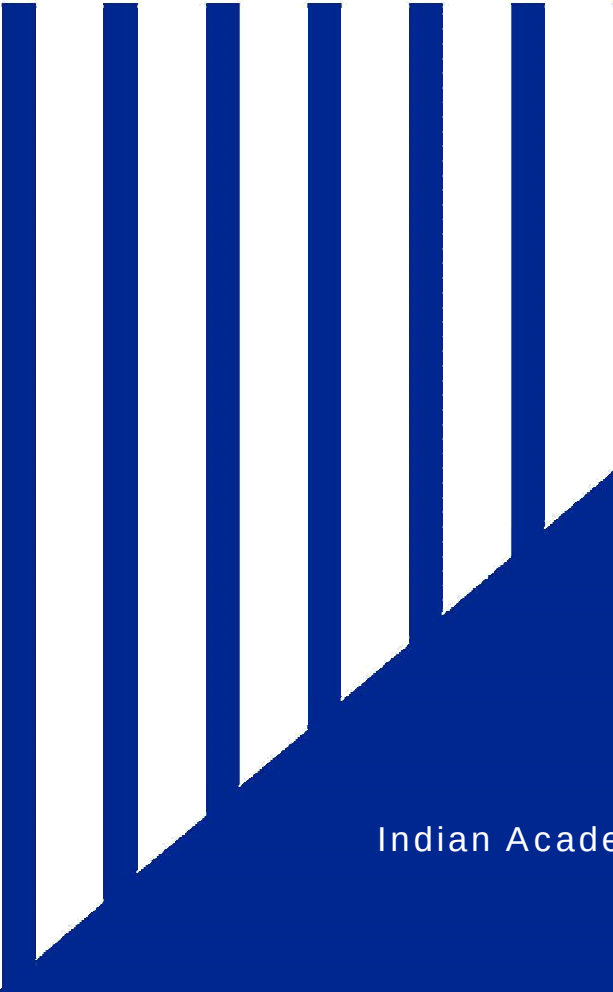


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International Conference

On

Digital Transformation in Organizational
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(ICDT-2019)

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Late Prof. Dr. A. D. Shinde, a renowned Chartered Accountant, Founder of CSIBER Trust to cater the needs of professional education in Sangli district of Maharashtra. He realized the need of a business school in Sangli. His dream of training youth to face the challenges of the new millennium of the twenty first century became a reality when he registered a Charitable Trust "Chhatrapati Shahu Institute of Business Education and Research Trust" (CSIBER) under the guidance of Late Padmabhooshan Vasantodada Patil, Ex. Chief Minister, Maharashtra State with active support from Late Shri. Sripatrao Bondre, Ex. Minister, Maharashtra State. The establishment of VPIMSR in Sangli proved a blessing in disguise for the rural youth of this area as this is the only Institute which caters to the specific needs of the students coming from country side and from the less privileged classes who cannot afford to join the ostentatious B-Schools in the cities for perusing their academic goals. VPIMSR has enabled such students to venture into the ever expanding dynamic world of business and come out with flying colors in life. The Institute has its own spacious premises situated in the prime location on Sangli- Miraj road at Wanlesswadi. The Institute has excellent infrastructural facilities viz. several imposing buildings, well equipped computer labs connected by networks and Wi-fi, Audio-Visual Hall, Language lab, Library and good learning resource center that includes E-learning facility. It is accredited by NAAC Bengaluru with 'A' grade.

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ABOUT CONFERENCE

Organizations across the globe are digitally transforming as they are challenged to sustain their current business and develop new capabilities and business models. Digital transformation is the integration of digital technology into all areas of a business. Digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future. Digital transformation helps organizations to eliminate the bottlenecks that exist in the current process. Successful digital transformations do not begin with technology; instead, they focus on overhauling the organization with a customer-focused goal in mind. Emerging technologies and professional industries including Banking, E-commerce, Healthcare, Education, Libraries and Information centers, Logistics, Journalism, Mass communication, Utility services, Agricultural sector, Travel and Tourism etc. are updated.

Most importantly, organizations need to develop a digital transformation strategy and build bridges in several areas, which are related with information, data, processes, technologies, human aspects and much more.

This conference aims to call for the research papers to identify the present status and explore emerging trends for digital transformation across the globe and to consider recommendations from experts which will have far-reaching implications for the corporate, household, public sectors and society in general.

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Preface

The processes of globalization has not only facilitated the opening of economic boundaries, but also made the most advanced achievements in information and communication technologies available to many countries. These technologies have become the basis of the new digital infrastructure of society.

The third International Conference on "Digital Transformation in organizational services for development and sustainability" (ICDT-2019)" (ICDT -2019), held at the VPIMSR, Sangli brought together experts from academia and work experience to discuss theoretical aspects, identify problems and find practical solutions for digital transformation in organizational services.

The agenda of the Conference consisted of following topics of discussion: Digital transformation in Travel & Tourism, Media & Entertainment Industry, Logistic Industry, Journalism & Mass Communication, Insurance Industry, Utility Service Industry, Agriculture Sector, Health Care Sector, Internet of Things, Artificial Intelligence, Machine Learning, Virtual Reality, Augmented Reality, Cloud Computing, Mobile Computing And Cyber Cell & Digital Forensic Investigation.

The scientific works presented at the conference and published as articles were reviewed and approved by the review committee of the International Conference "Digital Transformation in organizational services for development and sustainability" (ICDT-2019)". The sufficiently high scientific level of the presented articles should undoubtedly catch a wide range of international reader's interest.

The papers present original and significant ideas or results in theory and practice, and can be considered new knowledge on the key topics of the conference. The conference was also became a platform for renewing long-lasting and establishing new contacts for representatives of society.

The results of the conference can be practically implemented to solve the societal problems. Over 100 people attended the conference, representing Universities and business communities of India and other countries.

We express special gratitude to the members of the Organizational and Program Committees of the Conference, the University and all participants who contributed to the work of the conference and the publication of these materials.

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CONTENTS

Research Papers

A COMPARATIVE STUDY ON GROWTH AND PRE-POST DEMONETIZATION EFFECT ON CREDIT CARD USE OF SELECTED PUBLIC SECTOR, PRIVATE SECTOR AND FOREIGN BANK	1 – 12
Dr. Jaywant Ramdas Bhadane and Dr. Bharat Mukundrai Joshi	
AN ANALYTICAL STUDY OF AGRICULTURAL TRADE IN INDIA	13 – 18
Dr. Khandagale Kajal Vijay	
DIGITAL MEDIA FOR SKILL DEVELOPMENT	19 – 23
Dr. Prakash Ratanlal Rodiya	
A ROADMAP FOR DIGITAL SKILLS DEVELOPMENT	24 – 27
Sujit Baburao Chavan	
DIGITAL INDIA MOVEMENT – A GOLDEN OPPORTUNITY TO SAY YES TO DIGITAL PAYMENT & NO TO CASH	28 – 34
Paresh S. Khetal	
SOCIAL MEDIA: POSITIVE AND NEGATIVE ASPECTS	35 – 39
Pallavi Hanmantrao Patil	
A REVIEW PAPER ON E-COMMERCE	40 – 42
Prof. Lakshmikantha Nayaka and Ubedulla R Bagwale	
A REVIEW PAPER ON DIGITAL PAYMENT SYSTEMS	43 – 45
Prof Nagagouda B. Patil and Bharat H. Hajare	
STUDY ON IMPACT OF SOCIAL MEDIA	46 – 49
Kalyani R. Salunkhe	
TYPES OF DIGITAL PAYMENTS SYSTEMS	50 – 55
Dombe Rutuj Prasad and Mali Anita Dadaso	
DIGITAL TRANSFORMATION IN HRM	56 – 59
Shivaprasad B. Shiragananvar	
DIGITAL PAYMENT REVOLUTION: RESPONDENT'S PERCEPTION TOWARDS NEXT GENERATION PAYMENT SYSTEM	60 – 64
Dr. R. A. Rathi and Dr. Usha S	

IMPLEMENTATION OF E-LEARNING STRATEGIES IN ENGLISH LANGUAGE TEACHING AT JUNIOR COLLEGE LEVEL IN PRESENT SET UP	65 – 75
Shri. Hegade Navnath Dharmaji	
MICRO AND SMALL BUSINESS IN INDIA	76 – 78
Dr. Sudhir V. Mane	
RETAIL INDUSTRY IN INDIA	79 – 81
Prof. Dr. Sudhir Vaijanathrao Panchagalle and Prof. Dr. Ravindra Dadarao Gaikwad	
CLOUD COMPUTING – AN ELEMENTARY READ	82 – 85
Prof. R V Kokatnur	
EFFECT OF GST ON CONSUMER’S BEHAVIOUR	86 – 88
Prof. Dr. Paul D Madhale	
GROWTH OF INSURANCE SECTOR IN INDIA	89 – 96
Hrithikaa T Sheth and Vaishnavi A	
DIGITAL MARKETING - SOCIAL MEDIA SURGES ECONOMIC GROWTH: A PERSPECTIVE	97 – 99
Dr. Vivekananda A Ughade	
DIGITAL TRANSFORMATION IN SMALL AND MEDIUM SCALE ENTERPRISE’S ECONOMY	100 – 103
Pratapi M. Iragar and Devendra F. Talawar	
CYBER-CRIME AND CYBER SECURITY IN DIGITAL WORLD	104 – 106
Ashwini Appasaheb Yadav	
E-BANKING AND CUSTOMER SATISFACTION IN INDIA	107 – 109
Prof. Himmatrao Mahadeo Mane	
SUPPLY CHAIN MANAGEMENT OF FRUITS AND VEGETABLES	110 – 112
Sanyogita S. Patil and Thorat Arjun C.	
DIGITAL TRANSFORMATION IS VITAL FOR SUSTAINABLE TOURISM IN MAHARASHTRA(KOKAN) AND INDIA	113 – 120
Sunayana Jotiram Jadhav	
INDIAN RETAIL INDUSTRY: A WAY AHEAD	121 – 123
Dr. Shreya Patil	
BLOCKCHAIN IN HIGHER EDUCATION INSTITUTIONS (HEI’s)	124 – 127
Dr. S. T. Bhosale	
E-LEARNING IN INDIA	128 – 130
Prof. Devanand Anandrao Patil	

MEDIA POWER ON CASHLESS ECONOMY: A CRITICAL DISCOURSE ANALYSIS ON NEWSPAPER CONTENT ABOUT CASHLESS TRANSACTIONS IN INDIA	131 – 141
Dr. T. R. Ramakrishnan	
M-COMMERCE	142 – 144
Dr. Munde Sanjeevani Dashrathrao	
E –COMMERCE	145 – 151
Jadhav Saylai Laxman and Jadhav Suvarna Sadashiv	
A STUDY ON PERCEPTION OF INCOME TAX PAYERS TOWARDS E – FILING SYSTEM WITH REFERENCE TO A CASE STUDY OF CA FIRM IN SANGLI	152 – 158
Dr. Sharwari. S. Kulkarni	
CITATION ANALYSIS STUDY OF “ZOOLOGY” : PHD THESES IN SHIVAJI UNIVERSITY YEAR 1962-2012	159 – 164
Shobha G. Dolas and Dr. Shalini M. Sakharkar	
RETROSPECT OF READING - PAPER TO SCREEN	165 – 167
Dr. Deepa. S. Patil	
DIGITAL TRANSFORMATION IN BUSINESS IN 21ST CENTURY	168 – 173
Aayushi Hiren Shah and Bhumika Sachin Ostwal	
STUDY OF DIGITALIZATION IN INDIAN BANKING SECTOR	174 – 176
Charushila Bhupal Tasgave	
DIGITAL TRANSFORMATION IN HRM: AN ENDORSEMENT FOR SUSTAINABILITY	177 – 181
Dr. S. R. Kulkarni	
A PERSPECTIVE OF DIGITAL TRANSFORMATION IN RURAL MARKETING	182 – 186
Uday V. Hiremath	
DIGITAL TRANSFORMATION IN HRM	187 – 191
Preetyshree Subramanya	
ENTERPRISE RISK MANAGEMENT FOR SUSTAINABLE DEVELOPMENT OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA	192 – 197
Dr. Gajanan B. Patil	
DIGITAL INSTITUTIONAL REPOSITORY: NEED OF TIME	198 – 204
Satvashila T. Salgar and Dr. S. A. N. Inamdar	
A CONCEPTUAL STUDY ON THE ROLE OF DIGITALIZATION IN MUTUAL FUND INDUSTRY IN INDIA	205 – 207
Prof. V R. Gramopadhye and Prof. S .S. Jadhav	

DEMOGRAPHIC INFLUENCE ON THE INVESTMENT IN INSURANCE PRODUCTS	208 – 215
Prof. Shilpa Sampath Kumar and Dr. K. Jawahar Rani	
A STUDY ON PEOPLE'S CONCERNS AND PREFERENCES IN CASHLESS PAYMENTS: A CASE STUDY OF VIJAYAPUR DISTRICT	216 – 221
Mallappa. S. Khodnapur	
A STUDY ON EFFECTIVENESS OF ICT INTEGRATION IN SELECTED SCHOOLS IN SANGLI DISTRICT	222 – 227
Dr. Adv. Neeta Uday Deshpande	
DIGITAL TRANSFORMATION IN SERVICE SECTOR	228 – 232
Devendra F. Talawar and Pratapi M. Iragar	
A REVIEW ON- ADAPTIVE E-LEARNING SYSTEM	233 – 235
Varsha P. Desai and Dr. Kavita S. Oza	
DIGITAL TRANSFORMATION IN AGRICULTURAL SECTOR	236 – 238
Dr. S. B. Newase	
FUTURE OF BLOCKCHAIN	239 – 241
Prof. Archana Rasal and Prof. Jyoti Bohra	
NEOSKILLING FOR DIGITAL TRANSFORMATION: A BOOK REVIEW	242 – 244
Rajani P. Shinde and Dr. Aparna M Kulkarni	
IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE	245 – 248
Prof. Dr. Sampada Gulavani	
IMPACT OF KISAN CREDIT CARD SCHEME IN PROVIDING ADEQUATE AND TIMELY CREDIT TO THE FARMERS IN KALBRGI DIST	249 – 254
¹ Siddarth N M and ² Dr. A. P. Hosmani	
A ROLE OF ARTIFICIAL INTELLIGENCE TECHNIQUES FOR SECURITY ISSUES IN SOCIAL NETWORKING WITH REFERENCE TO CONTENT MODERATION IN FACEBOOK	255 – 258
Dr. A. A. Sattikar and Prof. A. B. Patil	
ARTIFICIAL INTELLIGENCE FOR EFFECTIVE MANAGEMENT OF HUMAN RESOURCES	259 – 263
Jyoti Deepak Joshi	
A CASE STUDY FOR STUDENTS' PERCEPTION ON GAMIFICATION APPROACH: DIGITIZATION IN HIGHER EDUCATION	264 – 269
Tejashree U. Sawant and Dr. Urmila R. Pol	
INBOUND MARKETING –EMERGING TREND'S IN DIGITAL MARKETING	270 – 271
Dr. R. M. Yallatti and Dr. V. S. Jadhav	
DIGITALISATION TRANSFORMATION & INDIAN SMES	272 – 275
Prof. Pratibha N Deshmukh	

A COMPARATIVE STUDY ON GROWTH AND PRE-POST DEMONETIZATION EFFECT ON CREDIT CARD USE OF SELECTED PUBLIC SECTOR, PRIVATE SECTOR AND FOREIGN BANK**Dr. Jaywant Ramdas Bhadane¹ and Dr. Bharat Mukundrai Joshi²**Assistant Professor¹, K. R. A. College, DeolaAssistant Teacher², K. P. B. Hinduja College, Mumbai**ABSTRACT**

A very recent striking step taken by Indian government is demonetization, an inoubliable monetary policy with an aim to transform an Indian economy from Cashless to Faceless-Digital Economy. The government has put an official stop on use of national currency notes of Rs. 500 and Rs. 1000 with an aim to curb upon black money and tax evasion. In India, demonetization has taken place firstly on 12th January, 1946, secondly on 16th January, 1976 and recently third time on 8th November, 2016. Demonetization results into progressista effect on use of e-banking instruments like debit card, credit card, NEFT, RTGS etc. However, immediately after demonetization the use of plastic money found to be at the peak; specifically credit card. The purpose of the present research study is to compare and analyzed the growth and pre-post demonetization impact on credit card use of public sector bank – State Bank of India, private sector bank - Housing Development Finance Corporation Limited and Foreign bank - Citibank. The sample bank has been selected by following Stratified Random Sampling. Only secondary data related to number of credit cards, number and amount of point of sale transactions and number and amount of Automated Teller Machine transactions of SBI, HDFC and Citibank has been collected and analyzed with statistical tools and techniques. It is observed that there is a rapid growth in number of credit cards of SBI, HDFC and Citibank in post demonetization. However, such growth found to be greater in HDFC bank than that of the SBI and Citibank. Further, it is observed that there is statistically significant difference in number and amount of point of sale transactions of SBI, HDFC and Citibank. However, the number of point of sale transactions found to be doubled in SBI and one-and-half times in HDFC and Citibank in post demonetization. The amount of point of sale transactions found to be doubled in SBI and HDFC bank and one-and-three-fourth times in Citibank in post-demonetization. Further, the result shows slight increase in number and amount of ATM transactions of SBI and HDFC bank. However, number and amount of ATM transactions through credit card of Citibank found to be reducing. Thus, the present research study shows positive impact of demonetization on use of credit card, to make an economy digi-tech-savvy. The study concludes with suggestions not only to banks but also to government to expand credit card acceptance networks, anti-hacking and security concerns to motivate the use of credit card over the internet, discounts and promotional facilities, tie up credit cards in e-wallets and e-payment applications, timely network and server supports and its technical synchronization and many more.

Index Term: Demonetization, Point of Sale, Credit Card, Digi-Tech-savvy and Gray Market

1. INTRODUCTION

Banking Sector Reforms in 1991 and 1998, technological advancement, changes in banking policy and further most recent initiative taken by Government of India i.e. the demonetization policy in November, 2016 and digital banking and its services have hit up the Indian banking industry and make them more tech-savvy. All these results into technological advancement and implementation of e-banking products and services such as plastic card (Debit and Credit Card), RTGS, M-banking, NEFT etc.

2. DEMONETIZATION - A STORY ON SUCCESS AND FAILURE

An act initiated by government to cease a national currency either in the form of coins, currency notes or in any other form and put an official stop not only on its status but also on its use as a legal tender is known as Demonetization. The French has used the term demonetisation, very first time between 1850-1855. Demonetization helps country to batallie upon black money, money laundering, fake currency, control over inflation and makes an economy more transparent, digital and away from gray market. Demonetization has given rise to the digital and e-banking products and services such as credit card, debit card, e-banking, RTGS, NEFT, online banking, mobile wallets etc. The government of India has announced demonetization of Rs. 500 and Rs. 1000 currency in November, 2016. The government has made deposition of old currency in account and withdrawal of new currency through ATM, that too with limitations on number and amount of access. Almost all, after demonetization has opened account with public sector, private sector and foreign banks, which further has increased the use of plastic money in terms of number of transactions and amount at PoS (Point of sale) and ATM (Automated Teller Machine).

Table No-1: Demonetization History - its Success and Failure Story; Globally

<i>Year</i>	<i>Country</i>	<i>Cause</i>	<i>Ways</i>	<i>Effects</i>
1873	United States	Changes in currency	Removal of silver and acceptance of gold as a legal tender	Contraction in money supply and 5 year economic
1946	India	Removal of black money	Removal of Rs. 1000 and Rs. 10,000 notes from circulation	Hamper market and found to be not a revolutionary step
1969	United States	Curb up on black money	Declared all bills above \$100 null and void	Money supply restricted
1978	India	Control over illegal transactions	Demonetization putting ban on Rs. 1000, Rs. 5000 and Rs. 10,000	Not effective and unable to be effective
1982	Ghana	To reduce tax evasion and clear excess liquidity	Demonetized 50 Cedi currency	More use of foreign currency and buying physical assets
1984	Nigeria	To change obsolete old notes and control over black economy	Issue of new colour notes	Not successful, found ineffective
1987	Myanmar	To curb up on black money	Invalidation of 80% percent of value of currency in circulation	Demonstration by students and government collapses in a year
1991	Soviet Union	To combat with parallel economy	50 and 100 ruble notes removed from circulation	Results into dislocations of economy
1993	Zaire	Currency reforms	Withdrawal of obsolescent currency	Economy disruption and ouster of dictator Mobutu
1996	Australia	Improve security features	Converting paper currency into polymer notes	Country becomes business friendly
2002	European Union	Introduction of unified currency "Euro"	Demonetization of exiting currency	Successful currency change over
2010	North Korea	Halt black money and improve economy	Currency changeover	Price of necessity goods increases and opposed by people
2015	Zimbabwe	Hyperinflation of economy	Replacement of Zimbabwe dollar with American dollar	Found unsuccessful and most wealth holder savings receding
2016	India	Curb upon black money and make an economy digital	Rs. 500 and Rs. 1000 notes ceases to be legal tender	15 tons of gold bought by people, deposits and demand of cash increases and made conditions miserable
2016	Venezuela	Control over rising inflation (424%) and to remove transnational mafias	Demonetization of 100 Bolivar notes	Found effective and 77% notes in circulation exchanged

3. WHAT IS A CREDIT CARD ALL ABOUT? - IT'S MEANING AND USE

A credit card is a form of plastic-money-card with specific security and other features that is issued by a bank to its customers to enable the later to use it not only as a payment medium but also for cash advances. Thus, the credit card is both an instrument of payment and a source of credit. The credit card in its simplest form is a tool of obtaining credit, whereby the cardholder can make cash withdrawals and purchases on credit up to an agreed amount with the credit card issuer. Hence, the credit cards have become a major source of financing for making purchases and a source of credit around the globe. Thus, parties to credit card are credit cardholders, credit card issuer or issuing bank, merchant, acquiring bank and credit card association. Thus, modern economy rightly described as "Credit-Plastic Economy", i.e. Credit in Plastic form. It can also be used for PayPass, on the net,

PayWave, other forms of contactless payments and also through different e-wallets. **Thus, Credit Card allows Online-Offline transactions, with its perfect feature to substitute cash, debit card and other forms of plastic-money.**

4. REVIEW OF LITERATURE

Slocum, J. and L. Mathews, (April - 1970)^[1], in their study on, **“Social Class and Income as Indicators of Consumer Credit Behavior”**, have concluded that the social class, income, age, sex and marital status are main factors to be considered to make right choice of credit card and its use. Income is considered as better indicator of credit cardholders' behavior of commercial banks in United States of America.

An American Economic Review report titled, **“The Failure of Competition in Credit Card Market”**, by **Ausubel, L.M. (1991)^[2]**, has observed that the credit card is a means of payment and a source of credit. Further he observed that the credit card is a major source of payment in American countries.

Mrs. Sanya. Thakral (2000)^[5], in her project study, **“A Study on Banks Credit Card from the Consumers Perspective”**, have concluded that the credit card has benefits as well as drawbacks, which has direct impact on use pattern. Further, socio-economic factors also affect credit card uses. Pros and cons of credit card have direct impact on credit card use.

Vyas, P. (2004)^[8], in his research titled, **“Measurement of Customer Satisfaction on Information Technology Adoption in Banking Services”**, have concluded that the private and foreign banks have absorbed and implemented e-banking products and services successfully and on the other hand, nationalized banks were found to be lesser computerized.

Dr. S. Sudhagar, (2012)^[9], have conducted research study on, **“A Study on Perception and Awareness on Credit Cards among Bank Customers in Krishnagiri District - Tamil Nadu”**. Fifteen public sector and ten private sector banks credit cardholder in Krishnagiri district of Tamilnadu have been examined and concludes that ICICI bank credit cards are more popular, which is followed by SBI and HDFC bank credit cards. Further, it was found bank agents, bank services, advertisements and merchant establishments are the prime source of awareness about credit cards.

Mallika Appuhamilage Kumudini Sriyalath, (2016)^[10], in their research titled, **“Determinants of Customers Attitude towards Credit Card Use: Lessons Learned From Academics in Sri Lanka”**, have observed that the academics at the University of Sri Jayewardenepura Nugegoda are using credit card for purchasing day to day necessities and they prefer card mostly for online purchases.

5. STATEMENT OF THE PROBLEM

Announcement of Demonetization by Indian government - a bitter pill, which has created a panic among all, to get exchanged with Rs. 500 and Rs. 1000 old currency. A long waiting queue outside almost all banks was the common scene to deposit or replace old currency. The Government of India has made a Digital India vision to make an Indian economy Digi-Tech-Savvy.

Technological advancement in banking sector has given rise to the use e-banking products and services such as debit card, credit card, RTGS, NEFT, mobile banking, core banking etc., which has made banking flexible, quick, fast, convenient and all around the clock. Plastic money in the form of credit card is one of the vital banking products, which is best substitute to cash, most of the time in use; next to debit cards.

It is also used to carry out offline and online transactions. The different banks are issuing different type of credit card with different services and privileges to credit cardholders such as ATM access, cash advances and charges, reward points etc. Soon after demonetization, credit card found to be one of the blessings for all to access banks for old currency exchange. However, due to unavailability of new currency due to more of needs than supply, the use of credit cards at point of sale and ATM in terms of number and amount has increased. Hence, the need arises to study and compare the growth of credit cards of public sector bank SBI, private sector bank HDFC and foreign bank Citibank. Thus, the researcher has undertaken initiative to study titled, **“A Comparative Study on Growth and Pre-Post Demonetization Effect on Credit Card Use of Selected Public Sector, Private Sector and Foreign Bank”**.

6. OBJECTIVES OF THE STUDY

1. To study the concept of demonetization and its success and failure story.
2. To study the meaning and use of credit card.
3. To study the growth of SBI, HDFC and Citibank credit card.
4. To study the pre-post demonetization impact on credit card use of SBI, HDFC and Citibank.

7. HYPOTHESES OF THE STUDY

1. There is no significant difference in growth of number of credit cards of SBI, HDFC and Citibank. ($H_0: \mu_{SBI} = \mu_{HDFC} = \mu_{CITI}$)
2. There is no significant difference in number of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.
3. There is no significant difference in amount of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.
4. There is no significant difference in number of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.
5. There is no significant difference in amount of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.

8. RESEARCH METHODOLOGY

8.1. Type of the Study: The present research study is Quantitative in nature.

8.2. Sample Design:

8.2.1. Universe and Population: The universe and population for the present research study is credit card issuing banks in India.

8.2.2. Type of Population: The population for the present research study is finite i.e. in terms of number of banks, its branches, number of credit card users and its use.

8.2.3. Sampling Frame: Credit Card issuing Public Sector, Private Sector and Foreign Banks.

8.3. Sampling Method:

8.3.1. Bank: The sample public sector, private sector and foreign banks are selected by Stratified Random Sampling. One bank from each sector has been selected considering their Date of Establishments, Number of Credit Card as on, Number of Working Branches/Offices and Number of an ATM as on.

Table No-2: Details of Sample Bank as on 30th June, 2019 in India

Details\Sample Bank	SBI	HDFC	CITIBANK
Date of Establishment	July, 1955	August, 1994	June, 1902
Number of Credit Card	8821597	12791247	2717831
Number of Branches\Offices	23440	5103	43
Number of ATM	58415	13160	541

It was found that the SBI, HDFC and Citibank lead in above criteria. Hence, Public Sector Bank - State Bank of India, Private Sector Bank - Housing Development Finance Corporation Limited and Foreign Bank - Citibank has constitutes the sample bank for the present research study.

8.4. Collection of Data: Only Secondary data has been collected and cited.

8.4.1. Secondary Data: The researcher has collected secondary data from the published sources such as books, articles, periodicals and related websites. The required secondary data is related to credit card use and its timely growth has been collected from the source; The Reserve Bank of India (<https://rbi.org.in/scripts/ATMView.aspx>). The researcher has collected secondary data related to credit card of SBI, HDFC and Citibank from March, 2014 to October, 2016 (pre-demonetization) and November, 2016 to June, 2019 (post-demonetization).

8.5. Method of Data Collection: From the published sources by RBI.

8.6. Period of Data Collection: Secondary Data - 64 monthly pre (32 months) -post (32 months) demonetization data related to credit card has been cited.

8.7. Data Cleaning: The data related to any research may be either missing or noisy; hence data is required to be clean up. For the present research study, the researcher has done data cleaning as follow.

8.7.1. Missing Value: Data was screened for missing values and no missing values were found.

8.7.2. Test of Normality: The result of Normality of Data using Kolmogorov-Smirnov and Shapiro-Wilk is as follow.

Table No. 3: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	D = Statistic	df	Sig.	W = Statistic	df	Sig.
NOOFCC	.118	32	.200*	.933	32	.047
SBINOOFCCPRE	.118	32	.200*	.933	32	.047
SBINOOFCCPOST	.098	32	.200*	.951	32	.150
HDFCNOOFCCPRE	.116	32	.200*	.932	32	.045
HDFCNOOFCCPOST	.105	32	.200*	.916	32	.016
CITINOOFCCPRE	.090	32	.200*	.978	32	.725
CITINOOFCCPOST	.119	32	.200*	.924	32	.027
SBINOPOSPRE	.121	32	.200*	.963	32	.339
SBINOPOST	.109	32	.200*	.961	32	.285
HDFCNOPOSPRE	.115	32	.200*	.953	32	.181
HDFCNOPOST	.139	32	.117	.950	32	.148
CITINOPOSPRE	.091	32	.200*	.959	32	.252
CITINOPOST	.057	32	.200*	.985	32	.934
SBIAMTOSPRE	.114	32	.200*	.937	32	.062
SBIAMTPOST	.087	32	.200*	.971	32	.528
HDFCAMTOSPRE	.127	32	.200*	.947	32	.115
HDFCAMTPOST	.110	32	.200*	.958	32	.245
CITIAMTOSPRE	.115	32	.200*	.913	32	.014
CITIAMTPOST	.097	32	.200*	.984	32	.905
SBINOATMPRE	.083	32	.200*	.965	32	.376
SBINOATMPOST	.189	32	.005	.918	32	.019
HDFCNOATMPRE	.131	32	.179	.930	32	.038
HDFCNOATMPOST	.294	32	.000	.819	32	.000
CITINOATMPRE	.151	32	.061	.938	32	.067
CITINOATMPOST	.079	32	.200*	.983	32	.886
SBIAMTATMPRE	.193	32	.004	.805	32	.000
SBIAMTATMPOST	.209	32	.001	.884	32	.003
HDFCAMTATMPRE	.103	32	.200*	.943	32	.092
HDFCAMTATMPOST	.266	32	.000	.792	32	.000
CITIAMTATMPRE	.078	32	.200*	.966	32	.387
CITIAMTATMPOST	.192	32	.004	.831	32	.000

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

From the table above, most of the calculated Test Statistics (W for S-W, D for K-S) significance value is greater than 0.05, which shows that the data related to number of credit cards, number and amount of Point of Sale transactions and number and amount of ATM transactions in pre-post demonetization of SBI, HDFC and Citibank banks is Normally Distributed.

8.7.3. Reliability Analysis: Cronbach's alpha was found to be 0.875, suggesting *Good Internal Consistency* among variables. (Table no. 5)

Table No-4: Case Processing Summary

Case Processing Summary			
		N	%
Cases	Valid	32	34.8
	Excluded	60	65.2
	Total	92	100.0
a. Listwise deletion based on all variables in the procedure.			

Table No-5: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	Number of Items
.875	31

8.7.4. Analytical Tools: The researcher has used SPSS 21 to study the Objectives and Testing the Hypotheses of the present study. The researcher has used K-S and S-W (to test Data Normality), Cronbach's Alpha (to test Data Reliability), Levene Test of Homogeneity of Variances, ANOVA, Welch's Test of Equality of Variances, Multiple Comparison - Post HOC Test Tukey (HSD) and

9. ANALYSES AND INTERPRETATION

To understand the pre-post effect of demonetization on credit card use of selected public sector, private sector and foreign bank, the researcher has analyzed collected secondary data using Inferential Analysis.

10. DATA ANALYSIS

(A) INFERENTIAL ANALYSIS

Inferential Statistics tools and techniques have been used to analyze the objectives and hypotheses of the present research study.

1. There is no significant difference in growth of number of credit cards of SBI, HDFC and Citibank. ($H_0: \mu_{SBI} = \mu_{HDFC} = \mu_{CITI}$)

To test above hypothesis, the researcher has collected secondary data related to number of credit cards issued by SBI, HDFC and Citibank from March, 2014 to June, 2019.

Table No. 6: Test of Homogeneity of Variances of Number of Credit Cards of SBI, HDFC and Citibank

Levene Statistic	df1	df2	Sig.
161.571	2	189	.000

The Calculated Levene Statistic (at df1 2 and df2 189) is 161.571, p-value is 0.000. Therefore, the null hypothesis of Homogeneity (Equal) of Variances is Rejected. Thus, the Variances are Not Equal.

Table No. 7: ANOVA Test for Number of Credit Cards of SBI, HDFC and Citibank

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2227958342248567.000	2	1113979171124283.000	556.700	.000
Within Groups	378196421584807.200	189	2001039267644.482		
Total	2606154763833374.000	191			

The Calculated Fisher Value $F_{crit}(2, 189) = 556.700$ is greater than its Critical Value 3.09 (at df1 2 and df2 189) and its Significance Value is 0.000 (i.e. $p = 0.000$), which is less than 0.05, and therefore there is a Statistically Significant Difference in Mean Length of Number of Credit Card users of SBI, HDFC and Citibank.

To support the result of ANOVA (Equality of Mean), the researcher has conducted Welch's t- test, is also called as Welch's Adjusted T, as follow.

Table No. 8: Robust Test of Equality of Means by Welch's test

Welch	Statistic ^a	df1	df2	Sig.
	2983.037	2	108.339	.000

a. Asymptotically F distributed.

In table above, calculated Welch Statistic = 2983.037 and its significance value is 0.000, shows that the assumption of Normality has maintained. Further it is proved that the Mean value of Number of Credit Card of SBI, HDFC and Citibank Deviates Significantly.

Table No.9: Multiple Comparisons - Dependent Variable: Number of Credit Cards of SBI, HDFC and Citibank (credit card users), Post Hoc Tests Tukey HSD

Dependent Variable: NOOFCC							
	(I) TOB	(J) TOB	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	SBI	HDFC	-8024085.218*	250064.945	.000	-8614820.219	-7433350.218
		CITIBANK	-2030044.640*	250064.945	.000	-2620779.641	-1439309.640
	HDFC	SBI	8024085.218*	250064.945	.000	7433350.218	8614820.219
		CITIBANK	5994040.578*	250064.945	.000	5403305.577	6584775.578
	CITIBANK	SBI	2030044.640*	250064.945	.000	1439309.640	2620779.641
		HDFC	-5994040.578*	250064.945	.000	-6584775.578	-5403305.577
Games-Howell	SBI	HDFC	-8024085.218*	305854.155	.000	-8758049.222	-7290121.214
		CITIBANK	-2030044.640*	27313.203	.000	-2094905.767	-1965183.513
	HDFC	SBI	8024085.218*	305854.155	.000	7290121.214	8758049.222
		CITIBANK	5994040.578*	305458.107	.000	5260936.659	6727144.496
	CITIBANK	SBI	2030044.640*	27313.203	.000	1965183.513	2094905.767
		HDFC	-5994040.578*	305458.107	.000	-6727144.496	-5260936.659

*. The mean difference is significant at the 0.05 level.

From the above table of Multiple Comparison (By Tukey - Highly Significant Difference and Games Howell), it is observed that the Negative Mean Difference Value is below Lower Bound and Positive Mean Difference Value is between Lower Bound and Upper Bound at 95% Confidence Interval. Further, it is concluded that there is a Statistical Significant Mean difference between SBI-HDFC, SBI-Citibank, HDFC-SBI, HDFC-Citibank, Citibank-SBI and Citibank-HDFC, in growth of i.e. number of credit card of SBI, HDFC and Citibank bank.

Table No.10: Number of Credit Cards of SBI, HDFC and Citibank - Homogeneous Subsets Tukey HSD^a

NOOFCC					
	TOB	N	Subset for alpha = 0.05		
			1	2	3
Tukey HSD ^a	SBI	64	476888.34375000		
	CITIBANK	64		2506932.98437500	
	HDFC	64			8500973.56250000
	Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 64.000.

The above table, Homogeneous Subsets Tukey HSD, shows the Significant difference in number of credit card of SBI, HDFC and Citibank.

Therefore, the Alternate Hypothesis, “There is a significant difference in growth of number of credit cards of SBI, HDFC and Citibank”, is accepted. ($H_0: \mu_{SBI} \neq \mu_{HDFC} \neq \mu_{CITI}$) (It is Accepted)

- There is no significant difference in number of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.

To test above hypothesis, the researcher has collected secondary data related to number of point of sale transactions of credit card of SBI, HDFC and Citibank from March, 2014 to October, 2016 (pre-demonetization) and November, 2016 to June, 2019 (post-demonetization).

Table No. 11: Paired Sample Statistics of Number of Point of Sale Transactions

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SBINOPOSPRE	8515174.59375000	32	2168519.847520064	383343.772329764
	SBINOPOSPOST	20130454.00000000	32	4419212.809225023	781213.836227367
Pair 2	HDFCNOPOSPRE	19866331.96875000	32	3635049.991971663	642592.124818817
	HDFCNOPOSPOST	36814829.81250000	32	5050125.918065777	892744.570627563
Pair 3	CITINOPOSPRE	10471837.18750000	32	1386033.303452406	245018.386955397
	CITINOPOSPOST	18914881.34375000	32	1600018.746267350	282846.026377810

A paired t-test was run on a secondary data related to Number of Point of Sale transactions of credit card users of SBI, HDFC and Citibank to determine whether there was a statistically significant Mean ($\mu_0 =$ or $\mu_a \neq$) difference in pre-post demonetization period. It is observed from the table above that the (Mean) Number of Point of Sale Transactions of sample bank has increased (more than double of SBI and one-and-half times of HDFC and Citibank) in post-demonetization. This shows positive impact of demonetization on Number of Point of Sale Transactions through credit card.

Further to support above result, the researcher has found **t-Statistic** for the data related number of point of sale transactions of SBI, HDFC and Citibank during pre-post demonetization.

Table No. 12: Paired Sample t-Statistics and result of 2-tailed test of Number of Point of Sale Transactions

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 SBINOPOSPRE - SBINOPOSPOST	-11615279.406	2530305.665	447299.073	-12527551.881	-10703006.931	-25.968	31	.000
Pair 2 HDFCNOPOSPRE - HDECNOPOSPOST	-16948497.843	2554136.027	451511.726	-17869362.080	-16027633.606	-37.537	31	.000

Pair 3 CITINOPOSPRE - CITINOPOST	-8443044.156	1302961.616	230333.248	-8912811.914	-7973276.398	-36.656	31	.000
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The table above shows, 2-tailed t-statistic related to Number of Point of Sale transactions of credit card users of SBI, HDFC and Citibank during pre-post demonetization. It (Mean Value for SBI, HDFC and Citibank lies between Lower and Upper Bound Level at 95% Confidence Interval. It shows acceptable range of data set.) shows statistically significant increase in Number of Point of Sale Transactions during pre-post demonetization.

The |t-statistic| (31) = 25.968 (SBI), 37.537 = (HDFC) and 36.656 = (Citibank) $\geq$ 2.045 (table value) and its p-value = 0.000 < 0.05.

However, increase in Number of Point of Sale transactions of HDFC found to be greater than that of the SBI and Citibank in post demonetization period.

Therefore, the Alternate Hypothesis, “There is a significant difference in number of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period”, is accepted. (It is Accepted)

- There is no significant difference in amount of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.

To test above hypothesis, the researcher has collected secondary data related to amount of point of sale transactions of credit card of SBI, HDFC and Citibank from March, 2014 to October, 2016 (pre-demonetization) and November, 2016 to June, 2019 (post-demonetization).

Table No. 13: Paired Sample Statistics of Amount of Point of Sale Transactions

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SBIAMTPOSPRE	22834.11451719	32	6078.082049691	1074.463258486
	SBIAMTPOST	72252.63150938	32	19262.457893336	3405.153649675
Pair 2	HDFCAMTPOSPRE	58329.32883844	32	11634.803962175	2056.762194857
	HDFCAMTPOST	123295.75631594	32	25818.568832397	4564.121275480
Pair 3	CITIAMTPOSPRE	28494.24986656	32	3875.921417816	685.172579471
	CITIAMTPOST	42007.44060281	32	3876.869576252	685.340191786

A paired t-test was run on a secondary data related to Amount of Point of Sale transactions of credit card users of SBI, HDFC and Citibank to determine whether there was a statistically significant Mean ($\mu_0 =$ or $\mu_a \neq$) difference in pre-post demonetization period. It is observed from the table above that the (Mean) Amount of Point of Sale Transactions of sample bank has increased (more than double of SBI, HDFC and Citibank) in post-demonetization. This shows positive impact of demonetization on Amount of Point of Sale transactions through credit card.

Further to support above result, the researcher has found **t-Statistic** for the data related amount of point of sale transactions of SBI, HDFC and Citibank during pre-post demonetization.

Table No. 14: Paired Sample t-Statistics and result of 2-tailed test of Amount of Point of Sale Transactions

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 SBIAMTPOSPRE - SBIAMTPOST	-49418.516	14222.237	2514.160	-54546.180	-44290.853	-19.656	31	.000
Pair 2 HDFCAMTPOSPRE - HDFCAMTPOST	-64966.427	16434.248	2905.192	-70891.605	-59041.248	-22.362	31	.000
Pair 3 CITIAMTPOSPRE - CITIAMTPOST	-13513.190	3670.059	648.781	-14836.388	-12189.993	-20.829	31	.000

The table above shows, 2-tailed t-statistic related to Amount of Point of Sale transactions of credit card users of SBI, HDFC and Citibank during pre-post demonetization. It (Mean Value for SBI, HDFC and Citibank lies between Lower and Upper Bound Level at 95% Confidence Interval. It shows acceptable range of data set.) shows statistically significant increase in Amount of Point of Sale Transactions during pre-post demonetization.

The |t-statistic| (31) = 19.656 (SBI), 22.362 = (HDFC) and 20.829 = (Citibank) $\geq$ 2.045 (table value) and its p-value = 0.000 $<$ 0.05.

However, increase in Amount of Point of Sale transactions of HDFC found to be greater than that of the SBI and Citibank in post demonetization period.

Therefore, the Alternate Hypothesis, “There is a significant difference in amount of point of sale transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period”, is accepted. (It is Accepted)

4. There is no significant difference in number of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.

To test above hypothesis, the researcher has collected secondary data related to number of ATM transactions of credit card of SBI, HDFC and Citibank from March, 2014 to October, 2016 (pre-demonetization) and November, 2016 to June, 2019 (post-demonetization).

Table No. 15: Paired Sample Statistics of Number of ATM Transactions

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SBINOATMPRE	73259.96875000	32	15147.030592601	2677.642011717
	SBINOATMPOST	123160.71875000	32	24451.649203874	4322.481740813
Pair 2	HDFCNOATMPRE	140954.21875000	32	32626.287723675	5767.567323588
	HDFCNOATMPOST	168914.37500000	32	26330.076090882	4654.543838255
Pair 3	CITINOATMPRE	54836.71875000	32	3659.002139967	646.826306387
	CITINOATMPOST	40740.06250000	32	2936.752825360	519.149459370

A paired t-test was run on a secondary data related to Number of ATM transactions of credit card users of SBI, HDFC and Citibank to determine whether there was a statistically significant Mean ($\mu_0 =$ or $\mu_a \neq$) difference in pre-post demonetization period. It is observed from the table above that the (Mean) Number of ATM Transactions of sample bank has increased (one-half times in SBI, HDFC and Citibank) in post-demonetization. This shows positive impact of demonetization on Number of ATM transactions through credit card.

Further to support above result, the researcher has found **t-Statistic** for the data related number of ATM transactions of SBI, HDFC and Citibank during pre-post demonetization.

Table No. 16: Paired Sample t-Statistics and result of 2-tailed test of Number of ATM Transactions

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 SBINOATMPRE - SBINOATMPOST	-49900.750	16748.496	2960.743	-55939.226	-43862.273	-16.854	31	.000
Pair 2 HDFCNOATMPRE - HDFCNOATMPOST	-27960.156	21152.730	3739.309	-35586.529	-20333.783	-7.477	31	.000
Pair 3 CITINOATMPRE - CITINOATMPOST	14096.656	4557.527	805.664	12453.492	15739.820	17.497	31	.000

The table above shows, 2-tailed t-statistic related to Number of ATM transactions of credit card users of SBI, HDFC and Citibank during pre-post demonetization. It (The Mean Value for SBI, HDFC and Citibank lies between Lower and Upper Bound Level at 95% Confidence Interval. It shows acceptable range of data set.) shows statistically significant increase in Number of ATM transactions during pre-post demonetization.

The |t-statistic| (31) = 16.854 (SBI), 7.477 = (HDFC) and 17.497 = (Citibank) $\geq$ 2.045 (table value) and its p-value = 0.000 $<$ 0.05.

However, increase in Number of ATM transactions of SBI found to be greater than that of the HDFC and Citibank in post demonetization period.

Therefore, the Alternate Hypothesis, “There is a significant difference in number of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period”, is accepted. (It is Accepted)

5. There is no significant difference in amount of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period.

To test above hypothesis, the researcher has collected secondary data related to amount of ATM transactions of credit card of SBI, HDFC and Citibank from March, 2014 to October, 2016 (pre-demonetization) and November, 2016 to June, 2019 (post-demonetization).

Table No. 17: Paired Sample Statistics of Amount of ATM Transactions

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SBIAMTATMPRE	348.56117954	32	106.411783502	18.811123428
	SBIAMTATMPOST	470.01843750	32	104.278600103	18.434026316
Pair 2	HDFCAMTATMPRE	837.55781250	32	163.935272233	28.979935668
	HDFCAMTATMPOST	908.22531250	32	196.892325314	34.805974598
Pair 3	CITIAMTATMPRE	332.72406250	32	17.657861972	3.121498485
	CITIAMTATMPOST	230.13531250	32	29.562085022	5.225887696

A paired t-test was run on a secondary data related to Amount of ATM transactions of credit card users of SBI, HDFC and Citibank to determine whether there was a statistically significant Mean ($\mu_0 =$ or $\mu_a \neq$) difference in pre-post demonetization period. It is observed from the table above that the (Mean) Amount of ATM Transactions of sample bank has increased (one-half times in SBI, HDFC and decrease in Citibank) in post-demonetization. This shows positive impact of demonetization on Amount of ATM transactions through credit card.

Table No. 18: Paired Sample t-Statistics and result of 2-tailed test of Amount of ATM Transactions

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 SBIAMTATMPRE - SBIAMTATMPOST	-121.457	112.589	19.903	-162.050	-80.864	-6.102	31	.000
Pair 2 HDFCAMTATMPRE - HDFCAMTATMPOST	-70.667	119.495	21.123	-113.750	-27.584	-3.345	31	.002
Pair 3 CITIAMTATMPRE - CITIAMTATMPOST	102.588	27.005	4.773	92.852	112.325	21.489	31	.000

The table above shows, 2-tailed t-statistic related to Amount of ATM transactions of credit card users of SBI, HDFC and Citibank during pre-post demonetization. It (The Mean Value for SBI, HDFC and Citibank lies between Lower and Upper Bound Level at 95% Confidence Interval. It shows acceptable range of data set.) shows statistically significant increase in Amount of ATM transactions during pre-post demonetization.

The |t-statistic| (31) = 6.102 (SBI), 3.345 = (HDFC) and 21.489 = (Citibank) $\geq$ 2.045 (table value) and its p-value = 0.000 $<$ 0.05.

However, increase in Amount of ATM transactions of SBI found to be greater than that of the HDFC and Citibank in post demonetization period.

Therefore, the Alternate Hypothesis, “There is a significant difference in amount of ATM transactions of SBI, HDFC and Citibank credit card users in pre-post demonetization period”, is accepted. (It is Accepted)

11. SIGNIFICANCE OF THE STUDY

1. The present research study will be useful to understand the concept of credit card and its use.
2. The present study will be useful to understand the meaning of demonetization policy its causes, ways and its impact globally.
3. The present study will be helpful to understand the impact of demonetization on credit card use of SBI, HDFC and Citibank.
4. It will be helpful to study and understand the growth (number) of credit card, number and amount of point of sale transactions and number and amount of ATM transactions of SBI, HDFC and Citibank.

5. It will be beneficial to sample banks to promote the use of credit card for various purposes and at different places.

12. LIMITATIONS OF THE STUDY

Following are the limitations of the study;

1. The study is limited to banking-financial product credit card only.
2. Other plastic card-money like debit card, reward card, prepaid card is not a part of study.
3. Other e-banking services like NEFT, RTGS etc. have not covered in the present study.
4. The present research study is restricted to sample banks only.
5. There is no enough research done in the area under study, hence the researcher as taken up present study to make inferences to be drawn on the basis of exhaustive references.

13. RECOMMENDATIONS AND SUGGESTIONS

From the present study, it has been observed that the credit card is a very secondary financial services providing product after debit card, which reduces the risk of carrying cash and balance demand-supply of money in circulation and thereby providing convenience to users.

1. Bank should timely create awareness about changes in credit card services and charges.
2. Bank should expand their payment mechanism and acceptance networks.
3. The fees charged on credit card use at the and/or other bank ATM should be made reasonable or reduced.
4. The bank should increase the number and withdrawal limit.
5. For wrong credit card data input and transaction details, reversal and/or corrections procedure should be simplified, made easy and quick.
6. There should be provision for lower denomination currency at ATM.
7. Security concern and anti-hacking measures must be undertaken by banks to promote On-line Transactions using credit card.
8. The government should take initiative to make people aware about the use and benefits of using plastic cards - debit cards, credit cards etc.

14. CONCLUSION

The data related to SBI, HDFC and Citibank credit card has been collected, studied and analyzed. It is observed that the use of credit card at point of sale and ATM has increased. Demonetization results into more use of plastic money. The study shows the incremental growth of credit card of SBI, HDFC and Citibank. It is also observed that there is significant difference in growth of number of credit card of SBI, HDFC and Citibank. However, such growth found to be greater in HDFC bank than that of the SBI and Citibank. Further, it is observed that there is statistically significant difference in number and amount of point of sale transactions of SBI, HDFC and Citibank. However, the number of point of sale transactions found to be doubled in SBI and one-and-half times in HDFC and Citibank in post demonetization. The amount of point of sale transactions found to be doubled in SBI and HDFC bank and one-and-three-fourth in Citibank in post-demonetization. Further, the result shows slight increase in number and amount of ATM transactions of SBI and HDFC bank. However, number and amount of ATM transactions through credit card of Citibank found to be reducing. Thus, the present research study shows positive impact of demonetization on use of credit card, to make an economy digi-tech-savvy. The study concludes with suggestions not only to banks but also to government to expand credit card acceptance networks, anti-hacking and security concerns to motivate the use of credit card over the internet, discounts and promotional facilities, tie up credit cards in e-wallets and e-payment applications, timely network and server supports and its technical synchronization and many more.

15. SCOPE FOR THE FUTURE RESEARCH

1. A similar study can be conducted considering specific geographic location like Mumbai region etc.
2. A similar study can be conducted on other banking products like debit card and e-banking services like m-banking, e-wallets etc.
3. A comparative study on debit card in rural area and urban area can be conducted.
4. A comparative study on credit card issued by banks in same sector can be conducted.

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AN ANALYTICAL STUDY OF AGRICULTURAL TRADE IN INDIA

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ABSTRACT

Agriculture trade is one of the important parts of the Indian economy. India has undergone rapid transformation in the reform process. The policies of globalization and liberalization have opened up new avenues for agricultural trade. Due to its importance in national output and employment, agriculture was paid special attention by India's policy makers. The main objectives of this paper are to examine the growth of Agricultural trade of India and challenges before Agricultural trade of India. In this paper to fulfill this objective researcher has used secondary data pre and post reform era. In this paper used different statistical techniques such mean, CAGR and independent t test for outcomes of the result. This paper concluded that after the reform period several challenges have surfaced in Indian agriculture trades which are becoming more and more severe with the passage of time as well as total Agricultural trade share of India has more as compare to post reform period but in case of growth rate there has various ups and downs in total study period.

Keywords: Agriculture, Growth, Foreign trade, Export, Import, Reform era.

1. INTRODUCTION

Agriculture is the dominant sector of Indian economy, which determines the growth and sustainability. About 65 per cent of the population still relies on agriculture for employment and livelihood. The contribution of agricultural sector to national Gross Domestic Product (GDP) has continued to decline over the years, while that of other sectors, particularly services and has increased. In the recent decades, there have been substantial changes in the patterns of production, consumption, and trade in Indian agriculture. One is the shift in production and consumption from food grains to high-value agricultural commodities such as fruits and vegetables, milk and milk products, meat, eggs, fish, and processed food products. Trade in high-value products is increasingly displacing exports of traditional commodities, such as rice, sugar, tea, coffee, tobacco, etc. "Agriculture has been a source of foreign exchange for India in the past. Most of the export earnings of agriculture came from the conventional items such as tea, cashew and spices" (Thomas & Sheikh, 2011, p.92). "Before the advent planning in India main export were primary goods like jute, tea, cotton, hides and skins, manganese ores, mica etc while the manufactured products constituted the bulk of imports "(Misra & Puri, 2011, p 467). These exports are dependent on domestic demand, government policy, and competitiveness of production in international market besides other factors affecting international trade. Agricultural export has been the bone of India's export efforts and it was expected that its contribution would increase in future to propel India's export growth. The export growth depends not only on domestic production and distribution situation, but also on number of external factors like world economic scenario, prices of Indian exports in relation to world prices, exchange rates, and inflation rates in competing countries and taxes and subsidies on exports and imports.

2. REVIEW OF LITERATURE

Prakash et al (1995) examine the impact of new economic policy on agricultural exports. He examined the contribution of agricultural exports in total exports, the share of India in the global production and export of agricultural commodities, the changing compositions of major exportable commodities over time, major steps of liberalization in agricultural export import policy, to identify the newly emerging agricultural commodities having vast potential for steady exports and to suggest a strategy for realizing full export potential of agricultural commodities. **Kehar Singh et al (2003)** study the prospects of agricultural exports of India using composite index approach. The study is based on the analysis time series data of export value and export quantum from 1980 to 2001. The study reveals that – coffee green, coffee extract, groundnuts, shelled milled paddy, rice, pepper, potatoes have bright prospects, bananas, beef and veal, buffalo meat, cake of rape seed, cotton waste, ghee from cow milk, hen eggs, infant food, lentils, oil of castor beans, oranges, sesame seed, tobacco leaves and walnuts shelled have also been visualized to have positive prospects **Deepika (2004)** has to study on trade scenario in agriculture and its implication. She studied trade policies of nature and extent of liberalization in agricultural trade. She is measuring protective trade policies in agricultural and domestic and world prices as well as used agricultural price index for calculation. **Malhotra Neena (2008)** she has examined Growth, structure and Instability of Agricultural exports and Imports of India. Researcher told that the ratio of exports to imports has improved over time and the fear that liberalization will adversely affect agriculture. She

observed that in their paper import of the commodities more diversified affect liberalization period and India has more imported are the edible oils, fertilizers and fertilizer manufacture. **Thomas S. & Sheikh W. (2011)** they have studied on Growth and composition of Indian Agricultural Exports during reform era. They explore the growth performance of India's agricultural exports from 1991-92 to 2009-10 using compound annual growth rate and percentage share in total export of Indian as well as gross domestic product. Their study also examined the changing dynamics of the contribution of individual group of commodities in the basket of agricultural export. It concludes that Indian as well as world agricultural sectors is continuously increased and very large changes brought about by a number of internal and external

Above review of literature reveals that many of studies pertaining to agriculture trade especially have focused on a specific commodity of exports their growth performance, policies as well as examine the share in total export in the post reform era but none of the reviewed literature is examining the agricultural export and import of India in pre reforms era and post reforms era in large period an analytical form.

3. STATEMENT OF THE RESEARCH PROBLEM

After the reform period there has been shifting changes in Agricultural trade of India. However the policies of globalization and liberalization have opened up new avenues for agricultural modernization but several challenges have suffered in Indian agriculture in case of the growth rate has turned lower than the growth in population as well as domestic prices of several commodities have turned higher than international price. This study addresses the observed slow growth of the agricultural sector and share is also minimize since 1991 as compare to the total trade of India.

4. OBJECTIVES OF THE STUDY

1. To examine the growth of Agricultural trade in India.
2. To study the challenges before Agricultural trade in India.

5. HYPOTHESIS OF THE STUDY

H_0 : There is no significant growth of Agricultural trade of India in the post reform period than the pre reform period.

H_1 : There is significant growth Agricultural trade of India in the post reform period than the pre reform period.

6. RESEARCH METHODOLOGY

The entire data used for the present study have been obtained from the secondary sources. The data has consisted of Agricultural trade of India through the publications such as economic surveys government of India, Handbook of Statistics on the Indian Economy. Reserve Bank of India, Directorate of Economics and Statistics (DES), Ministry of Agriculture etc. The secondary data collected in time series from the year 1980-81 to 1990-91 and 1991-92 to 2014-15. The researcher has used different statistical tools such as Mean, standard deviation, percentage share and Compound annual growth rate for the data analysis and interpretation. The researcher has used independent t test for testing the hypothesis for outcome the result.

7. RESULT AND DISCUSSION

In this paper researcher has classified in to two parts, the data has been divided in Agricultural trade and challenges before Agricultural trade of India.

A. Total Agricultural Trade of India

Table-1: Total Agricultural Trade of India in Pre reforms period

Year	Total Agricultural Trade	Total Volume of foreign trade	Percentage Share
1980-81	2941.84 [13.34]	19259.71 [23.77]	7.76
1981-82	3536.52 [20.21]	21413.9 [11.18]	16.52
1982-83	3383.1 [-4.34]	23096.36 [7.86]	14.65
1983-84	4500.22 [33.02]	25601.71 [10.85]	17.58
1984-85	4432.62 [-1.50]	28877.68 [12.80]	15.35
1985-86	4628.13 [4.41]	30552.59 [5.80]	15.15

1986-87	4658.73 [0.66]	32547.95 [6.53]	14.31
1987-88	4799.13 [3.01]	37917.66 [16.50]	24.92
1988-89	5388.93 [12.29]	48466.5 [27.82]	7.11
1989-90	5675.57 [5.32]	62986.42 [29.96]	9.01
1990-91	7017.3 [23.64]	75750.49 [20.26]	14.48
Mean	4632.92	36951.91	12.54
SD	1142.54	18213.81	
CV	24.66	49.29	
CAGR	7.36	13.87	

Source: Calculated on the basis of data given in various issues of Economic survey Report, GOI, 1981-1982 to 1986-1987 and Handbook of Statistics on the Indian Economy, RBI, 2000-2001 to 2005-06.

Note: bracket [] Values are related to Annual Growth Rate of commodity.

Table 1 show that the total agricultural trade of India in pre reform period. The total trade share of agricultural has only 12.54 percent in total foreign trade as well as the growth rate has been ups and downs due to changing the trade scenario in the modernization of techniques. It also shows that there is very consistence growth with coefficient of variation 24.66 percent as compare to total foreign trade i.e.49.29 percent. The compound annual growth was 7.36 percent only in pre reform period due to variables like less adequate technology, attitude of the farmers.

Table-2: Total Agricultural Trade of India in Post reforms period

Year	Total Agricultural Trade	Total Volume of foreign trade	Percentage Share
1991-92	8572.05 [22.16]	91892 [10.40]	9.33
1992-93	10549.46 [23.07]	117063 [27.39]	9.01
1993-94	13657.25 [29.46]	142852 [22.03]	9.56
1994-95	16861.82 [23.46]	172645 [20.86]	9.77
1995-96	23587.5 [39.89]	229031 [32.66]	10.30
1996-97	28672.27 [21.56]	257737 [12.53]	11.12
1997-98	30139.16 [5.12]	284276 [10.30]	10.60
1998-99	36006.73 [19.47]	318084 [11.89]	11.32
1999-2000	34774.27 [-3.47]	374797 [17.83]	9.28
2000-01	33881.39 [-2.57]	434444 [15.91]	7.80
2001-02	37888.59 [11.83]	454218 [4.55]	8.34
2002-03	44141.44 [16.50]	552343 [21.60]	7.99
2003-04	48735.83 [10.41]	652475 [18.13]	7.47
2004-05	52027.61 [6.75]	876405 [34.32]	5.94
2005-06	57403.19	1116827	5.14

	[10.33]	[27.43]	
2006-07	76823 [33.83]	1412285 [26.46]	5.44
2007-08	92730 [20.71]	1668176 [18.12]	5.56
2008-09	103532 [11.65]	2215191 [32.79]	4.67
2009-10	126895 [22.57]	2209270 [-0.27]	5.74
2010-11	150641 [18.71]	2826389 [27.93]	5.33
2011-12	235436 [56.29]	3811422 [34.85]	6.18
2012-13	298499 [26.79]	3133961 [-17.77]	9.52
2013-14	327424 [9.69]	4608364 [47.05]	7.10
2014-15	276956 [-15.41]	4631075 [0.49]	5.98
Mean	90243.11	1357968	6.65
SD	94728.36	1459354	
CV	104.97	107.47	
CAGR	14.24	18.88	

Source: Calculated on the basis of data given in various issues of Handbook of Statistics on the Indian Economy, RBI, 2000-2001 to 2014-15.

Note: bracket [] Values are related to Annual Growth Rate of commodity.

Table 2 gives the total agricultural trade of India in total foreign trade of India in post reforms period. In the annual growth rate of agricultural trade various ups and downs shows in the table due to the corresponding changes of the consumption pattern and may be the shortage of the agricultural production. The total trade of agricultural has minimizes as compare to total trade of India i.e. the total trade was Rs. 1357968 crore and agricultural trade Rs.90243.11 crore with compound annual growth 18.88 and 14.24 percent respectively. It's also shows that only 6.65 percent share of agricultural trade in total trade as well as there are very inconsistency growths of agricultural trade due to variation in data and shifted dramatically in post reform period.

B. Challenges before Agricultural Trade in India

The above analysis point of view there is a significant growth in the agriculture trade in India in the post reform period as compared to pre reform period. But the percentage share of the agriculture trade has been declined in the post reform period hence there is need to find out the challenges before India's agriculture trade. The following are the challenges have been found in the present study.

1. Sustainable and Innovative farming

Various innovative farming has been set up to meet the challenges of food shortage, natural hazards and poverty in India. In order to face the climatic challenges, new market controlled agricultural trade. Similarly greenhouse technology and poly house farming has enhanced farm productivity but cost efficiency, absence of insecticides and pesticides and with temperature controlled atmosphere is very difficult so it's affected on the agricultural trade.

2. Dependency on Nature

Agriculture farming in India is largely depend on rain fed and therefore, heavily relies on nature. Factors like excessive monsoon or deficient rainfall, extremely hot and dry weather. Droughts have direct effect on the performance of the agricultural crop and their quality. It's directly affected for the production of agricultural commodity so that its big challenges in front of Indian Agricultural farming.

3. Price Fluctuation

The demand of agriculture commodities in international markets have consistently flexible. The reason of decreasing the valuation of the Indian rupee, low quality products, maximum of the suppliers have sale lower price as compared domestic markets (dumping), insufficient facility of storage and warehouses and shortage of goods are major problems faced by exporters at the time of international trade.

4. Documentation Process

Most of the Indian farmers are rural areas so there is illiterate when the documentation process is doing in the trading process they have face the challenges regarding Inspection certificate, insurance certificate, documentary fraud, difficulty in getting license certificate and differences in laws, long time process of clearance banking documentations and conversion of currencies.

5. Diversification of market

For penetrating new markets and sustaining the level of exports as per the requirements of the importing countries as well as quality up gradation and certification is of utmost importance in the development of exports are also difficult challenges to the exporter and importer in India. Therefore, awareness of various products in terms of quality, variety and price have to be different each country.

8. HYPOTHESIS TESTING

H_0 : There is no significant growth of Agricultural trade of India in the post reform period than the pre reform period.

H_1 : There is significant growth Agricultural trade of India in the post reform period than the pre reform period.

Table-3: Analysis of Independent Two Sample t-tests

Sr. No.	Variables	Pre Mean (S.D.)	Post Mean (S.D.)	d. f.	t value	table Value	Sig. (two tailed)	Results
1	Total Agricultural Trade Volume	4,632.92 (1,142.54)	90,243.11 (96,765.76)	33	2.910	1.645	0.006	Rejected H_0

d. f. = Degree of Freedom, S.D. =Standard deviation, P-value = Probability value

At 5% level of significance the p-values of total Agricultural trade in the post reforms era as compared to pre reforms era corresponding to above t-statistic is 0.006 as well as the table value is less than calculated t-value Hence the null hypothesis is rejected and alternative hypothesis is accepted which means there is significant growth Agricultural trade of India in the post reform period than the pre reform period.

9. FINDINGS

1. The total Agricultural trade share of India has only 12.54 percent in total foreign trade as well as the growth rate various ups and downs in pre reform period.
2. The total trade of agricultural has minimizes as compare to total trade of India i.e. the total trade was Rs. 1357968 crore and agricultural trade Rs.90243.11 crore with compound annual growth 18.88 and 14.24 percent respectively in post reform period.
3. After the reform period the total agricultural trade share has been shows only 6.65 percent as compare to the pre reform period i.e. 12.54 percent.
4. It is observed that the trade of agricultural growth was very inconsistence in post reform period as compare to pre reform period due to diversification of the trade pattern.

10. SUGGESTIONS

1. It is need for change in the cropping pattern and agro based industries for production of oil to reduce that import of this commodities and Government should provide appropriate facilities in the domestic market.
2. The share of Agricultural foreign trade have been decreasing in export during reform period but it is understandable that the agricultural sector, insulted for a long time from world market, so it's need to be promoted this sector through modernization, green revolution and agro based industrialization program and implementing them.
3. In India has a large potential to increase agricultural exports so first it needs to undertake large infrastructure investment in agriculture and agro processing industries and research and development.
4. It should develop the distribution system in India to improve agricultural trading Activity i.e. transportation, Warehousing etc to the importers and exporters of the state.
5. It is need for agriculture market information system in problems solving and decision making as well as gathering, processing, storing to improve marketing exchange.

11. CONCLUDING REMARKS

The overall research paper has concluded that the Agriculture trade is different from industry trade and plays a significant role in the economic development of a nation. India's prosperity depends upon the agricultural prosperity. There are many kinds of agricultural products produced in India and the marketing of all these farm products generally tends to be a complex process. This is an indicate of this study agriculture trade is very low compare to national foreign trade. The averagely agricultural trade has been increasing the reform period but as compare to pre reform period the share has declining in the post reform process. The agricultural sector contribution is important for the India economy for making powerful and stable Indian economy.

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DIGITAL MEDIA FOR SKILL DEVELOPMENT

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ABSTRACT

The digital divide is a demonstration of exclusion, poverty and inequality, and in some economies, due to poorly performing digital skilling programs and socio-cultural norms, women are denied equal access to digital services. Digital skills provide a catalyst for the poor to empower themselves in the cycle of poverty. Developing countries need a Tri-Digital Digital Skills Strategy: identify skills needed for employment, develop a complete digital skills development strategy and address the social and cultural norms through which these skills and systems are mediated. There are three levels of digital skills, viz. Literacy, fluency and dominance. If one is a digital literate, they are able to perform basic tasks using many technical tools. A digitally fluent user is more digitally capable than a digital literate user because the user is capable of multiple information analytics and processing. One gains a level of digital mastery, when one is able to fully utilize various digital tools at his disposal and be able to create new digital content. This three-layered creative approach, supported by the OECD, identifies ICT generalization skills, ICT specialist skills and ICT complementary skills that combine and assess sensory experience. The main difference is that complementary skills are needed to replace existing work using ICT media. To become proficient, a degree of digital fluency and mastery is required. This research paper will definitely help to understand the digital technology for skilling Indian man force to enrich income and employment opportunities.

Keywords: Digital India, Skill India, Education, Economy

INTRODUCTION

More than half of the 1.3 billion population is under 25 years of age. The average age of India's population up to 2 would be 28, compared with years 30 years in the US and years 35 in Europe and years 40 in Japan. India's demographic dividend can be troubling, rather than a source of development, for the country to strive for adequate employment opportunities and prepare young workers adequately. India is the fastest growing economy in the world. India's distribution of growth benefits is highly concentrated; however, 1 percent of the population is 22 percent of national income and only 15 percent of the bottom 50 percent. To achieve equitable development for India, one of the requirements is to enable the development of workers with employment skills and knowledge that can contribute and benefit the development of the country effectively. It is predicted that the labor market will have 4.46 million new entrants by the end of 2015. India's skills are poor and education is a challenge. Currently the youth unemployment rate (15-24) is 10.1 percent. Importantly, 43 percent of India's youth do not get jobs, education or training. India has to deal with immense work in preparing the workforce. Three things are needed in particular - meaningful industry participation in skills training programs, a clear standard and certification system, and properly designed and implemented long-term skill development plans to ensure proper and essential skills are being taught. There are several skill initiatives, including industrial training institutes (ITIs), vocational training institutes for women, general training directors (DGTs) and basic training centers and private training institutes run by private companies or government-related instruction centers. General Chat Lounge Training, vocation Bachelor (BVOC) and Diploma (DVOC) human resources received from several Ministries and Departments of the Central Government, such as Prime Minister's Skill Development Scheme (PMKVY), Agriculture, Housing and Poverty Alleviation, Women and Child Development, Commerce and Industry. Through the Ministry of Resource Development, among others. Even with such multidisciplinary efforts, India has provided only 4.69 percent of the total workforce (age group of 15-59 years) of about 487 million people in India. Specifically, a report released last month by Team Lease Services showed that only 18 percent of students who took part in vocational education courses got jobs, only 7 percent of them in the formal field. Further studies should be done by the government to evaluate vocational education and training in the country.

OBJECTIVES OF THE STUDY

- To study Skill development in India
- To study digital India
- To study role of Digital Media in Skill Development
- To give Suggestions for use of Digital Media

DIGITAL SKILLS

Training developing groups to achieve digital literacy status is crucial for the developing economy, but most value-added training enables people to integrate such tools into their daily activities seamlessly. Thus, the long-term need for mastery in any digital skilling strategy and the ability to apply such complementary skills in other fields must be considered. At least, the ICT for the entry-level job required in modern-day economies. General skills are required to use technology for commercial purposes. These are general and routine tasks related to information and computer skill sets. Depending on the sophistication of the task, intermediate or specialist jobs require ICT specialist skills, including programming, developing applications and managing networks. Those who have mastered these tools have ICT complementary skills as they integrate and apply their skills in problem solving and communication.

SIGNIFICANCE OF DIGITAL SKILLS

Key skills are needed, especially in developing countries with general entry-level skills linked to the set of information and computer skills. These skills are considered gateway skills, enabling better entry level skills in education in areas such as media, communication and technology. The acquisition of such digital skills, in addition to South African secondary education (Spall, I), equips education to relieve poverty and gain access to semi-proficiency opportunities, vocational training or universities. Lack of such skills refuses teachers at this crucial starting point to gain access to formal employment. Develop a complete skill upgrade strategy. The challenge for all policy makers is to decide how to ensure that the policy is agile to respond to the fast pace of the changing needs of employers. The level of expertise required in the digital economy keeps pushing forward, as the minimum standards presented for the purpose of digital education standards need to be realized through a dynamic and committed standard-setting body. The standard-setting body of digital skills is needed. The Certificate of Skills accredited by employers and higher education institutions is required. Such certification must be supported by an internationally recognized standard setting body that understands the fluid nature of digital skills and business needs. It is important to know that digital skills can become increasingly obsolete due to advances in business vision and technology. Training programs and school courses need to be more agile and responsive to this fluid situation. In South Africa, it was found that there is a connection between the admission requirements of higher education programs and the computer applications technology provided in secondary schools. Greater alignment is required. Emerging and developing economies must develop and adopt a holistic digital skills improvement strategy.

STRATEGY OF DIGITAL SKILLING

- Developing relevant skills,
- Ensuring the supply of skills,
- Ensuring that the skills are used effectively.

These dimensions indicate the need for long-term skill planning and effective use of the skills created by the training program. Essential elements of a skills policy will include:

Skills Certificate and Standards with Measurement Indicators for Digital Skills Continuous training and skills program Specific targeted coping strategies for women, older, neglected groups. The OECD further argues that such levels of digital skills should be made available to students through compulsory education. To make this happen, member states must reduce school dropout, target grade-recurrence, and promote better practices in schools. However, not all schools in the emerging and developing economies provide digital training to learners, and in addition, such training may not be compulsory if available. Dropout rates are high, school quality and infrastructure are poor, and girls are often not attending school due to a combination of social and cultural norms. Out-of-school professional digital skills should be trained to bridge the gap between girls' emerging and developing economies. Internationally, it has been found that ICT-based jobs often require the skills provided by the middle school but less than the education offered at universities. It suggests the need to balance employer demands with courses offered through middle schools, vocational training facilities and digital training programs. Among others, core skills have been impaired, but many areas include information, documents, and computer use if they are lacking. In addition, jobs at intermediate-level jobs in Canada appear to be in high demand, but they are not well-trained. In the USA, the mediator Effective management of digital skills training programs In South African secondary schools, a curriculum for final years provides "Computer Application Technology" (CAT) as a subject for 5th to 4th grades (South African Basic Education Department, Only students who choose this stream are trained in basic ITC skills. The CAT topic provides training in solution development, system technologies, network technologies, Internet technologies, information management and the social implications of ICT use. Despite the relevance of this course, many schools cannot

provide such training due to lack of facilities. To give this program to a school, the school needs a computer, network printer, trained instructor, software, hardware maintenance plan, internet connectivity, and basic facilities needed to insure the theft of insurance theft. There are costs associated with each of these requirements, which are often not affordable in poor schools. Thus, a holistic approach is needed to ensure that more schools will be able to provide this type of training.

ICT for Skill Developments

Response to socio-cultural norms in some developing countries, the influence of ICT is not primarily gender-neutral due to underlying socio-cultural norms and beliefs. In these cases, men access employment, education and income tools and opportunities. However, as Hilbert suggests, a comprehensive digital skills training program may provide young girls with the opportunity to access relevant core skills that are valued by employers. Hilbert's findings in Latin America and Africa have shown that women are more likely to embrace digital equipment than men if given the opportunity to access such tools. In other words, women who are equipped with the provision of admissions and related skills have a good chance of getting entry-level positions for employment in later life. However, without conscious and focused programs for women and girls, the new digital economy will be exceptional and existing gender and cultural inequalities will be strengthened. Digital training to access e-commerce. In addition to general digital skills training, there is also a need to provide digital skills training programs that highlight how women entrepreneurs can use and take advantage of e-commerce services. E-commerce provides women with the opportunity and flexibility to work from home. This not only facilitates the sale of products and services online, but can also increase the productivity and competitiveness of women entrepreneurs in rural and urban areas. This is done by directly connecting producers and traders with the national, regional and global markets, allowing them to restructure their economic activities and bypass arbitrageurs and the male-dominated and exploitative market structure.

REVIEW OF LITERATURE

The issue of skill development in young minds in India: pursuing employment and working as a lifelong career for many in high school, young graduates, young graduates and aspiring to push the job market. Understanding one's true knowledge is also essential. Identifying areas of expertise (human resources, administrative, operations, sales, planning commissions, etc.) explains this as a result of happiness and stability. Employment Careers - Lack of advanced mindset regarding micro-level transmission in different departments and different departments in the industry, family brothers and sisters, culture, social groups and co-dependent individuals can be affected. Lack of self-realization on academic quality, thus leaving grade-school-colleges, despite not knowing what positive steps can be taken to develop their personal life-style to lead a developed and balanced life. 1, Tier 2 and Tier 3 cities, then not just because of getting sick or getting in the way of life, but to reduce the level of knowledge to become obese. At the basic level, especially today's Packing Technology Build Revolution, as well as the well-titled and fourth industrial revolution, the founder and executive chairman of the World Economic Forum. In the book "Fourth Industrial Revolution" written by Class Swab. Aspects of the new trend of side-walking, including the Robots of Humans, bring about changing manpower in the labor force but also as a result of the unemployment of the working class during the coming years. The main threat to those who depend on this work process is to threaten human survival and survival, especially len Millennial 2 Generation and Gen. 3Z. In the case of young students from.. And, with the rise of startups, SME effective & Building Enterprises / Ventures, having a quality support staff will be a big challenge that will be huge in creating jobs but also in the employment category. Under what conditions and according to which departments must be understood. This will be an independent outcome for many due to the low quality of knowledge, skills and expertise, as well as being able to adhere to the educational design. Current job practice on the job, including company roles and market reach.

CHALLENGES FOR SKILLING INDIA

Challenges Facing Skill Development Efforts Today, young people in developing countries are finding work as a major challenge. First, in the globalization era, competition between companies and industries has intensified, which has to improve the efficiency and quality of their products and services. This forces them to hire fewer, but more skilled, workers. In this way, the need for job access for young people has become more and more stringent. Second, global financial crises and other trends have forced companies and enterprises to restructure themselves, resulting in the launch of new jobs and rising unemployment, especially among young people. Globally, about 200 million people are unemployed, including 75 million under the age of 25. Third, technological changes, especially the development of information and communication technologies (ICTs), are taking place at an unprecedented pace, requiring workers to have more and more complex, cognitive skills than ever before. In addition, the global economy is becoming increasingly "knowledge-based", demanding a high intensity of knowledge and skills to do one's job. Fourth, the global labor market is growing and becoming

resilient (Standing 1999). Companies are adopting more flexible employment practices. Increasing numbers of workers, especially those new to the labor market, should now be employed as casual workers without the prospect of job security and a stable career. Finally, as more people migrate across national borders to find work, a growing global labor market for young people in developing countries is exposed, even competing with workers outside their own countries that offer more knowledge, skills, qualifications or abilities or lower wages. At the same time, skill development systems in most developing countries are poorly equipped to meet these challenges and prepare young people with the necessary work skills. Skill development is one of the most difficult sub-sectors to manage and manage in the field of education, because it crosses organizational boundaries, serves different clients and involves many distribution systems, and the characteristics of the market keep changing.

SKILL DEVELOPMENT PROBLEMS

Skill development efforts often have to meet objectives: help reduce poverty, provide second chances to quit, and act as a reservoir to keep young people with minor educational interests off the road. First, a recent Sharda Prasad Samiti (SPC) report identified an "inadequate industry interface" which is one of the major problems facing the vocational education and training system in India. This was further supported by the World Bank report of .World in which several government schemes were analyzed. While it is important to build a vocational education and training (VET) ecosystem, the role of industry in this space cannot be overlooked. Without extensive industry input into the design and syllabus of VET courses, the skills taught are often not up to the needs of employers. Leap Skills Academy founder Megha Aggarwal also pointed out that one of the major challenges in the field of skill development today is the lack of industry in vocational education and training. These have less involvement in distribution, management of institutions and curriculum design. Low industry participation in these aspects has created a situation where many participants in the skills training program are ineligible for employment upon completion. According to a study done by IIM Bangalore, the participation of employers in the Institute Management Committee (IMC) established in 2018 was less found as the industry was making decisions regarding the appointment of new institutions, curriculum courses and trainers. The report released by Team Lease Services shows that the National Skills Development Council (NSDC) is not capable of meeting the industry needs in course design and curriculum study. More than 78 percent of students and 66 percent of employer's survey institutions and courses rated as average or poor. New ways need to be clarified that will engage industries more effectively in the design and distribution of weights. This responsibility has to be taken over by the government as well as the private sector. Secondly, there is an urgent need to standardize skills training certification in the country. Currently, around 20 ministries, including DGT and NSDC, run vocational training courses. Thirdly, a number of factors need to be considered in the National Skill Development Strategy, including the lack of evaluation and evidence of the effectiveness of existing programs. To demonstrate an effective way to move forward, a rigorous evaluation of existing efforts is needed. In addition, many assessment skills in other contexts reflect the gender nature of training programs. There are many long-term consequences, including the re-enactment of the gender pay gap, because women are encouraged to work in low-paid businesses. India's skills training environment has to find ways to bring more women into the labor force, especially as a study released last year by high-skilled, full-time, high-paid businesses, said that Evidence for Policy Design (EPOD), one of the largest government training programs under Skill India, ex-6,610. Surveyed skills trainees. They found that after training, male participants scored 13 percent more than women. Nearly one-third of women did not get a job offer, compared to 5 percent of men. Another point that needs to be considered is the alignment of skills initiatives with youthful aspirations and priorities. According to the EPOD study cited above, it was found that 74% of the surveyed respondents had gone from job placement after survey (which was on average nine months after completion of training course). In contrast, only 20 percent of those who quit were employed in a new job. This skill highlights the potential disconnect between the design of training programs and participants' wishes, aspirations, independence and potential.

CONCLUSION

Regardless of the dominant approach to providing specific skills for the job, attention should be paid to those skills that will suit the individual. Basic education is essential to understand this and to enable young people to reach their full potential. On the contrary, due to changes in the structure of the labor market and the adoption of technology, skills can be found in premium soft skills, interpersonal skills, creativity and critical thinking. Moving it forward should be central to skill development strategies. Considering the scope of the employment challenge, India has to find new people's skills and new ways of education. The strategy going forward should ensure that the industry plays an important role in shaping skill development programs. Further, certification of skill training in India must be certified to ensure delivery and quality of trust among employers. Further, gender

differences must be sustained in training and labor force participation in long-term skill development strategies, as well as sexual aspirations and the need for solid basic education. In order to capitalize on its demographic dividend and inclusive development, India needs to find effective ways to improve its young population skills, up-skills and re-skills.

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A ROADMAP FOR DIGITAL SKILLS DEVELOPMENT

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ABSTRACT

The impact of digital technologies is now felt not only in the IT department, but across the entire organization, creating a huge demand for digital skills. Organizations are currently facing an acute shortage of digital skills. To find out the current level of skills shortage and reasons behind this shortage, several companies across the globe are surveyed in different surveys. Organizations need to define a vision, identify future skill requirements, undertake a comprehensive skills gap assessment, take steps to bridge the gap and finally initiate actions to constantly evaluate progress in their journey to develop digital skills. This paper is based on the secondary data that is collected from various websites and several previously done researches. Building digital skills is only a part of the overall digital transformation agenda. Organizations will have to continue working towards sustaining the advantage that they gain through these digital skills. This will require sustained efforts towards training and re-skilling. Acquiring digital skills is the first and significant step of a long journey to a successful digital transformation.

INTRODUCTION

The skills shortage is creating a 'war for talent', where companies have to compete for the best talent with new categories of players. Unlike in the past, the hunt for the best talent is no more limited to localized skills in certain departments. In this case, the talent war is manifest across the entire organization. The important questions are: Do organizations include digital skills as a key component in their workforce plans? Are HR departments equipped and skilled to bring innovative solutions to bridge the digital skills gap? How are companies developing digital skills? Current approaches to developing digital skills are not very satisfying. Many companies do not have necessary skills in the areas of social media, mobile, internal social networks, process automation and performance monitoring and analysis. That is not to say they do not realize the importance of such digital skills. According to researches companies feel digital transformation is a competitive opportunity. However, only few were investing in the development of digital skills. Very few companies ensured that their training efforts were aligned with their overall digital strategy. The result of this lack of synchronization and alignment became clear when corporate training budgets allocated to digital were analyzed. Such poor investment is clearly reflected in the limited reach of training initiatives. Companies seem to be overly cautious and conservative in their acquisition of digital skills. It was found that while companies are increasingly using multiple methods to source digital skills, they still rely heavily on traditional methods such as training, recruitment and partnership. In surveys, over 63% of companies are using such traditional methods to source digital talent. On the other hand, only 13% of companies are using innovative methods such as targeted company acquisition or an incubator approach. While traditional methods definitely need to be considered, other inventive avenues present many untapped opportunities. There have been many success stories of companies that have used innovative approaches such as acquiring companies and engaging startups through incubation. The Human Resources Function is Not Actively Involved in Digital Skills Development. An added challenge appears to be the fact that HR is not in the driver's seat when it comes to steering digital skills development. So, the question remains who is managing the transformation of skills if it is not HR? This lack of investment and alignment with digital strategy is worrisome as it means that companies still have a long way to go before they can resolve their digital skills issue. Apart from the investment focus, a talent shortage of the magnitude that organizations face today requires a more proactive stance on the part of companies. Organizations need to tap into newer platforms for acquiring skills while also accelerating the pace of skills development. They need to understand that traditional skills and approaches are not going to help them in the digital age. In the next section, we take a look at the skills that organizations need in order to thrive in the digital world.

