban is imposed after one year, we can meanwhile come up with alternatives. We can put forth our demands, probably continue to use plastic with a strong buyback and recycling policy, instead of banning plastic altogether.” [8] There was also a lot of confusion over the distinction between different types of plastics based on thickness (in microns) and usage (primary or secondary).

Furthermore, experts like Dr Rakesh Kumar, the director of National Environmental Engineering Research Institute (operating under the Ministry of Science and Technology) made a statement saying that while plastic is harmful, that didn’t mean that all alternatives would be less harmful. He suggested, “An amendment to the current ban should be that the producers’ responsibility for the correct disposal of the materials be extended until the process is completed, and not only until the material is sold.” [9]

Given this opposition to the ban, this paper will aim to gauge the consumer response to the ban, in order to reach a conclusion about the ultimate gain or loss to be faced by business owners in light of this ban.

Extension of the ban

Along with this opposition and protest from shopkeepers, there was a call for the time period to find alternatives to plastic be extended from the originally stipulated 3 month period. However, from 23rd June (the original deadline to eliminate plastic use) onwards, the Brihanmumbai Municipal Corporation, Maharashtra Pollution Control Board and Mumbai Police began conducting inspections and fining shopkeepers for flouting the ban. In the first four days of these raids, from June 23rd to June 27th, the Brihanmumbai Municipal Corporation (BMC) reported that it collected over Rs 10 lakh in fines.

Then on June 28th, Maharashtra environment minister RamdasKadam announced that there would be an extension of three months only for small retailers to come up with a plan for recycling plastic bags above 50 microns in thickness.[10]

RELEVANCE OF THE STUDY

Because of the rapid timeline of this ban, people in many parts of Maharashtra are still confused about the consequences and the fines levied. The government announced the ban on March 23 and gave a time period of 3 months to dispose of the existing stock. Not everyone was aware of the fact that the government had this time period before they would start imposing fines, which led to a lot of unexpected or bogus fines being collected by imposters catering to people as government employees. There was also a lot of confusion in the minds of the consumers about which products were banned and which were allowed.

Thus this study would provide us with all the needed information about the ban and what the manufacturers as well as the consumers think of the ban and also what was the impact of the ban on the consumers and manufacturers. Further this study will eliminate any doubts in the minds of the consumers as well as the manufacturers

SCOPE OF THE STUDY

The scope of study to a large extent is to examine why the government has imposed the ban on plastic items and how the ban has affected consumers as well as the environment.

Conceptual Scope: This study is centered to the consumers between the age group 18-24

Geographical Scope: This study is centered on consumers based in Mumbai

SAMPLE SIZE

The present study has been pursued with primary and secondary data. The primary data was collected on the basis of questionnaire, interview, discussion and observation of stratified random survey of 100 customers of plastic products in Mumbai between the age group of 18-24

For the purpose of collection of primary data the respondent are classified as:

Customers between the age group of 18-24

OBJECTIVES OF THE STUDY

The objective of the research is:

- To understand why this ban was implemented
- To study the perception of young consumers on the effect of plastic on the environment.

Instruments

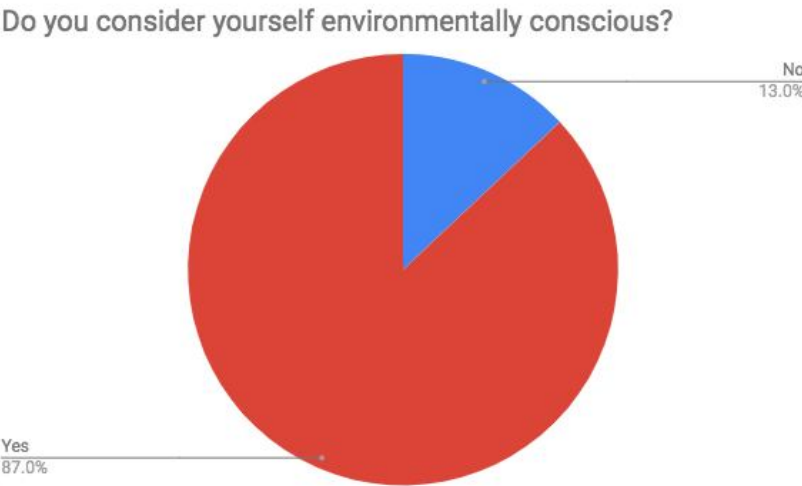
Tabulation, percentage analysis and graphical representation were used to find out the perception of young consumers on the effect of plastic on the environment

Procedure

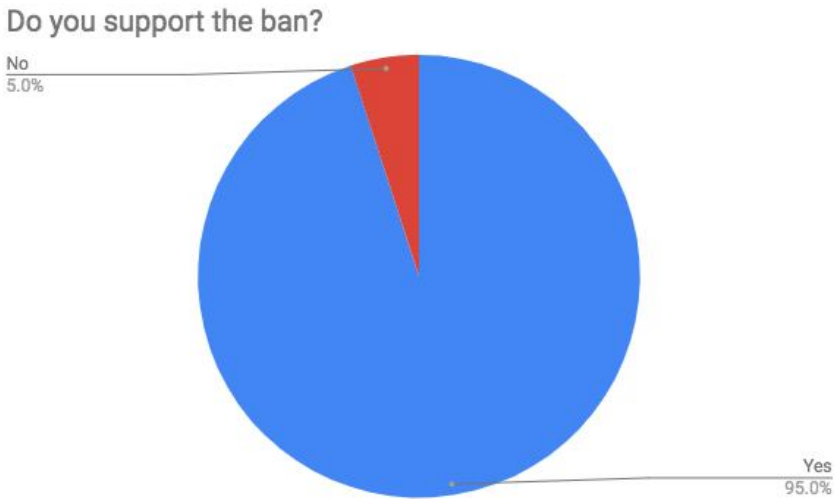
A self-administered questionnaire was distributed randomly to 100 respondents with a covering letter, detailing the name of the study and assurances of confidentiality. Detailed instructions were provided to respondents on how the questionnaire was to be completed and returned.

Results

Upon analysing the 100 surveys collected, it was found that majority of the respondents were environmentally conscious and agreed with the ban. However, this majority did not hold for questions about the implementation and impact of the ban itself. Below are selected graphs to illustrate these results.

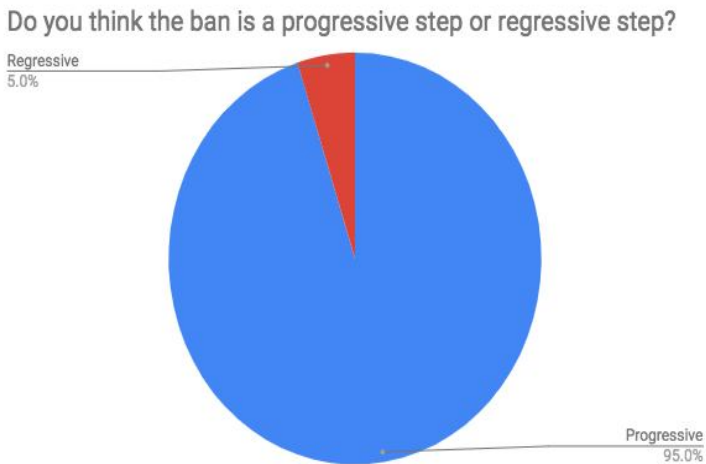


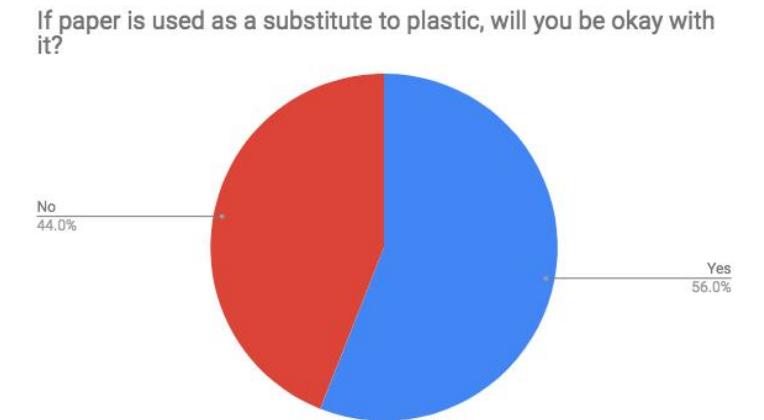
87% of respondents answered that they did consider themselves environmentally conscious, and 13% answered that they did not.



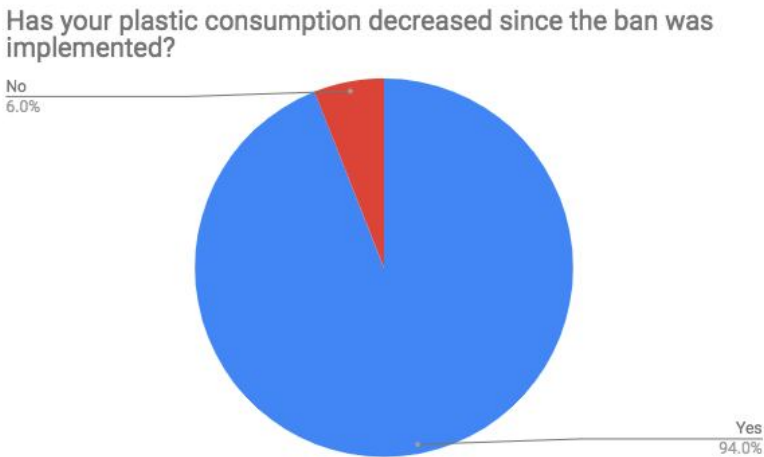
Despite only 87% of respondents claiming to be environmentally conscious, 95% claimed to support the ban, with only 5% not supporting.

Similarly, as shown in the pie chart below, 95% of respondents felt it was a progressive step, not a regressive one.

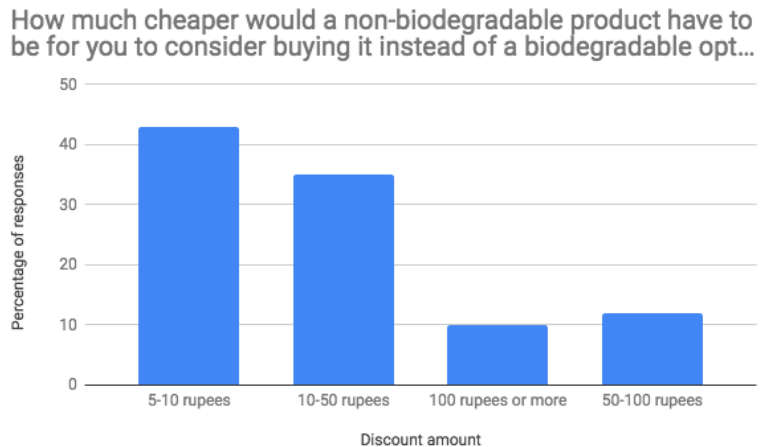




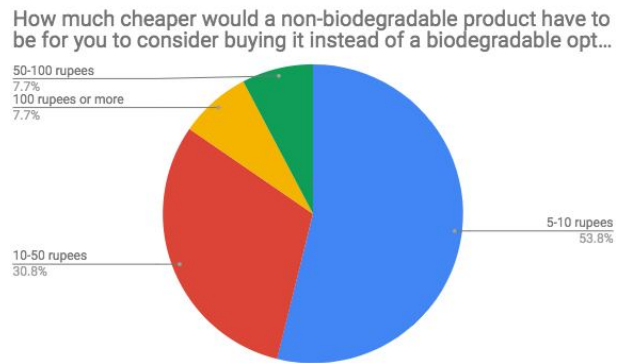
Interestingly, only 56% responded that they would be okay with using paper as an alternative to plastic, perhaps due to the fact that overuse of paper is also bad for the environment.



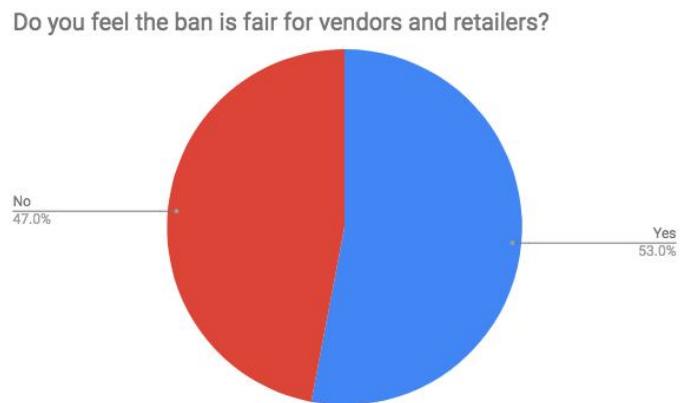
94% of respondents, including all of the 13% who claimed they did not consider themselves environmentally conscious, did report that their plastic consumption has decreased since the ban was implemented. This means that the ban did have the effect of reducing plastic use by those who would otherwise not be concerned with regulating their plastic use.



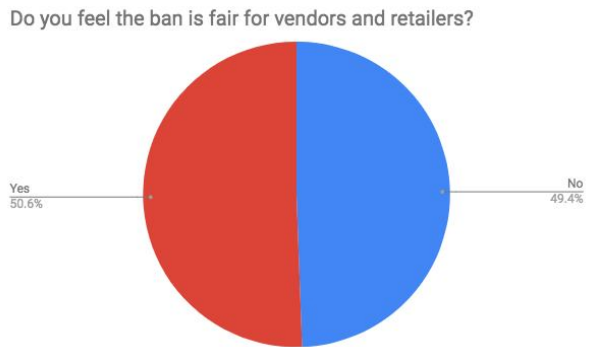
Of the total sample size, 43% reported that a non-biodegradable product (such as a plastic product) would only have to be 5-10 rupees cheaper for them to consider buying it rather than a more expensive biodegradable product. While 35% of respondents reported that they would consider it if it was 10-50 rupees cheaper, only 12% reported that they would buy it only if it was significantly cheaper at 50-100 rupees less than the biodegradable product, and only 10% reported that they would consider it only if it was 100 rupees cheaper or more.



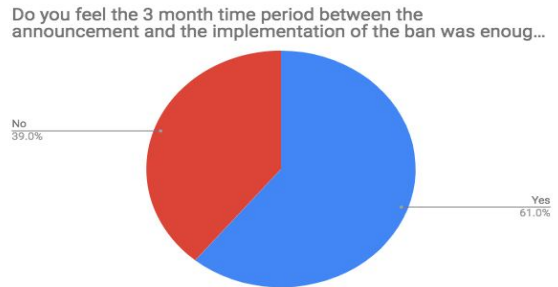
If we consider only those 13% of respondents who claimed they were not environmentally conscious, we see that they are on average more likely to buy a non-biodegradable product even if it was only 5-10 rupees cheaper.



Despite the fact that 87% of respondents considered themselves environmentally conscious and 94% reported reduced plastic usage, almost half of the respondents – 47% – felt that the ban was unfair to vendors and retailers, echoing the opposition stated in the sections above.



When considering only those who considered themselves environmentally conscious, only 50.6% reported that the ban was fair to vendors and retailers. So, their concern for the livelihood of retailers and small vendors superseded their concern for the environment.



While a majority of respondents reported that they felt the 3 month time period before the implementation of the ban was enough, more than one third did feel that it was not. This shows that there is a lack of consensus on the issue of implementation itself.

LIMITATIONS OF STUDY

- Study is restricted to the general public of Mumbai
- Study is restricted to the youth
- Age of participants is from 19 to 24
- Study is restricted to 100 people

CONCLUSION

From these results, it can be concluded that a majority of the youth between 19 to 24 years of age are environmentally conscious and supportive of the plastic ban. However, the economic concerns related to the ban are clear. Most would prefer to buy cheaper products in cases where biodegradable alternatives are available but more expensive. Their economic concerns are not only personal either - nearly half are also concerned about the economic impact of the ban on retailers. So, it can be concluded that though a plastic ban is deemed important, the youth would like there to be more nuance in how it is developed, announced and implemented. They would also likely support a ban which is more sensitive to the losses that could be incurred by retailers.

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A STUDY ON IMPACT OF AI ON THE JOBS IN INDIA SPECIAL REFERENCE TO HEALTH AND EDUCATION INDUSTRIES

Dr. Vijaya Jacqueline

ABSTRACT

Artificial intelligence (AI), driven by machine learning (ML), computer vision and the Internet of things (IoT), is very soon sprouting as a substantial general-purpose technology. This is no longer associated only to computer-based companies but also slowly moving to all major sectors, such as manufacturing, agriculture, healthcare, retail, banking and financial services, and public utilities. AI is also being considered by defense and security organisations. While an increasing number of industries have already embraced AI and started to reap its benefits, many others seem willing to explore the significant business opportunities and societal value offered by AI.

The push adoption and success of AI is due to the support, eagerness and initiatives taken by government authorities. This adherence has already inspired visionaries to develop solutions that are assimilating human touch and machine aptitude. The implementation of AI is to enhance the human ability to perform tasks more effectively and efficiently with taking right decision with humans or with support from machines. Chatbots, connected worker spaces, predictive asset maintenance, smart agriculture and many other such business cases serve as precedents for successful human-machine interaction models. The introduction of AI, has created an exhilaration and also a perceived uncertainty with regards to future employability.

In this research, the researcher has given importance to current development of AI specially in India with respect to various key sectors. The researcher has further tried to identify the perception of industry professionals regarding the effect of AI on their businesses and also to find the reality of the hype created that AI will risk jobs and further will reduce the functional roles of human resource.

Keywords: Chatbots, Assimilating, Machine Learning (ML), Artificial intelligence (AI), employability, exhilaration,

INTRODUCTION

This paper tries to review the available literature on technological change, automation, and further their influence on the future of work and, education and skills. Artificial intelligence is composed to release the next trend of digital distraction, and companies should prepare for it now. It's been seen that few early adopting firms have made benefits and have progressed, so therefore others have focused on accelerating their digital transformations. Through this research the findings lead to focus on five AI technology systems: robotics and autonomous vehicles, computer vision, language, virtual agents, and machine learning.

The investment in AI is growing debauched, that is being conquered by digital titans such as Google and Baidu. Industries globally, are spending on AI R&D, placement, and also on its acquisitions. AI or Machine learning, as an empowering technology, has received the largest share of both internal and external investment.

Recent there was headline that specifies the growth and development of modern technologies will radically modify the jobs scenery in India, possibly dislocating large percentages of the workforce. While commotions are unavoidable, but it is not yet clear as how much automation and technology will have its influence on employment, job roles and skilling requirements. India has a growing youth population who require regular and relevant employment opportunities therefore the authorities should create these new opportunities in order to meet their requirement.

As per a survey conducted it was observed that there are about 72 percent of the Indian population are of working age (18–55 years), 75 percent of whom are under the age of 35. The result of the research analysed that there are huge number of people every year who are entering into the workforce. While the Government of India has made strides in improving business environments for both established companies and start-ups, and is working on improving the skilling landscape, the task to increase the number of jobs and the magnitude of an appropriately skilled workforce is formidable. India faces the twin challenge of automation and digitisation resulting in a potential reduction of jobs, at the same time as the number of people entering the job market continues to rise.

As job requirements change, so do the skills and competencies required of workers. India must repurpose the poorly performing education and skills ecosystems to meet future requirements, while also safeguarding the education needs of a growing number of young people. To address this

challenge, the Government of India has set up a number of initiatives to match skill-training with the future skills needs of the labour market.

The authors then suggest a conceptual framework that can be used in subsequent research to study the future of work, education and skills in India. Given the limited availability of academic studies in this area that focus on India, the paper refers to a range of sources, including consulting reports and publicly available data. This provides as complete a picture as possible on factors that will likely shape the future of work in the country.