What Skills are Most Relevant for the Digital Age?

One of the common challenges that most organizations have faced in the past is how technical teams and business teams speak different languages. In today's digital age, this will prove to be a significant hurdle. The proliferation of digital tools and technologies across functions means that the business worker has to learn sufficient technical skills. At the same time, the technical engineer should be ready to speak the business language in order to be in sync with their marketing and product counterparts. In the long-term, the need is for an evolved professional who is equally comfortable with business and technology. There is a growing usage of Big Data analytics, social media platforms and mobile devices. This, in turn, is forcing employees to acquire

skills in these areas. Like mobile and analytics, social media skills is another skill area that is in demand. In a survey conducted with respondents from organizations with over 50,000 employees, only 13% of companies described their social media efforts as advanced. These social media skills encompass soft skills such as building a brand, community participation, virtual facilitation, online etiquette and front-end engagement skills such as social media outreach, community management, customer service and public relations. The Digital Maturity Assessment survey also highlighted that over 50% of companies lacked social media skills. The lack of advanced technical skills in mobile, analytics and social media isn't the only challenge that companies face. They also need to increasingly complement these digital skills with business acumen. The true potential of digital skills is realized when they are combined with a robust understanding of the business. For instance, the real value of data analytics stems from an organization's ability to operationalize these insights. This requires combining data prowess with strategic and creative thinking, collaboration and communication skills. This is leading to a growing demand for individuals who possess technical skills along with business strategy and leadership abilities. Business professionals will increasingly need to be comfortable with digital tools and technologies in order to perform their core roles. They need to understand the language of IT that will enable them to have a healthy conversation with their IT colleagues on how best they want to serve their customers. Future employees will need to combine excellent digital specialist skills with deep functional business knowledge. They should be comfortable with short delivery cycles and be able to operate across silos and within cross-functional teams. They need to ensure they are ahead of the technology curve and in roles where they can add value beyond what digital technology generates.

Plugging the Skills Gap – Examples of Best Practices

- P&G Launched an Employee Exchange Program with Google
- Accelerator Partnered with Techstars for an Incubator Program
- Boehringer Ingelheim Partnered with Kaggle, a Platform for Data Prediction Competitions
- Walmart labs Made Several Acquisitions of Mobile, Social and Technology Firms

Employee exchange programs with technology companies aid in accelerating digital training. Digitizing the recruitment process encourages best-in-class digital talent to engage. Targeted company acquisitions help access skilled hires in key digital technology areas. Incubating startups allows companies to tap into a repertoire of new ideas. Partnerships with online skill platforms facilitate innovative product development.

A Roadmap for Successful Digital Skills Development:

Digital skills requirements vary from one organization to the other based on their digital maturity and transformational capability. Key focus areas will depend on individual business requirements as well as availability of resources. Organizations need to define a vision, identify future skill requirements, undertake a comprehensive skills gap assessment, take steps to bridge the gap and finally initiate actions to constantly evaluate progress in their journey to develop digital skills.



1. Define Vision and Identify Future Skill Requirements

The first step in progressing on the digital skills acquisition road is to define a clear digital skills vision for the organization. What are the key skills that the company needs if it has to meet its larger digital transformation goals? This analysis should be driven by the business with the involvement of HR and IT teams.

2. Perform a Skills Gap Analysis

Once a vision has been established and future skills requirements defined, organizations need to conduct a self-assessment of their existing skills. The aim is to compare existing skills levels to desired levels of proficiency and determine the skills gaps. This should be driven by HR with support from business and IT. The first step is to determine the digital proficiency and level of online influence of employees. For this purpose, scores from third-party services such as Kloutd, Kred and Kagglef can be useful in assessing employees' understanding and usage of specific digital technologies. HR should drive this step with the support of marketing. Use these findings to identify digital personae of employees. The extent of digital-savviness in employees will help determine the kind of skills gap that exists and potential ways to bridge this gap. Typically, senior leadership has a strong stake in business-level decisions, and this is no different when it comes to the skills development strategy of the business. However, it is important to ask: do these influencers have the necessary digital know-how to drive the vision forward? What about employees who use digital platforms to engage professionally with colleagues and customers? How well-placed are they in being pioneers of change? Employees who use digital platforms such as social media for staying connected on the personal front maybe well-versed with digital tools. However, will they be willing to use these skills to accelerate skills development in the larger organization? Then, of course, there are people with purely functional roles who may not be inclined towards digital but might need to sharpen their digital prowess if they want to remain competitive. This stage should also be driven by HR with the support of marketing.

3. Determine Methods to Overcome the Skills Gap

The next step is to overcome the skills gap through the approaches discussed earlier. However, the type of method used will differ based on the technology focus area, intensity of the skills gap as well as availability of resources. For instance, employees with high Klout and Kred scores typically tend to have a high degree of social media savviness and influence. These individuals can potentially become mentors as part of a reverse mentoring program, similar to what companies such as L'Oreal and GE have done. Similarly, employees with high Kaggle scores can be leveraged to train other employees for improving their analytics skills. In such scenarios, the organization can tap into their in-house pool of talent instead of looking at third-party training services.

4. Develop an Iterative System of Monitoring Progress

Once the methods to bridge the skills gap have been implemented, it is crucial to establish a continuous system of monitoring progress. In the case of internal trainings, for instance, organizations could start by rolling out a basic training and evaluation system. Companies should continue evaluating their programs as before but use real-time technologies to increase their agility in adjusting training content and couple it with more frequent talent performance evaluation. Similarly, if a training program is not producing the optimum levels of participation, methods such as gamification can be used to drive up engagement levels. The idea is to measure the impact of training on behaviors as opposed to focusing on training delivery.

CONCLUSION

Organizations across the globe are facing an acute shortage around digital skills. When it comes to overcoming this shortage, there is no 'one-size-fits-all' approach because every organization has its own unique requirements. Procter & Gamble established a baseline for all its employees through a "digital skills inventory," and set proficiency expectations for specific roles and career progression. Pepsi launched its "digital fitness" program to keep its marketers' digital skills up to par. It is essential to define a customized approach that makes the best use of available assets and resources, and leverages the most impactful methods to bridge the skills divide. Building digital skills is only a part of the overall digital transformation agenda. Organizations will have to continue working towards sustaining the advantage that they gain through these digital skills. This will require sustained efforts towards training and re-skilling. Acquiring digital skills is the first, albeit significant, step of a long journey to a successful digital transformation.

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DIGITAL INDIA MOVEMENT – A GOLDEN OPPORTUNITY TO SAY YES TO DIGITAL PAYMENT & NO TO CASH

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INTRODUCTION

Post the implementation of demonetization in November 2016, the use of digital payment methods in India received a major boost. According to the National Payments Corporation of India (NPCI), the value of the BHIM Unified Payments Interface (UPI) transactions skyrocketed to INR 1 Trillion while the volume of transactions reached 913 Million, up from a meagre 7 Million in April 2017.

One would imagine that this massive growth of digital payment methods would consequently lead to a decrease in the use of cash. However, in spite of all this, the cash in circulation as of June 22, 2018, was only 9.8% more than it was on June 23 in 2017. This indicates that even though there is a greater appetite for digital payments systems, the Indian economy continues to be heavily reliant on cash. There may be a sharp and unprecedented rise in the number of digital payment transactions in the country in the coming years.

On 15th August' 2019, while addressing the nation from the Red Fort, Our Present Prime Minister of India Shree Narendra Damodardas Modi keeping in mind Digital Push said, "We should encourage digital payment. Today also when we go to villages, there are boards at shops saying 'Today Cash, Tomorrow Debt'. I want to tell the countrymen that now instead of this there should be a board reading, 'Yes to Digital Payment, No to Cash'." Shree Narendra Modi has always been a strong proponent of digital payment and has time and again endorsed digital and cashless economy.

Meaning of Cashless Economy

In a cashless economy, all transactions are carried out using different types of payment methods and this does not involve the physical use of money for the purchase of various goods and services.

Meaning of Digital Payment

To put it in simple words, a digital payment occurs when goods or services are purchased through the use of various electronic mediums. There is no use of cash or cheques in this type of payment method.

Definition of Digital Payments

Payments are made using payment instruments. Cash, for example, is a payment instrument. So too are checks. However, digital payments are not one instrument but rather an umbrella term applied to a range of different instruments used in different ways. In this section, we provide some parameters for creating this definition.

Since there is no one standard definition of a digital or e-payment, you should settle on a clear and implementable definition at the start of any measurement exercise. The subject matter is complex, but there are two key dimensions of categorization that are most important:

THE NATURE OF THE PAYMENT INSTRUMENT

Through which means - paper or digital - are the instructions carried.

A key first step is understanding which instruments are even available, and on what basis, in your country and how they can be grouped according to their nature.

Digital payment instruments can be grouped together with respect to their underlying nature in two ways:

➤ Narrow choice- 'Paper' Vs 'Non-paper'

Instruments which rely on a paper-basis for authorization, such as checks, traveler's checks, and money orders, are regarded as 'non-digital' and all other instruments are regarded as 'digital'.

➤ Broad choice - 'Cash' Vs 'Non-cash'

Every instrument other than cash is regarded as 'non-cash' and therefore digital, since each usually takes a digital form at some stage in the transfer of value.

In reality, there is a spectrum between pure digital and pure physical in how most instruments other than cash are transacted over the whole transaction cycle. The choice of which definitional option to apply will depend on the purpose.

For example, if you are measuring to highlight the need to transition away from existing payment instruments due to, for example, cost, then you can make a case for focusing on the broader definition (non-paper instruments).

However, if you want to highlight the potential of payment flows to be digitized, you may consider checks as much closer to digital than cash, therefore including them with 'non-cash' in the narrow definition.

In an increasing numbers of countries, paper checks are truncated into an digital message on deposit, and since they require the payer to have an account, and are also traceable, they are less like cash in these attributes and more like account-based digital options.

The payer-payee interface

Whether the payer, payee, or both use an electronic medium in a payment transaction.

Distinction between Digital Vs Electronic Payments:

Neither term has a standard definition; but both are generally used to mean the same thing - transfers of value which are initiated and/or received using electronic devices and channels to transmit the instructions. Hence in this manual they are interchangeable. Note that digitizing is often applied to processes other than payments: hence a government could digitize its accounting system, but still make payments by paper (check or cash).

DIGITAL PAYMENT METHODS IN INDIA

➤ Banking Cards

Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantage of debit/credit or prepaid banking cards is that they can be used to make other types of digital payments. For example, customers can store card information in digital payment apps or mobile wallets to make a cashless payment. Some of the most reputed and well-known card payment systems are Visa, Rupay and MasterCard, among others. Banking cards can be used for online purchases, in digital payment apps, PoS machines, online transactions, etc

How to get Banking cards

- ❖ Apply with your respective bank and provide Know Your Customer (KYC) details
- ❖ The card will get activated within a week and you will be allotted a 4-digit pin, which can be used for all transactions

➤ USSD

Another type of digital payment method, *99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking. This service can be used to initiate fund transfers, get a look at bank statements and make balance queries. Another advantage of this type of payment system is that it is also available in Hindi.

How to Use *99#

- ❖ This service can be used by dialing *99#, after which the customer can interact with an interactive voice menu through their mobile screen.
- ❖ To use the service the mobile number of the customer should be the same as the one linked to the bank account
- ❖ The next step is to register for USSD, MMID (Mobile Number Identifier) and MPIN

➤ AEPS

Expanded as Aadhaar Enabled Payment System, AEPS, can be used for all banking transactions such as balance enquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc. All transactions are carried out through a banking correspondent based on Aadhaar verification. There is no need to physically visit a branch, provide debit or credit cards, or even make a signature on a document. This service can only be availed if your Aadhaar number is registered with the bank where you hold an account. This is another initiative taken by the NPCI to promote digital payments in the country.

How to use AEPS

- ❖ It is very simple to use AEPs, all you need to do is to provide the accurate Aadhaar number and the payment will be successfully made to the concerned merchant.

➤ UPI

UPI is a type of interoperable payment system through which any customer holding any bank account can send and receive money through a UPI-based app. The service allows a user to link more than one bank account on a

UPI app on their Smartphone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and on all 365 days a year. The main advantage of UPI is that it enables users to transfer money without a bank account or IFSC Code. All you need is a Virtual Payment Address (VPA). There are many UPI apps in the market and it is available on both Android and iOS platforms. To use the service one should have a valid bank account and a registered mobile number, which is linked to the same bank account. There are no transaction charges for using UPI. Through this, a customer can send and receive money and make balance enquiries.

How to use UPI

- ❖ Download the app on Android or iOS platform
- ❖ Register for the service by providing bank account details
- ❖ Create a VPA, get an MPIN

➤ Mobile Wallets

A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or mobile wallet stores bank account or debit/credit card information or bank account information in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit/debit cards or remember the CVV or 4-digit pin. Many banks in the country have launched e-wallet services and apart from banks, there are also many private players. Some of the mobile wallet apps in the market are Paytm, Mobikwik, Freecharge, etc. The various services offered by mobile wallets include sending and receiving money, making payments to merchants, online purchases, etc. Some mobile wallets may charge a certain transaction fee for the services offered.

How to use a Mobile Wallet

- ❖ Download the app
- ❖ Register for the service by following instructions and providing all details
- ❖ Load money

➤ Bank Pre-paid Cards

A prepaid card is a type of payment instrument on to which you load money to make purchases. The type of card may not be linked to the bank account of the customer. However, a debit card issued by the bank is linked with the bank account of the customer.

How to Use a Bank Prepaid Card

- ❖ Apply for the card
- ❖ Get pin
- ❖ Load money from your bank account/debit card

➤ PoS Terminals

Traditionally, PoS terminals referred to those that were installed at all stores where purchases were made by customers using credit/debit cards. It is usually a hand held device that reads banking cards. However, with digitization the scope of PoS is expanding and this service is also available on mobile platforms and through internet browsers. There are different types of PoS terminals such as Physical PoS, Mobile PoS and Virtual PoS. Physical PoS terminals are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a Tablet or Smartphone. This is advantageous for small time business owners as they do not have to invest in expensive electronic registers. Virtual PoS systems use web-based applications to process payments.

➤ Internet Banking

Internet banking refers to the process of carrying out banking transactions online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. Internet banking is also referred to as e-banking or virtual banking. Internet banking is usually used to make online fund transfers via NEFT, RTGS or IMPS. Banks offer customers all types of banking services through their website and a customer can log into his/her account by using a username and password. Unlike visiting a physical bank, there are no time restrictions for internet banking services and they can be availed at any time and on all 365 days in a year. There is a wide scope for internet banking services.

➤ Mobile Banking

Mobile banking is referred to the process of carrying out financial transactions/banking transactions through a Smartphone. The scope of mobile banking is only expanding with the introduction of many mobile wallets,

digital payment apps and other services like the UPI. Many banks have their own apps and customers can download the same to carry out banking transactions at the click of a button. Mobile banking is a wide term used for the extensive range or umbrella of services that can be availed under this.

➤ **Bharat Interface for Money (BHIM) App**

The BHIM app allows users to make payments using the UPI application. This also works in collaboration with UPI and transactions can be carried out using a VPA. One can link his/her bank account with the BHIM interface easily. It is also possible to link multiple bank accounts. The BHIM app can be used by anyone who has a mobile number, debit card and a valid bank account. Money can be sent to different bank accounts, virtual addresses or to an Aadhaar number. There are also many banks that have collaborated with the NPCI and BHIM to allow customers to use this interface.

How to Use BHIM App

- ❖ Download and install the BHIM App.
- ❖ Choose a language.
- ❖ Register for the service by providing mobile number linked to bank account.
- ❖ Add bank-related information and set up a UPI PIN by following the given instructions.

Digital Payments on The Rise After Demonetization Drive

The demonetization drive that was implemented in November 2016, gave a good push to the digital payments industry, even in rural areas across the country.

There were many small-time business owners and petty shop owners who adopted digital payment methods. More and more people from smaller towns in India are using various types of payment apps. The use of mobile-based payment methods are catching up, according to experts in the financial industry.

Many digital payments apps are now compatible with UPI, using which funds can be transferred without IFSC code or bank account number. All you need is a Virtual Payment Address (VPA)

Pros of Digital Payments

Digital payments are slowly gaining popularity in India and there are many apps that are being launched in this sector. It has become a hassle-free and secure way to make payments.

➤ **Faster, Easier, more Convenient**

Perhaps, one of the biggest advantages of cashless payments is that it speeds up the payment process and there is no need to fill in lengthy information. There is no need to stand in a line to withdraw money from an ATM or carry cards in the wallet. Also, with the move to digital, banking services will be available to customers on a 24/7 basis and on all days of a year, including bank holidays. Many services like digital wallets, UPI, etc, work on this basis.

➤ **Economical and less Transaction Fee**

There are many payment apps and mobile wallets that do not charge any kind of service fee or processing fee for the service provided. The UPI interface is one such example, where services can be utilized by the customer free of cost. Various digital payments systems are bringing down costs.

➤ **Waivers, Discounts and Cashbacks**

There are many rewards and discounts offered to customers using digital payment apps and mobile wallets. There are attractive cash back offers given by many digital payment banks. This comes as boon to customers and also acts a motivational factor to go cashless.

➤ **Digital record of Transactions**

One of the other benefits of going digital is that all transaction records can be maintained. Customers can track each and every transaction that is made, no matter how small the transaction amount this.

➤ **One stop solution for paying Bills**

Many digital wallets and payment apps have become a convenient platform for paying utility bills. Be it mobile phone bills, internet or electricity bills, all such utility bills can be paid through a single app without any hassle.

➤ **Helps keep Black Money under control**

Digital transactions will help the government keep a track of things and it will help eliminate the circulation of black money and counterfeit notes in the long run. Apart from this, this may also give a boost to the economy as the cost of minting currency also goes down.

Most of Amazon India Transactions Made Digitally

It has come to light that around 60% of all of Amazon India's transactions were made digitally post demonetization.

A number of Amazon customers used the Amazon Pay wallet to make payments digitally. The government has been taking a number of initiatives to encourage digital payments in the country.

Facebook Likely to have Digi Payment Feature like WhatsApp

Popular social media application website Facebook is likely to test a digital payments feature on the likes of what WhatsApp has recently launched in India. However, the Facebook payment system may be quite different from what is currently being offered by WhatsApp.

In an effort to make this a reality, Facebook is contemplating on moving into the digital payments segment in India. As per reports, Facebook has introduced a version of its digital payment interface in the form of a beta version through the messenger platform. This will be completely separate from what WhatsApp has to offer. The already launched version is what we can call a type of recharge payment interface for Smartphones.

The digital payment ecosystem is growing in the Indian economy and is predicted to be the next big thing. There are a number of such payment apps that are currently available. Google has also launched its very own payment app called Google Tez. The probability of this will be explored through the Marketplace on the Facebook Messenger application by this big wig in the social media industry.

The model of design will be pretty similar to what is been seen on the WhatsApp payment application.

RBI Urges Entities, Banks to Collaborate with Startups

In an effort to promote cashless transactions across the country, the Reserve Bank of India (RBI) has urged banks, government entities and other regulatory bodies to work in collaboration with the startup ecosystem. A number of tax benefits are likely to be offered to those business owners who go on to integrate digital payments in their transactions.

Digital Payments may See Sharp Rise in Near Future

There may be a sharp and unprecedented rise in the number of digital payment transactions in the country in the coming years.

It has been observed that the number of UPI transactions have increased 8-fold in the last few months. With UPI, fund transfer requests can be initiated without providing IFSC code or account number. Money can be sent using a virtual address. It is predicted that the cashless payments sector will reach 1 trillion in the next 5 years. UPI and Aadhaar will help increase digital penetration, according to sources.

Focus on Infrastructure, End User Tools to Secure Digital Payments

Gulshan Rai, the National Cyber Security Coordinator urged service providers to focus on infrastructure and end user tools in a bid to secure digital payments. He said so while speaking on the occasion where a joint study by Data Security Council of India (DSCI) and PayPal India on 'Securing India's Digital Payment Frontiers' was released. The study conducted analyzed the country's journey in digital payments and its cyber security dynamics as well as future trends and best practices at the enterprise level. A recent report published by the Reserve Bank of India stated that the number of digital payments in the country stood at 1.06 billion as of December, 2017 with the government targeting 25 billion transactions by the end of the fiscal year. Considering this the prediction made by Credit Suisse, a Swiss financial services holding company is a real possibility. The company had stated that India's digital payments industry is expected to grow five-fold by 2023 which is currently worth nearly 200 billion dollars.

Developmental and Regulatory Policy Measures in the area of Digital Payment and Settlement System by RBI in Present Scenario**➤ Digital push: Transfers via RTGS/NEFT made Free**

On 6th June' 2019 for giving Digital Push, RBI has removed charges for NEFT and RTGS payments. It has asked banks to pass on benefits to customers. RTGS is used for transferring high value amounts. The minimum amount that can be currently transferred is Rs 2 lakh. NEFT is a payment system facilitating funds transfers from one bank account to another. This move will benefit the small traders who deal in small value transactions and operates on small margins.

➤ Round-the-Clock Availability of National Electronic Funds Transfer System

Currently, the National Electronic Funds Transfer (NEFT) payment system operated by the Reserve Bank as a retail payment system is available for customers from 8.00 am to 7.00 pm on all working days of the week

(except 2nd and 4th Saturdays of the month). As mentioned in the Payment System Vision 2021 document, the Reserve Bank will make available the NEFT system on a 24x7 basis from December 2019. This is expected to revolutionize the retail payments system of the country.

➤ **Expansion of Biller Categories for Bharat Bill Payment System:**

The Bharat Bill Payment System (BBPS), an interoperable platform for repetitive bill payments, currently covers five segments viz., (I) Direct-to-Home (DTH); (II) Electricity; (III) Gas; (IV) Telecom; and (V) Water Bills. In order to leverage the advantages of the BBPS and harness its full potential, it has been decided to permit all categories of billers (except prepaid recharges) who provide for recurring bill payments to participate in BBPS on a voluntary basis. Apart from digitization of cash-based bill payments, these segments would also benefit from the standardized bill payment experience for customers, centralized customer grievance redressal mechanism, prescribed customer convenience fee and the like. Detailed instructions in this regard will be issued by the end of September 2019.

➤ **‘On-tap’ Authorization for Retail Payment Systems:**

As announced in the Statement on Developmental and Regulatory Policies of June 6, 2018, the Reserve Bank published a policy paper on January 21, 2019 for public consultation on minimizing concentration risk in retail payment systems from a financial stability perspective. Comments/feedback received from a wide array of individuals, public and private entities, institutions and industry associations suggested the need to encourage more players to participate in and promote pan-India payment platforms. Accordingly, in order to benefit from diversification of risk as also to encourage innovation and competition, it has been decided to offer ‘on tap’ authorization to entities desirous to function/operate/provide platforms for

- ❖ Bharat Bill Payment Operating Unit (BBPOU);
- ❖ Trade Receivables Discounting System (TReDS); and
- ❖ White Label ATMs (WLAs).

Instructions to this effect will be issued by the end of September 2019.

➤ **Creation of a Central Payments Fraud Information Registry:**

At present, there is a mechanism in place for banks to report all banking frauds to the Central Fraud Monitoring Cell of the Reserve Bank. With the digital payment ecosystem making substantial progress in terms of growth of payment infrastructure as well as volume and value of digital payment transactions, fraud risk monitoring and management by the stakeholders have assumed importance. It has always been the endeavour of the Reserve Bank to improve the confidence of customers in the payment systems. The Payment System Vision 2021 also envisages a framework for collecting data on frauds in the payment systems. In order to carry forward these efforts and ensure quick and systemic responses, it is proposed to facilitate the creation of a Central Payment Fraud Registry that will track these frauds. Payment system participants will be provided access to this registry for near-real time fraud monitoring. The aggregated fraud data will be published to educate customers on emerging risks. A detailed framework in this regard will be put in place by the end of October 2019.

CONCLUSION

Digital payments have emerged as an important tool for advancing financial inclusion because it lowers the cost of providing financial services to poor people and increases the safety and convenience of using savings, payments, and insurance products. It is important to develop an ecosystem that nurtures innovative startups and players with unique offerings to encourage Indians to embrace a cashless economy.

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SOCIAL MEDIA: POSITIVE AND NEGATIVE ASPECTS

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ABSTRACT

Social media is a platform for all humans around the World to get the knowledge, discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace and Facebook, Instagram, WhatsApp which has made the social media a vital aspect of their life. Social networking sites may also be used to network efficiently.

Keywords: Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying.

I. INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable.

On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained. On a professional level, we can make use of social media to expand our knowledge in a particular field and to connect with other professionals in our industry. At the business level, social media allows us to have a conversation with our audience, gain customer feedback, and to impress your brand. Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements.

II. POPULAR SOCIAL MEDIA SITES**Facebook**

This is the largest social media network on the Internet. Facebook came into existence on February 4, 2004. This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts.

You can use Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

Recently Facebook has lost the trust of millions of its users by allowing 3rd parties to access over 87 million users' personal data. So most of user using other networks instead.

Google+

Google+ is one of the popular social media sites in these days. Google+ was propelled on December 15, 2011, and has joined the major alliances enlisting 418 dynamic million clients as of December 2015.

YouTube

YouTube is the biggest and most well known video-based online networking site. It was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.

Pinterest

Launched in March 2010, Pinterest is a relatively newcomer in the social media arena. Pinterest announced September 2015 that it had acquired 100 million users. Small businesses whose target audience is mostly made up of women should definitely invest in Pinterest as more than half of its visitors are women.

Instagram

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This app enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire.

Tumblr

Tumblr is one of the most difficult to use social networking platforms, but it's also one of the most interesting sites. The platform allows several different post formats, including quote posts, chat posts, video and photo posts as well as audio posts, so you are never limited in the type of content that you can share. The social networking website was founded by David Karp in February 2007 and currently hosts more than 200 million blogs. The long range informal communication site was established by David Karp in February 2007 and at present has more than 200 million sites.

Flickr

Flickr articulated "Glint". Flickr, pronounced "Flicker," is an online image and video hosting platform that was created by the then Vancouver-based Ludicorp on February 10, 2004, and later acquired by Yahoo in 2005. The platform is popular with users who share and embed photographs. As of October last year, Flickr had more than 112 million users and had its footprint in more than 63 countries. **Reddit**

This is a social news and entertainment networking website where registered users can submit content such as direct links and text posts. Users are also able to organize and determine their position on the site's pages by voting submissions up or down. Submissions with the most positive votes appear in the top category or main page. Reddit was founded by University of Virginia roommates Alexis Ohanian and Steve Huffman on June 23, 2005. A decade later, the site boasts more than 36 million registered accounts and 231 million monthly visitors.

Snapchat

Snapchat is an image messaging application software product that was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were students at Stanford University. The app was officially released in September 2011, and within a short span of time they have grown immensely registering an average of 100 million daily active users as of May 2015.

WhatsApp

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. The app relies on the Internet to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, WhatsApp Inc. was acquired by Facebook on February 19, 2014, for about \$19.3 billion. Today, more than 1 billion people use the service to communicate with their friends, loved ones and even customers.

BizSugar

BizSugar is a person to person communication stage and specialty asset for entrepreneurs, business visionaries and directors. The site was made in 2007 by DBH Communications, Inc., a supplier of honor winning business distributions, and later obtained by Small Business Trends LLC, in 2009. The stage enables clients to share recordings, articles, blog entries, podcast among other substance. It additionally enables clients to view and vote on entries by different individuals.

Delicious

This site was established by Peter Gadjokov and Joshua Schachter in 2003 and obtained in 2005 by Yahoo. Before the finish of 2008, Delicious guaranteed that it had bookmarked 180 million URLs and procured more than 5.3 million clients.

III. IMPACT OF SOCIAL MEDIA ON MEDICAL AND HEALTH

Over 1,500 hospitals across the country have an online social media presence. Hospitals that don't use social media are missing key opportunities. These systems use social media to communicate with current, past, and future patients.

Many nurses, pharmacists, counselors, and therapists have large followings online. These professionals use social media to promote their mission statements and educate people about public health issues.

A. Positive Effects of Social Media on Health

- Sharing of Doctors prescriptions to friends, relatives and colleagues.
- Consulting Doctors online anywhere and anytime.
- Sharing Suggestions among friends, relatives and colleagues about various diseases and its symptoms.
- Access to information in developing regions.
- Support and mutual accountability on online health forums.

- Support for health-related causes.
- Helping health services to prioritize critical cases.
- Increased accountability to consumers.
- More data available to health researchers.

B. Negative Effects of Social Media on Health

- Incorrect self-diagnosis
- Potential breach of privacy

IV. IMPACT OF SOCIAL MEDIA ON BUSINESS

Companies use social media to accomplish various business objectives, such as increasing annual sales growth. Small businesses recognize the benefit of social media as a communication platform that facilitates two-way communication between a company and its stakeholders. This supports company processes and objectives including customer relationship management, market research, customer base expansion and customer retention, product marketing, cost control initiatives, public relations, sales and recruiting.

A. Positive Effect of Social Media on Business

- With the use of Social Media, It is better to understand the customer requirements.

Social Media helps in promoting the Business all over the World.

- Social Media builds deals and client maintenance through standard connection and auspicious client benefit.
- Social Media provides rich customer experiences.
- With Social media monitoring you can gain key information about your competitors.
- With the help of social media, Sharing contents about the Business faster and easier.
- Social networking sites helps to make new customers by providing various facilities.
- It helps to increase market insight and expand out beyond your rivals with online networking.
- It also helps to increase awareness among customers for better understanding of products.

B. Negative Effect of Social Media on Business

- The negative remark can lead the association to disappointment.
- Negative customer reviews are harmful.
- Highly time consuming.
- The web is crowded with more and more content.
- A mistake made on social media is hard to recover.
- Many of the substantial association have succumbed to the programmers.
- Getting included with Social Media is extremely time consuming.

V. IMPACT OF SOCIAL MEDIA ON EDUCATION

Students across the globe are using technology as a learning tool as well as something to have fun with. While social media sites may seem like a distraction, you can harness their power in a variety of ways to create a more vital and relevant classroom experience. The impact of social media in education can be tremendous.

A. Positive Effect of Social Media on Education

One can adopt its benefits to gain positive results in education.

Sharing knowledge

It provides an easy and an effective way in which students can share knowledge. Students can simply access the information, study, transform (if needed) and share. Hence, the flow of knowledge becomes smooth.

Updating one

They will have the capacity to know new things as and when it happens. This causes them to refresh their own particular information base.

Learning from various sources

Students will take references from multiple sources to update their knowledge or to collect educational notes.

Being Prepared

The social networking technologies show the current trend that run around the world. Students can setup a plan for their future by observing the changes.

Sharing what they feel or think

Through social networking technologies they are given an option to sound their thoughts. If students were permitted to share what they think and feel, it becomes simple for them to decide what is good and what is bad.

B. Negative effect of Social Media on Education**Reduced learning and research capabilities**

Students get more dependent on the information reachable easily on these social networking sites and the web. It will cause to reduce their learning and research capabilities.

Reduction in real human contact

Due to social media face to face communication reduced. Even presence of person they spend much more time on social media.

Reduces command over language Students generally utilize abbreviated types of words on long range interpersonal communication locales. They begin depending on the PC language structure and spelling check highlights. This decreases their charge over the dialect and their experimental writing abilities.

Time wastage

Students, while using internet they overlook why they are using internet. Sometimes students are not able to deliver their work in the specified time frame as their time wastes.

Low grades

Students get low evaluations in school because of absence of the coveted data and composing abilities.

Effect on health

The unnecessary use of these sites has an effect on the mental as well as physical health. Students do not take their meals on time and take proper rest.

It makes them lazy and unmotivated to make contact with the general population face to face

VI. IMPACT OF SOCIAL MEDIA ON KID AND TEENS

Media today has a huge influence on teenagers. Everything is not bad with the media. If used in right way, media can transform lives of the youth from good to better. This post highlights both positive and negative media influence on teens.

A. Positive Effect of Social Media on Kid and Teens**Help Develop Awareness**

Most teens live a sheltered life. They can develop awareness about society and the world. With news channels, magazines, social networking sites blaring about world happenings, youth can understand that there is more to the world than just what is happening in the 'hood.

Help Develop Social Skills

Social Media gives them the probability to develop their social circle and develop new friendships.

Other benefits include social confidence, heightened literacy in the media, and more Social support.

Inspire Them

When our teen watches an action flick, don't just despair about the violence. With a minute control on teens, they can use the movie as encouragement, motivation and Inspiration.

Help Develop Reading And Writing Skills

When a celebrity talks of her favorite book, a teenager might be tempted to grab a book too.

B. Negative Effect of Social Media on Kid and Teens**Distorted Body Image**

The world is full of perfect people today. With the use of Photoshop the images are everywhere and lead to distorted body image among a number of teenagers. **Risky Sexual Behavior:**

Young people are simply finding their sexuality. It is exceptionally typical for them to be occupied with everything sexual.

Score Low In School

Teens who watch too much television have lower scores in exams. During a study it is observed that persons with high degree scores watch less television in their childhood and teenage.

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A REVIEW PAPER ON E-COMMERCE

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ABSTRACT

E-Commerce focus is shifting from an importance on pure technology to a more technology-supported to planned action. This means that to realize the full potential of electronic commerce, must be willing to change the way for doing business. History has shown that large gains in productivity and market share take place when technological change is combined with organizational reformation not only is business conducted more efficiently, but also new business opportunities are frequently created.

Many doubted whether electronic commerce is simply trend or not. While the answer is a loud no, it is necessary to point out that like every new technology and management technique. Electronic commerce has been overhyped and oversold in terms of its short-term latent. However the long-term importance of electronic commerce cannot be underestimate and requires sensible consideration and planning on the part of strategies, investors, and management.

Keywords: Internet, E-commerce, Self-Service, Internet banking, Technology.

INTRODUCTION

E-Commerce can be defined as buying and selling of goods and services on the Internet. It complements traditional trade. This includes both Business to Business (B2B) and Business to Consumer (B2C) transaction.

E-Commerce technology is changing in large way. It is very difficult to keep going rapidly with the entire changing world. It is impossible for any individual to keep speed with all the changes to technology that are taking place today as he needs the help of consultants, staff, outsourced services and suppliers. In order to do business over the internet one needs to have knowledge of web languages like HTML, XML. There are thousands of applications has to know such as web servers, search engines, networking and communications. All these are different than the internal technology formation of most organizations.

MEANING

E-Commerce is the buying and selling of products, information and services through over the internet. OR

E-Commerce is buying and selling, Marketing and serving, delivery and payments of products, service information through over the internet, intranets and other Network, between an inter-networked enterprises, customers, suppliers and other business partners. OR

E-Commerce is the buying and selling of goods and services with the help of internet. In practice, this method is used in present market situation to fulfill the requirements of the consumer.

MAIN FEATURES OF E-COMMERCE

- Anyone can set up and used a business web site
- Challenges for both consumer and business is doing if well and making money
- It challenge to consumer to discovering and capitalizing the opportunities with both hands
- Goods and services can be sold or leased with the help of internet
- Delivery, Time spent is very less
- Very close to world market no can dominate the internet market
- If anyone can uses E-Commerce it requires web browser, internet connections, Hardware's and Software's etc

OBJECTIVES

1. E-Commerce reduces costs
2. E-Commerce provide faster customer response
3. E-Commerce improved service quality
4. E-Commerce is lower product cycle time

METHODOLOGY SECONDARY SOURCE

The following methods are used in E-Commerce.

(1) Internet

A huge change in internet is added to growth of E-Commerce. Internet and mobile phones are becoming a most important part of our life. Internet provided a source of information but it is presently used for shopping, learning, communicating etc.

(2) Payment Gateways

Payment gateways is an e-commerce application service which provides a payment system for e-businesses, retailers etc.

(3) Analytics

It is scientific way which is used for transforming data for better decisions to gather, analyze, and reports on everything that customer wants.

(4) Social Media

E-Commerce business is used of social media in order to promote their goods and services. Social media provides information to customers about products and helps to receiving feedback.

Global retail E-Commerce sales are projected to reach \$27 trillion by 2020.

TYPES OF E-COMMERCE

There are four types of E-Commerce that can be explaining almost every transaction that takes place between consumers and business.

1. Business to Consumer (B2C)

Goods and services are sold by business to direct consumer is called as business to consumer.

E.g. buying a wrist watch from the online shop.

Like **Amazon, Flip cart, Shop clues** etc.

2. Business to Business (B2B)

Goods and services are sold by business to business is called as business to business.

E.g. A business organization sells software as a service for other business to use.

Like **Alibaba, India MART, Jim Trade** etc.

According to reports, analysts have forecasted that global B2B E-Commerce revenue will top **\$6.7 trillion by 2020.**

3. Consumer to Consumer (C2C)

Goods and services are sold by one consumer to another consumer is called as consumer to consumer.

E.g. you sold one old machine through eBay.

Around **\$9 billion** and expected to record a **CAGR** (Compound Annual Growth Rate) of **60-70%** by **2020.**

4. Consumer to Business (C2B)

Goods and services are sold by one consumer to business is called as consumer to business.

E.g. a photographer licenses their photo for a business to use.

Requirement of Technical Components of E-Commerce

- Client or PC work station
- Database server
- Database transaction
- Transaction server
- Router
- Internet communication line

OPPORTUNITIES OF E-COMMERCE

- E-Commerce provides the sellers with worldwide reach.

- E-Commerce will significantly lower the transaction cost.
- It provides quick delivery of goods with very little effort on part of the customer.
- One other advantage is the ease it offers. A customer can shop 24*7.
- E-Commerce also allows the customer and business to be in touch directly, without any disinterested party.

CHALLENGES OF E-COMMERCE

- The startup cost of the E-Commerce entrance is very high.
- E-Commerce industry has a high risk of failure.
- Security is another area of distress.
- Then there is also completion of problems. Even after the order is placed there can be problems with shipping, Delivery, mix-up etc.

IMPACT OF E-COMMERCE ON BUSINESS

- Marketing
- Computer Science
- Finance and Accounting
- Production and operations management
- Economics
- Production and operations management(manufacturing)
- Management information system
- Human resource management
- Business law and ethics

CONSUMER ORIENTED APPLICATIONS OF E-COMMERCE

- Personal finance and home management
- Basic services
- Intermediate service
- Advanced service
- Home shopping
- Television based shopping

CONCLUSIONS

In general, today's business must always is attempt to create the next best thing that consumers will want because consumers continue to desire their products, services etc. for continuously be better, faster, and cheaper.

In this world of new technology, need to accommodate to the new types of consumer needs and it is a new method, because it will help to consumer and business to survive and remain in competition. E-commerce is continuously progressing and is becoming more and more important to business technology.

We are already discussed above the introduction, meaning, types, opportunities, challenges, and methodology of E-Commerce.

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A REVIEW PAPER ON DIGITAL PAYMENT SYSTEMS

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ABSTRACT

As buying and selling activities in business are moving from face to face trading, mail order, and telephone order to electronic commerce over open networks such as Internet. Digital Funds Transfer over financial networks is logically safe; securing payments over open networks between business servers and consumer workstations pose challenges of a new element. This article reviews the position of the art in payment technologies.

Keywords: Digital payment system, Digital payment models, Security Requirements, Availability & Reliability, Online & Offline payment systems

INTRODUCTION

Digital payment system is an integral part of digital commerce. It defines digital payment as an economic exchange that takes place online between consumer and seller. The getting in touch with this exchange is usually some form of electronic financial instrument. That is backed by a bank or a mediator, or by legal tender. There are three interesting attention among financial organization in electronic payment-decreasing technology cost, reduced operational and processing cost and increasing online commerce. In this article, we attempt to provide an overview of electronic payment systems focusing on issues related to their security.

MEANING

A digital payment system is a way of making transactions/payments through a digital media. That is making payment by the use of 'plastic money' and 'e-money' i.e. online payment services providing by banks. The banker and customer, both are use the digital media to send and receive the money, without the use of physical cash or cheque.

OBJECTIVES

- To understand the concept of digital payment system.
- It is use to understand the concept of security.
- To study buyer preference towards payment access with respect to charges and risks.
- To understand the charges in respect of payment access.
- To analyze the risks involved in digital payment system.

METHODOLOGY

- NEFT (National Electronic Fund Transfer)
- RTGS (Real Time Gross Settlement)
- Net Banking (Mobile Banking)
- E-Payment (Electronic Payment)
- CTS Clearing System (Cheque Truncation System)
- Master Card

ELECTRONIC PAYMENT MODELS

Commerce always involves a buyer and seller who exchange money for goods/services, and at least one financial organization which links "bits" to "money". In most existing payment systems, the latter role is divided into two parts: an issuer (used by the customer) and an acquirer (used by the payee). Digital payment from spender to receiver is implemented by a flow of real money from the spender via the issuer and acquirer to the receiver. In prepaid cash like payment system, a certain amount of money is taken away from the payer (for example, by debiting that amount from the sender's bank account) earlier than a purchase is made. This amount of money can be used for expenditure later. Card-based digital purse, digital cash as well as (certified/guaranteed) bank cheques falls in this category.

The following is the Figure 1 shows the cash like payment system.

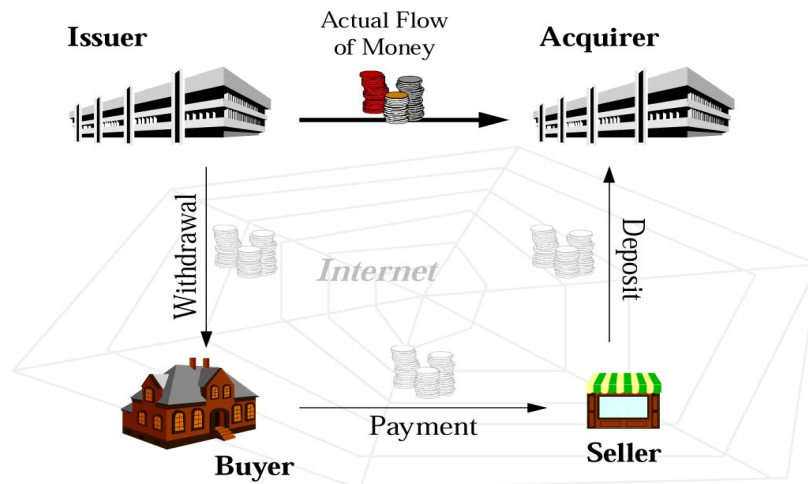


Figure 1 Cash-like Payment System

In pay-now payment systems, the payer's account is debited at the time of payment. ATM card based systems (such as the European EC-Direct system, etc) fall into this category. In pay-later (credit) payment systems, the payee's bank account is credited the amount of sale before the payer's account is debited. Credit card systems fall into this category. From a practice point of view, pay-now and pay later systems belong to the same class. Typical flows of these systems are shown in Figure 2. As a payment is always done by transfer some sort of "form" from sender to receiver (cheque, credit card slip, etc.) we call these systems cheque-like.

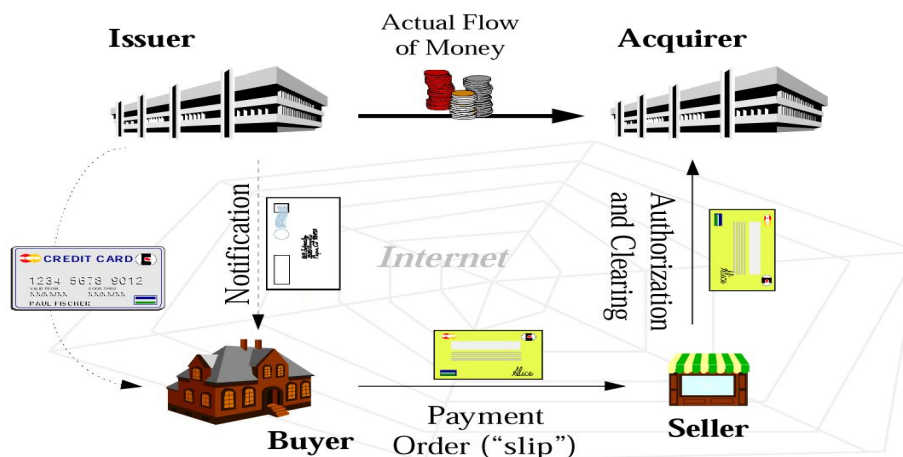


Figure 2 Cheque-like Payment System

Both types of payment systems are direct payment systems (i.e. a payment requires a communication between sender and receiver). There are also indirect payment systems where either the sender or the receiver initiates payment without the other party (payee or payer, respectively) involved on-line. In the context of Internet payments this is usually considered part of "home banking."

SECURITY REQUIREMENT

There are 3 essential security requirements for safe digital payments are:

- **Integrity:** Transaction must not be tampered or interfered.
- **Privacy:** Transaction must be kept private and inviolable in the sense that eavesdroppers cannot understand the message content.
- **Confidentiality:** The digital commerce environment must ensure that all message traffic is confidential.

AVAILABILITY AND RELIABILITY

All parties are interested in being able to make or receive payments whenever necessary.

Payment transaction must be atomic: they occur entirely or not at all, but never hang in an unknown or inconsistent state. No sender would accept a loss of money (the loss of a significant amount, in any case) due to a network crash, or because the receivers Server crashed.

Availability and reliability presume that the original networking services and all software And hardware components are sufficiently responsible. Recovery from crash failures requires some sort of stable storage at all parties and specific resynchronization protocol.

Which payment system is better for transaction whether it is online or offline payment system:

1. On-line Payment Systems

An online payment system is an Internet based way of processing financial transactions. It allows to accepting the expenses over the websites or any other Internet connections, such as direct database connections between retail provisions and their supplier a common method of maintaining just in time inventories.

Advantages

- **Safe method:** A digital payment business offers to additional security to their customers.
- **Fast:** The online payment system takes very less time for tractions.
- **Record:** In the digital payment system / internet billing, a customer can keep their payment records.
- **Accepted:** Debit card, credit card, smart card are widely used method of digital payment.
- **Accessible:** The digital payments enable those to available to customer 24*7 service. Customer can use at any time at anywhere.

Disadvantages

- **Fraud:** Credit and debit card fraud are very common scam that targets the individual person.
- **Identity robbery:** An individual person are required to enter their personal details, the risk of identity robbery is more.

2. Off-line Payment Systems

An offline payment system there is no need of internet connection for processing financial transactions. It allows to accepting the expenditures over the banks only or face to face transaction. It is also known as credit card transaction. It is a payment method that used to credit card.

Advantages

- **Trusted:** Traditional/off-line method of payments such as cash and cheques are widely used by retailers and businessman.
- **Direct:** In the off-line payment system there is no any use of internet connections.
- **Transparent:** In the off-line payment method, payments are directly transferred in to accounts.
- **Monitoring:** These expenses are easily monitored as they are directly received by retailers in most cases, for example postal payments.

Disadvantages

- **Limited:** It is restacked to the banking hours (working time) depositing & withdrawing of money.
- **Unsafe:** Some time offline payment system do not having strong security for the accounts.
- Here we are comparing the both payment system online and offline payment system. Online payment system is better than the offline payment system. Because of online payment system takes less time for transaction and customer can use anywhere at any time. So it is better than the offline payment system.

CONCLUSION

This high level summary is future to make clear that the technology necessary for secure digital payment systems already exists. Achieve security for all parties, including perfect intractability of the customer. Digital payment system is necessary for modern generation.

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STUDY ON IMPACT OF SOCIAL MEDIA

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ABSTRACT

The research paper is on the sub theme "Social Media". The paper consists of what is social media, objective of the study, methodology, social media reforms and role of social media in routine activities of people and role in nation building. This research paper also stated the usefulness of social media in various different fields or in sectors. It also stated the involvement and role of youth and their positive perception towards the use of social media

In the 21st century the social media plays a vital role in every activities which is the largest platform to share your personal to professional activities, to connect the people who are far away from one, to help needy one throw means of media, learn the things, education provider and to do business etc. etc.

"Social Media" now a day's a very useful platform to express own opinion on any matter as well as addiction, where from teenager to adult everyone are more active and socially connected on the social media like facebook, whats up, twitter, hike, instagram, linkedin, snapchat etc which are the most usable social media application where people want to share their photos, activities, thoughts etc

When anyone talk about social media, a sudden question rise in my mind, Is it useful in all matter? So the answer might be yes for few aspects as well as No for some reasons because the usefulness of the social media is depends upon the user's intention behind its use.

INTRODUCTION

Social media is the most integrated phenomenon which allows users to transform the information and connect the people to share their own information to one another. Social media is the technology which facilitates the interaction and transformation of knowledge, ideas and things for the engagement of the society throw the networking platform. It is the valuable invention in the communication arena where connecting with each other is the easiest, time consuming and speedy process.

Social media is not only useful tool for entertainment of youth but it is widely used in business sector, educational activities, government activities, corporate field, at work place and so on which is widely spreading in all over the globe where social networking connect the people

The social media works throw the means of internet applications like facebook, linkedin, twitter, instagram, whatsapp, snap chat, television, radio, magazines, newspaper etc., which are the most useful and widely used means of social media.

REVIEW OF LITERATURE

Few researchers stated that, "Most of the youths are more participative on the social networking sites where they create their own circle of sharing their issues and discussed to their social friends, as well as they raise their voice in order to show concern about the critical issues surrounding their area. As well as they create and spread the awareness throw social media for the betterment of own good and for society."

By – M.R Jain, N Anand, P Gupta. (2012)

"Youth are distracted by the social media applications, but it the good that they are willing to make friends and emerging with social activities by connecting to different group of people which help to create the equality among people"

By –Kuppuswami S.Narayan (2011)

RESEARCH METHODOLOGY

Sources of Data- Secondary Data Sources

The data related to the research paper is totally based on the secondary data. The relevant information related to research paper is collected from magazines, books, journals, daily articles, web pages.etc

OBJECTIVES OF THE STUDY

- The aim of the study is to know the concept of social media
 - To study the different tools of the social media
-

- To study the impact of social media on the various sector or on fields
- To study the phases in the use of social media

LIMITATIONS OF THE STUDY

- the research paper is totally based on the secondary data
- the research paper restricted to particular topic only
- here only few concepts related to topic are mentioned

What is social media?

Social media is the means of interaction takes place between people which helps to create, exchange, share various relevant ideas and information through the network and virtual communication.

Definition of social media

Merriam- Webster defines social media as "the forms of electronic communication applications through which people create communities to connect, to share ideas, personal message, information, and other things"

The social media applications which are commonly used**Facebook**

Facebook is the social media application where the people create their personal account and share their information, occupations, relativity and use to message, share post, spoke about issues, creates groups, makes friends, make professional advertising, helping throw awareness etc.

What's up

Whats up is the another social media application where people only use to chat with known persons by sharing personal phone number, where the people also use to create groups and share photos, information, documents etc

**Instagram**

Instagram is the social media application which is related to facebook where people use to follow their friends, create pages, and share photos and videos etc.

**Twitter**

Twitter is the application which is used for the writing some thoughts, commenting on the public issues and replaying, greeting one other on the public platform. It is used mostly by celebrities, politicizations, businessmen to review their opinion on particular issues or occasions etc.

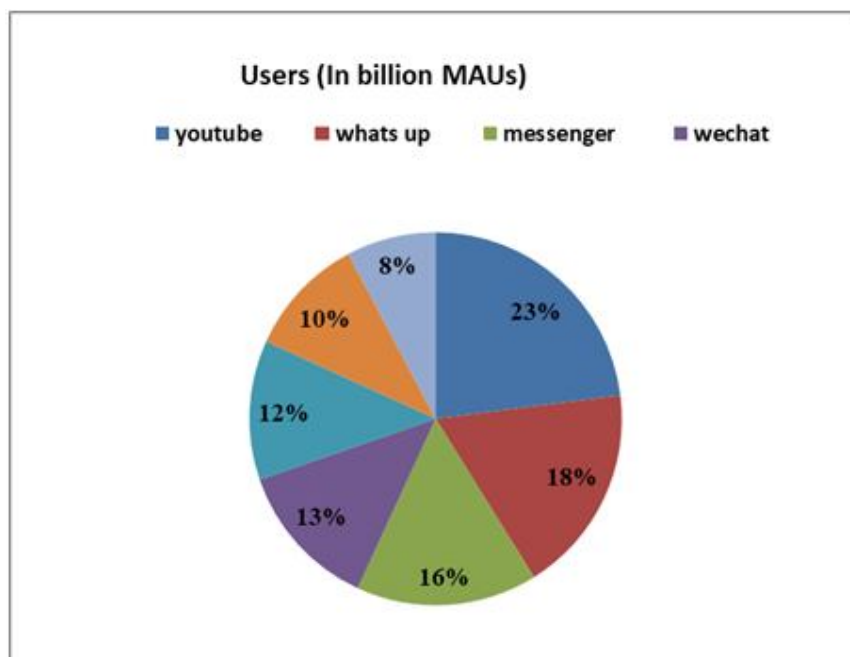
**LinkedIn**

LinkedIn is a social media site used by recruiters as well as job aspirants and employees to maintain a record of their profiles. This is the most usable platform for B2B activities. The recently introduced feature by linkedin is clients and previous employers can leave reviews on a person's profile which can lead to prospective business opportunities.

As per the few surveys the most usable social media application is what's up where the people are preferring it on first where as facebook is the second largest application which used to share activities and the twitter and instagram respectively.

DATA ANALYSIS AND INTERPRETATION

As per the survey of 2019 the most usable social media application is youtube where the 25% of the usage done by the user which indicates 1.9 billion MAUs people are using this entertainment site where as the whatsapp is on the second number which is used by the 1.5 billion MAUs people, the facebook messenger is also used by the 1.3 Billion MAUs user and the other applications like we chat, instagram, QQ, tumblr etc is 1.06 billion MAUs. 1 billion MAUs, 861 million, and 642 million respectively



TYPES OF THE SOCIAL MEDIA

- Social news sites
- Bookmarking
- Blogs
- Forums

BENEFITS OF THE SOCIAL MEDIA

1. Easy to access

Social media is easy to access any person can easily use it and connect with people where we did not need any training. To use social media we only need internet and device to connect with globe activities which is the easy process.

2. Time consuming

Social media helps to consume less time to get any information, where it provides information in the fraction of seconds in the click of finger which saves the time.

3. Connecting people

Social media plays a vital role in connecting people, where we can connect with our relatives, friends who are far away or living abroad as well as it helps to connect with new people as well.

4. Make things easy and simple

Social media not only use for the chatting and texting it also provide learning facilities related to different fields which make learning and doing easy and simple.

5. Help in emergency

Social media is also playing vital role in emergency circumstances where it use to provide help to needy one like sending food, necessary goods, sanitary and medical equipment, financial help to people who are caught in flood, drought or in any other natural calamities.

6. Helps to create awareness

Social media is the largest platform which helps to create awareness about any social issues which spreads in the less period of time and easy to aware people.

DRAWBACKS OF SOCIAL MEDIA

As like benefits there are also some drawbacks exits due to use of social media. They are as follows.

1. Addiction to people

Social media is the one of dangerous thing which is cause for the addiction of the people where people are totally addicted to the use of the mobile and the mobile sites where out of 10 people every 9 people checks their cell phones to check their social media profile in every 10 minutes which is the most dangerous thing.

2. Internet needed

To use social media the internet must be needed where without internet connection we cannot use any means of the social media application

3. Wastage of time

Most of the people use social media for the purpose of entertainment where from the child to old most of them use it to play games, watch video etc which is the wastage of the time

4. Chances of hacking

In case of social media the chances of hacking is more where the hackers can hack person's personal data and use it for illegal activities.

5. Misuse of information

In case of social media there are chances of misuse of any data or it may cause for the sharing personal, legal information to anyone who misuse it.

6. Sharing fake news

The spreading of fake news are more due to social media where people are not clarifying the news are true or fake which may cause for social issues.

USE OF SOCIAL MEDIA IN VARIOUS SECTORS**1. In government sector**

Government of India more concentrating on the digitalization where it creates campaign like digital India which was launched on 1 July 2015 by government of India to ensure the government services made available to Indian citizens which help increase and improve online infrastructure to make country digitally empowered and to make connectivity between government and citizens is technically good.

2. In educational sector

In the field of education the social media is also plays a vital role where the teaching learning process is more easy and interesting by means of internet, where with the use of various graphics and motions which helps to understand concept in easy way,

The concept of classroom learning is not necessary because of internet.

3. In corporate sector

As like other sector the corporate sector is totally depends on the social networking sites where the business is done by using information's, sharing business products etc

4. In business Arena

In business arena everyone are willingly entering their business on social networking sites which helps the business organizations to expand their business in different market of world where globe is open to make business from one place. Advertising product, promoting product, importing and exporting goods are now easier due to use of social media networking.

FEW SOCIAL MEDIA CAMPAIGN

- Nike #MakeIt Count
- 2008 US Presidential Campaign

CONCLUSION

Social media is playing a vital role in the today's global world where each and every person depends on the social networking sites, as said in olden days "man is social animal which is connected throw the networks which helps to create bonds between humans stonger,

The main concept of social media is based on the transacting people from one place to another sharing ideas and information.

As like coin social media also have some drawbacks where the misuse of the social networking sites are now a day's causing troubles which is the most dangerous thing of social media is faced by the users.

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TYPES OF DIGITAL PAYMENTS SYSTEMS

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ABSTRACT

The last few years has seen enormous growth in use of mobile phone and internet in India. Increasing use of mobile penetration, internet and government initiative such as Digital India are acting as middle men which leads to aggressive growth in use of digital payment. Electronics Customer transaction made at sales point (SP) for products and services either by mobile banking or internet banking using smart phones or card payment are also called as digital payment. The consumer approach of digital payment has a significant and affirmative impact on acceptance of digital payment. The structured questionnaire was used as research tool for understanding consumer insight of digital payment. Primary data was collected from more than 140 respondents in Delhi. Anova and frequency analysis was used to examine the responses. Anova foretell that there is no significant clash in consumer perception based on the demographic factors such as age, gender, annual income and professions of the patients. However education was found to significant influence to over take of digital payment.

Keywords: Cashless Transactions Consumer Perception; Digital Payment; Digital Wallets

I. INTRODUCTION

It has been said that every disruption creates opportunities and one such disruption was the announcement of demonetization by Prime Minister Mr. Narender Modi on 08 November 2016. Demonetization created huge growth opportunity for digital payment in India and the digital wallet companies seized the opportunities with all they might to expand their market share. Demonetization has presented a distinctive platform for adoption of digital payment, as an alternative to cash for Indian consumers.

Adoption of cashless transaction has been significantly pushed by Prime Minister Mr. Narender Modi as part of government improvement after demonetization of high value currency of Rs. 500 and 1000 (more 80% of cash circulation). The demonetization resulted in unparalleled growth in digital payment. By February 2016, digital wallet companies had shown a growth of 271 % for a total value of USD2.8 billion (Rs. 191 crores), Indian government and private sector companies such as Paytm, Freecharge, Mobikwik, Google pay and Phonepe had been forceful pushing several digital payment applications, including the Aadhaar Payment app, the UPI app, the National Payments Corporation of India (NPCI) created the Bharat Interface for Money (BHIM) app. Digital transfers using apps has brought behavioral change and helped in the adoption of digital payment. This has resulted in no difficulty of transfer of money in rural areas which was not possible earlier by the digital payment method. Now many foreign investors want to invest in digital payment industry which is now attractive destinations because of scope of enormous expansion in India.

There are number of organizer which are major to the growth of digital payment and transition from cash economy to less cash economy. These organizer include penetration of internet connectivity on smart phones, non-banking financial institution organizing digital payment, one touch payment, rise of financial technology sector and push by government either by giving encouragement or tax breaks. These all factors are creating positive atmosphere for growth of digital payment in India.

II. METHODS OF PAYMENTS

 Banking Cards	 USSD	 AEPS	 UPI	 Mobile Wallets
 Banks Pre-paid Cards	 Point of Sale	 Internet Banking	 Mobile Banking	 Micro ATMs

2.1:- Banking Cards offer customers more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepaid. These cards provide two factor authentications for secure payments e.g. secure PIN and OTP. RuPay, Visa, MasterCard are some of the example of card payment systems.

Bank Cards, Debit Card, Credit Card: What's the Difference?

Type of Card	Immediate Withdrawal from bank account	Receive a bill and pay at a later date
ATM	Yes	No
ATM/Debit Card with Visa, RuPay or MasterCard logo	Yes	No
Debit Card with Visa or MasterCard logo	Yes	No
Credit Card (American Express, Discover, MasterCard, Visa)	No	Yes

2.2:- Internet banking or e-banking is the latest series of technological wonders in the recent past which involves use of internet for delivery of banking products and services. It is the service being utilized intensively by most of the consumers of the digital world. It enables customers of a bank or other financial institution to conduct different financial transactions through the financial institution's website. Different financial transactions are:

2.2.1:- National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to-one funds transfer. Under this System, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the System. However, cash remittances will be restricted to a maximum of Rs. 50,000/- per transaction.

2.2.2:- Real Time Gross Settlement (RTGS) is the continuous settlement of funds transfers individually on an order by order basis. 'Real Time' means the processing of instructions at the time they are received rather than processing some time later; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually. This system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakhs and there is no upper ceiling for these transactions.

2.2.3:- Electronic Clearing System (ECS) is an alternative method for effecting payment transactions in respect of the utility-bill payments such as telephone bills, electricity bills, insurance premium, card payments and loan repayments, etc., which would eliminate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks / companies / corporations / government departments, etc., in collecting / receiving the payments. This works as per the standing instructions of the customer given to his/her bank.

2.2.4:- Immediate Payment Service (IMPS) offer an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is a forcible tool to transfer money instantly within banks across India through mobile, internet and ATM which is not only safe but also economical both in financial and non-financial perspectives. It sub-serves the goal of Reserve Bank of India (RBI) in electronification of retail payments and builds the foundation for a full range of mobile based Banking services.

2.3:- Mobile banking is a service provided by a bank or other financial institution which allows its customers to conduct different types of financial transactions using a mobile device through software called an app. It fulfills the ability and the increasing demand of consumers, to perform more and more sophisticated financial

2.4:- (AEPS) The Aadhaar Enabled Payment System uses the 12-digit unique Aadhaar identification number to allow bank-to-bank transactions at PoS. AEPS services include balance enquiry, cash withdrawal, cash deposit, and Aadhaar to Aadhaar fund transfers.

2.5:- (USSD) Stands for Unstructured Supplementary Service Data based mobile banking. It is linked to merchant's bank account and used via mobile phone on GSM network for payments up to Rs. 5,000 per day per customer.

2.6:-(UPI) The United Payments Interface envisages being a system that powers multiple bank accounts onto a single mobile application platform (of any participating bank). Merges multiple banking features, ensures seamless fund routing, and merchant payments. It facilitates P2P fund transfers.

Digital payments in India have been experiencing exponential growth and with growth of internet and mobile perception, in past years the country is already to witness a huge rush in the adoption of digital payments. According to data, digital payments grew 55% by volume and 24.2% by value in 2016-17 over the previous years. Data from the Reserve Bank of India (RBI) indicates that the rate of adoption of digital payments had

accelerated following demonetization last years but has slowed in past months of 2017. Total digital transactions in April 2017 of Rs 109.58 trillion are 26.78 lower from Rs 149.58 trillion in March 2017 .

The volume of digital transaction has witnessed exponential growth in volume and value whether it is digital wallet, interbank transfer or transaction by debit or credit card. At merchant places the number of card transaction at sale point (SP) terminal have witnessed a huge surge which reflects that people have started making payment by debit card instead of withdrawing cash from ATM to make payment. In January 2017 the number of transaction of debit card increased to one billion from 817 million in previous year. It has been observed that ATM transaction are more or less same at 900 million, the transaction at SP terminal has increased three times from 109million in past year 2016 to 328 million in 2017.

According to data, “the card transaction post demonization saw huge growth because of infrastructure for the acceptance of card at different merchant location.” Some Labs has helped this growth by deploying a significant number of SP at retailers across the country. Also the number of initiative such as cash back, no transaction charge up to certain limit with further help in growth of digital transactions. The government put pressure on banks to deploy one million addition SP terminal in three months boost the availability of SP and by past years, their number rose to more 2.5 million.

India is heading on the path of a major digital revolution. The future economy will be driven by cashless transaction which will be possible only through digitalization of payment mechanism at different location such as smart phone, internet banking, card transaction etc. The focus of present study is to find how respondents are adopting digital payment. The study collected response from more than 150 respondents and analyzed their perception, preferences and satisfaction level of digital payment. It further identifies the barriers and challenges to the adoption of digital payment.

THE TOP FIVE MOBILE PAYMENT WALLET OF INDIA

1. paytm



Paytm is easily the top Digital Wallet in India today. Both by brand familiarity and user adoption. They had crossed 200mn installs in early 2017 and marching towards their target of growing to 500mn users. They have the largest network of offline merchants. One can easily call them the “Whatsapp” of the digital wallet space. Anyone using digital wallets will be using them.

Whats good – Largest user and merchants base. Offers a lot of services like Buses, Flights, Recharge, Bills and even Gold shopping.

Whats bad – Slightly cluttered UI with a lot of options

2. Mobikwik



MobiKwik slowly but steadily grew to become the 2nd largest digital wallet by its sheer strength of user-experience and online merchant integrations. They keep growing and give a strong competition to Paytm.

Whats good – Their UI is exceptionally clean and very interactive. Faster checkout process for better user experience.

Whats bad – Their cashback in the form of Supercash which usually has a lot of restrictions. Fewer rewards/offers than Paytm.

3. PhonePe



PhonePe started as UPI payment app and later was acquired by Flipkart to be launched as a digital wallet for the e-commerce giant group. It definitely has a lot of smart people behind the app as a first time user will find the app really easy to use. Do use them if you shop often on Flipkart and pay bills online.

Whats good – Great cashback offers on online Bill payments (electricity, DTH, water, mobile). Fast and good user-experience of the app even though they highlight a lot of services.

Whats bad – online and offline merchant integration is lower than others.

4.Freecharge



Freecharge is a great story in the Digital Wallet world due to the transformation journey it has travelled. What started as a service to provide physical coupons for online mobile recharges over years got bought over by Snapdeal and also pivoted to a complete digital payments platform. However, even with a young and fresh branding, they never could capture a user's imagination like others. This wallet always feels like an afterthought when making online transactions. But its still a great app to have for transactions and offers.

Whats good – Quick and simple payment process. Immediate cashback on transactions.

Whats bad – Fewer merchant integrations through present with major online players. Low adoption for server-to-server.

5. JioMoney



JioMoney like airtel happens to be available for a large user base due to sheer VOIP revolution Jio is driving in the country. They still have a long way to go in terms of integrations and offers.

Whats good – No registration required for Jio users. So get it if you have a Jio sim.

Whats bad – Not a great UI. Miles behind in online and offline merchant integrations.

USING E-WALLET

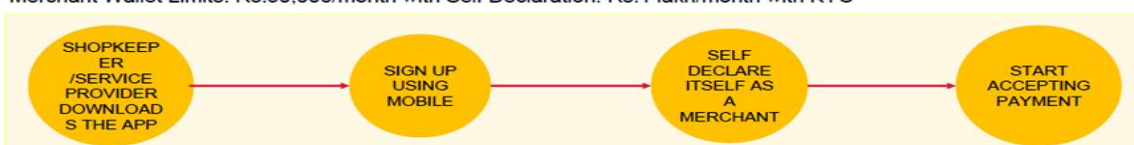
1. Choose the wallet services available in the market.
2. Download the application of wallet as chosen.
3. Complete the Registration process by providing details like Name, e-Mail ID, Mobile No.
4. Mobile No. verification code is sent by the wallet company to verify the mobile no.
5. Input the verification code during the registration process as requested by application.
6. Payment wallet is created and can be used once loaded with some amount for its use for shopping.
7. Payment wallet can be loaded using Credit Card, Debit Card, Net Banking, ATM Card & IMPS.
8. Once Payment wallet is loaded, it can be used for Fund Transfer, Shopping and other transactions.

Using Wallets

Consumer Wallet Limits: Rs.20,000/month for all. Rs.1 lakh/month with KYC



Merchant Wallet Limits: Rs.50,000/month with Self Declaration. Rs.1 lakh/month with KYC



Types of PoS



PHYSICAL POS

Physical Card Swiping – PTSN
with landline / GPRS enabled



MPOS

Phone connected with external
POS device through jack /
Bluetooth



V-POS

Virtual E-payment Gateway

Must Do Practices

Register your mobile number at bank for regular information by SMS for every transaction

Never share your PIN to anyone

Transact at only trusted merchants

While at ATM, ensure no one is looking over your shoulders

BENEFITS – Long Term & Short Term

- Convenience and ease of transaction and is more secure compared to making transactions involving cash withdrawal.
- Drive the development and modernisation of the payment system, promote transparency and accountability, reduce transaction costs, and decrease the size of the grey or informal economy.
- Help business people grow their customer base and resource pool, far beyond the limitations of their immediate geographic area.
- Adds up to environment as no tree will be cut for printing paper money
- Reduces Corruption

CONCLUSION

India is among the fast growing as one of the biggest and strong economies. For sustained development and growth with vigorous economic development, certain integral factors like improved transparency, corporate governance etc, play a main role. All developments could be realizable only when the population embraces the digital payments and digital transactions. Hence, if the challenges that are discussed are addressed and improved solutions in terms of digital transactions with more secured features, ease of transactions and reduced cost of managing the digital payments could lead to more potential developments and supporting in improved conditions of digital payments processing.

Present study has made an attempt to understand customer perception regarding digital payment. It was found that demographic factor except education does not have much impact on the adoption of the digital payment. It was only education level of the respondents where signification difference is perceived by the respondents. It indicates that adoption of digital payment is influenced by the education level of the customer. If a person has studied beyond matriculation and internet savvy, he or she will be inclined to use the digital payment mode. It was also found that in the areas/region where education level is high such as Delhi NCR and other metropolitan area, the possibility of acceptance of digital payment is much higher. The growth of users of Smartphone and internet penetration in such area also facilitated the adoption of digital payment.

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DIGITAL TRANSFORMATION IN HRM

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ABSTRACT

This paper investigated the concept of digital transformation in Human resource management and how new technologies are helping various HR functions and its employees. Digitalization empowers HR to mine employer data. For insights so that it can market messages and initiatives more effectively. It helps the HR Dept. to carry their roles and responsibilities. An organization can attract and retain higher quality talent through digitization. This study revealed that digitization in HR is very important for an organization. The study has explored the concept of “SMACI” THE WEB OF TECHNOLOGY’ the use of Artificial Intelligence (AI) HR chatbots, Machine learning, Robot process automation (RPA) in making the basic function of human resource management (Recruitment, Screening, Interviewing , Onboarding) smarter , faster and effective. It increase the efficiency and effectiveness of an organization. This study suggest that HR needs its own digital strategy to improve productivity and it should not be done fastly. It is necessary to attract and retain the best talent. HR should develop a clear visions and guidelines for the use of digitization. The study is also contributed in the literature by exploring the various tools which are used by companies for the advancement and development of HR dept. The benefits of having digital transformation in human resource management possible barriers or challenges a company has to face while transformation and solution to overcome those challenges has also been explored with the example of Indian Companies. And there innovation in business.

Keywords; digitization, HR, performance, effectiveness, SMACI

INTRODUCTION

Digitization is changing the world. It creates opportunities for the individual and society. It is the process of converting information into a digital format. In recent years government and private bodies have begun to recognize the importance of archiving digital information and some initiatives are already underway such as creation of the National digital information infrastructure and preservation progress (NDIIPP). If an organization we want to use and re use of information and knowledge in society, we need digital information. Digital HR is technology enabled way of work that leverages new age sciences to make a HR transaction and decision intuitive, informed and inspiring to enable organizational effectiveness. Today, prospective employees leverage digital channel like twitter and facebook etc. HR digitization enables recruiting, compensation management, learning and development and talent management etc. To the manager and employees leading to much higher empowerment and transparency. The world is on the edge fourth industrial revolution. This revolution contain a mixture of technologies that slowly fading the lines between digital , physical and biological arenas. It involves processes and product ranging from driverless cars, smart robots, artificial intelligence (AI) , Nano technology, Internett of things , virtual reality for the digital world and 3D printing are among the few, which attract the future. Digital transformation has changed the customer expectation and has reconstructed the concept of product enrichment, collaborative innovation, and organizational structure. We Indian and others have worked together to shape the knowledge of economy. Many organizations came forward to lend their hands for achieving India digitally equipped country organizations like BSNL ,Relience LTD are coming forward to spread digitalization among rural areas. Digital India imitative introduced by Indian Government. has contributed a lot to boost the economy of the country. In the 21 century one of the most important technologies is the power of the digitization. The system which allows individual to communicate globally all government.

REVIEW OF LITERATURE

The responsibilities of HR department gradually become broader. Digitization changed the way of doing every work. Now, digitization in HR becoming important for an organization. Different studies have been directed at national and international level some of them are as following:

Akshay Kanchan, George sheba (2017) in his article “A study on the impact of digitization on human resource : HR professionals, perpective” says that in this era of technological advancement, every field is transforming itself toward digitization. HR has also undergone this change and have become strategic partners in business. This paper studied the impact of Digitization on various HR functions such as recruitment, learning and development performance management and compensation.

BP Biddappa (2016) in his article “Role of HR in digital information journey at unilever says that recruitment, learning performance management, recognition, engagement and communication to managing exists have

online interfaces. This help us tremendously in a couple of ways enhanced transparency and efficiency. Digitization has also enabled culture change.

Bhagawan Chandra Sinha Dr.Mridula Mishra (2014) in his research paper titled” E-HRM An empirical study in select Indian organization” reveals that all the E-HRM tools are not fully utilized in Indian organizational and private organization are ahead of public organization in application of e-HRM tools.

Priyanka Kumar (2016) in his article “most trends for this year point towards a mélange of managing expectation of millennial employee and intelligent use of technology” says digitization clearly associates itself with the overall business goal of an organization as it implies that HR is not an administrative function but is accountable for delivering more strategic and revenue driven results.

Shaily Singh (2015) in his article titled “5 things HR can do in digital of banks” proved that the banking industry which was always seen as more conservative is now under much pressure to adopt such cutting edge technologies and go completely digitized.

OBJECTIVES

1. To study digital transformation in Human Resource Management context.
2. To identify the benefits of having the digital transformation for HR and business.
3. To identify the key enablers of digital transformation.
4. To identify the challenges HR has face while adopting digital transformation.
5. To study the impact of digitization in HR.
6. To access the future of digitization in HR.

RESEARCH METHODOLOGY

This is a review based descriptive study in which the material which we have considered is secondary in nature. The secondary data which is available from online from source such as company reports, blogs of experts, websites, Research papers, and magazines have been used.

The Concept of SMACI of Digital Transformation

As HR is heading towards the digital revolution and the future is characterized by Big Data, mobile artificial intelligence, social media, and cloud computing, the ability for organizations to manage their people will grow more flexible, agile and customized. Social, mobile, analytics, cloud and internet altogether makes a web of technology which is called as SMACI. The integrated play of SMACI helps in delivering content, commerce, and collaboration to customer anytime and anywhere in a comprehensive, personalized, contextual and cost-effective manner. SMACI unfolds as follows:

Social media- social channels give assistance to businesses in interacting with their customers.

Mobility- is shifting the focus application development away from the traditional ‘desktop based’ approach to a ‘mobile first’ one.

Analytics- is enabling enterprise to explore large volumes of data to gain insights and drive strategic decisions.

Cloud- computing is reshaping the way software and services are sold and delivered.

Internet of Everything (IoE)-is opening significant opportunities by connecting everything to the internet.

Benefits of Digital Transformation to Human Resource Management

- 1) **Increase Efficiency:-**Robotic process Automation(RPA) is a smart AI/machine learning technology that learns how a worker does a repetitive task. Robots are particularly helpful in process that require a lot of data processing. Typical task for robots include: collecting data from XLS files or system, running reports, copying data, checking data for completeness, reading, processing and submitting e-mails, entering data in HR or payroll system and pre-populating forms.
- 2) **Enhance Workplace Learning:-** cloud productivity solution such as Microsoft 365 can help employees to work and collaborate at peak proficiency without wasting time by creating a more streamlined working environment.AI tools can also help HR function to make personalized career development entailing different learning and development programs, that will boost employee productivity and job satisfaction; bring down work- induced stress level and employee turnover and many other benefits.
- 3) **Data Security and Transparency:-** Technologies has the power to ascertain whether certain corruption, bribery or other potential wrongdoings is about to be undertaken by an employees. Tools such as big data

and In-memory technology allows companies to scan vast amounts of non- structured data(eg. texts, scanned invoices etc.) and search for critical clues to unwanted and potentially illegal activities(eg. look for invoice referencing facilitation fee') that ensure the legal assurance to the shareholders and the company employees.

- 4) **Enables Companies to Stay Competitive:-**Digital advancement has not remained a choice, it has become an essential part of competitive and surviving strategies. The key to the good technology is that it works for you. Start with a strong digital transformation strategy, and choose the right technology to fit your business objectives.
- 5) **Ease Out the Screening and Interview Process:-**Artificial Intelligence is also proving very helpful in automating the interview process by assessing candidates 'word choice, speech patterns and facial expressions. AI can turn a 15 min video interview into a set of 20000 data points on facial movements, innovation and word choice to evaluate a candidate. Artificial Intelligence is helping Human Resource Department in screening process by analyzing the past success records for a job profile and then assess the available talent pool to identify the most suitable candidates with the adequate skill set and experience.
- 6) **Smart Recruitment:-**There is research by Bersin's firm which shows that nearly 40% of companies are using some form of AI in HR. Organizations like IBM, SAP, Facebook, GE, and Hilton worldwide are already using this game changer technology to screen, interview and recruit new talent. What Artificial intelligence (AI) does, it simplify the functions within the company and gradually develops the intelligence to work smarter without replacing the human elements in Human Resource department. There are some of the artificial recruiting tools that are making the business more productive, better and fair of course.
- 7) **Enhance onboarding experience:-**Recently Boston consultancy group found that onboarding had a strong impact on employee retention. So it's essential to make the first impression worth for. Artificial Intelligence is helping HR in building this first impression strong and positive by redefining the whole employee joining process by creating journey maps, right from pre-hiring assessment and interviewing to onboarding and employee orientation.

CHALLENGES

As technologies are making waves in Human Resources department, the future of HR is challenging because employee perceives any from of cognitive tech as a threat to their job security. The role of HR would be more important now to assure people of their skill and the need to exercise the same, while automating the redundant parts of their jobs. Some of the possible challenges which an enterprise has to face are given below:-

- a) **Leadership Support:-** A leader should be there to support and motive the technology as most of the companies won't able to pursue with digitization as their managers or leaders were not supportive enough. So it a necessary thing to have a good leader's support that encourages innovation.
- b) **Understanding Customer:-** companies like Amazon, Uber, Airbnb, and Tesla have changed the expectation of the market forever. The average consumer now expects brands to be able to understand their unique wants and need and create a customized experience to suit.
- c) **Resistance to change:-**Technology is not the silver bullet that will magically rid us of all the problems; it can't solve any problem unless we change the underlying mindsets people normally don't encourage change unless and until it became the urgency. This is also confirmed by a recent psychological study which states that only 38% of people actually like change. These fears and resistance should be removed by open communication with a proper clarifying through of how digital transformation can be done, what positive changes it will bring, and how it will be beneficial for their daily work.
- d) **Getting the right talent:-** one of the essential things to support digital transformation is the collaboration of interdepartmental employees. Don't let the division to harm the system and for that the right technical superiority at right place. It will bridge the gap between the developer and communicator.

Success stories in India

Reliance Jio, the 4G telecommunications, and digital services company is the perfect examples of digital transformation. Which was came up the a vision to build a national 4G network across 18000 cities and towns in India to serve 100 millions of customer. They have started with an employee value proposition strategy that support employees, candidates, and business managers and the service they offered was easy to use, quick to buy and come with safety. Digital-first HR programmed was used which allowed staff members to complete the tasks with the help of real time apps and could based services. Secondly they streamlined their all hr processes, technologies(SAP and series of cloud apps such as salesforce.com.)policies into one single application. They have automated and streamline almost all their major activities.

SUGGESTIONS

Although above analysis shows that digitization in HR creates and increases the effectiveness of an organization. But still there are some suggestion to make is more effective they are as follows:-

- 1) HR needs its own digital strategy to improve productivity.
- 2) HR should develop a clear vision for the digitization that takes long term, holistic view of talent acquisition and management.
- 3) To attract and retain that best talent digitization should not be done fastly.
- 4) HR should use social and mobile platform to build stronger relationship with employees as well as prospects.
- 5) HR must also lay down clear guidelines for the use of digitization.

CONCLUSION

Digital HR is about coming to the fold with idea that challenges and change things for the better digitization in HR are very important for an organization. The main purpose of this paper was to find out the meaning of digital transformation in Human Resource Management and how HR function are taking advantage of it. HR department have typically managed people while remaining separate from other parts of an organization. This is rapidly changing thanks to advance in digital technology. The study concluded that digitization plays an important role in HR. it helps in recruitment, selection, training, create, and monitor matrices.

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DIGITAL PAYMENT REVOLUTION: RESPONDENT'S PERCEPTION TOWARDS NEXT GENERATION PAYMENT SYSTEM

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ABSTRACT

Money is the life blood of every economic system. The exchange system started with barter system then it transited to cash system and now we are proceeding to cashless system with the advent of digitalization of the payment system. Digitalisation of the payment system in India is the after effect of demonetization being announced by our Prime Minister Mr.Narendra Modi. It expanded the market share of many digital payment system in India. The Indian economy is well set for digital revolution and we are on the way to use next generation payment system. The new payment system gives rise to new service providers with innovative services which may present challenge of complexity of transactions, increased transaction cost and security risk. The present study is conducted to study different attributes influencing digital payment system in India. The study shows that there are different determinants such as one click payments, offers, pay any time anywhere, easy to track small expenses, convenience of not carrying cash and no hassle of change whereas security issues in transactions, transaction cost, poor internet connectivity, defunct POS and delayed reimbursement of failed transaction can be a barrier or a concern in digital transactions. For study survey was conducted and chi-square test was applied to see the influence of different attributes on application of digital payment system and it is observed that respondents are aware of different payment system and they prefer to use them so India is on the way to a new digital economic system and all set for digital payment revolution.

Keywords: Barter system, Cashless system, Digital payment system, Next generation payment system

1. INTRODUCTION

Digitalisation of the payment system in India is the aftereffect of demonetization being announced by our Prime Minister Mr.Narendra Modi on 6th November 2016. It expanded the market share of many digital payment system in India. It has replaced the cash transactions in India to a great extent. Digital India is one of the flagship programme of government of India to make India go cashless and be Smart. Now every Indian be it a big industrialist or a small vegetable vendor everyone is looking for digital payment solutions. This digital payment system or also known as electronic payment system has increased the use of debit and credit cards in the economy. It has enabled a more detailed record of all the transactions taking place in the society, allowing more transparency in business operations and money transfers. The Indian economy is well set for digital revolution and we are on the way to use next generation payment system. As per the reports of RBI Card (debit and credit) payment is an important payment instrument which has replaced the use of cash in retail outlets and e-commerce sites. In the financial year 2018-19 the usage of E-payment systems at PoS vs ATMs with reference to debit and credit cards is depicted in the following table:

ATM	Volume(mn)	Value(INR bn)	Ticket Size (INR)	Share - Volume	Share - Value
Credit Cards	9.77	45.33	4639.19	0.10%	0.14%
Debit Cards	9859.61	33107.89	3357.93	99.90%	99.86%
PoS& online	Volume(mn)	Value(INR bn)	Ticket Size (INR)	Share - Volume	Share - Value
Credit Cards	1762.59	6033.48	3423.08	28.54%	50.41%
Debit Cards	4414.28	5934.75	1344.44	71.46%	49.5

Source:- RBI report 2019

With the smart phone revolution in India there has been an explosion in the digital payment options from e-money to the Unified Payments Interface (UPI) to Aadhaar Payments Bridge System (APBS), RuPay, Bharat Bill Payment System (BBPS), etc. There are number of facilitators which are leading to the growth of various e-payment system in India thereby helping in the changeover from cash to cashless economy. The major determinants include one click payments, offers, pay any time anywhere, easy to track small expenses, convenience of not carrying cash and no hassle of change these have paved way for the next generation payment system in India.

1.1 Different types of digital payment modes in India are:

1. UPI apps

UPI or unified payment interface is a payment mode which is used to make fund transfers through the mobile app. The transfer of funds is possible using UPI apps on android phones. There are many good UPI apps available such as BHIM, SBI UPI app, HDFC UPI app, iMobile, PhonePe app etc.

2. AEPS

AEPS is an Aadhaar based digital payment mode. Customer needs to link Aadhaar number to their respective bank account to use AEPS. It allows bank to bank transactions i.e. the money one pays will be deducted from payer's account and credited to the payee's account directly.

3. USSD

USSD banking or *99# Banking is a mobile banking based digital payment mode. The customer need not have a smartphone or internet connection to use USSD banking. One can easily use it with any normal feature phone. The *99# code works as a bridge between telecom operator's server and the bank's server.

4. Cards

Cards are provided by banks to their account holders. The most preferred digital payment modes till date is payment through cards. Many of the customers use cards for transferring funds and making digital payments. There are three main types of cards viz Credit cards, debit cards and prepaid.

5. E-Wallets

E-wallet or mobile wallet represents the digital version of the physical wallet. The customer can keep money in the E-wallet and use it for making payments. The customers need to have a smart phone and internet connection. Paytm, Mobikwik, PayUmoney, Citrus and Oxigen are most commonly used E-wallets.

6. POS terminals

POS terminals are those machines that were installed at all stores where purchases were made by customers using credit/debit cards with digitization the scope of POS is expanding and this service is available now in three different types as Physical POS, Mobile POS and Virtual POS.

7. Internet Banking

Internet banking is the process of carrying out banking transactions online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. Internet banking is also coined as e-banking or virtual banking. Internet banking is usually used to make online fund transfers via NEFT, RTGS or IMPS.

1.2 Growth of Digital Payment in India

As per the Assocham-PWC India study digital payments in India will more than double in 2023. It is expected to rise to \$135.2 billion in 2023 from \$64.8 billion in 2019. The study also concluded that there will be compounded annual growth of 20.2% in digital payments' transaction between 2019 and 2023. The factors which led to the exponential growth in digital transactions are demonetization, discount on mobile wallets and UPI transactions and funding from a varied set of domestic and international stakeholders. The other factors contributing to the revolution in this industry are rise of digital commerce, the ever-growing smartphone penetration, increasing consumer readiness to the digital payment platform, innovation in payments technology using AI, blockchain, the Internet of Things (IoT), real-time payments and the introduction of mobile point of sale (POS) devices. The Nandan Nilekani committee on digital payments had suggested that the Reserve Bank of India (RBI) and the government must target growth by a factor of 10 in three years in the volume of digital payments, resulting to doubling in value relative to gross domestic product.

LITERATURE REVIEW

Sidi, F. et al. (2013) observed that the awareness level changes with the education qualification for example consumers with high education background are aware of technical measures such as scanning, changing passwords, reading privacy policy whereas, consumers with low education qualification are not aware of technical measures. **Sanghita Roy, Dr. Indrajit Sinha (2014)** studied the e-payment system in India and observed that Innovation, incentive, customer convenience and legal framework are the four factors which leads to strengthen the E- payment system in India. **Rose, J. et al. (2014)** in his studies concluded that millennial generations are less worried about their privacy than other generation of consumers. It was concluded that depending on the nature of the consumers the concern for security increases. **Rouibah (2015)** in the study concluded that poor security, lack of trust, fear of failure, high charges and poor familiarity were the major constraints influencing e-payments. **Podile & Rajesh (2017)** concluded that India is progressing to become a

cashless economy but negative perception of the people should be rightly addressed by the government and the banking institutions.

2. OBJECTIVES

1. To find out the most preferred electronic payment used by customer.
2. To study the perception of respondents regarding digital payment systems in India.

3. RESEARCH METHODOLOGY

The primary data for the study was collected through distributing structured questionnaires among the consumers. The sample size is limited to 150 respondents. The study was conducted based on the convenient sampling technique. The data collected was analyzed by Percentage analysis and Chi-Square analysis using excel. Chi-square test is used for testing the hypotheses at 0.05 significance level.

4. DATA ANALYSIS

Table-1: Demographic variables

Variable	Category	No. of respondents	Percentage(%)
Gender	Male	78	52
	Female	72	48
	Total	150	100
Age	Below 30	65	43.33
	31-40	58	38.67
	41-50	15	10
	Above 50	12	8
	Total	150	100
Education	HSC	24	16
	Diploma	35	23.33
	Graduate	39	26
	Post Graduate	42	28
	Others	10	6.67
	Total	150	100
Occupation	Employee	37	24.66
	Self employed	78	52
	Others	35	23.33
	Total	150	100

The table 1 shows the demographic profile of respondents engaged in the use of digital mode of payment. It shows that 52% respondents are male and 48% are females. The age variable of the respondents shows that maximum users of digital payment belong to age less than 30 years followed by respondents belonging to age group of 31-40 years which concludes that young generation use digital payment modes more than older age group. The education qualification of these respondents shows that most of the respondents are either post graduate or graduate. Majority of the respondents i.e. 52% are self-employed.

Table-2: Preferred Mode of Payment

Mode of Payment	Frequency	Percentage (%)
Credit /Debit cards	51	34
UPI app	16	10.67
AEPS	15	10
USSD	10	6.67
E-Wallets	33	22
POS terminal	12	8
Internet banking	13	8.67
	150	100

Table 2 above shows that the most preferred mode of payment by respondents is credit/debit cards. The respondents also use E-wallets as preferred mode of payment after debit or credit cards which concludes that the respondents are now preferring next generation digital payment systems.

Table-3: Frequency analysis of Respondents Perception for digital payment system

Attributes	SA	A	N	DA	SDA	WAM
Pay at one click	78	53	14	5	0	43.39
Incentives/ offers	72	54	17	6	1	42.6
Pay anytime anywhere	113	20	9	6	2	45.49
Ease to track small expenses	27	71	27	12	13	35.8
No Hassel of change	30	75	26	12	7	37.2
Secured transactions	5	71	33	11	30	30.66
Transaction cost is a barrier	26	59	13	46	6	33.53
Poor Internet connectivity is obstacle	34	83	13	19	1	38.67
Defunct POS is a barrier	24	58	14	39	15	32.47
Lack of technical knowledge is obstacle	30	56	6	35	23	32.33
Delayed reimbursement of failed transactions is a barrier	28	53	7	49	13	32.26

*SA= Strongly agree, A=Agree, N=Neutral, DA=Disagree, SDA= Strongly disagree, WAM= Weighted average mean

Majority of the respondents feel that with digital payment system they can pay anytime anywhere, they get incentives or offers in the form of discounts while making payment, they can pay at one click, there is no hassel of change and it is easy to track small expenses. On the other hand respondents believed that poor internet connectivity, transaction cost, lack of technical knowledge and defunct POS is a barrier for digital payment system.

HYPOTHESIS TESTING

H0: Different attributes have no influence on digital payment system in India

H1: Different attributes have influence on digital payment system in India

Table-4: Chi square analysis of Respondents Perception for digital payment system

Attributes	χ^2	Critical value of χ^2	p-value	Remarks
Pay at one click	153.8	9.488	<0.00001	H0 rejected
Incentives/ offers	130.867	9.488	<0.00001	H0 rejected
Pay anytime anywhere	293	9.488	<0.00001	H0 rejected
Ease to track small expenses	77.067	9.488	<0.00001	H0 rejected
No Hassel of change	96.467	9.488	<0.00001	H0 rejected
Secured transactions	89.2	9.488	<0.00001	H0 rejected
Transaction cost	65.933	9.488	<0.00001	H0 rejected
Poor Internet connectivity	135.867	9.488	<0.00001	H0 rejected
Defunct POS complicates transaction	46.067	9.488	<0.00001	H0 rejected
Technical knowledge	44.2	9.488	<0.00001	H0 rejected
Delayed reimbursement of failed transactions	57.067	9.488	<0.00001	H0 rejected

Table 4 infers that on study for different attributes having influence on digital payment system the null hypotheses is rejected and alternative hypotheses is accepted. It can be concluded from the study that pay at one click, incentives/offers, ease to pay anytime anywhere, esae to track small expenses, no hassel of change encourage the use of digital payment system and the customers are ready to use next generation payment system. But security issues in trancactions, transaction cost, poor internet connectivity, defuct POS and delayed reimbursement of failed transaction can be a barrier or a concern in digital transactions. These issues must be resolved to make India prepared for next generation payment system.

5. DISCUSSIONS AND CONCLUSION

The present study was an attempt to study respondent's perception towards digital payment system. From the study it can be concluded that there are many facilitators of digital payment system but the new payment services should reduce the complexity of transactions and transaction cost should be minimized also security issues in transactions should be major area of concern and specific tools be used to mitigate these risks. The supervisors should monitor digital payments market from the consumer protection perspective and from security risk threat being posed by the new services. Developments in the payment markets brings different service providers providing innovative services competing with each other but this should not be at the cost of

customers risk which the supervisors should take care of. Financial literacy regarding new services should be provided so that lack of technical knowledge issue can be resolved. Besides at the national level these payment services should be available cross borders also and this cross border payment flow requires a strong international dialogue and cooperation. Thus it can be concluded that with the new generation of payment system and service providers India will enter new digital economic system.

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IMPLEMENTATION OF E-LEARNING STRATEGIES IN ENGLISH LANGUAGE TEACHING AT JUNIOR COLLEGE LEVEL IN PRESENT SET UP

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ABSTRACT

Entry to the information age and effective life in information-oriented society requires an understanding of its characteristics. One of the social institutions that will undergo extensive changes at this age is general and higher education and training institutions. The aim of this review study is to evaluate the effectiveness of e learning in learning. This paper is a review study carried out using Medline and CINAHL databases and Google search engine. The studies used include review articles and English meta-analysis of language. Of the retrieved results, 38 documents including articles, books and web sites were investigated and classified. At first, the background of e learning was studied history and in the next section its effectiveness in learning was briefly examined. The overall benefits of e-learning include the promotion of learning, independence and individual satisfaction, learning at anytime, anywhere and with any background, learning without the same prerequisites, speed and process of learning due to individual needs, individual learning along with cooperative learning, saving time and costs significantly, the possibility of teaching and learning for all people, mutual teaching and learning, getting quick results in learning, learning more by using multimedia and maintaining resources and reducing environmental and audio pollution. The results of studies suggest positive effects of e-learning on learning thus it is suggested that this approach be used more in education, which requires building the required grounds.

Keywords: E learning, effectiveness, learning

INTRODUCTION

World today is a complex one with issues and concerns emerging that were absent even a generation ago. One of the significant changes that have taken place is the role of education and the realisation that it is indispensable for meeting the challenges and complexities of contemporary life and society. Education has become indispensable not only for its own sake -- for making people literate and knowledgeable, but also as a means of empowering them and for the development of society. Without education, the technological revolution that continues unabated would not have been possible in our lives. In every field – agriculture, housing, health services, manufacturing, transportation and of course education, we find that technology has transformed these fields and our lives beyond imagination. The objective of most countries world wide is to universalise education up to the age of 14 or 16 years and subsequently to allow people to choose the level and type of education that suits their needs.

E-LEARNING - CONCEPT AND CHARACTERISTICS

What is eLearning? E-learning is essentially imparting education through computer and network enabled digital technologies which include among other things, internet, intranet, computer, satellite TV, CDROM, audio and video resources. The term e-learning was first used in the professional environment in the year 1999 at CBT Seminar at Los Angeles. Therefore e-learning could be broadly defined as use of Information and Communication Technology (ICT) to enhance and support learning. This could range from teachers and students using e-mail for communication to entirely online courses. This term is used synonymously with virtual learning, online learning, computer based learning, web based learning, and networked learning. Whatever may be the definition of e-learning, it is currently changing the way schools and colleges teach and the students learn

1.2 DEFINITION OF E-LEARNING

E-learning is defined by many people, in many ways, since the term e-learning is used inconsistently, in order to gain a clear understanding of what e-learning is, here are a few definitions of e-learning.

The letter "e" in e-learning stands for the word "electronic", e-learning would incorporate all educational activities that are carried out by individuals or groups working online or offline via networked or standalone computers and other electronic devices.

- Brandon Hall defines E-learning as: "...instruction that is delivered electronically, in part or wholly via a Web browser, through the Internet or an intranet, or through multimedia platforms such as CD-ROM or DVD."
- Rosenberg: "E-learning refers to the use of Internet technologies to deliver a broad array of solutions that enhance knowledge and performance." Rosenberg claims that e-learning is based on three fundamental criteria:

- E-learning is networked, instant updating, storage and retrieval, distribution and sharing of information is therefore possible.
- E-learning is delivered to the end-user via a computer using standard internet technologies.
- E-learning focuses on the broadest view of learning: Learning solutions going beyond the traditional paradigms of training.
- E-learning involves the use of a computer or electronic device (e.g. a mobile phone) in some way to provide training, educational or learning material. (Derek Stockley 2003)
- Allison Rossett (2001) defines e-learning as: Web-based training (WBT), also known as e-learning and on-line learning, is training that resides on a server or host computer that is connected to the World Wide Web.
- "E-learning refers to educational processes that utilise information and communications technology to mediate synchronous as well as asynchronous learning and teaching activities" (Jereb & Šmitek, 2006)
- "E-learning is the use of new multimedia technologies and the Internet to improve the quality of learning by facilitating access to resources and services, as well as remote exchange and collaboration" (Alonso et al., 2005).
- "E-learning is the delivery of education (all activities relevant to instructing, teaching, and learning) through various electronic media" (Koohang & Harman, 2005)
- Thus, E-Learning is the use of technology to enable people to learn anytime and anywhere. E-learning can include training, the delivery of just-in-time information and guidance from experts. E-learning could also be considered distance education in an evolved form, which has taken advantages of all the emerging technologies for enhancing learning experiences of every learner. In that sense e-learning could be considered as a new generation of distance education.

1.3. CHARACTERISTICS OF E- LEARNING

➤ E-learning is Learner-Centric Learning

- The learner centric e-learning model makes an array of resources available to the learner, who is free to choose when, where and how to learn.

➤ E-learning for lifelong learning

- Increasing access to technologies and its ever increasing sophistication this approach to learning facilitates lifelong learning among various stake holders.

➤ E-learning is Flexible Learning

- Has historically been linked with distance education and flexible learning. In distance education, various technologies can be used to link learners, instructors and resources that are removed in time or space. The hallmark of flexible learning, as its name suggests, is its adaptability to learners' needs and circumstances.

➤ E-learning is Social

- E-learning seeks to foster collaboration and peers interaction. Various e-learning technologies facilitate various types of collaboration among learners and teachers.

➤ E-learning Involves Learning Objects

- Uses reusable learning objects. This RLO permits one to create e-learning course with ease.

➤ E-learning is Personalized

- Usually e-learning system permits its users to personalize the learning by tailoring its offerings to their learning style, job requirements, career goals, current knowledge and personal preferences.

➤ E-learning Involves Effective Communication

- The effectiveness of e-learning also depends on establishing two-way communication between teachers and learners, and among learners themselves. There are many standalone tools as well as learner management system integrated tools to foster interactive and collaborative engagement.

1.5 APPROACHES TO ELEARNING

E-learning can be provided in many ways as given below

- ★ Synchronous versus Asynchronous

- ci) Networked versus Stand alone

- cii) Individual versus Group
- ciii) Online versus Offline
- civ) Internet versus Intranet
- cv) Computer based versus Other digital devices
- cvi) Blended versus Fully online
- cvi) Self-paced versus Instructor lead
- cvi) Some of these approaches are explained below:

Synchronous E-learning

In Synchronous e-learning, communication occurs at the same time between individuals and information is accessed instantly. It is characterized by real time, simultaneous and two way communication. This is commonly supported by media such as Video Conferencing, Virtual Classrooms and Chat sessions. The most familiar form of synchronous electronic communication is real time two way text-based online chat, which is widely used in e-learning. More sophisticated forms of synchronous instruction include virtual classrooms, which use information and communication technologies to mimic a traditional classroom environment. This may involve video-conferencing or the use of shared electronic whiteboards, which allow learning materials to be created and modified in real time, either by the instructor or the learners. Learners and Teachers experience synchronous e-learning as more social and avoid frustration by asking and answering questions in real time. Synchronous sessions help e-learners feel like participants rather than isolates.

Asynchronous E-learning

As you are familiar with the use of e-mail which is also a two way communication, here the flexibility is that the sender and receiver of the message need not be online at the same time. You can check your e-mail at your convenient time. Thus Asynchronous means you need not be online at the same time. This Asynchronous E-learning is commonly facilitated by media such as e-mail and discussion boards, supports work relations among learners and with teachers, even when participants cannot be online at the same time. It is thus a key component of flexible learning. Asynchronous instruction allows participants to control their own timetables and fit learning around their other commitments. This is a major bonus, especially for adult learners. Asynchronous e-learning makes it possible for learners to log on to an e-learning environment at any time and download documents or send messages to teachers or peers. Students may spend more time refining their contributions, which are generally considered more thoughtful compared to synchronous communication. Many of the technologies used in asynchronous e-learning also permit two way communication between learners and instructors, or multi-directional, collaborative communication among learners themselves.

Blended Learning: blended learning e-learning is being combined with traditional classroom methods and independent study to create a new, hybrid teaching methodology. Many use terms like hybrid, mixed, or integrative to describe the same trend. In a blended-learning course, for example, students might attend a class taught by a teacher in a traditional classroom setting, while also independently completing online components of the course outside of the classroom. In this case, in-class time may be either replaced or supplemented by online learning experiences, and students would learn about the same topics online as they do in class—i.e., the online and in-person learning experiences would parallel and complement one another.

Blended learning can provide the convenience, speed and cost effectiveness of e-learning with the personal touch of traditional learning. Students can prepare for, consolidate and recall classroom experiences online, while gaining the benefits of interaction with teachers and students via an actual or virtual classroom. Student learning and retention rates improve without sacrificing the convenience, cost-effectiveness and customization of self-paced Web-based coursework.

Individual versus group

e-learning refers to situations where an individual learner is accessing learning resources such as a database or course content offline or online via an Intranet or the Internet. A typical example of this is a learner studying alone or conducting some research on the Internet, local network or using a CD or DVD. In group-based e-learning refers to situations where groups of learners are working together in real time or with time delay via an Intranet or the Internet. It may include text-based conferencing, online discussion forum, electronic mailing, and one or two-way audio and videoconferencing. Examples of this include learners engaged in a real-time chat or an audio-video conference.

Self-paced versus Instructor Lead

In self-paced approach the e-learning courseware is usually made available through an online learning platform or on CD-ROM. Learners are free to choose the learning activities and learn at their own pace based on individual needs and interests. E-learning content is developed according to a set of learning objectives and is delivered using different media elements, such as text, graphics, audio and video. It must provide as much learning support as possible (through explanations, examples, interactivity, feedback, glossaries, etc.), in order to make learners self-sufficient. Whereas in instructor lead, the course is scheduled and led by an instructor and/or facilitator through an online learning platform. E-learning content for individual study can be integrated with instructor's lectures, individual assignments and collaborative activities among learners. Learners, facilitators and instructors can use communication tools such as e-mails, discussion forums, chats, polls, whiteboards, and application sharing and audio and video conferencing to communicate and work together. At the end, a final step typically includes an exercise or assessment to measure learnings.

1.6 E- LEARNING TOOLS AND TECHNOLOGIES

E-learning is a flexible learning environment which serves a number of individual and organizational purposes by making use of a number of technologies. There are many tools and technologies essential for e-learning and many of these tools come in handy as a standalone to deliver learning using variety of approaches to e-learning. In addition we also have many Learning Management Systems which integrate many of the individual tools into a single platform to develop and deliver online learnings.

1.7 Communication Tools

As you are aware, modern technology provides us with a plethora of options for communicating. The most common Communication tools used in e-learning include, e-mail, Instant Messaging and Blogging.

E-mail: E-mail stands for electronic mail; e-mail is defined as the transmission of messages over communication networks. There are many e-mail service providers and the most famous ones are Yahoo mail and G mail. Exchanging-mail messages with a mentor or peer is an e-learning experience.

Instant Messaging (IM)

Instant messaging is the exchange of text messages through a software application in real-time. Instant messaging allows learners to chat with one another through text messages. This has become very popular as here, everything is performed in a faster, more reliable and cohesive manner. Instant messaging helps teachers to create subject specific groups for exchange of information and sharing of resources. Instant messaging applications like WhatsApp are extensively used by teaching community as reliable communication tool.

Blogging: A blog is your own website that you are going to update on an on-going basis. A blog is a frequently updated online personal journal or diary. It is a place to express yourself to the world and to share your thoughts and your passions. In blogs entries are commonly displayed in reverse-chronological order. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art blog), photographs (photo blog), videos (video blogging), music (MP3 blog), and audio (podcasting)

1.8 Collaboration Tools

All around the globe we are witnessing the transition towards collaborative learning. The benefits of collaborative learning are immense. It lets the learners gain from the experience of their peers and help them acquire and retain information in a more involved and engaged way. Thus, we see most of the e-learning is also social. The learners learn through collaboration with peers in smaller or larger groups. The e-learning technology offers a number of collaboration tools to learn from one another, to work on assignments, Projects in groups and the like. Some of the popular collaboration tools include Chat, forum, wiki, online groups, audio/video conferencing, social bookmarking and social networking.

Collaborative learning forums promote learner interaction through message boards, where students can post questions and answers; text chat or forums, where learners can communicate outside the main classroom; and threaded discussions, where facilitators and students can discuss a given topic and review each other's responses.

Wiki

Wiki is a collaborative web site that collects and organizes content, created and revised by its users. The most well-known example is Wikipedia. Wikis are a way to grow a knowledge base around a particular content area,

be it best practices in a particular field or how to use a specific piece of software. There are many software which help to create online wiki and one of the most famous one among that is Wordpress. Wiki is also a feature available in all the Learner Management System. In an e-learning context wiki permits teachers to give many kind of task to the learners to collaborate and create content on any topic. Wiki platforms are used extensively to create and share open educational resources and in Karnataka the KOER initiative is developed on a wiki platform.

Social Bookmarking

Social bookmarking service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents. Social bookmarking websites enhance and improve the learning experiences by encouraging group collaboration. They also help in organizing and saving web resources faster and easier for students. Social bookmarking services offer greater scope for research, integration, and collaboration compared to the more traditional bookmarking applications such as browsers, which offer limited functionality. There are many services which are available freely for creating and sharing social bookmarks and most famous among them are Diigo, Delicious, and StumbleUpon. Teachers can create social bookmarks of resources chapter wise and invite other teachers to contribute and annotate. The social bookmarks thus created can be shared with the learners and teachers can also give assignments to learners to collaboratively build social bookmarks related to a particular topic.

Social Networking Sites

Social Networking site is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chatrooms and other social spaces online. Social networking can be used effectively for e-learning by creating specific interest groups. The learners within this group can share information, photographs, videos, graphics related to a particular topic. This can also be used by teachers to collaborate in generating and sharing resources online with ease thereby facilitating learning.

Web Conferencing

Web conferencing is highly interactive, Internet-based applications with a rich collaboration feature set (e.g. audio/video from presenters and learners, application sharing, white boarding and markup tools, breakout rooms, polling, quizzing, hand raising and emoticon responses, slides and media, Web site tours, public/private text Chat). It is capable of scaling from small groups to hundreds or thousands of simultaneous users. In "synchronous e-learning," we refer to Web conferencing. Web conferencing technologies offer tremendous potential for robust interactivity and collaboration through their versatility.

1.9. CONTENT CREATION TOOLS/AUTHORING TOOLS

An e-learning content authoring tool is a software package which developers use to create and package e-learning content deliverable to end users. According to Wikipedia.org, "a content authoring tool is a software application used to create multimedia content typically for delivery on the World Wide Web. Content-authoring tools may also create content in other file formats so the training can be delivered on a CD (Compact Disc) or in other formats for various different uses. The category of content-authoring tools includes HTML, Flash, and various types of e-learning authoring tools."

Adapt

Adapt authoring tool is an application to allow you to quickly build responsive e-learning content. It's accessed through a web browser. You can create an account, log in, create courses and add assets, components and extensions. You can preview and publish your e-learning content from the authoring tool.

LAMS

Activity Management System (LAMS) is a revolutionary new tool for designing, managing, and delivering online collaborative learning activities. It provides teachers with highly intuitive visual authoring environment for creating sequence of learning activities.

Xerte

Xerte is a fully-featured e-learning development environment for creating rich interactivity. Xerte is aimed at developers of interactive content who will create sophisticated content with some scripting, and Xerte can be used to extend the capabilities of Xerte Online Toolkits with new tools for content authors. Xerte Online Toolkits is a server-based suite of tools for content authors. E-learning materials can be authored quickly and easily using browser-based tools, with no programming required. Xerte Online Toolkits is aimed at content authors, who will assemble content using simple wizards. Content authors can easily collaborate on projects. Xerte Online Toolkits can be extended by developers using Xerte.

eXeLearning

eXe project developed a freely available Open Source authoring application to assist teachers and academics in the publishing of web content without the need to become proficient in HTML or XML markup. Resources authored in eXe can be exported in IMS Content Package, SCORM 1.2, or IMS Common Cartridge formats or as simple self-contained web pages.

1.10 DELIVERY AND DISTRIBUTION TOOLS

There are many options to deliver e-learning today. Most common approach is to deliver online learning using a Learner Management System which has so many e-learning tools and technologies integrated in one place. The other approach gaining popularity currently is Massive Open Online Course (MOOC) format. A massive open online course (MOOC) is a model for delivering learning content online to any person who wants to take a course, with no limit on attendance. In addition to these two approaches e-learning can also be delivered as flipped learning in which the typical lecture and homework elements of a course are reversed. WebQuest is an inquiry-oriented lesson format in which most or all the information that learners work with comes from the web.

The e-learning could also be delivered or distributed through websites, as webcast, podcast, e-pub, streaming video, webinars, virtual tours and games.

EPUB

defines EPUB as an e-book file format with the extension epub that can be downloaded and read on devices like smart phones, tablets, computers, or e-readers. It is a free and open standard published by the International Digital Publishing Forum (IDPF). The term is short for electronic publication and is sometimes styled ePub. Sigil is an open source epub authoring tool and Calibre is an open source epub reader.

Podcasting

It is a form of audio broadcasting on the Internet. The audio files are developed and distributed using RSS to the computers of subscribed users. These files may then be uploaded to digital music or multimedia players like the iPod. A podcast can be easily created from a digital audio file. The podcaster first saves the file as an MP3 and then uploads it to the Web site of a service provider. Vodcasting (video-on-demand casting) is the same principle as Podcasting with the addition of video.

Audio/Video Streaming

Audio/Video is content sent in compressed form over the internet and displayed by the viewer in real time. With streaming video or streaming media, a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives. The services offered by YouTube are valued by e-learning providers world over. Many institutions have created their own exclusive channels for providing their e-content to the end users using YouTube. E-learning professionals use to make their e-learning courses more interactive, fun, and informative using YouTube. In fact, it has the power to transform a potentially dull or complicated subject matter into an overall exciting and engaging e-learning experience. E-learning providers like Khan Academy uses YouTube extensively in delivering their e-content.

MOOC

Open Online Course (MOOC) is a new approach to delivering e-learning. MOOC is a model for delivering learning content online to any person who wants to take a course, with no limit on attendance. Some of the famous MOOC providers are edX, Coursera, and Udacity. The Indian MOOC initiative is known as SWAYAM.

WebQuest

Web Quest developed in 1995 by Bernie Dodge of San Diego State University. Simply put, a WebQuest is an inquiry-based activity where students are given a task and provided with access to on-line resources to help them complete the task. WebQuest is an online-based lesson in which most or all of the information that students explore and evaluate comes from the World Wide Web.

Multi-dimensional system called Learning Management System (LMS).

provide an infrastructure platform through which learning content is delivered and the learning and learners are managed. It provides a combination of software tools that perform a variety of functions related to online and offline training administration and performance management. Typically, an LMS is internet-based software that deploys, manages, tracks, reports on the interaction between the learner and the content, and the learner and the instructor. Administratively, an LMS makes it easy to enter, track, manage, and report on learning activities and competencies. An LMS is not limited to e-learning and can also manage other forms of instruction. In essence, an LMS primarily focuses on competencies, learning activities, and the logistics of delivering learning activities. An LMS does not focus on creation, reusability, management, or improvement of content itself. Tasks of the LMS:

- Manage learners taking whole courses
- Manage the curriculum
- Manage courses in various curriculums
- Present options depending on learner profiles
- Track learner needs and preferences
- Track course completions and scores

LCMS is a related software technology that provides a multi-user environment where developers, authors, instructional designers, and subject matter experts may create, store, reuse, manage, and deliver digital educational technology (also known as e-learning) content from a central object repository.

1.11. E-LEARNING STANDARDS

According to ISO, standards can be defined as "documented agreements containing technical specifications or other precise criteria to be used consistently as rules, guidelines, or definitions of characteristics, to ensure that materials, products, processes and services are fit for their purpose".

The goal of standards is to provide fixed data structures and communication protocols for Learning objects and cross-system workflows. This enables interoperability between application, such as Learning Management System (LMS) or in-house developed content, by providing uniform communication guidelines that can be used throughout the design, development and delivery of Learning Objects. There have been a number of efforts worldwide to develop standards for learning object interoperability. The standards support- Interoperability, durability, manageability, re-usability, and accessibility. These standards focus on content metadata, content packaging, and run-time communication to support tracking of student activities.

7.8 ADVANTAGES AND POTENTIAL DRAWBACKS OF E-LEARNING

Advantages of e-Learning

Reduced overall cost is the single most influential factor in adopting e-learning.

The elimination of costs associated with instructor's salaries, meeting room rentals, and student travel, lodging, and meals are directly quantifiable.

Increased retention and application

Consistent delivery of content is possible with asynchronous, self-paced e-learning.

Expert knowledge is communicated, but more importantly captured, with good e-learning and knowledge management systems.

Proof of completion and certification, essential elements of training initiatives, can be automated.

Advantages to the Learner

On-demand availability enables students to complete training conveniently at off-hours or from home.

Self-pacing for slow or quick learners reduces stress and increases satisfaction.

Interactivity engages users, pushing them rather than pulling them through training.

Confidence that refresher or quick reference materials are available reduces burden of responsibility of mastery.

Potential drawbacks

Technology dependent: Learners will need access to a machine of minimum specification as dictated by the e-learning supplier or access to a service with a high bandwidth to transfer the course materials in a timely way.

Material Incompatibility

Materials designed for one particular system will not function properly on another (for example, the Apple Macintosh and the Windows PC). Standards will help in the area.

Unsuitable for Certain Types of Training: Any skill that relies heavily on inter-personal contact although these courses could be supplemented by e-learning.

Unsuitable for Certain Types of Learners

e-learning requires a high-level of self-discipline and personal time management. E-Learners need to be highly self-motivated to take full advantage of the medium as often the online learning experience can be impersonal. Working through 'packaged' programmes can be irritating.

Reliant of the Quality of the Content

It is too easy for some institutions to defer the photocopying costs onto the learner by placing all lecture notes and course handouts online. Such practices often mean that the course materials are in an inappropriate format for online learning. Course providers need to develop new technical skills and course design skills to suit the new medium.

Expensive

Start-up cost of an e-learning service is expensive and the cost of production of online training materials is very high. Teachers must be confident that the extra costs are balanced with the benefits of delivering a course online. Significant time needs to be invested in course set-up and in ongoing maintenance (checking links, updating course content etc.).

Reliant on Human Support

E-learning is still dependent on help on either the course materials or the software.

Social/economic disadvantage

It can limit or prevent access by some student groups (for example, cost of equipment, online access and printing).

No Match for Face-to-Face Teaching

Electronic communication does not necessarily provide a good match for face-to-face communication and is more linear than face-to-face discussion.

Too Reliant on IT Skills

Learners may have limited IT skills, or be uncomfortable with electronic communication and need to learn how to use the medium effectively.

Disabilities

Students with visual or physical impairments may be disadvantaged.

Inflexible

May be lost as adjustments to the course in response to student reaction are not easy to make once the course is underway.

Pedagogically Unsound

Electronic environment does not per se offer a pedagogically enhancing learning environment.

2. The Advantages of E-learning in English Teaching

2.1. The Abundant Teaching Resources Internet provides us with a tremendous wealth of teaching resources. We can easily find the text information, pictures and audio data on almost any topic we like. Powerful tools, such as Google, Baidu and other search engines, can find a huge amount of information in any subject for us. It is very convenient and most of these information can be obtained free of charge. Part of the content has been turned into multimedia courseware. Learning becomes very convenient and interesting

2.2. Easy Access to Information We couldn't get our textbooks until the bookstores began to sell. Nowadays, we can immediately get from the Internet the teaching resources we need at low cost. It is unimaginable in the traditional agricultural society and industrial society. When we hear the news of a person or event, we can find the relative information from the Internet. We can use the information as the teaching materials by appropriate pedagogical strategies. For example: Amy L. Chua, Professor of Law at Yale Law School, published her new work "Battle Hymn of the Tiger Mother" which caused lively discussion on children's education both in China and the USA. If students are interested in this topic, they can immediately find the relevant information for learning and discussion. A large number of high school and college students have cell phones now. Texts, images, sounds can be stored in their mobile phones. Students can read English articles and hear the voice. Such easy access to information creates a small environment for them to learn English. E-learning makes students learn English anywhere, anytime.

2.3. The Effect of Direct Interest In psychology, the so-called "direct interest", is that caused by the needs of discovering the thing itself. Playing the role of direct interest in learning English is very important because it makes learning interesting and results in better performance owing to high degree of concentration. For instance, Shanghai students, participating in the Program for International Student Assessment, which is given to 15-year-olds in about 64 countries, for the first time, landed at the top of the math, reading and science rankings. This result was echoed with unspeakable astonishment in the USA, but

it is not big news in India On the contrary, some people think this is not good news for Shanghai students because they are too tired in schools. .

2.4. Teaching Students in Accordance ith Their Aptitude Reading has always been personal thing. Everyone's level of learning, interest and comprehension are different, e-learning suits with student's ability. E-learning assures that students can expand their individual horizons

3. The Corresponding Changes of Pedagogical Strategies in English Teaching

The so-called pedagogical strategies are those effective teaching programs, based on the teaching tasks and the characteristics of the students, choosing the relevant teaching content, teaching methods and techniques. When e-learning is applied to English teaching, the pedagogical strategies will be fundamentally changed. In the past 30 years, English teaching has been dominated by teacher-centered strategies in China, focusing on teaching grammar and reciting words. The result is that students got only a score or a certificate. Most of them could not speak or write in English properly. E-learning can turn the pedagogical strategies to student-centered, focusing on fostering linguistic sensitivity and improving listening comprehension and ability of expression so as to enable students to master English as soon as possible. Language acquisition does not depend on grammar and invalid exercises, but on student's own constant practice. That is the E-learning Pedagogical Strategy

3.1. Listening Language acquisition should start from the auditory sense. So, what materials should be listened to? In the classroom teacher determines everything. But e-learning offers students opportunities to choose learning materials by themselves. Psychological research indicates that each person is more concerned about their own decisions. Students usually choose these materials in which they are interested. Interest in the material itself is "direct interest". Direct interest results in better learning. For the students from Grade 6 to 9, the teacher guides them, at the very beginning, to find the materials of appropriate difficulty and in which they are interested. Usually, they will learn quickly, and soon they will find very appropriate learning materials without teacher's help. Similarly, for the students from Grade 10 to 12, part of the materials for group discussion can be recommended by teachers and other materials can be found by students themselves. For college students, e-learning is indispensable. They have strong self-learning ability with good judgment. E-learning provides a richer treasure than textbooks for them to improve their language skills. The undergraduates can take advantage of rich learning materials on relative websites in the United States, UK, Australia and other countries.

3.2. Reading E-learning allows students to read their own interested materials. For example, when the book "Battle Hymn of the Tiger Mother" was published, it produced an immediate reaction from the press. "The Wall Street Journal" website had more than 4,000 pieces of comments. On the website of "Facebook" also appeared about 100,000 pieces of comments. The author also received thousands of letters. Some readers support the author, but someone said she was close to "abuse" her two daughters. Students can learn the freshest English through reading these materials

. 3.3. Translating Sometimes students cannot understand the materials they find. Therefore, it is necessary to translate some parts or all of them. If they do not understand, they can ask their teacher. Translating enables students to better understand the materials and enlarge their vocabulary, understand grammar and Western cultures.

3.4. Speaking Based on the learning materials that students have listened to, read and translated, the teacher can ask students to elaborate an event, including who, when, where, what, why, so that students can develop oral skills. For high school students, a seminar can also be arranged. Fore example, we still choose the topic "Tiger Mother". The question could be: Do you agree to what Tiger Mother did? Why do some people in the United States not support her?

3.5. Writing After listening to, reading, translating and speaking the material, students are required to write it down to describe the event itself, and their own feelings, comments, etc.. Write a summary for each material. In this way, students can develop their ability of outputting information in English. speech behavior enables people to master a language

4. The Impact of E-learning in English Teaching

4.1. Pedagogical Strategies Have to be Changed At present, there are more than one thousand educational organizations for foreign language teaching in India

[3]. The prosperity of training organization revealed that there are great problems in formal education channels. If students can master English in schools or universities, they do not have to go to these

organizations of language teaching at weekends or in the evenings. This indicates that india's pedagogical strategies of English teaching must be changed. The prevailing pedagogical strategies have proved to be inefficient and not economical, which are also unfair to students.

4.2. Working Smart and High Efficiency Once the pedagogical strategies are to be changed, which is student-centered, focusing on direct interest and fostering sense of language, instead of reciting words and grammar, students will learn English is considered difficult to learn, but overseas students studying in the country from Africa and elsewhere can speak Chinese fluently when sitting in the classrooms with Chinese students. Usually they spent only one year or two years in learning English before they came to India. In contrast english students spend more than 10 years in learning English, but they still can not speak good English when they arrive in the United States for further studies. E-learning will greatly improve the efficiency of learning English. It is quite good for reducing the burden on the students. And it is also very helpful for those students who want to go abroad for exchange or further studies.

4.3. The Relation between Classroom Teaching and E-learning When E-learning is adopted in the classroom, the relation between students and teachers will be greatly changed. Many teachers will not accept it in the very near future. But those who have foresight and scientific spirit will realize the important value of e-learning in English teaching.

7.9 LET US SUM UP

E-learning is: "...instruction that is delivered electronically, in part or wholly via a Web browser, through the Internet or an intranet, or through multimedia platforms such as CD-ROM or DVD".(Brandon Hall)

- E-learning methods can be classified into Synchronous, Asynchronous and Blended Learning Methods.
- Modern Technology provides us with a plethora of options for communicating. The most common Communication tools used in E-learning include, e-mail, Instant Messaging and Blogging.
- Some of the popular collaboration tools of e-learning include Chat, forum, wiki, online groups, audio/video conferencing, social bookmarking and social networking.
- Some of the Content Creation Tools/Authoring tools are Course and lesson authoring tools, E-book tools, Graphics and animation tools, Assessment tools, Video and simulation tools, Survey and polling tools.
- There are many proprietary as well as open source authoring tools available currently in the market. Some of the famous proprietary authoring tools are Elucidate, Lectora, Easygenerator, Smart Builder, Adobe Presenter, Camtasia, Articulate, Captivate and Udutu. There are also many open source authoring tools which have many features. They are Learner Activity Management System (LAMS), Adapt, Xerte, and eXeLearning.
- Some of the delivery and distribution e-learning tools include SCORM, e-pub, audio/video streaming and Podcasting.
- A learning management system provides students with the ability to use interactive features such as threaded discussions, video conferencing, and discussion forums.
- LMS is the framework that handles all aspects of the learning process.
- LCMS focuses on the development, management and publishing of the content that will typically be delivered via an LMS. Users can both create and re-use content and reduce duplicated development efforts.
- MOODLE is a popular open source LMS.
- There are several organizations working toward standards and to make sure learning content is 'interoperable' with various learning management technologies. The e-learning standards support- Interoperability, durability, manageability, re-usability, and accessibility. These standards focus on content metadata, content packaging, and run-time communication to support tracking of student activities.

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MICRO AND SMALL BUSINESS IN INDIA

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ABSTRACT

Micro, small and medium enterprises have a significant role in the Indian economy due to their significant contribution in terms of production, export and employment. In a developing country like India, where labor is abundant and capital is scarce, there is a small area of employment for millions. In view of the importance of MSME, the Government of India has included this sector in its Five Year Plan. MSMEs are still in trouble due to finance, marketing and low quality issues. Given the immense potential of the small sector, entrepreneurs and policy makers must work together to grow in this sector.

Keywords: MSME, industrial sector, India, economy and labor.

INTRODUCTION

Small, small and medium enterprises are an integral part of the Indian industrial sector. The feature of MSME is that low capital investment and high labor exploitation have gained unprecedented importance in this area. According to one of the micro, small, medium and medium enterprises of the Development Commission, this sector is credited with getting employment under the agricultural sector. The nature of the businesses in this area plays a vital role in eradicating poverty and ensuring sustainable growth and equitable distribution of income in India. MSMEs play an important role in efficient labor supply and efficient allocation of scarce capital by implementing labor intensive production processes. MSMEs encourage private ownership, entrepreneurial skills and their flexibility to respond quickly to changes in market demand and supply situations.

MICRO, SMALL AND MEDIUM ENTERPRISES DEVELOPMENT

Micro, Small and Medium Enterprises Development (MSMED) Act 2006 The Micro, Small and Medium Enterprise Development [MSMED] Act 2006 facilitates the development of enterprises and enhances their competitiveness. This law provides a legal framework for "enterprise" that includes product and service components. The definition of medium enterprises is given for the first time. Micro, small and medium enterprises MMSME, one out of 1). The annual report of micro, micro, small and medium enterprises (1) states that the MSMED Act 2006 was applied to solve the problems affecting micro, small and medium enterprises and to cover the scope of investment in this sector. Highlights of the Act include the establishment of MSMEs, the National Fiction Board for Micro, Small and Medium Enterprises, an Advisory Committee for the promotion, development and growth of MSMEs, plans to control delayed payments to MSMEs and the implementation of rules thereby. The state government will implement the MSMED Act 2006 in their respective states. In India, small businesses are the industries involved in the production and services of large scale products and services. Small, Small and Medium Enterprises One, small and medium enterprises are based on investment in small, medium and medium enterprises, equipment and equipment and equipment of small and medium enterprises. MSME, 1) The limits of investment in plants and machinery for the production / creation of service activities before and after October 1, 2006 are as follows:

IMPORTANCE OF MSME

The importance of micro, small and medium enterprises (MSMEs) is well understood by the national economy. Half to two-thirds of all world's businesses are MSMEs, and in many areas this ratio is high. MSMEs are able to create jobs with minimal capital and dispersed areas, which in turn attract MSME policyholders. However, they differ in various organizational structures, from property to corporate, to investment in factories to the functions of service organizations, and with different definitions in different countries and in some countries to industry. The disparate nature and small size require adequate support from organized mediators. These mediators exist in each country in different forms. MSME's development organizations, such as the United States Small Business Administration (SBA), the United Kingdom's Small Business Service (SBS), and SIDO (Small Business Development Organization) in India, are the mediators established by the government (Chandra, 2004).

MSME SUBSIDIARIES

Some of the important institutions related to MSMEs in India are: Small Business Development Association (SIDO), National Small Business Corporation Limited. (NSIC), Indian Small Business Development Bank (SIDBI), Confederation of Indian Industries (CII), Small Industries Bharti (LUB), Federation of Indian Chamber of Commerce and Industry (FICCI), Associated Chamber of Commerce and Industry of India

(Assocham), National Institute of Small-Industry Extension Training (NISIET), Micro, Small and World Association Medium Enterprises (WAMSME), Small Business Industries Board of Commission (Micro, Small and Medium Enterprises B), PhD Chamber of Commerce and Industry (PhDCCI), Federation of Eye

ROLE OF MSMEs

The attractiveness of MSMEs can be summed up as, MSMEs are usually started by a single or a group of people mainly to earn their livelihood, flexibility in deciding the price and product with response to the market changes, incur lower overheads thus reducing the cost of production up to a certain volume, capable of meeting the niche market requirements and also export their products in small quantity, create 80% of the jobs, found to be labour intensive compared to the larger counterparts, utilize the manpower locally, located in the dispersed location and emerge as „clusters“ for similar kind of units. The dispersed location of MSMEs has attracted from national and regional policy.

FACTORS AFFECTING MSMEs

MSMEs in India face several problems such as, lack of availability of adequate and timely credit, high cost of credit, lack of collateral requirements, limited access to equity capital, problems in supply to government departments and agencies, procurement of raw materials at a competitive price, issues of storage, designing, packaging and product display, lack of access to global markets, inadequate infrastructure facilities like power, water and roads, low technology and lack of access to modern technology, problems of skilled labour for manufacturing, services and marketing, multiplicity of labour laws and complicated procedures, absence of a suitable mechanism which enables the quick revival of sick enterprises and measures to close down the unviable entities and issues relating to direct and indirect taxation and their procedures.

PROBLEMS FACED BY THE SMALL SCALE SECTOR

Following are the various problems associated with marketing of Small Scale Sector. For this purpose the researcher has classified Micro, Small and Medium Enterprises into six major categories namely;

1. Market Structure Problems
2. Logistic Problems
3. Managerial Problems
4. Economic Problems
5. Communication Problems
6. Socio-psychological Problems

For the purpose of this study 25 important problems relating with marketing of MICRO, SMALL AND MEDIUM ENTERPRISES were selected. These problems were put before the entrepreneurs. Responses were noted by means of Micro, Small and Medium Enterprises fiction, by means of ranking of the problems according to the severities and significance felt by the respondents. In all a sample of 73 units asked the problem. This sample is the same as selected and used initially. This categorization was necessary because the same problem may be viewed by different angles by different categories of persons hence this Micro, Small and Medium Enterprises fiction. The responses categorized as above and analyzed in the form of ranks were subjected to the weighted scores. On the basis of which percentage rating was calculated and ranks were allotted in ascending order i.e. the highest percentage was allotted the first rank and the lowest percentage was allotted the least rank. Conclusions were drawn on the basis of these ranks.

THE INTERMEDIARIES

There are intermediaries acting in the marketing. These are the agents, brokers, adityas, etc. It can also be observed from these tables that from the point of view of entrepreneur existence of intermediaries have not been viewed as a major problem. Intermediaries are necessary instruments for the entrepreneur. This problem is ranked third by entrepreneur responses. Further from the view point of entrepreneur competition is the major problem. It ranks first in the entrepreneur responses. The imperfect competition in the consumer market is viewed as of little lower significance and has received second rank in entrepreneur responses. The problem of monopoly is on the fourth order and the problem of market segmentation has received the lowest rank of fifth order here.

MANAGERIAL PROBLEMS

Management of MICRO, SMALL AND MEDIUM ENTERPRISES's marketing activities requires special skills. Success of market depends upon managerial skills. Management is getting things done through and with

people. The major problem is created due to the differences in the outlooks of the entrepreneurs. The researcher has Micro, Small and Medium Enterprises faced these problems into three categories. Market Support Problem: Administrative Problems: Business Method Problems

FINANCE AND CREDIT

The problem of inventory: Turnover It can be observed from table and graphs that finance and credit problems have been rated first by entrepreneur whereas availability of credit have rated on the second scale. The entrepreneurs situated in urban places but operating in the rural area have given third grade to the financial problems. Thus it can be seen that the finance is the main problem for entrepreneurs. Inventory problems are more faced by the urban dealer as a result the responses of entrepreneurs have rated the problem of inventory on the second scale. The entrepreneurs face the problem of turnover more. They have the same rated turnover problem on third scale.

CONCLUSION

Marketing problems of SS units are discussed in the above paragraphs running a Small Scale Industries is a challenging task. The task is full of problems. Majority of these problems arise either because of traditional mindsets or infrastructural lacunas. The major problem is socio-economic conditions and socio-psychological setups. Various problems faced by the unit owners of Small Scale industries have different weight age of different points of view Efforts need be made to bring out amiable solutions. The problems of marketing are presented on the line of marketing planning. Thus, problems relating to situation analysis, marketing objectives, selection of target market, product policies and practices, pricing policies and practices, distribution policies and practices and promotion policies and practices as also the problems relating to implementation and control have been presented. In view of the above marketing problems of small scale industries of Nanded districts following steps should be taken to improve the marketing problems. They are as follows - Adequate infrastructure is necessary for the development of marketing in Nanded (Marathwada region). Government should give top most priorities for the development of social overhead like – Roads, Railways, bank, communication etc. Marketing co-operative societies should be strengthened and should be ready to undertake various marketing function such as storage, transportation, grading etc. Good raw materials, equipments and imported accessories may be secured by suitable measures. The supply should be regular of good quality and at reasonable rates. Small scale units should undertake publicity campaign for their products. Small scale industries should organized consumer awareness camps for their products in rural and semi-urban areas. It is necessary to declare the entire Nanded district as D+ zone in order to achieve rapid industrial growth and to attract outside industrialist to Nanded district. The Small Scale Units should use cost effective transportation needs. The Small Scale Units should enter in to tie-ups with the organized retail stores to improve their distribution. The Small Scale Units should acquire knowledge about the taxation and regulatory measures by way of training. They should use budgetary control for financial planning. The Small Scale Units should use proper human management techniques to acquire, train, motivate and retain the employees. The Small Scale Units should improve the quality and aesthetics of the packaging in order to attract the customer. The Small Scale Units should collect information about the Govt. aMicro, Small and Medium Enterprises stance and utilize it effectively in getting the aMicro, Small and Medium Enterprises stance.

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RETAIL INDUSTRY IN INDIA

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ABSTRACT

Indian retail industry is the fifth largest country in the world. The Indian retail industry, comprising of organized and unorganized sectors, is the fastest growing industry in India, especially in the last few years. Although initially the retail industry in India was largely unorganized, but the tastes and interests of the consumers were changing, the industry is becoming more popular these days and is becoming more organized. The Indian retail industry is expected to grow from US \$ 30 billion 200 in to US \$ 4040 billion. AT According to the 9th annual Global Retail Development Index (GRDI), Kearney is India's strongest backbone, so it is time to enter the Indian retail market. The Indian retail market accounts for 22% of the country's GDP and accounts for 8% of total employment. The total marginal cost will double in the next five years. Of those, organized retail - currently growing at a CAGR of 22% - is estimated at 21% of total spending. The unorganized retail sales sector will grow 10 percent year-on-year, and sales will increase from \$ 309 billion in 2006-07 to \$ 6 billion in 2-3 years. This paper focuses on the retail industry, organized or unorganized retail industry, key players in the retail industry, as well as highlighting the challenges facing the industry in the near future.

Keywords: Retail Industry, India, Consumer Goods.

INTRODUCTION

Indian Retail Industries India's retailing boom has gained the rapid mobility and versatility of the international marketers who are experimenting in international markets and take innovative steps to harass the existing giants of the country. At the same time, early entrants are redirecting them Favorable strategies for staying competitive and new market landscape. In the next few years, organized retail sales will favor the fastest growth. While many leading international players have established their presence in India by adjusting their appearance to suit local tastes, regional players have increased their defense and sought to move on. Global players using their knowledge of the local market. Obviously the next wave of retail bullish is upon us. Resale is the cornerstone of India's economy. In the last few years, retail sales in India have fallen by about -3- 33-35% of GDP, which is about 5% in the US. Indian retail industry ranks fifth in the world. The Indian retail industry, comprising of organized and unorganized sectors, is the fastest growing industry in India, especially in the last few years. Initially, although the retail industry in India was mostly unorganized, the industry is becoming more popular nowadays due to the interests and interests of the consumers. Now, the industry is expected to grow at a rapid pace of 25-30% annually due to rising market demand. The Indian retail industry is currently growing at a rapid pace and is expected to reach \$ 3 billion USD by 2013. Consumer spending in India has increased by 75% in the last four years. In India, however, there are organized retail accounts for apps. India has emerged as one of the fastest growing organized retail markets in the world, with a young population, disposable income, changing lifestyles and a strong economy, and accounting for 6 to% of gross retail income. Activities undertaken by licensed retailers, such as sales tax, income tax, etc. Are registered for. These include corporate back hypermarkets and retail chains and privately owned large retail businesses. Unorganized retailing refers to the traditional form of low-cost retailing, for example, local grocery stores, general store owners, convenience stores, hand carts and flooring retailers.

OBJECTIVES OF THE PAPER

The modern retailer format is becoming popular nowadays in the retail sector of India. This is an area that still shows the greatest potential to be explored, as yet 97-98% of the total retail industry deals with the unorganized sector. The domestic retail market is expected to grow from \$ 330 billion in 2007 to \$ 640 billion by 2015. This means retailers still have unexpected potential in the Indian economy, both domestic and international. Yet modern retailing is undergoing a transition in India, The upcoming modern format faces a stiff competition from traditional formats. People are not ready to give up habits and ideas for traditional mom and pop shops. And on the other hand, the unorganized sector becomes highly competitive and innovative, given the constant running of various organizations, given the extremely fluid environment. Without changing the working style of small grocery stores and taking innovations, their survival will be threatened. This kind of thinking in the community also forces the form of 'grocery stores' to change and become more organized at their level. In view of this fact, the paper focuses on the following objectives: To understand the evolution of the retail sector in India 1. India to study popular retail formats. Indian to study emerging retail trends in India. Retail sector organized to study

Indian growth trends. India to study the factors affecting the growth of organized retail sector. To study the future prospects of organized retail sector in India.

RESEARCH METHODS

Various books, trade journals, government publications, newspapers, etc. Information has been obtained from The research is descriptive in nature. Data is presented in the form of tables and analyzed in the form of percent trends and charts.

Retail formats in India

Hyper Marts / Supermarkets: Large self-serving outlets offering a variety of products. Mom-and-pop stores: They run family-owned businesses in small departments; They are handled individually at the grocery store and have a personal touch. Department Stores: There are general retailers offering quality products and services. Convenience Stores: Convenience stores are located in low-cost residential areas. Shopping malls: The largest form of retailing in India, the malls provide consumers with all kinds of products and services, including entertainment and food under one roof. E-Trailers: There are sellers who provide online shopping and sales of products and services. Discount Stores: These are factory outlets that discount MRP. Sales: This is a relatively new entry in the retail sector. Here beverages, snacks and other small items can be purchased through vending machines. Category Killers: There are small features that offer different types. They are known as category killers due to their focus on specific types such as electronics and sporting goods. Also known as a multi-brand outlet or MBO. Specialty Stores: Retail chains deal in specific categories and provide deep categorization. Two examples are Mumbai's Crossword Book Store and RPG's Music World. Trends in Retail Industry Organizational Retail Marketing: For example, the construction of mega malls and shopping malls is increasing the growth potential of organized retail bus. India's youth population: The favorable environment and growth of the region is India's population. Increasing Income and Purchasing Power: India's per capita income has doubled between 2000-01 and 2-1, which has improved purchasing power. Consumer mindset is changing. : The mindset of consumers is slowly shifting from lower prices to better facilities, higher prices, and a better shopping empire.

Growth of Retail Industry in India

Due to the low remuneration in the traditional agriculture and manufacturing sectors, the growth of the retail industry in India is increasing with increasing numbers of people turning to the service sector for employment. The organized retail market is growing at 3.5% per annum while the unorganized retail sector is growing at a percentage point. The retail business in India is currently at a challenging stage. In the coming years, several Indian and multinational companies are planning to make rapid changes in the investment of US \$ 2 billion. This is a huge industry in terms of size and management consulting firm Techno Park Advisors Pvt. Ltd., its value is approximately US \$ 350 billion. Organized retail sales are expected to account for about 16-18 percent of the total retail market (US \$ 18-65 billion) over the next 5 years. According to AT Kearney's Tenth Report by GRDI, retail environment in India is favorable and it ranks fourth in GRDI. The main reasons behind this are the% real GDP growth in%, annual growth forecast for 2016, higher savings and investment rates and increased costs. Reportedly, retail retail accounts for about \$ 5 billion in retail in India, and it is estimated that by 5, they will reach 5%. Food accounts for about 5% of Indian retail food intake, but they have penetrated the organized retail sector. Consolidated retail and clothing accounts for 31% and there is still growth in this area. Boston Consulting Group reports that the country's organized retail accounts for approximately 1% with infiltration. Billion US dollars. The US \$ 260 billion is estimated to be a business with nearly 21% infiltration this decade. Analysts believe that the sector will see a growth of over 9% over the next ten years, and organized retail will also see rapid growth and the proportion is likely to reach 25% by 2018. In the first quarter, BMI India reported total retail sales of \$ 5.2 billion, up from \$.255.66 billion in 2015, with a growth of US \$ 5.6 billion. The report highlights economic growth, population growth, disposable income and growing systematic income and rapid emergence as the key factors. Estimate increase.

CONCLUSION

Many agencies have made different estimates regarding the size of the organized retail market. One of the predictions is that in general, the organized retail market of India will grow very much. The state of the retail industry will most likely depend on external factors such as government. The impact of retailers' work and customer demands, including rules and policies and real estate prices, is also reflected in the retail industry. As the position of the retail market changes and competition grows, the chances of improving retail productivity and reducing costs are reduced. This is why it is important for retailers to gain a niche in the market based on values relationships or experience. Finally, it is important to note that these policies are not strictly independent of each other; Value is not only a function of price and quality of service, but can also be enhanced by personalization and a memorable experience.

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CLOUD COMPUTING – AN ELEMENTARY READ**Prof. R V Kokatnur**

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INTRODUCTION

Cloud computing may be a sensible approach to expertise direct value advantages and it's the potential to remodel a knowledge center from a capital-intensive established to a variable priced setting. Its web primarily based computing wherever virtual shared servers offer software system, infrastructure, platform, devices and different resources. Cloud computing customers don't own the physical infrastructure rather they use resources as a service for performing arts a task and pay just for what they're utilizing. It's all regarding creating all accessible to the plenty below the name of cloud computing. Cloud isn't merely the most recent term for the internet, though the internet may be a necessary foundation for the cloud, the cloud are some things over the net. The cloud is wherever you visit use technology after you would like it, for as long as you would like it. It provides the users a way by that we will access the applications as utilities, over the net. It permits users to make, configure, and customize applications on-line.

OBJECTIVES OF THE STUDY

- To aware of the elemental ideas of Cloud Computing. .
- To identify advantages and application of Cloud Computing. .

RESEARCH METHODOLOGY

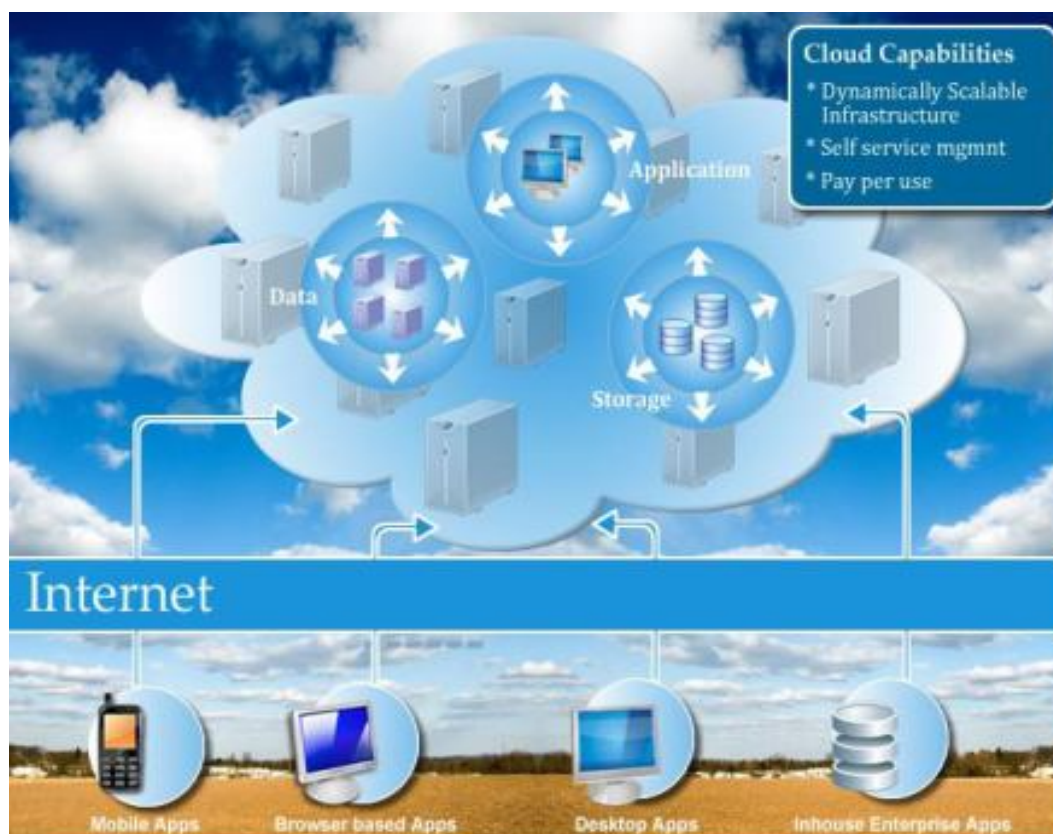
- This paper is ready through illustrative analysis that relies on secondary knowledge of journals, analysis articles, newspapers and magazines

WHAT IS CLOUD?

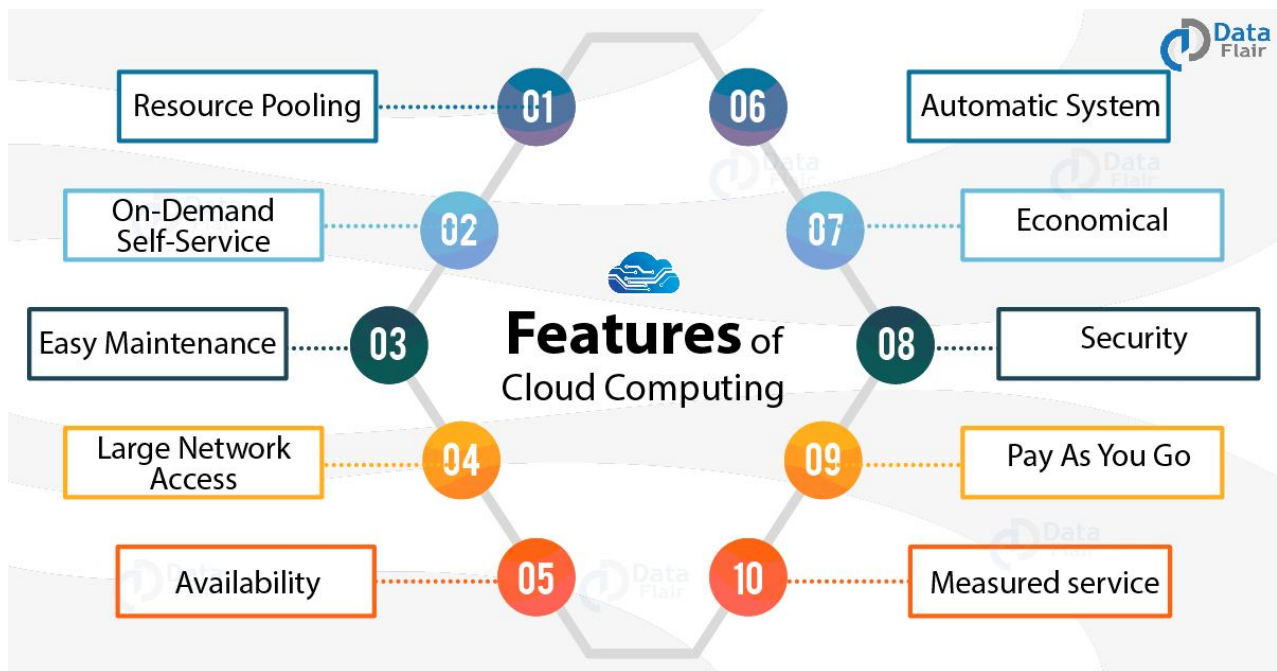
The term Cloud refers to a Network or web. In different words, we will say that Cloud are some things, that is gift at remote location. Cloud will offer services over network, i.e., on public networks or on personal networks, i.e., WAN, LAN or VPN. Applications like e-mail, net conferencing, client relationship management (CRM), all run in cloud.

WHAT IS CLOUD COMPUTING?

Cloud Computing refers to manipulating, configuring, and accessing the applications on-line. It offers on-line knowledge storage, infrastructure and application.



ESSENTIAL CHARACTERISTICS OF THE CLOUD



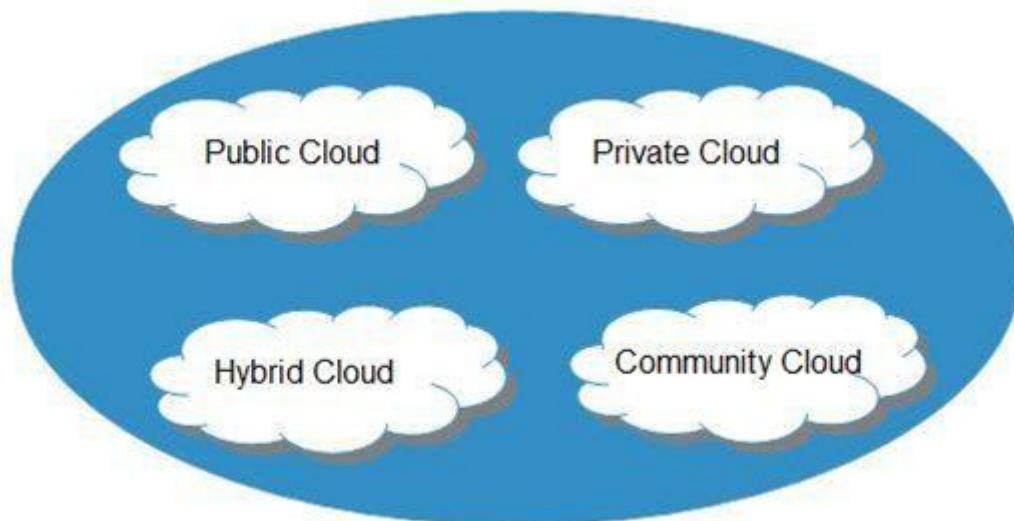
BASIC CONCEPTS

There are sure services and models operating behind the scene creating the cloud computing possible and accessible to finish users. Following are the operating models for cloud computing:

- ☐ Deployment Models
- ☐ Service Models

DEPLOYMENT MODELS

Deployment models outline the sort of access to the cloud, i.e., however the cloud is located? Cloud can have any of the four types of access: Public, Private, Hybrid and Community.



PUBLIC CLOUD

The Public Cloud permits systems and services to be simply accessible to the overall public. Public cloud could also be less secure thanks to its openness, e.g., e-mail. .

PRIVATE CLOUD

The personal Cloud permits systems and services to be accessible among a company. It offers hyperbolic security thanks to its personal nature.

COMMUNITY CLOUD

The Community Cloud permits systems and services to be accessible by cluster of organizations.

HYBRID CLOUD

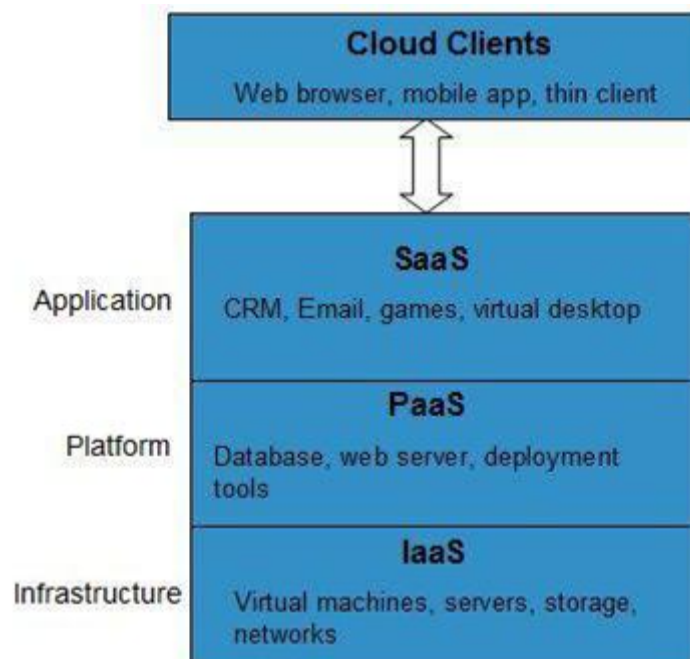
The Hybrid Cloud is mixture of public and personal cloud. However, the crucial activities are performed victimization personalcloud whereas the non-critical activities are performed victimization public cloud.

SERVICE MODELS

Service Models are the reference models on that the Cloud Computing relies. These will be classified into 3 basic service models as listed below:

1. Infrastructure as a Service (IaaS)
2. Platform as a Service (PaaS)
3. Software as a Service (SaaS)

There are several different service models all of which might take the shape like XaaS, i.e., something as a Service. This may be Network as a Service, Business as a Service, Identity as a Service, info as a Service or Strategy as a Service. The Infrastructure as a Service (IaaS) is that the most simple level of service. Every of the service models build use of the underlying service model, i.e., every inherits the safety and management mechanism from the underlying model, as shown within the following diagram:



INFRASTRUCTURE AS A SERVICE (IAAS)

IaaS provides access to elementary resources like physical machines, virtual machines, computer storage, etc. .

PLATFORM AS A SERVICE (PAAS)

PaaS provides the runtime setting for applications, development & readying tools, etc. .

SOFTWARE AS A SERVICE (SAAS)

SaaS model permits to use software system applications as a service to finish users.

BENEFITS

Cloud Computing has many advantages. a number of them are listed under:

- One will get right of entry to packages as utilities, over the net.
- Manipulate and tack together the utility on-line at any time.
- It will no longer need to put in a specific piece of software system to urge admission to or management cloud application.
- Cloud Computing offers on-line development and readying tools, programming runtime surroundings via Platform as a Service version.
- Cloud assets are to be had over the network during a manner that provides platform unbiased get admission to any kind of purchasers.

- Cloud Computing offers on-call for self-carrier. The sources will be used with out interaction with cloud carrier company.
- Cloud Computing is enormously fee effective as a result of it operates at higher efficiencies with larger usage. It merely entails a web association.
- Cloud Computing offers load equalization that produces it larger dependable.

APPLICATIONS OF CLOUD COMPUTING

Cloud Computing is one in all the foremost dominant field of computing resources on-line because sharing and management of resources is simple victimization cloud. These properties have created it a full of life element within the following fields as follows:-

- **E-Learning**

It is a replacement fashion within the field of education that provides a lovely setting for students, faculty members, and researchers. Students, faculty contributors, researchers will connect to the cloud of their enterprise and acquire right of entry to facts and statistics from there.

- **Enterprise resource planning (ERP)**

Use of Cloud in ERP comes into lifestyles whereas the business of any business grows. The paintings of handling programs, human resources, payroll etc becomes pricey and complicated. to beat it supplier vendors will deploy ERP within the cloud itself.

- **E-Governance**

Cloud computing will improve the functioning of a central authority with the help of enhancing the way. It presents the services to its residents, institutions and cooperation with completely different governments. This might be accomplished by means that of sky rocketing the provision of setting, creating surroundings additional scalable and bespoke. It in addition cut back off the burden of managing, fitting and upgrading applications.

CONCLUSION

Cloud computing could be a wide used technology providing many varieties of services to the customers on-line. Completely different kind of cloud readying models are offered for creating data offered to the purchasers, however each having its own significance relying upon the scope and who goes to use it and hence the safety of the readying models additionally varies consequently. But thanks to the cooperative nature and also the heterogeneous setting of cloud several security and privacy problems area unit dominant problems in cloud.

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EFFECT OF GST ON CONSUMER'S BEHAVIOUR

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ABSTRACT

Goods and Service Tax [GST] is an indirect tax levied on the supply of goods and services. This law has replaced many indirect tax laws that previously existed in India. GST is implemented to bring "ONE NATION ONE MARKET ONE TAX" system across 29 states of the country. It has been brought in to cut down the VAT which was been included in the chain of supply. It is a mandatory fee imposed by the government on individuals and firms or organisation and concern, where the money will be reused or spent by the government on the activities and project that provide mutual benefit to the community. GST will be beneficial for the Indian economy as a whole and it is expected that the gross domestic product [GDP] of the country will increase by 1-2% over the years. Interestingly the study covers the buying behaviour of the consumers and has found that a majority of the respondents are aware of the new tax system which was brought into existence on July 1st 2017.

Keywords: Consumers, tax, respondents, GDP, GST

INTRODUCTION

Taxes are generally classified into direct and indirect taxes. Direct taxes are taxes on income [individual, corporate, real estate, stamp duty], while indirect taxes are taxes on goods [sales] and services [custom duties and exercise duties]. Of the above mentioned taxes GST is included in the second type, where it is a system of taxation of expenses or use of goods and services. GST is a mechanism for collecting revenue from individuals companies other bodies for the purpose of financing government spending especially in socio economic development programs. According to the experts, It is a mandatory fee imposed by the government on individuals, firms or organisation and concern, where the money will be reused or spent by the government on the activities and project that provide mutual benefit to the community. It was brought to eradicate the multiple cascading taxes levied by the central and state governments. It was introduced as an cons [122nd] constitutional amendment bill. It is governed by GST council and its chairman is the finance minister of India. In GST, goods and services are taxed at different rates 0%, 5%,12%,18% and 28%.There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold.

DEFINITION

"GST is a tax on goods and services with value addition in each stage having comprehensive and continues chain of set of benefits from the producer's or sales producer's point up to retailers level where only the final consumer should bear the tax".

IMPORTANCE OF GST

GST helps in the eradication of many indirect taxes which eventually leads to the removal of unaccounted money as it is tied up to Digital India scheme. As a result, digitalisation would bring the money circulation into account. It will be important for the economy in following ways: tax evasion, tax avoidance, limits the black market and helps in the development of backward states. This will help to remove the local tax BIAS, which means a person, can set a factory in any state without worrying about the tax rates. This study brings the pathway to analyse the buying behaviour of customers and sales performance in registered retail mart, know the public attitude towards GST.

SCOPE OF GST

The study covers the general consumers about the knowledge in the GST regime. The study covers the consumers and their buying behaviour and the sales performance, in respect to the period after the implementation of GST. GST is expected to rationalize and simplify the consumption tax structure at the centre and state level. GST will also call for fundamental redesigning of the value chain.

GST Slab rates: On Introduction

- **Zero rated items:** Foodgrains used by common people. (A sigh of relief...hmmm...)
- **5% Rate:** Items of mass consumption including essential commodities will have low tax incidence.
- **12% and 18 % Rate:** Two standard rates had been finalised as 12% and 18%.
- **28% Rate :** White goods like Air conditioners, washing machines, refrigerators, soaps and shampoos etc.that were taxed at 30-31% shall be now taxed at 28%.

Demerit goods like tobacco, tobacco products, pan masala, aerated drinks and luxury cars shall be charged at the **highest rate of 28%**. An **additional cess** on some **luxury goods** shall also be imposed.

Services that were earlier taxed at 15% shall be taxed **at a higher rate of GST @ 18%**. Various goods have been classified to fit into the above categories.

OBJECTIVES OF THE STUDY

1. To analyse the impact of GST on buying behaviour of the consumers
2. To determine the problems faced by the consumers and industry by GST
3. To know the consumer awareness and perception towards GST

IMPACT OF GST ON RETAIL INDUSTRY

Reduced taxes: Before, retail products are subject to 30% indirect taxes. Includes excise duty, VAT, CST, service tax on warehousing consulting and rent, octroi and entry charges. The main aim of GST on retailers will be significant rejection of tax burden on the retailers.

Seamless input tax credit: In GST regime there will be set off on taxation starting from the producers' point to the consumers' point. GST will make an impact by eliminating the cascading effect of taxes.

Increased supply and chain efficiency: Major impact of GST will be on the warehouse network of retail industry. As CST is abolished, industries will have no motive to operate warehouse. This will lead to 20%-30% consolidation of warehouse. The impact will be evident on supply chains, as their designs would be efficiency oriented and not in alignment with the tax system.

Taxes on gifts and promotional items: As per GST, promotional techniques of retailers such as free products, samples etc., will also be considered for tax.

Better opportunities and growth of market: the biggest impact is widening of market. It would be beneficial for the taxation and operation point of view. Industries have to re-assess their supply chain and remodel their network.

AGREEABILITY LEVEL OF GST TOWARDS CONSUMER

Item	Before GST			After GST		
	Low	Medium	High	Low	Medium	High
Provisions	22%	40%	16%	22%	45%	27%
Cosmetics	22%	39%	24%	18%	25%	41%
Beverages	29%	40%	17%	18%	35%	32%
Personal care	28%	40%	16%	16%	39%	30%
Confectionaries	29%	40%	17%	21%	35%	29%
Households	29%	45%	20%	17%	32%	35%
Textiles	15%	40%	28%	18%	29%	39%
Leather	23%	38%	35%	21%	23%	38%
Toys	35%	34%	27%	20%	35%	28%
Others	18%	45%	24%	21%	32%	31%

INTERPRETATION

It is identified from the above table, that the consumer's agreeability towards the purchase of provisions before and after GST is medium showing 40% and 45% respectively. The level of agreeability towards the purchase of cosmetics and beverages after GST is lower with 18% and when compared before GST. Whereas in the case of confectionaries the level of agreeability is high when compared 18% to 29%. And household items remain almost the same and there is no considerable change with 32%. The tax rate on job work for textiles and textile products has been reduced 5% from 18% showing high agreeability. As there is a rate cut down for leather after the implementation of GST there is a considerable increase in the agreeability for the purchase of leather products and that is illustrated in the above graph. The purchase agreeability towards toys has come down since after the implementation of GST the prices have increased by up to 20% and that is evident in the graph given above.

FINDINGS

Before GST

1. Majority of the respondents say high agreeability towards leather and textiles.

-
2. Majority of the respondents say medium agreeability towards cosmetics, beverages, personal care, confectionaries and households.
 3. Majority of the respondents say high agreeability towards stationaries and toys.

After GST

1. Majority of the respondents say high agreeability towards leather and textiles and cosmetics.
2. Majority of the respondents say medium agreeability towards provisions, personal care, stationaries and confectionaries.
3. Majority of the respondents say low agreeability towards household and others.

CONCLUSION

Even though implementation of GST has led to the growth of economy its rates has to be revised at times when needed based on the necessities of product and services. As it is tied up with Digital India Regime, it became difficult for the illiterates to understand the procedural concepts of the GST.

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GROWTH OF INSURANCE SECTOR IN INDIA

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ABSTRACT

Life insurance is a contract that pledge payment of an amount to the person assured (or his nominee) on the happening of the event insured against. The contract is valid for payment of the insured amount during, i) The date of maturity, or ii) Specified dates at periodic intervals, or iii) Unfortunates death, if it occurs earlier. Among other things, the contract also provides for the payment of premium periodically to the corporation by the policy holder. Life insurance is universally acknowledged to be an institution, which eliminates 'risk', substituting certainty for uncertainty and comes to the timely aid of the family in the unfortunate event of death of the breadwinner. By and large, Life insurance is civilization's partial solution to the problems caused by death. Life insurance, in short, is concerned with two hazards that stand across the life path of every person, that of dying prematurely leaving a dependent family to fend for itself and that of living till old age without visible means of support. Insurance is a co-operative device to share the burden of risk, which may fail on happening of some unforeseen events. Such as the death of head of family or on happening of marine perils or loss of by fire. Depends on the large number of persons. This will enable the insurer to spread the losses of risk among large number of persons, thus keeping the premium rate at the minimum. Insurance is a co-operative form of distributing a certain risk over a group of person who are to it. A large number of person share the losses arising from a particular risk.

I. INTRODUCTION

The first company to offer life insurance was the Amicable Society for a Perpetual Assurance Office, founded in London in 1706 by William Talbot and Sir Thomas Allen. The first plan of life insurance was that each member paid a fixed annual payment per share on from one to three shares with consideration to age of the members being twelve to fifty-five. At the end of the year a portion of the "amicable contribution" was divided among the wives and children of deceased members and it was in proportion to the amount of shares the heirs owned.

Amicable Society started with 2000 members. Amicable Society for a Perpetual Assurance Office, established in 1706, was the first life insurance company in the world. The first life table was written by Edmund Halley in 1693, but it was only in the 1750s that the necessary mathematical and statistical tools were in place for the development of modern life insurance. James Dodson, a mathematician and actuary, tried to establish a new company that issued premiums aimed at correctly offsetting the risks of long term life assurance policies, after being refused admission to the Amicable Life Assurance Society because of his advanced age. He was unsuccessful in his attempts at procuring a charter from the government before his death in 1757. The sale of life insurance in the U.S. began in the late 1760s. The Presbyterian Synods in Philadelphia and New York founded the Corporation for Relief of Poor and Distressed Widows and Children of Presbyterian Ministers in 1759; Episcopalian priests created a comparable relief fund in 1769. Between 1787 and 1837 more than two dozen life insurance companies were started, but fewer than half a dozen survived.

Business Insurance: At the same time, the first insurance schemes for the underwriting of business ventures became available. By the end of the seventeenth century, London's growing importance as a centre for trade was increasing demand for marine insurance. In the late 1680s, Edward Lloyd opened a coffee house on Tower Street in London. It soon became a popular haunt for ship owners, merchants, and ships' captains, and thereby a reliable source of the latest shipping news. It became the meeting place for parties in the shipping industry wishing to insure cargoes and ships, and those willing to underwrite such ventures. These informal beginnings led to the establishment of the insurance market Lloyd's of London and several related shipping and insurance businesses. In 1774, long after Lloyd's death in 1713, the participating members of the insurance arrangement formed a committee and moved to the Royal Exchange on Cornhill as the Society of Lloyd's

Property insurance: Property insurance as we know it today can be traced to the Great Fire of London, which in 1666 devoured more than 13,000 houses. The devastating effects of the fire converted the development of insurance "from a matter of convenience into one of urgency, a change of opinion reflected in Sir Christopher Wren's inclusion of a site for 'the Insurance Office' in his new plan for London in 1667". A number of attempted fire insurance schemes came to nothing, but in 1681, economist Nicholas Baron and of the Royal Exchange to insure brick and frame homes. Initially, 5,000 homes were insured by his Insurance eleven associates established the first fire insurance company, the "Insurance Office for Houses", at the back Office. By the late

19th century, governments began to initiate national insurance programs against sickness and old age. Germany built on a tradition of welfare programs in Prussia and Saxony that began as early as in the 1840s. In the 1880s Chancellor Otto von Bismarck introduced old age pensions, accident insurance and medical care that formed the basis for Germany's welfare state. His paternalistic programs won the support of German industry because its goals were to win the support of the working classes for the Empire and reduce the outflow of immigrants to America, where wages were higher but welfare did not exist. In the United States, until the passage of the Social Security Act in 1935, the federal government did not mandate any form of insurance upon the nation as a whole. With the passage of the Act .

OBJECTIVE OF THE STUDY :

- ✚ To study about Structure of Insurance Sector in India
- ✚ To determine Life Insurance Vs. Other Savings

II. METHODOLOGY AND DATA SOURCES

Data collection: Data collection is the systematic approach of gathering and measuring information from a variety of sources to get a complete and accurate picture of an area of interest. Data collection enables a person or organization to answer relevant questions, evaluate outcomes and make predictions about future probabilities and trends.

Secondary Data Collection:-The secondary data is collected from the organization website, journals, Textbooks etc., Most of the data is collected from books and some of the data is gathered from the websites.

Sampling method: convenience sampling method Sampling method: Convenience sampling method. The present study Growth of Insurance Sector in India. The present study was mainly of applied nature as the researcher tried to test the Structure of Insurance Sector in India public life insurance companies and private sector life insurance.