The paper first discusses the impact of technological and digital change on employment in India, highlighting consequences, e.g. technology substitution and job creation, increased wage inequality, the stagnation of manufacturing jobs, skill and wage polarisation, and changing task and skill requirements. It then identifies a set of other factors in India's labour market that will be crucial in shaping the future of work, including a structural shift in employment from agriculture to non-farm activities, increased use of contract labour over permanent labour, the formalisation of firms, and the low productivity of many of India's firms, especially in manufacturing. The paper also discusses a set of broader societal forces at play, such as demographic shifts, the role of women in the labour market, globalisation and protectionism, the varying quality of education, rapid digitisation, and the subnational variation in development and growth between geographies in India. Finally, the paper outlines a framework for studying an inclusive future of work in India, which will be applied in subsequent research

LITERATURE REVIEW

According to Arntz (2016) AI uses a mission-based tactic to guess the concept of automation based budding of employment in many countries and found out that, there is a possibility of, only some percent of jobs are at risk. There is a difference between country to country, therefore this also reflects various differences in workplace depending on organisations also, to this previous automation, and educational attainment also plays a vital role.

As per reports mentioned in Artificial Intelligence and Robotics – 2017 there is a robust occurrence in Artificial Intelligence with giving importance and considering it necessary to have R&D for a nation to gain a forefront in an automation-determined future. Thereby, the national policy needs to study the current and future demand by the AI experts. The governments need to build up a strong network to evaluate the current educational paths and syllabi and, if required, revamp the same to provide skill upgradation inventiveness for a workforce that tries to seek and stay relevantly upgraded in a fast-sprouting technology scenery.

OBJECTIVES OF THE STUDY

- To observe how artificial intelligence is used currently in Human Resource Development recruiting process.
- To understand the importance of artificial intelligence in current and future scenario in health and educational institution.

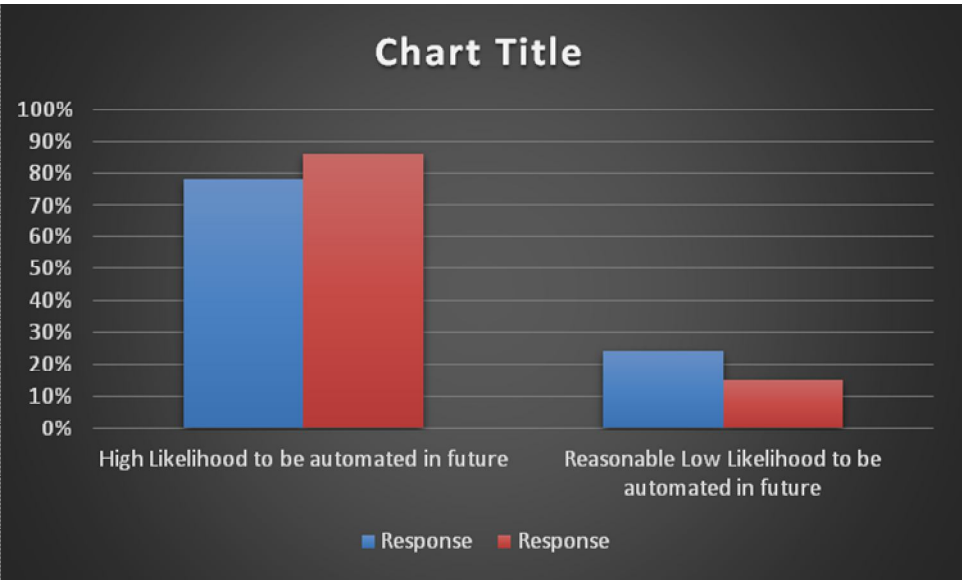
RESEARCH METHODOLOGY

For understanding this study, the data has been collected from both primary and secondary sources. The primary data collected through the investigation of various organizations with a structured questionnaire. The sample size chosen for the study is 50 respondents from both educational institutions and organisations and they were selected through simple random sampling method. They were requested to provide the information that are related to the presence of AI in their organisations and its effect on health and educational industries especially in areas related to its future functioning. The analyzed data have been represented in a table and interpreted.

DATA ANALYSIS AND INTERPRETATION

What is the Perception of automation in education and health sectors?

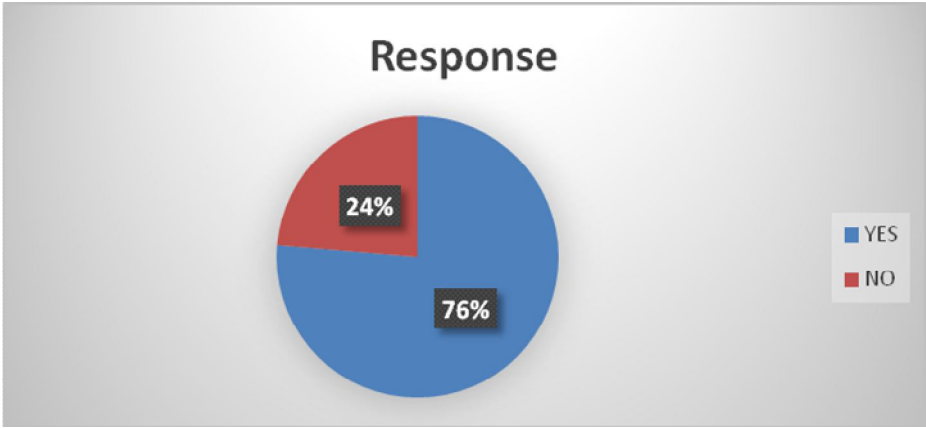
Particulars	Response	
	Education Sector	Healthcare Sector
High Likelihood to be automated in future	78%	86%
Reasonable Low Likelihood to be automated in future	24%	15%



To understand whether AI is transforming the job scenery and also to see if there is likelihood of job automation to this 78% of participants education industry and 86% of participants of health care industry felt that job automation within their sector was reasonably likely in the near future, with humans being retained for precise proficiency. Further only 24% from education and 15% participants from healthcare industry felt that there would low likelihood of automation in the future.

Table-2: Upgradation of skill in education and teaching in order to maintain specific roles and responsibilities in the coming years

	Response
YES	84%
NO	26%



When asked the respondents about the requirement of upgradation of skill in education and teaching it was felt that 84% of the respondents felt that there is requirement of upgradation to understand the specific roles and to have proper responsibilities but 24% of respondents denied the fact that there is no requirement of upgradation in both the industries.

Though the survey specified that upgradation is required but there were few employment-related worries due to automation that cannot be overall ruled out, it would allow humans to get more involved in tasks that need higher specialization and critical thinking.

CONCLUSION

As per this research it's been understood that there would be a changed job scenery in 2022 and further there also would be a changed scenario in the potential job market by 2022

Artificial intelligence is at the forefront of the next technological revolution and is expected to play a key role in India's digital vision. In this report we have tried bringing AI's impact on Indian businesses and society and the readiness of the workforce in adapting to and collaborating with AI systems in the near future.

FINDINGS

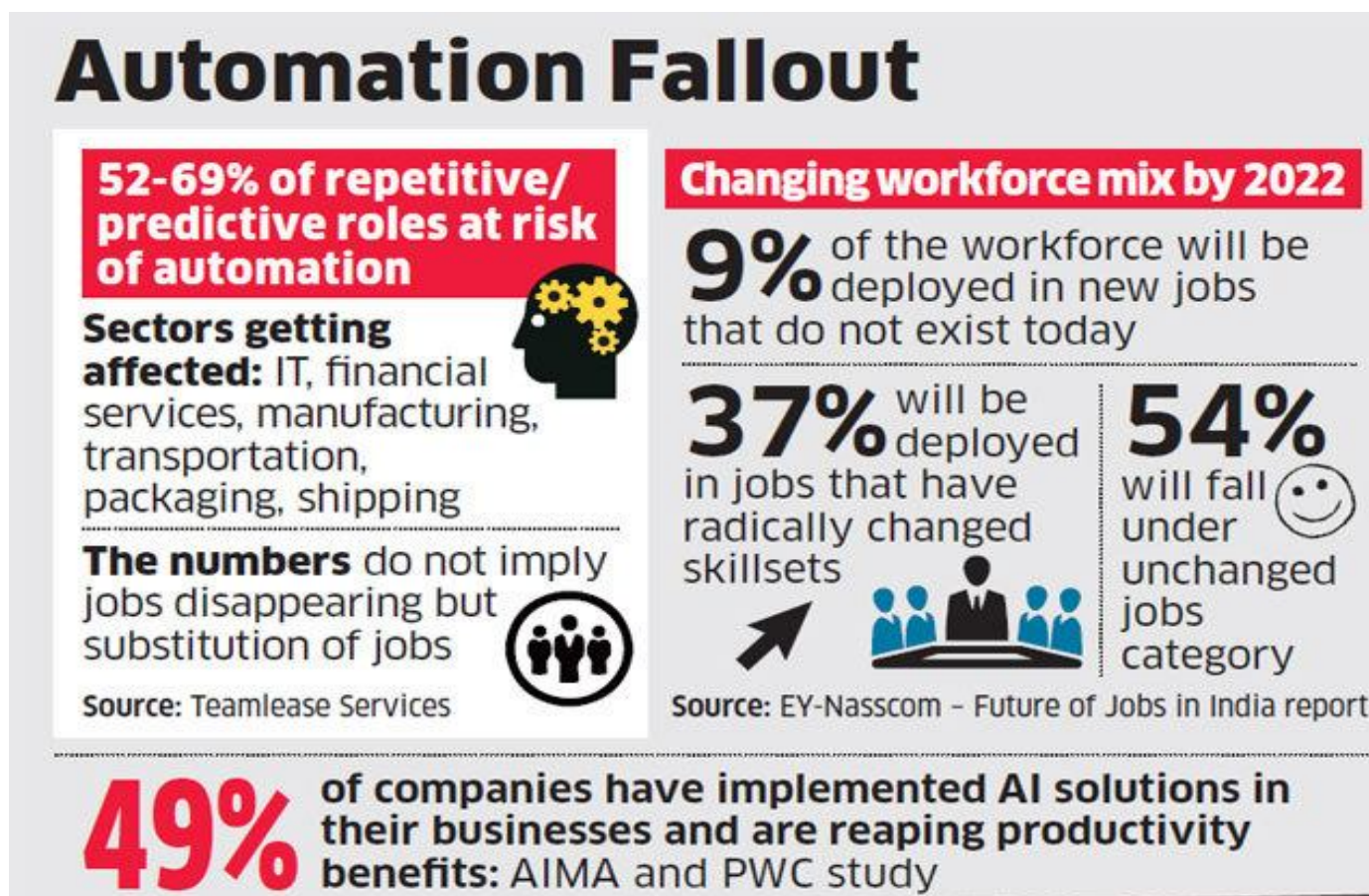
The researcher found out that AI will cause role changes, not necessarily job losses. A study estimates 52-69% of repetitive and predictive roles to get exposed to the risk of automation in the next couple of years. More than half of generic work profiles in education and health industry are facing the risk of distraction over the next two years due to automation, according to an estimate by Teamlease Services.

But the research specifies that there is risk of automation, but, that does not mean that it would lead to a job loss necessarily. Therefore, it's been seen that as robots, automation and artificial intelligence perform more tasks and there is enormous commotion of jobs, experts say a wider display of education and skills-building programs will be created to meet new demands. But to this there are two uncertainties:

Will well-prepared workers be able to keep up in the race with AI tools?

And will market capitalism survive?

This could be understood with the help of following figure:

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A STUDY ON THE EXISTING INSURANCE TECHNOLOGY INDUSTRY IN INDIA WITH A PARALLEL GLOBAL COMPARISON, AND THE FUTURE SCOPE OF IT IN THE COUNTRY

Yasmin Singaporewala

ABSTRACT

This study investigates the concept of marketing insurance with technology and the details about its nature and existing presence in the Indian Market, and what its future scope is. A form was circulated amongst 100 people forming a diverse yet collective demographic audience to conduct the study with. The result shows that despite insurance tech having established a strong network in India, the implementation and actual effective usage is highly low. The paper talks about the growing possibilities India offers in this field.

Keywords: Risk Predictions, Ultra-Customized Policies, Data Analytics, Phygital Interactions, Insurtech, Risk Mitigation, Lead acquisition, Lead Conversion, Insurance Coverage Delivery, Data Architecture.

INTRODUCTION

InsureTech or Insurance Tech are Technologies & platforms that help optimize any of the principles for success or requirements of insurance.

By extension: any company that provides insurance through the engagement of technology in a user-centric way through smartphone apps, claim acceleration tools, consumer activity wearables, individual consumer risk development systems, automated compliance processing and online policy handling.

The whole driving force behind insurance tech is to digitalise the process of issuing insurance by focusing upon all factors that proved to be cumbersome in the traditional insurance industrial practices, for example, Lead acquisition and conversion, policy distribution after sale, and document verification.

Smaller companies and concerns have been more successful at adapting to insurance tech models and ongoing changes and innovations in the industry, as their infrastructure at that stage is not big on face value and investment worth, hence allowing them greater flexibility with modifying assets, and bearing a reduced risk while doing so. On the contrary Large market Giants and leaders have been less successful at mitigating this risk and have not adapted at the same rate, they continue to back on their High net worth portfolios and existing infrastructure, and have been rigid to innovations and improvements.

As Revolutionary and innovative insurance tech seems to be and is, there are a vast multitude of people within and beyond the industry who would say otherwise, primarily because they are not open to the concept of involving changing mechanisms in the traditional and trusted process, but also because they haven't been able to notice the actual value it creates. This is because these softwares are implemented alongside traditional practices, to aid them, and hence get overshadowed.

Essentially, these are data driven technologies allowing more accurate risk predictions, reducing costs, offering better customer experience and speeding up the delivery of insurance coverage.

Although insurtech has been trying to simplify insurance, the insurance industry is still rather complex. The industry is slow in adopting the opportunities presented by insurtech mainly because of the many regulations. Insurance companies have to comply with various laws and regulations. Additionally, the old school mentality that has dominated the industry makes players less willing to adopt new technologies.

Insurtech came into the market quite late mainly because of the numerous government regulations in the market and the costs of switching to new technologies. It was not until around 2011 that insurtech gained considerable traction.

Insurtech is proving to have the potential to make insurance a win-win situation for the insured, the insurer and the partners who make insurance possible. This has been demonstrated through the flexibility and efficiency brought about by the application of smart contracts, social insurance, ultra-customized policies and the use of data from internet enabled handsets (IoT) to price premiums in accordance with observed behaviour.

OBJECTIVE

The objective of this research is

- to evaluate insurance tech and dig deeper into its conceptual details and particulars.
- It aims to find what value this technology adds and what its industrial impact is.

- The study also looks at its trajectory so far in the Indian and global markets, and what its potential is.
- It also aims to evaluate how aware the Indian Audience is and what these companies need to do in order to take a foot forward in expanding their audience.

Procedural Difference between Online & Offline channels of communication**Offline process**

- 1-Fill common application form through agent.
- 2- Attach PAN Card, Aadhaar card and cheque.
- 3- Physical policy.
- 4- Attached to agent.
- 5- Agent will provide service.

Online process

- 1- Apply online.
- 2- Upload documents.
- 3- Online payment.
- 4- Online policy.
- 5- Not attached to agent.
- 6- Direct service.
- 7- No post sales service.
- 8- Discounted price.

The differences between online and offline process is that in online process there is no involvement of agent which makes it cheaper as it deducts the agent's commission but on the other hand the buyer misses on getting detailed information about the product through the agent trained by the company and also the after sales services which include renewals help during claims. In addition to which in online process there is very less assurance for claiming the policy as there is no fixed person to be approached and there is a very hectic and complicated process for availing the claim whereas agent makes the process very simple because he takes care of every step as he is liable to the company

Indian Scenario in the insurance tech segment

- With increasing smartphone penetration and internet access, companies need to make the most out of infrastructure and come up with products that are easy to sell online.
- India has moved on from old technology by becoming a mobile-first country. It's an advantage that will help the country adapt to digital platforms conveniently. It may not be easy, but it's certainly easier when compared to the West. Adaptation to new technology proves to be more efficient, and cheap.
- Analytics and Data A is one crucial area where India lags behind the rest of the world, the Western insurance carriers are much more advanced. This is fuelled by their access and availability to greater sources of data. But in India, the availability of big data is still very restricted. The quality and information and data needs a substantial lift for it to form a critical mass that can be useful for analytics.
- We need to bring in an operational shift where we eliminate unnecessary processes from the insurance lifecycle, which in turn leads to a huge reduction in cost and faster turn-around time for the customer.

Opportunity

- Always-on, mobile devices allow for context-aware, personalized interaction models where insurers can reach out to consumers like never before. Insurers can get deep insights into customer behavior, based on internal and external data sets. Insurers can tap in to open ecosystems of developers to create value-adding solutions like never before.
- Technology is rapidly equipping distributors to become more productive, and thereby to improve their returns on effort. An agent equipped with greater knowledge of the customer and supported by a digital virtual assistant is likely to be more successful.

- The digital push post-demonetization is leading to a migration of more customers into the formal banking system. Bancassurance, with greater insight into the consumer purchase pattern and real time connectivity, can help nudge the customer to purchase a variety of insurance solutions. Micro-segmentation and a targeted approach, backed by analytics, will help improve conversion ratios and reduce customer dissonance. A greater presence of banks in the hinterland will help increase the penetration of insurance across the length & breadth of the country at lower fixed costs.
- An additional opportunity will be to leverage the ‘India Stack’ architecture which enables insurers to on-board customers in a paperless fashion. Insurance today is largely seen to be lagging behind other consumer-driven sectors in ‘ease of purchase’ parameters; re-engineering of the policy issuance value chain will create a huge difference in customer experience.

What Indian Insurance aims to be

- Insurance must be dynamic and will cover end-to-end customer journeys.
- Insurance must be highly customized and relevant to each customer individually.
- Interactions should be “Phygital” – a mix of physical and digital, though increasingly becoming more and more digital.
- Insurers will partner with multiple different service providers to offer end-end services meeting customer needs and not just products.

Rapidly evolving macro-economic landscape – lower interest rates, evolving customer behavior, impact of digital adoption, changing competitive landscape and the dynamic regulatory situation will keep the heads busy in developing and adapting strategies to leverage the opportunities and stave off the challenges.

India VS the Globe

- Indian firms are lagging behind in terms of both in its level of digitalization and investment patterns with its ability to realize financial returns on its digital investments, in comparison to the rest of the world. Globally insurance companies are increasing investment in digital technologies, Global average investment in digital technologies is increasing over the year.
- Surprisingly, in most respects and especially in terms of technology infrastructure, India is in a leading position. This is in no less parts owing to the liberalization of the industry in the early 2000s which enabled insurance companies here to implement somewhat recent technology. In the West, the technology of the past, specifically from the 70s and the 80s persists even to this day. Apart from severely lacking in capability, it is also inflexible.

Research Methodology

The study aims at assessing the existing knowledge and awareness of the insurance tech industry amongst a general group 100 adults, who are insurance consumers. The study also looks at the actual number of these people who have been effective customers, to this technology.

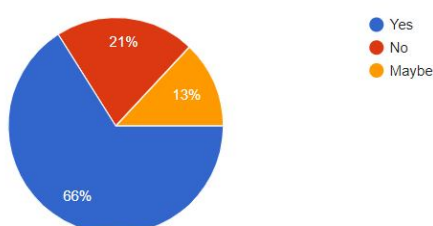
Primary data was sourced by circulating a questionnaire via Google forms amongst 100 adults, who were insurance customers and have purchased some type of insurance before. The secondary data was sourced from various publications and books online, we also consulted an insurance practitioner in guiding us through the procedural difference between the online and offline way of selling insurance. We also spoke to Mrs. Manali Jhadav, a Financial Advisor and Consultant, who helped us dig deeper into the topic of study.

The data collected is analyzed by way of graphs and pie charts.