III. REVIEW OF LITERATURE

The insurance industry in India has witnessed different eras and is more than 150 years old. From the days when there were several private companies, to nationalization, and to privatization, the industry has come a full circle. Prior to independence, more than two hundred private insurance companies were doing business particularly in life insurance arena. A cursory glance at the pre nationalization period, through the Indian Insurance Year Books and historical studies amply demonstrates that even with an increasing number of statutory laws and insurance acts passed from time to time-more than 40 times during 1938,1939,1940,1941,1955 and the Insurance Act 1958-to regulate and control the business, as many as 66 out of 215 life insurance companies perished between 1935 and 1955 (Agarwal,1961 and Bhav,1970). The growing business, mismanagement and malpractice, manipulation of life funds to indulge in speculative trading, large scale liquidation of insurance companies, inter-looking of funds, and control and influence of large business houses led to public disenchantment and resentment. On 19th January 1956, the government promulgated life insurance (Emergency Provisions) ordinance through which it took temporary charge of the life insurance business of 154 Indian and non-Indian insurer and of 75 provident fund societies operating in the country (AGARWAL,1960). On 18th June 1956, the government brought the bill in the parliament for the formation of LIC. The bill, better known as Life Insurance Corporation of India Act,1956,came into force on 1st September 1956 through which the government which took over the life insurance business in the country. The LIC was a monopolistic and monolithic institution, the only exception being the postal life insurance and a few compulsory schemes of Life insurance for state employees managed by some state government.

In 1993, Malhotra Committee, headed by former Finance Secretary and Reserve Bank of India (RBI) Governor R.N.Malhotra, was formed to evaluate the Indian insurance industry and recommended its future direction. The Malhotra committee was set up with the objective of complementing the reforms initiated in the financial sector. Reviewing "Malhotra Committee Report" it states that reforms were aimed at "creating more efficient and competitive financial system suitable for the requirements of the economy keeping in mind the structural changes currently underway and recognizing that insurance is an important part of the overall financial system". In 1994, the committee submitted the report and some of the key recommendations included:

Structure

- a) Government should take over the holdings of GIC and its subsidiaries so that these subsidiaries can act as independent corporations.
- b) Government stake in the insurance companies to be brought down to 50%.
- c) All the insurance companies should be given greater freedom to operate.

Competition

- a) Private companies with a minimum paid up capital of Rs.1 billion should be allowed to enter the industry.
- b) No company should deal in both life and general insurance through a single entity.
- c) Foreign companies may be allowed to enter the industry in collaboration with the domestic companies.
- d) Postal Life Insurance should be allowed to operate in the rural market.
- e) Only one state level life insurance company should be allowed to operate in each state.

Regulatory Body

- a) The Insurance Act should be changed.
- b) An Insurance Regulatory body should be set up.
- c) Controller of Insurance (currently a part from the Finance Ministry) should be made independent.

Investments

- a) Mandatory investments of Life Insurance Corporation (LIC), Life Fund in government securities to be reduced from 75% to 50%.
- b) GIC and its subsidiaries are not to hold more than 5% in any company. (These current holdings to be brought down to this level over a period of time).

Customer Service

- a) LIC should pay interest on delays in payments beyond 30 days.
- b) Insurance companies must be encouraged to set up unit linked pension plans.
- c) Computerization of operations and updating of technology to be carried out in the insurance industry. The committee felt the need to provide greater autonomy to insurance companies in order to improve their performance and enable them to act as independent companies with economic motives.

Ramesh Jain (1980) conducts a case study at Sagar branch, Calcutta, of Life Insurance Company view the spread of life insurance in a particular area and to channelize the mobilized saving for nation building activities. Analysing the processing of procurement of insurance business and administration of Life Insurance Company in branch level, the study also brings out the growth of total new business and about 30% of Life Insurance Companies individual assurance business originated from the rural sector - it adds to the privilege of Life Insurance Company to contribute their investments to many of the vital projects and schemes under 20 point programmes. The findings of the study were to establish servicing centre to have continuous interaction with the policyholders and the Sagar branch has still greater potentialities of expansion in rural area.

The Planning Wing of the LIC Divisional Office, Thanjavur (1987) has conducted a sample survey on "Customer Satisfaction". The objectives of the study found the level of consumer satisfaction regarding the services, particularly on the aspects such as timely dispatch of discharge forms, reminders, the cooperation given by agents or development officers, courtesy and sympathy of Company officials, receipt of the policy amount within the due date etc. The results of the study revealed the following points. They are:

- Discharge forms are received before the due date by seventy nine per cent of the policyholders.
- Eleven percent of the policyholders approached the agent or development officer for help in the submission of the requirement and they are happy with the services rendered by them.
- Twenty one percent of the policyholders submitted the requirements after receiving a reminder from the branch office.
- Six percent of the policyholders approached the branch office for discharge forms.
- Ninety percent of the policyholders were satisfied with the prompt service rendered by the branch office.
- Some policyholders stated that the corporation should insist the agents and development officers render all possible help to their clients at the time of claim and survival benefits settlement. The overall conclusion from the above study were:
- There is an imperative need for keeping up the tempo of maturity claims settlement operations at the present level.
- It is desirable to verify the policy ledgers every fortnight for omissions in the computer list so that the delays can be reduced and all the claims can be settled before the due date.

- A few policyholders, who expressed their grievances at the delay, could have been satisfied, if some courteous and prompt attention had been paid to them when they came to office.

Syed Ibrahim (2012), in his research “Consumers’ Grievance Redressal System in the Indian Life Insurance Industry - An Analysis” attempts to review on consumer protection and the awareness with reference to the grievances settlement operations of the Life Insurance Industry in India. The study was based on relevant secondary data which was been collected mainly through the data bases of Insurance Regulatory Development Authority of India (IRDA), Reserve Bank of India (RBI), various reports and other studies for a period of 5 years. The research based on various statistical analyses revealed that LIC has succeeded in resolving consumer’s grievances when compared to the private insurers but even private players were active in resolving the grievances only in performance year ends. The paper also highlight that IRDA has recently established the Consumer Affairs Department to give a special focus to and oversee the compliance by insurers of the IRDA Regulations for Protection of Policyholders’ Interests and also to empower consumers by educating them regarding details of the procedures and mechanisms that are available for grievance Redressal.

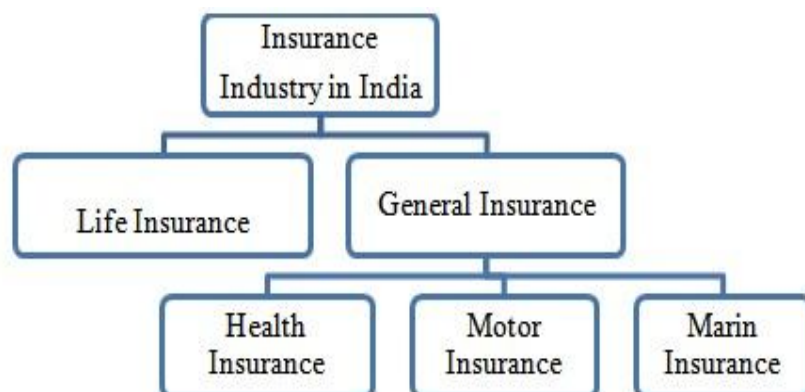
Savita Jindal (2014), in her study on, “Ethical Issue in Insurance Companies: A Challenge for Indian Insurance Sector” has attempted to find out various ethical issue of insurance companies in India by examining a sample of 50 people from insuring public were interviewed with insurance policies of life insurance to find out the ethical ways in settlement of claims. The study revealed that insurance companies in India are Failing in identifying the customer's needs and recommend products and services that meet their need followed by Misrepresenting in terms and conditions while selling products to customers, Unethical remarks about competitors, their products, or their employees or agents and lastly lack of expertise or skills to competently perform one's duties. Finally the paper concludes that insurance companies have recognized the moral dilemma in claims settlement; they understand that if claims are not settled in ethical manner it will result in bad consequence for company image which will fall back on the insured or the beneficiary. Finally the research stated that insurance business sector has many areas for improvement and development.

Mouna Zerriaa and Hedi Noubbigh (2015), in their research paper, “Determinants of Life Insurance Demand in the MENA Region” have tried to investigate the determinants of life insurance consumption in the Middle East and North Africa (MENA) region using a sample of 17 countries over the period 2000-2012. They have used two measures of life insurance demand: insurance density and insurance penetration. This research states that consumption increases with income, interest rates and inflation and also it highlights that country’s level of financial development, life expectancy and educational attainment stimulates life insurance demand in a nation.

IV. STRUCTURE OF INSURANCE SECTOR IN INDIA

The development of the life insurance market as positive effect on economic growth. The LIC was founded in 1956 when the parliamentary of India passed the life insurance of India act that nationalized the private insurance industry in India. LIC slogan is in Sanskrit “yoga kshemem waham yaham” which translated in English as “your welfare is our responsibility”. This is derived from the ancient Hindu text, the Bhagwat geetha’s 9th chapter, 22nd verse. The life insurance industry started with a modest beginning in the year 1957 with 82 corers of funds. The business performance of life industry for the period ending 31-12 -1956 was 13 cores first year premium on 9.5 lakh policies. The no. of direct agents was 12,387 in the year 1958. It is the 2nd biggest real estate after Indian railways. In term of policies paid 96.97% in the year of 2014-15 and 99.55.% in the year of 2015-16.

3. (i).Types of Insurance Sector in India



The Corporation had an Executive Committee consisting of the Chairman, two Managing Directors and two other Members of the Corporation. There was also an Investment Committee consisting of the Chairman, a Functional Director, and five other persons, to advise the corporation in matters referred to it relating to the investment of its funds.

3.(i).a. What is Life Insurance

Life insurance is a contract that pledge payment of an amount to the person assured (or his nominee) on the happening of the event insured against. The contract is valid for payment of the insured amount during,

- The date of maturity, or
- Specified dates at periodic intervals, or
- Unfortunates death, if it occurs earlier.

Among other things, the contract also provides for the payment of premium periodically to the corporation by the policy holder. Life insurance is universally acknowledged to be an institution, which eliminates 'risk', substituting certainty for uncertainty and comes to the timely aid of the family in the unfortunate event of death of the breadwinner. By and large, Life insurance is civilization's partial solution to the problems caused by death. Life insurance, in short, is concerned with two hazards that stand across the life-path of every person, that of dying prematurely leaving a dependent family to fend for itself and that of living till old age without visible means of support.

3.(i). b. What is General Insurance

General insurance covers insurance of property against fire, burglary, theft; personal insurance covering health, travel and accidents; and liability insurance covering legal liabilities. This category of insurance virtually covers all forms of insurance except life. Other covers may include insurance against errors and omissions for professionals, credit insurance etc. Common forms of general insurance are motor, fire, home, marine, health, travel, accident and other miscellaneous forms of nonlife insurance.

Motor Insurance

Motor insurance covers all damages and liability to a vehicle against various on-road and off road emergencies. A comprehensive policy even secures against damage caused by natural and manmade calamities, including acts of terrorism. Motor insurance is mandatory in India as per the Motor Vehicles Act, 1988 and needs to be renewed every year. Driving a motor vehicle without insurance in a public place is a punishable offence.

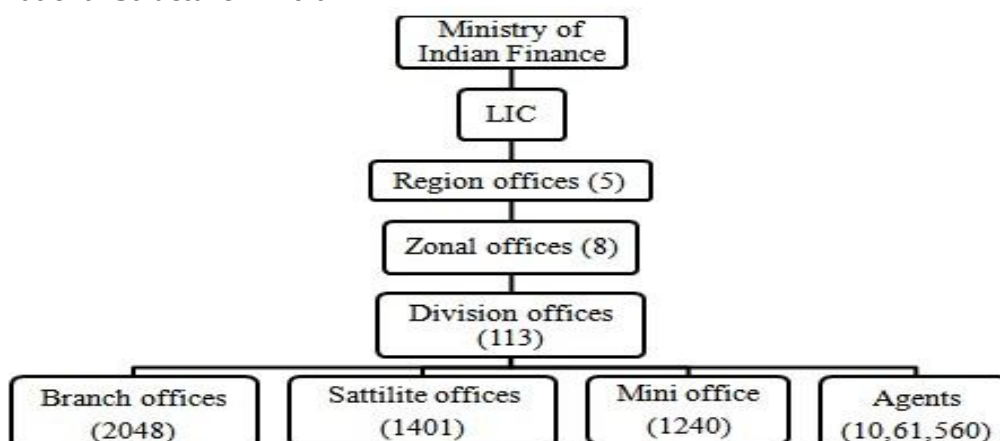
Health Insurance

Health insurance is an insurance policy that ensures that you get cashless treatment or expense reimbursement, in case you fall ill. It is a contract between a general insurance company and one, which consider expenses incurred when availing treatment. However, the insurance company would pay for your treatment if the medical condition is covered by your policy. As per IRDAI, the premiums payable towards such an insurance policy have tax advantage under section 80D of Income Tax Act, 1961.

Marine (Cargo) Insurance

Business involve the import and export of goods, within national borders and across international borders. Movement of goods is fraught with risk of mishaps which can result in damage and/or destruction of shipments. This leads to substantial financial losses for both the importers as well as the exporters.

3.(ii).Organizational Structure – India



The life insurance corporation India regions 5 with its central office in MUMBAI and 8 zonal office at Mumbai, Calcutta, Delhi, Chennai, Hyderabad, Kanpur, Bhopal, and Patna operates through 113 divisional offices including one salary saving scheme(SSS) divisions at Mumbai, 2048 branch offices and 1,401 satellite offices and Mini office 1,240 and Employees 1,14,773 and agents 10,61,560 in the year of 2017.

3.(iii). Registered Insurers in India

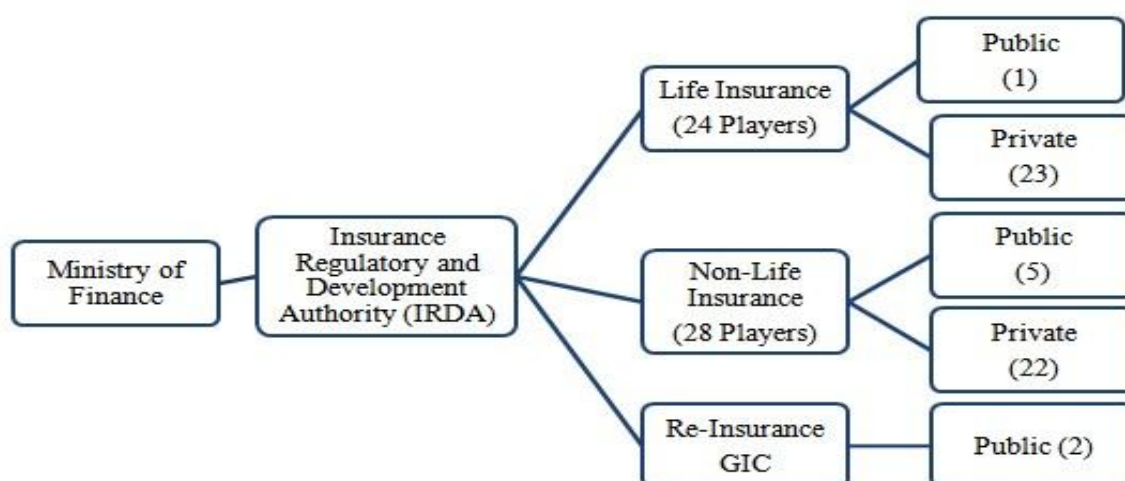
The number of life insurance companies in India in the year 2001 is total 5 out of which one in public sector and 4 in private sector. The government opened the doors for private players for entering in the insurance business in the year 2000, as a result, many private players entered in it. The number of private players increased day by day from 5 in the year 2001 to 23 in the year 2011. At present, there are 24 insurance companies in India.

At the end of March 2017, there are 53 insurers operating in India of which 24 are life insurers, 27 are general insurers. In addition, GIC is the sole national reinsurer of the 53 insurers presently in operation, eight are in the public sector and the remaining forty five are in the private sector. Two specialized insurers, namely ECGC and GIC.

3.(iv). Table.1. Registered Insurers in India (As on 31th March, 2017)

Type of Insurer	Public Sector	Private Sector	Total
Life	1	23	24
General	5	22	27
Reinsurance	2	0	2
Total	8	45	53

Note: List of insurers registered in India is given in Annexure I



4. LIFE INSURANCE VS. OTHER SAVINGS

Contract of Insurance: A contract of insurance is a contract of utmost good faith technically known as uberrima fides. The doctrine of disclosing all material facts is embodied in this important principle, which applies to all forms of insurance. At the time of taking a policy, policy holder should ensure that all questions in the proposals form are correctly answered. Any misrepresentation, non-disclosure or fraud in any document leading to the acceptance of the risk would render the insurance contract null and void.

Protection

Savings through life insurance guarantee full protection against risk of death of the saver. Also, in case of demise, life insurance assures payment of the entire amount assured (with bonuses wherever applicable) where as in other savings schemes, only the amount saved (with interest) is payable.

Aid to Thrift

Life insurance encourages 'thrift'. It allows long-term savings since payments can be made effortlessly because of the 'easy instalment' facility built into the scheme. (Premium payment for insurance is either monthly, quarterly, half yearly or yearly). For example; The salary saving scheme popularly known as SSS, provide a convening method of paying premium each month by deduction from one's salary. In this case the employer directly pays the deducted premium to LIC. The Salary Saving Scheme is ideal for any institution or establishment subject to specified terms and conditions.

Liquidity

In case of insurance, it is easy to acquire loans on the sole security of any policy that has acquired loan value. Beside, a life insurance policy is also generally accepted as security, even for a commercial loan.

Tax Relief

Life insurance is the best way to enjoy tax deductions on income tax and wealth tax. This is available for amounts paid by way of premium for life insurance subject to income tax rates in force. Assessors can also avail of provisions in the law for tax relief. In such cases the assured in effect pays a lower premium for insurance than otherwise.

Money when you need It

A policy that has a suitable insurance plan or combination of different plans can be effectively used to meet certain monetary needs that may arise from time-to-time. Children's education, start-in-life or marriage provision or even periodical needs for cash over a stretch of time can be less stressful with the help of these policies. Alternatively, policy money can be made available at the time of one's retirement from service and use for any specific purpose, such as, purchase of a house or for other investments. Also, loans are granted to policyholders for house building or for purchase of flats (subject to certain conditions).

V. FINDING

- Life insurance is a contract that pledge payment of an amount to the person assured (or his nominee) on the happening of the event insured against.
- The Insurance contract is also provides for the payment of premium periodically to the corporation by the policy holder.
- As per IRDAI, the premiums payable towards such an insurance policy have tax advantage under section 80D of Income Tax Act, 1961.
- The number of private players increased day by day from 5 in the year 2001 to 23 in the year 2011. At present, there are 24 insurance companies in India.
- At the end of March 2017, there are 53 insurers operating in India of which 24 are life insurers, 27 are general insurers.
- It is the 2nd biggest real estate after Indian railways. In term of policies paid 96.97% in the year of 2014-15 and 99.55.% in the year of 2015-16.

VI. SUGGESTIONS

- Insurance is a co-operative device to share the burden of risk, which may fail on happening of some unforeseen events.
- The contract also provides for the payment of premium periodically to the corporation by the policy holder.
- The development of the life insurance market as positive effect on economic growth.
- General insurance covers insurance of property against fire, burglary, theft; personal insurance covering health, travel and accidents; and liability insurance covering legal liabilities.
- LIC's Insurance Plans are policies that talk to you individually and give you the most suitable options that can fit your requirement.

VII. CONCLUSION

It is noted that in many cases the life insurance claim has been denied by the insurer, because the claimant has failed to follow some step or not able to submit the necessary information to the company. So it is recommended that when you claim for life insurance, take proper steps and documentation so that you collect your benefit without difficult. Insurance is a protection against economical losses arising due to an unexpected event. In any type of insurance coverage claim settlement plays very important part. Claim settlement is an integral part of the insurance business. An insurance claim is the only way to officially apply for benefits under an insurance policy. The policy documents also mentions in the schedule the event or events on the happening of which the insurer shall be paying every determined amount of money.

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DIGITAL MARKETING - SOCIAL MEDIA SURGES ECONOMIC GROWTH: A PERSPECTIVE

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ABSTRACT

Changes are inevitable; cut throat competition has shrunk the profit margin but the monopoly. To take the product/services at global level, traditional approach is not enough, we look for innovative and creative idea to reach millions to register our product/services in their mind, technology (digital) helps to take a big leap in the world of digital media. Technology companies has come up with novel idea of connecting the people. Users started registering and getting connected with others having same interest, demography and various professions/hobbies. This networking, ultimately expanded in to a huge circle, a big family with different taste and interest. Now, using such a huge network, to penetrate the brand and idea of promoting the product/services or feedback or demand or quality or need or want of the people came in existence. Showing their needs and wants made the supplier to rethink about their product and services and in turn it has immensely increased the brand value, goodwill and most important the bigger customer base and customer loyalty. This is a platform for any individual or SME or corporate to present new ideas and reach to millions with not much investment as compare to traditional approach, which is much more expensive affairs.

Keywords: Social Media, e-Economy, Growth factor.

INTRODUCTION

The rise in price of magazines and newspapers would be not economically viable at all. This would necessarily reduce the quantity sold to practically zero. Same applies to broadcast television and other media. If social media network sites start charging users, probably millions of users will close their accounts or will never pay. Free account policy by social media garnered millions of users. Greater numbers of advertisers willing to engage them and the more those advertisers are willing to spend Using advertiser support model. The advantages of social media are that it gets a global audience and considered cheaper than traditional advertisements. It has changed the consumers buying behaviour because of the choices available and access to information, which guides them in their buying process. In a country like India, social media has become a driving force in the modern economy where it has changed the whole concept of online marketing Social media has emerged as the key factor to change the dominant position of established markets by creating new markets by word of mouth information, customer empowerment and rating platforms. Influence of social media in India has not reached the top yet but in the coming years when the economy, society and cultures adopt the full potential of social media there will be large-scale influence on the economy of India.

LITERATURE REVIEW

Since the inception of the internet and integration of email technology into our personal and work lives, our ways of communicating began to change. However, it was not until the creation of social media interfaces The term social media technology (SMT) refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication. Despite the widespread use of SMT, little is known about the benefits of its use in postsecondary contexts and for specific purposes (eg. Marketing, recruitment, learning and/or student engagement)

OBJECTIVES

1. To understand importance of social media
2. How social media deals with their business partners
3. How business partners reaches to millions of potential customers

INCEPTION

Social media has come a long way since the days of BBSs and IRC chats and continues to evolve on a daily basis, with progress in user base, social media sites making changes and improvements on an almost daily basis. "Social networking" has been around forever. It's the simple act of expanding the number of people you know by meeting your friends' friends, their friends' friends and so on As always, growth has always been a number game, use of technology (internet) by individuals and corporate users have been increased by leaps and bound, potential of increase business also increased equally. One of the best way to link (get connected) to individual or groups or corporate or association or industry is through social/professional networking sites.

VALUABLE SOCIAL MEDIA CONTENT

Industry specific news / articles, educate and inform customers Testimonials / reviews / opinions from industry experts, increase brand awareness of services Best practice guides from other companies and improve customer service News articles about other companies and monitor brand reputation.

REVENUE MODEL

The goal is to increase sales and branding with the help of social media. Social media is not the platform and does not give much traffic but sign-ups and sales conversions. Ultimate goal for any business should be either to educate, to entertain or to empower them. One may hate to invest on social media network sites, but will sure impact your business especially if start-up or small business. People always need a change, consistent testing and experiments are necessary once you use them. People love contest and free stuff, by creating a contest for your followers will give higher engagement scores and activity. Showing gratitude and enthusiasm on appreciation will have more fruitful relationship and loyalty. Distributing coupons on like and comment, it has been found out that more than 42% of fans like a page to get a coupon or discount. Engaging and talking with your community will definitely build a strong relationship, trust and loyalty.

DISADVANTAGES OF SOCIAL MEDIA

As it has gain popularity, faced with growing controversy and criticism. Optional usage of security policy like hiding personal data (good idea for professional profiles) is a boon for stalker to track their victim. The perils of social media technology – students spend far too much time on non-academic activities related to the internet and social media The speed with which news can travel and inaccurate myths spread as a result of inaction can often have a lasting and damaging effect.

FUTURE OF SOCIAL MEDIA

It's always been ticking in our mind What Next?. Will it be the accepted as communication tools of the future? Sustainability of social networking is highly unpredictable due to users' online actions and behaviours but social media is not a phase and likely won't go away soon till revolutionary change and creativity

RECOMMEDATIONS WHILE WORKING WITH SOCIAL MEDIA

Presence of every business is must for the growth as well as recognition of the organization / community/ individual via Social Media Network. Social Network is not decry and useless, but part of the routine life (aids to businesses) and without it, all your activities are in isolation.

1. Leverage your existing website traffic by putting social media icon, which redirects to your social media pages.
2. Use your e-mail signature to display your Face book Fan Page URL.
3. Send out an e-mail blast to let your audience know that your business exists on Face book
4. Promote your Face book page in-store.
5. Determine the best days to post.
6. Create and schedule status updates.
7. Use Plugins to easily grow your followers.
8. Use Social media ads to help you achieve the results you want to have for your business.
9. Think outside the box and create a Social media contest.
10. Develop a reveal page for coupon, discounts, and any other exclusive deals.
11. Integrate social media sharing buttons on your website pages.
12. Engage with your fans and current community.
13. Engage with other Social media Pages.
14. Use image and videos on your status updates.
15. Create or join Social media groups

CONCLUSION

'The key question is not whether to deploy Internet technology – companies have no choice if they want to stay competitive – but how to deploy it.' – By Michael Porter Indians are very active on different social networks and 88% of users share content on their social profiles. Social media has become a driving force behind every

changes happening in the modern world. Technology has brought all community, industry and specific interest group much nearer with great influence of so called 'Social Media Network'. Reaching to almost every individual was not possible due to geographical and socioeconomic factors.

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DIGITAL TRANSFORMATION IN SMALL AND MEDIUM SCALE ENTERPRISE'S ECONOMY

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ABSTRACT

The present study intends to discuss and analyze the transformation and importance of adoptability of digitalization in governance and management of small and medium scale industries. It has been proved that there is tremendous growth in SME's and these industries have to adopt new technologies and go for digitalization to gain sustainability and development. To promote successfully products and services, utilization of a electronic media is must in spite of lot of challenges in front of these industries. Digitalization automates the product as well as process which enhance quality and production in these enterprises. Digitalization certainly improves the performances of SME's and also help on reducing financial problems by providing alternative financial options to SME's. With this analysis one can say that, for SME's need for the hour is to go for transformation and digitalization.

Keywords: SME's, Digitalization, transformation, internet, digital medias.

"Small is beautiful" -----Ernst friedrich Schumacher

"Small scale enterprises provide immediate large scale employment, they offer a method of ensuring a more equitable distribution of national income and they facilitate an effective mobilization of resources of capital and skill which might remain unutilized. Some of the problems the unplanned urbanization tends to create will be avoided by establishment of small centers of industrial production all over the country". ---Industrial Policy Resolution, 1956

INTRODUCTION

In a way small and large scale enterprises are two legs of industrialization process of a country. Hence, small – scale enterprises have been given an important place in the frame work of Indian planning since beginning both for economic and ideological reasons. Today, India operates the largest and the oldest programs for the development of small scale enterprises in the small industries in any developing country. To have competitive edge and sustainability the small and medium scale industries have to become digital. That to state the

Digitalization has become the buzz word in business world. To transform as quickly as possible companies face loads of pressure, however it is critical for one to understand the each business transforms at different pace with different results. for optimizing operational processes technological transformation should be centered on enhancing customer experience and also augmenting the business models Thus in order to do successful business transformation should generally be driven by management. For majority of sme's this is quiet easier as the team size is quiet small and owners are also generally managers. Also digitalization of a business does not imply creation of new business, but focuses on remodeling the existing business generally to take advantage of existing assets in a new ways. Backbone of Indian economy is formed by small and medium enterprises making large contributions to important economic indicators and household incomes.

SCOPE OF THE STUDY

Since the data availability in respect sme's is large no primary data is used only the secondary data is used for the purpose of the study. This particular topic has been chosen because small and medium scale industries are the backbone of the Indian economy

Hypothesis: Since the study is based on secondary data hypothesis is not necessary.

OBJECTIVES OF THE STUDY

- 1) Try to analyze the growth of Sme's with digitalization.
- 2) Is it necessary for SME's for transformation.
- 3) To analyze benefits gained by Sme's with the help of digitalization.

MAJOR NEED FOR DIGITALIZATION

Making full and optimum use of ICT facilities for accessing worldwide resources and also making them beneficial for society at the same time is the basic idea for digitalization. Going digital as such is the need of the hour, to remain environmentally safe and healthy is also on priority. In digitalizing their material organizations are involved because they remain influenced by the enduring value of such viable resources for learning.

Reputations of the institutions are also raised by digitalization as global users can know the institutional collection and also utilize these resources from distant locations. Some of the major reasons to digitalize are to enhance access and improve preservation. Also by digitalizing their collection, institutions can well make their information accessible that was previously only available to select group users. Besides digitalization can also help preserve materials making high quality digital images that which are available electronically and may also reduce wear and tear of brittle and other such fragile documents.

SMEs in India are characterized with the following features

High contribution to domestic production; significant export earnings; low investment requirements; operational flexibility; location wise mobility; capacities to develop appropriate indigenous technology; import substitution; contribution towards defence production; technology-oriented industries; competitiveness in domestic and export markets. At the same time, it is found that small and medium enterprises have number of limitations which come in their way to survive and grow, namely – low capital base; concentration of all functions in the hand of one/two persons; inadequate exposure to international environment; inability to face impact of WTO regime; inadequate contribution towards R&D; lack of professionalism etc. There is a need to explore the innovative behavior in selected sectors in the small and medium enterprises, like if the SMEs have introduced new technology, what are the factors which have helped in its absorption. Small and medium

Enterprises are forced to compete with the large enterprises in a more liberalized and globalized business environment. There is a need to investigate as to how innovation is helping the SMEs in competing with the large enterprises and helping in their survival. The study was conducted in four sectors i.e. Auto-component, Pharmaceutical, Information Technology and Textile (Garment Manufacturing). SMEs: States & Performance in India, a SSI unit is defined as one where investment in plant and machinery whether held on ownership terms or on lease or by hire purchase does not exceed Rs.5 crore (Rs.50 million). Micro-enterprises are popularly known as “Tiny Units”. A tiny unit is one where investment in plant and machinery does not exceed Rs.25 lakhs (Rs.2.5 million). The medium enterprise is defined as one where investment in plant and machinery whether held on ownership terms or on lease or by hire purchase does not exceed Rs.10 crore (Rs.100 million). The SMEs sector in India contributes 8 per cent to India's GDP. It is estimated that in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 per cent of the total exports of the country. The sector is estimated to employ about 59 million persons in over 26 million units throughout the country. Further this sector has consistently registered a higher growth rate than the rest of the industrial sector. But in spite of these limitations, the SMEs have made significant contribution towards technological development and exports.

SMEs have been established in almost all-major sectors in the Indian industry such as: food processing, agriculture inputs, chemicals and pharmaceuticals, engineering/ electrical/ electronics, electro-medical equipment, textiles and garments, leather and leather goods, meat products, bio-engineering, sports goods, plastics products and computer software. The Indian IT sector is one of the most dynamic sectors and has been through variety of changes in the recent areas. Participation of small firms in this sector has been quite high. The NASSCOM data suggests that IT industry has a large number of small enterprises. About 88 per cent of the total firms have a turnover of less than Rs.10 crore which are considered as medium enterprises. This suggests that large shares of IT firms are small entrepreneurial ventures managed by self-employed individuals. However, the industry is highly skewed in terms of share of the market: top 5 firms have a share of 32 per cent in the revenues. The next top 47 firms with a turnover between 100 and 1000 crore had a share of 35 per cent. Firms with turnover of less than 100 crores (98 per cent of the total firms) have a share of only 11 per cent (NASSCOM, 2003). Moreover, a comparison of the size distribution of firms for recent years with some earlier years would suggest that small firms have grown slowly in recent years (NASSCOM, 2003). In case of pharmaceutical sector, there are large numbers of small pharmaceutical firms in India, almost all of which are small. According to the McKinsey Report, Indian pharma 2015 (Unlocking the potential of the Indian pharma market), the Indian pharmaceutical industry is growing in leaps and bounds with a CAGR of 13 per cent from 2002 to 2007, and is expected to grow at a CAGR of 16 per cent over 2007 to 2011. The industry is on the global radar now, more than ever with India, being viewed as the most sought-after destination for pharmaceutical activities, primarily research and development and clinical research. India's prominent position in the world pharmaceutical sector can be credited, in part, to her mastery over pharmaceutical engineering technology, and reverse engineering of patented drug molecules. In case Mostly, innovation in developing countries moves from imitation to creative imitation and to innovation. In India, we can define innovation as creation of new and improved products and process and adoption of new technology to produce better products and services.

Size Medium Type of Innovation Product/Process (Offshore programming and IT consulting with programming languages i.e ASP.NET, VB.NET, C#.NET,VB6.0, SQL Server etc.) Product/ Process (Computer peripherals, desktops, notebooks, TFT-LCD monitors, GSM mobile phones, DVD players.) Product/Process (End-to-end billing and content management solutions for communication service providers, financial services, media.) Product (A wonder drug Jyoti Amritum DS for HIV/ AIDS. It is simple herbal formulation with no side-effects and affordable at all stages of disease.) Product/Process (Manufactures a liposomal drug. This is the best oral antifungal broad-spectrum drug for continuation of treatment of fungal infections.) Process (All the raw materials are inspected and tested. All the products are manufactured in accordance with cGMP guidelines. Barriers Financial/ Technical/ Marketing/ Hiring/ Building Customer Trust Internal/ Technical/ Building Customer Trust Marketing/ Building Customer Trust Drug Testing, Marketing, long time to make new drug, Building Customer Trust Marketing, High Cost of R&D. Marketing/ Building Customer Trust Management of Innovation Cost cutting/ hiring competent engineers/ technical training Cost cutting/ hiring competent engineers/ technical training Hiring competent engineers/ training/ R&D/ networking Cost cutting/ networking/ taking govt. support(DST) Focus on infrastructure/ technical assistant from associations. Auto-component industry, these firms are driven by global competition and the recent shift in focus of global automobile manufacturers, business rules are changing and liberalization has had sweeping ramifications for the industry. The Indian auto-component sector is one of the few sectors in the economy that has a distinct global competitive advantage in terms of cost and quality. India's process-engineering skills, applied to re-designing of production processes, have enabled reduction in manufacturing costs of components. The Indian auto component industry is extensive and highly fragmented. Textile industry accounts for about 8 per cent of GDP, 20 per cent of the industrial production and over 30 per cent of export earnings of India and has only 2-3 per cent import intensity. About 38 million people are gainfully employed with the industry making it the second largest employment providing sector after agriculture.

Due to Information technology (IT) and IT enabled services (ITES) several non tradable services have become tradable nowadays. Digitalization has a direct benefit on performance of the services and small and medium enterprises (SME) sector in India. Digital marketing thus is a broad term which refers to various promotional techniques deployed to reach customers via various digital technologies. Digital marketing necessarily embodies an extensive selection of product, service brand marketing tactics that which mainly uses internet as a core and potential medium in addition to mobile and other traditional and TV and radio. Today Photo camera giant canon iMage gateway helps consumers to share their friends online, L'Oreal's brand Lancôme uses email newsletters and pitches to get in touch with the customers and also try to strengthen customer brand loyalty aspect. Magazine publishers can also drive their customers into internet with email pitches and SMS messages to improve presubscription.

Challenges: on the way of transformation are,

- 1) Lack of knowledge regarding highly and inherent technology.
- 2) Lack of funds and poor infrastructure. As per the report by the International finance corporation demand gap is massive at 2.93 trillion in 2016 in India's SME sector, this one of the challenge in front of the industry.
- 3) Non adoption of digitalization are going to be miss growth opportunities and going to lose larger part of the loyal customers and market.
- 5) For efficient and effective co-ordination and communication sme's need to go for e-commerce-business and M- marketing technology.

CONCLUSION

India is in the midst of digitalization, the business houses are moving towards digitalization in spite of the opportunities such as growing smart phone usage, expanding internet access and also rising digital media consumption etc. even the urban population are accessing internet about how the farmers grow and sell their crops. Through digitalization SME's can enhance efficiency reduce cost of production, minimize manufacturing defects, and shorten production time. To make successful "Make in India" SME's has to adopt and adapt new technologies in our manufacturing right through our supply chains. Need of the hour is to adopt new technology by the top level management and manufacturers to minimize the cost of labor to create competitive advantage.

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CYBER-CRIME AND CYBER SECURITY IN DIGITAL WORLD

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ABSTRACT

In the technical modernization, technology provides new opportunities and potential sources of efficiency for organizations but these new technologies have also brought threats. Security measures must be taken to ensure safety and reliability of organizations. Hacking of data and information has become almost a practice in organizations. Therefore it is necessary to understand the cyber security. Cyber security is concern with the protection of systems, networks and data in cyberspace.

Keywords: Cyber Security, cyber-attack, cybercrime, firewall, access control.

I. INTRODUCTION

Today, new technologies that allow devices to access the Internet have made wireless business transactions possible. Cyber Security plays an important role in the field of information technology. Securing the information have become one of the biggest challenges in the present day. Cyber security is basically related to the internet. However we need to aware about protection of information and communication technology systems from cyber-attacks that are purposeful attempts by unauthorized persons to access systems in order to target of theft, disturbance, damage, or other illegal actions.

II. CYBER SCURITY

Cyber security is the safeguards used to avoid or reduce any disruption from an attack on data, computers or mobile devices. Cyber security is not only protecting confidentiality and privacy, but also the availability and integrity of data, because both are important for the quality and safety of care.

We are living in a modern digital world where all the information is maintained in a digital form. The individual uses Social networking where they interact with friends and family. Here also security plays an important role where cyber-criminals target social media sites to steal personal data.

As organization concern, Privacy and security of the data is more essential factors to any organization. So to avoid cyber-attacks organizations need to improve their cyber security more and stop to access their confidential data.

III. CYBER CRIME

Cybercrime is a crime where a computer is the object of the crime or is used as a tool to commit an offense. It is the any illegal activity committed by Cyber Criminal with a guilty intention

A cybercriminal may use a device to access a user's personal information, confidential business information, government information, or disable a device. Some of the kinds of Cyber-criminals are mentioned as below-

Crackers

These individuals are done some loss to satisfy motives or just for fun. Many computer virus creators and distributors fall into this category.

Career criminals

These individuals earn their income from crime, although they Malcontents, addicts, and irrational and incompetent people.

Cyber terrorists

There are many forms of cyber terrorism. Sometimes it's a rather smart hacker breaking into a government website or it's just a group of like-minded Internet users who crash a website by flooding it with traffic.

Cyber bulls

Cyber bullying is any harassment that occurs via the Internet. Vicious forum posts, name calling in chat rooms, posting fake profiles on web sites etc.

Salami attackers

Those attacks are committing financial crimes. e.g. a bank employee inserts a program into bank's servers, which deducts a small amount from the account of every customer.

IV. DIFFERENT TYPES OF CYBER ATTACKS OR CRIMES:**a) Phishing**

Phishing means trying to fool people into parting with their money. Phishing refers to the receipt of unknown emails by customers of financial institutions, requesting them to enter their username, password or other personal information to access their account. The criminal then access the customer's online bank account and the fund present in that account. The customers click on the links on the email to enter their information, and so they remain unaware that the fraud has occurred.

b) Cyber defamation

It involves any person with intent to lower down the dignity/image of the person by hacking his mail account and sending some mails with using vulgar language to unknown persons mail account.

c) Computer sabotage

The use of the internet to stop the normal functioning of a computer system through the introduction of worms, viruses, or logic bomb is referred to as computer sabotage.

d) Malware

Malware is any software that infects and damages a computer system without the owner's knowledge or permission and takes control of any individual's computer to spread a bug to other people's devices or social networking profiles.

e) Cyber Vandalism

Vandalism means damaging property of another. Thus cyber vandalism means destroying or damaging the data or information stored in computer when a network service is stopped or disrupted.

f) Hacking Computer System

Hacking in simple terms means an illegal intrusion into a computer system. Hacking attacks include Famous social networking sites such as facebook, Twitter, blogging platform by unauthorized access/control over the computer. Due to the hacking activity there will be loss of data as well as computer system.

g) Altering in an unauthorized way

This requires little technical expertise and is common form of theft by employees altering the data before entry or entering false data, or by entering unauthorized instructions or using unauthorized processes; Altering, destroying, suppressing, or stealing output, usually to conceal unauthorized transactions.

h) Denial of service attacks

The attackers typically target site or service hosted on high-profile web servers such as bank, credit card payment gateways, mobile phone networks and even root name servers. Denial of service attacks are designed to consume resources so that other users are unable to use the resources and are therefore —denied service. In a Computer network environment, the key resources are CPU, memory, and bandwidth

i) Ransomware

It is a file encryption software program that uses a unique robust encryption algorithm to encrypt the files on the target system. The threat generates a unique decryption key for each of its victims and save it in a remote server. Thus, users cannot access their files by any application.

V. WAYS TO PROVIDE CYBER SECURITY

Cyber security is a constantly changing area. However, there are many effective steps that can be taken to protect information and protect you and your organization. Here are some cyber security techniques to improve security.

a) Cryptography

Encryption is the process of transforming plain text or data into cipher text that cannot be read by anyone other than the sender and the receiver. It is used secure stored information and transfers it securely on network.

b) Firewall

A firewall is a network security system that monitors and controls incoming and outgoing network traffic based on predetermined security rules. It is a software program or piece of hardware that helps screen out hackers, viruses, and worms that try to reach your computer over the Internet. It examines each message and blocks those that do not meet the specified security criteria. Hence firewalls play an important role in detecting the malware.

c) Biometric

Verifies an individual's identity by analyzing a unique personal attribute or behavior. It is the most effective and accurate method for verifying identification. It is the most expensive authentication mechanism. Some biometric system types are: finger print, palm scan, iris scan, Facial scan etc.

d) Access Control

Access control is a way of limiting access to a system or to physical or virtual resources. In computing, access control is a process by which users are granted access and certain privileges to systems, resources or information. It includes Authorization, Identification, and Authentication & Audit.

e) Use strong passwords

Use separate ID/password combinations for different accounts, and avoid writing them down. Make the passwords more complicated by combining letters, numbers, and special characters. Change them on a regular basis. Use strong passwords with upper case, lower case, number and special characters and minimum of 6 characters. Don't use passwords as contain names, birthdays, phone numbers etc.

f) Use Up-to date Antivirus

Prevent viruses or spyware and ransomware from infecting your computer by installing and regularly updating anti-virus software.

g) Avoid being scammed

Never reply to emails that ask you to verify your information or confirm your user ID or password. Don't click on unknown links or files received in email by unknown source.

h) Train your staff to be cyber aware

Provide training to your staff to aware of cyber security threats and to handle it. Need to plan training in organization because changes in digital technology.

VI. CONCLUSION

Due to the rapid development in cyberspace, supported by the speed of the development of technologies and their implementation in organizations and individuals, this area will always be interesting and challenging. Day by day peoples using this technology increasing all over the world. Cyber security is the protection of assets from unauthorized access, use, alteration, or destruction. The main dimensions of cyber security are- Integrity: prevention against unauthorized data modification, Authenticity: authentication of data source. Confidentiality: protection against unauthorized data disclosure. Privacy: provision of data control and disclosure. Are the important factors & the cyber security is plays an important role to improve individuals and organizational security to secure our information.

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E-BANKING AND CUSTOMER SATISFACTION IN INDIA

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ABSTRACT

Now days the banking sector is going to adopt information technology tools to provide fast service to customers. Using this online service bank attracts more customers due to fast and reliable banking transactions. E-banking provides all major banking transactions to customers very conveniently. This use of e-banking in traditional banking sector leads to a big challenge regarding customers' expectations and satisfaction, which is discussed in this paper.

Keywords: E-banking, Customer satisfaction, Service quality, bank.

INTRODUCTION

E-Banking contains two words i.e. Electronic technology and Banking. It is a process by which a customer performs banking transactions electronically via Internet technology. E-banking is an electronic payment system using bank's website that enables customers to perform various financial transactions. The E-banking connects to or is 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. The following figure shows various services provided by e-banking to the customers.

**TYPE OF SERVICES PROVIDED BY E-BANKING**

Basic service: Here bank provides information about their products and services to customers. Also some banks communicate with customer about their queries through e-mail.

Information Service – Here bank allows their customers to submit applications for different services, check their account balance, etc. without paper, but do not permit to transfer any fund transactions on their accounts. This is non-monitory service.

Fund transactions service – Here bank allow their customers to perform their fund transfer bill payments and purchase online products etc. from account. This is monitory service.

Thus E-banking can be done using Automated Teller Machines (ATM's), telephones, internet and mobiles for doing day today simple and advance banking transactions without being physically present in the bank, like account balance, making different type of payments like bills, mobile recharge, money transfer, filing income tax return electronically. Using E-banking all these transactions can be done from home or office without visiting the branch, 24 hours, 7 days.

Security of e-Banking

The financial transaction requires more security, for this purpose e-banking uses PIN/TANs. Under this system PIN is used for login and TANs are used to conduct transaction. TANs are one time password sends to customer

through SMS on registered mobile number which is valid for short time of period. E-banking conducted with SSL enabled websites, so encryption is not an important issue. It also uses signature verification as a base.

Advantages of E-banking to the Bank

1. E-banking reduces the cost of delivering the services to the customers.
2. It reduces the use of paper money that helps the central bank in printing less paper notes as well as official paper work.
3. Through websites, banks can earn revenue by promotional activities.
4. FAQs uploaded over the banks website will reduce the workload on employees.
5. Customers can avail e-banking facility from anyplace, anytime therefore there is a need to invest more and more on relevant infrastructure.

Advantages of E-banking to the customers

1. E-banking delivers service 24 hours x7 days to the customer.
2. Easy access to account information and within quick time.
3. Payment can be made online for the purchase of goods and services.
4. With e-banking, customers can check account balance, can download statement of their account and various forms, apply for loans, and check the investment details.
5. The customer can able to online book transport, travel and medical facilities.

CUSTOMER SATISFACTION

Philip Kotler defines customer satisfaction as a ‘**person’s feeling of pleasure or disappointment which resulted from comparing a product’s perceived performance or outcome against his/her expectations**’.

Customer satisfaction = f(perceived performance, buyer’s expectations).

Customer satisfaction is a measurement that determines how happy customers are with a company's products, services, and capabilities. Using this Customer satisfaction information, company determines how to improve or change their products and services.

Customer satisfaction is the important part for bank to success in market. Many of factors contributing to the success (or failure) of a business or financial institute, customer satisfaction is one of them.

Why customer satisfaction is important?

Some research says that it is six to seven times more expensive to acquire a new customer than it is to keep a current one. Banks or mobile providers know it best, so they don’t change old customer instead offer him something special. Not only, it is more expensive but also much more difficult to keep existing and loyal clients than to gain some new ones.

When customers share their story, they’re not just sharing pain points. They’re actually teaching you how to make your product, service, and business better. Your customer service organization should be designed to effectively communicate those issues.” – **Kristin Smaby**.

It is not possible to satisfy the customer needs every time so bank need to look after them all the time. They try to talk with them, ask questions, offer continuous service and support, send personalized messages or offers, use website surveys, email surveys or any other technique that will help you to communicate with your customers. To find out the customer satisfaction is more important to keep them with bank.

Customer satisfaction is a factor that helps you to stand out in market competition which satisfy bank target. The customer get proper service and bank get proper revenue so both are happy.

Factors affecting customer satisfaction

Security: To measure the satisfaction level of customers at security in online banking, they are asked whether customers are secured or not? It is more important to provide security to the customers about their bank transactions.

Service quality: The gap between customers’ expectation and real performance of a service is termed as service quality. Service quality has positive effect on customer satisfaction in banking services. When customers get expected service quality, it leads to higher satisfaction.

Service charge: In finance service charge is termed as the amount of payment requested by the seller of services. Fair service charge has positive effect on customer satisfaction in banking services. Price has an impact on customer buying behavior and value perception.

User friendliness: Mostly the people in the age group 18-40 are students and private or government service persons aware of using websites properly. But in the age group of 41 to 60 most of them are illiterate about using websites. We can roughly say that all an average customers are satisfied to instructiveness of the website of the bank.

Convenience

Convenience is the main attraction point of the customers in e-banking. The customer can able to easily use the different services and technologies of e-banking which is directly related to the customer satisfaction.

CONCLUSION

With the wide use of information technology in banking sector, nature of banking industry has been changed radically. While people were used to visit bank for money transfer, collecting various bank statements, checking bank balance in past but today people can do this banking transactions using e-banking from anywhere. The nature of banking has been changed as per customer demand has been changed. For this reason, bankers need to change their policies and technologies to attract customer. In this research security, service quality, service charge, user friendliness and convenience have a relationship with customer satisfaction towards E-banking. So the E-banking providers should put more efforts to achieve positive customer satisfaction.

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SUPPLY CHAIN MANAGEMENT OF FRUITS AND VEGETABLES

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ABSTRACT

India is the land of farmers where major GDP is from agriculture. As a second largest country to produce vegetables, It has high value to export business. With the right marketing fundamentals and processing, India has great opportunity to become global food supplier. This article is presenting brief idea about supply chain management process in India with respect to fruits and vegetables.

Keywords: Marketing Channels, Fruit and Vegetable Marketing, Types of supply chain Management

INTRODUCTION

If the production is of a larger scale it is not possible to the producer to sale their product direct to the customers .it will take more time and is less possible for perishable products like fruits and vegetables to reach at consumer with the same quality. There are set intermediaries in between supplier to end user who performs the faction of distribution of the product and for that they take commission or margin. The intermediaries are like agent, wholesaler, jobber, and retailer. The profitability of farmer is depends on the proper designing the distribution channel for distribution of their goods.

India being the second largest producer to grow fruits and vegetable it become need to study supply chain management of fruits and vegetables. There are two important stake holders of distribution channels of fruits and vegetables ,those are Farmers and Customers. At present both of them are suffering. Farmers get lesser revenue for their produce and at the same time customers purchase them at high price ,also customer do not get the fruits and vegetable in proper form that it should be. There is de-gradation of quality of fruits and vegetables during transportation because lack of proper infrastructural and transportation facilities like cold storages, refrigerator vans chain. In the distribution channel of the fruits and vegetables even there are no proper facilities at point of sale.

Most of the times Distribution channel gets longer because of large number of intermediaries are get added in distribution channel, like local agent, commission agents, trades distributors, wholesaler, retailers or cart venders. It will take more time to reach the products to the consumers hence degradation in the quality hence fruits and vegetables dose not remain fresh and that's why to make the fruits and vegetable fresh some of the retailer use hazardous chemicals .some of the examples are bitter guard and lady finger are dipped in copper sulphate solution which result greener and fresh appeal. Carrots are dunked in red water. Hence maintaining quality of product throughout the distribution becomes the important issue. In distribution of fruits and vegetables Channel integration or vertical marketing system may be helpful for this.

Because of more number of intermediaries and middleman they eat-up larger amount of share and adds cost to the product and hence the price of product gets increase while it reaches to the customer and customer pays higher price to the product but farmer can get only 25 percent of the amount paid by the customer. This incurs another adverse effect that is, as the product is costly or of high price to customer they purchase it in lesser quantity hence there is reduced demand for the product.

According to Rais M, Sheoran A, 30-40 % wastage of fruits and vegetable are due to lack of infrastructure facility.

FRUITS AND VEGETABLES PRODUCTION SCENARIO

Due to post harvest losses accountability is approximately 25 to 35%, per capita availability of fruits and vegetables becomes very low and by the time product reaches consumer, quality and quantity of the product deteriorates so perishability of product become a major topic for concern related to marketing of fruits and vegetables, which result into increased marketing cost, price alteration, market gluts and similar problem like this.

Even though increase in the production of vegetables and fruits by 4% there is no significant change per hectare production. To solve these problem state government needs to carry out education programs on latest technologies, should grant support and help to acquire proper supply management which probably help preventing exploitation of farmers and ultimately will lead to raise their income.

On other hand due to more health consciousness nature, awareness regarding hygiene, people in cities prefer to shop product and vegetables from super market which has lead to area of interest to more corporate companies into marketing business.

POPULACE AND STATISTIC CHANGES IN INDIA

Indian center and upper white collar class populace is becoming vast in all respects quickly and there is additionally increment in number of youthful working couples, brought about increment sought after for semi-prepared sustenance, quick nourishments, pressed nourishments, prepared to-eat nourishments. Changing taste and inclination towards utilization of essential nourishments things, which is driven by longer working hours, increment in twofold pay families, more presentation to promoting, for solace and accommodation and so forth. Particularly individuals living in urban areas are turned out to be more wellbeing and cleanliness cognizant. Instead of ordinary wet markets, they want to purchase vegetables, leafy foods agri-items from the general stores and current retail locations, and this prompts the section of increasingly more corporates into the agri nourishment showcasing

UTILITY OF STUDY

This study focuses on planning, movement of vegetables as well as fruits from the produce to consumer in an efficient ways because of change in needs of customer and increases requirement for fresh vegetables and fruits it become need to reduce the time delivers fruits and vegetables to customers.

This study is useful to bridge the gap between consumers and farmers by identifying the numbers of unnecessary middlemen and providing alternatives to eliminate them.

This study is also helpful to know the working of corporate companies in this field.

This study is important to identify the bottlenecks in effective distribution of fruits and vegetables. This study will reveal the importance of choice or designing of distribution channels of fruits and vegetables. The study will also important to identify and provide possible solutions to the problems and challenges in Distribution channels

MARKETING CHANNELS

Meaning: Farmer are the producer of agriculture product and are situated in rural areas of country while customers which utilities these product are located in semi urban and urban areas. The agencies and functionaries by which this produce reach to customer for its final use so to define marketing channels of distribution channels are A market channel or channel of conveyance is subsequently characterized as a way followed in the immediate or circuitous exchange of title of an item as it moves from a maker to an extreme buyer or modern client. In this way, a channel of conveyance of an item is the course taken by the responsibility for as they move from the maker to the customer or mechanical client.

I. Factors affecting channels: There are different factors that affect the distribution channels which need consideration and alteration in terms of processing. These factor are as below

1. Spoilable produce-for example natural products, vegetables, blooms, milk, meat, and so forth.
2. Storage offices
3. Mass and weight-cotton, grains are cumbersome however light in weight
4. Weak or solid promoting organization.
5. Distance among maker and shopper. Regardless of whether neighborhood market Or far off market

DIFFERENT MARKETING CHANNELS

- Producer-trader-wholesaler-retailer-consumer.
- Producer-trader-retailer-consumer.
- Producer-trader-consumer.
- Producer-consumer.

AN EFFICIENT MARKETING SYSTEM CAN

- Reduce post-harvest losses.
- Enhances farmers' realisation.
- Reduce consumer price

- Promote grading and food safety practices.
- Induce demand-driven production.
- Enable higher value addition. •

Facilitate export.

VEGETABLE AND FRUIT MARKETING

Advertising of plant yields is very perplexing and dangerous because of the short-lived nature of the produce, regular creation and cumbersomeness. The range of costs from maker to purchaser, which is a result of interest and supply of exchanges between different middle people at various levels in the showcasing framework, is likewise special for products of the soil. Which result into expanded advertising cost, cost modification, market overabundances and comparable issues like this. Even though increment in the generation of foods grown from the ground by 4% there is no noteworthy change in per hectare creation.

To tackle these generation state government needs to complete instruction programs on most recent innovations ,should allow backing and help to get legitimate supply the board which presumably help forestalling abuse of rancher and lead to raise salary. On the other hand because of more wellbeing cognizance nature ,mindfulness in regards to cleanliness individuals urban areas get ready to shop

TYPES OF SUPPLY CHAIN MANAGEMENT

The two major supply chains which are given below for vegetables and fruits were chosen in the light of objectives and constraints of the study:

1. Traditional Supply Chain (TSC)

Producer → Commission agent cum-wholesaler → Retailer → Consumer

Under the TSC of fruits and vegetables, the producers are arriving in the market either in the late night or early hours in the morning due to lack of adequate market infrastructure and perishability of produce and sell their produce to the commission agent cum wholesaler in the wholesale market. The commission agents are found to play a dual role and wholesaler. These, wholesaler cum commission agent procured at a very nominal price from the producers and sold it to retailers after adding their commission (5%), cost (Market fee-1% and labour charges- 2% and other costs) and profit (2%). The produce was sold to the retailers after around 8:00 am to 9:00 am. Retailers were found to sell their produce either by sitting in front of the wholesaler's shop or as per their convenience in rehries (Hath Thela). The retailer was the man in the traditional supply chain who accounted for maximum margin in whole supply chain.

2. Modern Supply Chain (MSC)

Producers → Retail Outlets → Consumers

It was found that in the study region the existed modern retail outlets did not have any permanent contract with producers. They procured directly from the producers in the market. They also carried their vehicle to the market in early hours of the day and participated in the bidding process for fruits and vegetables. They procured only superior quality produce (Usually, fresh with bright colour, uniform shape etc.) from producers leaving aside rest of low quality produce.

CONCLUSION

It is important to understand what efforts are required for the producer to produce their goods in terms of hard work and money along with facing natural calamities. As India is farmer's land, farmers should get the worthy revenue for their efforts. So understanding need for proper facilities and Changes in supply chain management.

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**DIGITAL TRANSFORMATION IS VITAL FOR SUSTAINABLE TOURISM IN
MAHARASHTRA(KOKAN) AND INDIA**

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ABSTRACT

Tourism sector is a rising service sector contributing to the economic development of any country. The flair for tourism due to increasing higher- middle income class, curiosity of knowing different regions and their food, culture and life-style and the need of refreshing and rejuvenating from the high tension, boring routine life has given scope to tourism development across the world. The tourism companies that do not undergo a digital transformation process will lose competitiveness in the longrun, as customers are familiar with the advantages offered by the new digital environment. The tourism industry is therefore becoming updated, being it one of the main industries of the Spanish economy and generating more than 11% of the Spanish GDP. "Coastal tourism is a process involving tourists and the people and places they visit, particularly the coastal environment and its natural and cultural resources".

Keywords: Sustainable Tourism, Responsibility ,Coastal, Communication, Consumer Behaviour.

1) INTRODUCTION

Tourism sector is a rising service sector contributing to the economic development of any country. The flair for tourism due to increasing higher- middle income class, curiosity of knowing different regions and their food, culture and life-style and the need of refreshing and rejuvenating from the high tension, boring routine life has given scope to tourism development across the world.

With a coastal line of **7,525kms**, India has immense potential in the coastal tourism segment. Maharashtra is the third largest State both in terms of area and population located on the west coast of India with a **720kms** long coastal line in the Konkan region. The region between the Arabian Sea and the Sahyadri Range is known as Konkan. The Konkan region of Maharashtra state is famous for its natural beauty, beaches, backwater, waterfalls, forts, temples and other tourist attractions. Konkan beaches are safe, virgin and beautiful, capable of attracting inbound and outbound tourists for the sun, sand and surfing. Konkan area of Maharashtra having picturesque stretch of land on the west coast of India, endowed with the beautiful seashores, forts and mountains is known for tropical fruits like world famous Alphonso Mangoes , Jackfruits, Cashews and Jamuns. It is also famous for production of Coconut and Betelnut. It's Seafood is a fist to the tourists.

CONCEPTUALIZATION

The main concepts used in this study are as follows.

Coastal tourism

"Coastal tourism is a process involving tourists and the people and places they visit, particularly the coastal environment and its natural and cultural resources".

Tourism is most often conceived as a "want" rather than a "need", a luxury or a reward. Digital transformation has an important function in determining how successfully destinations achieve their aims and objectives, in both the short and medium terms.

Tourism is desired and required to develop. By good tourism many nations to enable development and to achieve sustainable economic growth. Tourism is a "green" industry, and rightly gives alternatives.

Tourism is one of the fastest growing and most important economic sectors in the world .provid In 2017, international tourist arrivals reached a new record high at over 1.3 billion according to the latest UNWTO Tourism Highlights. It also represents 10.4% of GDP and in 2017 the tourism industry supported 313 million jobs or 1 in 10 jobs globally.

Sustainable tourism

UNWTO defines sustainable tourism as, "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities".

Responsible tourism

According to Department of Environmental Affairs and Tourism, Kerala “responsible tourism is a tourism, which (i) minimizes negative economic, environmental and social impacts, (ii) generates greater economic benefits for local people and enhances the well being of host communities, (iii) improves working conditions and access to the industry, (iv) involves local people in decisions that affect their lives and life chances, (v) makes positive contributions to the conservation of natural and cultural heritage embracing diversity, (vi) provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues, (vii) provides access for physically challenged people, and (viii) is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence”

Scenario in Tourism industry

The number of Foreign Tourist Arrivals (FTAs) in India increased from 5.17 million in 2009 to 5.78 million in 2010 a growth of 11.8% as compared to (2.2%) during 2009. The growth rate of 11.8% in 2010 for India was better than UNWTOs projected growth rate of 5% to 6% for the world in 2010. The share of India in international tourist arrivals in 2010 was 0.61%, which is 0.02% improvement over 2009. However, India's rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83% of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11. During 2011 FTAs in India were 6.31 million with a growth of 9.2% over 2010. FTAs during 2012 were 6.6 million with a growth of 5.4%, as compared to the FTAs of 6.31 million during 2011.

The above trend of FTAs in India shows improvements year by year but still there is a tremendous scope to improve these figures further to bring more and more foreign tourists in India.

Domestic tourism plays an important role in overall tourism development in the country. The number of domestic tourist visits in 2013 was 960 million. It contributes 6.23% to the national GDP and 8.78% of the total employment in 2013.

India is a huge country comprising 29 states and 7 union territories. Therefore, it is very important for India's centralized campaign, "Incredible India" to give all the important information about all the states in their running campaign in which foreign tourists would be actually interested, like, safety tips, current events and happenings, important developments in the states.

Foreign Exchange Earnings (FEE) from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2011 was Rs.77,591 core (provisional), with a growth of 19.6%, as compared to the FEEs of Rs.64,889 core (provisional) during 2010.

During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77,591 to Rs.94,487 crore (provisional) when compared to FEEs during 2011. FEE from tourism grew by 19.8 % in rupee terms in Feb 2013 as compared to Feb 2012.

V) OBJECTIVES OF THE STUDY:

Main objectives of the present research study are

1. To review the concept of coastal tourism and its role in development.
2. To ascertain the causes of under utilization of coastal tourism potential in India.
3. To measure the extent of joint participation in coastal tourism development.
4. To study the role of government and local people in coastal tourism development.
5. To provide suggestions for sustainable coastal tourism development in India.

II) HYPOTHESES

The following hypotheses have been formulated for the present study.

1. Even though India has coastal line of 7525 kms and coastal tourism potential remains under utilized.
2. Tourism infrastructure in India is inadequate and unsatisfactory.
3. Lack of air connectivity distracts the tourists to other destinations.
4. Private investment and coastal tourism development are correlated.
5. There is relationship between joint programmes and tourism development.
6. There is an overall apathy in the leaders and local people towards development of tourism.

V) LIMITATIONS

The present study has the following limitations.

1. The present study will be limited to coastal tourism in India.

a) Data Collection

The secondary data is the main source of information

1. Secondary data

The secondary data shall be obtained through published reports of tourism ministry of central and state government, data of local municipal bodies, government agencies, international organizations, periodicals, journals, articles and internet.

Tourism is most often conceived as a “want” rather than a “need”, a luxury or a reward. Digital transformation has an important function in determining how successfully destinations achieve their aims and objectives, in both the short and medium terms.

Tourism is desired and required to develop. By good tourism many nations to enable development and to achieve sustainable economic growth. Tourism is a “green” industry, and rightly gives alternatives. World Tourism Day (WTD), celebrated every 27 September around the world, is a unique opportunity to raise awareness on tourism’s actual and potential contribution to sustainable development.

Effective services marketing in the tourism and hospitality sector requires marketers to gain a solid understanding of the differences between the marketing of goods and services.

Through digital technology, conservationists are able to collate research and data on the environment and biological diversity ecosystems and with these data influence change.

“Digital technology is an important component of collecting environment data. Sustainable tourism not only requires social and economic information but also includes environmental data. Such data is vital to improve tourism planning and strategies,” “Social media is a powerful technology tool.”

Sustainable Tourism



Sustainable tourism is attracting more and more fans and followers, whether with customers looking for a more natural experience, or with companies offering packages in exotic locations.

That is why today we are going to speak precisely about how companies working with this type of tourism can take advantage of the digital channel to promote their values and their tour packages through a good digital marketing strategy.

“Sustainable tourism can be defined as any activity that can be carried out respecting the environment and the environmental resources of the area, the socio-cultural essence and the traditions of the place, as well as its long-term viability that will help in the economic development of the inhabitants of the area.”

2017, the International Year of Sustainable Tourism

The United Nations General Assembly declared 2017 as the international year of sustainable tourism to promote a change in the tourism sector and promote the respect to the population and the environment.

During 2017, the tourism role will be promoted in five key areas. (UNWTO Source):

1. Inclusive and sustainable economic growth
2. Social inclusion, employment and poverty reduction
3. Efficient use of resources, environmental protection and the fight against climate change.
4. Cultural values, diversity and heritage
5. Mutual understanding, peace, and security.

Digital transformation in the tourism industry



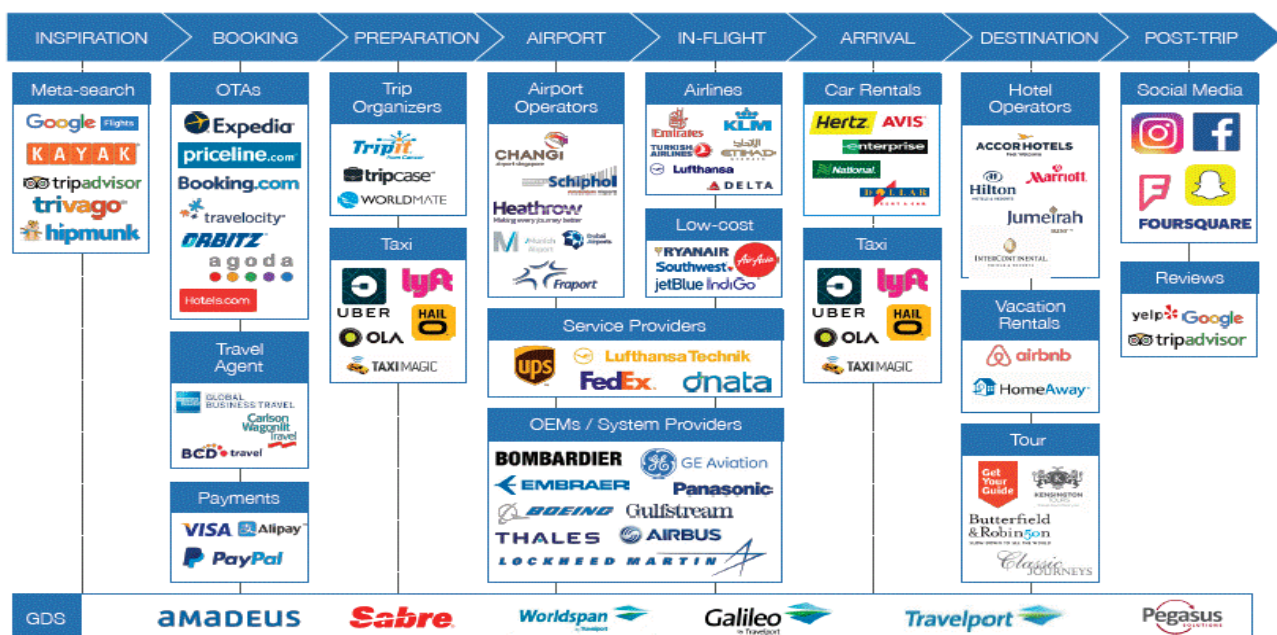
Digital Transformation in the tourism industry is gaining relevance. With the ubiquity of Smartphones in the consumer's life it is no surprise that gradually more tourists are booking through this device. Specifically, **Smartphones are responsible for 24% of online bookings already and in the travel industry,** many companies are aware that more than **90% of its traffic comes from Smartphone.**

In fact, it is known that nowadays the user continually switches from one device to another, they often start searching on a mobile device, compare on a tablet and finish the booking on a laptop.

Digital Transformation in the Tourism industry: Major changes

Analyzing data, trends, consumer behavior and competitor actions independently can draw interesting results, but it is only when analyzing the industry as a whole when **the profound change that the tourism industry is experiencing can be appreciated.**

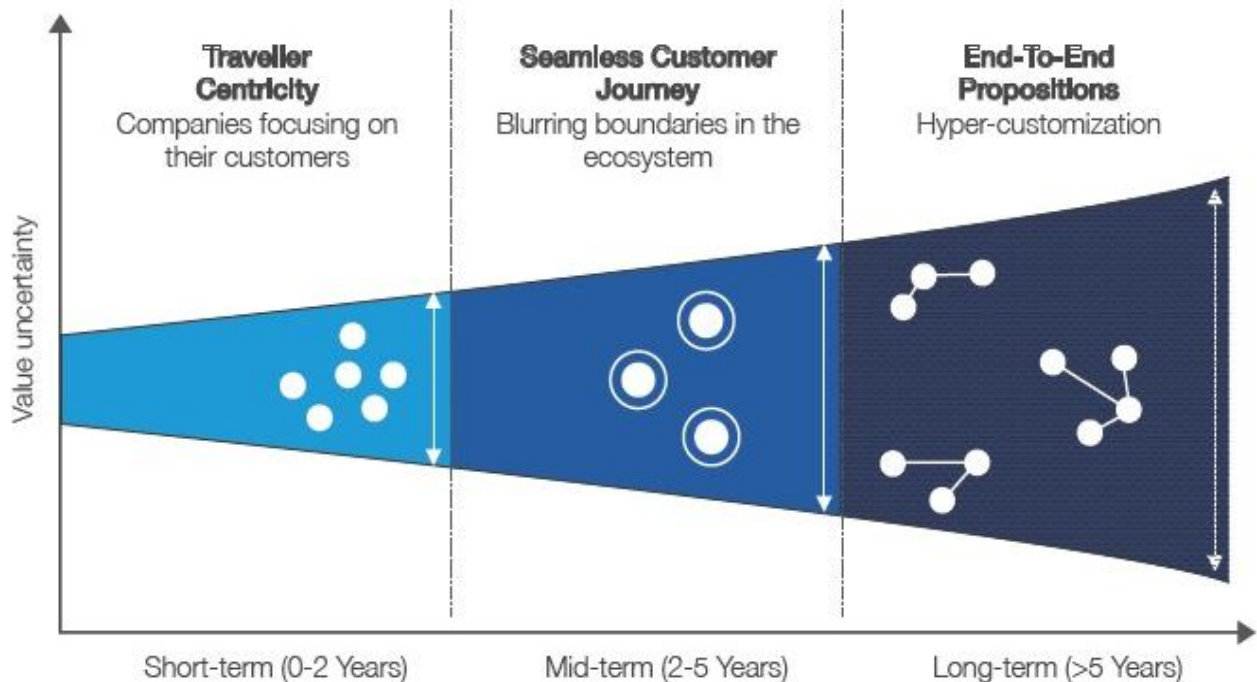
Many companies are unprepared or are unwilling to make the investment needed to adapt to the new digital model. **New technologies and communication channels also provide business opportunities, regeneration and freshness to the industry as well as new ways to communicate with the customer.** Companies should mainly promote the implementation of customer-centric practices as the new business model. They face a natural selection process where only those who are able to adapt will remain competitive and able to offer their customers an optimal experience.



Source: World Economic Forum/Accenture analysis

The Aviation, Travel and Tourism Ecosystem.

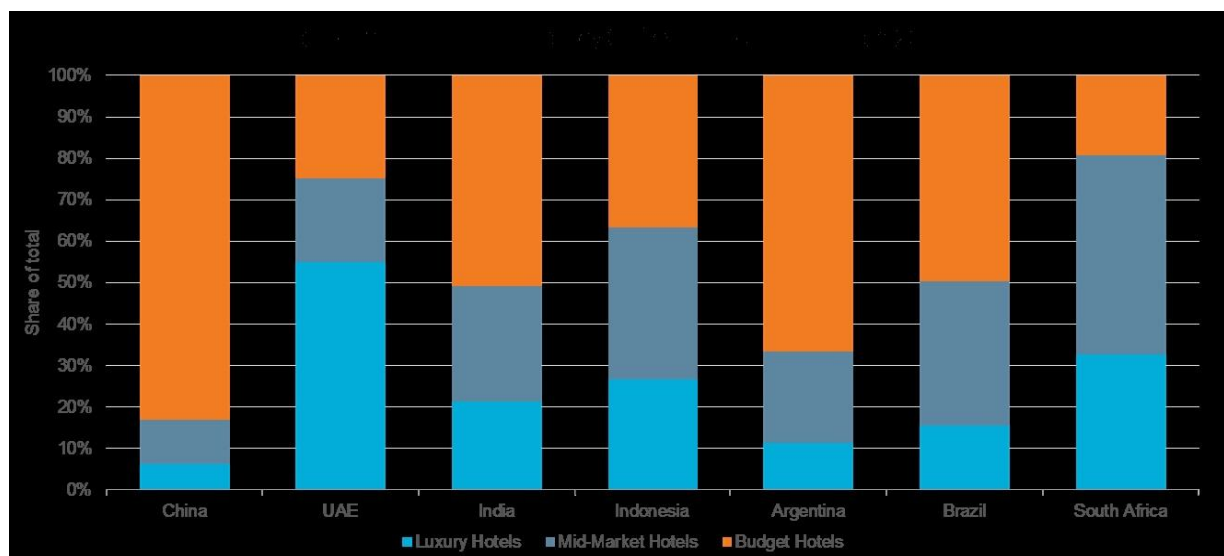
The WEF predicts an evolution in customer-centric maturity over the next 5-10 years. The short-term goal will be to focus on customer needs. Only after this has been accomplished can organizations tackle 'seamless travel', and then move on to intensely personal experiences.



How the Travel Experience Will Evolve.

The biggest channel in reaching this ideal travel scenario is the acquisition, accumulation, and interpretation of customer data. Currently, industry incumbents obtain data that relates to their products and services and jealously guard this data from competitors and allies in the value chain. This will have to change. The ability of customers to explore their travel options via OTAs, ranging from hotel reviews by fellow travelers on Tripadvisor to bookings via Expedia online booking software, both disrupt traditional travel agency offerings and make service providers' websites irrelevant. What is more, these offerings can be interrogated via a mobile app downloaded to the customer's smartphone.

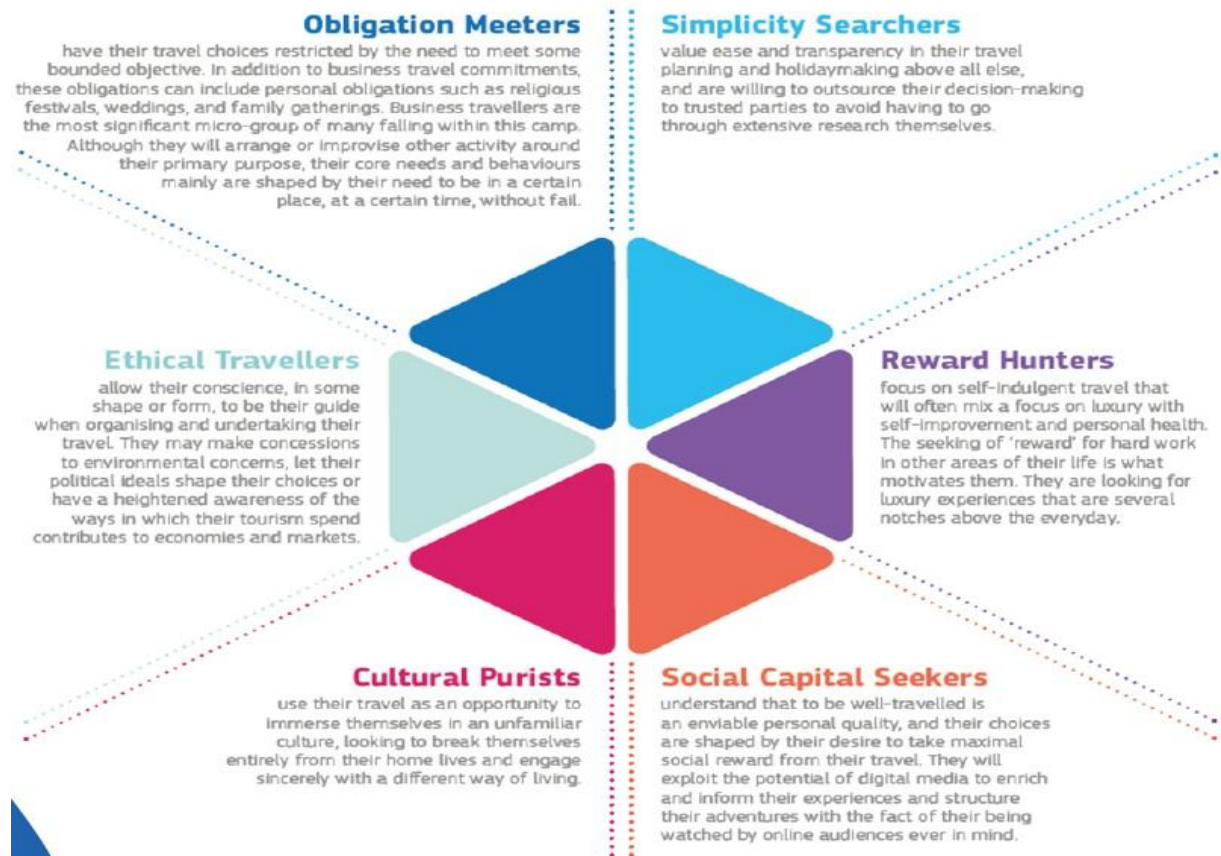
Euromonitor reports on how Chinese travelers prefer budget accommodation, and would rather spend more on shopping. As the Chinese travel market overtook the US travel sector in 2012 and is the biggest travel demographic globally, serious attention should be paid by destination countries to providing plenty of affordable accommodation to attract this segment.



Hotel Pricing for 7 destination countries.

The second distinct travel cohort is the “Millennials” and other younger travelers. These are enthusiastic about traveling and new experiences, and regard travel as part of their lifestyle.

Amadeus, the GSD, has been researching the future travel market for over a decade now. Their recent analysis of the travel “tribes” forecasts the travel market to 2030.



The Six Travel “Tribes” from Amadeus and Frost & Sullivan’s report on Travel 2030.

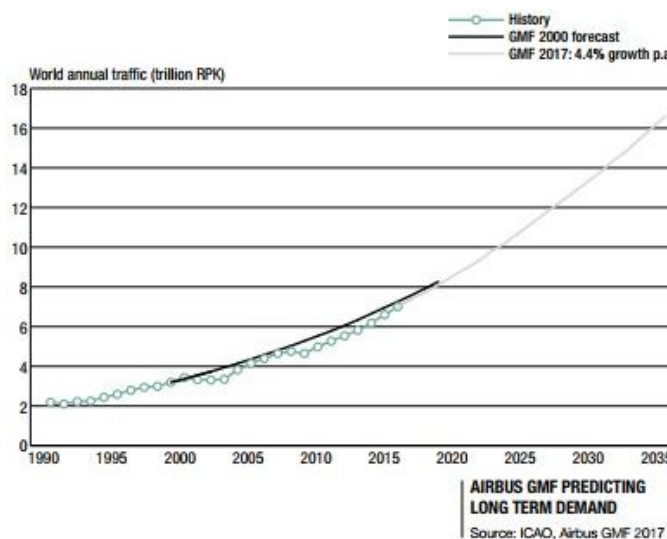
These tribes each have their own desires and tastes, and Amadeus has taken the research further to examine how each tribe perceives different parts of travel. For instance, each of these tribes has very different requirements when it comes to accommodation, ranging from luxury hotels to budget hotels and socially responsible places to stay.

Reward Hunters	Obligation Meeters	Ethical Travellers
The luxury hotel sector needs to continually re-invent itself in order to satisfy the needs of these demanding clients. Spa treatments, the view, the size of the in-room TV, even the thread count of the bed linen are components of the hotel experience which Reward Hunters will rate. Attention to detail is a prerequisite in appealing to this tribe.	Obligation Meeters just need somewhere to sleep and shower. Budget hotel chains offer exactly this, but need to make sure that they satisfy these modest requirements. Another aspect of the hotel stay that is important to Obligation Meeters is the location. Hotels need to have accurate maps on their digital channels, make these maps compatible with a range of devices and operating platforms and have a "directions" function so that Obligation Meeters know exactly how to get to where they need to go and how long it will take.	The trend towards localism also makes renting private accommodation ideal for Ethical Travellers, but there is an opportunity here for hotel chains to position themselves as sustainable. Before booking, this tribe will need to see evidence that the hotel has effective water management, pays its staff a decent wage and uses local suppliers where possible. Corporate responsibility can be an effective marketing tool when targeted at this tribe. However, this tribe will be quick to point out, and tell the world, of any discrepancies or contradictions in these claims. Hotels need to be confident in their messaging and accurate in their assertions.

Hotel/lodging Preferences of Reward Hunters, Obligation Meeters and Ethical Travelers.

A rapidly expanding market

The travel market, especially with respect to air travel, is expected to expand radically by 2035. Forecasts of growth in Revenue Passenger Kilometres by Airbus, whose future depends on such scenarios, are estimated at 4.4% per annum.



Predicted Growth in Revenue Passenger Kilometres Scenario, as Predicted by Airbus.

There are still many hurdles to cross, and there are industry participants working hard to overcome them. IATA, the air travel regulator, started a programme called “Simplifying the Business” (StB) 13 years ago, which addresses many of the issues preventing seamless travel. For instance, one project is “OneID”:

“In 2016, one of the new ideas underpinning the third StB pillar of a “seamless and hassle free” travel experience was to connect the dots across the end-to-end passenger process from an identity management perspective. Moreover, the vision was to create a streamlined, friction-free process that allows an individual to assert their identity (online or in person) to the required level, while maintaining the privacy of personal data and enabling significant improvements to operational efficiency and security. It is paramount that this vision will be delivered through true collaboration between airlines, airports and government agencies.”

CONCLUSIONS ON SUSTAINABLE TOURISM

Sustainable tourism is booming, and businesses have many opportunities and tools to develop successful digital marketing strategies to continue growing in a very competitive market.

The high competitiveness in the tourism sector makes it necessary that both companies specializing in sustainable tourism and other segments start creating effective digital marketing strategies. New technologies and communication channels also provide business opportunities, regeneration and freshness to the industry as well as new ways to communicate with the customer.

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INDIAN RETAIL INDUSTRY: A WAY AHEAD

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ABSTRACT

Retail industry in India is one of the fastest growing retail industry in the world. It is the largest among all industries accounting to 10 per cent of the country GDP and employs around 8 per cent of the workforce. India has seen a drastic shopping revolution in terms of format and consumer buying behavior. From shopping centers to multi-storied malls to huge complexes offering shopping, entertainment and food all under one roof and it is because of this trend that the retail industry is witnessing a revolution as many new format markets like hypermarkets, supermarkets, departmental stores have made their way in the market. The present papers attempts to study the Retail formats in India, Key Points in Indian Retail Sector, Prospects in Retail Sector, Challenges Faced by Retail Industry in India along with some concluding remarks.

INTRODUCTION

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale, corporate or government clientele. Most modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services, advisory services, stylist services and a range of other supporting services.

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

RESEARCH METHODOLOGY

The present study is based on secondary data which is collected from the books, research articles and internet.

OBJECTIVES OF THE STUDY

1. To study the Retail formats in India,
2. To overview the Key Points in Indian Retail Sector & Prospects in Retail Sector.
3. To study the Challenges Faced by Retail Industry in India along with some concluding remarks.

A BRIEF HISTORY

At the time when the British government took over India, the share of India in global trade came drastically down from a high of 22.5 percent to merely 2 percent. The situation continues to stay like this, even after post-independence with a combination of some wrong policies contributing more to the issue.

However, even during these bleak times, what kept India going was the indomitable spirit of its traders, who adapted to the new challenge, shrunk their costs to barely survival levels, but kept at it relentlessly, providing the route to the market – from our farms to the homes of the burgeoning population.

Retail formats in India:

- Hyper marts/supermarkets: large self-servicing outlets offering products from a variety of categories.
- Mom-and-pop stores: they are family owned business catering to small sections; they are individually handled retail outlets and have a personal touch.
- Departmental stores: are general retail merchandisers offering quality products and services.