Data Analysis & Findings

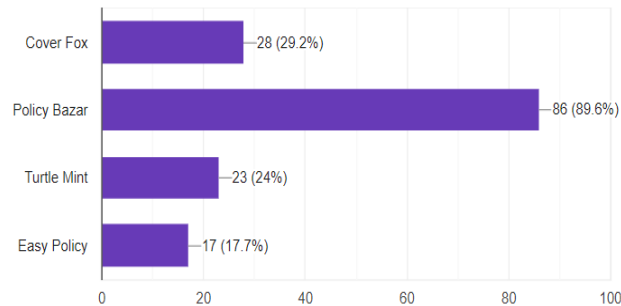
Have you ever heard about insurance tech/online insurance ?

100 responses



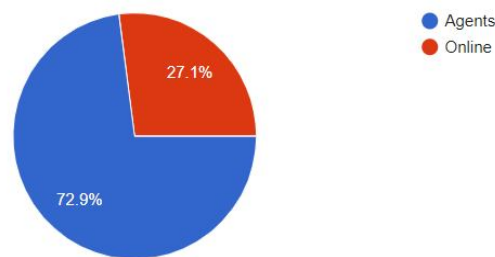
66% of the people who took the survey were aware about the concept of insurance tech or online insurance, showing that there in terms of marketing as a concept, this segment has succeeded upto an extent, but also has a lot of further scope.

Have you heard of any of these companies?



Policy bazar seems to be the only brand most of the members of the survey seemed to be aware of, this again reflects the other companies' need to market themselves better. Companies and agencies involved in the industry must take responsibility of spreading sulll awareness about the product.

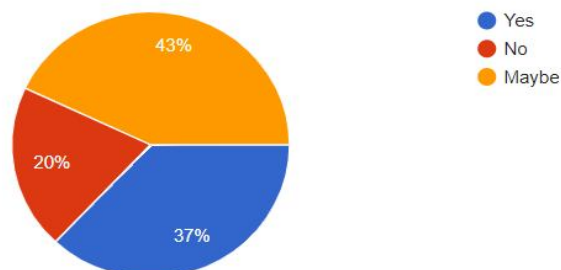
Have you purchased insurance online, or by conventional agents?



This signifies that despite being aware of the concept, the people are still inclined to purchase insurance products through an agents, this shows the sheer need to market the products better, and to make people more aware about the benefits, advantages, and conveniences of purchasing insurance online.

Would you be comfortable buying insurance online ?

100 responses



Most of the survey takers aren't completely convinced to purchase insurance online, the primary reasons being,

- 1) Unwillingness to adapt
- 2) Lack of personal touch
- 3) Less faith in the system
- 4) Lack of awareness about the perks.

Recommendation & Conclusion of the study

The Indian insurance tech scenario proves to be a goldmine of an investment, as the country provides infrastructure that could be easily capitalised upon, and there is a ready market of consumers that are one marketing strategy away from purchasing products in a different way. The state also shows great scope for deep and integrated expansion of the concept, as the consumers have proven to be adaptive in the past, if they are sold to well, in other industries. Companies can not only provide insurance themselves, but there is also room for third party agencies that sell insurance products extended by trusted companies on their marketplaces, and hence managing to attain optimum benefit.

This should be a loud cry to all the investors attempting to diversify their portfolios and wanting to make successful, long term investments. Insurance technologies are taking over the industry and revolutionising it by creating immense value for consumers and being highly profitable by doing so.

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CASE ANALYSIS ON DEMAND OF GOLD IN INDIA

Disha Jain

ABSTRACT

Demand of Gold is extensively observable throughout the world and India alone holds around 25% share of it. Hutti gold mine which is situated in Karnataka is the only company in India which manufactures gold by mining and processes gold ore. Indians have salvaged an average of 105 tons of gold per annum over the past five years. In this study, we see how demand and supply of growth has affected the economy over the past few years.

Keywords: Gold, Demand, Supply, Jewellery, Economy, Luxury.

INTRODUCTION

India is a major consumer of Gold in the world. Gold is a unique metal. India stands only second in the consumption of gold next to China. Out of 52% of the gold available in the market is used for jewellery where India uses 78% to make jewellery, 18% as Individual holdings such as ETF's (Exchange Traded Funds) and Unaccounted, 18% held as reserves by the Federal Bank and another 12% is used for Industrial purposes (components in electronic devices such as mobile phones, televisions and GPS units). Gold is used in fields of medicine, dentistry, engineering, etc. It is also used to make metals and involved in the making of crowns. In India, Gold is traditionally used in jewellery, but it was long considered as an investing option by ancestors. Gold is purchased at maximum during festivals such as Dussera and Diwali. Gold is considered as a luxury good, but people tend to buy gold as much as they are able to purchase as they can utilize it during various occasions such as weddings and festivals. Introduction of new gold products and change in the trend of usage of gold impacts the consumption of gold. According to the microeconomic perspective, gold is a luxury good and a wealth preserver as the value of gold only increases over a period of time. This is beneficial not only for an individual, but also for the economy of India. The nature of gold though continues to stay unproductive as it remains redundant in bank lockers at most times whereas capital goods, foreign portfolio investments, crude oil and other items imported usually helps in productivity which further leads to employment, consumption and exports as finished goods to other countries which has a positive impact on the economy of the country. In the import of Gold, the government is forced to interfere by way of limitation in quality, increased import duty, checking for illegal mining and stopping the illegal entry of unaccounted gold into the economy. These actions are taken by the government to make our economy stable and secure and to withstand any unprecedented crisis. This paper focuses on various factors that contribute towards the increase in price of gold in India and its demand and supply respectively. Gold prices in India have increased more than 900% in the past decade and it continues to increase. This paper focuses on how the demand and supply of gold can affect the economy of India.

FACTORS INFLUENCING PRICE OF GOLD IN INDIA**1) LAW OF DEMAND**

The Law of Demand states- "Conditional on all else being equal, as the price of a good increases, quantity demanded decreases; conversely, as the price of a good decreases, quantity demanded increases".

The Gold (Control) Act, 1968 was a repeal of the original act of 1962 which was introduced by the ex- Finance Minister of India, Shri. Morarji Desai, who thought of various measures like banning of forward trading in Gold, recalling gold loans offered by the bank, launch of Bond schemes with tax immunity in 1965 to the recent introduction of Gold Monetization Scheme in 2015 to utilize the available unused gold in the country for the growth of the economy effectively. Availability of gold reserves proves that the Law of Demand is not being followed. Consumption of gold is an exception to the law of demand as even with the increase in price of gold, the demand of gold remains constant.

2) DEMAND FUNCTION

Demand function states that- "The representation of the factors which determines the quantity demanded of a commodity with respect to its price and other factors".

In the case of Demand function of gold, the demand of gold is not dependant only on price, but also on other factors that tend to influence demand of gold. The idle gold would be useless other than the cost involved for preserving idle gold in lockers. The introduction of the recent Gold Monetization Scheme, Sovereign Gold Bond Scheme and Indian Gold coin scheme has a possibility of being related to the demand function as the other factors apart from price impacts reduction in imports, use of idle gold for employment purposes, making of gold coins at Internal Standard (same as Guinea gold) and some returns for the owners in terms of interest for

their gold deposits respectively. In the year 2015, the schemes launched in November were able to mobilize gold worth Rs.250 Crore.

The mathematical expression of Demand Function of Gold for the economic activity is-

Q_d (Quantity demanded) = F (Price, Other factors affecting Demand function such as Income, Import Duties, etc).

The outcome of demand function of gold is that when the price decreases, the demand for gold increases whereas in India, the demand and price of gold increases simultaneously.

3) DEMAND CURVE

The demand curve is the graphical representation of “how the demand for a particular commodity varies with the changes in its price”. This curve represents the movement in price and quantity from time to time. It may differ in timely intervals due to the shift and movement in the curve. The shift in the demand curve refers to change in quantity demanded when the price remains constant. Movement shows change in demand and price of the commodity from a point to another point. This can also be understood as change in quantity demanded is caused only due to change in price, other factors remaining constant and not influencing demand of the commodity. Here, Demand curve of gold shows that price and demand differs in timely intervals. It is wrong to assume that price is the only factor that influences demand. Other factors such as- inflation, festivals and important occasions, government policies and schemes, tastes and preferences of an individual- also influence the change in price and quantity demanded of gold.

4) SUBSTITUTE EFFECT ON GOLD AND ITS DEMAND

In India, Gold is consumed in forms of gold coins or gold ornaments and is considered as savings and a commodity of prestige. A substitute commodity for gold is the metal platinum which is also known as the rich man's gold and is also consumed in form of coins and ornaments. Platinum has no industrial purposes whereas gold has some industrial uses. Only 6% platinum (i.e., 130 tons) is produced in comparison of gold in India. In the last decade, the price of platinum was comparatively higher than that of gold. This has not changed or affected the demand of gold which remains intact though there are substitute goods. This proves that for Indian consumers, demand of gold will continue remaining the same. Introduction of substitute goods or price changes does not have an impact on Indians' consumption of gold.

5) DECREASE IN SUPPLY OF GOLD

Since the past few years, the mining of gold ore has been on the lower side. There has been a decrease of estimate 40% in the production of gold. Gold today is less like a commodity and more of a stock or bond. Similar to the stock market, gold prices are also forward-looking and highly depends on future demand and supply. There has been a rise in the monetary and non- monetary demand for gold which further increases its price.

6) INFLATION AND INTEREST RATES

Inflation is the general rise in the price level rather than an increase in the money supply. Gold is considered to be a hedge against inflation. To be a hedge against inflation means that gold should be unconnected with inflation, but it should be negatively correlated. Therefore, gold has always been considered a hedging instrument against inflation. As gold pegged to the US dollar, the US interest rates changed which in turn affected the price of gold. Whenever interest rates fall, gold prices increase and when inflation is on the rise then the gold prices also increase. Gold's most natural relationship to the general price level is what one might expect for any good or asset: A higher general price level should be associated with higher gold prices.

7) CURRENCY FLUCTUATIONS

Economists have long recognized the role of currency valuation in pricing commodities, particularly imported commodities which includes oil and gold. The material commodities which possess these qualities in the highest degree are gold and silver. For these very grounds they have been chosen by common consent for use of money, and to symbolize the value of other things. There is a negative relationship between the value of the dollar and gold and suggests that as the dollar loses value the price of both commodities increases, as is consistent with recent experience in those markets. Gold has an inverse relationship with the dollar, recently in USA in great financial turmoil the dollar has weakened against many currencies, thus it is expected that there will be increase in the gold prices. Dollar is de-facto currency exchange all around the world. But now USA on financial depression gold has been substituted as a safe haven for investment.

PRICE ELASTICITY OF DEMAND

Gold is not directly affected by demand because it is a luxurious good. It is an exception to the law of demand.

Price of gold has been substantially rising every year and this is the news that dominates in newspapers. The last time gold prices rise at such pace was in 1980. In fact, gold price never touched the heights they had reached in 1980 and it was at its lowest in the year 1999.

1. It must be noted that the price of gold and oil rise and fall simultaneously. Their prices were at their highest in the year 1980. The prices are taking in high price adjusted for inflation and not the nominal prices that we see going up year after year.

2. It must also be noted that the price elasticity of gold is negative in nature. Higher the price, higher is the demand of gold. This is a unique feature of gold as most other products follow the law of demand. When price is increased, the demand also increases which pushes up the price even further.

Gold is never considered as a risky investment as the nominal price of gold always remains above the previous price.

A major source of growth in India is the high purchase of jewellery which is also inter-related to gold as Indians as a matter of fact love purchasing gold jewellery for occasions and as a future investment.

CONCLUSION

Gold is ingrained in India. The tradition of wearing gold ornaments on occasions is considered to be prestigious and auspicious in India. The attachment of gold amongst Indians is inseparable. Even after introduction of substitutes, the demand of gold has not changed or decreased, it remains constant. Gold is not only used as ornaments, but also used in space technology due to its non-productive nature.

It is believed that soon the global recession and strong dollar which curb gold ,jewellery and bar demand have been facilitating the ability of the official sector to keep the gold price low. The forces for higher gold price will build. Though it may not happen over the short run, but can happen in the long run substantially decreasing the value of a dollar. A dollar decline will lower than the price of gold in countries outside, which will in turn stimulate price elastic demand.. The huge and ever increasing internal debt of India is growing prospects of inflations. The central bank has started objective of reducing its high reserve holding of money, and it may be noteworthy that they have reported the first rise in central bank gold holding in many years. As long as currency has holding remained strong, central bank have felt no pressing need to address their high money holding. When the recession subsides and the industry looks up and real estates prices rise again gold price should come down from the heights they occupy today.

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A STUDY ON THE SIGNIFICANCE OF WORD OF MOUTH MARKETING ON CONSUMER BUYING DECISION

Apoorva Bhangla

ABSTRACT

The aim of this research paper is to understand the impact of word of mouth marketing on the customer buying decision. The paper provides the significance of word of mouth marketing strategy and how it helps the marketer to use it to the maximum. Word Of Mouth strongly impacts consumer behavioural attitudes. Tie strength, stickiness, loyalty, monetary influence can moderate the Word of Mouth influence. This research paper contains the advantages and limitations on word of mouth so that the marketer can use it as a marketing strategy.

Keywords: Word of mouth, marketing, consumer

INTRODUCTION

Word of Mouth or consumer to consumer interaction has been the centre of discussion among the research fraternity for a few decades now. Researchers have already shown the growing influence of Word of Mouth and it has been recognised by the marketers to be a highly credible form of marketing information (Minxue Huang et al, 2011). When a consumer consumes a product it can be noted that they have tendency to communicate with other consumers about the product thus creating a Word Of Mouth effect.

The elementary belief is that word of mouth communication can remarkably influence customer's buying decision. With the advent of e-word of mouth, online consumer reviews can serve as a pillar of word of mouth marketing. The Word-of-Mouth trend developed first off through Face-to-face communication's manner which is now also available by means of all the technologies together with the Internet, most important consumers to the e-Word-of Mouth trend (Fakharyan&Elyasi, 2012).

George Silverman, a psychologist, pioneered word-of-mouth marketing when he created what he referred as "teleconferenced peer influence groups" so as to engage physicians in dialogue concerning new pharmaceutical products. Silverman noticed a stimulating phenomenon while conducting focus groups with physicians in the early 1970s. "One or two physicians who were having good experiences with a drug would sway an entire group of sceptics. They would even sway a dissatisfied group of ex-prescribers who had had negative experiences!"

Word of mouth has been recognized as an effective medium for dissemination of data. People like to share their experiences and feeling with their colleagues, friends and family (Jalilvand, M.R & Samiei, 2012). When a source of information is closer to the sender the communication will be more persuasive and there are greater chances of message acceptance (Coulter, K.S & Roggeveen .A, 2012). Word of Mouth Marketing is now the most important communication strategy to promote brands and products (Lopez, M & Sicilia, M, 2014). It was found out that in case of services people have greater trust and confidence in personal information sources and also they prefer personal sources for pre-purchase (Murray, K.B, 1991). WOM is more influential in product selection rather than information gained from printed media. There are several factors relating to the word of mouth which are studied by many authors that consumers consider as preferred information gathering sources. The factors of WOM, source expertise and source similarity has a direct impact on consumer decisions regarding the Brands. Source credibility is more useful in deciding the importance of information in decision making when the receiver knows the information sender (Wangenheim, F.V & T. Bayo'n, T, 2003). Homophilic information sources are preferably utilized by consumers who are seeking information regarding brands (Steffens, E.M, and Burgee L.E, 2008)

REVIEW OF LITERATURE

Ellison and Fudenburg (1995) study how word of mouth communication summarizes information for individuals. "Conformity and diversity" is created by the help of word of mouth and is thus looked upon to by the two researchers. They drive the consumers into two groups – "conformity" and "diversity". They test whether word of mouth communication supports their positioning. They found that consumers receive more detailed word of mouth information when they display more diversity than when they receive limited and/or general information. The researchers use textual analysis to support their hypothesis. In short word of mouth not only plays an important role in the evaluation of product but also plays an important role in society as well.

Consumers read others Word of Mouth articulations because of their tendency to save time and risk thus 'reducing buying-related risks and decreasing search time', (Hennig-Thurau, 2003). These factors help in

obtaining buying-relevant information and determination of social position and dissonance reduction. Belonging to a virtual community, curiosity to learn what products are new in the marketplace and remuneration increase the chances of reading Word of Mouth messages.

RESEARCH OBJECTIVES

- To understand the importance of word of mouth as a marketing strategy.
- To understand the impact of word of mouth in the consumer's buying decision.

RESEARCH METHODOLOGY

The title of the study is "A study on the significance of Word of Mouth marketing on consumer buying decision". The research is based on secondary data due to time constraints faced by the researcher. The secondary data is collected from sources like books, journals and research projects, web, newspaper articles, internet, etc.

SIGNIFICANCE OF THE STUDY

The significance of Word of Marketing is that it an effective form of communication in an advertisement campaign as it helps in penetrating the minds of the consumers and get them talking about a product or service.

When it comes to formulating a marketing strategy of a particular product Word of mouth is the most suitable strategy. In fact, as it comes from a person who is not involved in the organisation and is not pursued so the advertising is bias-free in nature. This is good news for the marketer as he gets to know that the consumer is interested in his product and the opinion he showcases is honest which also compels other consumers to try the product as the information has come from a reliable source.

Another advantage of word of mouth marketing is that it is a cost effective method of advertisement. Other methods of advertisements such as print mediums and televisions require a lot of capital whereas word of mouth is expenditure free. By selling a quality product a marketer can make sure that the customer will not become loyal towards the product but also tell the same to his friends and families. This also ensures that the company sells the product at high quality to maintain customer loyalty otherwise this strategy can turn negative.

LIMITATIONS OF THE STUDY

Word of mouth strategy has a negative aspect to it in many ways. With the growing influence of social media marketing also has gone through a lot of change and this poses as a disadvantage to word of mouth strategy as when people use social media to convey their views regarding a product it may not only be positive. This shows that this strategy may not always be a good way to promote a brand.

Another criticism to this strategy is that sometimes consumers feel deceived when they find out that the person who has given some positive review about the product has done to gain something in return which in result harms the company's brand image.

This strategy is not in the control of the marketer as its people's own choice to give a positive or negative review so these negative reviews can influence the potential buyers' choice of goods and services. Also, the positive reviews can raise the expectations levels of the consumers so much that when they try the product or service they would be disappointed when it doesn't meet those expectations.

As word of mouth can only be spread to those who contact with the person on day to day basis it is a slow network and takes time to market the product to a huge population. Further, it can only cater to a limited audience who contact this person personally.

CONCLUSION

Today word of mouth marketing is not only being used offline but also online. According to Deloitte, further research has shown that 'most advocacies take place offline'—instead it happens in person. According to the Journal of Advertising Research, 75% of all customer conversations concerning brands happen face-to-face, 15% happen over the phone and only 10% online. On the other hand, some see social media interaction as being inextricably tied to word of mouth marketing.

In this paper, the author has tried to convey the impact of word of mouth marketing in consumer's buying behaviour. It can be seen that with the effective use of Word of mouth marketing a company can earn high profits. Further, it also helps in reducing the total expenditure on advertising.

Positive word of mouth is the key factor for the success of this strategy and the way to success as it is the best form of advertising. Negative word of mouth could lead to loss of sales, and reputation and should be managed

and controlled efficiently. The powerful influence of Word of mouth cannot be neglected but enriched and managed to improve the effectiveness of the firm's marketing strategy.

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TO STUDY THE DISTINGUISHING FEATURES OF EMPLOYEE ENGAGEMENT MODELS AMONGST THE MANAGEMENT LEARNERS OF MUMBAI METROPOLITAN REGION

Vaneeta Raney

ABSTRACT:

The organizations in concurrence with line supervisors and the HR (Human Resources) managers need to think industriously about sustaining operative productivity and ensure that employees persistently are engaged on jobs.