- Convenience stores: are located in residential areas with slightly higher prices goods due to the convenience offered.
- Shopping malls: the biggest form of retail in India, malls offers customers a mix of all types of products and services including entertainment and food under a single roof.
- E-trailers: are retailers providing online buying and selling of products and services.
- Discount stores: these are factory outlets that give discount on the MRP. Vending: it is a relatively new entry, in the retail sector. Here beverages, snacks and other small items can be bought via vending machine.
- Category killers: small specialty stores that offer a variety of categories. They are known as category killers as they focus on specific categories, such as electronics and sporting goods. This is also known as Multi Brand Outlets or MBO's.
- Specialty stores: are retail chains dealing in specific categories and provide deep assortment. Mumbai's Crossword Book Store and RPG's Music World are a couple of example.

KEY POINTS IN INDIAN RETAIL SECTOR

- The Indian retail industry has arisen as one of the most vibrant and fast-paced industries due to the entry of several new players.
- Retailing in India accounts for over 10% of the country's Gross Domestic Product (GDP) and around 8% of the employment (Source: IBEF).
- The Indian retail market is expected to grow to US\$1.1 trillion by 2020, while the modern retail market in India is expected to double in size over the next three years. (Source: IBEF)
- The retail sector in India is dominated by the unorganized retail trade, where unorganized trade forms around 93% of the overall trade. This is in contrast with the developed countries where the organized retail industry accounts for almost an average of more than 80% of the total retail trade. This highlights a lot of scope for further penetration of organized retail in India.
- The sector can be broadly divided into two segments: Value retailing, which is typically a low margin-high volume business (primarily food and groceries) and Lifestyle retailing, a high margin-low volume business (apparel, footwear, etc). The sector is further divided into various categories, depending on the types of products offered.
- Transition from traditional retail to organized retail is taking place due to changing consumer expectations, growing middle class, higher disposable income, preference for luxury goods, change in the demographic mix, etc. The online retail is growing at rapid pace. Online retail in India is expected to be at par with the physical stores in the upcoming few years, driven by robust investment and rapid increase in the number of internet users.

PROSPECTS IN RETAIL SECTOR

- Retail industry has been on a growth trajectory over the past few years. Indian retail market industry is expected to be worth US\$ 1.1 trillion by 2020.
- A new trend emerging in retail sector is the increase in sales during discount seasons. It has been observed of late that sales numbers in discount seasons are significantly higher than at other times.
- One of the major areas supporting the retail growth in India is the E-commerce industry. As per India Brand Equity Foundation, India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users.
- There is also an upward trend seen in modern retailing. Driven by western culture and urbanization, it has become a part of day to day lifestyle. There are more than 500 operational shopping malls in India having thousands of brands across food, fashion and lifestyle which are offering best of national & international brands to better educated consumers.
- The new buzz word in retail is Omni-channel. Omni-channel offers a seamless experience to the customers across various channels, whether brick & mortar, online stores, etc. The strategic objective here is to merge various channels (departmental stores, online stores) and link them to a multichannel retailer.
- Goods and Services Tax (GST) is expected to simplify the distribution structure and reduce the operational complexities of overall supply chain in the retail business. The passage of GST will also come out as a positive development for the retail Industry in India.

CHALLENGES FACED BY RETAIL INDUSTRY IN INDIA

1. **Indian Consumer :** The Indian consumer used to save most of his income and purchase the bare necessities. The Indian consumer was satisfied with only necessary requirements. There was no place for unnecessary needs and luxuries. But that time has gone. The Indian consumer has gone through a remarkable transformation. And now the consumer is armed with higher income, credit cards, desire to improve the standard of living and exposure to the shopping culture of the west. Multiple malls, supermarkets and organized retail with a variety of products are fueling the needs of the Indian Consumer.
2. **Young Shoppers:** India has a young population and it's very large in number. The internet and television have made an impact on the mentality of young consumers. The generation is earning money at a very young age, and it is a lot, big thanks to BPO and other avenues of employment that cater to students in college and schools. As a result, they are ready to spend most of their income on apparel, electronics, and accessories.
3. **Higher Incomes:** A number of employment opportunities have emerged due to liberalization. Job prospects in the country are looking up because of the expansion of domestic corporations and entry of a number of multinationals. As a result, consumption and income are projected to increase quickly over the upcoming year that sets the stage for promising and exciting retail market in the future in the country.
4. **Urbanization:** Growing urbanization in the country is also responsible for the changing consumer mentality. The local population gets converted from net savers to the net spenders, as urbanization is spreading beyond the major cities which are consistent in the both developed countries like USA, UK and developing countries like Thailand and Several international retailers are trying to invest in India to leverage the strong demand of Indian consumers. In the coming years will evolve as a mature and larger market, but to happen so, investors need to consider all the challenges which retail marketing is facing.
5. **International Standards:** Even though India has well over 5 million retail outlets of different sizes and styles, it still has a long way to go before it can truly have a retail industry at par with International standards. This is where Indian companies and International brands have a huge role to play.
6. **Inefficient supply chain management:** Indian retailing is still dominated by the unorganized sector and there is still a lack of efficient supply chain management. India must concentrate on improving the supply chain management, which in turn would bring down inventory cost, which can then be passed on to the consumer in the form of low pricing.
7. **Lack of Retail space:** Most of the retail outlets in India have outlets that are less than 500 square feet in area. This is very small by International Standards.
8. **Cultural Diversity:** India's huge size and socio economic and cultural diversity means there is no established model or consumption pattern throughout the country. Manufacturers and retailers will have to devise strategies for different sectors and segments which by itself would be challenging.

CONCLUSION

As the Retail industry in India is one of the fastest growing retail industries in the world. There are large employment opportunities for the young youth. So care should be taken to meet the existing challenges and expand the horizons of knowledge and information to attract the various stakeholders for retailing. The status of the retail industry will depend mostly on external factors like Government regulations and policies and real estate prices, besides the activities of retailers and demands of the customers also show impact on retail industry. As the retail market place changes shape and competition increases, the potential for improving retail productivity and cutting costs is likely to decrease. Therefore it is important for retailers to secure a distinctive position in the market place based on values relationships or experience.

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BLOCKCHAIN IN HIGHER EDUCATION INSTITUTIONS (HEI's)

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ABSTRACT

Blockchain is an incorruptible digital ledger of transactions that can be programmed to record virtually everything of value. Each list of records in a blockchain is called a block. Therefore a blockchain is a continuously growing list of blocks which are linked and secured very carefully. A blockchain is a digitized, decentralized, public ledger of records. Now a day's blockchain is disrupting almost all markets, changing the way of doing business. Blockchain helps to guarantee the validity of a transaction by recording it not only on the main register but a connected distributed system of registers, all of which are connected through a secure mechanism. An education becoming more diversified, decentralized and global, it becomes essential to maintain reputation, trust in certification, teaching learning methods and proof of overall learning. Relevancy and employability may push in this direction, as we also need more transparency. In education system blockchain could provide such a massive open, online, transparent and secure system.

Keywords: Blockchain, Block, Decentralized, Ledger, Register, Transparent.

1. INTRODUCTION

Blockchain technology term is coined in 2009 by Satoshi Nakamoto who is developer of Bitcoin called digital currency. Bitcoin is the chain of blocks (Blockchain), a complex, evolving technology with tremendous potential and less risk (Pilkington, 2016), whose main promise is a world without intermediaries (Gupta 2017).

Blockchain is a vast, global distributed ledger or database running on millions of devices and open to anyone with detail information. Blockchain originally block chain, is a growing list of records, called block contains a cryptographic hash of the previous block (Morris, David Z. (15 May 2016)). Following diagram depicts need of blockchain technology.

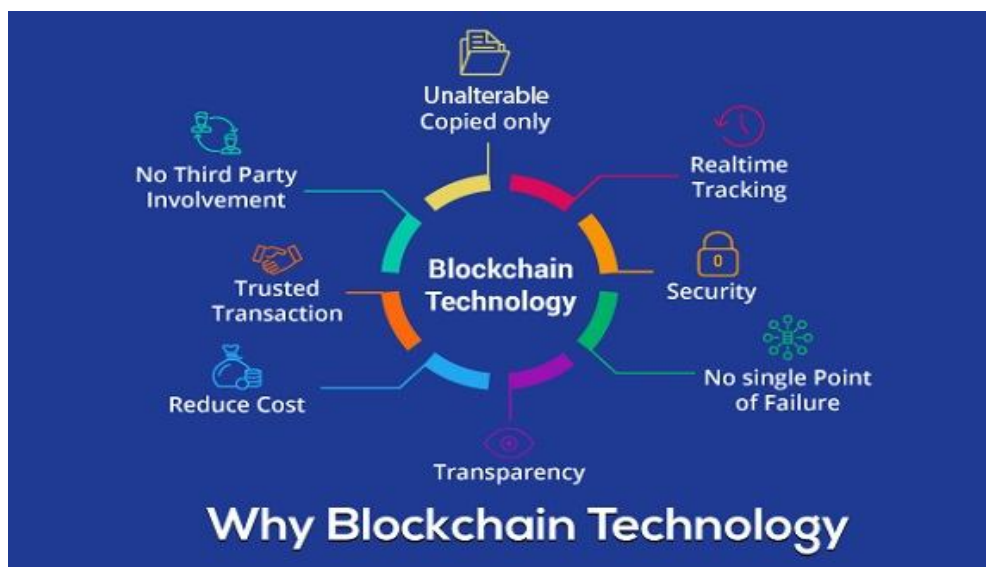


Fig-1.1: Blockchain technology

Source: <https://businesstimes.co.zw/implementing-a-blockchain-system-in-zimbabwe/>

Blockchain technology useful for real-time tracking of information from anywhere, it provides excellent security for data storage, escalation, read, write. Because of globally available no problem for single point failure, further it provides total transparency so that there is no issue of hiding and unavailability of data. It reduces cost for maintenance and handling of data. Only trusted transactions can be carried out without requirement of any third party.

2. OBJECTIVES

1. To learn the concept of blockchain technology.
2. To study how blockchain technology helpful for higher education institutions.

3. To study advantages and limitations of blockchain technology.

3. REVIEW OF LITERATURE

Russian platform disciplina is the first platform using power of blockchain technology in education and recruiting. TeachMePlease is one of the disciplina applications in higher education marketplace, bringing teachers and students together. (<https://dataconomy.com/2019/01/how-will-blockchain-transform-the-education-system/>)

The Massachusetts Institute of Technology (MIT) is one of the world leaders in training specialists of the higher level in a variety of technical areas. The institute has issued hundred digital diplomas for its graduates as a pilot project for implementation of blockchain. (UniversaBlockchain, May 23, 2018, <https://medium.com/universablockchain/blockchain-in-education-49ad413b9e12>)

Research article published in IEEE journal by Muhamed Turkanovic et.al. they proposed a EduCTX platform based on global blockchain for Higher Education Institutes (HEI) which is based on the European Credit Transfer and Accumulation Systems (ECTS). The proposed system will exploit the benefits of blockchain as a decentralized architecture, offering security, anonymity, longevity, integrity, transparency, immutability and global ecosystem simplification for creating globally trusted higher education credit and grading system.

4. TECHNICAL INFORMATION

Blockchain is the technology that allows keeping decentralized and distributed records of digital transactions. The first implementation took place in 2009 in the context of Bitcoin as a digital currency. This transaction occurs between anonymous users using public key cryptography where each user has a private key that only he or she knows, and public key which is shared with other users. All transactions are communicated to all nodes using network. Nodes check transactions and group them in to blocks. Each block identified by hash function.

Blockchain uses 1. Private key cryptography 2. Peer to Peer (P2P) network 3. Program (blockchain protocol). The following diagram shows the framework of blockchain technology.

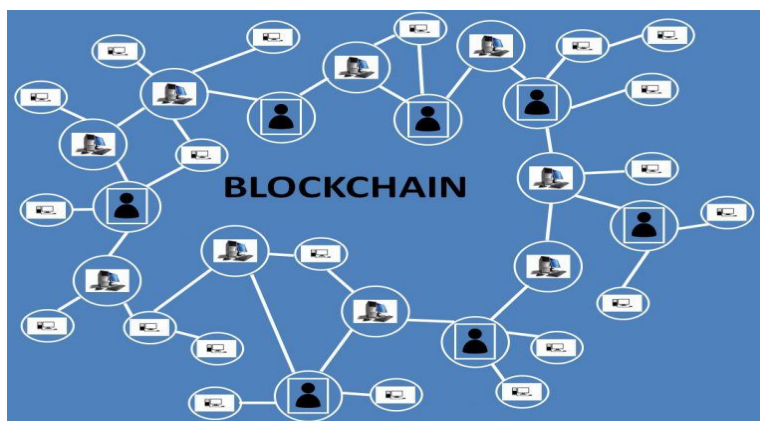


Fig-1.2: Blockchain framework

Source: <https://www.conversion-uplift.co.uk/blockchain-technology-hype/>

Each block is transparent and tamper-proof. Block has timestamp for recording transactions and offers permanent proof of all of them. It is a frictionless method for transaction without the third party. All transactions are logged with time, date and other details which is verified by smart maths.

5. BLOCKCHAIN WORKING IN HIGHER EDUCATION INSTITUTIONS

The blockchain technology is very useful in private as well as state education institutions. Blockchain technology helps to maintain student's record up-to date and permanent, therefore this record will be available for a long time to anyone for reference. Teachers information once stored available anywhere, therefore duplication of record or time required to enter information is totally eliminated. Teachers can host their lecture videos on website which will be globally accessed by anyone. From institution to University and UGC or AICTE, DTE can able to fetch detail records of institute, teacher, student, online transactions etc and also make provision of online documents like certifications, forms and payment systems etc.. University can easily collect all information from institution chronologically as per requirement, once it is available then it can be useful for long time. Books, Magazines, Journals, Annual reports can be easily uploaded and available. Further for student's recruitments, business firm, and entrepreneurs can retrieve students details for recruitment process, certificates verification, and performance can be accessed easily. Government can make plan for educational

policies like scholarships, category wise student details, skill development programs, competitions, promotional activities, training, placements etc.

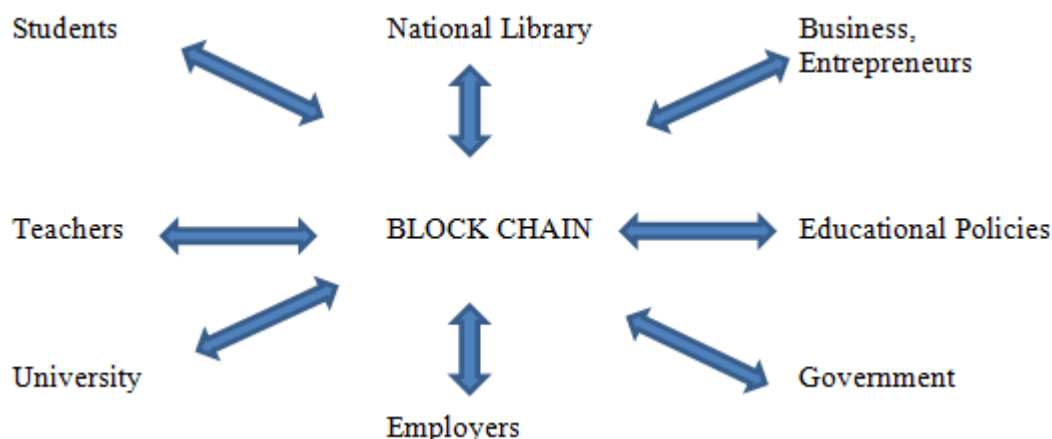


Fig-1.3: Blockchain in education sector

6. BENEFITS

1. The Academic records of students which contains notes, certificates can be protected and if required made it available anytime, anywhere. It also allows security to be enforced so that there will not be modification/alteration of documents. Also delivery of certifications through the blockchain.
2. Digital security for plagiarism and longtime availability of read only data which will not be altered and safely maintained by the blockchain technology
3. Blockchain is very reliable practically to manage economic transactions with online institutions or study centers.
4. With the blockchain it is possible to assign the credentials in terms of marks or grades to the individual or group of students during learning
5. Storage of permanent records
6. Learner identity verification and information security
7. Student ownership of lifelong learning credentials
8. Intellectual property protection for educational contents
9. Reduce cost and helps to eliminate fraud by avoiding manual verification of documents
10. Enhances business and education platform by adopting innovative platform for collaboration.
11. Online meeting via smart contracts that executes automatically at certain conditions.

7. CHALLENGES

1. Security about the private key- the private key must remain secret at all times, because revealing it to third parties means giving them control to operate data
2. Transaction speed- transaction speed of block in chain must be verified by the distributed network and it takes more time
3. Data quality- as data increases the blockchain in database increases, if transactions or events are not recorded accurately then data becomes unreliable or misleading
4. Complexity- as blockchain technology is highly specialized field it is full of jargon and difficult to understand, therefore it is complex technology

8. CONCLUSION

In future there is growing interest in technology. Therefore adoption of such new technology in education sector helps to make dynamic changes in the education system. Evolution of the technology and its replacement by other alternatives may also be necessary. It transfers education system from current real world physical records or traditional database to efficient, simplified, transparent and global based on blockchain technology.

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E-LEARNING IN INDIA**Prof. Devanand Anandrao Patil**Smt. Kusumtai Rajarambapu Patil Kanya Mahavidyalaya, Islampur

ABSTRACT

The concept of E-learning is very broad. E-learning is electronic learning and is delivered through a computer. In different field and with different people the meaning of e-learning differs. For e-learning a broad range of electronic media are used like internet, intranets, extranets, satellite broadcast, audio/video tape, interactive TV and CD-ROM to make the learning procedure more flexible and user friendly. Because of this it has got more demand is increasing day by day. This paper analyses the current e-learning procedure and importance of e-education system and recent market of e-learning procedure.

Keywords: E-learning, synchronous and asynchronous learning, blended learning, online education

INTRODUCTION

E-learning is the name given to computer enhanced learning. Computers play an important role not only in learning but education as such. It is a flexible learning platform using Information Technology and Communication (ITC) resources, tools and applications, and focusing on interactions among teachers, learners and online environment. For e-learning a broad range of electronic media are used with computer technology. In different field and with different people the meaning of e-learning differs. There are fundamentally two types of e-learning: synchronous learning and asynchronous learning. A new form of learning known as blended learning is emerging.

E-learning platforms provide the different mediums. Study materials with 3D-2D animations, audio programs and video contents should be comparatively interesting and easy to understand.

TYPES OF E-LEARNING**Synchronous Learning**

Synchronous, means "at the same time," involves interaction of participants with an instructor via the Web in real time. Here participants interact with each other and instructors online, instant messaging, chat, audio and video conferencing etc. like virtual classroom.

Asynchronous learning

Asynchronous, which means "not at the same time", allows the participant to complete the Web Based Training (WBT) at his/her own pace, without live interaction with the instructor. Embedded learning is the type of asynchronous learning where information is accessible on a self-help basis, 24/7. It can be delivered to the place of work or to mobile learners. The embedded learning offers learners the information they need whenever they need it.

Blended learning

Blended learning combines e-learning tools with traditional classroom training. That means it is the combination of both of synchronous and asynchronous learning.

State of E-learning in India

With the development of technology the acceptance of online education is increased over a period of few years in India. Many students and working professionals have joined different e-learning platforms in the past few years in order to enhance their skills. And looking at trends, the number of people adopting online education platforms is expected to increase significantly in the near future.

As per a recent report released by KPMG India and Google, Online Education in India: 2021, the market for online education in India is expected to witness a magnificent growth of eight times in the next three years, i.e. from USD 247 million in 2016 to USD 1.96 billion in 2021. Such high growth in online education market is projected to be the outcome of increased number of paid online education users from 1.57 million in 2016 to 9.5 million in 2021. So, as the market for e-learning is predicted to grow multiple times in the coming years.

Indian corporate sector having hold on technological world such as Intel, Qualcomm and Tata are also making strides in this direction. Intel recently launched 'Digital Skills for India' initiative under which it introduced Digital Skills Training Application that is comprised of modules on Digital Literacy, Financial Inclusion, Healthcare and Cleanliness in five Indian languages. Qualcomm has launched Play 'n' Learn program for

school children ages 5-8. It is providing 3G tablets under the Qualcomm wireless reach initiative. Similarly, Samsung recently started on a smart learning initiative to provide interactive study materials to students.

The online education market in India is to be highly impacted by the emergence of cloud computing. The cloud technology enables eLearning companies in India save a significant amount of data, content and information on a single platform. The saving of data makes easier for users and providers to manage, procure, process and access information from anywhere possible. With the rising demand of prospective learners looking for alternative education sources, the country offers significant opportunities for eLearning companies in India, offering products or services based on digital platforms.

TOP ELEARING COMPANIES IN INDIA 2019

1. BYJU's

BYJU's is one of the top eLearning companies in India which is headquartered in Bangalore, India. This educational technology and online tutoring firm has created a K12 learning smartphone app that offers highly effective, adaptive and engaging learning programs. These programs train school students and also various competitive exams like IIT-JEE, CAT, GRE, IAS etc.

2. Dexler Education

Dexler Education founded at Bangalore in 2001. It provides customized, industry-based education solutions for corporate learning, talent management, and end user. The company majorly deals with digitizing education and education consulting. They work in different fields like ecosystem, technological and language.

3. Educomp Solutions

Educomp Solutions, established in 1994 at a Gurgaon. From last twenty years Educomp empowered over 30 million learners across 65,000 schools. The company provides four segments which includes Higher Learning Solutions (HLS), School Learning Solutions (SLS), K-12 Schools, and Online Supplemental and Global business (OSG).

4. IGNOU

The full form of IGNOU is Indira Gandhi National Open University, which was established in 1985 with around 67 centers across the country. The university is run by the central government of India, and provides distance and open education, higher education opportunities.

5. NIIT

NIIT is top eLearning company founded in 1981 as National Institute of Information Technology in India whose headquartered is in Gurugram. NIIT offers learning management and training delivery solutions to institutions, corporations and individuals. This company launched Bhavishya Jyoti Scholarships program, in 1991, which improve skills and employability of deserving and socially challenged students.

6. Edukart

Edukart was founded in 2011, provides educational platform to degree, diploma, certificate, entrance coaching and K12 categories. The company through various certification programs, is helping students and professionals improve their skills.

7. Simplilearn

Simplilearn is one of the leading professional certification company and successfully ranks among the best eLearning companies in India. It provides online professional courses in disciplines such as Cyber Security, Cloud Computing, Project Management, Digital Marketing, and Data Science.

8. Zeus Learning

Zeus Learning is providing e-learning has headquartered in Mumbai. Zeus Learning works in the development of HTML5-based Interactive Learning Assets, Mobile apps, technology solutions for LMS, CMS and TEI systems, Software Simulation Training.

FUTURE OF E- LEARNING

Looking at the current trends, it is expected that online higher education market will growth in the next few years and help in **distance learning programs**. However, since these courses are limited to theoretical content currently, adoption of virtual classroom concepts could bring a practical component in the online medium.

India is already one of the leading IT service provider countries, and it is now aiming to achieve the same position in the IT enabled services. Domestic education industry can upgrade their skills and features using e-learning services. Apart from that, more number of students is adopting different online channels to prepare for competitive exams.

In future, online persons are open offline centers to provide classroom-like experience to students. Also gamification the approach of introducing fun elements like video game design in learning is likely to gain popularity in India. As per the report, some players have already started entering the space in order to enhance engagement of learners. Online education gives students an opportunity to plan their future course of action and fast track their careers.

CONCLUSION

Use of technology in education is a new topic for researchers. With the help of technology we can make education interesting, easy to understand and broader. E-learning tools have potential to change the whole educational scenario but few limitations are also there. So e-learning is open and distance education, blended learning. We can use social networking websites as tools of e-learning also.

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MEDIA POWER ON CASHLESS ECONOMY: A CRITICAL DISCOURSE ANALYSIS ON NEWSPAPER CONTENT ABOUT CASHLESS TRANSACTIONS IN INDIA

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ABSTRACT

Mass media is a reckoned medium that distributes information to the public and is significant to create an impact on nation's economy. The public can perceive a negative or a positive opinion on the information disseminated by various mediums of mass communication. Social media applications are popularly used and create waves in the main stream media upon postings from celebrities in politics, sports and entertainment. When the media hyped the housing market correction and subprime mortgage crisis in USA, there was a global economic imbalance. Events such as the Arab spring, the North East community's exodus in India, changeable climate, spread of viral fever, demonetization of currency in India and the elections, had negative multimedia content that caused economies to swing. This paper posts a research question: Should the media be a catalyst to political or pressure group's agenda that disrupts the economy? The solution to this question was sought after by applying critical discourse analysis on the grand digital divide, the cash based economy and the political agenda of digital transactions in India. The purpose and objective of the study is to determine the power of news content and advertisements that influence use of digital medium for cashless transactions. Following a content analysis, this qualitative approach of research vests it's unit of analysis as the daily English newspapers of the Bengaluru edition about the news and advertisements on use of digital media for cashless transactions. The content is viewed with a frame of power and dominance that vests with the influencers of the cashless agenda and the common man's mixed dilemma on confusion, convenience, inconvenience, disruptions, savings and loss. A simple random method was used to select the sample size from the population of the English news daily since November 2016 to January 2017. The effect of the news headers and the visuals upon the content has been framed by critically analyzing the news reports and the visuals of the advertisements about use of digital media for business transactions that has created an impact on the economy. It discusses on the developments and unease of the digital divide and considers the policy regarding privacy and security on digital media convergence.

Keywords: advertisements, cashless transactions, frames, news

Convergence to Cashless: A Critical Discourse Analysis on newspaper content about cashless transactions in India.

Globalization and digitization has made the information flow without any limitations in state or national boundaries, which made authors like Thomas Friedman, think that the world is flat. The Earth, a majestic blue marble has about 71% of its surface with water. Today many technologically advanced nations use digitization in conducting business across the globe. Many developing nations take advantage of the cost on mobile and Internet connectivity to network with people across the globe. The operations of many organizations in retail, product development, software development, back office operations have become live with the use of the Internet thereby cutting costs. Companies can close a sale or outsource work to anyone across the world by use of Information and Communication Technology (ICT). The adaptation to ICTs by people has created value for customers of software applications. The speed at which people have adapted to ICTs is the fastest compared to any other mode of communication in the past. The laws relating to the progress of technological advances are unmistakable. Some of the popular laws like the Moore's observation on doubling processor speed every 18 months, Hwang's theory on doubling the memory chip density, Metcalfe's law on value of telecommunication networks equaling to the square of the number of users have all been commoditized and commercialized for consumer behavior to change and adapt to screen based communications. Coase's Law specify that as transaction costs decrease, companies complications reduces, and organizations tend to expand until the cost of a marginal transaction internally equals the cost of the same transaction external to the firm. If the cost becomes higher internally in a firm then the option is outsourcing. Deregulation, liberalization and privatization have become popular among many nations across the world. Friedman (2005) cited three convergences that enabled his assumed flat world: 1) new players; 2) a new playing field and 3) the ability to develop new processes and ways of accomplishing work through horizontal collaboration. New economies as the BRIC are becoming stronger, the concern on the impact of global warming among political leaders, businesses, pressure groups and the public and increasing cultural conflicts in the background of globalization and digitization which are a growing trend. Convergence is at the center of global change. Convergence of business process evolved in the

1990s followed by convergence of organizations, industries and people create new collaborations, open source participations, new technologies and new products. In a network society scattered people can now share knowledge. Organizations have taken advantage of open-sourcing, outsourcing or global supply chain alliances for development of sustainability and competitive advantage. The evolution of convergence has been a part of human history. Organizational innovation faces different levels of convergence such as Product convergence, functional convergence, organizational convergence, technology convergence, industry convergence and bio-artificial systems (Lee and David L. Olson, 2010). The convergence of EU is an historical unity of economies. Similarly there are other collaborative convergence such as OPEC, ASEAN, NAFTA, WTO, G5, G7, G8, G20, OECD, Free Trade Agreements (FTA), COP and so on. Hence convergence has been for stronger networking and gaining value from ICT based transactions. India has significantly contributed to the global economy from the Information Technology sector. With a strong computer science educational system, many Indian software companies have obtained level 5 certification from the Carnegie Mellon Institute to obtain credentials to verify their software engineering expertise.

Metcalf's Law states that value explodes with membership in a network which leads to the law of increasing returns than economies of scale. Consumers earlier sought for improvements in quality for slight increase in price but the microprocessor industry changed this price equation demanding firms to have higher quality for lesser price (Christensen, 1997). India is an example in increasing membership in the network as almost well connected by mobile phone network and there is an increase in the cellular and broadband subscriptions.

The news industry has transformed with the introduction of cable networks. The Internet technology gave new opportunities for accessing news which has given way for the web sites as an alternative news medium. Today almost all the print and broadcast media have an online web site ID for alternative news access. Associated Press Broadcast Technology has new applications for disseminating news globally. The editorial work of news mediums converges to distribute outputs for television, radio, print and the web thereby changing the reporting assignments. News content is pooled into a common database repository accessible through a common communications protocol in order to achieve consistency. The support from the telecom industry convergence uses both wired, wireless and satellite technology to have information flow flawlessly at good speed with appropriate protocols. Digital convergence has enabled consumers to access any digital content using networking gadgets at any time and at any place (Oshri, 2006).

Digital convergence is the unification of functions, combining technological development with business opportunity. Information technology (IT) investment has positive impact on productivity acceleration (Corrado, 2007). And a branch of IT is providing rapid growth such as wireless applications technology (WAP), Bluetooth (wireless communication standard), 3G, 4G, 5G mobile systems for better broadband access over wireless. There is also growth in mobility, mass scale and digital convergence (Lyytinen, 2002). These facts have led to push the idea of cashless transactions in the business to consumer commerce in India since November 2016.

THEORETICAL BACKGROUND

Communication theories validate that mass media can create significant economic impact. Literature indicates that media theories such as agenda setting, priming, framing, and cultural theory support this concept. The agenda-setting function of the mass media has the capability of raising the importance, through repeated news coverage, of raising the importance of an issue in the public's mind (Severin et.al., 2001). The mass media gains attention to critical issues in a country and continuously report on relevant objects suggesting the perception of the public about what they should think about, know about, and have feelings about the issues (Lank, 1959). There are various reports by the media on economic policy that has had an impact in the nation which could influence consumer confidence resulting in their spending habits (McCombs and Shaw, 1972), public policy mood (Durr, 1993) and trust in government (Chanley, Rudolph, and Rahn 2000). The media agenda setting theory therefore could have an effect on economic development.

NATION'S ECONOMY AND MASS MEDIA

Mass media is recommended to be a medium toward impacts on nation's economy. The public can perceive a negative or a positive opinion on the information disseminated by various mediums of mass communication. Social media applications are popularly used and create waves in the main stream media upon postings from celebrities in politics, sports and entertainment. When the media hyped the housing market correction and subprime mortgage crisis in USA, there was a global economic imbalance. Events such as the Arab spring, the North East community's exodus in India, changeable climate, spread of viral fever, demonetization of currency in India and the elections, had negative multimedia content that caused economies to swing.

The content of mass communication creates fluctuations in the economy as people take cautious decisions which delays business transactions. McGuire (1989) projects media effects of advertising on purchasing; political campaigns on voting; public service announcement on personal behavior and social improvement; media ritual on social control; emotional behavior; media images on the social construction of reality; media bias on stereotyping and how media forms affect cognitive activity and style. A more in-depth analysis will be explored on specific media effects in this body of work.

CASHLESS TRANSACTIONS

Das and Rakhi(2010) recommended in their study that cash as a mode of payment is an expensive proposition for the Government. But the study showed that above 65% of trades who have a turnover of less than Rs.1 crore prefer cash transaction over cashless due to the surcharge by plastic card service providers. Cashless (electronic) payment system could reduce currency management cost, follow business transactions, attract more people in the tax net, increase financial inclusion and integrate the parallel economy with main stream. It can also track the spending behavior of persons in varied areas which could help the Government to bring more people into the financial inclusion net. This will help to keep a check on unaccounted money or black money in the nation.

The popular types of cashless modes that were available in November 2016 were Cheque, Demand Draft, national Electronic Funds Transfer (NEFT), Real-Time Gross Settlement (RTGS), Immediate Payment Service (IMPS) and Credit or Debit Card. NEFT happens during the working hours of the bank. There are 12 settlements during weekdays between 8 am and 7pm and 6 settlements on Saturdays between 8am and 1pm. There is no maximum limit for NEFT money transfer. RTGS is for high value transactions in real time and gross basis. The transfer happens within 30 minutes of initiation. The settlements happen continually between 8am to 8pm on weekdays and 8am to 3.30pm on Saturdays. IMPS is an interbank instant electronic fund transfer service through mobile phones. The same service is used over Automated Teller Machines (ATMs) and Internet banking services. Dave (2016, November 23).

In November 2016 the Reserve Bank of India clarified that prepaid payment instruments can be issued in the form of smart cards, magnetic stripe cards, Net accounts, Net Wallets, Mobile accounts, Mobile Wallets or Paper vouchers. These are classified into 3 types : a) Closed: issued by an entity where payments can be made only to them e.g.Ola money and cash withdrawal is not possible, b) Semi-closed: these are used to buy goods and services with merchants that have a specific contract with the issuer and cash withdrawal is not allowed, e.g. Paytm, SBI Bank Buddy and c) Open: these are used to buy goods and services including fund transfer at merchant locations and allow cash withdrawal at ATMs e.g. Master and Visa cards. Recently India became popular to the concepts of using e-wallets where the buyer and seller need a smart phone to transfer data e.g. PayPal. Mobile wallets do not require smart phones or internet connection. You can load money in your mobile wallet via IMPS and use it for any transaction ranging from Re.1 e.g. PayTm (Parekh, 2016). In summary Cashlessindia lists the following tools to be used for business transactions. Banking cards (secure PIN and OTP. RuPay, Visa, MasterCard), Unstructured Supplementary Service Data (USSD) – *99# for interbank account fund transfer, Aadhaar Enabled Payment System (AEPS) , Unified Payment Interface (UPI) – converge multiple accounts into one apps, mobile wallets - **Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay** etc. Banks pre-paid cards, Point of Sale, Internet banking (NEFT, RTGS, ECS, IMPS), mobile banking and micro ATMs (Cashlessindia, 2017).

PROBLEM STATEMENT

The public in India suffered since November 2016 by being: anxious, not knowing what to do, curious, scared, unemployed, unable to make payments to liabilities, non-receipt of money for farm produces sold by farmers due to the demonetization of the 500 rupee and 1000 rupee notes worth about 15.44 trillion by the Government of India in order to destroy illegal money. This was a shock to the people in the cash based economy of India and the nation faced a historical challenge to cope up with the daily lives due to the mistrust of the 2 popular currency notes being banned overnight without any prior notice. The endless wait at banks for exchanging notes, people becoming tired and leading to ailments to fatal end of lives were reported especially the senior citizens and home making women. At this phenomenal period of nation's patience with irritancies is remarkable to cope up with daily life. The Government of India at this period, advised over the mass media to the public to use cashless mode of transactions which was new to the majority of the population. Hence to change consumer behavior to accept cashless method of business transactions was a problem.

This paper posts a research question: Should the media be a catalyst to political or pressure group's agenda that disrupts the economy? The solution to this question was sought after by applying critical discourse analysis on the grand digital divide, the cash based economy and the political agenda of digital transactions in India.

REVIEW OF LITERATURE

There are many articles published from November 2016 till January 2017 with respect to the effects of demonetization in India both in India and abroad. There are about 4 types of transactions in a cash economy namely accounted, unaccounted, informal and illegal. The Government feared on the illegal transactions that could lead to a loss of revenue collections to the Government as well as escalating crime and terrorism in the country. Hence, the demonetization of the high value currency of Rs.500 and Rs.1,000 was sought by the Bharatiya Janata Party(BJP) led by the Honorable Prime Minister Naredra Modi convincing the RBI to execute call back of these two currencies in circulation and abolish the same in India from November 8th 2016 and the nation is given time till March 2017 through RBI for exchange. This led to the need for consumer behavior to change to alternative modes of making payments for goods and services (Tax Research Team, 2016).

There are literature that indicate the issues that are faced in a country during the transition period. Some of them are Lack of proper Infrastructure to meet the demand for cash transactions at banks or bank's ATMs. The consumer may not be in a position to adapt to new methods of payments or receipt of cash using electronic methods due to reasons as surcharges, bad networks, complicated, lack of proper smart phone, distrust, time consuming among other issues. Further the nation need to learn English or Hindi which is a limitation for the majority in India, hence accessibility in language is a limitation. Attributes such as flexibility, mobility and efficiency could solve every day problems of users (Rao & Troshani, 2007) . The consumer expectations such on performance, convenience, pricing and quality of goods and services urge towards a feeling of a want or demand linked to social or individual influence will push a person to purchase (Solomon, 2002). The degree of one's involvement in the decision-making process is based on perceived usefulness and risk on that particular goods or service (Blackwell et.al., 2008).

The use of alternative methods of payment like using debit or credit makes consumers to spend more (Prelec, 2001). It also leads to an increase in debt as people may have tendency to buy non essentials which is offered over Equated Monthly Installments(EMIs) (Lee, 2007). The stakeholders to the mammoth of business opportunities in electronic payments include banks, business establishments, electronic transaction processing companies, telecom providers, retailers, consumers and support service providers (Arahao et.al., 2016). Transformation and convergence are two forces shaping the evolution of the electronic payments business globally. They will drive some to success and push others to costly failure in the redesigned landscape of 2020 (BNY Mellon, 2014). Most of these studies have used qualitative and quantitative content analysis beyond surveys for consumer behavior. Trends of technology and social media companies such as Amazon, Google, Microsoft, Airtel and Facebook are seeking entry into payments market. Bit coins without Government control are also in the offing beyond the Government controlled applications. This would lead to be a threat to the banking institutions to those not adapting with consumer expectations.

Thus we notice in order for the users of cashless transactions, convergence of the services and products of the stakeholders are of prime need. The awareness level of policies with respect to privacy and security amongst the consumers of e-payments has to increase.

OBJECTIVE OF THE STUDY

The objective of the study is to investigate the power of news content and advertisements to influence use of digital medium for cashless transactions.

METHODOLOGY

Qualitative research is the analysis that results in the interpretations of depiction of meanings in the researcher's own words (Adler & Clark, 2011). This study engages qualitative research design to evaluate how textual and visual representation persuades using online method of making business transaction in the English dailies in India.

Following a content analysis, this qualitative approach of research vests its unit of analysis as the English daily newspapers of the Bengaluru edition about the news and advertisements on use of digital media for cashless transactions. Berelson (1952) opinion "Content analysis stands or falls by its categories." Content analysis as a research method is a systematic and objective means of describing and quantifying phenomena (Krippendorff 1980, Downe-Wamboldt 1992, Sandelowski 1995). Content analysis is a method that may be used with either qualitative or quantitative data. Discourse analysis is a method of qualitative content analysis.

Critical Discourse Analysis (CDA) is conducted mainly in important social issues and the results are found through discourse analysis. Discourse describes semiotic elements (both text and visuals) of social life. CDA has to focus on the discursive strategies that control the social order and relations of inequality (Fairclough, 1985). CDA engages in multidiscipline nature and examine the relationships between text, talk, visuals, social cognition, power, society and culture. The success is measured by its effectiveness and relevance contributing to change (Fairclough, 1985).

CDA looks into misuse of power by those who hold power like breaches of laws and equality and justice by those who hold power. To these groups the term dominance is reflected. Dominance may be restricted to specific domains and consciously exercised like the case for male dominance over women, white over black, rich over poor etc. If the minds of the dominated can be influenced powerfully for them to accept dominance, and they act out of their own free will based on the interest of the powerful, then hegemony is a relevant term (Gramsci, 1971; Hall et al., 1977). Discourse concentrates on constructing consensus, acceptance and fairness of dominance (Herman and Chomsky, 1988). The credibility of the positive or negative statements that relate to the dominated or dominant groups need to be credible. Hence persuasive moves such as argumentation, linguistic figures, lexical style, story-telling, structural emphasis of their negative actions and citing credible witnesses, sources or experts given in news reports need to be examined (Van Dijk, 1993). The variation in text can be identified by text analysis on relationship between discourse and genre (Chouliaraki & Fairclough 1999) and relevant features of genre include the linguistic form and argumentative form of the text (Fairclough 2003).

This study focuses on fundamental understanding of social problems such as dominance, inequality and the agenda setting of going cashless in business transactions. Based on the secondary data the study analyzes the complex relationships between dominance and discourse.

SAMPLING METHOD

A simple random method was used to select the sample size from the population of the English news daily since November 2016 to January 2017. The effect of the news headers and the visuals upon the content has been framed by critically analyzing the news reports and the visuals of the advertisements about use of digital media for business transactions that has created an impact on the economy. This leads to the discussions on the developments and unease of the digital divide and considers the policy regarding privacy and security on digital media convergence.

SAMPLE SIZE

Scholars have suggested different sample size for qualitative analysis. Select scholars have set fifteen as the smallest acceptable sample (Guest et.al.2006). Charmaz (2006) suggest that 25 are adequate for smaller projects and Ritchie et.al. (2003) mention it should be less than 50. These figures could be for interviews conducted or documents observed or analysed. This study has considered about 60 as the sample size comprising of news reports and advertisements.

The following tables 1, 2, and 3 show the dates selected by using the Microsoft Excel function =RANDBETWEEN(8,30) for November; (1,31) for December and (1,31) for January. The random numbers were regenerated multiple times (by pressing F9 key) till there were no clashes between the dates across the four dailies: The New Indian Express, The Times of India, Economic Times and BusinessLine.

Table-1: The random dates selected for accessing news in November 2017

Newspaper	Dates in November				
The New Indian Express	15	30	19	27	13
The Times of India	14	22	11	25	10
Economic Times	12	15	22	16	09
BusinessLine	29	25	18	26	17

Table-2: The random dates selected for accessing news in December 2017

Newspaper	Dates in December				
The New Indian Express	9	10	4	3	21
The Times of India	16	19	2	5	7
Economic Times	20	11	31	17	18
BusinessLine	26	6	8	1	19

Table-3: The random dates selected for accessing news in January 2017

Newspaper	Dates in January				
The New Indian Express	14	6	2	16	9
The Times of India	22	26	05	12	01
Economic Times	28	30	15	18	11
BusinessLine	29	17	3	10	31

UNIT OF ANALYSIS

The unit of analysis is the news items or reports and advertisements about using online payment tools during the period of demonetization thereby projecting India to become cashless economy. The study selects the text and images relevant to power and dominance in the dissemination of message in the English newspaper about choosing alternative online mode for receiving and paying money for business transactions.

DATA SOURCING METHOD

This research selected news content and images in advertisements that promote online payment for business transactions during the days of demonetization in India. Data was sourced from the English news dailies of the Bengaluru edition. Some of them were accessed from the online version(HTML/scanned images) of the English daily.

About 50 news reports and advertisements inclusive were sourced from the English dailies namely the New Indian Express, The Times of India, EconomicTimes and BusinessLine. Categorization was made by identifying cashless, online payment or digital payments. Upon selecting the news item or advertisement the author had by his own view categorized the content as news that is linked toward cashless transactions.

CATEGORIZATION OF CONTENT

The content is viewed with a framework of qualitative approach to develop the characteristic of interpretation, the categories close to the material. For that scope qualitative content analysis has developed procedures of inductive category development about power and dominance that vests with the influencers of the cashless agenda and the common man's mixed dilemma on confusion, convenience, inconvenience, disruptions, savings and loss.

Coding was carried out in MS Excel for the presence and absence of relevant information to the objectives of the study, thereby quantifying by frequency. Further, the content under each header was reviewed and its relevance was interpreted.

ANALYSIS AND FINDINGS

The following documents the results from a content analysis of data sourced from about 20 days at random in the months of November , December 2016 and January 2017 from the archives of the news dailies The New Indian Express, The Times of India, Economic Times and BusinessLine totaling to 60 days. The research was designed to analyse the concept of cashless transactions in business due to monetization in India.

On Tuesday 9th November 2016 at 8 p.m. , the nation was taken by surprise by the Television announcement by Prime Minister Narendra Modi stating that Rs.500 and Rs.1,000 will cease to be legal tender was not live but was pre-recorded and edited as lack of evidence for being live telecast (Dhar, 2016). The mixed response of the perplexed Indian's showed anger, patience, sacrifice, debates, protests and by enlarge inconvenience caused to the ladies, children and business.

At such a situation prevailing in the nation, there was only one alternative to transfer funds in large amounts and that was by way of cashless transactions which require infrastructure and knowledge to use the software tools that could lead to trust. Only less than 10% of the population can be accounted for using cashless transactions in India due to the core limitations for accessing.

The rules of the market must be addressed prior to the implementation or acceptance of transactions of digital service providers. It is not easy in any country especially in India to accomplish this the next day on the announcement of demonetization in the case of India. It was found in many newspapers that advertisements of category full page or spreads were a common sight by firms such as paytm, futurepay, buddy, mobikwik, times card, freecharge, snapdeal, uber, RuPay etc. were prominent in the dailies on 10th November 2016 onwards persuading people to register for using the apps as an alternative mode for making payments at the time of cash crunch. Such an organized introduction for alternative mode of payments is questionable at short notice. At the speed at which technology and convergence is changing, it is not easy to accomplish a cashless economy

briskly. Different forms of co-relation, self-regulation, and formal regulation may emerge and conflicts among the interests of companies, customers and citizens are always increasing (Ibanez, 2012). Probably a nation's economy which is stable and as an option of luxury, could exercise but not for those whose infrastructure are bleak and in transition (Lemstra & Melody, 2014). Digitization has helped to have a seamless flow of information in the form of text, voice, data, image and video and technological convergence has been the edge for competitive advantage for infrastructure providers to be market leaders.

Policy makers are baffled to figure out how to deal with situations of such to create an equilibrium in the economy by inclusiveness irrespective of literacy, income or skill set levels of individuals in society, which is challenging. The outstanding issues on media convergence are Business process re-engineering, training for using internet or mobile apps and privacy and security in media convergence.

Media convergence has emerged due to the integration of computer hardware, software, telecommunication and networking. At the phase of media convergence, it is rough time for government, companies and individuals to segregate what is "private" and "public" with information flow. The Government would opt for intrusion or surveillance of individual's information for national security. Companies would want hold of individual's information access and details for strategies on competitive advantage. The public would cry stating there is too much of intrusion into their private communication spaces thereby get into a dilemma of what to communicate using which channel to whom.

Hence, a governance system has to formulate a policy to balance between information intrusions into private spaces by commercial or national security interests. Or should the governance be totally against surveillance for commercial interests and be open to surveillance to national interests?, must be debated within public spaces.

The grandest advantage of media convergence is the use of digital media for financial transactions and thereby reduces in carrying cash for expenditure. The Government of India has waived off service tax on car transactions up to Rs.2,000. The service providers for fund transfers offer various schemes as cash-backs, discounts, reward points and loyalty benefits to stay in use of cards. If majority of the people use digital mode of payment, it would ease scrutiny and can keep track of expenditure. If you forget your pin or lose your card, one can block the card to stay away from frauds. But when hard currency is lost, it cannot be recovered. Going digital also has an advantage of not bothering about getting change. But the problem is hacking, poor network, time taken to do transaction at busy places and fear of losing security information to others.

This study has looked into the news content from different English dailies related to cashless news stories and identified that India is yet not ready by self to exercise cashless transactions for individual spend by the mass both educated and uneducated. Table 4 show that 15 days were randomly selected for reading the news from newspapers between November 2016 to January 2017.

Table-4: Number of days selected during November 2016 to January 2017

Times of India	The New Indian Express	Economic Times	Business Line
15	15	15	15

The Times of India had more advertisements (see Table 5) by software companies that were promoting applications towards digital money transactions over plastic cards and e-wallets. The trend of companies selling digital mobile phones, laptops, online retail (Business to Consumer) and mobile services surged in the advertisements during November 2016 to January 2017. Most advertisements were persuading people to switch to cashless mode of business transactions. An advertisement from RuPay has a slogan – The currency for cash free India. The advertisement states that payments for all shopping and government utilities can be made easily by using RuPay. Another company paytm mentions "When we change, it is progress. When we all change it is a revolution", "Every indian with or without internet #paytm karo", "Paytm trusted by 160 million Indians." State Bank of India promoted their "Buddy" by stating, "No Cash No Worry Download Buddy – Ask & send money ; Recharge & Bill pay, Shop & gift." A software company advertised on their product "Freecharge" by stating, "Cash is not feeling accepted anymore, we are." Ola Cabs Technology company promoted, "Do not worry. Go note-free with Ola money." However, Uber Software company allowed cross sales by stating "No Cash No problem Pay with paytm, debit/credit card." Online retailers like Snapdeal campaigned by saying "No Cash, No worries, Unbox 10% Instant discount on payments made online", "Let life go on cash free," and "Unbox cashfree shopping Snapdeal Unbox Zindagi." Likewise Big Bazaar promoted cross sales on a campaign, "Many more ways to pay for your shopping" use Future pay, Debit cards, gift vouchers, mobikwik, paytm, bajaj finserv. Freecharge promoted the message "Why worry about 500, 1000 when you can carry 10,000 on your mobile - The fastest way to pay." Times Internet was also in the trail on their campaign, "Black or white Times Card wins over cash," promoting their debit and credit cards. Bank of

India tried becoming popular on saying “Go cashless. Go Digital,” by using USSD Banking, cards, Internet banking, mobile banking, prepaid cards, easypay, cards at POS. These advertisements were aggressively promoted in print, out of home, online and broadcast media. The advertisements played a major role to provide convenience during the inconvenience faced during demonetization period. There were short supplies of plastic or smart cards, server jams due to over use and confusions of not knowing how to use these tools for business transactions. Amongst the many players, paytm became the market leader with maximum exposure both with merchants and consumers. Their market positioning was good and strategies for brand exposure was also excellent by networking with tiny to large businesses in India.

Table-5: Number of advertisements selected during November 2016 to January 2017

Topic	Times of India	The New Indian Express	Economic Times	Business Line
Mobile Applications	16	1	0	0

The English dailies of Bengaluru edition was searched as per the random dates generated in sampling method. About 10 articles were selected from The Times of India, 11 from The New Indian Express, 15 from Economic Times and BusinessLine, totaling to 51 news reports for analyzing the content. There were 15 articles selected in November 2016, 22 appeared in December 2016 and 14 was selected I January 2017(see Table 6).

Table-6: Number of article selected during November 2016 to January 2016 about cashless

Month	Times of India	The New Indian Express	Economic Times	Business Line
November	4	4	4	3
December	4	5	5	8
January	2	2	6	4

The Table 7 displays the number of news reports from the select items from Table 6 under the frames namely confusions, disruptions, convenience, inconvenience, savings and loss. Not that there aren't other frames that reflect to the news stories relating to cashless but these select frames were more prominent in the reports. Majority of the news items, about 29% from the select sample reported on the frame convenience, 20% about savings, 16% on loss, 14% on confusions, 14% on disruptions and 8% on inconvenience. The journalists have never felt like the cash crunch, the alternative digital mode of business transactions using plastic or e-wallets were inconvenient like the exchange of old to new notes or withdrawals from banks. It is quite obvious with the political agenda to speed up and be at par with other global economies to go digital in one hand and attempts to track funds flow is a gamble with the citizens to change their behavior overnight.

Table-7: Number of article reflecting to select frames during November 2016 to January 2017

Frame	Times of India	The New Indian Express	Economic Times	Business Line
Confusions	1	0	2	4
Disruptions	1	2	2	2
Convenience	3	5	4	3
Inconvenience	1	0	3	0
Savings	1	2	2	5
Loss	3	2	2	1

The Times of India contain discourse of wealth and glamour which is evident either by seeing the advertisements in their newspaper or on the news that they promote questioning if paid news was an accepted norm in journalism. A news heading reads ‘Paytm’s GMV run rate to hit \$5bn on note withdrawal,’ and in the same date 22/11/2016, the advertisements are prominent in the media. On 10/11/2016 a news reads, ‘e-wallet transactions surge: cos look to tap merchants,’ which indicate that e-wallet companies were already prepared with their software tools prior to the announcement of the demonetization. Their marketing strategies were in place especially a company named paytm, when even the banks nor the mobile service providers were on the lead to provide visibility on digital transactions at a short notice.

Bloomberg reported that Central bank data show that the government-backed Unified Payments Interface logged 358,000 transactions in the first nine days of December, shooting past November’s 287,000 total, as some Indians sought to circumvent the cash shortage that followed the government’s surprise graft-busting move on Nov. 8th 2016. The discourse on cashless or digital transactions, were gaining momentum briskly in India. The UPI system attracted about 2 million registered users as on 12/12/2016 which is just 8 per cent of the target of the 25 million users mentions A P Hota, CEO of the National payments corp of India and backed by RBI.

BusinessLine spoke to over two dozen players, consumers and merchants to analyse how the payment platforms stack up against each other in terms of cost and efficiency. They found that e-wallets and UPI were briskly getting popular due to their convenient options to receive payments without a burden on capital investments by merchants (Pani, 2016).

Press trust of India (2016) had a prominent discourse on cashless. Sanjay Pandey, an IPS officer mentioned in a news report that safety of smart card users is important. He narrated that the 40-bit encryption by the Internet Service Providers (ISP) which was mandated in 1999 can be broken by hackers and is a risk for e-business in India. He recommended that getting acceptance of India in the Wassenaar arrangement will enable to access the best of encryption technology or algorithms beyond coming up with a National Encryption Policy .

In order to meet the objective of convenience, with sufficient security for low-value transactions, the Reserve Bank of India relaxed the additional factor authentication (AFA) requirement for transactions up to INR 2,000 across all merchant categories for online ‘card not present’ (CNP) transactions. This again boosted the digital transactions dramatically. To boost cashless transactions, Prime Minister Narendra Modi had unveiled two schemes — Lucky Grahak Yojana and Digi Dhan Vyapaar Yojana where 15,000 people over a draw system won Rs.1,000 in their accounts. Cash discount of 10 per cent was provided on the premium amount of general insurance policies and 8 per cent in new life policies for payments made digitally. The Finance Minister too announced tax incentives to small traders accepting payments digitally by reducing deemed profit to 6 percent for the amount of total turnover or gross receipt received for the financial year 2016-17. Companies such as Oxigen Services India, Paytm, Ola Money, FreeCharge, MobiKwik, SBI Buddy, TruePay, JioMoney and Airtel Money have gained a lot of customers, thanks to the government’s cashless transactions drive. Of the 26.68 crore PMJDY account-holders, nearly 21 crore (78.71 per cent) had RuPay cards by January 11 (Vinayak A, J., 2017). In the league of the business on cashless transactions, Paytm was highlighted to have got the approval from RBI for payments bank (Pani, 2017).

Hence it was found from the discourse analysis on “cashless” by interpreting from the readings of select news reports by the sample of this study that the journalist were keen to promote the alternative mode of business transactions than to remain on the cash based economy. There were attempts by the media to educate thru news reports on using the applications or mentioning about the pros and cons of going digital.

CONCLUSION

To conclude on the research, let us go back to the question: Should the media be a catalyst to political or pressure group’s agenda that disrupts the economy? It was found that the term “Cashless” was continually used during November 2016 to January 2017 in news headers by journalist. The advertisement also carried the same. The messages in the advertisements and news reports synchronized with the frame convenience at the time of inconvenience caused to the public and the poor during demonetization in 2016. People who had problems with currency had to jump into being a member of the digital era. Millions of new users have adapted to e-wallet more than the plastic card mode of transactions. The incentives related to savings urged people to change and disrupt the business as usual scenario.

It is also evident from this study that different media had different emphasizes to project about cashless with respect to the frames convenience, inconvenience, confusions, disruptions, savings and loss by the news headers and text. There were less images that were seen to these news stories.

In discussing “cashless” in a democratic society, the journalist beyond promoting the political agenda of going cashless and the technology companies who benefit by enlarge, the security and trust was least addressed. It was also evident from in the study that people had horror effects on using e-wallets for refunds and the confusions that erupted when oil companies stopped accepting plastic money for a period.

Indeed what links majority of the articles is a sense of modernization to be inclusive in the information society. However, in the framing of the media policy we notice due convergence by the inter-connectedness of hardware, software, networking and telecommunications, the issues that India faces are on privacy of individuals digital data open to commercial organizations and the National security departments for achieving good governance and thereby building trust towards the use of Information and Communication Technology (ICT) tools. Media convergence has emitted persuasion of selecting alternative methods of business transactions in the demonetization scenario in India. It is recommended for an International meet amongst stakeholders with respect to payment systems in a move towards cashless economy in India.

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M-COMMERCE

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ABSTRACT

The purpose of the research paper is to recognize the development and upcoming course of M-commerce. Here buying and selling of good and services is done by apparatus called mobile which is wireless handled expedient. M-commerce is the next generation of E-commerce which permit operator to admittance internet without need of a place plugin. Today, mobile is not use for sending message or calling but it also used for other ways like web glancing etc. The technology used in M-commerce based on wireless request protocol (WAP). M-commerce helps in educating association with customer.

Keywords: E-commerce, M-commerce, customer, PDA's

INTRODUCTION

In M-commerce operation can be accomplished on equipment called mobile phone or Telephone which make conceivable transactions through a wireless telecommunication grid. But if we conversation about E-commerce. E-commerce is type of industry where buying and selling of good and services are directed on internet and other computer networks. E-commerce includes trading of good and services and electric material. M-commerce is the allowance of E-commerce. Now days, due to progressive know-hows the wireless and mobile technologies are showed from supported Network to wireless Network [3]. While users conduct e-banking or they had to purchase produce they don't need to use personal computer due to M-commerce. Means that with the use mobile phone to personal digital supporters (PDA's) they can do various activities. We can also say that "M-commerce is a subset of E-commerce". M-commerce can also be defined as "any transaction having a monetary value that can be showed through a mobile communication networks or a Wi-Fi network" [1]. Business-to-consumer transactions conducted from a mobile device are also known as M-commerce.

OBJECTIVES OF M-COMMERCE

Main objectives for M-commerce are as follows:-

1. To find out what are the benefits of M-commerce.
2. To find out what problems are going to face by M-commerce.
3. To find out How M-commerce can be grown.

M-Commerce Services

M-commerce provide various services such as-

1. Mobile e-Banking services (check out account information and money transfer).
2. Mobile trade services that is buying/selling, stock quotes etc.
3. News such as sports, headline, weather etc.
4. Online booking tickets of movies or railways/airline.
5. Hotel booking or reservation through mobile [6].

M-Commerce Scope

Research area mainly focuses upon M-commerce

Benefits and hurdles in India. Research is emphasized upon what difficulties are being faced by M-commerce industry in India and how they can be deal with the best of their efforts. Research paper also gives stress in finding the level of M-commerce [1]. International Journal of Engineering Research and General Science Volume 3, Issue 2, Part 2, March-April, 2015 ISSN 2091-2730705 www.ijergs.org

Significance

The significance of M-commerce are as follows

1. M-commerce industry, it helps to understand that what problems are being faced to start the M commerce business.
2. Government to analysis those factors which are responsible for growth of M-commerce business in India and how these factors can be enlarged by making rules and regulations for development of M-commerce industry as well as development of nation[1].

Merits of M-commerce

The Merits of M-commerce are as follows:

1. As we know now a days M-commerce is growing rapidly, the number of mobile phones is growing now a days. M-commerce help each individual to do his/her work smoothly according to their schedule.
2. The benefits of M-commerce are as follows:
3. Easy to carry mobile- As Mobile device is easy to carry by user, it helps user to avoid to go to shops physically as it also help to avoid once use of laptops.
4. Saves time-For making an m-commerce transaction it is not needed that the user needs to plug in his laptop or PC and wait for the system to reload. It is enough that you just hit a single button on your mobile device.
5. Quicker access-connecting through a mobile is faster than dial-up connections using wire line modems.
6. Electronic Wallet-Analysts believe that easy mobile payment is one of the main prerequisites for the success of m-commerce, when the mobile phone can functions as an electronic wallet for mobile payments, including micropayments, application developers and service providers will find it attractive to introduce new mobile communication services to the market.
7. Flexibility accessibility- Users can be accessible through their mobile phones and at the same time be accessible online to by logging on to various mobile messengers like Facebook, Twitter, Gmail and other networking platforms [1].

Demerits of M-commerce

1. Technology constraints of mobile devices (memory, Processing power, display capabilities, input methods).
2. Less Graphics Resolution-In comparison of computer/laptops mobile has less resolution. In other words product is not properly displayed compared to laptops/computer.
3. Less Functionality-As Mobile Phone Provide Less Functions compared to Laptops. Here functionality is limited for mobile phones.
4. Lack of Awareness- in India people do not aware about M-commerce. Literacy rate of India is grew by 74.04%, but in world literacy rate is 84% in 2011. People in India is Uncomfortable to buy products through M-commerce [1].

Difference between M-commerce and E-commerce

1. E-commerce means doing business transactions on the Internet using computers or laptops. Whereas, in M-commerce means doing business transactions on the Internet through the use of mobile devices.
2. M-commerce is very portable because mobile phones are very easy to carry. You can do your business transactions anywhere you go as long as you can access the Internet on your phone. Whereas in E-commerce, you have to do your transactions on the computer. Laptops are also portable but not as light as mobile phones.
3. M-commerce is usually charged through the caller's premium rates, charging the user's bill, or reducing the caller's credit, and also through mobile banking. Whereas, in E-commerce is charged through the use of swipe machines where you swipe your credit card. You can also transfer money through online banking and pay for products you have bought on the Internet using your credit card number.
4. M-commerce is available anywhere you go even if there is no Internet because the Internet is available in your mobile phone, whereas for E-commerce it is not available everywhere because not all places have an Internet connection [1].

Conditions of M-commerce in India

As we know mobile devices are becoming a part of our daily routine life, People use internet for various purposes which include: email, academic and financial information search, music and video on internet, chatting, online job search, gaming, booking tickets, hotel reservation, online news, internet telephony/video chat/voice chat, and online banking. E-commerce has touched every field of human life from information search to entertainment, job search etc. [1]

Suggestion to improve M-commerce

Indian government take necessary steps to improve M-commerce in India like building of infrastructure to improve internet connectivity, they had to start campaigns for M-commerce knowledge. As M-commerce is not new in India Government had to take steps to provide awareness of M-commerce in India.

CONCLUSION

International Journal of Engineering Research and General Science Volume 3, Issue 2, Part 2, March-April, 2015 ISSN 2091-2730706 www.ijergs.org The presence of M-commerce has improved the way how we conduct business. Still there is a lot of work, which can be done for M-commerce for its growth. M-commerce market grows in India due to growth of financial area and no. of smart phone buyer are increasing. But if we talk about India, it still take some year to develop compare to nation like China which is developing very fast. Due to M-commerce our time saves due to online transaction on mobile which is less expensive compared to E-commerce.

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E –COMMERCE

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ABSTRACT

Data Technology has been assuming a significant job later on improvement of money related division and the method for working together in an up going economy like Bangladesh. Expanding utilization of savvy portable administrations and web as another dispersion channel for business exchange and worldwide exchanging requires more consideration towards web based business wellbeing for limiting the fake exercises. The progression of Communication and Information innovation has acquired a great deal of changes all parts of every day life of person. Web based business has a bunches of advantages which increase the value of purchaser fulfillment as far as customer accommodation in wherever and makes the organization to acquire upper hand over different contenders. This investigation predicts more difficulties in a developing economy.

Web based business (electronic trade) is the selling and purchasing of administrations and products, or the transmitting of store or information, over an e-arrange or fundamentally the web. These business exchanges happen either as business-to-business (B2B), business-to-customer (B2C), purchaser to-buyer or shopper to-business. The terms web based business and e-business are frequently utilized exchanging. The term e-tail is likewise a few times utilized in reference to the procedures for internet shopping.

HISTORY OF E-COMMERCE

The beginnings of internet business can be followed to the 1960s, when organizations began utilizing Electronic Data Interchange (EDI) to share business related work with different organizations. In 1979, the American National Standards Institute created ASC X12 as a widespread standard for organizations to share reports through electronic systems.

After the quantity of individual clients offering electronic archives to one another developed in the middle of 1980s and 1990s, the ascent of amazon and eBay during the 1990s reformed the online business industry. Clients would now be able to buy unlimited measures of things on the web, from e-rears , normal physical stores with online business capacities.

PRESENTATION

Web based business is the movement of selling or purchasing of items on online administrations or over all the Internet. Electronic trade draws on innovations, for example, portable business, e-reserves move, production network the board, E-promoting, online exchange handling, electronic information trade (EDI), stock administration frameworks, and computerized information accumulation frameworks

Present day electronic trade regularly utilizes the World Wide Web(Www) for in any event one piece of the exchange's life cycle in spite of the fact that it might likewise utilize different advances, for example, email. Common internet business exchanges incorporate the buy of online books, (for example, Amazon, arouse) and music buys (music download as advanced appropriation, for example, Gaana, iTunes Store), and to a less degree, customized online alcohol store stock administrations. There are as three regions of internet business: web based retailing, electronic markets, and online sales. Internet business is bolstered by electronic business.

Online business or Electronic Commerce means selling and purchasing of merchandise, items, or administrations over all the web. Web based business is otherwise called electronic trade or web business. These administration gave online over the web organize. Exchange of assets, cash, and information are likewise considered as E-trade. These business exchanges should be possible in four different ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B). The standard meaning of E-trade is a business exchange which is occurred over all the web. Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx , lenskart ,snapdeal are instances of E-trade sites. By 2020, worldwide retail online business can arrive at more than \$27 Trillion. Lets learn in insight concerning what is the points of interest and burdens of E-trade and its sorts.

SORTS OF E-COMMERCE MODELS

Electronic trade can be arranged into four fundamental classes. The reason for this straightforward grouping is the gatherings that are associated with the exchanges. So the four fundamental electronic trade models are as per the following,

1. Business to Business

This is Business to Business exchanges. Here the organizations are working with one other. The last client isn't included. So the online exchanges just include the makers, wholesalers, retailers and so on.

2. Business to Consumer

Business to Consumer. Here the organization will sell their merchandise and ventures legitimately to the client. The client can peruse their everything sites and see items, pictures, read audits. At that point submit their request and the organization dispatches the products direct to them. Well known models are Amazon, Flipkart, Jabong and so on.

3. Customer to Consumer

Buyer to shopper, where the clients are in direct contact with one another. No organization is included. It enables individuals to sell their own merchandise and resources straightforwardly to an invested individual. Ordinarily, merchandise exchanged are bicycles, vehicles, electronics, furniture and so on. OLX, Quikr, and so forth pursue this model.

4. Customer to Business

This is the turn around of B2C, it is a purchaser to business. So the customer gives a decent or some support of the organization. State for instance an IT consultant who demos and offers his product to the organization. This will be a C2B exchange.

THE 8 MOST COMMON CHALLENGES FACED BY INTERNET BUSINESS BUSINESSES**1. Pulling in the ideal client**

Online customers don't shop a similar route as they used to some time ago. They use Amazon to look for items (not simply Google). They request suggestions on Social Media. They utilize their advanced cells to peruse item surveys while coming up and pay for buys utilizing a wide range of installment techniques.

Parts has changed including the manner in which they devour content and impart on the web. They get effectively diverted with innovation and online life.

Retailers must make sense of where their group of spectators is and how to pull in them productively without murdering their showcasing spending plan.

2. Finding the correct items to sell

Shopping basket stages like Shopify have dispensed with numerous obstructions of section. Anybody can dispatch an online store inside days and start selling a wide range of items.

Amazon is assuming control over the eCommerce world with their enormous online item index. Their commercial center and satisfaction administrations have empowered dealers from everywhere throughout the world to effortlessly arrive at paying clients. We should not disregard Aliexpress. They've rearranged item sourcing by offering access to Chinese makers inside two or three ticks. The majority of this has made it hard for retailers to source exceptional items except if you they choose to make your own.

3. Catching quality leads

Online retailers are spending a lot of cash directing people to their online store. With change rates extending between 3% to 1% they must place a ton of exertion in producing leads so as to take advantage of their showcasing endeavors.

The cash is in the rundown. Building an email endorsers rundown is key for long haul achievement. Not exclusively will enable you to impart your message, yet it will likewise enable you to prospect better utilizing apparatuses, for example, Facebook Custom Audiences. Not all leads are made similarly. Retailers must specialty the correct message for the correct crowd so as to change over them into leads keeping in mind the desire of transforming them into clients.

4. Producing focused on traffic

Computerized promoting channels are advancing. Retailers can never again depend on one sort of channel to direct people to their online store.

They should viably use SEO, PPC, email, social, show promotions, retargeting, versatile, shopping motors and associates to help drive qualified traffic to their online store. They should be unmistakable where their group of spectators is focusing.

5. Changing over customers into paying clients

Driving quality traffic and sustaining leads is critical on the off chance that you need to bring the deal to a close. At one point, you have to change over those leads so as to pay for your advertising efforts.

Retailers should always upgrade their endeavors in changing over both email leads just as site guests into clients. Change enhancement is a ceaseless procedure.

6. Supporting the perfect prospects

Having an enormous email rundown is useless in case you're not effectively captivating with endorsers.

A little level of your email rundown will really change over into paying clients. Regardless, retailers should consistently convey an incentive with their email advertising endeavors.

Online retailers put a great deal of spotlight on conveying item offering just as advancements, yet prospects need more than that. Worth and amusement goes far yet that requires more work.

7. Pulling in and procuring the perfect individuals to cause everything to occur

Let's be honest, online retailers may have dreams and goals however one verified actuality remains, they need the opportune individuals to enable them to do their wants.

Pulling in the correct ability is key so as to accomplish attractive online development. Additionally, having the correct pioneer assumes a significantly greater job.

Retailers ought to be out there getting their name out inside the online network by going to internet business gatherings, talking at occasions and systems administration. Representatives need to work for organizations that care about them and their future. Having a feeling of direction is critical.

8. Holding clients

Pulling in new clients is more costly than holding the present ones you as of now have.

Retailers must actualize strategies to enable them to capitalize on their client base in increment client lifetime esteem.

UTILIZATION OF ONLINE BUSINESS

Given beneath is the use of web based business

1. E-training
2. E-banking
3. E-distributing
4. E-Learning
5. E-enlistment
6. Online booking
7. Retailing.

1. E-Training is the utilization of Ecommerce



- E-preparing implies the conveyance of preparing program by electronically.
- Computer or electronic gadget is utilized for preparing.
- E-preparing is grouped into two sections – synchronous preparing and nonconcurrent preparing.
- With the assistance of electronic medium give preparing to the organization's representative is E-In the synchronous methodology, both learning and instructing happen in a continuous despite the fact that the mentor and students are physically independent from one another.
- In the nonconcurrent approach, both learning and encouraging happen with time postponement despite the fact that the mentor and students are physically isolated from one another. E-preparing is the use of web based business.

Points of interest

- Save cash
- Save time
- Easily boost materials are accessible
- No need of instructional hub
- Better time the board

2. E-Banking is the utilization of Ecommerce

- E-banking full structure is Internet banking. This is the utilization of internet business.
- E-banking implies any individual associates with his bank site with the PC to perform virtual financial capacity.
- To use e-banking administrations, you need web access and internet browser programming.
- You can utilize a manage an account with the electronic medium is Internet banking. The core of the e-banking application is the PC framework, which incorporates web servers, database the board frameworks, and web application programs that can create dynamic HTML pages.
- A few points to utilize a web bank securely.
- Use of real enemy of infection programming for the security of web banking.
- Avoid Using Public Wi-Fi for the security of E-banking.
- Use VPN programming for the security of E-banking.
- Make sure your working framework is refreshed with the most recent security fixes and refreshes.
- Change your secret word all the time and guarantee that it is a solid secret phrase.
- Subscribe for the portable warning and updates.
- Avoid marking in by means of mailers.
- Don't utilize an open PC.
- Check your record routinely.

3. E-distributing is the utilization of web based business

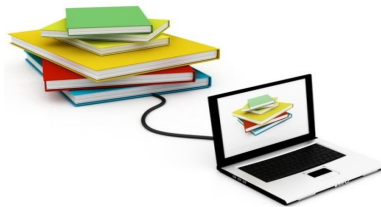
- E-distributing is additionally alluded to as electronic distributing or advanced distributing. In which computerized production of digital books, paper, articles, advanced magazines or different kinds of writing as computerized substance is finished.
- In this, the improvement of a computerized library and index occur.
- In short, it intends to distribute data in an electronic structure.
- E-Publishing types are E-Book, E-Database, E-Journal, E-Archive, and back record, Bulletin loads up, Multimedia assets, E-Thesis, and exposition.

Points of interest of E-distributing

- On-request distributing
- Maintenance of refreshed data
- Speed
- Distribution

- Information recovery Just in time
- Multiple Accesses
- Manageability

4. E-Learning is the utilization of web based business



- E-Learning is a learning stage where you can without much of a stretch find out about any subject on the web. Understanding E-Learning is straightforward and simple with no venture.
- No need to go anyplace and you don't need to pay . You get numerous references video and notes on the web. This is a significant stage for understudies.
- eLearning courses that are conveyed through the web to anyplace. In which both learning and educating are physically discrete from one another.
- This isn't a course that conveyed by means of DVD or CD-ROM, tape or over a TV station. You can speak with the instructor, teacher or understudies progressively, where you can electronically lift your hand and ask your inquiry. Now and again talk is prerecorded.

Advantage of E-Learning

- E-Learning makes learning less difficult, simpler, and increasingly powerful.
- Online learning takes care of everybody's concern.
- You can get familiar with a specific theme commonly.
- Quick conveyance of the exercise.
- Scalability
- Consistency
- Effectiveness
- Reduced Costs
- Less Impact On Environment

5. E-enlistment is the utilization of web based business



- This is otherwise called online enlistment. It is the way toward employing contender for a specific activity.
- By utilizing site, E-Recruitment is effectively conceivable. To choose a forthcoming up-and-comer, evaluating the meeting and contract them, this site is entirely gainful.
- This sort of site MaMITs plan for you with reasonable cost.
- Nowadays, organizations utilize this kind of site to arrive at occupation searchers and contract capable applicants at the minimal effort.
- Companies can publicize work opportunities on the internet (www) by means of their official site. At that point up-and-comers who are searching for an occupation can send their application or educational plan vitae (CV) or resume through an email.

- Or competitors place their CVs or continues on occupation sites, and after that organizations contract applicants based on their resume.
- The two sorts of e-enlistment are – Job sites and Resume Scanners/channels.
- Focal points of E-enlistment :
- Low cost.
- Less time to employ the up-and-comer and effectively secure position openings.
- No middle people.
- The occupation posting is less expensive.
- Wide land inclusion.
- Beneficial for both the business and the activity searcher.
- 24×7 get to.
- Right individuals for the correct activity can be effectively found through E-Recruitment.
- More effective and simple to record subtleties of the candidate.

6. Online booking is the use of web based business



- Online booking encourages the client to book flights, lodgings, occasion bundles, protection, and different administrations on the web.
- Online booking is one of the quickest developing deals channels.
- Types of booking are yearly reserving, square appointments, Ad-Hoc appointments, bar appointments.

Preferences of Online booking

- 24*7 Booking office.
- Faster and speedy installment.
- Not tied with telephone.
- Online booking implies quicker installments.
- Greater deals and promoting collaboration.
- Can include some significant downfalls.
- A present day way to deal with booking.

7. Retailing is the utilization of internet business



- E-retailing or web based retailing is the selling of products and ventures from Business-to-Consumer through electronic stores.
- Ma MITs give a site that offers various items and administrations at one Internet area. It draws in more client and the vender into one virtual space through a Web program.

The Advantage of web based retailing:

- Ease of utilization.
- Increases deals.
- customer availability.
- Improved interchanges channels.
- Costs.
- Metrics and Marketing.
- Global get to, 24 hours every day, 7 days per week.
- Increased polished methodology.
- Faster conveyance of items.
- Opportunities to deal with your business from anyplace on the planet.

Online business use for Advertising

- a. Pinterest and Instagram.
- b. Buffer.
- c. Melt water.
- d. Google Alerts.
- e. Twitter.
- f. Facebook page bits of knowledge.

Significance of web based business in our every day life

Web based business is the web based purchasing and selling process which is critical in our every day life now.

- g. E-business is at the spirit of the web and web based business is as significant as a heart is for body.
- h. World wide web, web based business deals are relied upon to develop more to 4 trillion Dollars by 2020. In India Amazon and Wall-shop are shifting to outstand each other for purchasing Flipkart.
- i. Selling items and administrations online is less expensive than conventional strategies. there are different high overhead costs that are incorporated into disconnected trade means repeating costs Such as store the board cost, counter cost, stock cost, security cost, transportation cost, shop lease, and compensation pay. So the retailers can't stand to sell the items requiring little to no effort.
- j. That's the reason web based business is significant on the grounds that it decreases the fixed expense and variable expense and individuals get the items and administrations effortlessly.
- k. If we talk about instructive web based business at that point truly changed the manner in which individuals expend the items and administrations
8. For Example – generally it takes over a half year course disconnected to learn illustrations structuring and individuals need to visit the investigation focuses each day for 2-3 hours for increasingly half year time span. It's not giving adaptability, opportunity for the students to pick their very own hours, dispositions and best engaged time. Educators not accessible all the time in the disconnected homeroom. Therefore it requires some investment to manufacture and improve the aptitudes for quick business. That is the reason online course, online degree projects are so mainstream around the globe in light of the fact that with web based business understudies a compensation the course charges online select any courses, total the course at their very own speed and time.

Its giving adaptability and opportunity to student. That is the reason online courses or instructive internet business is significant in the present time more.

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A STUDY ON PERCEPTION OF INCOME TAX PAYERS TOWARDS E – FILING SYSTEM WITH REFERENCE TO A CASE STUDY OF CA FIRM IN SANGLI

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ABSTRACT

The Indian government wanted to bring more people under the tax regime. The law mandates that income tax returns get processed within a period of a year from the end of the financial year in which the return is made. Income-tax return (ITR) is a statement of income and tax thereon, which is to be furnished by a taxpayer to the Income-tax Department in prescribed form. Every year different forms of returns of income are prescribed by the Income-tax Department for different taxpayers having different income from different sources.

The E – filing is the new effective method of filing income tax return through online. Through E-filing, the government has taken efforts to shorten the time frame through greater thrust on automation, making the process for e-filing easier and proactive monitoring. 'Electronic Filing - E-File' Electronic filing is the process of submitting tax returns over the Internet using tax preparation software that has been pre-approved by the relevant tax authority. The government mandates that individuals who earn a specified amount of annual income must file a tax return within a predetermined due date. The tax as calculated must be paid by the individual. Failure to pay tax will invite penalties from the Income Tax Department in India.

The present study is on perception of income tax payers towards E – Filing System', methods of paying income tax. i.e. manual system and E – filing system. For this study the respondents were the clients of CA firm. The main focus of the paper is on changing scenario in the due to implementation of E – filing system. This paper of E-filing is important for understanding the working system of tax structure. This study will help to understand the difference between pre and post e filing system in India. As the people are unaware about the filing returns, it will help to understand the importance of filing returns, its benefits to the common man. It will help us to understand the problems faced by the clients.

Keywords: e-filing, Income tax, tax authorities, CA firm.

1.1 INTRODUCTION

Income tax is on the income of a person. Income tax was introduced in India for the first time by Sir James Wilson in the year 1860 reintroduced in the 1922 and present Income tax act 1961 remains in force from the assessment year 1962 – 63 onward which extends to the whole of India.

According to the Income tax act 1961, every person who earn income in India has to pay tax in case the income exceeds the exempted limit. Every person living within the territories of India is liable to pay tax according to the provisions of this Act and at times even the foreign income earned will also fall under the tax net. Tax payable will depend upon the residential states of a person, Citizenship of a person is not the criteria for tax purpose and it should not be taken into consideration.

Income tax is the subject of central Government. The proceeds (collections) of the tax are shared by both central and state Governments according to recommendations made by the finance commission.

Introduction to the income tax payers toward computerized tax return filing system. The e-filing project is an eminent e-governance and e-delivery measure taken by the Income Tax Department for better services to the taxpayers and was notified in 2006-2007. During the Financial Year 2012-13, the e-filing website has been revamped and made live on 9th November, 2012 with many new utilities like extension of electronic filing of all other forms as prescribed in the I-T Rules 1962, enabling access to history of returns filed, and other Services in the e-filing website. The project is aimed at enabling E-filing of Income tax returns, Audit Reports and other forms of the Income Tax over Internet directly by taxpayers and through e-return intermediaries (ERIs) on Virtual Private Networks, enabling e-filing of Income Tax Returns and other web enabled services using XML to enable public private participation in the filing of returns. A portal <https://incometaxindiaefiling.gov.in> is functional with a host of services to taxpayers.

The new system also offers personalized services including pre-filing of returns with assesses details and 26 AS data; online and offline filing of returns etc. The system include submission of online rectifications, verification of status updates for receipt of ITR-V, processing status and refunds for e-filed returns processed at CPC, Bangalore. Selected information is also available through a mobile interface.

1.2 THE NEW E-FILING PROJECT HAS FOLLOWING FEATURES, APART FROM THE EARLIER ONES

- Facility to download Pre-filled XML File -(after Login feature).
- PAN Details at one place (Name, D.O.B, Status, Gender, Address) -(after Login feature).
- Request for Intimation - Earlier there was no option to download if mail not received.
- (Submit request for resend print of Intimation to ITR/PAN Address/New Address or Via Email) – (After Login Feature).
- For New Users, Resend Activation Link Feature - Helpful if link not received or mail deleted earlier.
- User Password can be changed now with Digital Signature Verification also.
- Feedback Option for User.
- User can register as a Legal Heir to do e-Filing on behalf of the deceased. This is a new feature provided for Individual user.
- Quick e-File for ITR-1 (No need to download any utility, No requirement of any software. Just Fill and Submit like an Online Application Form).
- Mobile Services can be availed using the url -
- <https://incometaxindiaefiling.gov.in/mobile/>.

1.3. OBJECTIVES OF STUDY

To study about advantages of filling returns.

To study the manual system of Filing returns.

To study the Advantages and Limitations of E - Filing System.

To study the opinions of respondents about E - Filing System and its features.

To study the demographic profile of the tax payers in selected area.

To give suggestions if any.

STATEMENT OF STUDY

"A study on perception of income tax payers towards E – Filing System - A Case Study of CAs Firm of Sangli"

1.4. RESEARCH METHODOLOGY

In this present study both primary and secondary data has been used.

Primary data

Sources of primary data are :-

- Observation
- Discussion
- Questionnaire

The researcher has collected information from 70 samples for study and the random sampling technique is used.

Secondary data

Sources of secondary data are

- Books
- Websites
- Office records

1.5 INTRODUCTION OF ORGANISATION(A Case Study of CAs firm)

The firm Bhosale, Wangikar and Parannawar Chartered Accountants The firm is establishment since 09/04/1986 and the firm is mainly focusing on practices in income tax, project report and audit.

Objective of firm:–The firm mainly focusing on E - Filing Returns and work as a tax consultant. And its objectives are Audit, Income tax consultation, Project report consultation etc. No. of employee are

1 Senior assistant 02

2 Junior assistant 02

3 CA articled clerks 01

1.6 HISTORY AND DEVELOPMENT E-GOVERNANCES

Information and Communication Technologies can enhance the transformation of work culture by serving a variety of ends, better delivery of government services to citizens, improved government interactions with business and industry, citizen empowerment through access to information and participation for decision-making and more efficient government management. e-Governance is not meant only for introducing or using technological tools, it fundamentally strives to bring about a change in mindset and work culture to integrate government processes and functions to serve the citizens better. In this process, it is crucial that the capacity of government to be open to criticism as well as the application of new social contract between all stakeholders, confirming a shared responsibility on the transformation processes.

The interaction between a citizen and a government agency takes place in a government office. With emerging Information and Communication technologies it is possible to locate service centres closed to clients. In all the cases public traditionally look for information and services addressing his or her needs and in both cases quality, relevance and efficiency are of paramount importance. Therefore, the establishment of e-Governance requires a good knowledge of the needs that exist in the society and that can be offered using ICT. The effectiveness of ICT in government is closely related with the capacity of government to induce a culture change-placing network within its institutions as instrumental to transparency and knowledge exchange and creation.

1.7 MANUAL SYSTEM OF TAX RETURN FILING –

The introduction of e- governances system there was manual system for filing tax returns. The manual tax payment system was very time consuming the assesses has to work out very actively by investing his precious time.

The process of tax return payment was complex therefore the assesses has to take assistance of the professional tax return prepares.

While filing the tax return from the assesses and that professional person has to be very alert about various aspect of the sensitive financial information of the assesses such as PAN number, TAN number and income sources and auditing .

1.8 COMPUTERIZED SYSTEM FOR TAX RETURN FILING –

What is E-filing? The process of electronically filling income tax returns through the internet is known as E – filing. E – filing of return / forms –

1. Any assess having total income of 5lakhs and above for from AY – 2013 –2014 and subsequent assessment year.
2. Individual / HUF, being resident, having assets located outside India from AY 2012 – 13 and subsequent A.Y.
3. An assess required to furnish a report of audit specified under section 10(23C) (iv), 10(23C) (v), 10(23C) (vi), 10A 12A(1)(b), 44AB, 80 - IA, 80 –IB, 80 – IC, 80 – ID, 80 – JJAA, 80 – LA, 92E, or 115JB of the act, shall furnish the said report of audit and the return of income electronically from AY 2013 – 14 subsequent A.Y.
4. An assess required to give a notice under section 11(2)(a) to assessing officer from AY2014 – 2015 subsequent A.Y.
5. Firm AOP, BOI artificial juridical person, co – operative society and local authority required to file ITRS from AY 2014 – 15 subsequent A.Y.
6. An assess required to furnish return u/s 139 (4B) in ITR 7.

1.9. TYPES OF E – FILING

There are three ways to file income tax return electronically –

Option -1 :- Use digital signature certificate (DSC) to e – file. There is no further action needed if filed with a DSC.

Option -2 :-E – file without digital signature certificate. In this case an ITR – V form is generated. The form should be printed, signed and submitted to CPC, Bangalore using ordinary post or speed post only within 120 days from the date of e- filing or assessee can also e-verify Form V by using Aadhaar OTP.

There is no further action needed, if ITR – V form is submitted.

Option 3 :- E – filing the income tax return through an E – return intermediary (ERT) with or without digital signature certificate (DSC).

1.10 TYPES OF INCOME TAX RETURN FORM:-

To file tax return income tax department had issued a series of form applicable to different type of assessee.

ITR 1: This form is applicable for an individual who has no income other than Salary/Pension and Interest.

ITR 2: This form is applicable for an individual who has income under different heads but not business /profession income.

ITR 4: This form is applicable for an individual who is partner in a partnership firm.

ITR – 5 Income tax department Generate and print acknowledgement form no further action required E – File through e return Intermediary, E – file without digital signature E – file with digital signature

ITR 4S: This form is applicable for an individual who is filing the return on presumptive tax basis

ITR V: This form is applicable for a Firms, AOP,BOI, Local Authority.

ITR 6: This form is applicable for a Company.

ITR 7: This form is applicable for a Trust.

1.11 STEPS IN E FILING

Step –1 On homepage go to downloads section and select applicable income tax return form of the relevant A. Y or login to E – filing application and go to download Income tax return form's and select applicable income tax return form of the relevant A Y.

Step – 2 Download the excel utility of the income tax return (ITR)

Step – 3 Fill the excel utility & validate. You can pre-file the personal and tax information in your income tax return. To pre –fill, Login to E-filing application and go to – download – pre-file XML to the desired path / destination in your desktop /system. Open the excel utility (ITR) and click the pre-fill button.

Step – 4 Generate an XML file and save in desired path / destination in your desktop /system.

Step – 5 LOGIN to E – filing application and go to – E file – upload return.

Step – 6 Select the income tax return form and the A.Y.

Step - 7 Browse and select the XML file.

Step – 8 Upload digital signature certificate, if available and application.

Step – 9 Click submit.

Step – 10 On successful upload. Acknowledgement details would be displayed. Click on the link to view or generate a printout of Acknowledgement / ITR – 5 form.

1.12 IMPORTANCE OF E – FILING SYSTEM

1) Improved Customer Service.

Revenue can provide a more efficient, timely and cost effective service to our customers. Access to your own Revenue account from your own PC with 24 hour, 365 day access to ROS. Calculation facilities to assist customers with determining their exposure to tax. Built-in electronic acknowledgments and uniform communications with all customers.

2) Faster Turn Around Time

By eliminating mailing, handling, and keying in of returns, they are now processed more quickly and retrieved rapidly.

3) Improve Accuracy and Audit trails

By eliminating the manual keying in of tax data and by implementing a series of computer checks and validations, the system allows more accurate processing of tax data. Specific problem fields are more easily identified.

4) Reduced Processing Costs

There will be cost savings as a result of the reduction in duplicated manual processing, that substantially reduce compliance costs for the customer along with a better distribution of the workload for employees. Staff resources will be redeployed to other areas e.g. customer service.

5) Other Potential Saving

There will be a reduction in costs associated with procurement, printing, postage, storage, replacement, stocktaking and distributing printed forms

1.13 DATA ANALYSIS AND INTERPRETATION

The data is collected from the in tax payer in Sangli city, the data collected through the scheduled questionnaire from to respondents who are the tax payers, presented in this chapter. The primary data regarding general information of respondent and specific data regarding time required for E- payment since how many years they are filing the return, their opinion about E-filing system etc. have been presented in this part.

The following collected data has been represented in following tables.

Table No-1: Demographic Profile

Sr. No	Factors/ Age	Respondents	%
1.	Male	42	60%
2.	Female	28	40%
	Total	70	100%
	Area wise		
1.	Urban	63	90%
2.	Rural	07	10%
		70	100%
	Time taken by the Manual System		
1.	Up to 2 days	34	48%
2.	2 – 3 days	18	26%
3.	3 – 4 days	11	16%
4.	Above 4 days	07	10%
	Total	70	100%
	Most preferable System		
1.	Manual system	3	4%
2.	E - filing system	67	96%
	Total	70	100%
	Year wise classification of paying Income Tax		
1.	0 – 3 years	17	24%
2.	3 – 6 years	03	4%
	6 – 9 years	10	14%
	9 and above	41	58%
	Total	70	100%

Table No-2: Purpose of using E – Filing System

Sr. No	Purpose	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Weighted Average Mean
1	Time Saving	10	54	01	03	02	70	3.96
2	Paperless	11	51	02	03	03	70	3.91
3	Quick Procedure	08	53	04	03	02	70	3.89
4	Cost saving	07	47	02	11	03	70	3.63

Table No-3: Security for E – Filing System

Sr. No.	Security	Yes	No	Total
1.	Respondents Nos.	66	04	70
2.	Percentage	94%	6%	100%

Table No-4: Main features of E – Tax Payment System

Sr. No	Main features of E – Tax Payment System	Respondents	Percentage
1.	Pan Card and Aadhaar Card are mandatory	41	59%
2.	Updated status of information E - Filing	06	09%
3	Latest news services	03	04%
4	Internet	20	29%
		70	100%

Table No-5: Limitations for E – filing System

Sr. No.	Limitations	Respondents	%
1.	Failure of Internet Connectivity	17	24%
2.	Lack of Computer Knowledge	03	04%
3.	Failure of the server at peak time	15	22%
4.	Forget Password	35	50%
		70	100

Table No-6: Limitations for E – filing System

Sr. No	Limitations	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Weighted Average Mean
1	Failure of Internet Connectivity	03	57	02	04	04	70	3.73
2	Lack of Computer Knowledge	04	53	03	07	03	70	3.69
3	Failure of the server at peak time	06	54	05	03	02	70	3.84
4	Forget Password	12	45	02	06	05	70	3.76

Table No-7: Rating for E - Filing System

Sr. No	Rating	Respondents	%
1	Excellent	22	32
2	Good	38	54
3	Average	10	14
4	Poor	0	0
		70	100

Table No-8: Training program related to E – Filing System

Sr. No.	Response	Respondent No.	%
1.	Yes	07	10
2.	No	63	90
		70	100

1.16. FINDINGS, SUGGESTIONS & CONCLUSION

A) Findings

- 1) It is observed that male respondents are more compared to female, as male are working more than female.
- 2) It is observed that among the selected respondents, the respondents from urban area are more than the respondents from rural area. It can be stated that urban people are more aware about the importance of E - Filing the returns. The people in rural area are mostly engaged in agricultural activities and do not prefer E - Filing.
- 3) It is observed that, majority of the respondents are preferring E -Filing System to file their return. Very negligible amount of respondents are preferring manual system of return Filing.
- 4) Majority of the respondents feel that E - Filing System is time saving so they prefer E - Filing.
- 5) It is also observed that, most of the respondents think that E - Filing System is the secured system than the manual system.
- 6) Out of 70 respondent, 66% say that Pan Card and Aadhaar Card is the main feature of E – filing system.

- 7) It is observed that major problems for the E – filing system are failure of server at peak time, forget password and failure of internet connectivity.
- 8) It is observed that selected respondents are satisfied with the E - Filing System as they have rated the E - Filing System is excellent system which is time saving and most user friendly.
- 9) It is observed that majority of the respondents are not using or operating the link given for E - Filing but they take the help of mediator like CA, Tax Consultants to file the returns. Hence they do not feel to undergo training for the same. For services they avail from the mediators, they have to pay heavy charges.

B) Suggestions

- 1) Tax payer do not adopt quickly to new technology, so there is need for the arrangement of training program, tax payer who are enthusiastic to learn the new technology such as E – Filing, for them it is necessary to arrange training programs. So that every client can learn E - Filing and he/she can save the money.
- 2) In rural areas, awareness regarding E – Filing system should be created. In rural areas, as people do not have sufficient sources of income, they have sources from the agricultural activities. Hence by arranging the training programs/ E- Filing camps training should be given and make them aware about the importance of filing the returns.
- 3) Department should take initiative to motivate the tax payers to E – File the income, tax return and also E – File the other correspondence.

C) Conclusion

From the above study it's clear that information technology is now playing an important role in the society. This study shows that the E – filing is the new effective method of filing income tax return through online. The main focus of the project is to show the changing scenario in the tax due to implementation of E – Filing system. In the E – Filing system many benefit and different opinion regarding the benefits of E - Filing system. The present study can be concluded with the statement that " Filing the return provides many benefits." The concerned authorities are required to take the initiation and impart the training regarding E - Filing to all the needy people. In Digital India, every citizen should learn the new technology, so that the E - Governance and Digital India concept can come in reality.

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CITATION ANALYSIS STUDY OF “ZOOLOGY” : PhD THESES IN SHIVAJI UNIVERSITY YEAR 1962-2012

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ABSTRACT

In this paper the author have studies Citation Analysis of the PhD theses submitted in the shivaji university for the period of 1962-20012 . The author analyzed the year wise productivity of the PhD theses , authorship pattern ,Gender wise research, Gender wise Guide ship pattern , geographical list Dist of authors , degree of collaboration ect.

Keywords: Bibliometric analysis, Authorship pattern, Citation analysis

INTRODUCTIONS

Shivaji University is the local gateway to Knowledge University and different learning recourses provided by basic condition for all users. Our University all war to open and all courses in available in university. Among the different types of subject division are university are all 1961 to till date theses in library s storehouse. Citation analysis is a worthwhile are of research. “Citation analysis” refers to references in one text to author text, with information on where that text around. Citation analysis is useful for understanding subject relationships, author effectiveness, and publication trends and so on. With citation analysis one can evaluate and interpret citations received articles, new bulleting, books, report, journals, association report, notes and other indications of scientific activity. The present study analyses the citations cited by the researcher in the theses of zoology’s. Accepted by shivaji university of Kolhapur during 1962-2012

OBJECTIVE OF THE STUDLY

This study has been undertaken with the prime objective of following aspects

1. To find chronological growth of thesis
2. To find the study authorship pattern
3. To find of Gender wise researcher
4. Tofind the Geographical area wise distribution of researcher

SCOPE OF THE STUDY

1. The present research to zoology subject PhD awarded by Shivaji University between year 1961 to 2012
2. PhD theses available in the Library of Shivaji University

LETURER REVIEW

Citation analysis is a set of method of analysing the scientific & technological. Literature & to trace the relationship, among science of zoology’s citation such as

1. **Tukur Abba, TalatuAbubakarBoda, YahahaAliyu** (2019),Citation Analysis Of Doctoral Theses In Library And Information Science Submitted To University Of Maiduguri, Nigeria , Library Philosophy and Practice (e-journal), This study presented citation analysis of fourteen (14) doctoral theses in library and information science, accepted by the school of postgraduate studies, university of Maiduguri between 2014 to 2018. The study examined the bibliographical format of literature cited, age of publications cited and the ranked list of journal titles cited. The results of the study showed that the fourteen (14) theses generated 1,828 citations.
2. Patrick Ajibadeand Stephen M. Mutula(2019) ,Bibliometric Analysis of Citation Trends and Publications on E-government in Southern African Countries: A Human-computer Interactions and IT Alignment Debate, The global e-government index revealed a huge gap between e-governance initiative and the anticipated standard that is needed to be reached in order to achieve agile e-participation. As the findings showed, most Southern African countries’ e-government development is very low with South Africa ranked 68th with an index metric of 0.6678 out of 193 countries, Rwanda 120th in the world, but 6th in Africa with EGDI index of 0.4590 and second-ranked in the SADC.
3. Library and Philosophy and practice (e-journal) : Citation Analysis of Doctoral Theses in Education , University of Maiduguri, Nigeria, written by YhayaAliyuhe find the distribution of by subject area , ranked

in the order or their scores from heights to lowest. Curriculum and Instruction ranked highest with seventeen scores, representing of 32.7 percent. Guide and counselling with thirteen scores representing 25 percent or Logiest educational physiology and educational measurement and evaluation score representing same to two –two 3.8 same percent.

4. International e –journal of library science: Citation analysis of Ph.D theses awarded by Shivaji University, Kolhapur in the subject of “Enverment Science” (1972-212) written by DolasShobha G. And ShakharkarShalini M. , She find out In the cited documents Books has highest numbers are 796 score 65.51 presented , Single authors contribution is second stand by 410 score 33.34 presented from researchers
5. A bibliometric analysis of contribution in the journal ‘Library Trends’ written by Taapas Kumar Das Mr. of Visva-Bharati central library santiniketan is analysed degree of collaboration , average length of contribution , distribution of citation Volume wise Distribution i.e. he find the study of citation year wise percentage 21.84% citation used by author, 23.30% citation mostly used by user as above.

METHODOLOGY

The Study covers 100 thesis containing Cited documents total 20155, during the year 1961-2012 was collected from Shivaji University, Kolhapur library. The data collected was recorded on to sheets with pre-designed columns. All the required data like 1. Chronological growth of thesis, 2. The study authorship pattern, 3. Gender wise researcher 4. Study of citation analysis pattern researchers. , 5. Geographical area wise distribution of researcher. Tabulated. The data was subjected to the analysis as per the objective of the study.

ANALYSIS OF THE DATA

Table No.1 Year-wise distribution of publications

Table 1 .Shows the year-wise distribution of theses. The variations from year to year and the number of thesis have up and down during 1961- 2012. In the years 1991 has highest number of theses 7 stand first followed by year 1981 and 2002 same 6 stand second 1995 stand theses 5. The year 1970-71, 1975-76, 1986, 1989-90 ,1998, 2001,2003, 2010,2012 lowest theses 1

Table-1: Number of Year wise theses Distribution

Sr. no.	Year	Year wise number of total theses	Percentage
1	1968	3	3.00
2	1969	2	2.00
3	1970	1	1.00
4	1971	1	1.00
5	1972	2	2.00
6	1974	2	2.00
7	1975	1	1.00
8	1976	1	1.00
9	1977	2	2.00
10	1978	2	2.00
11	1979	2	2.00
12	1980	2	2.00
13	1981	6	6.00
14	1983	3	3.00
15	1984	2	2.00
16	1985	5	5.00
17	1986	1	1.00
18	1987	3	3.00
19	1988	3	3.00
20	1989	1	1.00
21	1990	1	1.00
22	1991	7	7.00
23	1992	3	3.00
24	1993	2	2.00
25	1994	3	3.00
26	1995	4	4.00
27	1996	2	2.00

28	1997	2	2.00
29	1998	1	1.00
30	1999	3	3.00
31	2001	1	1.00
32	2002	6	6.00
33	2003	1	1.00
34	2004	2	2.00
35	2005	3	3.00
36	2007	4	4.00
37	2009	4	4.00
38	2010	1	1.00
39	2011	4	4.00
40	2012	1	1.00
	Total	100	

Table-2: Show the Authorship pattern

Out of 100 thesis total citation 20155, the number of single author articles is the highest and it accounts for 10906. The two authored articles are accounts for 5983, three and more than authored articles 3266 .

Table-2: Authorship pattern

Sr No	No. of Authors	Total of Cited Author	Percents %
1	One author	10906	54.11
2	Two author	5983	29.68
3	Three author more than	3266	16.20
	Total	20155	100

Table-2: Authorship pattern

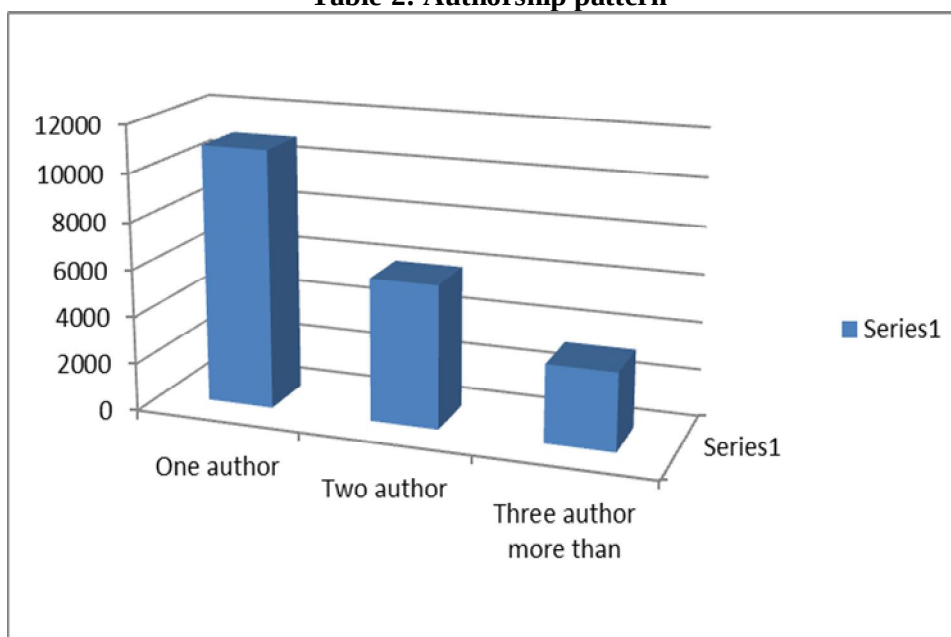


Table No-3: Gender wise authors

Table 3.Shows the Gender-wise distribution of authors. In the highest number of Male 9198 stand and second cites Female 9057 authors .The total authors 20155

Table-3: Gender wise authors

Gender wise authors	Total	Percentage
Male	9198	45.63
Female	9057	44.93
Not mention author	1900	9.42
Total	20155	100

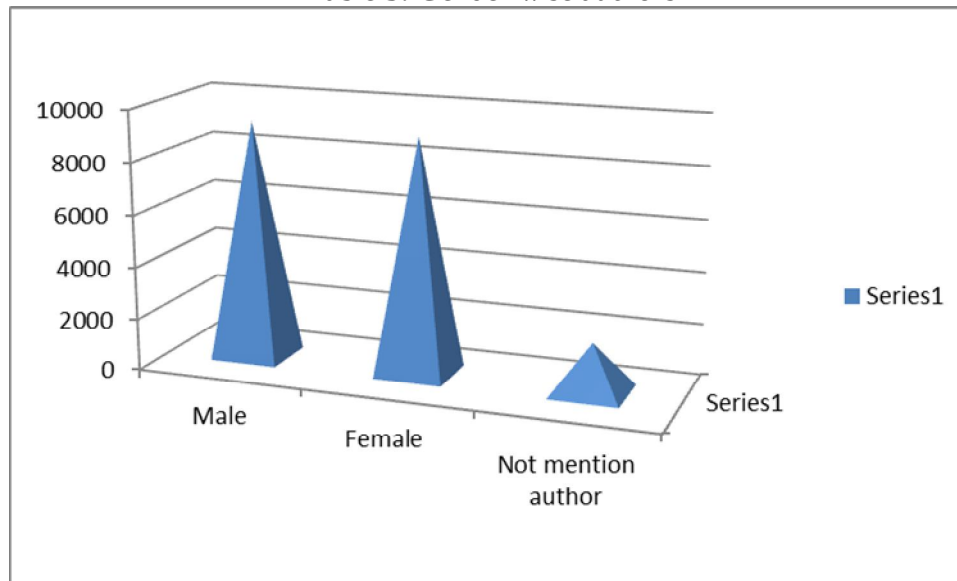
Table-3: Gender wise authors

Table-4: Geographical distributions of authors

Table no. 4 shows that author Geographical disstubution majority number of contribution is from authors total 20155 followed by authors stand second Indians authors number of total 4216 (20.91%)

Table-4: Geographical distributions of authors

Geographical author	Total	Percentage
Author Indian	4216	20.91
Forerunners authors	15084	74.83
Not mention author	855	4.24
Total	20155	100

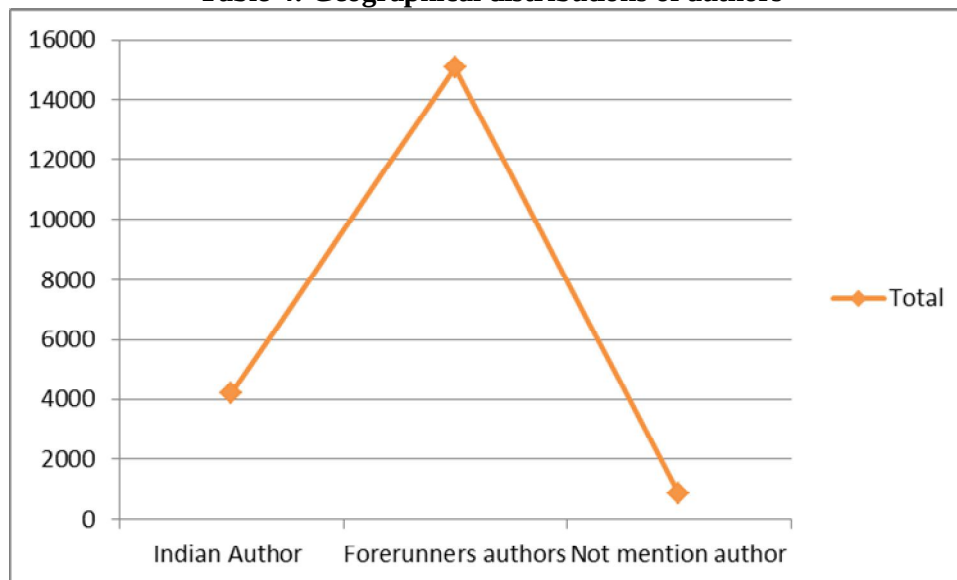
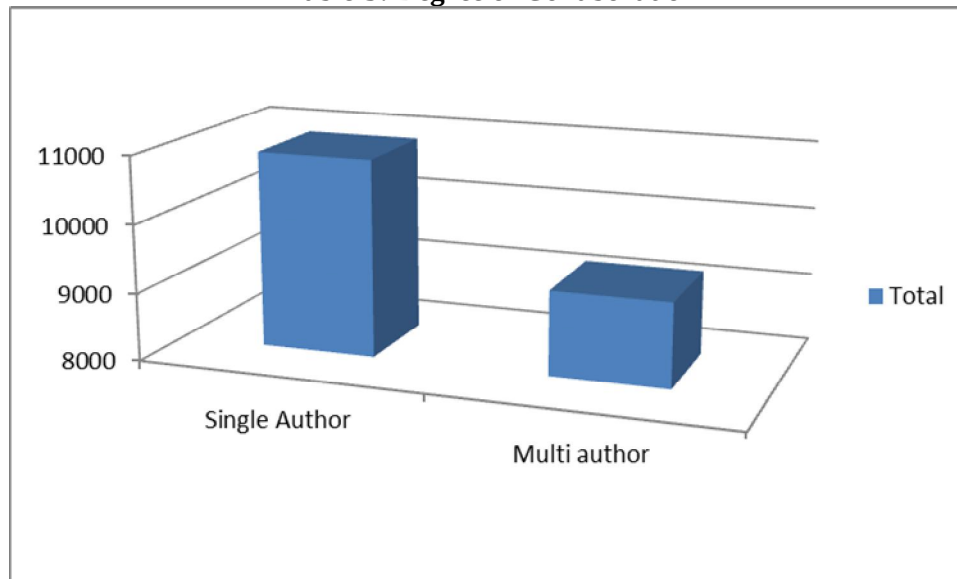
Table-4: Geographical distributions of authors

Table-5: Degree of Collaboration

Table no. 5 shows that author distribution of thesis in references author of the Single author majority number of contribution is from authors total 10906 (54.11 %), followed by authors stand second Multi authors number of total 9249 (45.88%),

Table-5: Degree of Collaboration

Authors	Total	Percentage
Single Author	10906	54.11
Multi author	9249	45.88
Total	20155	100

Table-5: Degree of Collaboration


The authorship pattern determines the type of research. It is found table4 that out of thesis and total citation 20155, the number of single author citations is the lowest and it accounts for total thesis authors 10906, multi author total year highest 9249 and total years authors 20155. It helps it determine the degree of collaboration, in quantitative terms, of “Zoology” theses” for the period of 1961-2012.

$$DC = \frac{Nm}{Nm + Ns}$$

DC=Degree of Collaboration

Nm= No of Multi-Author Publication

Ns=No of Single Author Publication

$$DC = 10906/20155$$

This shows the domination of multiple-authors over the single authors in the zoology thesis during the period 1961-2012.

Table-6: Gender wise researcher

Table no. 4 shows that gender wise researches distribution the majority number of contribution is from Male research 57 (57.00%), females number of and lowest researcher 43 (43.00%) .

Table-6: Gender wise researcher

No.	Gender	Researcher	Percentage
1	Male	57	57
2	Female	43	43
	Total	100	100

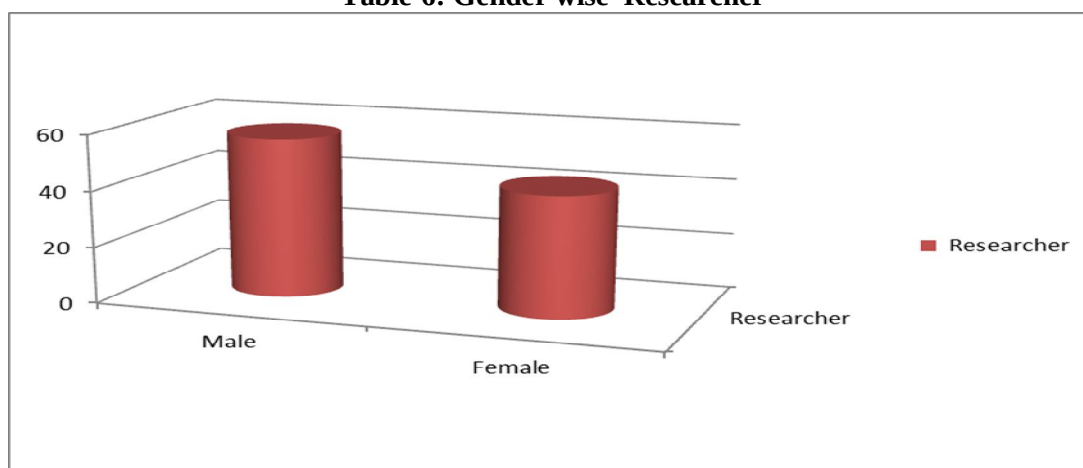
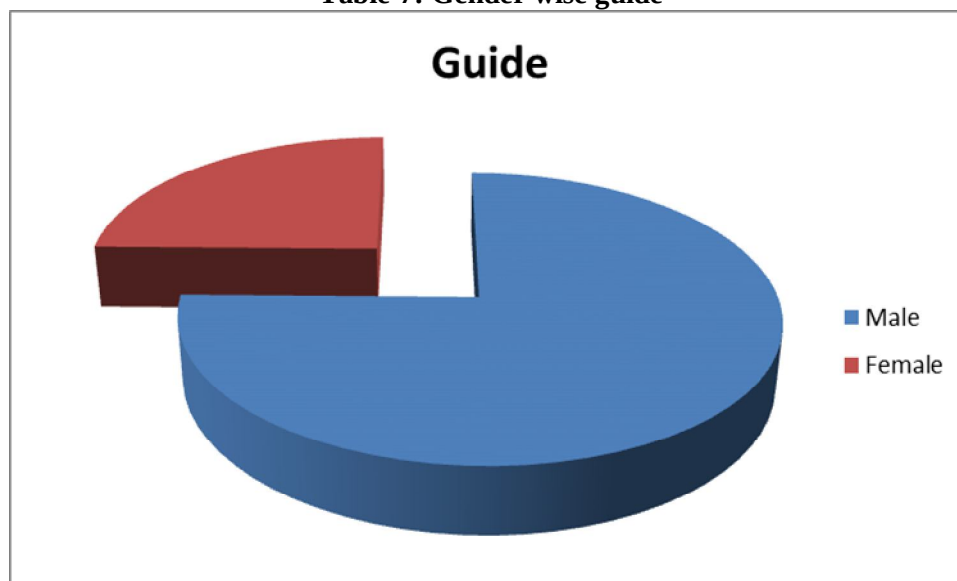
Table-6: Gender wise Researcher


Table-7: Gender wise guide

Table no. 7 shows that subject distribution of thesis of gender wise the majority number of contribution is from Male guide 73.00 (73.00 %), and females number of 24 (24.00%) and Female guide total number of 100 (100%) is lowest guide female .

Table-7: Gender wise guide

No.	Gender	Guide	Percentage
1	Male	73	73
2	Female	24	24
	Total	100	100

Table-7: Gender wise guide

CONCLUSION

The Citation analysis study of the Botany for the period of 1961-2012 reveals that total number of contribution of period were 100 publication. These theses in number of contribution of references 20155.

The following conclusions are draw from the present study.

1. In the years 1991 has highest number of theses 7 stand
2. the number of single author articles is the highest and it accounts for 10906.
3. In the highest number of Male 9198 stand
4. Shows that author distribution of thesis in references author of the forerunners majority number of contribution is from authors total 15084 (74.83 %),
5. Shows that author distribution of thesis in references author of the Single author majority number of contribution is from authors total 10906 (54.11 %),
6. Shows that subject distribution of thesis of gender wise the majority number of contribution is from research of Male 57 (57.00%),

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RETROSPECT OF READING - PAPER TO SCREEN

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ABSTRACT

Reading makes a person perfect and wise by reaching the peak of knowledge. It makes a person more expressive as well as a good communicator. The present article attempts to display a few insights on the importance of reading habits among the readers. The paper focuses on traditional and digital reading; the different approaches to reading and with what intensity the advent of computer and internet, the various digital products have influenced the reading process of the readers. The present paper spotlights on the impact of digital reading on the reading habits.

Keywords: Reading habits, Internet, Kindle, E-zines, traditional reading, Digital reading, E-reading, Digital products

INTRODUCTION

Reading plays a significant role in every one's life. It is a medium through which you can develop your thought process, enhancing your treasure of knowledge, triggering your imagination, enriching your vocabulary, making you more expressive, having a hold on conversation, imbibing in us the endless knowledge and lessons of life, thus molding you into a perfect human being. Reading guides in the journey of our life. Reading influences one's personality attributes. They are as follows:

Reading improves our communication: Reading helps in understanding the basics of any language- be it grammar, assists in getting acquainted with new terminology, as well as demonstrates various ways of expressions which could be adopted in day to day language. Consequently it results in understanding the matter in a reflective and profound way.

Better Ability to Comprehend: Habit of reading helps one in comprehending the various and serious situations as well as is competent enough to evaluate and understand the complicated and serious things in a simpler way.

Imparts Knowledge: The thing that reading imparts knowledge cannot be ignored nor denied. It assists in making you feel confident about the topic and creating a curiosity in your mind to dive into the deeper aspects of the topic. It helps in the cognitive development process of students. As a result many of the academic curriculums right from the primary education to higher education have introduced reading skills in the syllabus.

Builds up Personality: Books explore one's hidden personality traits. Reading makes a perfect human being assimilating the various traits such as- enhancing one's creativity, emotional development, stimulating one's imagination, social involvement, cultural consciousness and industrial intelligence. The benefits of reading definitely reflect in your personality.

Peaceful Treat for Mind: The contemporary age is fascinated with stress and hectic schedule. To get peace of mind in the midst of such stressed life reading is one of the aids. It can vary from reading something which interests you to something which encourages and inspires you. Reading acts as a soothing therapy for converting a stressed mind to a peaceful mind.

Good Readers are Good Leaders: It has been observed that voracious readers are successful leaders. The reason is reading keeps them rationalized with the updated knowledge in their respective fields. It demonstrates a key experience to know, understand and expertise oneself in different subjects and cultivate one's own reflection on the respected subject matter.

Thus it can be stated that reading definitely helps in redefining yourself with the accumulated knowledge. Hence reading is the most valuable asset of a person and an avid reader is one of the wealthiest and intelligent persons who is loaded with abundant knowledge.

AN INSIGHT INTO TRADITIONAL AND E-READING

Traditional reading is reading a hard bound book, feeling its weight, turning the pages physically. Printed books were the main source for reading before the advent of digital reading. Printed books are considered to be more reliable and concrete. The texture and feel of the book fascinates and appeals the readers.

Traditional reading requires focused reading which means that in order to comprehend the written material; the reader needs to read the whole text carefully which is really a time and energy consuming which requires some supporting conditions such as quiet room, fresh air, and sufficient light as well as a comfortable place.

The significant rise of e-book technology in the 1990s, made digital reading more popular. Digital reading is nothing but reading with the help of Internet and multimedia technology. E-reading is a shift from printed book reading to digital reading which allows a whole library with you with the help of different sources like computers, Kindle and mobile devices. E-book readers can find specific content more easily and more efficiently than in a p-book (Shelburne, 2009). E-reading has created its place next to Printed books in terms of reading. E-reading is gradually becoming an accepted method that supports the academic requirements, are more specific content and due their availability of 24*7.

With the advancement of technology, people now are techno savvy, making them good users of smart phones (Android) which has internet service with minimal charges. This has made them step towards digital reading and learning.

Digital reading enhances the reading process with the access to audio and video features making the reading more comprehending as well as interesting. Digital reading is the use of different media of technology such as digital reading of e-books, blogs, e-news, twitter messages and e-zines (electronic magazines).

TRANSITION OF READING

The emergence and evolution of technology has seriously affected the reading process. There is a gap that is gradually enlarging between people and reading. Mostly the youngsters are highly affected by the media of information. Reading now involves a shift from paper to use of Digital screen technologies like laptops, smart phones, tablets (e.g.iPad) and e-readers (e.g. Kindle). Digital reading is also adopted by most of the education institutes right from primary schools to Higher Secondary schools. With a view of imparting education in an easy and convenient way, as well as to develop the cognitive skills among the learners reading experience looks out for a transition from paper based to screen based. Screen based reading is gaining lots of readers who find it more easily accessible as well as convenient. Each and every individual possesses the electronic gadgets. Screen based reading practices are becoming widespread.

E-reading gives more options to the reader to fulfill their reading activity. The reason is indefinite electronic material is freely available on the internet. In the contemporary age of information and communication, each and every type of information can be gathered just with a mouse click and by browsing the internet. Understanding of reading material on screen is easier because you have no. of assisting tools which can be used immediately in order to easily comprehend and verbalize the text you read. Expertise readers believe that to have better reading one should go for underlining the main points and taking notes. This facility can easily be adoptable while one goes for screen reading, where you can jot down the notes as well as save them as a file and use it for further reference. Besides, digital reading gives scope for readers to upgrade their knowledge by imparting comprehensive and specialized knowledge in order advance in their education and career.

E-reading enables the reader to better understand the concepts and theories with different means of audio-visual aids. In addition to this, through blogs, websites, they can also gain knowledge from the subject experts, corporate leaders, business academicians as well as the industry connoisseurs from all over the globe which help the students in imbibing the in-depth and practical knowledge.

CONCLUSION

Thus to conclude, we can say that the advent and development of computer and internet technologies has really affected and challenged the popularity and influence of traditional print reading. Yet there are readers who find traditional reading more influencing and comfortable. Traditional readers enjoy reading right from feeling the book in their hands, turning of the pages, highlighting and underlining the sentences that please them. However, Digital reading has benefits in accumulating large volumes of knowledge including hundreds of articles, text books, etc at much lower prices and in a single device, which is portable and can be accessed anywhere.

Today's younger generation spend a significant amount in media activity, reading through compatible smart devices which have become easily accessible. Though digital reading has many benefits, it has some limitations as well. For instance, older people find it difficult to opt for e-reading. They are not techno savvy, who have difficulty in learning and understand the use of digital products such as internet, kindle, etc., so still they have an attraction and preference for traditional reading. Children, sometimes need to be restricted from the use of internet in order to stop them from the access of adult content. Moreover, in the rural areas e-reading is less popular.

Reading habits have really changed in general. The advent of digital reading has given scope for myriad ways to read e-books. On the other hand, interestingly sale of printed books is really still strong amongst the world of digitalization. Yet we cannot avoid the influence of digital reading. No matter there is change in the air for readers; the amount of transformation lies up to the reader's mind and control.

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DIGITAL TRANSFORMATION IN BUSINESS IN 21ST CENTURY

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ABSTRACT

Digitalization is revolutionizing the way business is conducted within industrial value chains through the use of Internet of Things (IoT) technologies, intensive data exchange and predictive analytics. The emergence of digital technology is disrupting entire industries and businesses face severe shifts in their competitive environment. New competitors with digitally driven business model enter the market and challenge incumbent firms. The concept of business models can help to understand the influence of digitalization, but current research efforts do not fully provide a broad understanding. The aim of the paper is to structure the existing literature and provide a conceptual framework for future research. Therefore, a systematic literature review is conducted to gain comprehensive insights. Findings reveal that the impact of digitalization on business models can be described through the concept of business model change, namely: creation, termination, revision and extension. This paper provides a conceptual framework for future research on the impact of digitalization on business models. The aim of this project is to provide insights regarding the state of the art of Digital Transformation, and to propose avenues for future research. Using a systematic literature review of 206 peer-reviewed articles, this paper provides an overview of the literature. Among other things, the findings indicate that managers should adapt their business strategy to a new digital reality. This mainly results in the adaption of processes and operation management. Furthermore, while the given transformation has expanded to all sectors of activity. Researcher contribute by developing a framework that communicates and sets the direction for future research by linking digitalization, business model innovation, and sustainability in industrial settings.

Keywords: Digitization, business, model, technology

INTRODUCTION

A real digital transformation involves fundamentally rethinking business models and processes, so it's not simply about implementing more technology into existing models. Digital transformation should create new models, for example, improving customer engagement, using insights from data to offer new products, developing enterprise mobile application or going paperless. Digital transformation will look different in each company. There are many different definitions - each of them focuses more on a different aspect of digital transformation. Digital transformation is the application of digital technology into all areas of a business, like processes, products, and assets to improve efficiency, manage risk or discover new monetization opportunities. This leads to many important changes in organizational culture, how a business operates, and how it delivers value to customers. Digital transformation services don't enhance traditional methods. They help to discover, apply, and enable new types of innovation and creativity, and offer new ways of organizing processes. Digital transformation is not only about digital technology, but also about people and solving traditional problems in a new way. It helps to improve the experience of an organization's employees, customers, suppliers, and partners. It also involves a change in leadership, developing new ways of thinking, and encourages innovations in all areas.



REVIEW OF LITERATURE

A systematic literature review on digital transformation is currently being completed by the authors. According to results of this review, the pace of scientific publishing related to digital transformation is increasing, but literature on the topic still remains scattered and focuses predominantly on technological or other relatively narrow aspects of digitalization, often in the context of specific sectors such as healthcare, transportation, education, retail, manufacturing, smart cities, or public services and e-government (e.g., [1],[2]). A number of publications examine, often through case studies involving specific companies or regions, the digitalization-induced disruptive changes that have affected the business models, consumption, and audiences in media and music industries in which digital transformations started relatively early (e.g., [3],[4]). Digital strategies and organizational changes needed in industries seeking to successfully execute digital transformations are discussed in a number of publications, again typically via case studies (e.g., [5],[6]) incorporating concepts, such as innovation capacity, capability frameworks, organizational ambidexterity, and digital maturity models, which link business processes and organizational cultures to exploitation of digital technologies (e.g., [7]).

OBJECTIVES OF THE STUDY

- To study the concept of Digitalisation.
- To study the impact of Digitalisation on Business.
- To identify issues with Digitalisation in Business.

RESEARCH METHODOLOGY

We have used Questioniar as our Research Methodology. We had given a set of 25 questions to 30 business firms. Our list of organisations is as below –

Sr. No.	Category	No. of Firms	Name of Firms
1	Clothing	10	Cherry Collections
			Bajaj Collections (Raymond)
			Peter England Store
			Casuals Mangal Collections
			Daffodils
			Navinya Collections
			I Hearts
			Aero Club (Woodland)
			Numero One
			Blue
2	Medical	5	Chiranjiv Medical
			Devchandra Medical
			Krushnai Medical
			Aashirwad Medical
			Aadhar Medical
3	Food And Beverages	5	Scooper n Shaker
			Naturals Ice-cream
			Mayur Food Products
			Patil Dairy
			Kwality Bakery
4	Electronics	4	Star Home Appliances
			Cannon Image Square
			Asian Radio House
			Gurukrupa Enterprises
5	Stationary	2	Shri Stationers
			Tamankar
6	Pet Shop	2	Jay Pet Shop
			Magdum Pets Clinic
7	Sports And Fitness	1	Karmuse Sports And Fitness
8	Optics	1	Gangar Eyenation

CONCEPT: DIGITAL TRANSFORMATION

Digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind. In the scope of this digital transformation overview, we mainly look at the business dimension. The mentioned development of new competencies revolves around the capacities to be more agile, people-oriented, innovative, **customer-centric**, streamlined, efficient and able to induce/leverage opportunities to change the status quo and tap into new information- and service-driven revenues. Digital transformation efforts and strategies are often more urgent and present in markets with a high degree of commoditization.



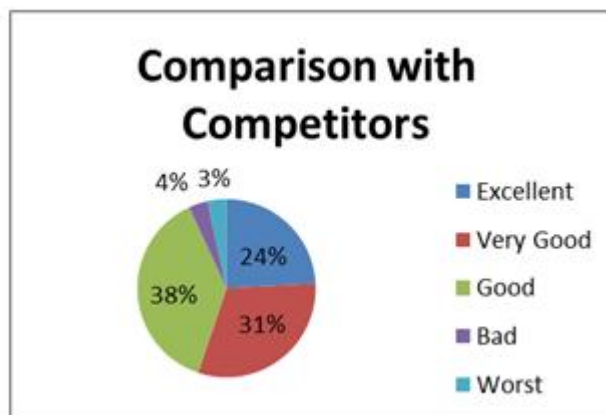
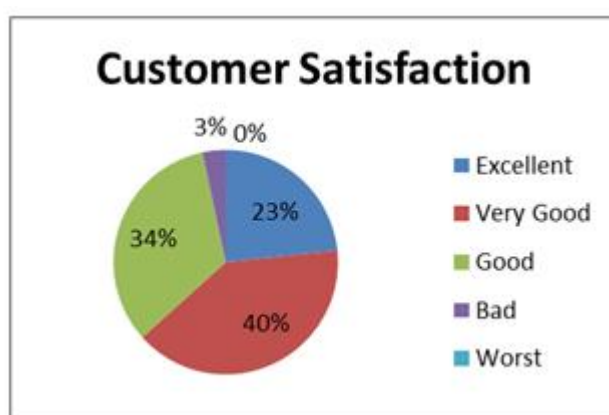
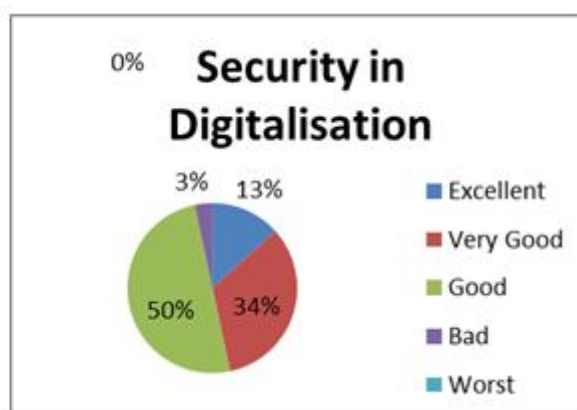
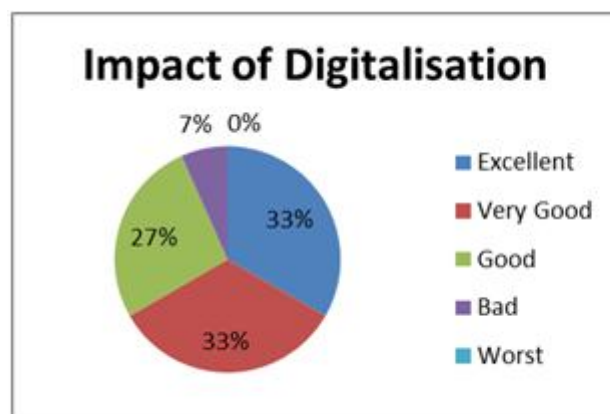
Digital transformation is a journey with multiple connected intermediary goals, in the end, striving towards continuous optimization across processes, divisions and the business ecosystem of a hyper-connected age where building the right bridges *(between front end and back office, data from ‘things’ and decisions, people, teams, technologies, various players in ecosystems etc.)* in function of that journey is key to succeed.

ADVANTAGES



ANALYSIS AND INTERPRETATION:

Sr. No.	Questions	Options				
		Excellent	Very Good	Good	Bad	Worst
1.	How digitalization has impacted your business?	10	10	8	2	0
2.	How is your journey of business going on with digitalization?	4	10	15	1	0
3.	In the sense of security, what do feel about digitalization?	4	10	15	1	0
4.	As today's business world is going towards digitalization, what do you feel, whether it is _____?	13	9	8	0	0
5.	How was the customer satisfaction?	7	12	10	1	0
6.	How has your efficiency improved when manual processes are replaced with electronic versions?	14	5	9	2	0
7.	The improved processes done in digitalization, how have they helped you in your business?	9	11	10	0	0
8.	The new updates and skills which you get under digitalization, how was the impact of them to your business?	7	16	7	0	0
9.	Compared to other companies, whether digitalized or not, in what sense do you compare your business with them?	7	9	11	1	1
10.	How is the effect of the use of digital technologies on informal communication in the organization?	10	10	10	0	0

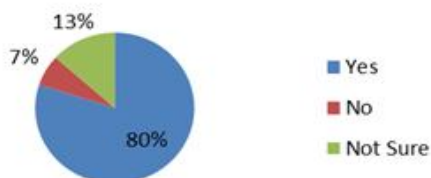


Interpretation: According to the above data we observed that -

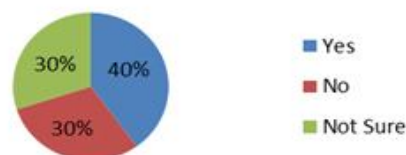
- Impact of digitalization, as per our analysis of different business trades, we have got 33% votes for Excellent as well as Very Good choices.
- In the sense of Security, as per our analysis of different business trades, we have got 50% votes for the choice Good.
- As per our analysis on Customer Satisfaction, we have got 40% votes for the choice Very Good.
- On the point of Comparison with Competitors, we have analyzed that 38% votes are for the choice Good.

Sr. No.	Questions	Options		
		Yes	No	Not Sure
1.	Has digitalization made your workload easy?	29	1	0
2.	Do you feel digitalization is better than traditional methods?	25	1	4
3.	Are you and your employees comfortable with the modern methods?	24	2	4
4.	If you get a chance to spread digitalization in rural areas, would you like to take an initiative?	22	2	6
5.	Do you feel digitalization has become an important aspect in your business?	26	0	4
6.	Is digitalization not too late?	12	9	9
7.	Should the new generation accept digitalization?	30	0	0
8.	Has digitalization decreased your work load?	25	3	2
9.	Calculations of profit margins at the end of the year using digitalization have become easier, right?	30	0	0
10.	Will you take any efforts to promote digitalization?	22	3	5
11.	According to you, is digitalization a boon for your business?	20	4	6
12.	Does digitalization increase the frequency at which firms introduce new products or platforms or scale and scope of their collaboration with other individuals and organizations?	26	1	3
13.	Do digital tools extend individual awareness on learning?	27	1	2
14.	Do Artificial Intelligence and Digital Technologies shape learning and framing within an organization?	27	0	3
15.	Did you face any difficulties while transforming your business from traditional methods to modern methods?	19	11	0

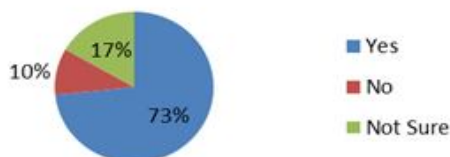
Comfortness with Digitalisation



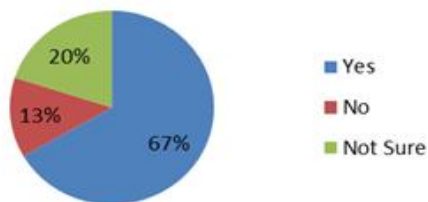
Is Digitalisation not too late?



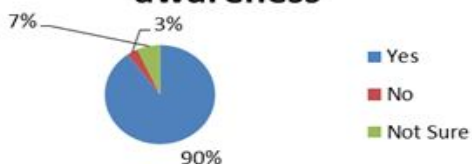
Efforts for Promoting Digitalisation



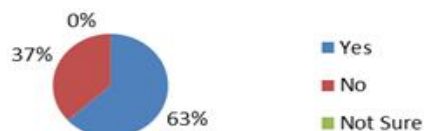
Is Digitalisation boon



Digital tools on extending individual awareness



Difficulties faced while transforming business into Digitalisation



Interpretation: According to the above data we observed that -

- On the basis of comfortness with Digitalisation, we have got 80% votes for the category Yes.
- As per our analysis on Is Digitalisation not too late, we have got 40% votes for the category Yes and 30% votes for the other two options No and Not Sure.
- On asking to promote Digitalisation, we have concluded with 73% votes for the category Yes.
- On the point of advantages of Digitalisation, we have analyzed that 67% votes are for the category Yes.
- In the sense of Individual awareness, as per our analysis of different business trades, we have got 90% votes for the category Yes.
- In the context of Difficulties faced while transforming business into Digitalisation, we have concluded that 63% votes are for the category Yes and 37% votes are for the category No.

CONCLUSION

As per our studies on the concept of Digitalisation we have concluded that *Digitalization* is the integration of digital technologies into everyday life by the *digitization* of everything that can be digitized. The literal *meaning* of *digitalization* gives an apparent idea of development and technology dependent world. Impact of Digitalisation in business are, Increased revenue, Decreased operating costs, Improved customer satisfaction, Lowered fragmentation, Optimized operation. Various issues of Digitalisation in Business are, Lack of Overall Digitization Strategy, Lack of Expertise to Lead Digitization Initiatives, Hacking of Data Stored.

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STUDY OF DIGITALIZATION IN INDIAN BANKING SECTOR

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ABSTRACT

Government took initiatives of cashless transactions system for growth Indian economy over the last couple of years subsequent to the government demonetization initiatives in November 2016. Indian banking sector is undergoing a radical change from branch banking to digital banking both public and private banks in association with government are presently carrying out intense campaign to bring the users of banking system under digital banking process.

In recent days many changes took place in the digital payment systems for banking like NEFT Wallets, UPI, BHIM, RTGS and MTSS are going to occupy the largest part of transactions with the unmatched jump in growth of E-commerce in the world knowledge of these cashless transaction modes has become very necessary for aspirants of IBPS, SSC & other banking exams.

This transformation of Governments towards digital payment systems has brought lot of changes in transactions like transparency in transactions and savings of times in transactions which empowers the country's economy.

Its rather dramatic era for the banking industry as digital disruption has forced many incumbent banks to step out of their comfort zone and up their digital game.

Changing customer behavior increasing expectations, Omni channel experience and the digitalization of business and society. In general have brought along what some people call the digital arms race in banking. Banks around the world are realizing how investments in digital technologies could benefit customer acquisition and satisfaction. Over the past two years the banking group has made remarkable progress in the digital area that hasn't gone unnoticed and has earned them widespread recognition.

Digital banking is part of the broader context for the move to online banking where banking services are delivered over the internet. The shift from traditional to digital banking has been gradual and remains on going and is constituted by differing degrees of banking service digitalization.

The objective of this research paper is to study the positive impact of digitalization on banking sector.

Keywords: Demonitisation, Banking, Technology & Service, Digital Payments.

INTRODUCTIONS

As part of government reforms Prime Minister Mr. Narendra Modi. Declared the demonetized the high value currency of Rs. 500 and Rs. 1000 in November 2016 and also launched the digital India initiative in 2015. These initiatives have provided extensive boost up to the Digital Payment System in the country. Governments other initiatives like BHIM & UPI are supporting in transaction and faster adoption of digital payments. The digital payment system has the following phases.

1. Registration
2. Invoicing
3. Payment Selection
4. Payment Confirmation.

This payment system generally includes Electronic Payment instruments namely cash, cheque and card post demonetization is effecting the e-commerce sector that cash on delivery is gradually stopped and other modes of payment in replace like card on delivery, Net Banking, Debit Card, Credit Card, BHIM, UPI, Wallets, Google Pay etc.

Liberalization period today they are poised for digital banking at a rapid place. After acceptance of demonetization the government promoting digital transactions now day's banks are adopting digital technology and started service for customer technology based product and service Anywhere Anytime Banking. Net Banking lets the customer manage his / her account from the comfort of his / her mouse any time anywhere to account information, products and other services in as advised by the bank from time to time to the customers through the website of the bank.

OBJECTIVES OF THE STUDY

- 1) To study about Indian Banking Sector.
- 2) To overview a digitalization in Indian banking sector.
- 3) To suggest to offer better services.

RESEARCH METHODOLOGY

In order to study impact of Digitalization on banking sector secondary data from different research papers, reports & government data has been studied and analyzed.

DIGITALIZATION IN INDIAN BANKING SECTOR

Banks in India are moving from conventional & banking to modern banking system. Indian government also takes lots changes towards sound banking practices now day's banks are adopting digital banking services. Purpose behind digitalization bank is to giving convenient and comfortable service to customer and satisfied them. Indian banking sector adopted core banking solutions which helped to make convenient banking services through anywhere and anytime banking system. These newer technologies gave number of benefits to customers like very low cost service, easily accessible, no need to stand in queue and mobile banking service. This technology is helping to reduce error and provide better service. Thus this digital banking gets growth and development in Indian Banking Service Sector. Net Banking service includes the services given below.

RTGS

Real time gross settlement is defined as the continuous settlement of funds transfers individually on an order by order basis. Gross settlement means the settlement of funds transfer instructions occurs individually. This system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is Rs. 2 lakh and maximum amount upto RS.10 Lakh.

CTS (CHEQUE TRANSACTION SYSTEM)

CTS or online image based cheque clearing system is a cheque clearing system undertaken by the reserve Bank of India for faster clearing of cheques. In its place an electronic image of the cheque is transmitted with key important data cheque truncation thus obviates the need to move physical instrument across branches and effectively eliminates the associated cost of movement of physical cheque, reduces the time required for their collection & brings elegance to the entire activity of cheque processing.

NEFT

National electronic funds transfer is a nationwide payment system facilitating one to one funds transfer under this scheme individual firms an corporate can electronically transfer funds from any bank branch to any individual firm or corporate having an account with any other bank branch in the country participating in the scheme. It is offered by the Reserve Bank of India. The minimum amount to be remitted through NEFT is Rs. 1 and there is no maximum limit .

DEBIT / CREDIT CARD**Credit Card**

Credit card is card issued by the banks to card holder to borrow funds. The funds may be used as payment for goods & service, with a condition that the card holder will pay back the original borrowed amount plus any additional agreed-upon charges.

Debit Card

Debit card is payment card that deducts money directly from a consumer's bank account to pay for a purchase and eliminate the need to carry cash or physical checks to make purchase.

Mobile Banking

Mobile banking is a service provided by bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smart phone or tablet. mobile banking is usually available 24 hour basis transactions through mobile banking depends on the features of the mobile banking app provided and typically includes obtaining account balance and lists of latest transactions electronic bill payments, remote check deposits p2p payments and funds transfer between a customer's or another accounts.

ADVANTAGES OF DIGITALIZATION IN BANKING SECTOR

- 1) Reduction in cost benefits to both customer & banks.
- 2) Digitalization reduces human errors.
- 3) No need to handle large amount of cash.

- 4) Use of note books, registers is reduced.
- 5) With the increasing cashless transactions fake transactions threat will be reduced.
- 6) Productivity will be increased.

DISADVANTAGES OF DIGITALIZATION IN BANKING SECTOR :

- 1) Digitalization reduces the effort of employees and hence results of unemployment.
- 2) Banks will be more vulnerable to cyber attacks.
- 3) Rising unemployment rates.
- 4) Lack of trust among customers about digital banking service.
- 5) Loss of internet connection sometimes.

SUGGESTIONS

- 1) These above mentioned disadvantages can be eliminate by adopting cyber security, creation of new jobs.
- 2) The process of digital banking should not be complicated.
- 3) To create awareness among customers about digital banking service.
- 4) Internet connection and quality of network system should be improved.
- 5) The security system can be made tight by adopting advance protecting system.

CONCLUSION

Due to adoption of this digitalization in Indian banking sectors in India. Faces lots of remarkable changes in services. Education and training in terms now and latest technology for its advancement in rural as well as urban areas can help the economy to be digitalized with its use in everyday life. Banking sector could also initiate in this training policy by giving knowledge and supporting people with less awareness or no knowledge in relation to its use can leads to a drastic change by adoption of digital payment system by people with its full knowledge in their everyday life like withdrawal of cash ,deposit of cash and cheque. Digital banking is in the place of inevitable today. As people want to have convenient banking services, they are comfortable to use this digital banking system. The study gives emphasis on the maximum utilization of technology. Banks should create awareness towards effective usage of technology and security.

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DIGITAL TRANSFORMATION IN HRM: AN ENDORSEMENT FOR SUSTAINABILITY

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ABSTRACT

Human Resource Management (HRM) has become most significant strategic activity in current era of globalisation and digitisation. The success of any business now depends on active role of HR personnel in acquisition, retainment and development of talent. This is possible only when the HRM is ready to remould into digital aspects with respect to total changeover of employees and work environment. Along with other departments in the organisation, HR function need to be revived with help of digital technology. Different digital tools have significantly transformed almost all HR functions. Automation has been initiated to replace certain HR processes which are of routine nature. AI (Artificial Intelligence), ML (Machine Learning) and robotics are expected to support the workforce in progressive way.

This study focuses on recognising the contemporary trends of HRM in the background of digitalization. It analyses the significance of digital transformation and its impact on operative functions of human resource management. This study is based on data from some manufacturing and service organisations in Sangli District of Maharashtra State.

In fact, if digital transformation influences positively on human resources, there will be definite constructive changes in performance, productivity, quality of service, employee engagement and talent enhancement. The paper discusses about the evolution of digitalization with respect to HRM. It also concentrates on emerging challenges during execution of HRM strategies deduced from digital transformation. The outcome of this study reveals that there is equivalence between manufacturing and service organisations regarding impact of digital transformation on operative functions of human resource management. It provides support for improving productivity and profitability leading to ensure sustainable development.

Keywords: HRM, Digital Transformation, Talent Management, Performance Appraisal, Automation

1. INTRODUCTION

As digital technology affects many areas of the industry, the human resource activities have been influenced significantly. Use of laptops and mobiles by employees has become very common experience for generation of reports and communication among themselves. Thus it could be said that technology is dominating human resource at work in general and affecting the work atmosphere in particular.

It becomes essential to understand the intensity of impact of digital transformation on human resource and related consequences towards organisations. Digital transformation comprises of knowledge management using electronic appliances and application of new technologies for developing competence among employees. Developments in information and communication technology (ICT) have created digital revolution. Organisations need to be capable of using digital technology to withstand in changing business environment.

2. DIGITAL TRANSFORMATION AND HR

The HR has now developed as a strategic function of an organization. The HR leaders need to play a crucial role in acquiring, developing and retaining the talent pool for ensuring sustainable existence of the organisation. It is possible only when the HRM (Human Resources Management) has adopted measures to be aligned with digital transformation. The technology related to digitalisation has redefined different functions in the organisation including human resource. The drastic change in HR activities has been experienced in last two decades. They include different functions of HR including recruitment and selection, training and development, employee engagement, performance management and employee separation by adopting worthwhile suggestions through exit interview. The repetitive manual processes are now replaced by applying automations which have given higher efficiency and better transparency.

2.1, Process Advancement

Techniques of digitalization like, Artificial Intelligence will reduce the exhaustive processes. The AI takes only few minutes to analyse and shortlist applications for job vacancies which otherwise takes more than a week if conducted the process manually. It scrutinises database by using keywords, sends automated emails to shortlisted candidates and schedules interviews. The accuracy may improve by 80 to 90%.

2.2. Transparency

An emerging technology like Block chain, maintains the complete list of digital records increasing continuously. The digital process management can be managed to increase transparency in HR activities.

2.3. Collaboration

The large sized organisations with voluminous employee pool spread over different locations within the country and abroad using digitalised collaboration tools enhanced conversational interfaces resulting into increased responsiveness within the workforce. All service requests and transactional queries are attended immediately. Previously it was the situation that only 20% queries get answers and other 80% queries remain unattended even after considerable time lag. The productive time of employees is consumed in coordinating and handling issues related to service requests and work-life balance.

2.4. Resource Fitment

Application of data analytics helps in matching maximum selection criteria with description of the candidates. This information proves useful in designing talent retainment plans and taking accurate decisions related to employee hiring.

2.5. Work-Life Balance

A new class of employees known as Digital nomads is growing in the era of digitalisation. These are the people who use technology (internet) to perform their job and prefer to work independently from remote. They are normally unconcerned to routine office timings, but very careful about their commitments and schedules. These are generally more productive and could maintain better work-life balance.

3. LITERATURE REVIEW

Digital transformation is the intense and accelerating evolution of business activities, processes, competencies and methods to get full advantage of fluctuations and opportunities of digital technologies and their impact across the society in a systematic and sequential manner, (Digital Transformation Guide, 2015). The development of new competencies through digital transformation focuses on abilities to be more flexible, people-centred, innovative, aligned and efficient with existing and future changes in mind sets. As observed by Bloomberg (2014), organisations disclosed the amazing degree of innocence in defining Digital Transformation. They viewed it as the conversion or additional investment in technology and business methods to serve more effectively the digital customers every time. But organisations need to think the concept of Digital Transformation as a specific effort to improve business investments, methods and vision for a new digital economy.

According to Verdino (2015), digital transformation is the approach which bridges the gap between expectations of digital customers and delivery by analogue business organisations. As far as human resource management is concerned, new digital technologies facilitate greater integration and flexibility. They empower employees to raise their views and provide means to create their own work experiences. Digital transformation stops the extreme disruption of HR and reinvents the human resource function (Accenture, 2016). McHenry (2013), advocates that HRD plays a crucial role in success of business by focusing on the development of new and sustainable skills among employees. Many organisations are facing challenges in retaining and motivating the talented young employees, who are customary to digital technology.

Arrival of a new generation, (the Z Generation) has put forward critical challenges. This generation is hyper-connected, enterprising and not to be loyal to the organisation. Camille (2015) states that there are many challenges the HR Department need to face. The foremost difficulty is to have a good employer brand which is to be attractive for the digital employees. Further problem arises in integrating this new generation into the organisation and reducing the risk of a generational split.

4. RESEARCH METHODOLOGY

The study was conducted with help of selected manufacturing and service organisations (Three each) working in Sangli district in Maharashtra. The research framework was based on a benchmarking process testing digital transformation in these sample organisations.

4.1. Sample Design

The data was collected using a structured questionnaire from randomly selected 30 respondents; 15 each from manufacturing and service organisations. Responses were indicated from strongly agree to strongly disagree in the five point Likert scale.

4.2. Hypotheses

The research hypotheses were developed as:

H1: Digital transformation and talent management have significant correlation.

H2: Digital transformation significantly affects performance at work.

H3: Digital transformation influences positively on human resource development.

5. DATA ANALYSIS

Data compiled in the form of responses to the questionnaire was further analysed using specific criteria.

5.1. Impact Analysis

As per observations from the pilot study, digital transformation affects various features related to human resource. Respondents' views in this aspect are shown in Table 1.

Table-1: Impact Analysis (DT and HR)
(DT: Digital Transformation, HR: Human Resource)

Sr. No.	Feature	Response				
		Manufacturing		Service		Average
		Number	%	Number	%	%
1	Process Advancement	10	68	13	90	79
2	Transparency	13	90	12	82	86
3	Collaboration	12	82	10	68	75
4	Resource Fitment	09	61	09	61	61
5	Work-Life Balance	08	54	11	75	65

(Note: Multiple choices)

According to opinions of respondents, transparency has been the most significant (86%) feature of digital transformation. It was followed by process advancement (79%) and collaboration (75%). Maintenance of work-life balance and appropriate use of resources had received support from 65% and 61% respondents respectively.

5.2. Benefit Analysis

It was observed that application of different tools of digital transformation generate benefits in terms of improving productivity and level of work satisfaction. Opinions of respondents in this regard are indicated in Table 2.

Table-2: Benefit Analysis (DT and HR)
(DT: Digital Transformation, HR: Human Resource)

	Benefit	Response				
		Manufacturing		Service		Average
		Number	%	Number	%	%
1	Talent Enhancement	11	75	09	60	68
2	Job Satisfaction	12	83	10	67	75
3	Career Growth	10	67	10	67	67
4	Accountability	10	67	11	75	71
5	Business Ethics	13	90	12	83	87

(Note: Multiple choices)

It is significant to note that involvement of business ethics has evolved the best advantage as observed by maximum (87%) respondents. Job satisfaction was the next benefit adjudged by 75% respondents. Accountability towards the assigned work (71%) and talent enhancement (68%) were additional benefits derived from digital transformation. The 67% opinions were in favour of career growth due to implementation of digital transformation for human resource management.

6. HYPOTHESES TESTING

Responses from the sample respondents were subjected to analyse for testing of individual hypothesis.

6.1. P Value Estimation

The mean and standard deviation values for three attributes related to human resource management were estimated and subjected to identify the two-tailed P value. Corresponding statistics is shown in Table 3.

Table-3: Hypotheses Testing

Sr. No.	Attribute	Manufacturing		Service		Two-Tailed P Value
		Mean	S D	Mean	S D	
I	Talent Management					0.6957
1	Creativity	2.9	0.61	2.7	0.54	
2	Knowledge Expansion	2.1	0.64	2.3	0.76	
3	Transformation	2.6	0.82	2.5	0.84	
4	Growth	1.4	0.69	2.4	0.71	
		2.3	0.69	2.5	0.71	
II	Performance					0.7918
1	Productivity	2.8	0.60	2.7	0.49	
2	Job Satisfaction	2.1	0.63	2.2	0.56	
3	Value Addition	2.9	0.69	2.8	0.69	
4	Adoptability	2.2	0.67	2.3	0.57	
		2.5	0.65	2.5	0.58	
III	Human Resource Development					0.7124
1	Knowledge Diversity	2.9	0.61	3.2	0.51	
2	Cognitive Skills	3.1	0.65	3.4	0.45	
3	Professional Skills	2.2	0.78	2.7	0.68	
4	Career Growth	1.5	0.71	2.5	0.61	
		2.4	0.69	2.9	0.56	

H1: Digital transformation and talent management have significant correlation.

The cumulated mean values were 2.3 and 2.5 about the influence of digital transformation on talent management. This means that digital transformation affects the talent retention and development with good response in attributes namely, creativity and transformation. The knowledge expansion and growth recorded low score. The two-tailed P value equals 0.6957. Since $p > 0.05$, the difference in low scored attributes could be considered as not significant statistically. Hence it could be deduced that, digital transformation and talent management have significant correlation

H2: Digital transformation significantly affects performance at work.

The total mean values were similar for manufacturing and service sector organisations. Digital transformation had made considerable impact on working of organisations as reported by respondents. The two-tailed P value has been 0.7918. As $p > 0.05$, the difference in attributes need not be considered as statistically significant. So it has proved that, digital transformation affects significantly on performance at work

H3: Digital transformation influences positively on human resource development.

The mean values for the impact of digital transformation on human resource development were 2.4 and 2.9 for manufacturing and service organisations respectively. The mean scores for impact of digitalisation on knowledge diversity and cognitive skills were around 3.0 indicating validity of the hypothesis. Career growth recorded lower scores may be due to highly structured and rigid policy for career advancement in organisations under study.

Estimated two-tailed P value is 0.7124. As $p > 0.05$, the difference in scores is considered to be not significant statistically. Thus it is seen that, digital transformation influences positively on human resource development.

6.2. ANOVA Test

The contents of statistical analysis with respect to ANOVA test is represented in Table 4 below.

Table-4: ANOVA Test

Particulars	Mfg.	Service	Source	df	SS	MS	F	P-value
Mean 1	2.3	2.5	Treatment	1	0.029	0.029	0.8	0.076
Mean 2	2.5	2.5	Error	4	0.141	0.141		
Mean 3	2.4	2.9	Total	5	0.170			
n: Total Attributes	3	3						
X: Average Mean	2.4	2.6						

It is concluded that there is significant correlation between digital transformation and its impact on talent management, performance at work and human resource development. Respondents have confirmed the hypotheses through their responses.

7. CONCLUSION

It is inevitable now to accept digitalisation and mould strategies to accommodate digital transformation. The question is about how well the resources including HR force are equipped to get familiar with advance technologies. When the organizations create awareness among employees by giving hands-on experience on the digitalized tools, the confidence in the system will be built. The digitalization in HRM needs to be integrated with the comprehensive HR strategies and policies. Employees should be empowered appropriately to assure transparency. Then only each employee will be fully informed, self-sufficient, conversant to technology, confident and competent.

Digital transformation has a positive impact on human resource factors and could play a powerful role at the workplace. Human resource managers need to understand and apply good systems to ensure the effective management of data transformation in business. It is equally important that there must be effective coordination between the implementation and application of digital technologies to explore benefits in the three variables, namely, talent management, performance and human resource development. In spite of some limitations to this study regarding the size of respondents, the manufacturing and service organisations are having positive approach towards recognising significance of digital transformation. The movement from digital diffusion to digital transformation have positive impact on the human resource function. It is steadily becoming more and more crucial in the organisation. Digital transformation strongly helps HRM in appraising its distinctive approach to employee management in achieving competitive advantage.

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A PERSPECTIVE OF DIGITAL TRANSFORMATION IN RURAL MARKETING

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ABSTRACT

The innovation is driver of growth in rural and urban economy as it amplifies economic activity, employment generation and improves quality of life. India's rural innovators are capable of extraordinary inventions. Despite constraints, many of them have succeeded in creating indigenous products with frugal resources. About 70% of population resides in rural areas, the scope of innovations in farm as well as non-farm activities in is huge and can act as a engine of growth for rural economy. With increased penetration of smart phones and cost internet services, rural business has immense potential. The Innovation and entrepreneurship concepts have multiple meanings. These two are often regarded as overlapping concepts. This can be traced back to the most well known definition of entrepreneurship given by Schumpeter who defines entrepreneurs as individuals that carry out new combinations i.e. innovations. The leaders and managers, in order to stabilize and position for organizational viability, must have the conceptual idea of the topic entrepreneurship to adapt to the very changing global economy. Entrepreneurship is driven by both external and internal business environment. In the present competitive and dynamic environment, any organization to be successful needs to adopt an entrepreneurial strategy seeking competitive advantage through continuous innovation by effectively identifying and exploiting opportunities to be able to sustain and grow. This paper aims at examining the role of innovation for successful entrepreneurship. It also highlights how any innovation can be converted into a sustainable competitive advantage to enable a business concern make its presence felt in the arena of business

Keywords: Digitalisation, Innovation, Rural Market, Prospectus, Transformation, Digital Literacy, Opportunities in rural area etc.

1. INTRODUCTION

Rural India has historically been at the mercy of nature, in terms of managing agricultural fortunes. What's more, limited access to products and services, government programs and untimely funding have staggered development. Things are however changing. Digitalisation is slowly reshaping every aspect of life in villages by introducing accessible e-Governance, banking and financial services, educational and healthcare services, mobile/DTH recharge, e-Ticketing services and yes, even online shopping. 'Brick and click' centres are today evolving basis the new, emerging needs of rural citizens. In India about 68% population resides in the rural areas and nearly half of the national income is generated by the rural population, hence it become necessary to understand the psyche of the rural population, their needs, aspirations and also their behavior to be success in the marketing in rural areas. The villagers have accepted the modern way of agriculture as a business but also have accepted modern living. Apart from the food items, they are interested in buying durable products. This change in the attitude of rural consumers is sweeping across the countryside. The expanding rural market is important to growth of economic development of India. Rural markets have proved to be very attractive for corporate and the size of market is increasing year by year. The increased income/purchasing power of the rural consumer and the improved income distribution have enhanced rural demand for several products. With a population already in excess of one billion people, India has caught the eye of multinational corporations across the globe as a place of opportunity for exploring new markets.

2. CONCEPT

The rural markets are estimated to be growing faster compared to the urban markets. The potentiality of rural markets is said to be like a 'woken up sleeping giant'. These facts are substantiated in a study of market growth conducted by various researches. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has taken shape. Sometimes, rural marketing is confused with agricultural marketing – the later denotes marketing of produce of the rural areas to the urban consumers or industrial consumers, whereas rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers.

3. OBJECTIVE OF STUDY

Find out what is the relationship between entrepreneurship and innovation. It depending on which model you are looking at entrepreneurship has a differing relationship with innovation. There are definitions out there that

make an entrepreneurial behaviour almost identical to that of innovation. Is there more to innovation than being entrepreneurial? Can entrepreneurship be defined by innovation? These are some questions I intend to answer throughout the essay and I will examine and determine how the two are related, however large or small the relationship is. What is the difference in characteristics between those that succeed and fail, is there a clear differentiation and can the amount of innovation used by the entrepreneur effect the success of the business? I aim to come to a conclusion and answer all of these questions throughout and critically analyse differing theories. Both of the terms are often used interchangeably with little understanding of the differentiation between the two. The interpretation of innovation is that it has a lot to do with the invention of a product or a process and is a change in the norm, which then becomes the norm. A good example which would show innovation would be the movement from the floppy disk to the CD ROM, this is a clear move with a totally different design and then became the norm, till further innovation happened and the USB flash drive has become the most common for file storing and transfer. The question of defining entrepreneurship and linking it to innovation is harder than it sounds. There are many studies of entrepreneurship however there is no specific definition as it cannot be summed up into one single statement. There are various models showing a differing correlation between innovation and entrepreneurship. I see the link between the two as one in which, if worked together in harmony there can be a perfect outcome in terms of the success of an entrepreneur. Not everyone who starts up a business is an entrepreneur; it is the one who makes the best outcome of any opportunity given throughout the life of a business that will be a successful entrepreneur. There are different characteristics and different circumstances surrounding each successful entrepreneur's story but each made it down their route to become successful.

4. MARKETING

An actual or nominal place where forces of demand and supply operate, and where buyers and sellers interact (directly or through intermediaries) to trade goods, services, or contracts or instruments, for money or barter.

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships.

5. RURAL AREA

What does the term 'rural' imply? There is no single answer to this question as different experts and organisations have divergent views on what constitutes the term 'rural'. Collin's Cobuild Dictionary (2001) describes the word rural as "places far away from towns or cities". From the sociology point of view rural is defined as a group of people who are traditionalists in outlook, rooted in the land, and who resist change. However, the Census of India (2001) defines rural as that what is not urban. And, urban is:

- All locations within a municipality/corporation, cantonment board or a notified town area committee.
- All other locations satisfying all of the following criteria:
 1. Minimum population of 5,000,
 2. At least 70 % of male workforce engaged in non-agricultural activities, and
 3. A population density of over 400 persons per sq km.

6. RURAL MARKETING

Rural marketing in simple words, is planning and implementation of marketing function for the rural area. It is a two-way marketing process which encompasses the discharge- of business activities that direct the flow of goods from , Urban to Rural areas (for manufactured goods) and vice-versa (for agriculture produce) as also within the rural areas (Gopalaswamy 2005)

7. RURAL DEVELOPMENT

The policy makers and the development community have widely used the phrase "rural development," what constitutes rural development seems to have changed significantly over time. How did the concept of "rural development" evolve over time in the past 3 decades? What does "Rural Transformation" mean? Addressing these two basic interrelated questions is important to put the issues relating to inclusive rural development in perspective. The concept of rural development has changed significantly during the last 3 decades. Until the 1970s, rural development was synonymous with agricultural development and, hence, focused on increasing

agricultural production. This focus seems to have been driven primarily by the interests of industrialization to extract surpluses from the agriculture sector to reinforce industrialization. With the focus on increasing agricultural production, the stated objective of most countries was to promote smallholder agriculture. Over time, this smallholder agriculture-centric concept of rural development underwent changes. By the early 1980s, according to Harris, the World Bank defined it as "...a strategy designed to improve the economic and social life of a specific group of people—the rural poor." Four major factors appear to have influenced the change: increased concerns about the persistent and deepening of rural poverty; changing views on the meaning of the concept of development itself; emergence of a more diversified rural economy in which rural nonfarm enterprises play an increasingly important role; and increased recognition of the importance of reducing the non-income dimensions of poverty to achieve sustainable improvements in the socioeconomic well-being of the poor. The establishment of the Millennium Development Goals has significantly reinforced the concerns about non-income poverty. With the paradigm shifts in economic development from growth to broadly defined "development," the concept of rural development has begun to be used in a broader sense. It is also more specific, as Harris noted "in the sense that it focuses (in its rhetoric, and in principle) particularly on poverty and inequality." In more recent years, increased concerns on the environmental aspects of economic growth have also influenced the changes. Today's concept of rural development is fundamentally different from that used about 3 or 4 decades ago. The concept now encompasses "concerns that go well beyond improvements in growth, income, and output. The concerns include an assessment of changes in the quality of life, broadly defined to include improvement in health and nutrition, education, environmentally safe living conditions, and reduction in gender and income inequalities." Today there seems to be a universal consensus that the ultimate objective of rural development is to improve the quality of life of rural people. This makes it essential to go beyond the income-related factors such as prices, production, and productivity to a range of non-income factors that influence quality of life and hence inclusiveness of rural development.

8. CONNECTION BETWEEN INNOVATION AND RURAL ENTREPRENEURSHIP

Keeping in mind the definition of entrepreneurship as the introduction of new economic activity by an individual that leads to change in the market place, the essential conditions for entrepreneurship can be formulated. In rural market existence of entrepreneurial opportunities, Difference between rural and urban people, Risk bearing uncertainty until the entrepreneur pursues the opportunity, Organizing /exploiting the opportunity either creating a firm or using the market mechanism. The innovation through recombination of resources into a new form that is by implication not a perfect imitation of what has been done before and thus involves a change in the market place.

9. OPPORTUNITIES FOR ENTREPRENEURSHIP

Every entrepreneur who starts a new business has ideas. The real challenge is to discover an opportunity that is more than just a good idea. These opportunities originate from changes in the environment. These can be technological, social/demographic, and political/regulatory changes. Technological change, often based on progress in the research base of society is a prime source of entrepreneurial opportunities for new technology based firms. Social and demographic changes can be quantitative changes like an ageing population that offers new opportunities for entrepreneurs. Deregulation, privatization and liberalization have opened up several opportunities for entrepreneurship. Customers can themselves be a source of entrepreneurial opportunities. Discovery of an entrepreneurial opportunity can be made by an employee or an independent individual. The latter situation is reflected in user entrepreneurship. Most founders start a new business in an industry that is similar or related to their prior experience. Following aspect are supporting to the rural entrepreneurship.

I) Digital literacy and awareness

Rural Indians want to go digital, but the big question is, are they ready? As part of a survey conducted by Accenture Rural Marketing Research, 38 per cent of respondents said that they could be motivated if they were trained to use digital media. To this end, the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) is aimed at imparting digital literacy to rural citizens. Under this programme, people will be trained in the use of computers, smartphones and tablets for sending and receiving emails and browsing the internet. However, much needs to be done to effect an uptick in digital literacy rates, especially in promoting regional and vernacular content. As per industry statistics, only 200 million Indians speak English while over 1 billion do not. Content catering to the latter thus needs to be developed.

II) Focus on implementation

The government recently urged the states to use and monetise the rural infrastructure being put in place under the Bharat Net project so as to ensure that its benefits reach the masses. The Department of Telecommunications (DoT) has also, reportedly, pulled up Bharat Sanchar Nigam Limited (BSNL) and Bharat

Broadband Network Limited for under-utilisation of the Bharat Net infrastructure and deficiencies in the maintenance of the network. Under-utilisation of the network has hampered the take-off of several mission mode projects; for instance, the e-Panchayat project, which is yet to take off. Under this project, core common software applications had been developed to address various aspects of panchayat functioning including budgeting, planning, accounting, monitoring, social audit, and delivery of citizen services. However, all this serves no purpose unless network connectivity is established in rural areas. Similarly, while the NDGP 2018 has drawn up a detailed roadmap for digitally uniting India, real change will take place only if all the stakeholders come together for expeditious on-the-ground implementation.

III) Increase in purchasing power and disposable income

Projects from the private companies and the rural employment initiatives by the governmental like NREGA (National Rural Employment Guarantee) schemes have given the rural population an opportunity to meet their daily needs. The loan waiver in the agriculture sector and an increasing demand for labour in the urban areas, has given a boost to the income levels in the rural sectors. Consequent lifestyle up grade has added a new spectrum.

IV) Accessibility of market

Improvement in the road systems linking the villages has led to a systematic product distribution system. Earlier, there was a “trickle down “of the stocks observed to the buyers in the interior villages. These days, companies use delivery cum promotion vans that travel 8-10 haats /markets daily as a part of direct contact with villagers.

V) Competition in the urban market

The urban markets have got extremely saturated with the presence of all big players. This is very much evident in the automobile market. Motorcycles and scooters often find more acceptances in rural market as compared to urban market, since there is more proliferation of brands in the latter markets.

VI) Reduction of risk during recession

It has been observed that the companies which cater to both urban and rural markets tackle the recession in a better way. The demand for goods in the urban market often follows a cyclic whereas in the rural market it is steady. The companies are bound to tailor the strategies depending on various factors to appeal to the rural market.

VII) Availability

Deals with making the product reach the consumers. For this purpose a highly integrated extensive distribution network is necessary and in rural context, the company incurs higher cost towards the logistics as compared to urban areas. In case of Shakti campaign, the local Shakti Amma's are selected based on their popularity which allows faster access to products.

VIII) Affordability

Involves pricing the product in such a manner that the people are attracted and at the same time it covers all the cost incurred.

IX) Acceptability

Encompasses issues how the product or service could be made more acceptable to the rural consumers by incorporating attractive features. For example, Eveready came out with Jeevan-Sathi torches, with features like durable design and long life to make it more acceptable.

10. BENEFITS OF ENTREPRENEURSHIP AND INNOVATION

A business firm can have the following strategic benefits through entrepreneurship and Innovation. The total turnaround in the business, Cost effective operations, Delivering the product in the individual brand name in the global market, Creating niche for the firm itself, Creation of new roles in the organization namely technical innovations, business innovations and product innovations, Huge employment generation opportunities, Creation of value addition, The business firm can be a business model for others in the same line of business

CONCLUSION

Thus, looking at the challenges and the opportunities, which rural markets offer to the marketers and the manufacturers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and make use of them to their best advantage through the innovation. It can be concluded from the study and analysis of concepts of entrepreneurship and innovation that primary aim of entrepreneurship is the revival and rejuvenation of the firm leading to growth. Prime source of it as explored in the above discussion is innovation. Team effort of the entrepreneur, functional and operational managers is the source of innovations. The innovation can be converted into a sustainable competitive advantage to make a firm standing in the arena

of business. Entrepreneurs can develop conducive environment of trust and by leveraging innovation, they can create collective wealth for the organization as well as contribute to the growth of the country. Given its vibrant aspirations, rural India is emerging as a hotspot for digital growth. Rural users will infuse new vigour and hopefully profitability - into the telecom sector. The industry needs to take note of this and plan for bigger investments in developing relevant digital infrastructure (towers, fibre, satcom). Robust digital connectivity is also central to the success of several other ambitious initiatives of the government.