This paper makes an attempt to determine the conclusive need and impact of employee engagement at workplace. The objective of this study is to understand the distinguishing features of employee engagement models amongst the management learners of South Indian Education Society of the Mumbai metropolitan region. Moreover, to examine and identify the effective model amongst the sample survey conducted by further analysis. The paper makes use of primary and secondary sources and seeks to compare three pre-existing models that explain employee engagement and associates them on the basis of authenticity and value. The hypothesis testing is done through one sided Z-test of one sample proportion respectively.

Keywords: Employee, Engagement, Management, Resources

INTRODUCTION:

Employee Engagement initiative indeed influences the organisational result and is also affected by the advancements seen in the organisation, its leadership and the value addition experienced by the employees. It is a complete concept which is triggered by debriefings like, how do employees accept the organisation? Do they find opportunity for growth in it? What is the incentives available to them? Who are the people to work with? Whether everything is transparent here and is there any scope for using the intellect independently? If the answers are affirmative they feel to consider the organisation as their own and contribute more than expected for its success.

Employee Engagement is not an absolute discipline. Subsequently, the whole idea has been raised on HR experience, positive psychology and business models that engage a company's talent towards a productive culture of success.

At the heart of employee engagement, akin to any company's foundation, are some values. These values determine the why, how and what of that company respectively.

REVIEW OF LITERATURE:

In today's economy, one is building a company brand both through external as well as internal struggles. Playing two battlefields at the same time can prove to be challenging, that's why some companies decide to focus their resources only on the external branding front. Meanwhile, they neglect their internal environment, failing to provide an engaging, challenging workplace.

EMPLOYEE ENGAGEMENT MODELS:

I) Model 01: The Zinger Employee Engagement Model



Figure 1: Reference: www.davidzinger.com

Employee engagement is the art and science of engaging people in authentic and recognized connections to strategy, roles, performance, organization, community, relationship, customers, development, energy, and well-being as we leverage, sustain, and transform our work connections into results prospectively.

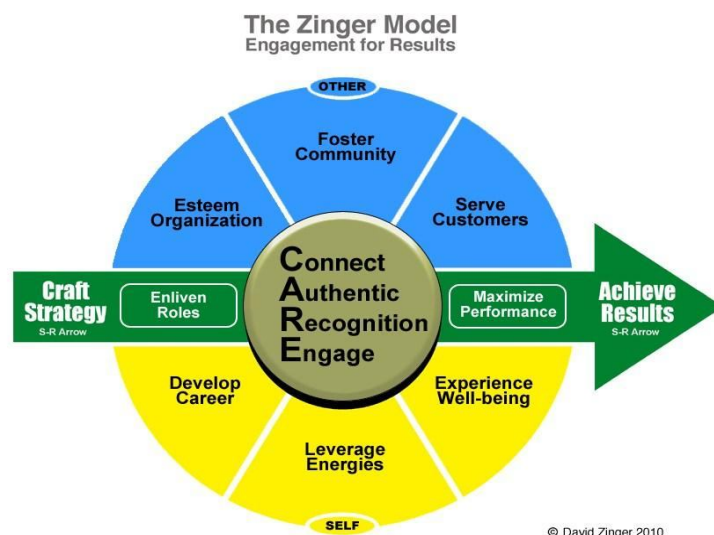


Figure 2: The Zinger Employee Engagement Model

Build an extensive comprehensive network for transmission of information with substantial provision of resources correspondingly. To give periodic recognition and offer rewards for the efforts exerted by fully engaging them on job respectively.

II) Model 02: Aon Hewitt's Engagement Model

To assess how to drive specific engagement outcomes, Aon Hewitt has analysed the relative predictive weight of 15 core engagement driver categories using responses from over 300,000 employees covering 57 countries, 495 companies and 63 industries. The results demonstrate the top drivers for overall engagement. They further highlight the most compelling drivers for engagement outcomes related explicitly to SAY, STAY and STRIVE.



Figure 3: Unique Drivers for Engagement Outcomes

- Hence, if one wants their employees to 'Say' remarkable statements about the organisation, they need to hire great talents with the right skills to contribute towards the same.
- Whereas, if managers' key focus is for employees to 'Stay', they need to work upon building the perceptions of future career opportunities in the organisation. Managers also need to make certain that employees are provided with suitable rewards and recognition.
- Lastly, for employees to 'Strive', they must be provided with distinctive objectives and a coherent vision as to how their performance impacts the organisations' goals. They also need to be enabled with the right implements to get the job done in order to gain competitive advantage.

III) Model 03: Sirota's Three-Factor Model of Engagement

Highly engaged employees think, feel, and act in ways that resonates greater levels of commitment to the company. They extend the full extent of their knowledge, skills and abilities to aid an organization to succeed – encouraging others to do the same as well.

They identify and relate with the company's values, mission, and products, and ring in a real connection to the work they do, alongside a sense of pride in doing it well.

In accordance the findings, described in detail in the book *The Enthusiastic Employee*, a distinctive model of Employee Engagement is Sirota's Three Factor Model. The research proposes that engagement is accomplished through the satisfaction of three fundamental engagement factors.

- **Achievement** – To take pride in one's accomplishments by doing things that matter and doing them well, to receive recognition for one's accomplishments, and to take pride in the organization's accomplishments.
- **Camaraderie** – Having warm, interesting, and cooperative relations with others in the workplace; achieving a sense of association, affinity and synergy.
- **Equity** – Being treated justly in relation to the basic conditions of employment with respect to others in the organization as well as minimum personal/societal standards.



Figure 4: Sirota's Three-Factor Model of Engagement

OBJECTIVES OF THE STUDY:

- Objective 1: To study the distinguishing features of employee engagement models amongst the management learners of South Indian Education Society.
- Objective 2: To identify the effective model amongst the sample survey conducted by further analysis.

HYPOTHESIS:

Hypothesis 1: "Effectiveness of Employee Engagement models does not lead to high engagement levels."

RESEARCH METHODOLOGY:

The research was conducted with the help of primary and secondary data. The data was collected from 20 management learner respondents located in the South Indian Education Society of the Mumbai metropolitan region. Furthermore, the theoretical knowledge was acquired through the study of various models of employee engagement through the online resources correspondingly. The data analysis was statistically performed in Ms-Excel for appropriate results with a structured questionnaire.

DATA ANALYSIS:

O1.1 Which Model is effective according to you? Why?

For the above mentioned factor, out of the 20 respondents 10 were of the opinion that the '**CARE**' model is the most effective model in the paper. This is because it focuses on employee as well as the organization's benefit, it allows individual development, promotes healthy competition, and plans effective employee engagement.

6 out of the 20 respondents preferred the '**S³ Model**' over the others. The respondents who opted for this model believe that it is the best because it will increase the overall productivity of the employee and it has distinctive objectives, a coherent vision for their employees' performance and impact on organization's growth.

Surprisingly, only 4 respondents out of the total 20 indicated '**ACE Model**' as the most effective. These respondents opted for ACE because it focuses on Competition and it is working towards Engagement. Further, they believe that the Camaraderie aspect in the ACE model leads to optimal work climate with low conflicts.

O1.2. 'CARE' leads to engagement for results.

Factor	Responses	Frequency	Percentage
O1.2	Strongly Disagree (1)	0	0
	Disagree (2)	0	0
	Neutral (3)	1	5
	Agree (4)	12	60
	Strongly Agree (5)	7	35
	Total	20	100

Source: Management learners Survey Questionnaire 1

The above table focuses on the factor, 'CARE leads to engagement for results'. The researcher collected responses from 20 respondents out of which 35% respondents strongly agreed on the same. 60% respondents agreed with the factor too. 5% respondents responded with a neutral approach when enquired. None of the respondents disagreed or strongly disagreed with the statement.

O1.3. 'S' practices are human resource development strategies to generate engagement outcomes.

Factor	Responses	Frequency	Percentage
O1.3	Strongly Disagree (1)	0	0
	Disagree (2)	0	0
	Neutral (3)	7	35
	Agree (4)	11	55
	Strongly Agree (5)	2	10
	Total	20	100

Source: Management learners Survey Questionnaire 1

The above table exhibits that 10% respondents out of the total 20 strongly agreed with the factor and 55% respondents also agreed to disclose that 'S' practices are human resource development strategies used to generate engagement outcomes. Further, 35% respondents were neutral about it. None of the respondents disagreed or strongly disagreed with the factor.

O1.4. Engagement is achieved through the satisfaction of three primary engagement factors: Achievement, Camaraderie, & Equity.

Factor	Responses	Frequency	Percentage
O1.4	Strongly Disagree (1)	0	0
	Disagree (2)	2	10
	Neutral (3)	1	5
	Agree (4)	11	55
	Strongly Agree (5)	6	30
	Total	20	100

Source: Management learners Survey Questionnaire 1

The present study reveals that 30% respondents strongly agreed and 55% respondents out of the 20 affirmed that 'Engagement is achieved through the satisfaction of three primary engagement factors: Achievement, Camaraderie, & Equity'. 5% respondents were neutral in approach. In addition, 10% respondents' responses were negative. Remarkably, none of the respondents strongly disagreed.

O2.1. Do you find any commonalities? If yes, describe.

For the above mentioned factors, a majority of 17 respondents out of the total 20 opined that there are certain commonalities amongst the three models.

Some of these common factors that were mentioned by the respondents in the survey are; the aspect of **Connection and Achievement**, each model seeks to benefit the organization as well as the employees working in it, all models aim to enhance and develop employee achievement quotient. Other commonalities listed were the common value for the company, relationships with customers. **The drive to connect with the employees is one of the basic commonalities across all three.**

There were 03 out of the 20 respondents who did not find any commonalities between the models respectively.

TESTING OF HYPOTHESIS:

Hypothesis 1:“Effectiveness of Employee Engagement models does not lead to high engagement levels.”

Null Hypothesis H_0 : “Effectiveness of Employee Engagement models does not lead to high engagement levels.”

Alternate Hypothesis H_1 : “Effectiveness of Employee Engagement models lead to high engagement levels.”

To test the hypothesis for Management learners Respondents, Objective 1: To study the distinguishing features of employee engagement models amongst the management learners of Mumbai Metropolitan region is considered.

If majority of Management learner Respondents support the factors O1.2-O1.4 under Objective 1 from the Questionnaire 1, it is concluded that the ‘Effectiveness of Employee Engagement models lead to high engagement levels.’ Hence, to test the above hypothesis, responses of the factors O1.2-O1.4 under Objective 1 were taken into consideration.

Let, P denote the percentage of respondents who agreed with the factors O1.2-O1.4 under Objective 1.

If, $P \geq 0.80$, it supports the factors O1.2-O1.4 under Objective 1.

Therefore, one sided Z-test of one sample proportion is applied.

$H_0: P = 0.8$ v/s $H_1: P > 0.8$

Test statistic, $Z = \frac{p - P_0}{S.E.}$ where, Standard Error ($S.E.$) = $\sqrt{\frac{P_0 Q_0}{n}}$ and p denotes observed proportion obtained from analysis. Here, p is the proportion of management learner respondents, who support the factors under Objective 1 from the Questionnaire 1.

The results are as given below:

Table no: 1mhypoZ1 Test statistic O1

Management learners respondents	Objective 1 (O1.2-O1.4)
Agree + Strongly Agree	49
n(Total)	51
p (sample Proportion)	0.9608
P_0 =(Population Proportion)	0.8
$Q_0 = (1-P_0)$ Probability of failure	0.2
SE Standard Error $\sqrt{\frac{P_0 Q_0}{n}}$	0.0560
$p - P_0$	0.1608
Z Calculated $\frac{p - P_0}{S.E.}$	2.8706
Z Tabulated (Z critical 5%)	1.645
Decision H_0	Reject

Decision: Since, Z calculated > Z critical; $H_0: P = 0.8$ is rejected at 5% level of significance. Hence $H_0: P = 0.8$ is rejected. ∴ Null Hypothesis is rejected.

Inference: ‘Effectiveness of Employee Engagement models leads to high engagement levels.’

LIMITATIONS OF THE STUDY:

- The respondents were quite apprehensive in sharing the information.
- Eventually, the method of data collection, analysis, interpretation and drawing inferences from the same may have their own limitations. Correspondingly, the reliability and accuracy of the study area may depend on the validity of information shared by the respondents towards the same.

SUGGESTIONS:

Comparison of Employee Engagement Models :

Sirota's 3 Factor	Zinger Model	3 S's
Achievement Camaraderie Equity	Connect Authentic Recognition Engage	Say Stay Strive
ACE + CARE + S³ = Strategic Employee Engagement		

Table 1: Researcher's Contribution

On extricating the three models mentioned above:

A tailored approach can be put into practice prospectively, for unique engagement outcomes. Moreover, the relative business impacts such as employee retention, customer satisfaction, continuous innovation and optimum financial performance is observed on effective implementation.

'PsyCap is the new concept in employee engagement, it refers to an individual's positive psychological state or capital. PsyCap becomes a 'HERO' as we strengthen and build an employee's 'Hope, Efficacy, Resilience, and Optimism. It would serve well to pay more heed towards efficacy, than self-esteem at work. It is also regarded that inculcating resilience, and understanding the framework of learned optimism, would benefit employees in managing the negative effect that setbacks have on engagement.

Researcher suggests organisational cohesiveness through the synergistic approach in behavioural science and industrial psychological perspective for continual resultseffortlessly.

CONCLUSION:

According to the results derived from the data analysis '**CARE**' model is the most effective model amongst the respondents.as compared to the other two, as observed in an article by David Zinger. Lastly, it was said that all models have a common approach, and that they are unidirectional in mode.As per the study conducted it can be concluded that "Effectiveness of Employee Engagement models lead to high engagement levels."respectively. As behavioural and organizational theory states, "employee engagement happens when they find fulfilment and accomplishment in their work which in turn, leads to a progressive cycle of higher productivity leading to superior engagement."

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CROSS CULTURAL LEADERSHIP IN A DIVERSE WORKPLACE

Nandini A. Shenai

ABSTRACT

A constant increase in globalisation and industrialisation has opened doors to various types of organizational styles, the most dominant one being the Cross-Cultural and dynamic workplaces. Today leaders have to be adept in leading and managing individuals from all cultural backgrounds and have to realise that due to cultural fall backs of employees, they perceive the world, communicate and view their leaders in different ways.

PURPOSE: In this research paper, the researcher has tried to elaborate on the concept of cross cultural leadership, focusing on how leaders and followers from different cultural backgrounds align their personal goals and objectives with the organisation's visions in a diverse workplace to promote the standing of the entity.

RESEARCH IMPLICATIONS: This paper aims to generate deeper understanding of leadership competences in a multinational organization, what competences that are required for managing professionals in a cross-cultural context. The meaning of cross-cultural leadership is not merely restricted to the necessity of understanding national culture when exercising leadership; it is also about generational differences in culture.

FINDINGS: The study has been conducted with a qualitative approach and the results indicate that To Manage, To Have Expertise and To Communicate are the most important competences needed in the managerial role. The results also indicate that the different sources are very similar in the description of cross-cultural leadership competence, which can be understood as the influence of a strong organizational culture. The cross-cultural form of leadership has come out as one of the most effective types of leaderships.

KEYWORDS: Cross cultural, diverse, leadership, managing, multinational organizations

ORIGINALITY: The results from the study show that the meaning of cross-cultural leadership competence in this specific context is not merely restricted to the necessity of understanding national culture when exercising leadership; it is also about generational differences in culture.

INTRODUCTION

The world has seen a huge increase in globalisation and a rapid growth in the economy due to which every economy in the world has broadened its horizons to all types and kinds of leadership styles. Increasing globalization and the growth of the national economy has resulted in an increasingly dynamic cooperation and business with international entities, which have led to many multinational organizations settling down in the country.

The development of intercultural workplace environments has opened up new fields of research where it is now of increasing relevance to study how the meeting of various cultures creates new requirements for competence, especially for managing professionals. As a result of globalization, there has also been an increase in awareness of how foreign managing professionals adapt to the local culture and many organizations have sought knowledge regarding the benefits of localization. The concept of "cross-culture" has thus derived, which is the interaction of various cultures and the character of such contexts.

Communication skills are of importance for cross-cultural competence and that cultural beliefs are significant for what leadership style that will be exercised in the cross-cultural context. The author regards it as interesting to further study what mutual influences one can find between organizational culture and national culture and generate deeper understanding of how one can understand cross-cultural leadership competence on basis of those central concepts.

Cross-cultural leadership competence can be understood in the light of Schneider and Barsoux's (2003) theory about "the international manager". The competences that they have defined as crucial in the cross-cultural managerial role mainly focuses on simultaneously being able to manage multiple cultures, and therefore having cultural awareness is described in many of the competences

AIM OF THE RESEARCH

This paper aims to generate deeper knowledge of cross-cultural leadership competence, and the study focuses therefore on the leadership competences that are considered to be of highest significance in multinational organizations. organizational actors from different levels describe the competences required in a managerial role at the studied organization. The authors of this paper will also study the organizational documents to gain further understanding of the view on leadership and management within the studied cross-cultural context.

REVIEW OF LITERATURE

Schneider and Barsoux (2003) argue in their cross-cultural management theory that cultural diversity should be viewed as an asset and opportunity, and the key point of their theory is that cross-cultural management is not about neutralizing or containing cultural differences, but to build on them. Schneider and Barsoux discuss what is needed in order for the organization to be able to manage multiple cultures and mean that expatriate managers and international managers have a huge role in making this a possibility.

OBJECTIVES OF THE STUDY:

- 1) To understand the concept of cross cultural leadership
- 2) To emphasise on the Importance of a diverse workplace
- 3) To analyse through case study the ways of cross cultural leadership

RESEARCH METHODOLOGY

The methodology used in this research topic is a non – empirical one and the information is from a secondary source of data. It is also clear the through the use of secondary source of data the quality of research is somehow affected as the origins maybe questionable. Secondary sources never meet the specific needs of research because all the information, data and statistics have already been generated. The researcher has emphasised on certain aspects of cross cultural leadership as an impactful tactic of strategizing a diverse workplace.

LIMITATIONS OF THE STUDY

The limitations of this study indicate possible future research directions. This means that the authors cannot draw any conclusions regarding how the actors actually behave in practice and what expectations they show in daily work situations. The study can therefore be supplemented with observations to investigate how the Business Unit Leaders exercise leadership in practice and what the other organizational members truly require of the Business Unit Leaders in practical situations.

WHAT IS CROSS CULTURAL LEADERSHIP?

Cross-Cultural Leadership is one which requires managers to recognize differences that different employees of the organisation showcase. And further, that they put processes in place to help people work together effectively. And it is not just about helping people from other cultures to adapt to our existing culture. It goes much further to integrate the entire workplace.

Many people associate culture with different appearance (colour, size, etc). Additionally, we look at differences in languages, religious practices, food, music and clothing but these outward appearances can be misleading. And often, have little significance compared to **real** cultural differences. It is the duty of the leader to look past these cultural differences and inculcate all employees to align individual goals with organizational goals to create a diverse working environment.

These real differences are based on different beliefs and values. These beliefs and values drive our behaviour – both consciously and unconsciously. Cross-Cultural Leadership requires the ability to recognize, analyse and influence behaviours in a positive way.

With the growing interest in how cross-cultural settings influence workplace environments and the daily work of employees, it also becomes relevant to study the new requirements regarding developing workplace competences in multinational organizations. There is a unique context that forms in the meeting of multiple national cultures, and this puts pressure on mutual understanding and communication skills, due to the need of functioning effectively in multinational environments.

The idea of “cross-cultural leadership competence” brings a certain level of ambiguity in terms of how the cultural context and cultural norms play a role in its definition, since different cultures support different thoughts and ideas regarding management and leadership

It is of great importance for organizational members to develop cross-cultural competence, to be able to gain organizational success in a globalized world, especially for individuals in leading positions in cross-cultural contexts. Along with the growing interest in how cross-cultural settings influence workplace environments and the daily work of employees, it also becomes relevant to study the new requirements regarding developing workplace competences in multinational organizations..