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DIGITAL TRANSFORMATION IN HRM

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ABSTRACT

Today's era is the web era and digitalization has become the necessity for every organization to survive. These days the role of HR department has evolved from caretaking and record-keeping to focusing on employee development and talent attraction. In every industry, the need of digitalized HR department is marked on priority basis. But there are lots of challenges and hurdles before HR leaders in the formation of digitalized culture. So, this paper aims to investigate the aspects related to the digital transformation in HRM. The study is descriptive in nature and based on Secondary data. The Secondary data is collected from web sites, research papers and articles. The objective here is to highlight the concept of digitalization in HRM, the benefits of digitalized culture, the challenges faced by HR in implementing the digitalized culture. The paper will recommended some suggestions to overcome the challenges.

Keywords: Digital Transformation, HR Leaders, Digitalized Culture.

1. INTRODUCTION

In 21st century, digital transformation has become the necessity for the organizations to cope-up with the change. The rapidly increasing technological development and its ever-increasing proliferation results in digitalization of the society. Mostly in corporate sector which is marked by the huge series of activities, digitalization is providing tremendous opportunities of efficiency and accuracy in work. The journey of the corporate world from paper to paperless is sophisticated, challenging and still in its developing position. These days the role of HR department has evolved from caretaking and record-keeping to focusing on employee development and talent attraction. In every industry, the need of digitalized HR department is marked on priority basis. The role of top leaders in digital transformation, the attitude of employees towards the technological change, the frequency by which an organization is adopting the digitalized culture, challenges and limitations etc. are lots of aspects which the paper is aimed to investigate.

2. LITERATURE REVIEW

(Erica Volini, 2017) in their article found that HR is being pushed to take on a larger role in helping organizations to be digital, not just do digital. The process starts with digital transformation in HR, as HR leaders explore new technologies, platforms, and ways of working. They suggested that every organization should first determine the specific goal and then implement the digital technology in all its activities.

(Roma Trigunait Tripathi, March, 2017) in their article suggested that there is a need to continuously develop and innovate human resource practices to remain competitive in the industry. To get the best human resource, an efficient and well planned strategy is required at the workplace. Therefore, technical advances are being made in the field of human resource with time and slowly the traditional HRM is being replaced by new and technically advanced HRM.

(Dr. Roberta Fenech, 2019) in their article proposed that Digital technologies play an increasingly influential role in both the working lives of employees and human resource management (HRM), which is to be affected in multiple ways.

3. RESEARCH OBJECTIVES

- a. To study the concept of Digital transformation in HRM.
- b. To find out the benefits of digitalized culture in HRM.
- c. To find out the challenges faced by HR department in digital transformation.
- d. To identify the possible ways to overcome the challenges.

4. RESEARCH METHODOLOGY

The paper is descriptive in nature and is based on review based study. The data collected is Secondary in nature and is collected from web sites, research papers and articles.

5. CONCEPT OF DIGITAL TRANSFORMATION

It is the process of using digital technologies to create new or modify existing business process, culture and customer experiences to meet changing business and market requirements. It is the integration of digital

technology into all areas of a business. It is like a cultural change that requires organizations to continually challenge the status quo, experiment and get comfortable with failure.

BENEFITS OF DIGITAL TRANSFORMATION

Reduced costs: Optimising business technology and operations around digital technology means cost-per-transaction savings and increased sales.

Improved customer strategy: New technologies create capabilities that can help a company acquire, retain, and assist customers while simultaneously reducing marketing spend.

Consolidated operations: The introduction of cost-effective, customer-focused digital tasks streamlines business workflows and eliminates overhead associated with outdated solutions.

Analytics: Digitalisation gives companies the ability to combine data from all customer interactions and formerly unstructured sources into a useful, actionable format to optimise customer experiences and expenses.

More customer-centric focus: Digital transformation's main concern is using technology to enhance the customer experience. By shifting focus and paying more attention to what customers want, service is improved consistently across all touch points and channels.

New products/services: With this new, customer-centric focus, an enterprise is better equipped than ever before to adapt to its customers and the competitive industry landscape.

6. CONCEPT OF HUMAN RESOURCE MANAGEMENT

HRM is a process of making the efficient and effective use of human resources so that the set goals are achieved. According to Flippo "Personnel management, or say, human resource management is the planning, organising, directing and controlling of the procurement development compensation integration, maintenance, and separation of human resources to the end that individual, organizational and social objectives are accomplished". The main aim of HRM is to help the organization to attain its goals effectively and efficiently by providing competent and motivated employees. It helps to utilize the available human resources effectively, to increase to the fullest the employee's job satisfaction and self-actualization, to develop and maintain the quality of work life (QWL) which makes employment in the organization a desirable personal and social situation.

7. DIGITALIZATION IN HUMAN RESOURCE MANAGEMENT

Transformation from traditional to modern is not only necessity, but it's like the life line for development in life. According to Anderson (2017), any type of transformation is required on all levels, in order to create a modern organization that has the ability for continuous change.

The need of digitalization in HRM is marked as the essential need in every company. Digitalized HRM or E-HRM refers to an integrated, organization wide electronic network of HR data, information, services, tools, applications and transactions. Digital transformation in Human Resources translates into a process of optimization that entails changing operational HR processes to become automated, data-driven and technologically sophisticated. Due to SMAC (social, mobile, analytics and cloud) technologies HR processes are bound to become more and more efficient.

In recent years, HR has undergone dynamic shifts in its roles, functions and overall impact in shaping organizations. Gradually, the implementation of digitalized module in HRM is becoming like a basic need for survival of organizations. A latest report by KPMG reveals two sides to this story. Out of the surveyed 1200 global HR executives from 64 countries, 39% of forward looking and confident HR leaders are harnessing the resources and insights to redefine obsolete models, and implement technologies such as analytics, digital labour etc. However, most of the HR leaders remain confused and overwhelmed by so many new additions, thus facing a risk of extinction. They are either struggling to adapt to this digital era or ignoring change altogether.

Collaboration between human and the digital

New digital Tools in HRM are as follows

- **AI or Artificial Intelligence with cognitive processing:** There is a ChatBot there from answering to employees questions on recruitment to exit. ChatBots today are helping them plan the careers. The more you use them, the more intelligent they become. With a 100% TAT and a 90% plus accuracy, the ChatBots may soon replace human interventions.
- **Analytics & Big Data:** Tools available today can predict the success of an employee up to a fair degree of accuracy based on analyzing past performance Data. A lot of tools today do profiling and suggest various indicators in the employee's life cycle. Tools also are effective in the matching of attributes of employees

who are joining the organization to their managers to suggest what team dynamics can be expected. This is a combination of digital psychometric tools and pure Analytics. Also available are DSS Tools which combine Analytics, Big Data and Database management.

- **App-based functions:** Majority of the tools today have an app-based function which enables the information at the fingertips.
- **Talent Acquisition:** Recent tech developments have ensured better outreach to candidates. It has become easy to facilitate interview due to the enhanced connectivity interviewers can connect effortlessly to potential candidates both locally and globally. Assigning tasks online to assess talent has become fairly easy. Tools can today monitor responses and directly suggest in case the candidate is a fitment for the role. Even resumes are now become digital with video recordings.

8. BENEFITS OF DIGITAL TRANSFORMATION IN HRM

a. Empower Employee

People and culture managers in any organization play a key role in the transformation efforts. It's essential that whoever is put as the head of people and culture in an organization during the transformation encourages and supports employees.

The most effective way to achieve this is to identify learning opportunities based on business goals, as well as support and encourage employee self-training initiatives. While training and learning opportunities used to be conducted at specific times or dates, the most effective culture to implement in an organization is one in which employees and managers alike are continually training and learning.

b. Create Individual Goals

Implementing a company-wide digital transformation is difficult because it can be near impossible to get everyone on the same page. This is where people and culture managers shine brightly. People and culture managers play an important part in the digital transformation process and an essential way they can help employees get on board with the transformation efforts is to get every employee to create individual goals for their own transformation efforts.

When each employee takes the transformation seriously enough to create their own goals to reach, the efforts will be much more successful.

c. Promote Best Practices

Once a company has adopted a culture of continual learning and training, the people and culture managers then need to determine which practices best support the business and promote those practices throughout the organization.

An essential role of people and culture managers during the digital transformation is to facilitate information between all employees, especially senior staff members and younger employees. People and culture managers also have a responsibility to implement new work methods that keep up with the transformation efforts.

d. Enables Companies to stay competitive

Digital advancement has not remained a choice, it has become an essential part of competitive and surviving strategies. The key to the good technology is that it works for every type of organization. Whatever the size of the business, it is essential to start with a strong digital transformation strategy.

e. Data security and Transparency

Technology has the power to ascertain whether certain corruption, bribery or other potential wrongdoings is about to be undertaken by an employee. Tools such as Big Data and In-memory technology allows companies to scan vast amounts of non-structured data (e.g. emails, texts, scanned invoices etc.) and search for critical clues to unwanted and potentially illegal activities (e.g. look for invoice referencing facilitation fee'), that ensure the legal assurance to the shareholders and the company employees.

9. CHALLENGES FACED BY HR DEPARTMENT IN DIGITAL TRANSFORMATION

Although digitalized culture has provided ample benefits to the HR department and organization as a whole, but it has several challenges and limitations too. The main challenges are given below:

a. Developing a digital corporate culture

Developing a digital culture from traditional to modern is not an easy task. It needs lots of efforts, patience, external and internal support and perfection. When defining a digital strategy, it is essential to remember that implementation can be undermined by the corporate culture. Various solutions exist for making the company more "digital friendly," promoting buy-in and ensuring the fast adoption of new value-generating behaviours.

b. Cope-up with the change

“Be with a monotonous mind-set and work in a safe zone without any fluctuation”- such type of attitude is common at workplace. Employees in most of the organization not easily cope up with the technological and attitudinal change. With the implementation of new technology employees fear that now machines will replace them. Such type of attitude should be removed by open communication.

c. Leadership Support

In the creation of a digitalized HR culture, the role of top management and prominent leader is crucial. Often such type of role lacks in organizations. So, a leader or manager should always motivate and encourage the team members to adopt the new technology.

10. SUGGESTIONS TO OVERCOME THE CHALLENGES**a. Friendly collaboration of leaders and employees**

Managers are the makers who create the accurate destination for his team. So, managers should completely support the group members to cope-up with the change.

b. Alertness towards the up-to-date technology

Everything is beneficial when is used to date. So, old HR technology and process should be discarded and the recent digital technology should be adopted by the company.

c. Develop a digitally enabled team

Waiting for technology vendors to show up with a pre-built new set of processes and work procedures can take the company way behind the competition. Smart firms are those who look for the opportunity and derive serious strategic advantage from these new technologies.

11. EXAMPLES OF DIGITALIZED HR CULTURE IN INDIA

1. Reliance Jio, the 4G telecommunications, and digital services company is the perfect example of digital transformation. The company was came up with a vision to build a national 4G network across 18,000 cities and towns in India to serve hundreds of millions of customer. They streamlined their all hr processes, technologies (including SAP and a series of cloud apps such as Salesforce.com,) policies into one single application.

2. Jindal Steel and Power Limited (JSPL) is constantly learning and adapting new technologies. Their key interventions in HR are as follows:- **On boarding touch points** its starts working whenever a new employee accepts the offer letter, a link is sent to him/her to update all personal information, which automatically updated the SAP employee data. This is saving their time from hiring to exit process. **Online Performance Management System (PMS)** which sets the goals, records KRAs and competency mapping. The key feature is that it is a paperless process.

12. CONCLUSION

It can be concluded from above description that today digitalized HR culture has become the basic need for companies to survive in cut-throat competition and to cope-up with the sharply changed technological aspects. The implementation of digitalized module in HRM is becoming like a heart-line for organizations. Artificial intelligence, Big Data, Cloud solution etc are some of the tools that companies are using in making their HR functions and employees, stronger, faster and smarter. But there are lots of challenges and hurdles before HR leaders in the formation of digitalized culture. At this juncture effective steps are required to overcome the hurdles. Friendly collaboration of leaders and employees, alertness towards the up-to-date technology, attitudinal transformation of employees towards technological changes and trained them about proper knowledge and handling of the digitalized change are some of the aspects that companies can take into consideration for healthy digitalized culture.

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ENTERPRISE RISK MANAGEMENT FOR SUSTAINABLE DEVELOPMENT OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA

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INTRODUCTION

The Micro, Small and Medium Enterprises (MSME) sector has been recognized as engine of growth all over the world. Many countries of the world have established a SME Development Agency as the nodal agency to coordinate and oversee all Government interventions in respect of the development of this sector.

DEFINITION

There exist several definitions of the term small and medium enterprises (SMEs), varying from country to country and varying between the sources reporting SME statistics. The commonly used criteria at the international level to define SMEs are the number of employees, total net assets, sales and investment level. If employment is the criterion to define, then there exists variation in defining the upper and lower size limit of a SME.

The European Union makes a general distinction between self-employment, micro, small and medium sized businesses based on the following criteria:

Table No-1

Number of employees	Category of Industry
0	Self-employed
2-9	Micro business
10-49	Small business
50-249	Medium-size business

In India accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

(a) **Manufacturing Enterprises:** The enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951). The Manufacturing Enterprises are defined in terms of investment in Plant & Machinery.

(b) **Service Enterprises:** The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

The limit for investment in plant and machinery / equipment for manufacturing / service enterprises are provided in below:

Classification in India MSMEs:

Table No-2

Manufacturing Sector or Enterprises	Investment in Plant & Machinery or Equipment
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five core rupees
Medium Enterprises	More than five core rupees but does not exceed ten core rupees
Service Sector or Enterprises	Investment in Equipment
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two core rupees
Medium Enterprises	More than two core rupees but does not exceed five core rupees

SIGNIFICANCE OF MSMEs

According to *Luper and Kwanum* (2012), Micro, Small and Medium Enterprises (MSMEs) constitute 99 per cent of all enterprise in Singapore, 95 per cent to 99 per cent of business entities in Organization for Economic Co-operation and Development (OECD) countries. In South Africa the rate is equally high with 90 per cent being MSMEs contributing 80 per cent of employment in the country. In India they contribute 8 percent of the national GDP, comprises 50 percent of total manufactured exports, 45 percent of people employed in Indian industries and 95 percent of all industrial units (Ravi, 2009). So it may be rightly said that Micro, Small and Medium Enterprises (MSMEs) play significant role in industrialization, economic growth and sustainable

development of an economy (Ariyo, 2005). As per CBN (2011) and *Luper and Kwanum* (2012), MSMEs are crucial to the growth of any economy, as they have potential for generation of employment, up gradation of local technology, promotion of entrepreneurship amongst indigenous people and forward assimilation with large-scale organizations. According to FSD (2007) and *Azende* (2012) MSMEs may look trivial or insignificant but they actually they lay down the foundation of an economically steady country.

The plausible advantages which MSMEs renders to a country's economy include: contribution in terms of production of goods and services, job creation with relatively small capital outlay, reduction in income disparities, development of skilled and semi-skilled labors and alleviation of poverty (Rogerson, 2001). They strengthen both forward and backward linkages amongst communally, financially and geologically diverse sectors of an economy, thereby integrating indigenous people in economic mainstream of the country and also create prospects to cultivate and nurture entrepreneurial and managerial skills within a country (FSD, 2007). As MSMEs are engine for economic growth (Kpelai, 2009), their survival and sustainability is crucial not only for them, but also for the growth and development of a nation as a whole (Ife, 2011).

ROLE OF MSMEs IN ECONOMY

Worldwide, micro, small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development. In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. MSMEs in India account for more than 80% of the total number of industrial enterprises and produce over 8000 value-added products. It is estimated that in terms of value, the sector accounts for 45% of the manufacturing output and 40% of the total export of the country and employs over 6 core people.

Further, in recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. The major advantage of the sector is its employment potential at low capital cost. As per available statistics, this sector employs an estimated 6 core persons spread over 2.6 core enterprises and the labour intensity in the MSME sector is estimated to be almost 4 times higher than the large enterprises.

According to estimates, in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 percent of the total exports of India. The MSME sector employs about 42 million persons in over 13 million units throughout the country. There are more than 6000 products, ranging from traditional to high-tech items, which are being manufactured by the Indian MSMEs.

Micro, Small and Medium Enterprises (MSMEs) are a critical economic factor in poorer countries as well as the more developed economies in the world today. They make up a majority of the domestic business transactions and at the same time play an important role in international trade. With falling trade barriers MSMEs get opportunities to become part of a global supply chain as large manufacturing companies are outsourcing their production to low-cost economies. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports.

BUSINESS ENVIRONMENT FOR MSMEs

Micro, Small and Medium Enterprises (MSMEs) operate in the same business environment as the large corporate houses, but without associated benefits like adequate capital and efficient manpower. They also confront growing competition and pressure fueled by *de-regulation, liberalization, globalization and technological disruptions*. *Berry et.al., (2002); Laforet, Tann (2006)* stated that many micro, small and medium enterprises tend to flourish in difficult times due to closeness to their clienteles, openness to adapt change, malleability and agility, but several others become subject to external blows. *Raghavan (2005)* noted that MSMEs sectors usually have sole proprietorship and partnership lead by owner-managers. *Schultz, (2001)* said that MSME owner-managers need to be aware of potential risks, be conversant with risk identification and risk mitigation (*Leopoulos et al., 2006*), or else they can suffer catastrophic consequences. (*Kirytopoulos et al., 2001; Banham, 2004*) in their study found that MSMEs need to incorporate risk management into their day to day operations, to combat uncertainties in the business environment, safeguard desired yield and ensure survival and sustainability.

RISKS FACED BY MSMEs

Risk is omnipresent and all pervasive in any walk of life. It is more so in the business sectors, particularly in Small and Medium Enterprises (SMEs). The etymology of the word "Risk" may be traced to the Latin word *Rescum*, which means Risk at Sea. In business, risk is always measured against capital and therefore the Capital to Risk-weighted Assets Ratio (CRAR) is much in vogue. When we use the term "Risk", we all mean financial risk or uncertainty of financial loss. Business, more so in the context of SMEs, is the art of extracting money

from others pocket, sans resorting to violence and unethical means. But profiting in business without taking risk is like trying to live without being born. Risk taking, as all of us know, is failure prone as otherwise it would have been termed as sure taking. Every enterprise, be it small or medium, has its own objectives and mission.

RISKS SPECIFIC TO SMEs

There is no specific definition for SMEs, which normally cover closely held or unlisted companies, partnership firms, proprietor concerns, etc. There exists fundamental difference between the way they function and the way they will be served in the financial market, as the character and integrity of the promoter/owner are the key and critical credit indicator and hence play a large role. In SME business, the gut feeling, which is subjective, is more relied upon than the pure analysis" that are more objective-oriented. Hence, both the business and professional relationships are rolled into one. Certain misconceptions such as SMEs may get low rating, provide unreliable information, may not afford the fees for getting them rated, etc. will have to be dispelled first. Small to medium businesses are exposed to risks all the time. Such risks can directly affect day-to-day operations, decrease revenue or increase expenses. Their impact may be serious enough for the business to fail. Most business managers know instinctively that they should have insurance policies to cover risks to life and property. However, there are many other risks that all businesses face, some of which are overlooked or ignored. Every business is subject to possible losses from unmanaged risks.

The SME sectors are exposed to some specific risks, some of which are discussed below:

(a) Constitution of business entity the business entities under SME sectors are mostly proprietorship and partnership concerns. Few in the joint stock companies are private limited or closely held public limited companies. Thus, the very constitution itself may prove to be risky due to lack of professionalism and overdependence on one or two key persons for running the show. Lenders and other stakeholders in SME sector cannot afford to forget this fact.

(b) Leverage on financial structure the nature of constitution of the business entity limits the funds mobilization efforts and leveraging capacity. There is a limit up to which a small and medium business enterprise can raise capital and borrow. This naturally affects their capacity to leverage on the financial structure.

(c) Tough competition and inadequate margin By virtue of the fact that most of the entities in SME sector are small players in their field, they may have to encounter tough competition from the bigger players. They face the pressure on their margins they can't raise their price but have to absorb the high input cost.

(d) Low collection in Account Receivables as is evidenced in the increasing trend of outstanding receivables in the SSI sectors, there exist collection risk in the receivable portfolio of SME sectors for the reason that SMEs cannot dictate terms to their customers. As SME sector business entity is at the receiving end, this may put strain on the liquidity position of the business entity. However, the track record of SMEs as borrowers reveals that the default rate is low. Very low rates of bad debts may be the result of banks restricting their exposure to this sector.

(e) Incapacity to go for technological advancement with very little financial resources and poor ability for leveraging the financial structure, the SME sectors may not have the wherewithal to go for highly sophisticated technological advancement which would help them optimize their available resources in the best way.

(f) High employee turnover as growth prospects are very limited in SME sector, it is prone to high degree of employee turnover and this may involve lot of wastage of manpower and additional cost in the form of training and knowledge updating, affecting continuity besides lowering the productivity.

(g) Micro Finance Number of small enterprises could be covered under these social oriented entrepreneurial activities. There can be no doubt that lenders spread their risk when they lend to this particular sector. It is under the premise that poor are bankable and micro enterprise finance through repayment incentive structure, streamlined administration and market based pricing adopting profit center approach is sustainable.

(h) Collateral Security it serves as insurance to lenders and for the borrowers. It is a reflection of credit-worthiness to lenders. Extending the logic further, where the promoter of SME is willing to offer the family home as security against the amount borrowed, it serves as a catalyst to avoid default. That is to say the incentive to avoid the risk of default is likely to be stronger where the family home is used to obtain business finance.

(i) Bank Lending to SMEs are an important part of economic growth in the country and bank lending is the primary source of external finance to them. Therefore, it is essential that banking sector responds not only

effectively but also efficiently to the just needs of SMEs. When the business owners or managers know more about prospects of venture and risks facing their business than lenders, information asymmetry sets in. Where information asymmetry exists, lenders may respond by increasing lending margins to levels in excess of that which the inherent risks would require. Besides, banks may also curtail the extent of lending and resort to what is known as Credit Rationing, notwithstanding the fact that SMEs would be willing to pay a fair Risk Adjusted Cost of Capital.

RISK MANAGEMENT PROCESS

Sound risk management should reduce the chance that a particular event will take place and, if it does take place, sound risk management should reduce its impact. Sound risk management also protects business wealth. Risk management starts by identifying possible threats and then implements processes to minimize or negate them. Sound risk management can produce the following benefits:

1. Lower insurance premiums
2. Reduced chance that the business may be the target of legal action
3. Reduced losses of cash or stock etc.
4. Reduced business down time. This guide identifies some of the risks and areas where risks may emerge and it provides some strategies to manage them.

The prime functions of risk management are to identify measure and more importantly monitor the risk. Risk management activity is a pro-active action in present for securing the future. Managing risk is nothing but managing change, before the risk manages the persons concerned.

RISK MANAGEMENT IN MSMEs

Generally, MSMEs have been defined as high risk ventures with little or no structure for managing risks. According to Federation of European Risk Management Associations (2002) MSMEs were no different from other organizations, but their sizes made them vulnerable to risk, and they rarely have adequate resources to employ dedicated risk management professionals. *Mwaniki* (2006) in the study revealed MSMEs had weak risk assessment and management strategies in place. Often MSMEs had lack of business records, inadequate staff training, lack of relevant skills to for good decision making, inadequate capacities to manage risks. *Ingirige et. al.*, (2008), observed that MSMEs specially suffered from poor planning, susceptibility to cash flow disturbances, lack of capital for recovery, unsuccessful interactions with national agencies, infrastructure problems, myopic mindset and organizational culture and access to technical know-how to tackle perceived exposure to risk.

COMPONENTS OF 'ENTERPRISE RISK MANAGEMENT'

As proposed by (COSO, 2004) the 'Enterprise Risk Management' consists of eight interrelated components which must be integrated with the management process. The interrelated elements are explained below:

- a) **Internal Environment:** The internal environment comprises of the core philosophy of an enterprise, which influences the risk consciousness of its workforce and formulates the base for enterprise risk management. It incorporates discipline and code of conduct. Internal environment thus contains establishment's risk management beliefs; it's risk appetite; responsibility of the board of directors; the integrity, ethical values, capability of its workforce; the way management allocates duties, authorities, responsibilities and nurtures its people.
- b) **Objective Setting:** The objectives need to be set at strategic level, encompassing the goals and objectives earmarked for operations, reporting, and compliance. Objectives should be brought in line with the organization's risk appetite, which drives risk tolerance in the organization.
- c) **Event Identification:** Management needs to recognize possible events that, if occur, will affect the organization, and then conclude whether those events exemplify prospects or whether they might negatively affect the organization's ability to effectively implement strategy and accomplish goals.
- d) **Risk Assessment:** Risk assessment helps an organization to contemplate the extent to which probable events will have an impact on accomplishment of goals. Management evaluates events from two viewpoints - probability of occurrence and the effect it will create. It normally uses a combination of qualitative and quantitative methods for evaluation. The positive and negative impacts of potential events should be scrutinized, on individual aspects and on group, and also across the organization.

- e) **Risk Response:** After having evaluated the pertinent risks, management then determines how it will respond to it. Responses may consist of risk evasion, risk minimization, risk sharing, and risk acceptance. Before finalizing its response, management evaluates the consequences of the response in terms of: probability and impact, costs-benefits analysis, possibility of crafting residual risk. Management also tries to identify any opportunity that might be existing, and formulates an organization-wide, opinion of risk, to decide whether overall residual risk is within the organization's risk appetite.
- f) **Control Activities:** Control activities include the guidelines and processes that make sure that management's risk responses are carried out effectively. Control activities take place all over the organization, at all levels and in all functions. They include a wide range of activities as varied as - approvals, sanctions, authentications, settlements, appraisals of operating performance, security of assets, and classification and allocation of duties and responsibilities.
- g) **Information and Communication:** Relevant information is recognized, seized, and transferred in a manner and timeframe that allows people to carry out their respective tasks. Information system procures data both from the internal and external sources, makes available necessary information for managing risks and making informed decisions. There should also be effective communication with external parties, such as clienteles, merchants, officials, and stockholders.
- h) **Monitoring:** Enterprise risk management can be accomplished through ongoing monitoring and evaluations. Ongoing monitoring usually transpires in the normal course of management activities. The scope and frequency of discrete evaluations is principally governed by the assessment of risks and the effectiveness of ongoing monitoring processes and techniques. Any shortcoming in the procedures must be reported to top management and the board of directors.

CONCLUSION

Functions of risk management should actually be the entity specific, dictated by the size and quality of the balance sheet, complexity of functions, technical/professional manpower and the status of Management Information System in place. Any risk management model is as good as the data input. In the present scenario, where profits are derived mainly from trading in the market, one can no longer afford to avoid measuring risk and managing its implications thereof. To the extent the SME entity takes risk consciously, anticipates adverse change and hedges accordingly, it becomes a source of competitive advantage as it can offer its products at a better price than its competitors. What can be measured can also be managed. It should be clearly understood that risk mitigation efforts are more important and vital than capital allocation against inadequate risk management system.

By implanting a structured approach to 'Enterprise Risk Management' within MSMEs day to day operations, prospective benefits such as reducing the overall risks, minimization of probable losses, reduction in cost, organizational alignment to the MSME's mission and objectives can be realized. In order to initiate sound 'Enterprise Risk Management' MSMEs first need to be aware of the prevailing challenges being faced by similar enterprises, both in the domestic and international scenario. This will form the basis of consciously planned and systematic risk Management practice, which goes much beyond common sense. The holistic integration of the 'Enterprise Risk Management' with vision, mission, goals and activities of MSMEs would definitely result in their longevity and sustainable development.

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DIGITAL INSTITUTIONAL REPOSITORY: NEED OF TIME

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ABSTRACT

Today is era of the digital revolution. This digital revolution leads abundance of published information. ICT also changed information resources. Management of this abundant information is burning issue in this digital revolution. In view of this information explosion, LIS experts have to find out the various ways of the Management of information. Institutional repository is mean to spread out institution's learning resources, intellectual assets IR preserves it as a knowlwelege resources and make available to students, academicians, researchers and The concerned Libraries can also treat it as a resource generation tool. Institutional Repository can extend a good support to exiting library to cater better services to the readers.

Keywords: Digital Repository, Institutional Repository, Information management, knowledge Management

PROLOG

Presently we are in 21st era and information communication technology (ICT) has brought revolution in all dimensions. Library and information centers are not away from revolution. Earlier libraries are storehouse of print resources. The advent of computers has brought a revolution in the field of Library and Information science. Use of ICT changed information generation in all dimensions. ICT has brought changes in both forms and format of information generation. In this digital era e-publication is proliferated. Therefore to survive in this technical era use of ICT application is essential. Today's techno savvy user's demand is pin point i.e. information within click. To provide effective and faster services library users, need to accumulate information in digital format both i.e. 'Born Digital' and 'Converted Digital'.

Libraries are regarded as heart of any Academic or Research institute. Libraries always help to enhance academic ability and Research and Development activities of parent institute. Recently in age of information explosion digital institutional repositories are becoming boon in information dissemination. Institutional repository helps to provide 'Right information to Right Users at Right Time'. Institutional repository boosts accumulation, preservation and dissemination of scholarly publications. Institutional repository helps to overcome barriers of information storage and retrieval in this digital era.

CHANGING IN PARADIGM

Today is era of the digital revolution. Our life is in all aspects due to advent technology such as High-end Computer, Networking, Internet, Communication protocol etc. The emergence of Information communication technology has dramatically increased rate of information generation. This digital revolution leads abundance of published information. ICT also changed information resources. Management of this abundant information is burning issue in this digital revolution. In view of this information explosion, LIS experts have to find out the various ways of the Management of information.

RECENT TRENDS IN INFORMATION MANAGEMENT**Archive**

An archive is an accumulation of data moved to a repository for backup, to keep separate for compliance reasons or for moving off primary storage media. It can include a simple list of files or files directory or structured catalog. Archive storage usually needs to be competent to stock up large amounts of data, for long duration at a low cost. Tape, disks, cloud are the some of the storage options are commonly used for data Archive.

Depository

An ideal depository is safe, general information storage applications. A depository is a physical site where data is kept in the form of hard copies, magnetic disks, magnetic tapes, compact disks and similar media. An ideal depository is make safe because only authorized persons or institutions can gain access to the data it contains.

Digital Repository

Digital repository is defined, as "The range of different types of digital content can be vast, including text, audio, video, images, learning objects and datasets. The material may be born digital or of a physical medium that has been digitized, such as scanned images" (Gibbons, 2004)

Thus the digital repositories are collection of “Born digital” and “Converted digital” resources in various formats such as text, audio, video, images etc. Digital Repository favors information management in following ways:

- Digital repository helps to store large amount minimum space.
- It helps to conservation and preservation of information.
- It improves information retrieval.
- It Save the Time of reader as well as information professionals.

TYPES OF DIGITAL REPOSITORY

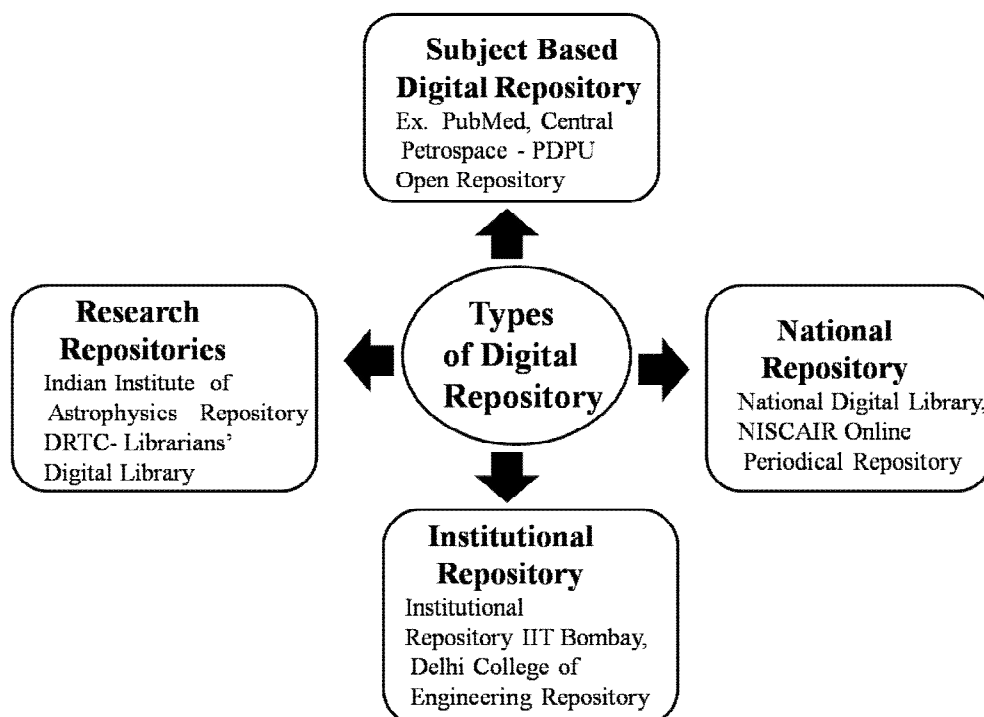


Fig. Types of Digital Repository

Depending on scope, accessibility and developing or funding organization repositories are categorized four categories viz are

i) Subject Based digital Repository

- Subject based digital repositories are devoted to organization of specific subject's resources.
- They are well organized. Subject based digital repository attracting researchers due to relevance in information retrieval. Hence play vital thematic information retrieval services.

ii) Research repositories

- These are repositories are developed and funded by research organization.
- They accumulate resources as per need of parent organization.
- Their main role is build up collection to achieve objectives of parent organization

iii. National Repository

- Government develops national Repository or government funded organization.
- These are national system and work as part national research library.
- National repository accumulates scholarly communication in national languages.
- These are designed to support teaching learning process in higher education and promote Research and Development.
- National repository helps users to get scholarly communication in national language and supports public policy.

iv. Institutional Repository

- Institutional repositories are mainly structured to manage institution's intellectual assets, scholarly communication.
- Institutional Repository captures outputs of institution's knowledge base.
- Institutional repository is a local sharing platform for expertise of institution.
- It proliferates teaching learning process, R&D as well as strategic planning of institutes.

INSTITUTIONAL REPOSITORY (IR)

Institutional repository is meant to spread out institution's learning resources, intellectual assets. It preserves it as knowledge resources and makes available to students, academicians, researchers.

Institutional Repository can be defined as "digital collections that capture and preserve the intellectual output of a single or multi-university community" (Gibbons, 2004).

Raym Crow (2004) defined as Institutional Repository as a "Digital Archive of intellectual product created by the faculty, research staff, and students of an institution and accessible to end users both within and outside the institution, with few, if any barrier to access. The content is institutionally defined, scholarly, cumulative and perpetual, open and interoperable."

According to **Mark Ware** an institutional repository is defined to be a "web-based database (repository) of scholarly material which is institutionally defined (as opposed to a subject based repository); cumulative and perpetual (a collection of record); open and interoperable (e.g. using OAI-compliant software); and thus collects, stores and disseminates (is part of the process of scholarly communication). In addition, most would include long-term preservation of digital materials as key functions of IRs"

Thus institutional repository is Institutes digital database designed to collect, store and disseminate which explore knowledge base of institution.

NEED OF INSTITUTIONAL REPOSITORY

Institutional repository is essential to:

- i. Build single, stable collection of institute's scholarly communication.
- iii. Offer global explore to institutions scholarly communication.
- ii. Enhance self- archiving of institutional scholarly research output.
- iii. Disseminate and maintain prolong storage institutions scholarly communication

PROPERTIES OF INSTITUTIONAL REPOSITORY

A digital institutional repository is:

- Collection and management of digital resources.
- Sustainable storage of scholarly communication.
- Institute's scholarly Communication which is available to anyone to anywhere through internet
- Global visibility of institute's scholarly content.
- Medium to enhance and represent institutes research impact

IMPORTANCE OF INSTITUTIONAL REPOSITORY

- i. Management of scholarly content.
- ii. Preservation of scholarly content.
- iii. Dissemination of scholarly content.
- iv. Encourages open access to scholarly content.
- v. Assessment of scholarly content.

BENEFITS OF IR**A. Through perspective of Institute:**

Institutional repository-

- i. Provides enhanced approach to knowledge Management.

- ii. Helps in centralization of institution's research outcomes
- iii. Helps to cater effective services to users.
- iv. Effective means to extend institution's scholarly content.
- v. Offers global visibility to institutional research outcomes.
- vi. Bring to light institution's intellectual assets.

B. Through perspective of Author or Contributor

- i. IR is flexible way to disseminate author or contributors scholarly content published in traditional format.
- ii. IR Extends access of one's scholarly contents.
- iii. It provides prolonged storage and sustainable intellectual capitals.
- iv. Enables to explore research outcomes.

C. Through User/ Stakeholder Perspective

Institutional repository-

- i. Brings teaching and learning effective.
- ii. Removes barriers in accessibility of scholarly content such as cost, permission.
- iii. Motivates one's to research and development by ease in accessibility to scholarly content.

D. Through perspective of Five Laws of Library science:

Dr. S.R. Ranganathan has stated 'Five laws of library science'. These laws are guiding principles for successful Library and Information Services. Benefits of IR in perspective of five laws of Library science are as below:

1. Books Are For Use- Easy access through internet technology to users
2. Every Reader His / Her book- Enhanced information storage and retrieval
3. Every Book its Reader- Global visibility and improved dissemination of scholarly content.
4. Save the Time of Reader (and library Staff) - Provides extensiveness storage and retrieval to scholarly content in very short time.
5. Library is growing organism- Effective way to knowledge management in information explosion era through networking and internet.

CONSTRAINTS OF INSTITUTIONAL REPOSITORIES

The Open Access Movement has a big challenge especially the publishing industry of journals under commercial sector challenging their sovereignty. The management support, availability of IR expertise, willingness of authors to participate is very important factors for the success and sustainability of IR.

- Absence of a well-defined institutional policy is a serious constraint for IR development. Uncertainty will exist about the norms to be adopted for inclusion of documents regarding the person depositing the document, the need for review and technical evaluation of the document, types of documents to be included and the level access control.
- IR being a new development, there is serious lack of IR expertise especially in a developing country like India. Many institutions although serious to set up IR failed due to non-availability of IR expertise from both library and IT staff.
- The management and the authors concerned about forms a serious bottleneck in building the content of an IR. Many institutions fail to allocate sufficient funds for IR. The basic necessities like IR infrastructure availability of expertise cannot be fulfilled without adequate funds
- Another important constraint is apathy of authors towards time consuming and lengthy deposition procedure.
- Ignorance of users in the absence of appropriate literacy program is another constraint with viz. one cannot expect any developments in IR.
- In case of journals and conference proceedings usually copyright of a research publication lies with the publishers. The publisher's rigid attitude for allowing the published item in IR and the authors concerned in this matter is another constraint to be sorted out appropriately

- A good number of institutions in India although have set up the IRs, but made them available only on the LAN of their institute or on a single system due to various reasons like copyright problem from publishers or reservation of their management to throw open their publications. Apathy of Creators/authors for depositing content
- Customization of open source software is a bottleneck.
- They affect the balance of institutional power as some departments proceed faster than others do.
- Nature of content: Classified/restricted and Unclassified/Open
- Diversity of content and the language used in the full texts
- They rely on unproven methods for long-term digital preservation.

MANAGEMENT OF INSTITUTIONAL REPOSITORY (IR)

A. Overview of IR Development

Components development process of institutional repository is as below:

A mission statement	“reflects a commitment to the preservation of, long term retention of, management of, and access to digital information” (ISO, 2011)
Preservation Strategic Plan	“defines the approach the repository will take in the long-term support of its mission, collection, policy or other document that specifies the type of information it will preserve, retain, manage and provide access to” (ISO, 2011)
Organization of structure and staff	“identified and established the duties that it needs to perform and shall have appointed staff with adequate skills and experience to fulfill these duties, the appropriate number of staff to support all functions and services, in place an active professional development program that provides staff with skills and expertise development opportunities” (ISO, 2011)
Procedural accountability and preservation policy framework	“identified and established the duties that it needs to perform and shall have appointed staff with adequate skills and experience to fulfill these duties, the appropriate number of staff to support all functions and services, in place an active professional development program that provides staff with skills and expertise development opportunities” (ISO, 2011)
Contracts, licenses and liabilities	“mechanisms for review, update, and ongoing development of its Preservation Policies as the repository grows and as technology and community practice evolve, a documented history of the changes to its operations, procedures, software, and hardware, commit to transparency and accountability in all actions supporting the operation and management of the repository that affect the preservation of digital content over time, define, collect, track, and appropriately provide its information integrity measurements., commit to a regular schedule of self-assessment and external certification., have short- and long-term business planning processes in place to sustain the repository over time, have financial practices and procedures which are transparent, compliant with relevant accounting standards and practices, and audited by third parties in accordance with territorial legal requirements, have an ongoing commitment to analyze and report on risk, benefit, investment, and expenditure (including assets, licenses, and liabilities)” (ISO, 2011)
Digital object management, acquisition of content	“maintain appropriate contracts or deposit agreements for digital materials that it manages, preserves, and/or to which it provides access” (ISO, 2011)
Infrastructure and security risk management, technical infrastructure risk management	“identify the Content Information and the Information Properties that the repository will preserve” (ISO, 2011)

B. Technical Requirement

i) Hardware: Hardware requirement for institutional repository include higher configuration computer as server, scanner to convert traditional resources into digital format.

ii) Software: There is much software available to develop institutional repository. Parent institution can select any software among this depending on objectives and policy of institutional repositories.

DSpace, E-Prints, Fedora, Greenstone, Archimides these are some of the softwares for institutional repository development.

iii) Internet: Internet connectivity is essential to share and access the institutional repository.

C. Administration and Maintenance of Policy – Responsible for day-to-day functions and the harmonization or IR services. While developing and maintaining IR, defining administrative and maintenance policy is essential. For defining these policies, following points shall be considered:

- Scope – Contributors to Repository, scope of deposited contents, supported content types.
- Content format: file format: (text, csv, jpeg, TIFF, html, xml) for depositing content.
- Copyright for depositing contents.
- Access Policy: Manages processes and services that trace, demand, retrieve and disseminate delivery of the content within the archival store.
- Withdrawal Policy: in case of violation of deposit agreement or other exceptional circumstances
- Privacy Policy: Privacy of repository information and users personal information
- Preservation Policy: Repository is committed to providing preservation of repository content. Preservation policy designs preservation strategy based on emerging technology and users environment.

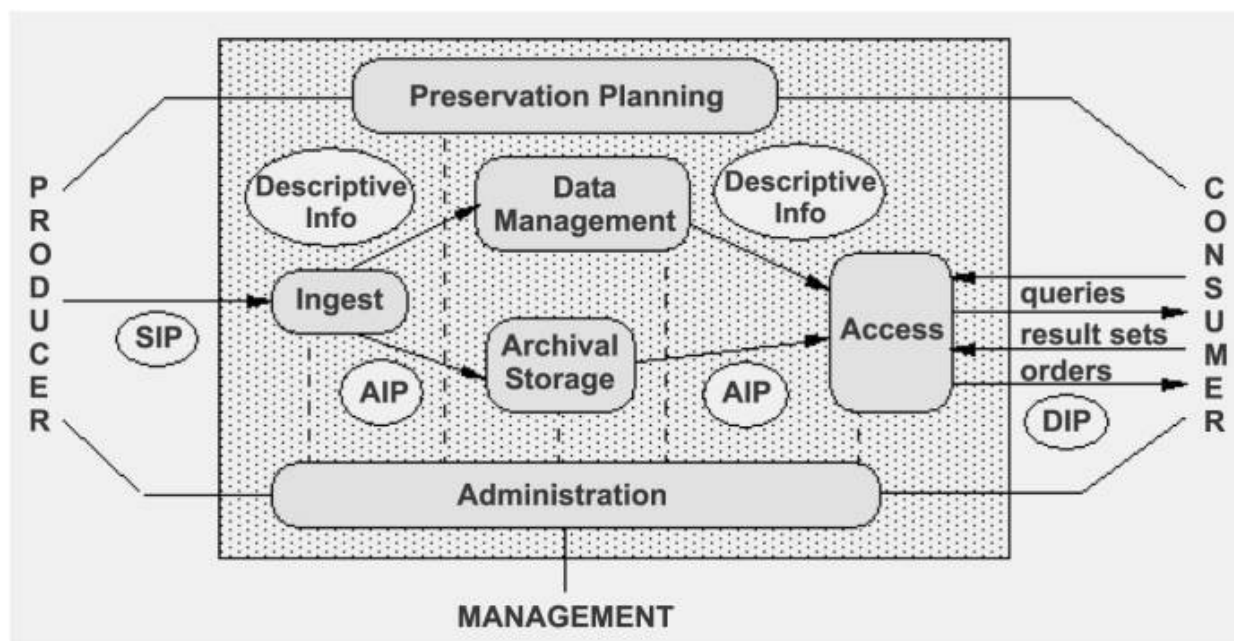


Fig: Information Repository functional entities (HockX-Yu, 2006)

CHALLENGES OF INSTITUTIONAL REPOSITORIES

1. Difficulties in Generating Content: Many times, it became very difficult to identify the origin of the content in view of its authenticity hence it became difficult to upload.

2. Right to Management Issues: Sometimes researchers are apprehensive about infringing publishers copyright and lack adequate awareness about their own

3. Working Culture Issues: Still people love to printed documentation and creation of documents. Normally creation of digital material needs some technical ability or computer competency,

4. Policy Issues: Unfortunately there is no single policy defended which can be accepted by majority Information scientists or professionals

5. Lack of Incentives: There must be some Incentives to be provided to the developer of the IR to attract others to take interest in the field of IR development

6. Cost: Cost cannot be estimated in the initial stage.

SOME SOFTWARE FOR IR DEVELOPMENT

There are different softwares for building institutional repositories. Some well known software packages are described below

a) DSpace: DSpace was developed by Massachusetts Institute of Technology (MIT) libraries & Hewlett-Packard labs. It runs on Unix or Linux machine and Apache web server, Tomcat servlet engine and the PostgreSQL relational database system are required. The software is released under BSD license. Website: <http://www.dspace.org/>

b) EPrints: Eprints was developed by University of Southampton and released under GNU General Public License. It runs on Unix machine and Apache, MySQL database, Perl language is necessary for its installation and operation. Website: <http://www.eprints.org/software/>

c) Green Stone Digital Library software (GSDL): The Greenstone Digital Library Software is a suit of Open Source, multilingual software package for building and distributing Digital Libraries. It provides a new way of organizing information and publishing it on the Internet or on CD-ROM. The software has been developed by the New Zealand Digital Library Project at the University of Waikato, New Zealand. Greenstone is supported by the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Human Info NGO, based in Antwerp, Belgium for spreading the benefits of this software to developing countries. It is released under GNU General Public License and runs on Windows, Linux / Unix machine that have Apache web server, MySQL database and Perl language. Website: <http://www.greenstone.org>

CONCLUSION

The establishment and development of institutional repository has become need of time and it can support highly to research and development activity. It can also be treated as a resource generation tool by the concerned Libraries. Institutional Repository can extend a good support to existing library to cater better services to the readers. Institutional Repository is flexible way to disseminate scholarly content published in traditional format as well as It extends access of scholarly contents. In LIS profession, it helps for extensive storage and retrieval of scholarly content. IR is effective way to knowledge management in information explosion era through networking and internet.

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A CONCEPTUAL STUDY ON THE ROLE OF DIGITALIZATION IN MUTUAL FUND INDUSTRY IN INDIA

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ABSTRACT

Digital India Program announced by the government of India aims at transforming India into a digitally empowered society and knowledge economy. In India, about 627 million users are availing the internet facilities and this number is expected to cross 1000 million by A.D. 2020. In future, the Mutual Fund sector is going to count on the technologies to understand investor's requirement, spending behaviour and future goals to suggest him the right investment portfolio. This paper examines the important drivers of digitalisation trend that can link the regulatory changes and customer expectation. It aims at studying the digital scenario in Mutual Fund sector as well as focusing the digital technologies.

Keywords: Digitalization, mutual funds, cloud computing, Artificial intelligence

(1) INTRODUCTION

Digital India Program announced by the government of India aims at transforming India into a digitally empowered society and knowledge economy. Almost 627 million users from India are availing the internet facilities and this number is likely to cross 1000 million by the year 2020. The Mutual Fund sector is going to count on the technologies in future to understand investor's requirement, spending behaviour and future goals to suggest him the right investment portfolio.

Technology has affected various spheres of life today be it literature, medical profession, commerce and trade. While introducing technology in various spheres, the government's intention is to reduce paperwork, especially in terms of financial transactions hence, digital payments as a sector has rumbled in recent years.

In the two years ended March 2019, the volume of digital payments through mobile transactions has increased over 100% on an annual basis. While payments through Immediate Payment Service (IMPS) grew surprisingly up to 106%, mobile wallets and mobile banking volumes increased over 120% each. Comparatively, the volume of payments through both debit and credit cards – the more established digital payment systems – recorded 15% annual growth.

(2) OBJECTIVES OF THE STUDY

- (1) To study the role of digitalization in mutual fund Industry in India
- (2) To analyze probable areas which need to be focused for implementing digitalisation.

(3) DISCUSSION

This conceptual paper highlights mainly on study the role of digitalization in mutual fund sector in India and probable areas which need to be focused for implementing digitalization. This paper also stresses the importance of usage of digital financial which play a pivotal role in contributing to the growth of the country.

MUTUAL FUNDS AND TECHNOLOGY

The mutual fund sector has adopted technology across its processes like fund management, transaction processing and customer servicing etc. It has also fervently adopted technology in transactions across the payment spectrum. The number of users availing online mutual funds facilities is visibly increasing day by day.

Within the payment spectrum, the Unified Payments Interface (UPI) has been progressively adopted by many fund houses to facilitate payment transactions smoothly and reduce turnaround time. UPI interface can reduce the transaction time for investor to 1 day compared with 2-3 days which are generally required in case of conventional internet banking.

The industry has also adopted newly available facilities and options. A recent development in this regard being the migration from Electronic Clearing Service (ECS) to a more advanced and efficient clearing platform which is known as National Automated Clearing House (NACH).

Investors can now use the one-time mandate (OTM-NACH) facility to eliminate the operational hassles arising out of ECS mandate for subsequent investments. As a result, the SIP registration mandate, which usually required 15-20 days in case of ECS, has been decreased to 5-10 days by OTM-NACH.

In addition to this, adoption of AADHAR for e-KYC (Know Your Customer) has proved to be a turning point for online investing, enabling the country to take a giant leap, and changing the economics of providing financial services to the masses.

ADOPTION OF DIGITAL PAYMENTS GENERATING GOOD RETURNS

Adoption of digital payments has definitely paid rich dividends, which can be seen in the rapid inflow of digital money into the industry. The share of gross inflows through digital modes has grown from just about 0.5% two years back to more than 6% in April 2018. As of July 2018, gross inflows through digital modes had jumped to nearly 10%.

Among the factors driving this is growing availability of information, awareness and penetration of the industry across geography or investor segments. Taking into consideration the pace of development of the digital space, it is expected that the non-included people would be joining in with remarkable number.

The government has also been a key player in digitization through extensive efforts for financial inclusion by spreading financial awareness among the prospective and existing investors living in the remote parts of the country and bridging the geographical division.

Visibly, the role of technology can only get bigger from here. Hence, the digital mode is the way forward for the industry, intermediaries and investors. Adoption will be a win-win for all as it will help boost the industry's penetration, provide it an effective medium to improve efficiency and reduce costs, and pass on these benefits to investors, drawing them in.

Digitalization is helpful in spreading awareness about mutual funds investments. In fact, 59% of all mutual funds related queries on different search engines are from non-metropolitan cities. With information available at the tips of fingers, more and more fresh investors are in search for mutual funds and investing in them online.

POSSIBLE NEW TECHNOLOGIES IMPACTING THE MUTUAL FUND INDUSTRY

Online platforms for investors

These are the online platforms created by asset management companies and Registrar and Transfer Agents, industry associations and distributors and stock exchanges that allow investors to transact online in mutual funds.

Big data analytics

With the help of big data analytics, mutual funds can analyze the actions of investors statistically which helps them gather better insights on the investors.

E-commerce platforms

Investors would be able to buy mutual fund products through e-commerce platforms which enhances the reach of the product across the country.

Robo advisory

The asset management industry (AMI) would be the most impacted one by the financial automated advice tools as per the CFA Fintech Investment Survey of 2016. Robo advisory firms do so by creating automated programs allotting financial planning advice to investors.

Social media

The asset management industry has accepted social media holistically to create awareness of its products and services, as well as to service clients and capture investor needs.

MF Utility a digital enabler

Mutual Fund Utility/ MFU is a technological platform promoted by the Indian mutual fund sector under the sponsorship of AMFI. Being a digital aggregator and enabler with shared infrastructure, it is aimed at providing convenience to all stakeholders, operational efficiency, and reduction in the industry's transaction processing costs.

The Mutual Fund Utility acts as a single point of service for distributors and investors to invest in schemes of various mutual funds. Distributors and investors are totally free to submit transactions in a single place irrespective of the mutual fund they transact.

The distributor, thus, can save a lot of time, effort and cost. Being an initiative of the industry, built for the industry, MFU has the potential to become the single largest aggregator for the industry.

Because of the simplicity in submission of transactions through this facility, there has been an increase in the popularity of Mutual Fund Utility. It has more than 3,30,000 common account numbers, covering about 2

million folios, more than 800 common account numbers are being opened every day, out of which more than 80% are opened by distributors for their clients, and around Rs. 180 billion worth of transactions are made through the system every day. On an average, close to 1,000 SIPs are registered through Mutual Fund Utilities daily.

The total assets under management of Common Account Numbers is over Rs. 1 Trillion. Over the last two years, it has grown about five times in volume.

MFU could soon be one of the biggest aggregators with the industry's increased focus on digitalization

4. INFERENCE

With the implementation of digitalization to mutual funds sector, higher level of investment activities can be promoted. Digitalization helps in maintaining the records of transactions which can be easily accessed by the customers. Digitalization is helpful in taking India towards corruption free economy in the world and also helps in anti-money laundering and proper collection of taxes.

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DEMOGRAPHIC INFLUENCE ON THE INVESTMENT IN INSURANCE PRODUCTS

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ABSTRACT

India's Life insurance penetration and Life insurance density standing at 2.72% and 46.5% respectively and protection gap being 92% indicate the untapped potential of the Indian life insurance market (Source: IRDAI Annual Report 2016-17). With the changing demographics and social changes, a better understanding of the investment preference towards life insurance would surely facilitate better market penetration in this segment. Therefore, this research paper is oriented towards the study of the demographics which influence the investment preference towards life insurance. The research was performed using a structured questionnaire, which consisted of different scales in terms of investment preference in Life Insurance adopted from the relevant literatures of previous studies. The findings of the study also suggested that there is a high degree of concurrence between demographics and the investment preference in Life insurance on the basis of risk and return along with their preference for the types of Life insurance policies.

Keywords: Insurance, Demographics, Expectations, preference

1. INTRODUCTION

The insurance market has witnessed dynamic changes which includes presence of a fairly large number of insurers both in life and non-life segment. Most of the private insurance companies have formed joint venture partnering with well recognized foreign players across the globe. .

India with about 200 million middle class household shows a huge untapped potential for players in the insurance industry. Saturation of markets in many developed economies has made the Indian market even more attractive for global players. The insurance sector in India has come to a position of very high potential and competitiveness. Indians who have always seen life insurance as a tax saving device, are now suddenly turning to the private sector that are providing them new products and variety for their choice. Customers have tremendous choice from a large variety of products from pure term (risk) insurance to unit-linked investment products. Customers are offered unbundled products with a variety of benefits. More customers are buying products and services based on their true needs and not just traditional money back policies, which are not considered very appropriate for long-term protection and savings.

The rural consumer is now exhibiting an increasing propensity for insurance products. A research conducted exhibited that the rural consumers are willing to dole out anything between Rs 2,900 and Rs 3,500 as premium each year. Innovative products, smart marketing, and aggressive distribution have enabled the private insurance companies to sign up Indian customers faster than expected. To retain their positions and to stand with the competition, the private players are looking for various methods and are also following a variety of strategies. The private players are mainly concentrating on customer service and are effectively marketing their products and providing better service to their customers. Private insurers have further improved their efforts to increase awareness among the customers about the benefits and importance of insurance to attract more number of customers. Several players are expected to enter India's rapidly growing insurance market in the next few years, especially, if the foreign direct investment limit is raised to 49%.

2. CONCEPTUAL BACKGROUND

Fewer studies are reported in the literature to understand the demographic influence on the expectations which result in investment in an insurance product. This section discusses the major findings obtained from the literature study.

LIC is the biggest player in the life insurance market with approx 65% market share. With their world market experience and network, these companies have offered many good schemes to lure all type of Indian consumers but unfortunately failed to get the major share of market. But why Indian consumers do not trust on many companies and why the major population of India do not have any life insurance policy or what are the factors plays major role in buying behavior of consumers towards life insurance policies Sahu et.al, (2009). Life insurance is the most important type of insurance which provides financial protection to a person and his family at the time of uncertain risks or damage. Life insurance is the most important type of insurance which provides financial protection to a person and his family at the time of uncertain risks or damage. Various insurance related factors have been discussed in the paper. The data for the study has been collected from both primary and secondary sources yadav and Tiwari (2012).

A better understanding of consumer's behavior through demographic analysis can play a significant role in predicting demand for insurance. The study intends to find out the relationship of demographic attributes of the respondents with five vital factors influencing the purchase of a life insurance product i.e., product quality and brand image, quality of the service, brand loyalty, customer friendliness and commitment. Product Quality and Brand Image were identified as the highest ranking factors while Brand Loyalty has been rated as the least vital factor. It has been further identified that these factors vary significantly across various demographic characteristics of the respondents Negi and Singh (2012). Both the customers and the executives (of both urban and rural area) have the similar perceptions regarding the impact life insurance product pricing on the customers' buying decisions. Various statistical tools such as arithmetic mean and standard deviation were used to find out any possible differences in the perceptions among customers Dash (2013). Life insurance provides both safety and protection to individuals and also encourages savings among people. Three major districts of Punjab (Amritsar, Jalandhar and Patiala) from Majha, Doaba and Malwa regions were taken for sampling. Researcher has taken few hypothesis based on demographic and insurance based preference factors and tested them with the help of various statistical tools like chi-square, correlation and weighted average method. The analyzed data has been presented in the form of table, bar Figs and pie-charts Dev and Bansal (2017). Majority of the insurance customers belong to the age group of less than 40 years and are graduates and post graduates, the reason attributing to this, being having potential to invest and increased level of awareness because of insurance advisors. He also found that investors prefer low risk and safe return policies of periodicity 5 years to 20 years Sidhardha and M Sumanth (2017).

3. RESEARCH METHODOLOGY

The main focus of study is to understand and evaluate the investors or customer's investment behavior towards life and health insurance products. The primary data is collected from the employees, salaried person and self employed respondents who have invested in insurance products. The sample size considered for the study is 110 respondents from Bengaluru. A questionnaire was used as the research instruments with various questions to understand the impact of demographics on investment preference in Insurance using a five point Likert scale. The information is collected using the survey method by adopting multi stage sampling with the first stage sampling respondents being the agents and the second stage sampling respondents being the policy holders. Mean score analysis was considered to be adequate tool to analyse the demographic influence on Insurance preference.

3.1 Need of the study

The investment on insurance industry is less risky and has more liquidity; it offers abundance growth opportunity to the life insurer, but due to lack of insurance awareness, low marketing strategy, high premium and gender bias, investment in insurance products in India is lesser compared to foreign industry. Only 3.4% of Indian population is insured. The study is basically intended to examine the demographic factors affecting investor's decision towards investment in insurance policy.

3.2 Objective of the Study

- To study the Demographic influence on the investment preference in Insurance product.
- To analyse the Demographic preference towards the factors which influence investment in Insurance.
- To analyse the Demographic preference towards the expectations from an Insurance product.

3.3 Descriptive Statistics

The Descriptive statistics of the various factors which influence the investment preference in insurance products along with the expectations of the policy holders from the insurance product are depicted below:

Table-1: Descriptive statistics

Particulars	Minimum	Maximum	Mean	Std. Deviation
Safety	1	4	1.30	0.534
Capital growth	1	3	1.68	0.634
Liquidity	1	4	1.92	0.731
High rate of return	1	4	1.74	0.885
Tax benefit	1	4	1.88	0.875
Company profile	1	4	1.87	0.743
Product prefer	1	4	1.46	0.659
Premium	1	4	1.76	0.634
Charges	1	4	1.89	0.734

Policy term	1	4	1.78	0.871
Rider benefit	1	4	1.87	0.665
Bonus	1	4	1.77	0.686
pre and post	1	4	1.87	0.900
Accessibility	1	4	1.74	0.713
Company image	1	3	1.73	0.716
Investment advisor	1	4	1.75	0.826

3.4 Demographic influence on the investment preference in Insurance product.

Table-2: Mean score – Gender and Investment avenues

Gender	Bonds	Equity	Mutual fund	Public fund	Post office	Insurance	Bank deposit	Real estate	Gold and silver
Male	248	259	284	261	289	318	308	251	279
Female	233	253	249	267	282	306	273	241	255
Total	241	256	268	264	285	313	293	246	268

The preference of the respondents towards different investment avenues reveals that both male and female respondents prefer to invest in insurance compared to other investment avenues (Table 2) as depicted by the highest mean score of 3.18 and 3.06 respectively, for insurance products.

Table-3: Mean score – Age group and Investment avenues

Age group	Bonds	Equity	Mutual fund	Public fund	Post office	Insurance	Bank deposit	Real estate	Gold and silver
Below 30	243	266	251	262	268	285	268	238	283
31 - 40 years	270	304	287	252	248	309	278	270	274
41 - 50 years	235	227	265	254	296	300	296	231	242
51 - 60 years	220	210	320	300	350	430	370	270	270
60 years and above	150	175	250	325	475	450	450	250	225
Total	241	256	268	264	285	313	293	246	268

The investment preference on the basis of age in different avenues reveal that the mean scores of the respondents in the age group of being less 30 years, in the age group of 31-40 years, in the age group of 41-50 years and in the age group of 51 – 60 years prefer to invest in insurance products in comparison to other investment avenues where as the respondents in the age group of 60 years and above prefer post office investments being highly risk averse (Table 3).

Table-4: Mean score – Education and Investment avenues

Education	Bonds	Equity	Mutual fund	Public fund	Post office	Insurance	Bank deposit	Real estate	Gold and silver
SSLC	190	240	250	280	390	340	250	280	200
Under graduate	200	227	247	213	227	227	207	167	173
Graduate	249	260	309	287	309	357	349	268	306
Post graduate	261	268	232	250	253	284	268	242	276
Total	241	256	268	264	285	313	293	246	268

Graduates with a highest mean score of 3.09 prefer to invest in insurance products compared to other investment avenues. The aggregate mean score of 3.13 is also highest for insurance though a small variation is seen among the preference in investment avenues on the basis of education (Table 4).

Table-5: Mean score – Occupation and Investment avenues

Occupation	Bonds	Equity	Mutual fund	Public fund	Post office	Insurance	Bank deposit	Real estate	Gold and silver
Student	246	254	236	246	246	271	250	250	246
Service	212	264	261	252	291	306	282	212	242
Self employed/ business	257	253	292	282	304	341	324	267	298
Total	241	256	268	264	285	313	293	246	268

Table-6: Mean score – Annual income and Investment avenues

Annual income	Bonds	Equity	Mutual fund	Public fund	Post office	Insurance	Bank deposit	Real estate	Gold and silver
Below 1lac	243	255	245	260	285	293	283	248	240
1lac - 5lac	231	251	295	272	305	338	313	233	300
5lac - 10lac	242	263	284	247	268	295	263	268	274
Above 10	267	267	233	275	250	325	308	250	250
Total	241	256	268	264	285	313	293	246	268

Respondent policy holders of different occupations irrespective of being in service or being self employed with varied annual incomes also had a highest preference to invest in insurance as depicted by the highest mean scores individually as well as in aggregate (Table 5 and Table 6) .

3.5 Demographic preference towards the factors which influence investment in Insurance.

Table-7: Mean score –gender and Insurance preference

Gender	Safety	Capital growth	Liquidity	High rate of return	Tax benefit	Company profile
Male	1.30	1.70	1.92	1.77	1.85	1.85
Female	1.31	1.65	1.92	1.69	1.92	1.90
Total	1.30	1.68	1.92	1.74	1.88	1.87

The Mean score computed separately as well as in aggregate revealed that both the male and female respondents prefer to invest in insurance products for high liquidity as depicted by the highest mean score of 1.92 in aggregate, followed by the tax benefit on insurance investments with a mean score of 1.88 in aggregate and a marginally lower aggregate mean score of 1.87 for the insurance company profile in comparison to other factors like safety, capital growth and high rate of return. This depicts that both men and women have similar expectations from insurance investments (Table 7).

Table-8: Mean score – Age group and Insurance preference

Age group	Safety	Capital growth	Liquidity	High rate of return	Tax benefit	Company profile
Below 30	1.38	1.62	1.77	1.57	1.70	1.89
31 - 40 years	1.35	1.78	2.17	2.00	1.83	1.96
41 - 50 years	1.19	1.88	1.96	1.65	2.04	1.73
51 - 60 years	1.20	1.40	1.90	2.10	1.90	2.00
60 years and above	1.00	1.25	2.00	1.75	3.25	1.75
Total	1.30	1.68	1.92	1.74	1.88	1.87

According to the tax deduction on premium paid for life insurance policy under section 80C of the income tax act 1961, an exemption up to 1.5 lakhs per annum as tax benefit can be availed on premiums paid for a life insurance policy. Most of the respondents who are in the age group of 60 years and above with a mean score of 3.25 and in the age group of 41- 50 years with a mean score of 2.04 prefer to invest in insurance products for tax benefit compared to other factors.

The respondents below the age group of 30 years with a mean score of 1.89 prefer company profile as an important factor before investing in insurance. The 31- 40 years age group expect liquidity, as investing in certain insurance policies provide liquidity at regular intervals. The 51- 60 years age group expect high rate of return while investing in insurance (Table 8).

Table-9: Mean score – Education and Insurance preference

Education	Safety	Capital growth	Liquidity	High rate of return	Tax benefit	Company profile
SSLC	1.30	2.10	2.10	2.50	2.60	2.10
Under graduate	1.40	1.80	2.13	1.87	2.07	1.93
Graduate	1.21	1.57	1.89	1.64	1.83	1.85
Post graduate	1.37	1.66	1.82	1.61	1.68	1.82
Total	1.30	1.68	1.92	1.74	1.88	1.87

Most of the SSLC educated respondents with a mean score of 2.60 prefer to invest in insurance for tax benefit where as undergraduate, Graduate and Post Graduate respondents expect liquidity to be the most preferred factor to invest in insurance which had the highest mean scores. In addition Post Graduate respondents also considered the company profile to be equally important factor for them to invest in Insurance (Table 9).

Table-10: Mean score –Occupation and Insurance preference

Occupation	Safety	Capital growth	Liquidity	High rate of return	Tax benefit	Company profile
Student	1.39	1.57	1.75	1.43	1.57	1.68
Service	1.36	1.67	2.09	1.73	1.94	2.06
Self employed / business	1.20	1.76	1.90	1.92	2.02	1.86
Total	1.30	1.68	1.92	1.74	1.88	1.87

Self employed/ business respondents prefer to invest in insurance for liquidity as revealed by the mean score of 2.02 whereas the student and service respondents prefer liquidity to be a major factor for investing in insurance with the highest mean scores of 1.75 and 2.09 respectively (Table 10).

Table-11: Mean score – Annual income and Insurance preference

Annual income	Safety	Capital growth	Liquidity	High rate of return	Tax benefit	Company profile
Below 1lakh	1.43	1.68	1.85	1.70	1.95	1.95
1 lakh - 5 lakh	1.13	1.77	2.00	1.85	1.95	1.79
5 lakh - 10 lakhs	1.26	1.74	1.68	1.58	1.47	1.89
Above 10 lakhs	1.50	1.33	2.25	1.75	2.08	1.83
Total	1.30	1.68	1.92	1.74	1.88	1.87

Most of the respondents with an annual income of above 10 lakhs and in the range of 1lakh-5lakhs prefer to invest in insurance for liquidity with high mean scores of 2.25 and 2.0 respectively whereas the respondents with annual income of below 1lakh prefer insurance products on the basis of the tax benefit and company profile. The respondents with an annual income in the range of 5lakh – 10lakh prefer company profile (Table 11).

3.6 Demographic preference towards the expectations from an Insurance product.

Table-12: Mean score – Gender and Insurance Expectation

Gender	Product prefer	Premium	Charges	Policy term	Rider benefit	Bonus	pre and post	Accessability	Company image	Investment advisor
Male	1.41	1.67	1.90	1.80	1.85	1.77	1.82	1.74	1.74	1.90
Female	1.53	1.88	1.88	1.76	1.90	1.78	1.94	1.73	1.71	1.57
Total	1.46	1.76	1.89	1.78	1.87	1.77	1.87	1.74	1.73	1.75

In the above table, preference of the respondents towards expectation in insurance has been depicted. The above table reveals that the male respondents looked into parameters like charges and Investment advisor while investing in insurance compared to other investment parameters like product preference, premium, policy term, rider benefit, bonus, pre and post, accessibility and company image. The charges are deducted towards

administrative expenses, which are incurred by the insurance company to maintain the policy. The male respondents look into charges posed by the insurance company as there are different charges levied upon the insurer. The female respondent's parameter towards charges is less compared to male respondents and they expect better pre and post service of their insurance investments (Table 12).

Table-13: Mean score – Age group and Insurance Expectation

Age group	Product prefer	Premium	Charges	Policy term	Rider benefit	Bonus	pre and post	Accessibility	Company image	Investment advisor
Below 30	1.45	1.81	1.79	1.55	1.81	1.62	1.70	1.66	1.62	1.64
31 - 40 years	1.57	1.78	1.91	1.78	1.83	1.83	1.91	1.78	1.65	1.78
41 - 50 years	1.38	1.77	1.88	2.00	1.92	1.85	1.96	1.85	1.81	1.77
51 - 60 years	1.70	1.70	2.40	2.10	2.00	2.20	2.20	1.80	2.00	2.10
60 years and above	1.00	1.25	1.75	2.25	2.25	1.75	2.25	1.50	2.25	2.00
Total	1.46	1.76	1.89	1.78	1.87	1.77	1.87	1.74	1.73	1.75

The above table showed that the respondents in the age group of below 30 expect premium and rider benefits as important considerations for them to invest in insurance. Most respondents of the age group 31 – 40 years and 51- 60 years looked into parameter of charges, while investing in insurance. The age group of 41-50 years respondent highest mean score is policy term as period of coverage provided might be short term or long term. The age group of 60 and above respondent highest mean score is company image, policy term, rider benefits and high return. The approximate rate of return in country like India is 5.85% in life insurance (Table 13).

Table-14: Mean score –Education and Insurance Expectation

Education	Product prefer	Premium	Charges	Policy term	Rider benefit	Bonus	pre and post	Accessibility	Company image	Investment advisor
SSLC	1.70	2.10	2.30	2.60	2.10	2.20	2.20	2.20	2.00	2.30
Under graduate	1.27	2.07	2.00	1.93	1.87	1.87	1.87	1.67	1.53	1.53
Graduate	1.38	1.55	1.77	1.70	1.91	1.70	1.94	1.62	1.70	1.70
Post graduate	1.58	1.82	1.89	1.61	1.76	1.71	1.71	1.79	1.76	1.76
Total	1.46	1.76	1.89	1.78	1.87	1.77	1.87	1.74	1.73	1.75

The above table shows that SSLC educated respondents looked into parameter of policy term while investing in insurance as period of coverage provided might be short term or long term whereas the under graduate respondents highest mean score is for the premium. The graduate respondent provided their highest mean score for pre and post service expectations. The post graduate respondent highest mean score is charges as it is included in premium (Table 14).

Table-15: Mean score – Occupation and Insurance Expectation

Occupation	Product prefer	Premium	Charges	Policy term	Rider benefit	Bonus	pre and post	Accessibility	Company image	Investment advisor
Student	1.36	1.82	1.75	1.61	1.68	1.50	1.54	1.75	1.64	1.57
Service	1.55	1.82	1.76	1.67	1.82	1.91	1.94	1.76	1.73	1.88
Self employed / business	1.47	1.69	2.06	1.96	2.02	1.84	2.02	1.71	1.78	1.78
Total	1.46	1.76	1.89	1.78	1.87	1.77	1.87	1.74	1.73	1.75

The above table showed that self employed/ business respondents looked into parameter of charges while investing in insurance as there are different charges levied upon by the insurer. The student respondents highest mean score is premium as the premium amounts differ for different policies. The service respondents highest mean score is pre and post service expectations from insurers (Table 15).

Table-16: Mean score – Annual income and Insurance Expectation

Annual income	Product prefer	Premium	Charges	Policy term	Rider benefit	Bonus	pre and post	Accessibility	Company image	Investment advisor
Below 1lac	1.43	1.88	1.88	1.68	1.93	1.75	1.90	1.78	1.75	1.70
1lac - 5lac	1.38	1.79	1.87	1.92	1.95	1.79	1.95	1.79	1.74	1.77
5lac - 10lac	1.53	1.58	1.95	1.95	1.74	1.74	1.68	1.37	1.58	1.79
Above 10	1.75	1.58	1.92	1.42	1.67	1.83	1.83	2.00	1.83	1.83
Total	1.46	1.76	1.89	1.78	1.87	1.77	1.87	1.74	1.73	1.75

The above table shows that respondents with an annual income of above 10lakh looked into parameter of accessibility while investing in insurance and the respondents with an annual income in the range of 1lakh to 5lakh expect pre and post services. The respondents with annual income in the range of 5lakh to 10lakh and below 1lakh expect rider benefit from their insurance investments.

4. RESULTS AND DISCUSSION

The findings from the empirical study provide important theoretical contributions. This study empirically establishes that both the genders prefer to invest in Insurance products as they consider it to be an investment which provides return as well as compensates for financial loss.

Irrespective of the age group all the respondents showed interest and prefer to invest in Insurance with an exception of the age group being above 60 years who showed major interest in Post office deposits rather than insurance for obvious reasons as they prefer more savings and security. An exceptional case is of few elderly who invest in insurance and pay high premium with an intention to leave a legacy for their children and grand children. Graduates prefer to invest in insurance whereas SSLC educated respondents prefer to invest in post office as they prefer more savings. Occupation and annual income; all the respondents were interested in insurance investments.

Insurance provides economic protection, income tax benefit, shares risks, insurance acts as collateral for the facility of loan. It is very evident from the study that majority of the investors have opted for insurance to take the advantage of tax benefit and its liquidity as some of the policies provide returns at regular intervals. Therefore, awareness towards tax benefit on insurance premiums has to be spread across to attract the potential investors. But to choose among the Public sector and private sector insurers is definitely considered important while selecting a policy. Most respondents do not prefer investor advisor while investing in the insurance instead they prefer accessibility, so insurance need to be committed towards improving the accessibility of its website for users.

The study identifies that insured have major expectations of pre and post services from the insurers along with an expectation of a fair premium without hidden charges. If higher charges are imposed then investors would not prefer to invest on insurance, hence lower charges need to be levied. Many respondents have a serious consideration towards the term of the policy along with the riders offered on the policies.

While choosing an insurance it is important to know how insurance works, the important components of insurance are premium, policy limit, tax benefit, charges etc. Insurance need to spread awareness regarding insurance policies and different components of policy and respondents who have chronic health issues or need regular medical attention need to invest in health insurance. The government needs to pay attention towards marketing of insurance and to encourage savings and invest on insurance.

5. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH:

The present research study is confined only to Life insurance and health insurance sector of the Insurance industry. Geographically, the study is confined only to views expressed by policy holders residing in Bengaluru. The financial market is wide spread, and is not possible to conduct detailed survey in a given stipulated time. The study is conducted on a limited sample size of 110 respondents.

The limitations discussed in the Research design may affect the current study and should be considered by researchers, in their future studies, to overcome these limitations. It is desirable to pursue further studies on a larger scale by considering other sectors of the insurance industry given the multifaceted nature of Indian insurance industry. Another promising area of research is to analyse the factors which influence investment in Life insurance by the rural women.

More research is required to understand the influential factors which may differ across urban and semi-urban areas. With a better understanding of these factors, insurers can offer custom made insurance policies to cater to the varied needs of women.

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A STUDY ON PEOPLE'S CONCERNS AND PREFERENCES IN CASHLESS PAYMENTS: A CASE STUDY OF VIJAYAPUR DISTRICT

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INTRODUCTION

Cashless Transaction is a new way of doing payment. It is done without real cash or money instead we use virtual money that is credit card or e-wallet. As all transactions are on record, it will be very easy for people to keep track of their spending. Cashless Transaction is safe and secure in India. The ease of conducting financial transactions is probably the biggest motivator to go digital. You will no longer need to carry wads of cash, plastic cards, or even queue up for ATM withdrawals. The cashback offers and discounts offered by mobile wallets like Paytm, Google pay, BHIM, etc., as well as the reward points and loyalty benefits on existing credit and store cards, and it could help improve your cash flow marginally.

CASHLESS INDIA is the Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. "Faceless, Paperless, Cashless" is one of the professed role of Digital India. Recently, an initiative is taken by honorable Prime Minister of India Mr. Narendra Modi to eradicate Black Money from India. On 8th November 2016 the demonetization of old currency (Rs 500 and Rs 1000) was announced by the Indian government with a step to take India to a cashless future. He laid emphasis on the need to eliminate or reduce the cash transactions in near future. This initiative resulted in a sudden spike in terms of using the cashless applications. With this decision, the daily operations of the businesses got affected adversely. We all know that payments are of great importance for any business. But, because of demonetization, it became difficult for business to get hold of enough 100 Rupee notes to return as a change to all the potential customers. This scheme has given a drastic boost to cashless transactions in India. Nowadays, people started adopting the cashless payment methods for various purposes like payment of bills, shopping, booking tickets for watching a movie, traveling, etc. The government has taken a major move for eradicating the black money from India by changing the currency. Soon, after demonetization, people started making cashless payments. Going cashless helped the people in saving their time. The paper tries to attempt to know the know preferences and concerns of people about cashless payments, its benefits, cashless solutions, limitations of cashless payment system, the people preferences, opinion and concerns about cashless payments system and analyse the findings and suggestions people preferences, opinion and concerns about cashless payments system.

Keywords: Demonetization, digital, cashless, payments, sustainable, economy.

CONCEPT OF CASHLESS PAYMENTS SYSTEM

Cashless payments system is described as 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.

OBJECTIVES OF THE STUDY

- To know preferences and concerns of people about cashless payments.
- To study the benefits of cashless payments.
- To understand the cashless solutions
- To know the limitations of cashless payment system.
- To study the people preferences, opinion and concerns about cashless payments system.
- To analyse the findings and suggestions people preferences, opinion and concerns about cashless payments system.

ADVANTAGES OF CASHLESS ECONOMY

- To avoid black money transactions
- To avoid time consuming
- To avoid risk
- It helps to economic growth

- It helps to increase security
- It helps to reduce illegal business
- It helps to avoid the threat of counterfeit currency.
- It helps to effective utilisation of resources
- It helps to effective transaction
- To avoid criminal activities.
- It reduces the circulation of liquid money.
- It is one of the eco-friendly system

DISADVANTAGES OF CASHLESS PAYMENTS

- Higher risk of identify the theft
- Losing phone or PIN
- Difficult for technology
- Overspending
- Failure rates

CASHLESS PAYMENT SOLUTIONS

After demonetization, people started using mobile applications. India is working on becoming a cashless country soon. Here, we are providing some of the popular *cashless payment solutions* adopted by the people to make online or offline payments.

The most common option that the business owners are adopting for receiving payments is by using “Net Banking”.

I. Net-Banking: It is a method of transferring the funds online from your bank account to another bank account. This can be done through a mobile phone or a computer/ laptop.

It comprises of three types of services. A person can log in to his account on the Net and transfer money via:

- National Electronic Funds Transfer (NEFT),
- Real-time Gross Settlement (RTGS)
- Immediate Payment Service (IMPS)

II. Plastic money: Plastic money includes credit cards, debit cards, prepaid cards or Customer card/store card which are tangible in nature and are issued by the banks. These can be used for to make online purchases.

III. Mobile Wallets: This is the most popular virtual wallet that is being used by the customers on their mobile phones. Everyone started embracing the mobile wallets with open arms. The users of such applications store the cash on their mobiles and can use later to make any online or offline payments. You can store cash on the mobile to make online or offline payments.

There are different service providers who offer these wallets in the form of mobile applications. An individual can transfer the money into these wallets online using credit/debit card or Net banking. This means that every time you make an online purchase, you won't have to provide your card details again and again.

The Best Mobile Wallets

- Samsung Pay
- Apple Pay & Android Pay
- Palpal
- Alipay

Top Mobile Wallets

- Paytm
- LIME MobiKwik

- mRupee
- Freecharge
- AirTel Money



USERS' PREFERENCES AND CONCERNS ABOUT CASHLESS PAYMENTS

Table-1: Ease of digital transactions win people

Ease of digital transactions	No of respondents	Percentage (%)
Convenience	124	62
Discounts/Cashback rewards	46	23
Tracking of spends	14	7
Shortage of currency	16	8
Total	200	100

- Most people are switching to digital payments for its sheer convenience. Convenience: 62%, Discounts/cashback rewards: 23%, Easy tracking of spends: 7%, Shortage of currency notes: 8%. People are preferring cashless payment system because of most convenient for making payments for the transactions.

Table-2: Biggest concern around cashless payments

Ease of digital transactions	No of respondents	Percentage (%)
Security (risk of identity theft)	118	59
Poor Internet connectivity	36	18
Merchant acceptance	12	6
Costs	10	5
Lack of tech knowhow	24	12
Total	200	100

- Due to Risk of fraud and lack of merchant acceptance are main concerns. 59% of respondents were concern about security issues (risk of identity theft), 18% respondents were about poor internet connectivity, 6% Merchants were rejecting the online payment acceptance and due to cost of online transactions 5% respondents were against the system, 12% of respondents are unaware and lack of technical knowhow about how to follow online-payments. Risk of fraud and lack of merchant acceptance are main concerns.

Table-3: preferred mode of payment since 9 November 2016

Preferred mode of payment	No of respondents	Percentage (%)
Net banking	46	23
Credit /debit card	58	29
Cash	64	32
E-wallet/Mobile app:	14	7
Cheque	18	9
Total	200	100

- Card have been the preferred mode of payment since 9th November 2017 and after the demonitisation. Net banking: 23% of respondents were prefer to use net banking, 29% of respondents about making transaction through credit /debit cards, cash transactions around 32%, Mode of payment by E-wallet/Mobile app about 7%, and, 9% respondents were stick up with old banking transactions by making payment through cheques. Card have been the preferred mode of payment since the demonitisation.

Table-4: Preferred mode of payment for high value transactions

Preferred mode of payment for high value transactions	No of respondents	Percentage (%)
Net banking	72	36
Credit /debit card	28	14
Cash	68	34
E-wallet/Mobile app:	10	5
Cheque:	22	11
Total	200	100

- The mode of payment preferred for high value transactions 36% of respondents are depending upon Net banking, 14% respondents use to prefer credit/debit card as mode of payment, 34% were in cash, only 5% of respondents prefer E-wallet/Mobile App for the transactions and upto 11% were use cheque as conventional mode of payment. Consumers seem to prefer Net banking for high-ticket transactions.

Table-5: Use cashless payments if notes come back into circulation.

Use cashless payments if notes come back into circulation	No of respondents	Percentage (%)
most transactions	108	54
some transactions:	60	30
rare transactions	14	7
Never	18	9
Total	200	100

- Almost two-third of the respondents are likely to continue with digital payments for most transactions. 54% of respondents mostly, 30% respondents some transactions, 7% respondents use rarely and 9% of respondents never use cashless payment system even if notes come back in circulation,

Table-7: Installed antivirus or malware protection on your phone.

Installed antivirus or malware protection on your phone	No of respondents	Percentage (%)
Yes	24	12
No	164	82
Never	12	6
Total	200	100

- Usually 82% of respondents are not installed and about 12% use antivirus or malware protection on your phone and 6% never installed. It is difficult people to purchase and install the antivirus or malware for the protection on phone.

Table-8: How often do you change device passwords, PIN of debit/credit cards.