Cross-cultural competence as skills that are characterized by abilities to manage stress in international work settings and work successfully with people from different national cultural backgrounds at home or abroad. Cross-cultural competence also helps expatriate managing professionals to understand host perceptions and to

relate to host people in an effective way; the manager can thus function and interact effectively in another culture. The findings of the study show that competence goes beyond understanding local culture and lies in the ability to effectively interact and communicate within the host context. They particularly emphasize the importance of communication skills for cross-cultural competence

WHAT IS A DIVERSE WORKPLACE?

With the ever-changing business environment, business owners are adapting diversity policies and strategies that appeal to their employees, clients, vendors and suppliers. Diversity in the workplace brings with it a host of potential benefits, as well as potential conflicts for business owners to manage. Diversity has to do with more than race or ethnicity. Diverse workplaces are composed of employees with varying characteristics including, but not limited to, religious and political beliefs, gender, ethnicity, education, socioeconomic background, sexual orientation and geographic location.

Companies that set out to recruit a diverse workforce, rather than settling for a homogeneous environment, open their businesses to a larger pool of applicants. As a result, they increase their ability to access candidates who are most qualified for the positions they're looking to fill. Dr. John Sullivan, a consultant and educator on ere.net, a recruitment website, notes businesses that opt not to recruit from diverse pools of talent may not only miss talent but also be forced to increase recruiting costs.

While diverse workforces aren't limited to employees from different countries who speak more than one language or have varying ethnic backgrounds, employees with these characteristics are beneficial to companies looking to expand or improve existing operations in national, regional or local markets.

Workplace diversity means creating an inclusive environment that accepts each individual's differences, embraces their strengths and provides opportunities for all staff to achieve their full potential. Valuing difference allows each person to contribute their unique experiences to the workplace and can impact positively on not only internal activities and relationships, but the experiences of customers and other stakeholders as well.

CASE STUDY OF CROSS CULTURAL LEADERSHIP

Jade Colin is a millennial franchisee making a name for herself in the restaurant industry as McDonald's youngest black franchise owner in the United States of America. Colin is a New Orleans native and a graduate of the University of Louisiana at Lafayette with a Bachelor's Degree in Business Management. She has an ability to manage stress in international work settings and work successfully with people from different national cultural backgrounds. She leads a franchise full of people from diverse cultural backgrounds. She has the ability to recognize, analyse and influence behaviours of all her employees in a positive way.

CONCLUSION

In conclusion, it can be stated that the various descriptions given by the different actors are very similar when discussing cross-cultural leadership competences. Cross cultural leaders demand innovative thinking and expect the leaders to include them in decision making and the organization to continuously give them new challenges in order to break their boundaries. They have higher expectations on the leader and expect that they are given opportunities to show their full potential, i.e. they require more from a thought leader than the older generations. A cross-cultural context, which is composed of the interaction between the organizational culture and the local national culture, and will hereafter further analyse the cross-cultural leadership competences that were found in the results to generate deeper understanding of the context that the competences were formed in. This has been strengthened along with rapid globalization and causes an increased significance in possessing the competence of being able to handle and understand different generational cultures. This can be understood as increasing globalization having resulted in uniformity of values in life, which in turn affects values in the work place.

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A STUDY OF USAGE OF PLASTIC MONEY AMONG CONSUMERS

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ABSTRACT

In India development of banks has been done because of information technology, banking transactions has become wider and faster due to new innovation. Because of technology the branch banking has converted into E-banking. However earlier the money were in form of coins then changed to paper or cash money but today it is available in form of electronic money or plastic money.

Keywords: Banks, Plastic money, Electronic banking, Debit card, Credit card.

INTRODUCTION

Banking sector has flourished all over the world. Today in India each and every consumers has accounts in bank. Banks provide various facilities to people with the help latest advance technology for improving the quality of customer's service and also for better marketing of their products. This advance technology has converted the traditional banking into '**E-banking or Internet banking**'. E-banking has been convenient, safe, and secure for transactions from one place to another, electronic transactions can take place anywhere and everywhere. After the concept of "digital India", the transaction has become to less cash to cashless economy, e-payment modes of transactions has slowly increasing. Moving to cashless society, plastic money is considered one of the great tool of payment, this plastic money has its own advantages and disadvantages. In the modern society it is a valuable mean of transactions, many private and government banks are encouraging customers to use plastic money for secure and safe payment.

Plastic money has increasingly become alternative payment systems in most of developed and developing countries, it has replaced the traditional paying through cash. Now people can purchase any kind of goods and services and payment can directly done through cards. The plastic money comprising of credit cards, debit cards, ATM card, smart card etc.

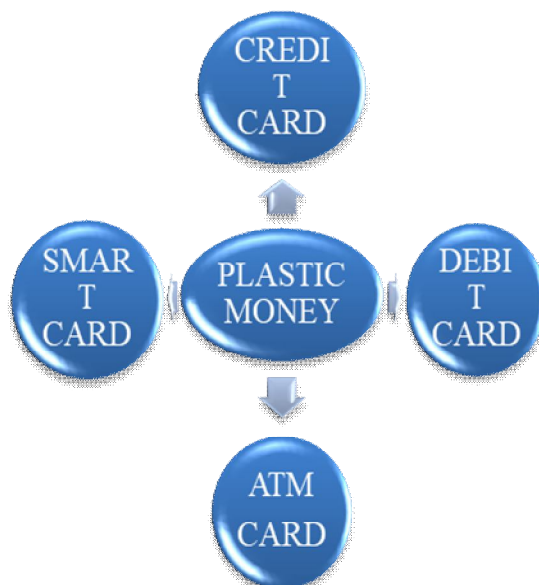
OBJECTIVES OF STUDY

- To study the types of plastic cards used.
- To study the use of plastic among the consumers.
- To analyse the factors for adoption of payment that replaces the cash money.
- To find the problems faced by consumers while using plastic money.

RESEARCH METHODOLOGY

This research study will be confined to 30 respondents who are male who are both male and female who are users of plastic money. For convenience the study is based on primary data survey.

TYPES OF CARDS



1. CREDIT CARD

A credit card is a card issued by a financial company giving the holder an option an option to borrow funds. A credit is an instrument which provides instantaneous credit facilities to its holder usually 30-45 days. A credit card is made of plastic .Each card carries embossed characters giving the name of the holder, his account number and its period of validity .On the reverse side; it gives the holder's signatures. Credit card charges interest and are primarily used for short term financing.

2. DEBIT CARD

Like the credit card a debit card too is a payment mechanism which allows the holder to make purchases without making any immediate cash payment. It appears like a plastic money seems to be a preferred mode of payment for more & more people, while the use of credit cards & debit cards has increased manifold in terms of value and volume of transactions yet the growth in use of debit cards has been at a much faster rate than in a case of credit cards.

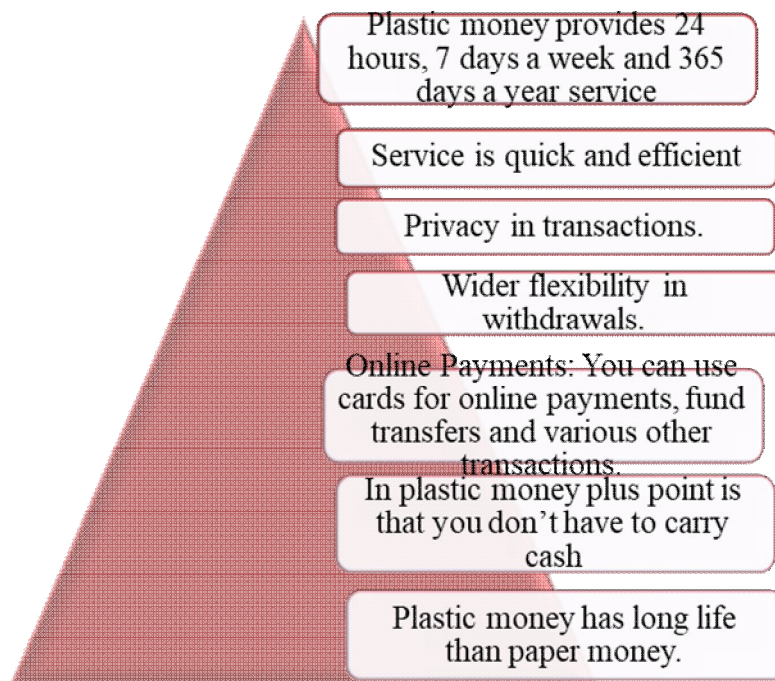
3. ATM

A debit card is variant of an ATM, whereas an ATM can be used only where the ATMs are provided by the banks and that too only for cash withdrawals. A customer who wishes to utilize the services of ATMs will have access to it only with an ATM card. The ATM card consists of a personal identification number (PIN), which is known only to the customer who is the owner of the card.

4. SMART CARD

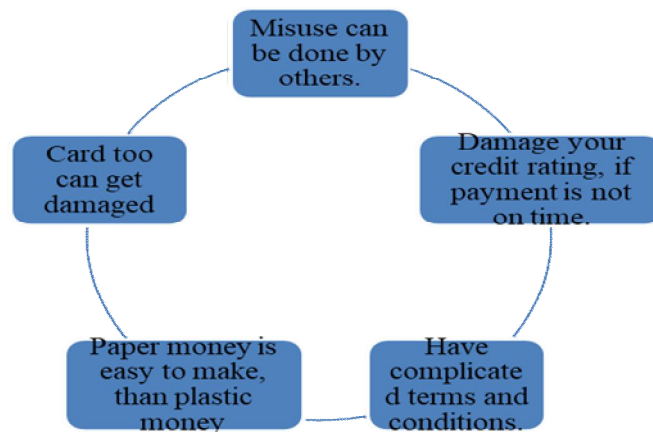
A smart card, chip card or integrated circuit card (ICC) is a physical electronic authorization device, used to control or access to resources. Many smart cards have included a pattern of metal contacts to electrically connect to the internal chip. Smart card can provide personal identification, authentication, and data storage, and application processing.

ADVANTAGES OF PLASTIC MONEY



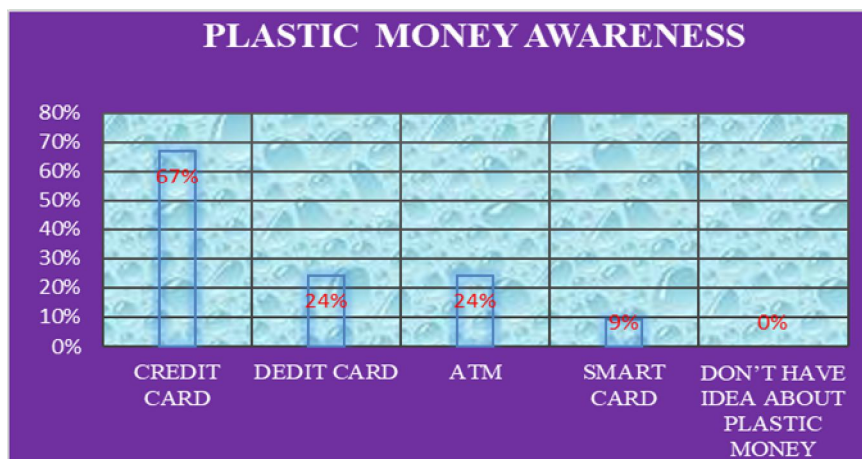
- Plastic money provides 24 hours, 7 days a week and 365 days a year service.
- Service is quick and efficient.
- Privacy in transactions.
- Wider flexibility in withdrawals.
- You can use cards for online payments, fund transfers and various other transactions.
- In plastic money plus point is that you don't have to carry cash all the time.
- Plastic money has long life than paper money.

DISADVANTAGES OF PLASTIC MONEY

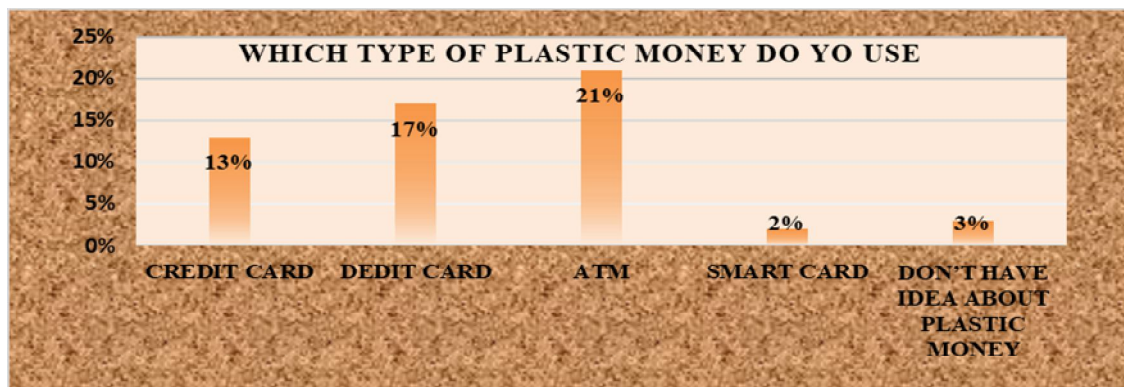


- Misuse can be done by others.
- Damage your credit rating, if payment is not on time.
- Have complicated terms and conditions.
- Paper money is easy to make, than plastic money
- Card too can get damaged

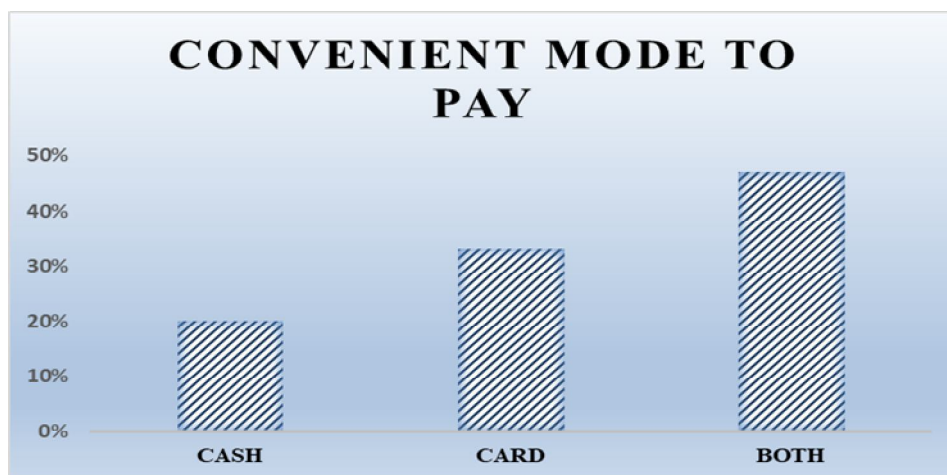
FINDINGS & SUGGESTIONS



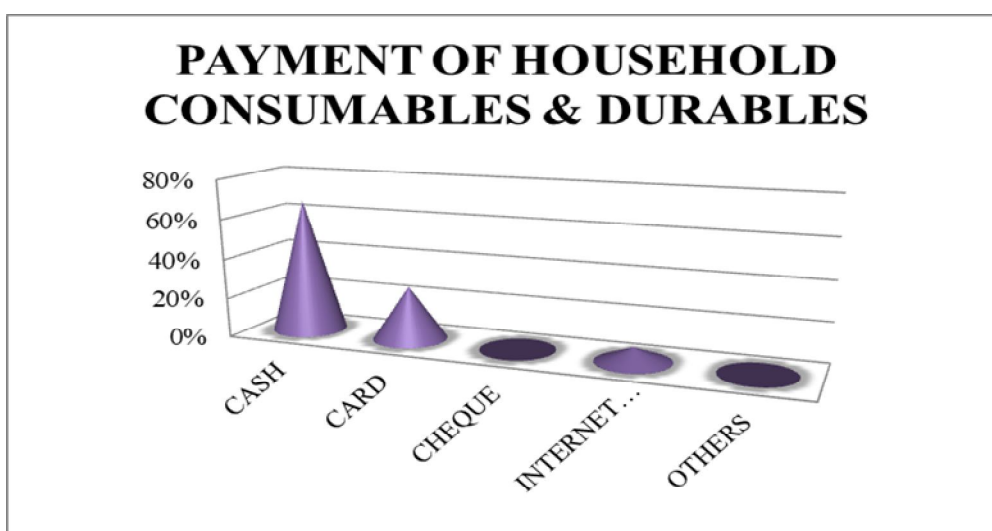
1) The above chart depicts the idea about plastic money of the respondent in the survey. Around 67% respondents in the survey have an idea about credit card, 80% of the respondents have an idea about debit card as well as 80% of respondents have an idea about ATM card. Around 30% of respondents have an idea about smart card.



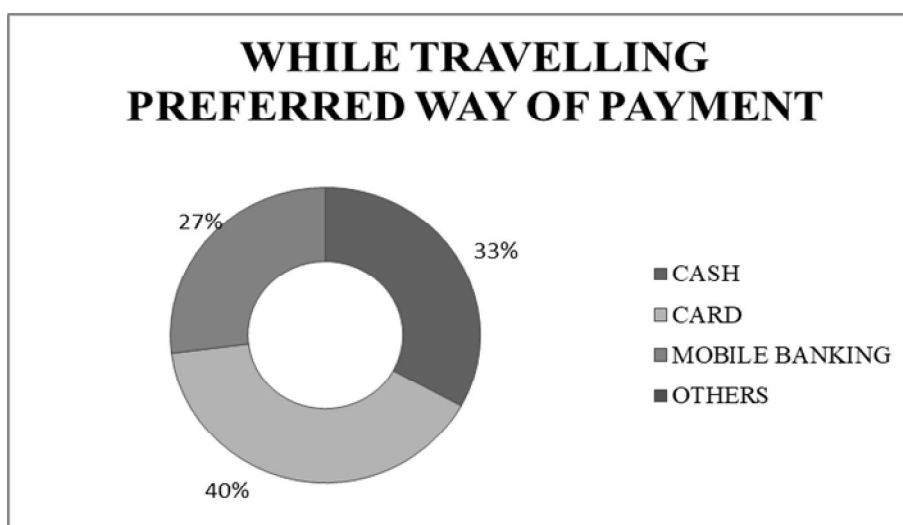
2) The above chart depicts the usage of plastic money of the respondent in the survey. Around 13% respondents in the survey have credit card, 57% of the respondents have a debit card as well as 70% of respondents have an ATM card. Around 7% % of respondents have a smart card. And the remaining 3% don't have plastic money.



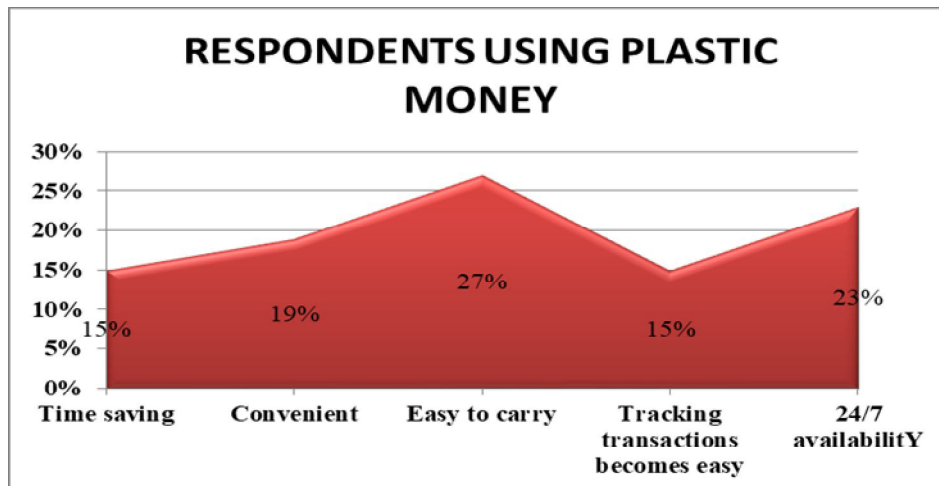
3) The above chart depicts the respondents opinion on convenient mode of payment by plastic money, 20% of the people feel that cash is the most convenient mode to pay, Around 33 % of the people feel that card is the convenient mode to pay, and remaining 47% of respondents feel both the mode is convenient to pay.



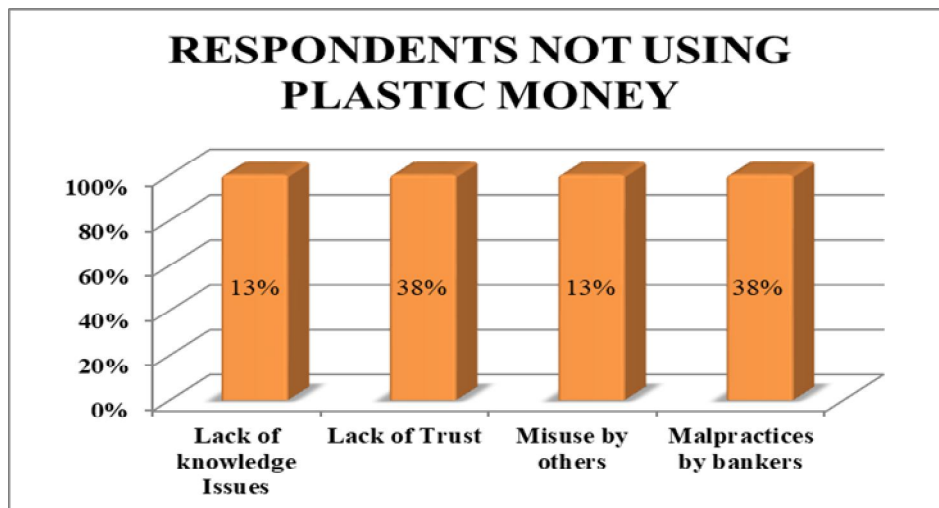
4) The above chart depicts the respondent's opinion on payment of household consumables & durables by plastic money. Around 67% of respondents make the payment of household by cash. Around 27% of the respondents make the payment of household by card, and the remaining 7 % of the respondents make the payment by internet banking.



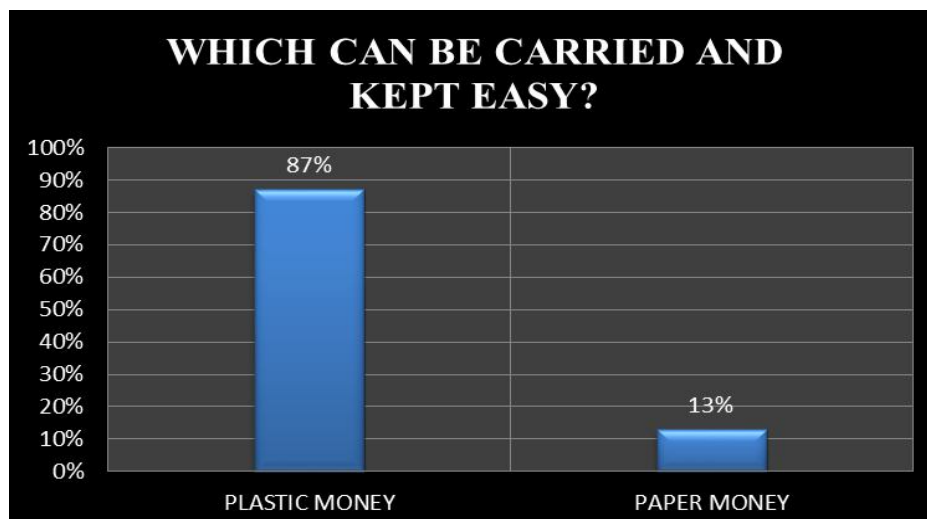
5) The above chart depicts the respondent's opinion on payment while travelling. Around 40% of respondents make the payment by card while travelling. Around 33% of the respondents make the payment by cash, and the remaining 27% of the respondents make the payment by mobile banking.



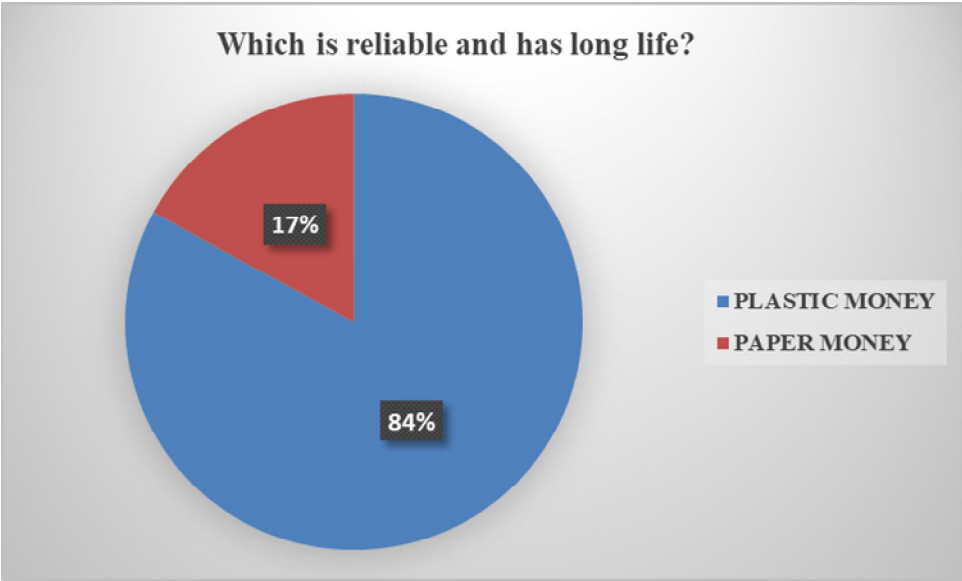
6) From the above chart we can found out that around 27% of respondents use plastic money because it is easy to carry, 23% respondents use it because of 24/7 availability, 19% respondents use it as convenient for transactions, 15% respondents use plastic money because it is time saving, and remaining 15% use plastic money because tracking transactions become easy



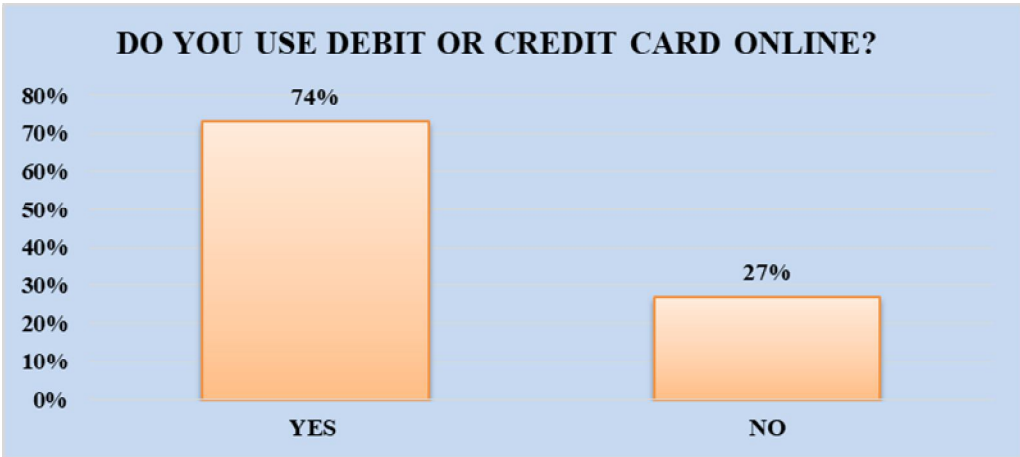
7) From the above chart we had found that around 38% of respondents who don't use plastic money because of malpractices by bankers. Around 38% of respondents don't use because of lack of trust .And 13% don't use because of lack of knowledge remaining 13%remaining don't use plastic money because they have fear of misused can be done by other.



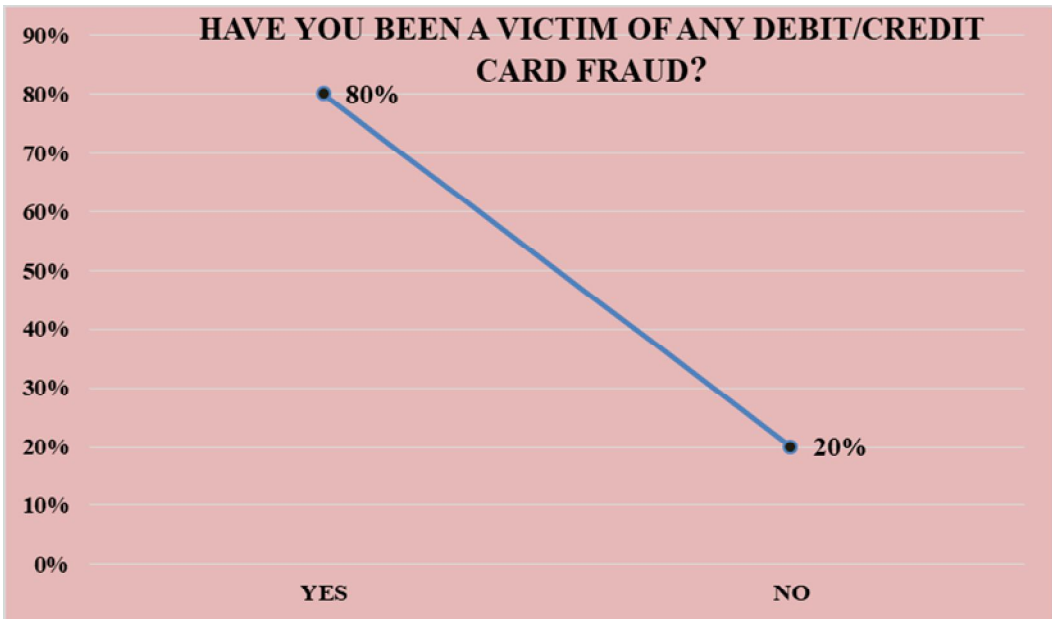
8) From the above chart we found that around 87% of respondents feel that plastic money can be carried and kept easy and 13% of the respondents felt that paper money can be kept easy and safe.



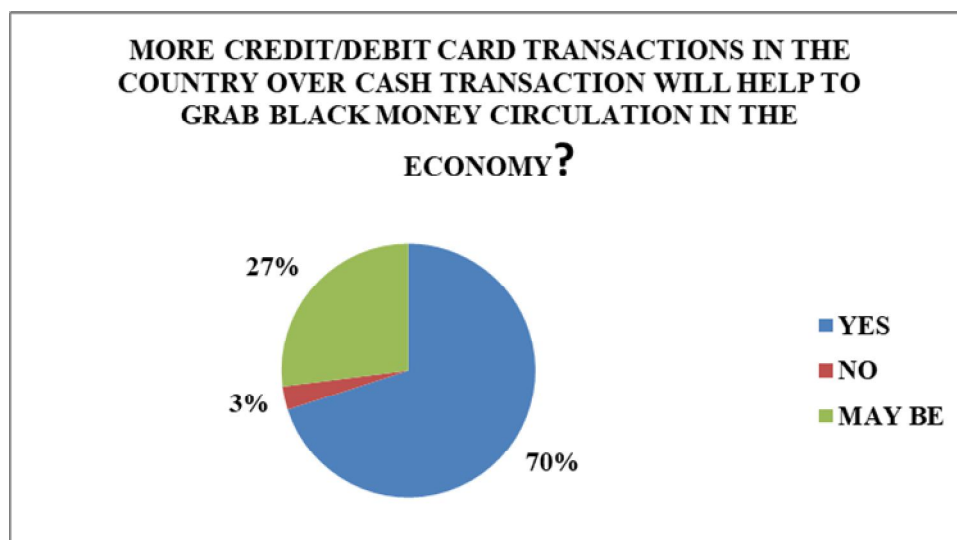
9) From the above chart we found that around 84% of respondents feel that plastic money is reliable and has long life and 17% of the respondents felt that paper money is reliable and has long life.



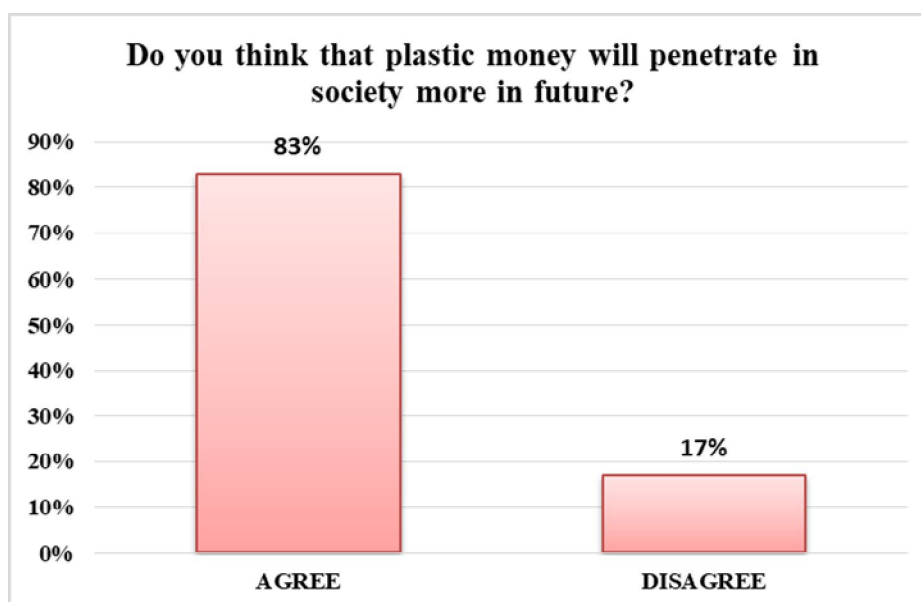
10) From the above chart we found that around 74% of the respondents use debit and credit card online and remaining 27% don't use debit and credit card online.



11) From the above chart we found that around 80% of the respondents never been victim of any debit/credit card fraud, but remaining 20% has been victim of any debit/credit card fraud.



12) From the above chart we found that around 70% of the respondents feel that Credit/Debit card transactions in the country over cash transaction will help to grab black money circulation in the economy, but 27% of the respondents feel that it may be help and remaining 3% don't feel that will help to grab black money circulation in the economy.



13) The above chart depicts the respondent's opinion in that 83% think that plastic money will penetrate in society more in future and 17% don't think that plastic money will penetrate in society more in future

SUGGESTIONS

- 1.) Bank should take initiative to make aware about plastic money to the customers.
- 2.) About 3% of respondents have not used plastic money because of lack of knowledge Issues, lack of trust, misuse by others malpractices by bankers
- 3.) While using ATM machine, people faced the problem of slow network, so they should improve the problem of slow network
- 4.) Around 70% of the respondents feel that Credit/Debit card transactions in the country over cash transaction will help to grab black money circulation in the economy,
- 5.) Customers use plastic money because it is easy to carry, 24/7 availability, convenient for transactions, time saving, and tracking transactions become easy

CONCLUSION

As we all known India is a developing country, so many people don't know how to use plastic cards, because of lack of knowledge Issues, lack of trust, misuse by others malpractices by bankers so they think branch banking

is good for them for any transactions, but bank should educate or make awareness programme so they should get an idea how to use the cards and also avail the benefits from them, it is necessary to encourage more people to use plastic money, so our country will be moving forward to cashless economy and we will soon be seen in developed nation.

As we all known teenagers do the transactions by plastic money and internet banking, so in coming years there would be more growth in our economy. So young generation will not go for traditional banking but will adopt the new and modern banking systems. The government should take initiative measures about safer payment with higher a better security programmed which does not give a lead data to theft or hacking of monetary details of the users.

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IMPACT OF DIGITALISATION ON SENIOR CITIZENS

ABSTRACT

The present study is on acceptance of technology by senior citizen. The Technology can be considered as a combination of techniques, skills, methods and process. However technology has evolved rapidly over the past years. In our modern day usage of technology is something which is unavoidable. It is widely seen that the young generation has adopted or accepted the changing technology at a very brisk pace. However the usage of technology among the senior citizens was looked upon as a concern. The purpose of the study is to understand the technology acceptance in senior citizens using a systematic literature review. Data was collected with the help of structured questionnaire. A sample size of 100 senior citizens with residing in western suburban area of Mumbai was taken for the current study. The findings of the study have been an eye opener for the researcher. Whatts app is the popular social media used by senior citizens. Digitalisation has positive impact on senior citizens. Use of social media platforms is majorly for building and maintaining social relations with friends, family and relatives.

Keywords: Digitalisation and Social media

INTRODUCTION

Digital revolution has boosted new avenues of communication empowering the economy and its consumers by providing them access to information at any point of time through its diverse platforms, such as, mobile internet, cloud-based technology, big data, IoT, nanotechnology, robots, and other digital technologies. While the growth in digital transformation continues to proliferate, it equally invokes revolution to the world of work. Therefore, digital revolution has paved the way for creation, communication, and collaboration resulting in fewer barriers and more efficiency for innumerable organizations.

Today, one's existence is linked to their presence on social media. Here is a tool, a channel of information so powerful that it has transformed the way we interact with our peers, our family and friends. It is often thought that social media is for the youth, the working population, the ever expanding businesses and the government agencies to reach out to the general populace, but the role of social media in the lives of senior citizens is sadly overlooked.

Senior citizens often fall victim to isolation, depression and loneliness. With children leaving homes for greener pastures and their productive years behind them, these elderly people are often left with ample time on their hands and are often bereft of familial support. Also their decreased mobility and dependence on people around takes a toll on their emotional and physical wellbeing. This is where the importance of social media surfaces; this is the balm that will soothe the lonely hearts and appeal to the intellect of an aging population. Social media helps these aging adults connect with their loved ones, long lost friends and also participate in several social causes which otherwise wouldn't have been possible.

REVIEW OF LITERATURE

Ashima V Gopal and Dr V Murale (2016) conducted a study on acceptance of technology by senior citizen and she has stated that. The Technology can be considered as a combination of techniques, skills, methods and process. However technology has evolved rapidly over the past years. In our modern day usage of technology is something which is unavoidable. We have widely seen that the young generation has adopted or accepted the changing technology at a very brisk pace. However the usage of technology among the senior citizens was looked upon as a concern. The purpose of the study is to understand the technology acceptance in senior citizens using a systematic literature review. Study focuses on incorporating the articles published recently on the topic and to identify the scope for future research.

R.W. Berkowsky (June,2017) conducted a study on technology adoption among older adults and the article says that there exist a number of technology applications with the potential to improve the quality of life of older adults (aged 65+) across numerous domains including transportation/mobility, health/wellness, socialization/communication, recreation, lifelong learning, and home support. However, despite the potential rewards use of technology applications can provide, older adults are less likely to adopt new and emerging technologies. They propose a model for technology adoption and investigate the potential factors associated with adoption specifically among older age groups. Their study is a two-phase study focusing on identifying factors associated with technology adoption among older adults and understanding the decisions older adults make when choosing or not choosing to use a technology.

Daniela Garbin conducted a study on do older people benefit from digital services? And gave a complete coverage on how older people have been adapted in the complex process of information. In that context, the benefits of digital society for the older population will be discussed. The potentially related obstacles will be analyzed, too. Their presumption is that informatisation significantly facilitated the integration of services. The related question is: Is the mentioned process followed by inclusion or by marginalization of older people as users?

Wenche M. Rønning (2017) conducted a study on Older Adults“ Coping with the Digital Everyday Life in which Theories of motivation and self-efficacy are applied in order to understand how older adults master and adjust to the rapid development into a paper-free, online world. A sample of eighteen older adults (62-90 years) was interviewed about the reasons and motivations underlying their ICT usage, and how this affects their perception of mastering their everyday life. A semi-structured interview guide was developed for this purpose. The data were analyzed using an inductive coding procedure involving descriptive and interpretive phases based on the theoretical assumptions about motivation and mastery. Three overarching categories were evident in the data material; Challenges, Connectedness and Expanding.

P. Vacek and Rybenská K. (October,2017) in their research states that While current seniors citizens sometimes use modern devices, we cant say that they use them as often and in the same way as young people. There are also a large number of senior citizens who are not educated in using modern devices at all and those who do use them in a very different way compared to their younger counterparts. The aim of the research was to compare three groups of senior citizens which come from different backgrounds, find out what are their reasons for using modern devices and why are they important to them.

Article Elderly in the Digital Era. Theoretical Perspectives on Assistive Technologies (September, 2017) presents a theoretical perspective on assistive technology for elderly people. In a context characterized by an aging population and an increased life expectancy, it is highly likely that we will become the spectators of a powerful pressure on the medical assistance process. An increasing life expectancy means an increasing need of assistance for longer periods of time, which might become an unfeasible and unrealistic policy due to limited medical resources. In this context, assistive technology might become the only solution. Starting from an international context, this paper aims to theoretically present the way technology can be used as a tool for the elderly“s needs.

Pavel Vaceka & Klára Rybenská (2016) conducted a study on the most frequent difficulties encountered by senior citizens while using information and communication technology and found that many senior citizens are keeping in touch with modern times and put modern technologies to good use. They attempt to adapt to this era and don’t avoid computers or smart devices. Such senior citizens often also educate themselves further in ICT, but are not immune to troubles that come hand in hand with ICT, or even psychological issues that stem from learning new skills in high age. Many even reconsider, asking themselves if all the effort is worth the outcome. Courses they attend might not be the best suited for them and can be very different from one another. Taught operating systems, teachers individual attitude, accessibility of the course itself and learning environment have huge impact on both seniors attitude and quality of gained skills. This article aims to describe areas and issues senior citizens feel are most limiting in their access to quality education in ICT, and how they are tackled. The results come from a qualitative research among a selected sample of senior citizens that took part in our ICT courses.

OBJECTIVES OF THE STUDY

- 1) To study the awareness of digitalisation among senior citizens.
- 2) To study the attitude of senior citizens towards digitalization.
- 3) To study the impact of digitalization on senior citizens.
- 4) To find out whether digitalization is beneficial or not to senior citizens.

RESEARCH METHODOLOGY

Source of data collection

Both primary and secondary method of data collection is used. The data is collected by a structured questionnaire with the help of survey method.

The data is collected through various articles newspapers and journals. Internet data is also taken into consideration.

Sample unit The population targeted for this research is of 50 years and above i.e. senior citizens are the sample units of the study.

Sample size Using convenient sampling technique a sample size of 100 senior citizens is selected in which 50 males and 50 females from western suburban area of Mumbai are taken into consideration.

Data collected

The data was collected using questionnaire through convenient sampling method. The questions included the items on awareness of digital world, use of internet and new electronic devices, use of social networks and social services, purpose of using social services.

DATA ANALYSIS

Use of smart phones or any other electronic devices

Particulars	Yes	No	Maybe	Total
Percentage (%)	62	22	16	100

According to the survey collected we found that 62% of the senior citizen uses smart phones and other electronic devices for various purposes, whereas, 16% population of senior citizen uses occasionally when need and 22% of the senior citizens never use smart phones or any other electronic devices.

Assistance is required while using new electronic devices

Particulars	Yes	No	Maybe	Total
Percentage (%)	76	13	11	100

According to data collected it is known that 76% of the senior citizens need help while using or switching to new electronic devices whereas, 11% senior citizens takes help only sometimes and 13% of the population of senior citizen do not need help while using new electronic devices.

Confidence using new electronic devices

Particulars	Percentage (%)
Yes	31
No	45
Maybe	24
Total	100

According to our survey only 31% of the population of senior citizen is confident while using new electronic devices whereas, 24% of the population has confident upto some extent and 45% of the population of senior citizen is not confident in using new electronic devices by their own.

Type of social services used

Particulars	Whatsapp	YouTube	Google	Facebook	Skype	Others (news app)	Never use
Percentage (%)	55	47	34	26	10	4	24

According to our survey we found that the most useable social service among senior citizen is whatsapp which is 55% and the second preference is YouTube that is 47% whereas, Google is used by 34% and Facebook by 26% of the senior citizen whereas, 10% uses Skype and 1% uses news app but 24% of the population never use social services.

Purpose to use above social services

Particulars	Passing Time	Updating Yourself	For Knowledge	To Contact Others	Others
Percentage (%)	39	30	44	64	9

According to the survey collected there are various purposes of using social services like most of the population that is 64% of senior citizen uses social services to contact others whereas the second highest usage is for knowledge that is 44% and 39% of the senior citizen uses for passing time whereas 30% of the population uses social services to remain update and 9% of the population of senior citizen uses social service for some other purpose.

Impact of digital media on life

Particulars	Positive	Negative	Neutral
Percentage (%)	34	11	55

According to the data collected the digital media has different effect on everyone's life in which 55% of the senior citizen has neutral effect that means they have positive as well as negative opinion toward digital media whereas, 34% of the population has positive opinion and 11% of the population of senior citizen have negative impact toward social media.

FINDINGS AND CONCLUSION

Whatsapp and YouTube are by far the most popular social media used by the elderly. It is here that they can stay in touch with their families and friends by posting photos and videos and status messages.

Seniors have discovered that Skyping is a great way to bring relatives from faraway destinations right into their living rooms. YouTube has become popular for getting information of various things in every corner of the world and to remain up to date.

The most popular reason for using social services is to contact their relatives, friends and family who are far from them through voice call and video call. Google is also used by some of them because it contains worldwide knowledge and information. A social service also seems for passing time for those seniors who are isolated and need some entertainment.

Some have positive impact in their life due to new emerging technologies and the up growing digital world whereas; some seniors are affected by the new technologies and the upcoming digital services. The senior citizens who are affected by this digital world have many reasons like:

They are not updated as per the fast growing world. Many senior citizens find it difficult to cope up with today's digital world and have lack of information. Some senior members feel isolated due to these technologies because they don't get special attention in the house as their family remains busy in different stuffs by which they have negative opinion towards digitalization.

Some senior citizen find it difficult to learn new thing with their growing age, they feel like it is not of their use.

The research showed that active senior citizens use technology extensively and are interested in constantly learning new things and improving their abilities. These individuals often attend various courses. The technology used to communicate with others brings them good feelings that they can learn something new and useful in their life, and integrate more into contemporary society.

This represents a very specific group of active senior individuals. From this group we can differentiate a second kind of senior citizens, those living alone but still actively using modern technology. People in this group generally need to be able to work with computers, the internet and other to be able to remain in close contact with their loved ones who have no time for regular visits.

The last group of senior citizens was distinctly different. These senior citizens were generally much older, either living in a nursing home or alone and with little or no contact with loved ones. Many of these senior citizens presented no interest in modern technology, did not see any potential in them and found them to be of no use. This category includes few exceptions – individuals who are technology enthusiasts curious in how various devices work but rarely have one of their own, thus suffer from lacking ability to use them. Such cases, though, are rare. Senior citizens today are different than they were ten or twenty years ago. They are often heavily influenced by technologies already in use. Thanks to the increase in average life expectancy and higher technological aptitude among future senior citizens it is necessary to constantly learn new things and this category includes modern technologies. It is concluded that there are both positive as well as negative impact of digitalization on senior citizens depending on their point of view, opinion, interest of learning new things and their standard of living.

SUGGESTIONS

- As elders take longer to learn new applications or devices, performing poorly on tasks relying on memory, having frequent challenges with the accidental movements with the pointer, making more input errors and having more trouble hitting on-screen targets.
- With the growing number of senior citizens as well as the increased lifespan of human beings and that most people are always online, designing digital devices and user interfaces suitable for senior citizens is extremely important. The user experience of senior citizens is very different from that of other generations

and therefore appreciating their physical and mental state would be essential for designing the user interfaces and the applications.

- Visual consistency and keeping things simple would be necessary to create comfort and trust with this user group. Large readable fonts should be used to make reading easy.
- With hearing and sight related difficulties increasing with age, Smartphones are not the ideal platform for accessing information as the screens are not made for reading or for navigation.
- Hence touch screen PCs or tablets should be ideally considered for developing applications aimed at their frequent usage by senior citizens. It is also important to bear in mind that it would be necessary to explain icons and how to move between screens.

LIMITATIONS OF THE STUDY

Due to time, geographic and monetary constraints the conclusion cannot be generalized.

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- <https://www.telegraph.co.uk/news/health/elder/8867767/Elderly-people-isolated-by-technological-advances.html>
- <https://www.financialexpress.com/india-news/digital-world-helping-senior-citizens-cope-with-everyday-digital-life> Article of economic times in 2018

A STUDY ON WORK LIFE BALANCE AMONG NURSES – A CASE STUDY ON COOPER HOSPITAL**Dr. Megha K. Juvekar****ABSTRACT**

Today's hectic lifestyle has led to a need to manage the responsibilities of professional and personal roles of women. Nurses play a crucial role in every hospital but they are often neglected by patients and doctors. This research paper mentions the different roles performed by nurses in their personal and professional life. Often nurses have faced the problem role conflict. The paper also includes suggestions to maintain the balance between their work and life responsibilities.

Keywords: Nurses, role and work life balance.

INTRODUCTION:

Nursing profession is been known as the oldest of the arts and the youngest of the profession. The word nurse evolved from the Latin word nutritious, which means nourishing. Nursing is looked upon as an honourable profession as it gives an opportunity for a nurse to serve for a people.

The American Nurses Association (ANA) states nursing is the protection, promotion, and optimization of health and abilities, prevention of illness and injury, alleviation of suffering through the diagnosis and treatment of human response, and advocacy in the care of individuals, families, communities, and populations

Unfortunately the number of girls opting for nursing is been declined. The main reason for this decline is girls are attracted towards other profession like banking, IT, teaching etc. The nursing profession is not able to fetch a good salary and the working conditions are also not so pretty.

RESEARCH METHODOLOGY

It is an empirical research. A questionnaire having 18 questions was prepared and distributed among nurses. The questionnaire was divided into three parts .i.e. demographics, questions covering professional role and personal role. A simple random sampling technique was used to collect the data. Around 50 nurses working with Dr. R.N.Cooper Hospital were asked to fill up the questionnaire. Secondary data was referred from internet, journals, books etc.

OBJECTIVES

1. To identify and analyse work life balance measures to be adopted to maintain balance between two roles.
2. To find out the relation between personal and professional roles performed by nurses.
3. To understand responsibilities of nurses.
4. To identify the stress level faced by nurses.
5. To suggest measures to reduce stress among nurses.

HYPOTHESES

1. The rotating shifts experienced by nurses leads to poor work life balance.
2. The stress level among nurses is high.

REVIEW OF LITERATURE

Jose.T and Bhat.M (2013) were of the opinion that time management is the best way to cope up with personal and professional responsibilities of women. Many nurses experience stress, which may affect their job at large. Dual roles of the nurses after marriage could be one of the contributing factors for married nurses to have more stress and less coping. Nurses make efforts to create positive meaning by focusing on personal growth and make efforts to seek informational support, tangible support and emotional support.

Godwin. A, Suuk. L and Selorm. F (2016) concluded that the major causes of stress were inadequate motivation, high work pressure as the ratio per nurse is high, lack of break during shifts etc. Although the stress level may vary depending upon certain demographic factors like age, martial status, etc. Thus the management of the hospitals should make some efforts to make the environment stress free.

Work Life Balance

The term 'work-life balance' is most frequently used to describe the equilibrium between responsibilities at work and responsibilities outside paid work; having a work-life balance means that this equilibrium is in the right position for the individual concerned. Work-life balance is a broad concept including proper prioritizing

between career and ambition on one hand, compared with pleasure, leisure, family and spiritual development on the other. The concept of work life balance comprises of three components:

1. Time balance, whereby equal amount of time is devoted to work and family.
2. Involvement balance, whereby an equal level of psychological involvement in work and family role exists.
3. Satisfaction balance whereby an equal level of satisfaction is derived from work and family roles.

Work-life balance is a concept that supports the efforts of employees to split their time and energy between work and the other important aspects of their lives. Work life balance is a daily effort to make time for family, friends, community participation, spirituality, personal growth, self care, and other personal activities, in addition to the demands of the workplace. Work Life Balance consists of the implementation of working arrangements and policies, which assist workers in combining employment with other aspects of their lives.

Profile of the hospital

Name of the Hospital :	<i>Dr. R.N.Cooper Hospital</i>			
Establishment year:	1969			
No. of Nurses:	216 (Two hundred and six)			
No. of wards:	16 (Sixteen)			
Nursing School:	Yes			
Changing room:	Two (Nurses) One (Tutor)			
Rest rooms:	No			
Shifts:	Shifts	From	To	Hours
	Morning	7.00 am	2.00 pm	07
	Afternoon	2.00 pm	9.00 pm	07
	Night	9.00 pm	7.00 am	10
Pick up and drop facility:	No			
Canteen facility:	Yes			
Crèche facility:	No			
Quarters:	Yes (at Santacruz)			
Annual Function :	Once in a year			

Table-1: Primary data

Role of Nurses

Nurses acts as a catalyst between doctors and patients. They act as a backbone of a hospital. Though nurses are fondly called as “sister” they act as a mother to a patient. Nurses are appointed to look after patient’s health but along with their main role they have several other roles to perform and responsibilities to fulfil.

According to a definition given in the report of the High Power Committee on Nursing Profession (1989) “The nurse is a person who has completed a programme of basic nursing education and is qualified and authorised in his/her country to supply the most responsible service of a nursing nature for promotion of health, the prevention of illness and the care of the sick.

Nurses are appointed as a caretaker to a patient as they have to look after the physical health of patient but along with physical health nurses support them emotionally and morally too.

During surgeries, nurses are ought to act as an assistant to doctors. While, assisting doctors nurses need to follow their orders and have to work in co-ordination with them.

Nurses are expected to become a good administrator too. They are required to maintain a compete record of a patient, which involves large amount of paper work. Nurses, also have to manage the inventory.

Nurses are the best counsellor to the patient’s relatives. Relatives can neither directly talk to doctors nor be with patient all the time. Therefore, nurse counsels them and make them understand about the situation.

Apart from all above roles, they have to act as an effective employee to the hospital and good colleague to other employees. Adjusting their duties with colleagues and sharing their work at the time of crisis is the essential part of their job role.

Components of nursing profession

- CARE:** The care aspect is more than “to take care of”, it is also “caring for” and “caring about”. It deals with the human beings under stress frequently over long period of time. It is providing comfort and support in times of anxiety, loneliness and helplessness. It is listening, evaluating and intervening appropriately.
- CURE:** The promotion of health and healing is the cure aspect of professional nursing. It is assisting clients to understand the health problems and helping them to cope. It is the administration of medications and treatments. It is knowing when and how to use existing and potential resources to help patients towards recovery and adjustment by mobilising their own resources.
- CO-ORDINATION:** Nursing is sharing responsibility for the health and welfare of all people in the community, and it is participates in programmes designed to prevent illness and maintain health. It is co-ordinating and synchronising medical and other professional and technical services that effect patient care.
- COUNSEL:** A part from taking a physical care of a patient, nurses also make them emotionally bold to face the disease. They also console and counsel the relatives of the patient.

ANALYSIS AND INTERPRETATION

1. Work life balance among nurses

No	Statements	Never		Generally		Always	
		(No)	(%)	(No)	(%)	(No)	(%)
1.	Are you able to maintain the balance between your work and personal life?	06	12	15	30	29	58
2.	How often your family member assists you in your household work?	08	16	22	44	20	40
3.	Do you miss out the quality time with your family or friends because of your work pressure?	04	08	25	50	21	42
4.	Does your partner or children ever complain that you don't have enough quality time for them?	13	26	15	30	22	44
5.	Are you too tired to carry on a conversation when you get home from work?	18	36	23	46	09	18
6.	Do you experience stress related symptoms?	22	44	22	44	06	12
7.	Can you spend the time you want on your own self-development?	08	16	40	80	02	04
Total		50	100	50	100	50	100

Table-2: Primary data

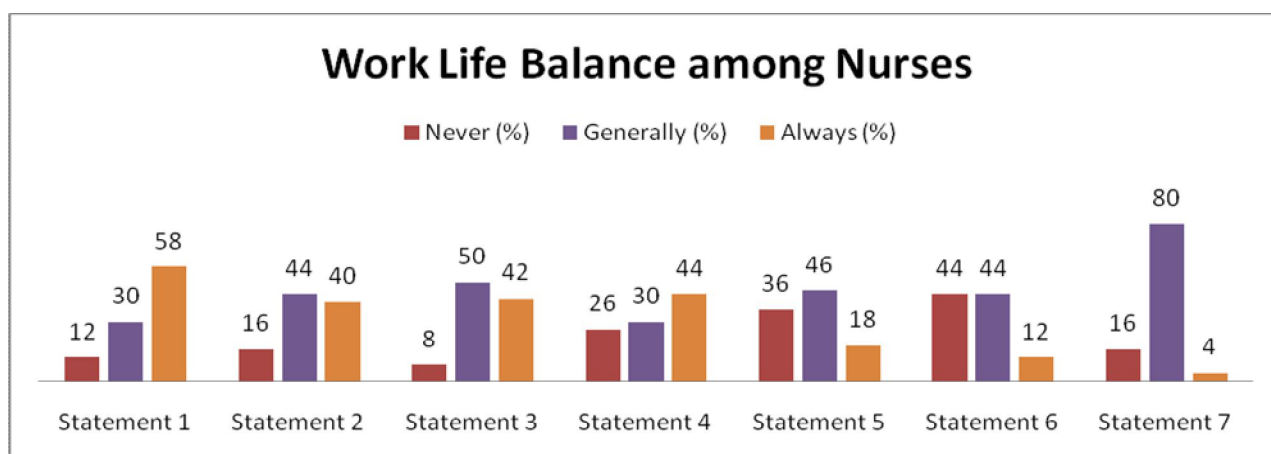


Chart-1: Primary data

The above table shows that 58% of nurses are able to manage their professional and personal roles well. Around 42% nurses get a strong family support in accomplishing household chores. Though most of them are able to maintain good work life balance, 82% of nurses miss out quality time with their family and friends. Almost, 74% of nurses have to bear the complain of their children for not spending quality time with them. Apart from family and work, nurses should spend some time to develop their skills and preserve their hobbies. Most of them i.e. 88% of nurses are not able to give time for their self growth.

Majority of the nurses somehow manage to maintain the balance between their professional and personal life but somewhere they are not able to give time for self. It has become their daily routing of fulfilling the responsibility of organisation and demands of their family members but in this circle their hobbies and their career is been neglected.

2. To have good work life balance and reduce stress level

	(Number)	(%)
Flexible working hours	16	32
Job sharing	27	54
Career breaks	4	8
Time off for family engagement	3	6
Total	50	100

Table 3: Primary data

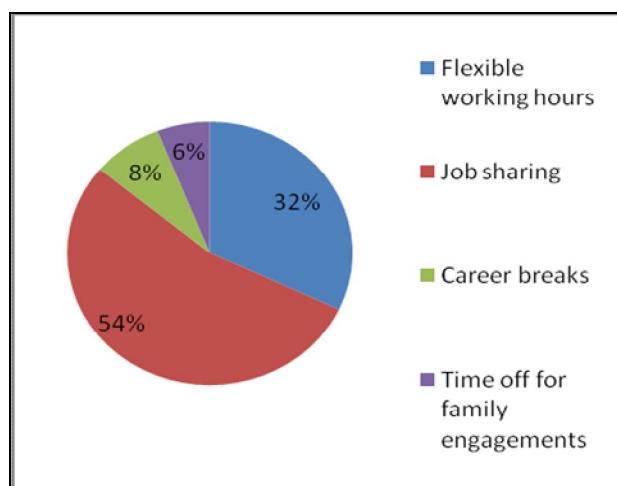


Chart-2: Primary data

It was found that majority of nurses believes that by sharing their work with their colleagues will reduce their work and stress. If job sharing is to be adopted, there will be need to recruit more nurses. As it is nurses have to be on their toes to do many things at a same time, therefore the work must be divided and shared among nurses. 54% of nurses feel that by sharing their job workload will be reduced and thus work life balance can be maintained.

3. To identify the stress level of nurses

	(Number)	(%)
Never	12	24
Generally	31	62
Always	07	14
	50	100

Table-4: Primary data

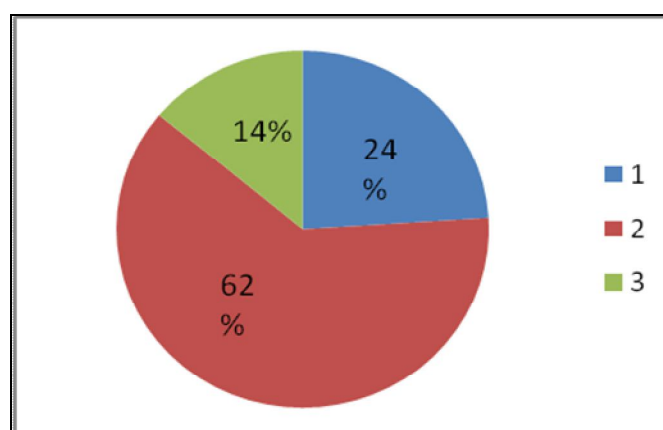


Chart-3: Primary data

It can be concluded that 14% of nurses always work under stress and almost 62% of nurses' experiences stress symptoms very often. The main reason for stress is work overload and rotating shifts. The most common stress symptoms are headache, body pain and sleepless nights (due to rotating shifts).

SUGGESTIONS

1. Abundant paper work as the complete record of patients is to be maintained in a register and daily it has to be updated. Lack of usage of computers.
2. There are no pick up and drops for nurses working in night.
3. Every nurse is required to do night shift irrespective of number of years that they have completed. Night shift disturbs the daily routing of nurses.
4. Nurses are allowed to take the benefit of quarters but the quarters given to the nurses are located at Santacruz and their work place is located at Andheri. Hence, travelling becomes difficult and stressful.
5. Hospitals are never closed and hence nurses are unable to get occasion and festival when nurses should celebrate with their family they are engaged in their job.
6. Nurses have to play multiple roles and therefore, work overload is the common problem faced by all.
7. Nurses are required to work round the clock in the hospital but they are not provided restrooms. Therefore, even during break hours they have to be in the hospital and cannot take rest.
8. Lack of security to nurses. During crisis, relatives of patients misbehave with nurses out of anger. Therefore, to protect nurses in such a situation a proper force of security is required.
9. The standard ratio of nurse and bed is as follows:

Wards	Ratio (Nurse : Bed)
Critical Care Units	1:1
Intermediate Care Units	1:3
General	1:6

But, it is been observed that this ratio is not been followed in hospital. One nurse is given around 10 to 12 patients (beds) to look after in general ward and one nurse is allotted to 2 to 3 patients (beds) in ICU. Therefore, nurses are not able to give complete attention to all patients at a time.

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A STUDY ON DIGITALISATION IN INDIAN RAILWAYS WITH REGARDS TO CUSTOMER AWARENESS

ABSTRACT

The researcher through this study aims to highlight various online services and payment gateways introduced by Indian Railways and to bring digitalisation in this industry. This study supports the concept of cashless economy that is introduced by government and railway ministry. It is very essential to lead our nation towards cashless economy which will also help to restrict all malpractices. The objective of this study is to analyse the growth in railways due to digitalisation and especially its official website (IRCTC) and study the customer awareness. Researcher also finds out various challenges associated to it and brings out appropriate solutions. Study focuses on 150 respondents and uses structured questionnaire and survey method for data collection from Mumbai suburban and targets age group between 25-50 yrs of age are considered. Railway mobile applications are also available which helps customers to book tickets/services at their ease and comfort. IRCTC is the official website introduced by Indian railways wherein, all the facilities are given and can be operated just by few clicks.

INTRODUCTION

The first railways project was proposed in Madras in 1832 and today, India manages fourth-largest railways network in the world by size. According to year 2017-18, approx. Rs. 64.25 billion net income was generated by railways. Indian Railways is major shareholder in 16 public sector undertaking, some of which include – financing and project implementation, land and station development, infrastructure, freight operations, IT & communication, catering and tourism, etc.

IRCTC is the official Indian railway website which helps customers to get all required information, train status, booking / cancellation transaction through site and need not visit any railway counters for that purpose. This website also provides annual reports for customers to read and get to learn various schemes launched, program status, further plans, growth in railway financial status etc. Digitalization in Indian railways is the most vital and the best decision made by the government to support cashless economy.

REVIEW OF LITERATURE:

Financial Express, Devanjana Nag, March 19, 2018 has written an article on, "Indian Railways goes cashless", emphasis on payment gateways available for online transaction of ticketing and to make various other booking using websites. This major step has been initiated by Modi government, wherein, Mr Piyush Goyal has introduced several schemes to support cashless transaction. The online ticket booking can be done only through railways official website (IRCTC). These schemes and booking transactions can also be done through mobile application at convenience of customers. National as well as International cards are accepted for the purpose of transactions. To promote cashless transactions, various discounts and cashback offers are provided.

India Today WebEx New Delhi, April 16, 2018, has published an article on its website, stating all the new and modified changes that have taken place in IRCTC rules from year 2018 onwards. OTP system is compulsory for payment purpose and maintaining accounts secrecy. IRCTC was launched in 2002 wherein only 29 tickets can be booked per day but today more than 13 lakhs tickets are booked through its official website. New rules and guidelines are updated to avoid malpractices during transactions. 120 days prior tickets can be booked through portal says, Sri Rajendra Gohin - Minister of state of Railways. It has become very convenient for users to access IRCTC website and proceed with transactions on daily basis, number of users are increasing and avoid standing in queue or making payments in cash.

NDTV PROFIT (article as on 15th sept, 2018), have published article on "IRCTC Ticket Reservation: 5 things to know about online payment methods" states that tickets can be booked using any master/VISA cards for payments. All international cards are also accepted for e-booking through its official website for which tickets need to be booked atleast 2 days in advance. Net banking options are also available with major banks. Various cash cards can be used for making payments. Indian railways have also permitted payment through BHIM/UPI options.

METHODOLOGY OF STUDY

Researcher has focused on primary source for data collection. Published news articles and research articles are also referred as secondary source of data collection. 70 respondents between age group 20-50 are considered for research purpose residing in Mumbai suburban. Structure questionnaires are framed for survey.

OBJECTIVES OF STUDY

- To study the awareness of railway websites and usage among customers
- To study the challenges faced by customers during booking on e-tickets/services
- To study the growth in railway sector due to introduction of IRCTC website

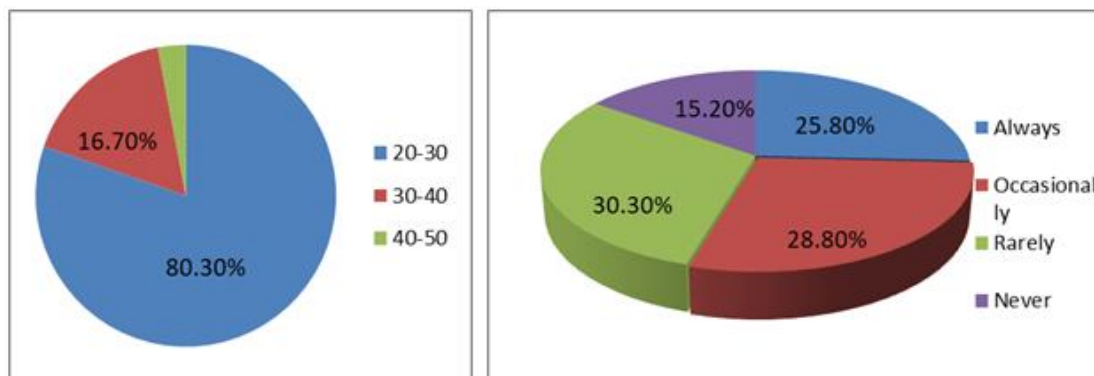
IMPORTANCE OF STUDY

Study is undertaken to analyse and find the growth in Indian railways due to introducing IRCTC website which is benefiting customers to book tickets and services directly through website and payments are made using payment gateways. This gives convenience to the customers even without visiting ticket counters. This practice should be encouraged by maximum people and also spread awareness. This study will also find the frequency of website services used by people. Issues are also faced at times, as it is reliable completely on internet, especially in rural/remote areas where internet connectivity is weak or not in access. The study shows the necessity and best step taken by Indian railways.

PROBLEM OF STUDY

Introducing digitalization in Indian railways is very essential to put control on corrupt practices done by agents and middlemen and misusing innocence of people. But still, people aren't aware of using it or have less trust on online booking and making payment. Even most of literate people are not using it and still prefer agents for booking. For the success and growth of Indian railways, it is necessary for maximum people to use and recommend others also.

DATA ANALYSIS AND INTERPRETATION



i. Age factor

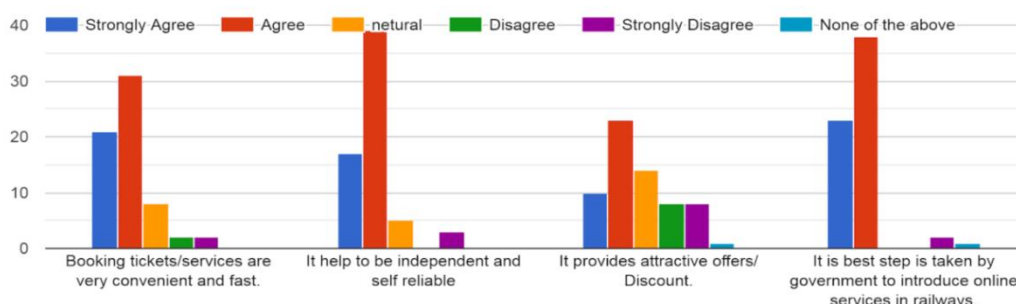
ii. Frequency of using IRCTC website

The above Pie diagram states that young population between age group of 20-30yrs use IRCTC website for online ticketing and use payment gateways. We assume that these people are more computer literate and are aware of using websites and taking benefits of it. While only 17% people aging between 30-40yrs use website. Remaining 3% people aging 40-50yrs have least website usage. More awareness needs to be created.

26% respondents frequently use website, while 29% use it occasionally. This shows that very limited people are taking advantage of the online services since 30% use it rarely and 15% have never used it. We interpret that more advertisements, awareness and literacy programs should be created so that people start using the website instead of depending on others for ticket booking and standing in long queues and escape from corrupt practices

iii.

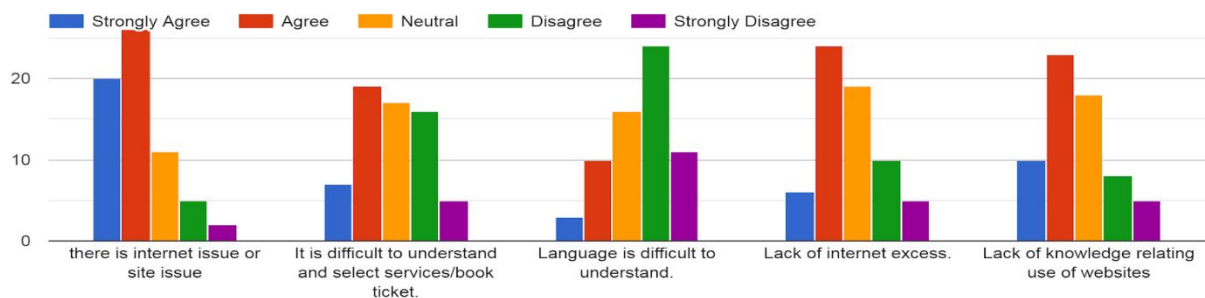
Customer awareness and usage of IRCTC website. (Railway online services)



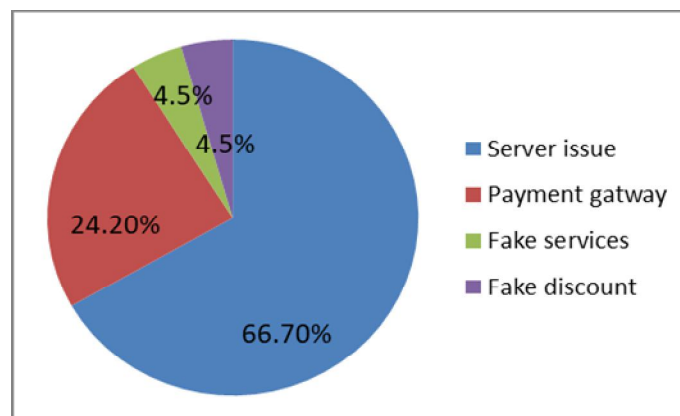
The above graph states that most of the respondents feel that booking tickets online is very convenient which makes them independent and self reliable. Maximum respondents feel that it is the best step taken by the government by introducing IRCTC services online. However, around 50% respondents do not feel that there are much offers/ discounts offered for availing services online. Hence, government needs to create more awareness to completely achieve the benefits and meet its objective for introducing IRCTC website.

iv

Challenges faced by customer during online railway services

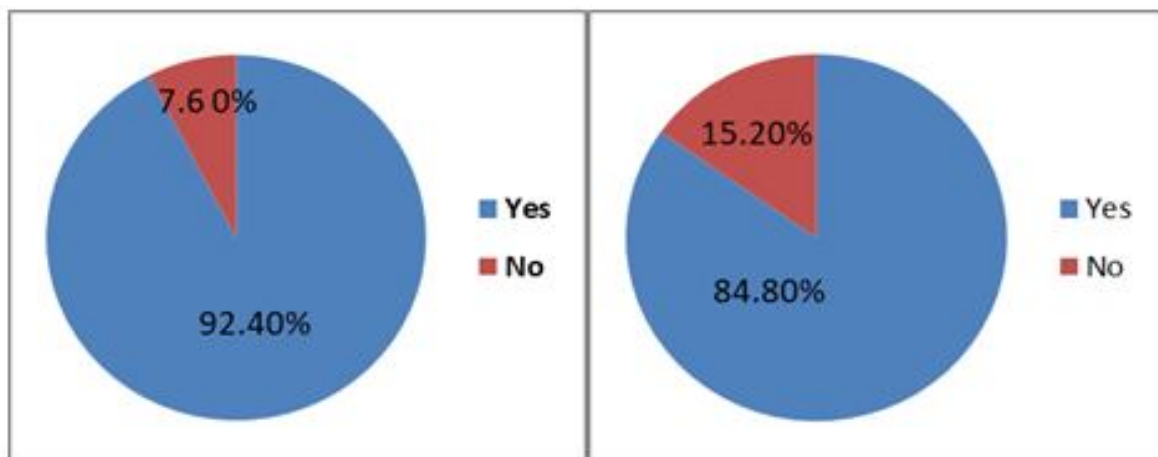


Maximum respondent says that they face internet issue while booking tickets/services while for some respondent it is difficult to understand the site. They need help from someone who is computer literate. This problem is mainly faced by people of elderly ages. Most of respondent have positively said that they do not face any issues related to language as there are multiple choice in language. Most of respondent have agreed that they have faced internet problem due to slow speed or limited excess. Still there are families who have no internet excess or lack of knowledge of using and supporting digital technology.



v. Internet related problems

Maximum of 67% respondents did face a server issue while booking tickets or using services online whereas around 24% respondents faced issue related to payment and very few had other issues.

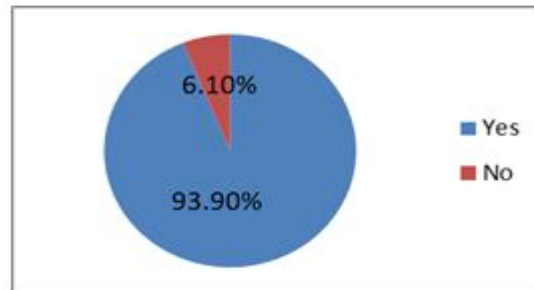


vi. Online service as growth factor

vii. Cashless transaction is success

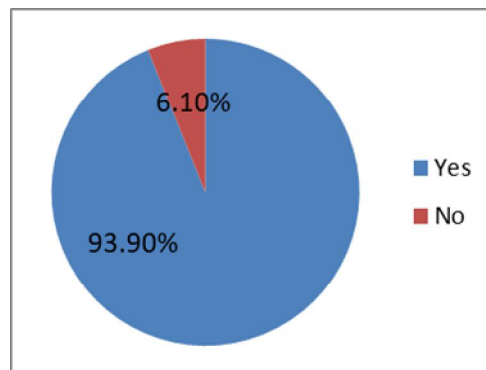
Data shows that, 92% respondents feels that, introducing online services in Indian railways is a growing factor as all services and tickets can be booked at convenience, comfort as per customers choice.

85% respondents support cashless transaction. They also get the benefits of online discounts and cash back on every booking which saves money. People find it convenient to transfer money directly from bank accounts and need not make any payments in cash.



viii. Website recommendation

94% respondents recommend others for using IRCTC website as they might have personally had a good experience, convenience and saves time. They might also have benefitted due to discounts/ cash backs offered on online bookings.



ix Appreciation of website upgradation

Maximum respondents appreciate the upgradation of website which gives all necessary information, online facilities. Quick, easier and fast navigation while booking tickets along with better user interface enhances user experience.

❖ Achievements made by IRCTC in year 2018:

(Record as per article by Zee business new dated on June 11, 2018)

- 1) High Speed, free Wi-Fi services are installed at more than 675 stations which can benefit youth, woman and local villages at surrounding areas.
- 2) E-ticketing capacity has been improved upto 20,000 tickets per minute.
- 3) Services / internet handling charges involved in credit / debit Card payment for ticketing are now eliminated.
- 4) Passengers grievances are solved online and even through social media.
- 5) Artificial intelligences are used for monitoring and supervising food production and hygiene factors.
- 6) IRCTC also has option of E-catering where in customers can book food of their choice at station where e-catering is possible. They can select menu and other related options just by few clicks. More than 7000 meals are booked on daily basis at 314 stations (where e-catering is available)
- 7) More than 300 trains have started supplying food with MRP printed on it.
- 8) 1689 water vending machines are installed at 600 stations.
- 9) Plastic bottle crusher has been installed considering environment hygiene and reduce waste.
- 10) IRCTC website provide services such as e-catering, ticket booking, online ticket cancellation, train status checking PNR status checking, seat availability details, holiday packages, train timing & availability, journey route details, etc

SUGGESTIONS

Initiative has been taken by government and railway ministry in recent years to increase the usage of Digitalisation in availing the railway services which is of great benefit. As per the study it is found that the young generation having computer knowledge and internet access and frequently use the website while elderly population are still attached with traditional methods of ticketing and service booking. People need to be taught the usage of website and making online transaction and avoid dependence on agents or come under fraudulent cases. Change and awareness among people is very necessary for the success of introducing cashless mode and digitalisation in railways.

CONCLUSION

Tremendous changes have taken place in Indian railways in terms of infrastructure, connectivity, introducing digital platform etc. Hence, government need to overcome the challenges and completely utilising the resources and facilities that are framed for us. Digitalisation is a great scope for Indian railways towards growth and increasing productivity. This has put a full stop on illegal practices and increasing the transparency in transaction and accuracy in maintaining records.

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