Often change device passwords, PIN of debit/credit cards	No of respondents	Percentage (%)
Once in 6 months	42	21
Every month	158	79
Total	200	100

- One out of every five means 79% of respondents admit and frequently change security passwords of PIN for every month. Only 21% respondents change once in 6 months.

Table-9: Safely shared when cashless transactions is done.

Safely shared when cashless transactions is done	No of respondents	Percentage (%)
Aadhaar	64	32
PAN	48	24
Bank A/c No	34	17
Credit/Debit Card No	28	14
All of these	20	10
None of these	06	03
Total	200	100

- Several users seem comfortable sharing critical financial details during digital transactions. 32% of respondents safely shared Aadhaar, 24% share PAN No and 17% of respondents share Bank A/c No. But only 3% of respondents don't want to share their personal information to anybody.

Table-9: Access public WiFi from phone or laptop.

Access public WiFi from phone or laptop	No of Respondents	Percentage
Yes	60	30%
No	140	70%

- Generally, respondents shows negative opinion about access public WiFi from phone or laptop. Around 30% of respondents expressed their opinion positively and 70% of respondents negative opinion about accessibility of public WiFi from phone or laptop.

Table-10: Prefer convenience over safety and store financial details on their devices.**Yes: 35%****No: 65%**

prefer convenience over safety and store financial details on their devices	No of Respondents	Percentage
Yes	70	35%
No	130	65%

- Out of 200, 65% respondents expressed inconvenience over safety and store financial details on their devices and 35% respondents prefer convenience.

ANALYSIS & INTERPRETATION

- Most people are switching to digital payments for its sheer convenience. Convenience: 62%, Discounts/cashback rewards: 23%, Easy tracking of spends: 7%, Shortage of currency notes: 8%. People are preferring cashless payment system because of most convenient for making payments for the transactions.
- Due to Risk of fraud and lack of merchant acceptance are main concerns. 59% of respondents were concern about security issues (risk of identity theft), 18% respondents were about poor internet connectivity, 6% Merchants were rejecting the online payment acceptance and due to cost of online transactions 5% respondents were against the system, 12% of respondents are unaware and lack of technical knowhow about how to follow online-payments.
- Card have been the preferred mode of payment since 9th November 2017 and after the demonitisation. Net banking: 23% of respondents were prefer to use net banking, 29% of respondents about making transaction through credit /debit cards, cash transactions around 32%, Mode of payment by E-wallet/Mobile app about 7%, and, 9% respondents were stick up with old banking transactions by making payment through cheques.
- The mode of payment preferred for high value transactions 36% of respondents are depending upon Net banking, 14% respondents use to prefer credit/debit card as mode of payment, 34% were in cash, only 5% of respondents prefer E-wallet/Mobile App for the transactions and upto 11% were use cheque as conventional mode of payment.
- Almost two-third of the respondents are likely to continue with digital payments or cashless payments if notes come back into circulation for most transactions: For most transactions:54% of respondents were responded mostly to continue cashless payment system, 30% of respondents were wants to transact for some extent, about 7% respondents use rarely and 9% did not want to use cashless payment system if notes come back.
- Regarding installment of antivirus or malware protection on your phone, Three out of five respondents do not use a security software on their mobile phones, 12% people wants to install, about 82% respondent were against installment of antivirus and 6% never say anything about it.
- People often change the device password or PIN of debit/credit card: One out of every five respondents admit to never changing their security passwords. 21% respondents were used change once in 6 months and around 79% respondents make change password in every month
- Several users seem comfortable sharing critical financial details during digital transactions, Aadhaar card at 32%, PAN: 24%, bank account details can be safely shared around 17% Credit/Debit card number about 14%, 10% respondents likely share all the above and None of the respondents share their bank details 41%.

SUGGESTIONS AND CONCLUSION

- It is need to reduce the cost of online payments charges and cashless payment system is made it more convenient.

- The security measures and protection of people interest from hackers, frauds which are used made in online payment systems. Strict Cyber laws and control can be made to protect money of people from such unsecure transactions.
- After the demonetization since 9th November 2017, most of people of used to do adopt cashless payment system and it is necessary to aware the people about cashless or online payment system by giving discounts, cash offers etc.
- In case of mode of payment for high value transactions, people prefer net banking and cash to cash transactions almost same. There is need to improve the net banking, e-banking and online payment culture among the people.
- There is good response from people about continuation cashless payment system in case circulation of notes into economy. Network and internet connectivity can be improved for reaching this system to everyone conveniently.
- People did not want to install the antivirus into mobile phones or laptops for doing cashless payments. They have opined that not necessary to installation of antivirus or malware for the protection of funds in bank accounts.
- For the purpose of security from hackers, frauds and thieves, most of the people wants to change their PIN or Password of debit/credit and bankers can provide safety and use strategies to overcome problems of misleading
- Several people find it difficulty in sharing Adhaar, PAN and other details with other person. Strict and Strong guidelines and rules can be framed by bankers is need of the hour.
- There is a need to find a solution and proper measures for protection of customers from hackers or frauds,
- Banks should be take measures of action when in case of hacking or frauds happened in cashless payment system.

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A STUDY ON EFFECTIVENESS OF ICT INTEGRATION IN SELECTED SCHOOLS IN SANGLI DISTRICT

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ABSTRACT

Digitalization and scientific developments have changed the life of people as it has a great impact on almost every aspect of our lives. The education sector has tremendously changed after introduction of digitalization in the field of education. It has changed the way of imparting education. The digitalization made the life easier for both teachers and students. With the use of smart phones and growth of the internet usage in India, the scope of development of the e-learning industry is widened. The technology is just an enabler, but human is the real hero who operates it and makes use of it. The present study aims to analyze teachers' insights on effectiveness of ICT use in teaching and learning. In this present study a survey questionnaire was distributed to total 70 teachers from different public schools in Sangli district to collect the information. In the present study, the information needed for research was analyzed with the help of MS Excel. The present study indicates that the teachers who uses ICT Tools and help the students are the main factors in success of ICT based teaching and learning. The selected teachers are of the opinion that use of ICT improved teaching and learning.

Keywords: ICT integration; Technology effectiveness, digital transformation

INTRODUCTION

Our society has achieved sudden growth and development with the coming out of Information Technology. Technology has been developing rapidly in last few decades. In this digital transformation Era, educational institutes have to concentrate on quality of education and it requires proper tools to help them. With the use of latest tools of technology in education the teaching and learning experience can be enhanced and made more interactive. Many ICT tools are made available but the teachers who use them, need to adapt with the technology and need proper training regarding the use of ICT in teaching and learning process. Some teachers may have fear to use modern technology and prefer for traditional method of teaching by using black board.

It is widely accepted that digital technologies (popularly known as Information and Communication Technologies or ICT) have the capability the school education. There is a need of clear framework for program design to get expected results. ICT in education is nothing but using technological tools and resources used in teaching and learning process by teachers and students. It helps to create, transfer, store and manage the information in teaching and learning. ICT tools include computers. Laptop, the internet, radio and television , mobile, ie telephone communication.

The rationale behind this study is to analysis the effectiveness of ICT integration in teaching and learning. This study aims to identify effectiveness of ICT integration in the perspective of teachers and learners and the effective elements of ICT integration in selected schools.

OBJECTIVES

1. To study about integration of ICT in Indian context.
2. To study Teacher's insight of ICT integration in teaching.
3. Effectiveness of ICT integration for student's learning
4. To give suggestions if any for effective ICT integration in teaching and learning.

INTEGRATION OF ICT IN THE INDIAN CONTEXT

The GOI examined the importance of using ICT in education in 1984-85 when the computer literacy introduced in schools and colleges. The project of joint venture of the ministry of Human Resource Development in collaboration with Department of Electronics number of schools were beneficiaries. In the 8th five year plan (1993-98) this project was adopted as a centrally sponsored scheme through which financial assistance for purchase and maintenance of computers was provided. In 1998, certain attractive schemes such as Vidyarthi Computer Scheme, Shikshak Computer scheme and schools computer scheme to inspire and initiate both teachers and students. These schemes were supported by number of initiatives such as lowering the cost of PCs, easy installment bank loans, computer donations by IT companies and the large business houses, multi lateral funding etc. The concept of SMART schools attracted the attention of many schools and higher educational institutes such as colleges and universities.

Government of India launched a programme “ Sarv Shiksha Abhiyan” education for all movement which aims to universalize of elementary education. The rationale of this amendment was making free education to children aged 6-14 a fundamental right. “Gyan Vani , which was an FM radio channel started its functions in 2001 by releasing many educational programmes contributed by Government, ministries, educational institutions, NGOs, etc. In September, 2004 EDUSAT was the first Indian satellite developed for educational sector by Indian space Research Center. The information Technology Act 2000 emphasized technical higher education so that students would get better placement opportunities in the IT sector.

The MHRD also took responsibility and ensured spread , development and organization of ICT tools for education sector in India. Along with University Grant Commission, state governments have also come forward to inculcate ICT knowledge and skills among the students. The MHRD has undertaken the project named the National Mission on education through information and Communication Technology (NME-ICT) seeks to change the educational environment of the country by a campaign to introduce ICT enabled education in India by facilitating network access to remote corners, development of quality e-content, empowering student community by providing low priced table PCs.

RESEARCH METHODOLOGY

Research Design

In this present research descriptive research methodology was used to collect and analyze the data obtained from all the respondents. The researchers developed the questionnaire and finalized it before being distributed to the selected respondents.

Population and Sampling

The overall total of respondents for this research was 70 teachers from ZP schools in Sangli District. The selected respondents are teachers in selected schools for the study. All respondents are teachers in public schools in the selected district working both permanent and working on temporary basis.

Instruments

A questionnaire includes different opinions regarding the usage of various ICT tools in teaching and learning was used as a main instrument in the present study to analyze the effectiveness of ICT integration in teaching and learning in public schools in Sangli District. The present questionnaire is referred from the research work of Simin Ghavifekr, Wan Afrirah, Wan Rosdy which was used in their research study on ICT integration in 2015.

A total of 70 questionnaires were distributed where all respondents were asked to read the statements given and choose their answers based on 4 points -Likert scale ranged from 1= Strongly Disagree, 2= Disagree, 3= Agree and 4 = Strongly Agree. The questionnaires consisted demographic background of the selected respondents, teacher's insight and the elements of efficiency of ICT integration, teacher's insight of ICT in teaching, effectiveness of ICT integration for students in learning and the effective elements of ICT integration in teaching.

DATA ANALYSIS AND INTERPRETATION:

Table-1: Demographic background of respondents

Factors	Frequency	(%)
Gender		
Female	30	43%
Male	40	57%
Teaching Experience		
<1 year	15	21%
1-5 years	18	26%
6-10 ears	20	29%
>10 years	17	24%
Highest Academic Qualification		
Diploma	5	7%
Degree	39	56%
Master	19	27%
Other	7	10%

All the data collected from the respondents were gathered together to be analyzed using MS Excel. It is also used to determine the Wt. Avg. mean to identify the effectiveness of ICT integration for students in learning as well as the effective elements of ICT integration in teaching in public schools in Sangli District.

From the overall population (n=70) based on gender, there are 30 female respondents with a percentage of 43% as compared to 40 male respondents with 57%. From the overall population based on teaching experience, most of the respondents have 6-10 years of teaching experience with 20 (29%) followed by 1-5 years of experience with 18 (26%). From the overall population based on highest academic qualification, most of the respondents come with degree qualification with 39 (56%), followed by master degree with 19 (27%), then diploma qualification with 5 (7%) and respondents with other qualification with 7 (10%).

Table-2: Teacher's insight of ICT integration in teaching

SN	Particulars of Responses	SD	D	A	SA	Wt. Avg
1	I feel confident learning new computer skills.	19	12	32	7	2.39
2	I find it easier to use ICT in teaching	19	15	30	6	2.33
3	I think that ICT supported teaching makes learning more effective	5	7	48	10	2.90
4	The use of ICT helps teachers to improve teaching with more updated teaching materials	13	16	33	8	2.51
5	The use of ICT enables the students' to be more active and engaging in the lesson.	16	13	36	5	2.43
6	I get more time to cater to students' need if ITC is used in teaching	9	4	42	15	2.90
7	I can teach effectively without the use of ITC	21	5	39	5	2.40
8	I think the use of ICT in teaching is a waste of time	32	26	5	7	1.81
9	I am confident that my students' learn best without the help of ICT	46	10	13	1	1.56
10	The classroom management is out of control if ICT is used in teaching	35	17	14	4	1.81
11	Students' pay less attention when ICT is used in teaching	29	21	9	11	2.03
12	Students' makes no effort for their lesson due to ICT	29	25	15	1	1.83

The data presented in table no 2 denotes teachers' insight of ICT in teaching. Among the selected respondents, many teachers are agree that the usage of ICT helps them to improve their teaching with the use of updated teaching material. It is also true that teaching resources and materials provided online are more updated and teachers can refer to it in order to design more interesting and engaging lesson for their students. Teachers are responded that the use of ICT will definitely provide ample of opportunities both for teachers and students with weighted average mean of 2.90. Most of the teachers are agreed that the use of ICT in teaching enable the students to be more active and engaging in the lesson prepared by the teachers with Wt. Avg. mean of 2.43.

Most of the Teachers are familiar and possess the competency in handling ICT as the mean of 2.39 shows that most teachers feel confident learning new computer skills and they are able to use ICT in teaching and to find teaching materials. Teachers believe that it is easier to teach by using ICT with the mean score of 2.33 but at the same time, they still believes in the conventional way of teaching as they stated that they can still have an effective teaching without the use of ICT with recorded mean of 2.40.

Most teachers agree that the use of ICT allows them to cater to students need with score mean of 2.90 apart from their works and other responsibilities. On the other hand, most of the teachers disagreed that the use of ICT benefits teaching and learning in various ways and also replied that ICT integration is a waste of time with total mean of 1.81. The teachers are disagreed that due to use of ICT integration, classroom management is out of control when ICT is used in teaching with mean of 1.81, followed by students make no efforts for their lesson and learning process with score mean of 1.83. Most teachers agreed that the use of ICT in teaching only cause students' to pay less attention with the mean recorded of 2.03.

Effectiveness of Technology-based Teaching and Learning for Students

Table-3: Effectiveness of ICT integration for student's learning

Nos	Particulars	SD	D	A	SA	Wt. Avg.
1	ICT allows students to be more creative, thoughtful and imaginative.	25	15	12	18	2.33
2	ICT helps students to find related knowledge	2	8	30	30	3.26
3	ICT encourages students to communicate more effectively with their classmates.	18	8	24	20	2.66

4	ICT increases student's confidence to participate actively	6	12	28	24	3.00
5	Students learn more effectively with the use of ICT tools.	10	4	22	34	3.14
6	Use of ICT helps to enhance student's domain knowledge	21	38	7	4	1.91
7	Use of ICT helps to improve student's ability in basic skills like reading, writing.	8	13	40	9	2.71
8	The students are more disciplined and under control with the use of ICT	8	12	28	22	2.91
9	Use of ICT enables student's to express their ideas and thoughts	20	32	12	6	2.06
10	Use of ICT promotes active and engaging lesson for students best learning experience	5	8	30	27	3.13

The data presented in table no 3 shows the effectiveness of ICT integration for students in learning. Students also agreed that the use of ICT enables them to be more active and engaging in the lessons. The teachers are of the opinion that the use of ICT helps to broaden student's knowledge with mean score 2.33 where students are able to integrate their previous knowledge and learn various updated knowledge by group discussions among teachers and students. ICT helps to provide latest and current issues where students can obtain it very easily and integrate it into their learning process.

ICT helps students to learn more effectively as well as it helps students to find related knowledge and information for learning (Wt mean 3.26). The technology helps the students to find related knowledge and information for their learning. Teachers are agreed that students can gather information and have a discussion on the information in their peer group or with their teachers. (Wt mean 2.66).

Various academic videos which are made available for students help them to improve their ability and develop their basis skills such as reading, writing, listening and speaking with Wt. mean of 2.71. Instead of listening lectures, it is good for students to watch videos and learn from it. Whenever if any argument issues arises, student can gather the confidence needed as they are able to provide clear clarification on those issues. The use of ICT also helps the students to be more creative and imaginative and their ability to express their ideas and thoughts better with mean of 2.06. This proves that the usage of ICT improves student's thinking capacity. Most of the teachers are of the opinion that due to the usage of , ICT , students are more behaved and under control with 2.91 Wt. average.

Necessities/ requirements for Technology-based Teaching and Learning in Schools:

Table-4: Necessities for ICT integration in teaching and learning in public schools

Nos	Particulars	SD	D	A	SA	Wt.Avg.
1	ICT facilities in my school are in good condition	22	13	23	12	2.36
2	The technical supports are provided by office if teachers are faced with difficulties	35	12	18	5	1.90
3	Rare access to ICT prevents me from using ICT	40	18	8	4	1.66
4	Lack of support from the school top management discourages me from using ICT.	38	16	14	2	1.71
5	The teaching time is not enough to use the ICT for teaching and learning	17	15	36	2	2.33
6	There is enough training and professional development provided for teacher	22	28	16	4	2.03
7	All ICT tools in my school go to waste and less used by teachers	14	12	35	9	2.56
8	Teachers are given more time to learn and be comfortable with the use of ICT in teaching	32	13	19	6	1.99
9	There is computer lab in my school in which I can bring students there to watch educational videos , academic CDs	46	18	4	2	1.46
10	Teachers are given the freedom to prepare lesson plans and teaching plans with the helps from the ITC.	29	15	18	8	2.07

Government has been taking efforts to aid the schools for purchasing ICT equipments and integration of ICT in school impart the training for teachers. Schools are required to provide technical supports if teachers are faced with difficulties. Most of the teachers responded that ICT facilities in their organization are well-functioning and training and professional development about ICT use in teaching are provided with the score mean of 2.36 and 2.03 respectively. Other than that, ICT facilities provided in school are not well functioning and in not a good condition as it is not being used by teachers with the mean of 1.90 and there is no maintenance to make sure the facilities are well taken care of by the schools management.

Finally, it is also observed that teachers are not given enough time to learn and to be comfortable with the use of ICT in teaching with the highest mean recorded at 1.99.

DISCUSSION AND CONCLUSION

The present study shows that ICT based teaching and learning is more effective than the traditional method of teaching. Using ICT tools and equipment prepares an active learning environment which is more effective for both teachers and learners. Most of the respondents agreed that ICT helps to improve classroom management. It is also observed that due to the use of ICT the students are more well-behaved and more focused. ICT integration for students in learning is effective because students can develop the confidence to have better communication and able to express their thoughts and ideas; ICT helps students to be more creative and imaginative as their domain knowledgebase expand; and ICT helps students to possess all four skills in learning when they are able to acquire necessary information and knowledge. However, this study finds that public school teachers are not given enough time to learn and be comfortable with ICT. This study found that most teachers think ICT integration is effective but ICT tools provided in their school are not enough nor in good condition; training and professional development are not adequately provided for teachers; The condition of computer lab in school is not so good to bring the students to watch educational videos.

At the very first stage of ICT implementation in schools must be effective so that teachers and students are able to make the best use of ICT tools. The school top management must find ways to provide enough technical supports as well as training and professional development for teachers in order to ensure success implementation of ICT in teaching. The school top management's approach matters a lot in technology-based teaching and learning. At the commencement stage of implementing ICT, the continuous maintenance need to be provided. Teachers need sufficient time to learn and be comfortable with the usage of ICT in teaching and learning.

The integration of ICT in classroom needs serious consideration and produce the well trained future generation. In order to enhance the use of ICT in classroom, there is a need to change the beliefs and insight of teachers as they are the key role players in implementing the policies more efficiently and more successfully. .

RECOMMENDATIONS

There is need to understand what are the problems the school teachers are facing in using ICT in their daily classrooms in schools. Mostly aged teachers can't use ICT because they are not techno savvy and they are not comfortable with these ICT tools. They can learn but they need more time than the young teachers. Teachers should be given time to learn and be comfortable with ICT for them to explore its use and make the best use of it. It is also necessary to study about ICT integration in teaching and learning in private schools. Mostly in private schools teachers and students both are using ICT. It is necessary to undertake comparative study about integration of ICT in teaching and learning between private and public schools. Generally, in private schools the selected staff/ teachers is young and they are more techno-savvy than the teachers in public schools. So it is necessary to check the reality whether there is any difference between the teachers and students in teaching and learning through ICT tools?.

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DIGITAL TRANSFORMATION IN SERVICE SECTOR

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ABSTRACT

For decades, industrialization was seen in India as a driving force of modernization and prosperity. The service economy was seen as mere adjunct to manufacturing not as a driving force in its own right, this was the consequence of mindset induced by soviet-type planning although India never went as badly wrong on this as Moscow did. The services sector is the key driver of India's economic growth. The sector has contributed 54.17 per cent of India's Gross Value Added at current price in 2018-19. Net service exports stood at US\$ 60.25 billion in April-December 2018 (P).*

Nikkei India Services Purchasing Managers' Index (PMI) stood at 50.2 in May 2019. The expansion in services activity was driven by boost in capacity and demand along with favourable public policies

SCOPE OF THE STUDY: The study is restricted to digitalization in Indian economy only. Further concentration is given to the initiation taken by government of India for digitalizing the economy.

METHODOLOGY: The methodology used in this article is secondary data. This paper work covers service sector and digitalization. Only secondary data from some authentic government sources and research papers of eminent researchers, from India and outside India, and some of the Magazines are used.

INTRODUCTION

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

The services sector is the key driver of India's economic growth. The sector has contributed 54.17 per cent of India's Gross Value Added at current price in 2018-19*. Net service exports stood at US\$ 60.25 billion in April-December 2018 (P).

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For decades, industrialization was seen in India as a driving force of modernization and prosperity. The service economy was seen as mere adjunct to manufacturing, not as a driving force in its own right this was the consequence of mindset induced by soviet-type planning although India never went as badly wrong on this as Moscow did.

The service market industry Journal defines "service as any primary or complementary activity that does not directly produce a physical product, that is, the non goods part of transaction between buyer(customer) and seller(provider)".—Stanton.

In practice it is very difficult to distinguish services from goods, for when good is usually an element of service included. Similarly, a service is frequently augmented by a tangible product attached to the service, yet cars are usually sold with the benefit of considerable intangible service elements such as warranty or a financing facility. On the other hand seemingly intangible service, such as a package holiday includes tangible elements in the purchase ---use of an aircraft a transfer coach and a hotel room. In between a wide range of outputs that are combination of tangible goods and intangible service. A meal in a restaurant is a combination of tangible goods (the food and physical surroundings) and intangible service (the preparation and delivery of the food, reservation service etc.)

TYPES OF SERVICES

Services may be professional or consumer oriented. Professional services are those services which are advisory and problem solving, provided by the qualified professional known for their specialty, include an assignment required by the client, provided by a professional who is independent and connected with other suppliers,

supervised by professional association which attempt to define the nature of profession, to lay down requirements of competence, to control the practice of the profession and to enforce a code of ethics. These would include services like financial advice, advertising, business and management consultancy, engineering, architectural and interior design, legal and medical to which may be added to other agencies and breakers, such as estate agents, stock and insurance brokers and market research agencies.

SCOPE OF THE STUDY

The study is restricted to digitalization in Indian economy only. Further concentration is given to the initiation taken by government of India for digitalizing the economy.

METHODOLOGY

The methodology used in this article is secondary data. This paper work covers service sector and digitalization only secondary data from some authentic government sources and research papers of eminent researchers are used from India and outside India and as well as some of the Magazines.

OBJECTIVES OF THE STUDY

1. To understand the contribution made by service sector to Indian economy.
2. To understand the growth of service sector by implementation of digitalization.
3. To know the impact of digitalization on service sector.
4. Major initiation taken by Government of India to become digitalized economy.
5. To know the achievements made by the government initiation in digitalizing the economy.

INVESTMENTS

Some of the developments and major investments by companies in the services sector in the recent past are as follows:

- Leisure and business travel and tourism spending are expected to increase to US\$ 234.4 billion and US\$ 12.9 billion in 2018, respectively.
- India's earnings from medical tourism could exceed US\$ 9 billion by 2020.
- Indian healthcare companies are entering into merger and acquisitions with domestic and foreign companies to drive growth and gain new markets.

GOVERNMENT INITIATIVES

The Government of India recognizes the importance of promoting growth in services sectors and provides several incentives in wide variety of sectors such as health care, tourism, education, engineering, communications, transportation, information technology, banking, finance, management, among others.

The Government of India has adopted a few initiatives in the recent past. Some of these are as follows:

- Under the Mid-Term Review of Foreign Trade Policy (2015-20), the Central Government increased incentives provided under Services Exports from India Scheme (SEIS) by two per cent.
- Government of India is working to remove many trade barriers to services and tabled a draft legal text on Trade Facilitation in Services to the WTO in 2017.

These firms tend to be non professional again may either be in the business to business market, or be customer oriented. These services which may be included in the former category can include office catering services, cleaning services etc.,. These service firms which may be in the latter category are the ones which the consumer is more acquainted with, such as holiday tour companies, fast food outlets or entertainment companies. The government launched several major and minor e-governance and digitalization programmes which were all later brought into the fold of "Digital India" programme. After the launch of 31 Mission Mode projects under e-Kranti: National e-Governance Plan 2.0, due to growing adoption of new platforms such as "mobile" and "cloud", a need was felt to reorient the Digital India programme with the vision of "Transforming e-Governance for Transforming Governance". All eGovernance projects now follow the key principles of e-Kranti namely 'Transformation and not Translation', 'Integrated Services and not Individual Services', 'Government process Reengineering (GPR) to be mandatory if every MMP', 'ICT Infrastructure on Demand', 'Cloud by Default', 'Mobile First', 'Fast Tracking Approvals', 'Mandating Standards and protocols', 'Language Localization', 'National GIS (Geo-Spatial Information System)', 'Security and Electronic Data Preservation'.

New digital upstarts are threatening the bottom lines, growth prospects, and even business models of traditional service providers. It's time for incumbents to innovate ---or be left behind. A growing number of companies are finding their service businesses under threat. The culprits are members of a new wave of digital upstarts that capitalize on changes in technology, customer behavior, and the availability of data to create innovative, customer friendly alternatives to the services incumbents offer indeed the sorts of digital disruptions that began in retailing with the likes of Amazon, two decades ago, are fast coming to an industry near you—if they haven't already. Examples include Uber and Zipcar in transportation Airbnb in hotels and hospitality, AngeList in venture capital, and Castlight Health and Healthgrades in healthcare, Attackers such as these may be small now but they represent a growing challenge to traditional companies.

The attackers also highlight an uncomfortable truth: Large companies rarely put as much sustained efforts and management attention into transforming services as they do with products. Imagine the reaction of a time traveler from 50 or even 20 years ago upon visiting a contemporary hospital. The medical devices, tools, and products available to physicians would be largely unrecognizable, but the service experience in many cases, would be largely the same. The service inertia big companies often suffer is understably hard to shake. Change is difficult with a large base of legacy asserts optimized for a certain way of working, as well as a large, distributed work force steeped in the status quo. The incremental approach many companies take to improving services doesn't help; processes that grind out small, study cost reduction.

To transform the whole economy into techno-driven economy, the government need to develop the information technology, digitally empowered infrastructure and digital literacy & knowledge. The programme aims at providing:

Digital infrastructure as a utility to every citizen

- Provide High speed internet connections to deliver services to citizens.
- One person one identity approach. A unique identity for every citizen that stays with him for whole life and is a proof of his authenticity.
- Increasing participation of citizens in digital and financial economy through mobile technologies and bank accounts.
- Providing easy access to citizens to common service centers.
- Providing such private space on public clouds that can be shared with others.
- Cyber safety and security.

Governance & services on demand

- Integrating various government departments to provide seamless services to citizens.
- Real-time services to citizens through online and mobile applications.
- Availability and portability of all citizen entitlements on e-clouds.
- Transforming services digitally to increase the ease of operating businesses.
- Promoting e-payments and cashless economy.
- Leveraging Geospatial Information Systems (GIS) for decision support systems & development.
- Digital empowerment of citizens
- Increasing digital literacy to enhance digitalization.
- Accessibility to digital resources and infrastructure.
- Designing digital resources/services compatible with Indian languages.
- Increasing participation in government by collaborating digital platforms to include citizenry.
- No requirement for physical submission of documents or certificates. Encouraging virtual submissions.

The services sector occupies the largest share in GDP, about 58% in 2013-14, in India. The service sector has shown the highest rate of growth in India from approx. 34% in 1950-51 to approx. 58% in 2013-14. It provides 27% of the workforce with employment. IT (Information Technology) and BPO (Business Process Outsourcing) are two of the fastest growing services in services sector. [1] E-commerce and Banking are also

picking pace these days with new online services and facilities available. Digitalization of economy throws open huge opportunities for this sector to grow as this sector benefits the most by digitalization movement.

HIGHLIGHTS OF THE SECTOR

1. It holds 7th place in the world when measured on nominal GDP basis.
2. And 3rd position when measured on the basis of Purchasing Power Parity.
3. IT and BPO together are responsible for 33.6% growth rate of revenue from 1997-98 to 2002-03.
4. These two also contributed about 25% in the total exports of the country in 2007-08.

IMPACT OF DIGITALIZATION ON SERVICE SECTOR

Services are invisible in nature. There is no physical product but services are rendered to people. Digitalization has the most impact on service sector as digitalization of services improves their effectiveness to a large extent. It fastens the processes and activities and leads to better satisfaction among customers due to increased ease in availing these services. The impact of digitalization on some of the services in India is:

1. Information Technology and BPOs – IT and BPO are the fastest growing services in the country. It is because of the increased exports of the services outside India. There are also huge employment opportunities in these. The automation of various processes increases the efficiency and effectiveness of these services.

2. Aviation – The facilities like online booking of tickets, online passport application through Passport Seva Kendras, price discounts on advance bookings, FDIs, increased tourism due to online marketing of tour packages, reduced ticket costs due to increase in competition, etc., has led to an unforeseen growth in aviation sector.

3. Banking and finance – The increased ease in performing banking activities and managing bank accounts due to numerous digitalized facilities provided by banks like, mobile banking, NEFT, online banking, etc. has improved the future growth prospects for the banking sector. Getting loans and financial assistance has also become easy and cost effective due to digitization of the sector.

4. Retail – Retail is growing after digitalization of services like online bill payments by card swiping, online shopping sites and web pages, online marketing, cost discounts on some particular cards etc.

5. Electricity sector – Online bill payment, refunds, automated meter readings, etc. has benefitted the electricity sector. It's a relief for citizens to not stand in lines for bill payments.

6. Infrastructure – Infrastructural developments pick up pace with the help of digitalization. It saves a lot of paper work, man power, time and cost savings, etc. The infrastructural development of will develop the economy as a whole.

7. Education – Application of digital methods to education enhances the learning processes for students, teaching experience and ease for teachers and the overall learning procedures. Ease in availability of information and knowledge leads to a better educated society and enhances the standard of living in general.

8. Entertainment industry – The availability of all kind of entertainment media files online has on one hand given a boost to the industry and on the other hampered it by issues like piracy, hacking, leakages, etc.

9. Telecommunications – Telecommunication sector is growing speedily after the introduction of new technologies in the sector like, Smartphone, tablets, i-pads, android systems, windows operated systems, etc., various online applications, availability of internet connectivity through phones, have enhanced the future opportunities for growth in the sector.

10. E-commerce – e-commerce sector is growing at a rapid rate as the whole thing is based on digital equipment, processes and techniques. Digital enhancement is the utmost requirement for e-commerce to grow. Availability of wide range of products from food to clothing to jewellery to electronics to home furnishing, etc., cash on delivery, easy returns, etc. has spiked the interest of shoppers in online shopping.

11. Insurance – People are becoming more and more aware of the advantages and benefits insurance provides and hence the sector is growing continuously. Also, digitalization of services like premium payment, policy comparisons, availability of important information, etc., has made the process much simpler.

12. Tourism – Tourism is growing by various measures taken by government to make the stay pleasant for the tourists. Also, digitalization of economy is resulting in increase in the tourists in the country because of the ease it brings.

13. Healthcare – Healthcare industry benefits by digitalization in the form of bill payments, keeping records of patients, tracking files, discussing cases with other doctors, getting treatments from far away situated doctors, availability and procurement of medicines online, free consultation services, etc.

The service sector contributes the most in the overall GDP of the country, though the manpower employed in the sector is quite less compared to other sectors. If more efforts are put in the growth of the sector, the resulting development of the economy will also be huge, registering the country from the developing economies to developed economies.

CONCLUSION

Following are the achievements of the government in the past four years:

- India's rank jumped to 24 in 2018 from 137 in 2014 on World Bank's Ease of doing business - "Getting Electricity" ranking.
- Five times more growth in major ports' traffic between 2014-18, compared to 2010-14.
- Six-fold increase in Government spending on telecommunications infrastructure and services in the country – from Rs 9,900 crores (US\$ 1.41 billion) during 2009-14 to Rs 60,000 crores (US\$ 8.55 billion) (actual + planned) during 2014-19.
- A total of 11 projects worth Rs 824.80 crore (US\$ 127.98 million) were sanctioned under the Swadesh Darshan scheme.
- Highest ever revenue was generated by Indian IT firms at US\$ 167 billion in 2017-18.

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A REVIEW ON- ADAPTIVE E-LEARNING SYSTEM

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Assistant Professor², Computer Science Department, Shivaji University, Kolhapur**ABSTRACT**

In e-learning system individual learners having different learning expectations. Learning style identification is important factor in education system to provide learning resources as per their need interest and knowledge level. Learning behavior help to identify learning path for learner. Adaptive e-learning system plays important role in interactive e-learning system. This paper describes techniques used for adaptive e-learning system and proposed component architecture for developing interactive e-learning system.

Keywords: LOM, VARK, FSM, ATS

I] INTRODUCTION

E-learning is an online learning system where educational resources are available to access outside traditional classroom. E-learning contents delivery, method of teaching and format of e-learning resource these are important factors for getting knowledge and learning satisfaction to the learner. Adaptive e-learning system focus on learning behavior, attitude, educational background, learning style and knowledge level of learner for better learning experience. Student centric approach is essential for developing interactive e-learning system.

II] ADAPTIVE E-LEARNING SYSTEM

Researcher proposed ontology based model for eLearning which provides adaptive content management and pedagogical resource descriptor describes the LOM standard metadata. In traditional teaching method is teacher centric. Inductive learning plays important role in adaptive learning approach. Models depicts relation between task ontology and student domain knowledge ontology. This models provide ontology based model for teaching domain.^{[1][6]}

Adaptive e-learning system focus on learners individual needs, preferences and differences. Learning style identification is an important factor in adaptive e-learning. Felder Silverman model (FSM) of e-Learning identifies learning style of learner in different dimensions. It helps to identify how the learner perceive, receive and understand information in learning process. Researcher elaborate different tools and techniques for learning style identification. Artificial Intelligence and data mining techniques like K-means clustering, Bayesian Network, K-nearest neighbor, Genetic algorithm, Item Response theory, Artificial Neural Network and Rule based system etc. used to develop dynamic learners model. Users learning styles can be identified using users interaction log include online activities, number of visits, time spend on activities, personalization parameters like cognitive and reasoning ability, users history and background data include static information like gender, educational background, ethnicity etc. The efficiency of adaptive eLearning system is based on application field, data sources, attributes used for adaptively, users modeling approach and adaptive techniques. Researcher proposed that valuable contribution stakeholders like education experts, curriculum developer, software developer and data analyzer necessary to develop effective adaptive eLearning system.^[2]

E-learning is an effective education methodology for user to learn as per their need and interest. Adaptive teaching pedagogy is one of the best strategy that exploits interaction between learner and teacher to provide education as per learning style of individual learner. Bayesian network technique is used provide interaction between domain knowledge concept and learners learning requirements. Adaptive learning system is an intelligent tutoring system that provides personalized education environment that dynamically adapts learning goals, provide guidance, knowledge and decides individual learning path for learner. It is learner centric environment organize learning material and managing learning strategies. Researcher developed system named as Learning Vista to enhance quality of learning in large class of students. Objective of this system to provide learning material as per their knowledge level to avoid misconceptions. ATS provides sufficient opportunities for students to improve their skill and knowledge. Learning optimization implemented to until learner get satisfactory knowledge. Kolb's learning theory is used for individual learning style identification. Researcher compared classroom teaching method results with ATS, it is found that system helps students to provide learning material is available as per their knowledge level which avoids misconceptions and overall 80% students are satisfied with this system.^[3]

Web mining plays significant role in e-learning system. Web usage mining is a data mining technique to discover patterns from web data as per web application requirements E-learning helps to motivate the self-

learning attitude among the learners and enhanced knowledge. It is based on web service enabled technology that provides variety of learning methods for cooperative, real time, interactive learning at any place and any time. Researcher proposed service oriented reference architecture for personalized e-learning system. Through this system user interface can be easily built according to user's preference by using service oriented protocols. Proposed system help to identify learner interest, suggest learning resources, provide support for adjust with teaching model and recommendations. This model focus on categorization, preprocessing of web knowledge, correlation between knowledge resources and determine the actions needed for personalized system. Researcher implemented HITS (Hyperlink Induced Topic Search) algorithm for detecting web communities. K-means, Suffix Tree and LINGO clustering algorithms are used for enhancing performance of search engine. Researcher elaborate implementation of web usage and web content mining in personalized e-learning approach^[4].

In classroom teaching it is difficult for teacher to adjust teaching methodology as per individual learner's needs and interest. E-learning resources are available in variety of formats like image, charts, graphs, audio, video, text etc. It is difficult for user to identify which e-material is suitable for leaning. VARK learning style identification model helps to identify learning style of learner. It categories learning styles into four categories like Visual, Auditory, Read/Write and kinesthetic etc. VARK online questionnaires used to identify learning style of learner. This analysis is performed using rule based model by implementing Naive Bayes, decision tree algorithms of data mining. Researcher proposed framework for adaptive eLearning and e-mentoring system using VARK learning style using data mining technique^[5].

III] ARCHITECTURE OF ADAPTIVE E-LEARNING SYSTEM

According to literature review following diagram shows architecture of Adaptive e-learning system.

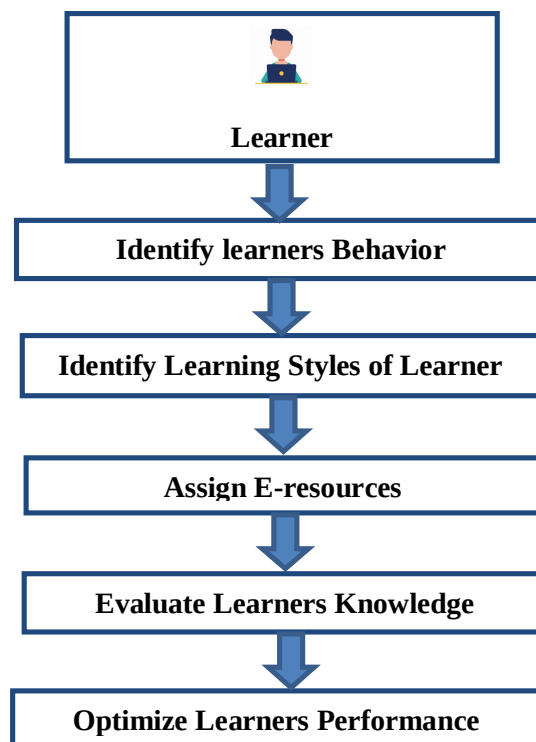


Fig: Architecture of Adaptive e-learning system

1. Learning Behavior: Learning behavior of learner can be identify from static and dynamic factors like age, gender, hobbies, academic qualification, knowledge level etc.
2. Learning Style Identification: VARK, FSM and KOLB models can be used for learning style identification.
3. E-Resources: E-resources available in the form of audio, video, graph, charts and text etc.
4. Evaluate Leaners knowledge: Data mining algorithms like classification, clustering, decision tree, Bayesian Network etc. are used for learner evaluation.
5. Learners Performance Analysis: AI based techniques like Fuzzy rule based system, Artificial Neural Network, Genetic Algorithm techniques used for learner performance analysis.

IV] CONCLUSION

Adaptive learning system provide inductive approach in e-learning. Corelation between domain ontology and learners ontology is necessary in developing adaptive learning system. Felder Silverman, VARK and KOLB models are useful for individual learning style identification of learner. Web mining approach is an effective method to discover learners patterns from web logs and online activities of lerner. Data mining and artificial intellient techniques are useful to evaluate learners knowlede and optimize learning performance of learner while developing adaptive e-learning system.

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DIGITAL TRANSFORMATION IN AGRICULTURAL SECTOR

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ABSTRACT

In the age of digitization agriculture sector never remain isolated. Almost all technological developments are being applied to the agriculture sector with view to increase the yield and minimize the cost of cultivation. Use of sensors in precision agriculture and sophisticated electronic devices makes the work further easy and improves the quality of the produce. Robot technology and drone technology are better twined to diagnose the paste and the quality of crops. Efforts have been made to find out the extent and implications of the digitization of the agriculture sector. How such devices will be useful to a common man in agriculture sector.

Keywords: digitization, sensors, precision agriculture, nanotechnology, biotechnology

Agriculture sector plays an important role in the Indian economy. It provides livelihood to nearly 62-65 per cent of the total population. The sector also provides employment to 58.4 per cent of the total work force. It is the single largest private sector occupation in India.

Agricultural trade is further more important in the developing countries. Agricultural trade plays an important role in the process of agricultural development. Agricultural export has a key role in the international trade. It is necessary to use the various emerging technologies in agricultural sector. It will help to decrease the import and maximize the export of agricultural products for the development of a country in recent years.

STATEMENT OF THE PROBLEM

Now a day farmers are using new, fast and frequently changing various technologies in agriculture to solve their practical problems. By replacing traditional methods of production obviously the productivity of various agricultural commodities is to increase. It also helps to reduce the hazardous use of natural resources and toils of the farmers. The farmers are going for hi-tech from sowing to harvesting and also marketing which helps to increase efficiency, reduce the cost of production and to increase the profit of the farmers. An attempt has been made to find out the technological impact of digital technologies on the production, productivity and the quality of the produce.

OBJECTIVES

- 1) To study the new emerging methods of agriculture.
- 2) To study the various types of digital technology use in agricultural sector.
- 3) To study how to use digital technology in agriculture.

Prior to the introduction of new technology, farmers were practicing the field work with the help of their hands using various traditional equipments and the animals like bullocks and donkeys. This takes the longer time to complete the work as the animals get tired after sometime. It affects the efficiency of animals as well as the farmers. The emerging new technology is becoming profitable. Today, most of the farmers are using tractors and its various accessories, and other motorised equipments to carry on the field work. They can bag the production on large scale in a short period of time with quality of the produce.

MODERN METHODS OF AGRICULTURE

Ploughing, furrowing, and digging are the very old techniques being implemented since Balram and Shri Krishna. After Green Revolution, high yielding varieties were introduced through hybridisation of the characters found in the crop science. Since then number of seed varieties are being introduced. A revolution in the crop science has been brought up through biotechnology. Mutation technique still continued to be a best tool for transferring the crop characters. Modern agricultural technology can be classified into various categories like; biological technology, which covers seeds, paste control, chemical fertilizers etc., mechanical technology covers the heavy equipments, threshers, sowing machines, planters, harvesters, tractors and its accessories, electronic devices and sensors, precision agricultural tools, which covers yield mapping, weed mapping, variable fertilizer application, water quality diagnose are some emerging technologies that can literally change the agricultural landscape in the years ahead. Use of biotechnology, nanotechnology, remote sensing data, wireless agricultural tools, genetic modified crops, CRISPER CAS 9 techniques are the modern tools of agricultural practices. Some are in the market some are yet to come for the commercial use. DNA and RNAi based tools are becoming very popular around the world.

In the livestock biometric sophisticated tools are being prepared. Very soon they will be commercialised. Genetically designed food series can now (2022) be used through genetic engineering tools for eliminating hunger, stress and tiresome. Even food factors can be developed in-vitro mutton tube sticks, which will be available in 2027.

Soil and water sensors are used for diagnosing the soil quality and the water supply accordingly. Weather tracking, satellite agriculture, pervasive automation, minichromosomal technology, vertical farming, artificial intelligence in agriculture, block chain technology, DNA/RNA editing and designing tools applied to agriculture.

1) Use of sensors in the field

With the help of sensors which are placed in a field along with image recognition technologies helps the farmers to see their crops from anywhere in the world. These sensors send up to date information regarding the crop to the farmers which helps to make changes in the crop. The soil moisture sensor tells us when the plants need water or any type of nourishment. It will help to keep the crops alive longer and Water Sensor helps to measure the water content in soil.

2) Use of sensors in equipment

Sensors are being used in agriculture equipments to track the health of machine and more. The sensors are used in tractors and other equipments which provide information regarding when they will need service. These sensors are helpful to increase the lifetime of machines as well as depreciation cost. Even the weak building, bridges and other structural entities can be identified and the probable dates of their collapse can be assessed. This tool will be commercialised in 2012.

3) Drones & crop monitoring

Drones are useful to see 100 acres of land all at a time which is not possible with the eyes. Drones are used for crop monitoring to combat drought and other harmful environmental factors. They are also used to spray chemicals on crops. It increases the speed of spraying as compared to other machinery. Area specific crop health can also be diagnosed through tractor accessories by using robot cluster with centralised control system..

4) Machine learning and analytics

Machine learning predicts which genes are best for cropping in location and climate. It is also used in manufacturing to show which products have more demand and which products are falling in the market.

5) Use of Smartphone

Farmers can use Smartphone in monitoring & to control the crop irrigation systems without going in each field. They are familiar with new apps which are helpful to sell their agricultural products by sitting in home in a domestic market as well as in foreign market. Most of the agricultural products are perishable & these apps will be helpful to sell the commodities as early as possible. It is also helpful to get rid from the exploitation of traders who purchases the commodities at a very low rate from the farmers but sells at a higher price to the customers. In modern era; farmers should increase the use of technology in agriculture sector to meet the demands of increasing population. By using technology as a sustainable resource, we will be able to take agriculture to new heights.

6) Use of Cameras

The farmers can place cameras in the field which keeps eye on the employees who are working in the field. These cameras are also helpful to keep an eye on livestock when they are wandering around the field or at night.

7) Crop Sensors

Crop sensors helps to count an amount of fertiliser a crop may need, water supply, weed control and this depends on the light reflected back to the sensor. Optical sensors infra-red light through drone can diagnose health of the crops. This invention has been completed in 2015 and it is being commercialised from 2019 onwards.

8) Weather Tracking

This app can run on our smart phone to get the advanced information regarding the weather in our area so that we can protect our crop. Weather modification is one of the techniques that is necessary to create a suitable climate for crops. When perfect climate for crops is created it leads to an increase in production.

9) Robot agriculture

Robot can control all agricultural activities sincerely individually and collectively through cluster agriculture. Sowing, weeding out, variable fertilizer application, irrigation control paste control can be operative by using

microscopic sensors in Robot technology. By 2021 it will be commercialised. Local Wi Fi can be created through solar energy. Sensor stations, nest camera, ring door bell, GSI watch dog controller can be used in Robot system. This may require geospatial experts to read and analyse the data.

10) Synthetic biology

Synthetic biology is recently developed area. It will revolutionise the agriculture sector. By using the genetic engineering technology, new crop varieties can be developed with writing and programming the software. This system is known as synbio. Scientists have developed the IGEM tool, which is known as International genetic Engineered Machine. Ivalva Swiss Company has developed saffron, vanillin and staviya by using this technology. By using the engineering algal Solozime Company has produced butter, protein rich flour and vegan proteins.

CONCLUSION

Technology is useful to reduce the cost of production and to increase the revenue of the farmers. The resources are scarce but with the help of available resources and continuously improving technology farmers are trying to bring out the most reasonably priced & healthy food from their farm to our dinner plate. Modern farmers are able to contribute in sustainable agriculture & farming practices such as conservation, preservation and moderation.

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FUTURE OF BLOCKCHAIN

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ABSTRACT

In this paper researchers try to introduce Blockchain technology. How Blockchain solves our today's major transaction issues like transaction cost, security issues and problems with centralized database systems. Apart from this researcher highlights major issues in current Blockchain technology and future threats or challenges in this technology so that we need to work on it.

Keywords: Blockchain, disadvantages of Blockchain, threats, Bitcoin, Crypto currency, ledger, Node, Miners, authentication, non-repudiation.

ABOUT BLOCKCHAIN

We know that in next 2-5 years Blockchain will be used everywhere. Whoever has heard about Bitcoin, they must have heard about Blockchain as well. Blockchain started in 2008 by Satoshi Nakamoto. The technology behind Bitcoin is nothing but Blockchain. Blockchain is nothing but chain of blocks where each block contains hash key, timestamp and transaction data. Bitcoin is digital crypto currency and it works on peer to peer network means distributed systems. Means there is no any central system. e.g if you want to transfer money there is a bank in between but in bitcoin there is no central bank, everything is distributed.

In distributed one problem is security and other is trust. How we can trust this technology? And its solution is asymmetric cryptography.

Who is maintaining the database? Then ledger comes into the picture. Every node contains public ledger. Ledger contains all transaction details. Same copy of ledger stored on every node. No one can change it. Bitcoin contains transactions. We can store anything in block but in Bitcoin we store transactions only.

SHA2-256, SHA2-512 etc. hashing algorithms are used in Blockchain technology. For any input data hash algorithm outputs fixed length of hash key. Data may be of any length (single line or whole Wikipedia). Any single character change in data will affect the hash key. So we can check hash key if someone tampering our data.

Every block contains data and its earlier block hash key as shown in following fig.

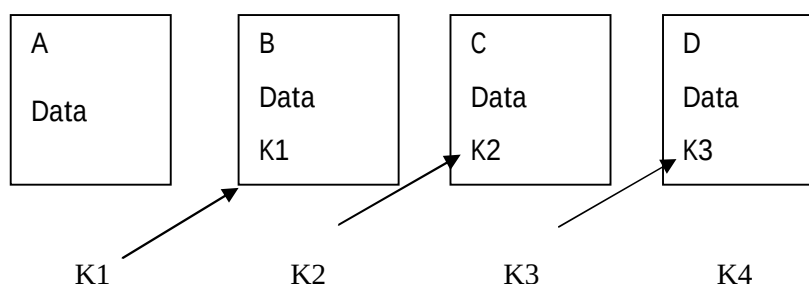


Fig: How Blocks are connected with each other in Blockchain

If you change data from block 'B', it will affect 'B's hash key. If someone changes data from block it affects its hash key and hence all next nodes because each block has its earlier block hash key means someone tampering your data.

It's amazing to know that, till now no one was able to crack the Blockchain database, this shows the power of Blockchain.

NODE/MINER: Entire Blockchain is available on every node which are connected in distributed system, so that every node can see the complete data or transactions. Some nodes are called Miners who verify the transaction and add block to chain. Miners need to have high computational power because it needs to solve a complex puzzle before adding a new block into existing chain. Computation of complex puzzle is required for POW i.e. proof of work and for insuring it is not a malicious node.

Miner receives some amount of Bitcoins or some incentives after adding a new block.

HOW BLOCKCHAINS PROVIDES SECURITY?

Blockchain provides trust by providing ledger which is immutable. Every transaction is stored in ledger.

Entire Blockchain is based on cryptography so it is secure.

Cryptography

There are 2 types of cryptography. Symmetric key and Asymmetric key cryptography.

In peer-to-peer there is no need of any central server in between. But there are some following problems we face in peer to peer network.

1. **Confidentiality:** 'A' wants to send message to 'B', but 'A's message can be accessed by any 'C' which we don't want.
2. **Integrity:** 'A' want to send message to 'B' but someone 'C' receives A's data, change it and then send it to 'B', which we don't want.
3. **Non-repudiation:** 'A' send message to 'B'. But 'A' said to 'B' I have not sent any message to you. Which we don't want. There should be a proof that 'A' sent message to 'B'
4. **Authentication:** 'A' send message to 'B'. Then what is the guarantee that , that message sent by 'A' and not anyone other than on behalf of 'A'

All the above problems solved by using cryptography where encryption-decryption techniques are used

Encryption and Decryption

'A' send message to 'B' but it is encrypted i.e. cipher text (unreadable format). 'B' received encrypted text which is cipher text. 'B' only read message if it is in readable format. If 'B' has a key then 'B' can decrypt the message. After decryption message is converted from cipher text to readable format. Decryption is the reverse process of encryption.

Symmetric cryptography

Same key is used for encryption and decryption. But it is not feasible if there are many users in network. For every pair of communication we will need a separate key. So to solve this problem of maintaining so many keys Asymmetric cryptography is used.

Asymmetric cryptography

Everyone will have a pair of public key and private key. Each others public key will be known to everyone, but not private key. Now if 'A' wants to send message to 'B'. Then 'A' encrypts the message with B's public key and sends it to 'B'. Now 'B' decrypts the message with its own private key. If anyone else like 'C' wants to read A's message, then it can't read it because 'C' don't know the B's private key.

This way messages are encrypted with public key and decrypted with private key and vice versa.

Hence we solve the problem of confidentiality and Integrity by using asymmetric cryptography.

Digital Signature is the solution of **authentication and non-repudiation** where there is a proof of message sent by 'A' only. In this technique double encryption takes place as below.

'A' encrypt the message with A's private key and then with B's public key. Now B decrypts the message first with its own private key and then decrypt with A's public key. Hence there is a proof that message sent by 'A' itself. If any 'C' wants to read the A's message then he needs to decrypt it by B's private key first, which is impossible for 'C'. Even if 'C' knows the A's public key, it can't read A's msg.

THREATS: There are some following drawbacks of public Blockchain

- **Complex:** Entire Blockchain concept is very complicated to understand. To understand the Blockchain we need to know distributed systems, how Miners work, lots of hashing algorithms, POW i.e. proof of work techniques, Consensus protocols, merkle tree and Ethereum which is Dapps means decentralized application for implementing Blockchain technology.
- **Wastage of resources:** As we know Miners are used to add a new block into the chain. But to do this, it requires a lot of computations which is totally wastage of resources.
- **Speed:** To add a new block into chain, miners are required and after complex verification process block will be added successfully into chain. So it requires a lot of time. Today there are near about 1000 visa transactions done per second by using existing centralized system but in Bitcoin we may process only 7-10 visa transactions per second. So Blockchains are very slow in speed as compared to existing system.

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- **51% Attack:** If there are 10 nodes connected. Each of these 10 nodes will have Blockchain data. Now if one node is found to be malicious by all other nodes, then all 9 nodes remove the malicious node and they continue their safety. But what happens if more than 50% of nodes of Blockchain are malicious?? No such case happened earlier but we need to take care of it.
 - **Privacy:** All Blockchain data is publicly available on every node so that everyone can see everyone's data so there may be some privacy issues.

CONCLUSION

Blockchain is a cutting edge technology. Everyone implementing the Blockchain in their organization nowadays because it doesn't have a centralized power system, so it doesn't include any third party in between. We need decentralized systems means distributed systems and security as well. And hence we go through Blockchain with all its decentralized and secured features. Today Blockchain is used in cryptocurrencies, Smart contracts, financial services, video games, supply chain etc.

But as mentioned above threats, we may not be sure that everywhere Blockchain will work out successfully in future.

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NEOSKILLING FOR DIGITAL TRANSFORMATION: A BOOK REVIEW

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ABSTRACT

As the scenario of the world is changing rapidly having a bit transformation from the traditional strategies, methods towards the new way of leading ahead i.e. the digital transformation. Along with technical up gradation, human skills are also necessary to align with the changing scenario of digital transformation so this paper focus on NEOSKILLS that plays an outstanding role in having the transformation with taking the help of book “NEOSKILLNG for Digital Transformation” written by Prof. Prasad and S.Ramachandran which was published by Wiley publication under the directions of Indian Institute of management, Bangalore.

The word Neo refer to New which is be derived from the word Greek word Young which in turn help out to upskilling in terms of improvement of skill development, initiatives etc. Which is a cultural transformation and mental revolution of to learn lifelong with comprehensible team members and machine interactions i.e. the combination of natural intellectual along with application of the specific technologies cybernetic world.

Keywords: Digital transformation, Neo skills.

INTRODUCTION

A skill is an ability to carry out the specific task, project with an art to stand outside from the crowd .The skill are naturally etched or it is acquainted throughout the life process which is been taught or engraved from the different sources which is more valuable than that of the degrees or certificates

Neo skilling is the awareness of what type of skills set is important being provided with access to training programs, in house & outhouse inputs. Next is to having affordability for the support and for the consistently survival with the aim to desire and enthusiasm to excel the new skills which have been learnt

The stages dealing with the Neoskilling are Awareness, access, affordability, appetite, ambition (www.iedcommunications.com)

ABOUT THE BOOK

Manager's reskill their team to meet today's needs. Leaders think ahead for the futuristic long term needs of their organization and the overall ecosystems to excel and reap the benefits of Digital Transformation. Neoskill is holistic and beyond formal classrooms training, requiring mental metamorphosis. It includes soft skills, cultural aspects and instills higher order thinking in individuals and group in preparation for the workplace of the future.

Leaders must evade deliberately Myopia, Intellectual Improvement, and Ethically Challenged imperceptive management approach ensuring that they do not fall in to the MINIMEC trap in the process of the journey. For influencers and policymakers neoskill helps in socially inclusive growth, taking digitalization and its benefits behind corporate to every section of the society and for the employability

This book offers a blueprint leveraging established management framework with new ideas and industry specific insights for neoskilling .

CHAPTER-1

This includes the schemes such as concept of Neoskills associated with the stages of skill development from the skills, upskills, reskills and Neo skills which can be apply at working place in the coming era with the combination of machines and humans intellectuals followed by the certain challenges whether it is favorable in terms of accepting in the working environment with attributes of apathy, anxiety, worry etc.

Next comes with the MINIMEC management strategy with aim of long range intellectual; growth with integrity, leadership passage with help of which the management can evaluate the roles of the human resources with the different skill sets to plan, organize, evaluating the new methods/ strategy, implementation align with the up gradation in the digitalization and to meet the current needs of the market.

Also includes the worth in terms of creating the value, capturing the value and delivering the same which can be created by focusing on the internal & external environment of the firm. This chapter also focused on the peter drucker which can be applying at working place in the coming era theory of the business and Michael porters'

value chain and the digital skills including all primary activities and support activity in the firm with infrastructure and its profit

CHAPTER-2

The ownership includes the two which reskills the society are industry and industry government collaboration. Further which meets irrespective of the geographical barriers and overcoming the replication of the efforts and sustaining the benefits.

In the firm different levels should be incorporated taking in the point of different skills required according to the designation inbuilt with the qualities of insights, judgments etc. which the similar level of the people will be accountable for the success and the failure. Also it includes the frame where the rigidity does not have any scope but Change management should be craved in oneself to go through the new dynamic changes in the skills i.e. reskilling which highlights towards the demographics, average working age align with technology ripeness and the platform of the globalization of services sectors which may sustain the environment or it may have not too effective for the ones & the organization to survive in the era of digitalization.

CHAPTER-3

The hierarchy of Reskilling

This includes about the Hard skills which we had acquainted in our life process and which can be quantified taking in to account such as certificates or degree in a particular sectors, Typing speed, Art skills etc. On the other soft skills are those which are subjective in nature which is worth when we have certain interactions with others such as communication skills, team work, time management etc. which comes to summarize that task oriented and interpersonal relation also plays a vital role in this environment

Also includes the cycle of skilling which further helps to make the analysis so need assessment, unlearn myths then followed by learning the new technologies and finally adopting the new technology which has been learnt. The chapter also focuses on the prioritizing time and utility of the training for reskilling evaluating in the terms of formal training, quick learning, on job learning and low priority means.

Chapter also includes Perrow's classification of technology which is based on the two dimensions task variety and problem analyzability. varieties point towards number of exceptions in doing a task by individuals while analyzability stands for amount of time and effort needed to search for & to find out best method or solutions to cope with the task exceptions. Further includes routine jobs craft jobs which are based on low on novelty and low on programmability, Non routine jobs.

CHAPTER-4

Socially Inclusive Reskilling Digital for All.

Author has explained in this chapter regarding Reskilling. According to him, In digital technologies has the probable to make a significant impact beyond large corporations, to the wider society. In this chapter there are sub points about Reskilling, these are

1. Stages of Inclusive Growth of Reskilling beyond Enterprises.
2. Enablers of Digital Development
3. Removal of Information Asymmetry.
4. Social Identity.
5. Financial Inclusion.
6. Education.
7. Healthcare.
8. Entrepreneurship for Self sustenance.
9. Skilling for Gender Equality.
10. Move from Informal to Formal Economy.

There is another skills for digital transformation in new era which was focused by the authors i.e. MOOCs for education and SWAYAM for Large-Scale Education.

MOOCs

Massively Open Online Courses are the online appearance of the education sector and its services. The

Digital Transformation today is universal and not limited only to the corporates. There is a chance for policymakers, to make it comprehensive in nature for those at the bottom of the pyramid.

SWAYAM

Swayam is a platform which will provide a single portal for online courses, using ICT and covering all higher education subjects and skill sector courses. It is the programme of the Ministry of HRD, Government of India. Swayam will confirm that every student in our country has contact to the best quality, reasonable higher education.

CHAPTER-5**Industry Analysis**

Each industry has an exclusive way of running a business and has made investments in assets, public, and developments accordingly. Similarly, digitalization and its associated reskilling vary from industry to industry, based on the need and the capacity to invest. In this chapter, authors' focus on various digital skills, most impacted ICT skills and BFSI (banking, finance services and insurance).

B2B2C Model: Authors also focus on B2B2C models with e-commerce. The CPG industry (consumer packaged goods industry) is unique in having to deal with both enterprises and end consumers as their customers, since B2B2C model is not just a straight forward B2B or B2C model.

Banking 3.0: For the banking industry to shift from human to human contact based transaction to technology based transaction, the backend must be digitally transform which may be supported by necessary expertise or skilled workforce.

CHAPTER-6**Conclusion-Making it Happen**

Neoskilling and reskilling are critical for an excellently crafted strategy and its successful execution, with digital becoming global, starting the journey proactively instead of waiting to be dislocated by competitors or new entrants.

An author focuses on Culture, Motivation, Change Management, External Factors,

And The purse strings for funding.

FEEDBACK OF THE BOOK**Prof. V. Rajaraman**

"Overall this book gives an excellent, in-depth discussion on the new skills and the adaptation needed by organization to meet both technological and social challenges that are imminent with the emergence of new technologies."

Dr. Gopichand Katragadda

Neoskilling address and important area of preparing for the future of work. The A.I. revaluations will transfer jobs and human productivity. Neoskilling discusses several ideas for creating a workforce i.e. always prepared for the future. An important reading for those involved in development of human capital.

CONCLUSION

This book focuses on the innovative skills in terms of the updated technology and sectors in the market. The new skill technologies focus towards education sectors as MOOC and SVAYAM, health sector as e-health unit, service sectors as B2B2C model with e-commerce. In agriculture sector, they are focused on e-agricultural technologies in farming area which will help to perform the day to day functions and intern help to drive and develop in the era of digitalization.

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IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE

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ABSTRACT

In 21st century use of information technology explored to a greater extent to improve the quality of higher education. Social media have significant impact to improve the quality of higher education. Social media helps to share information among friends and teachers in higher education in different forms like text, audio, video, image and pdf. Since today's education is dominated by mobile devices and applications, it is necessary to rethink the academic work environments based on social media tools and applications like YouTube, quora, Twitter or, in accordance with the learning needs, skills, and competencies of students. The students experience that social media has played an important role towards their study habits. It helps to improve their learning and skill outcomes. But sometimes, due to excessive use of social media also cause to downgrade the result due to distraction of attention of the students towards the studies.

Keywords: social media, higher education, youtube, facebook, Whatsapp.

1. INTRODUCTION

Social media constitutes a community of “network-self” learners. This online and social media learning attitude involves use of computing and internet technology. With the emerged use of social media tools, a large number of such institutions are embracing this new ecology of information offered by social media. More and more colleges and universities from all over the world are transitioning from traditional teaching/learning towards social media teaching/learning. The term “Social media” is defined as the application that allows users to converse and interact with each other to create, edit and share new forms of textual, visual and audio content, and to categorize, label and recommend existing forms of content. Social media denotes to the wide collection of Internet based and mobile services that connect people together to communicate, participate, collaboratively interact, discuss and exchange ideas and information on an online community. Commonly used social media devices in higher education are web 2.0 technology, facebook, youtube, blog, linkedIn and MOOC courses. In India National Programme in Technology Enhanced Learning (NPTEL) has launched more than 100 online courses and more than 10,000 registered sessions. Government of India is planning to recognize online certificates at par with that of regular courses. By considering the importance of social media, the paper is divided into the following sections like literature review, different types of social media in education, use of social media in academics, and privacy and issues of social media in academics.

2. LITERATURE REVIEW

A literature review is conducted from the period 2005 to 2014 to study the use of social media in higher education. A study by Fishman et. al (2005) indicated that college students produce tremendous volume of writing through various social media tools such as blogs, emails and other social media environments. According to Boyd & Ellison (2007), social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The sharing of information ranges from news, debates, gossips, feelings or statement of mind, opinions, research etc.

Conversely, Banquil et al. (2009), found a continuing drop of grades among students who use social networking sites. This was supported by Kirschner and Karpinski (2010), who found a significant negative relationship between Facebook use and academic performance. They concluded that students who use Facebook spend fewer hours per week studying on an average than Facebook non users and this resulted in lower mean grade point averages (GPAs). Ahn (2011) adds that Social Network Sites (SNS) provide a platform for the youth to participate in communities that help them to learn and practice skills within a particular knowledge area. Junco (2012) examined the relationship among numerous measures of frequency of Facebook use with time spent preparing for class and overall GPAs. Hierarchical linear regression analysis indicates that time spent on Facebook was strongly and significantly negatively correlated with overall GPA.

Davis et al (2012), refer to social media technology (SMT) as web-based and mobile applications that allow individuals and organizations to create, engage and share new user generated or existing content, in digital environments through multi-way communication. Through this platform, individuals and organizations create profiles, share and exchange information on various activities and interests. Examples of these social media

platforms both on the web and mobile application include quora , Twitter, YouTube, Whatsapp, Instagram, blogs etc. Deng and Tavares (2013) also concluded that web-based discussions can contribute to the development of students' reflective ability and critical thinking skills. Also, compared to face-to-face interaction, students are more willing to voice their views or even disagreement and are more attuned to others' opinions in online discussions . According to Apeanti and Danso (2014), students believed that it seems some different thing for their lecturers to use social media. Also, their grades would be better if they could contact lecturers through social media and lecturers should hold lecture hours on social media.

3. TYPES OF SOCIAL MEDIA IN EDUCATION

Different forms of social media are internet forums, quora, weblogs, social blogs, microblogging, wiki, podcast, photo or video sharing, rating and social bookmarking. Web-based and mobile applications that allow individuals and organizations to create, engage, and share new user generated or existing content, in digital environments through multi-way communication . Popular social network platforms on mobile and web applications include Quora, Twitter, YouTube, Whatsapp, Instagram, snap chat, Google Plus etc. Social media types can be categorized as follows (Wikipedia):

- Collaborative project (ex. Wikipedia)
- Blogs and microblogs (twitter)
- Content communities (youtube)
- Virtual game worlds (world of warcraft)
- Virtual social worlds (second life)

Technologies used in social media include: blog, picture-sharing, vlogs, wall-posting, email and instant messaging.

i) Blogs: Blogs are easily created and updateable websites that allow authors to publish to the Internet instantly, hence allowing instructors and students to communicate easily. Basically a blog is an online journal in which pages are usually displayed in reverse chronological order.

ii) Wikis: A wiki is a collective website where any participant is allowed to modify any page or create a new page. Anyone can add and edit what has already been published. One well known example is Wikipedia, a free online encyclopedia that makes use of wiki technology.

iii) Social bookmarking: Bookmarking sites allow users to organize and share links to websites. This enables users to produce a searchable personalized internet.

iv) Google classroom : Google classroom allows to create class by teacher and to send assignment, question, material, quiz to the students.

v) Social Network Sites: Social network sites are public web-based services that allow users to develop a personal profile, identify other users with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly. These web based services allow individuals to construct a public or semi-public profile within a bounded system. Among the most popular are Facebook and LinkedIn.

vi) Status update services : This kind is also known as micro blogging services, status update services such as Twitter allow people to share short updates about people or events and to see updates tweeted by others.

4. USE OF SOCIAL MEDIA IN ACADEMICS

The usage of social networking according to its support in academic activity includes the following :

- Task Assignment
- Announcement
- Class Rescheduling
- Task/schedule negotiation
- Resource Material (searching/sharing)
- Quiz
- Searching and solving question papers on different subjects available of different universities
- Others (entertain, communication, information update)

The Social Media can be useful in all kinds of educations. The Content communities and Blogs can act as a digital library. It can provide useful information and contents which are not available by nearest resources. Content communities can provide both visual and text information. The best example of content communities are You Tube which provide lots of education programs . Written communication on cyberspace enables students to take part in discussions at a time convenient to them and articulate their ideas in more carefully thought-out and structured ways. Students are able to formulate group discussions to exchange ideas and communicate to their teachers as well as appeal to their friends about assignments on social network sites. Also YouTube has increased participation, personalization (customization) and productivity. YouTube also improved student's digital skills and provides opportunity for peer learning and problem solving . Online communities are also helping the students in their education. They provide instant communications between the members. Active participation in online communities of practice can produce significant value for educators, students and schools . The usage of social network media in higher education can vary from marketing media, information media, communication media, feedback, complain, announcement, sharing, task assignment and examination.

5. SOCIAL MEDIA PRIVACY AND ISSUES

While using social media, students need to remember following things

- Since social media is public in nature and the decision to post videos, pictures, thoughts, experiences, and observations to social networking sites is personal, hence a single act can create far reaching ethical consequences for individuals.
- Students and youngsters are sometimes not mindful of what are private and public in Social Networking sites. Several issues and concerns are being publicized for the students to be aware of the risks of posting private information on the Social Networks.
- Social networks distract the attention and concentration of the students toward learning and convert it towards non educational activities like unnecessary chatting.
- Social media also included criminal activities such as identity theft and fake contacts which is prevalent today. cyberbullying is a category of bullying that occurs in the digital realm or medium of electronic text. It is any behavior performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others
- Individuals' private information are publicly displayed on some of these social networks and malicious people take advantage does kinds of harassment.
- Most of the students engage in the use of social media for socializing activities rather than for academic purposes.

5. CONCLUSION

In this era fundamental changes in education are brought by virtual worlds and augmented reality. Social media has boundless potential to improve quality of higher education. It helps to improve content delivery based upon user semantics and also support present day requirement of educational institutions like students experience and their placement. Social networks have become an integral part of student social life . Social networks are now been seen as learning platforms or communities that could be utilized to enhance student engagement and performance. Social media generate new opportunities to engage students in higher education as they are remarkably effective at connecting people and facilitating the exchange of information. Students can make use of the interaction services, blogging services, group services in their studies and also use social media effectively for search for colleges and career opportunities. It is the responsibility of the student to make the right decision in relation to the use of social media networks. Students should be aware regarding the use of social media for the excellence in their study and should avoid distraction of attention caused by the use of social media which could have serious consequences on the academic life of students.

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IMPACT OF KISAN CREDIT CARD SCHEME IN PROVIDING ADEQUATE AND TIMELY CREDIT TO THE FARMERS IN KALBRGI DIST

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ABSTRACT

The continuous growth of agricultural sector, credit plays a vital character. Making an allowance for the difficulties being faced by the farmers in having access to credit, central government introduced the Kisan Credit Card scheme to provide timely and adequate credit support to farmers from formal banking system in a stretchy, hassle-free and cost effective manner, conceptual framework of KCC, progress and development of the scheme covered in this study.

Keywords: Progress, Agricultural, Banking, Credit.

INTRODUCTION

India lives in villages. The majority of our country's population depends upon agriculture. Therefore, there is a great need for inclusion of rural people in the financial framework. When it is considered rural credit system to facilitate various financial needs of the rural folks of farmers, it has many dimensions. The Financial reforms also highlighted the need for innovative credit interventions from institutional agencies to facilitate farmers. With the implementation of bills like food security indicates that agriculture will continue to be central to all the strategies for socio-economic development of India.

In the sustained growth of agricultural sector, credit plays a crucial role. Considering the problems being faced by the farmers in having access to credit, the Government of India introduced the Kisan Credit Card (KCC) scheme in the year 1998-99 to provide timely and adequate credit support to the farmers from formal banking system in a flexible, hassle-free and cost effective manner. This scheme has facilitated the availability of credit in time and has simplified the procedure for availing loan from banks to a large extent. Rapid growth of agriculture will not only ensure continued food security but also help in the growth in Industry and the GDP. The Indian economy recorded a growth rate of 6.7 percent in 2017-18. The Economic survey 2017-18 predicted brighter growth prospects for 2018-19, at 7.0 to 7.5 percent. Thus, India is once again poised to be the fastest growing large economy in the world.

REVIEW OF LITERATURE

The attempt of new research worker is to study the literature allied to the research problem undergone. Consequently, it forms an integral part of any systematic research work. In present study, few relevant review of literature related with problems were observed undertaken. The review of literature is mainly presented as per the objective of the study in following heads.

Amir Samantara 2010, In the occasional paper 'Kisaan credit card - A study' he mentioned that the introduction of a new credit product called Kisaan Credit Card in 1998 – 99 with three different sub-limits viz., production, assets maintenance and consumption needs is a step in this direction to address the challenge.

Werner 2000, remarked that the liberalisation processes have created another problem: under the prudential and capital adequacy norms, banks are required to mark the investments to market, which have made banks more risk-averse.

Anjanikumar et al. 2007, assessed the performance of rural credit flow in India, and identified the factors that influenced the choice of credit outlet and the possession of Kisan Credit cards by rural households.

Jamunarani 2009, reported that over 14 million KCCs have been issued across India. The scheme has been implemented in all the states and union territories by 27 public sector banks, 373 district central co-operative banks and 196 regional rural banks.

Barik 2010, stated that realizing the importance of enhancement of flow of credit to the rural sector and reduction of the dependence of farmers on non-institutional sources of credit, NABARD followed by regional rural banks.

Rajamohan and Subha 2014, highlighted certain operational issues, mainly pertaining to the Agency-wise and period –wise progress of KCC and KCC scheme.

OBJECTIVES OF THE STUDY

The main objectives of the research study are as under –

1. To study the Impact of Kisan Credit Card Scheme in Indian.
2. To analyses the development of Kisan Credit Card Scheme in India.
3. To focus on Progress under Kisan Credit Card Scheme issued in India.

RESEARCH METHODOLOGY

The present research paper is mainly based on secondary data which is gathered from NABARD annual reports, NABARD Journal, Publications, Occasional Research Papers and RBI Annual reports, RBI Reviews and other information has been taken from journals and different websites mainly focusing on Kisan Credit Card Scheme.

THE CONCEPT**THE ORIGIN**

Shri. Yashwant Sinha, the then Union Minister of Finance, in his 1998-99 Budget Speech on 01 June 1998 introduced the Kisan Credit Card Scheme as ‘NABARD is being asked to formulate a model scheme for issue of Kisan Credit Cards to farmers on the basis of their holdings for uniform adoption by the banks so that the farmers may use them to readily purchase agricultural inputs such as seeds, fertilizers, pesticides etc. and draw cash for their production needs’.

This model scheme was prepared by the National Bank for Agriculture and Rural Development (NABARD) on the recommendations of R.V.Gupta committee to provide term loans and agricultural needs. It is objective is to meet the comprehensive credit requirements of the agriculture sector by giving financial support to farmers. Participating institutions include all commercial banks, Regional Rural Banks, and state co-operative banks. The scheme has short term credit limits for crops, and term loans. KCC credit holders are covered under personal accident insurance up to Rs. 50,000 for death and permanent disability, and up to Rs.25,000 for other risk. The premium is borne by both the bank and borrower in a 2:1 ratio. The validity period is five years, with an option to extend for up to three more years. Kisan Credit Card offering credit to the farmers in two types 1. Cash Credit, 2.Term Credit.

IMPORTANT DEVELOPMENTS IN KCC SCHEME IMPLEMENTATION

- 14 August, 1998, Introduction of KCC Scheme and circulation of Model KCC scheme to banks.
- 14th June, 2001, Personal Accident Insurance Scheme for KCC holders introduced.
- 9th August, 2004, Scheme to cover term loan for agriculture and allied activities under KCC introduced and validity of KCC increased from 3 years to 5 years.
- 01st June, 2006, In response to Union Finance Minister’s budget announcement 2006-07, interest on short term credit to farmer was fixed at 7 percent up to KCC upper limit of Rs. 3 lakh on principal amount.
- 31st Oct. 2006, KCC scheme for the borrowers of Long Term Cooperative Credit Structure i.e., State Coop Agri & Rural Dev Banks introduced.
- 29th March, 2012, Kisan Credit Card - a comprehensively revised KCC scheme incorporating many new components [composite loan, 10 percent and 20 percent provisions for consumption and asset maintenance, year-wise drawing power for five years. Etc.] was launched.
- 9th Nov. 2012, Scheme for issue of KCC in the form of interoperable RuPay Cards
- 15th Nov.2012, In a meeting of Union Finance Minister with Banker, it was decided to convert all old KCCs into ATM-cum-Debit/RuPay Cards.
- 01st Aug. 2014, Support for ICT solutions through POS/micro-ATMs and RuPay Kisan Cards under KCC scheme.
- 8th Jul, 2015, Coverage of KCC holders under Atal Pension Yojna.

OBJECTIVES OF KCC - IN INDIA

- Post-harvest expenses
- Produce Marketing loan
- Consumption requirements of farmer household
- To meet the short term credit requirements for cultivation of crops

- Working capital for maintenance of farm assets and activities allied to agriculture, like dairy animals.
- Investment credit requirement for agriculture and allied activities like pump sets, sprayers, dairy animals.

FEATURES OF KCC

- ✓ Flexi KCC with simple assessment prescribed for marginal farmers.
- ✓ Validity of KCC for 5 years.
- ✓ For crop loans, no separate margin need to be insisted as the margin is in-built in scale of finance.
- ✓ No withdrawal in the account to remain outstanding for more than 12 months; no need to bring the debit balance in the account to zero at any point of time.
- ✓ Interest subvention /incentive for prompt repayment to be available as per the Government of India and / or State Government norms.
- ✓ No processing fee up to a limit of Rs. 3.00 lakh.
- ✓ One time documentation at the time of first allotment and thereafter simple declaration (about crops raised/proposed) by farmer.
- ✓ KCC cum SB account instead of farmers having two separate accounts. The credit balance in KCC cum SB accounts to be allowed to fetch interest at saving bank rate.
- ✓ Disbursement through various delivery channels, including ICT driven channels like ATM/ PoS/ Mobile handsets.
- ✓ Eligible farmers to be provided with a Kisan Credit Card and a pass book or card-cum-pass book.
- ✓ Each drawal to be repaid within a maximum period of 12 months.
- ✓ Crop loans disbursed under KCC Scheme for notified crops are covered under Rashtriya Krishi Bima Yojna (National Crop Insurance Scheme), a crop insurance scheme introduced at the behest of Government of India to protect the interest of the farmer against loss of crop yield caused by natural calamities, pest attacks etc.,

ELIGIBILITY FOR KCC

Individuals who meet the following requirements can get KCC - Minimum age – 18 years to maximum age – 75 years at the end of loan tenure. For borrowers above the age of 60 years, co-borrower less than 60 years old is mandatory. Such a co-borrower should be legal heir/immediate family member. Joint holding up to 5 persons is permitted and borrowers with good track record over the past 2 years would be prime customers.

KCC BENEFITS TOWARDS – FARMERS

- ✓ Access to sufficient and timely credit to farmers.
- ✓ Less paper work and simplification of documentation.
- ✓ Flexibility to draw cash at any point of time and buy inputs as per the requirements of the farmers and also to repay as and when surplus fund is available.
- ✓ Assured availability of credit at any time as to reduce interest burden on the farmer.
- ✓ Sanction of the facility for 3 years subject to annual review and satisfactory operations and provision for enhancement.
- ✓ Reduction in cost of credit for availing the bank loan, Insurance cover at a very low premium rate.

KCC BENEFITS TOWARDS – BANKS -

- o To lessen work load for branch staff by avoidance of repeat appraisal and processing of loan papers under KCC Scheme.
- o Improvement in recycling of funds and better recovery of loans.
- o Downsize transaction cost to the banks.
- o Improving Banker - Client relationships.

DEVELOPMENT OF KCC IN INDIAN CONTEXT –

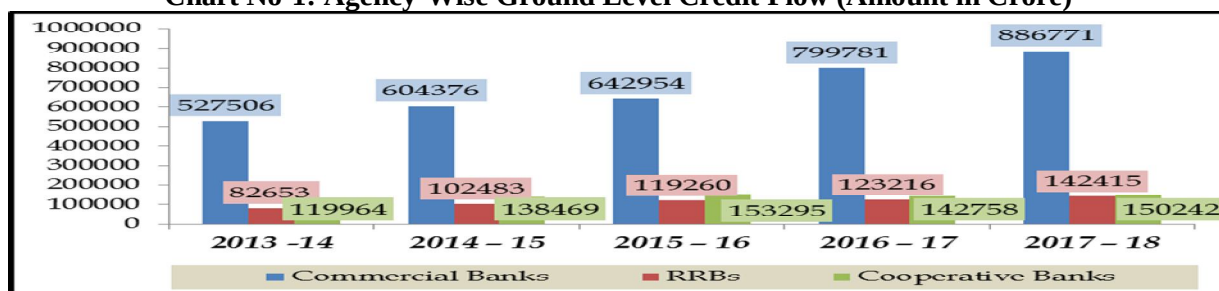
The researchers have analysis and interpretation of the secondary data pertaining to 'KCC in India: A conceptual framework is carried out and presented in below tables and charts respectively. The agency-wise ground level credit flow is presented in table no – 1.

Table No-1: Agency-Wise Ground Level Credit Flow (Amount in Crore)

Year	Agency-wise		
	Commercial Banks	RRBs	Cooperative Banks
2013 -14	527506	82653	119964
2014 – 15	604376	102483	138469
2015 – 16	642954	119260	153295
2016 – 17	799781	123216	142758
2017 – 18	886771	142415	150242

Source: NABARD (as reported by banks).

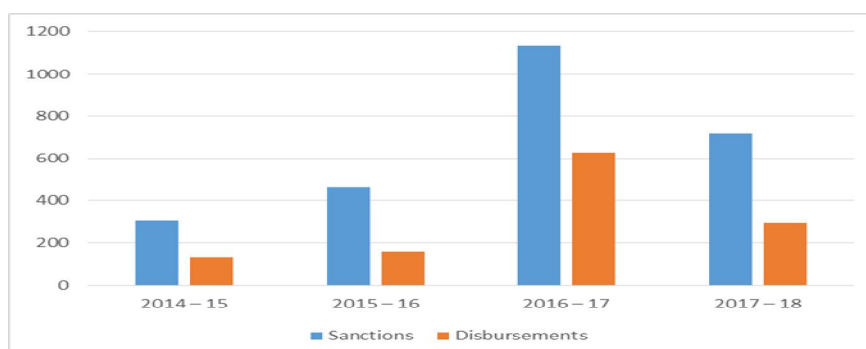
The above mentioned table no -1 show the indicated a study on the agency-wise ground level credit flow of agency are commercial banks, Regional Rural Banks and Cooperative banks from 2013-14 to 2017-18 respectively. The highest amount of credit flow in 2017-18 it is Rs.8, 86,771 in commercial banks, it is Rs.1, 42,415 towards RRBs and it is Rs.1, 15,242 crores in Cooperative banks. The study during 2013-14 of all agency-wise classification of credit flow in commercial banks it is Rs.5, 27,506, in Regional Rural Banks it is Rs.82, 653 and in cooperative banks it is Rs.1, 19,964. The results of above table indicate that there is an drastic change for credit flow of all above agency and also operating credit flow in higher prospective and give more importance for the farmers with support of financial sources for future needs.

Chart No-1: Agency-Wise Ground Level Credit Flow (Amount in Crore)**Table No-2: Sanction and Disbursement under FIF (Amount in crore)**

Year	Sanctions	Disbursements
2014 – 15	304.89	131.50
2015 – 16	464.31	157.23
2016 – 17	1131.46	628.33
2017 – 18	712.80	294.77

Source: NABARD (as reported by banks). FIF and FITF were merged in to a single fund FIF in 2015.

The above table no -2 reveals that sanction and disbursement under FIF banks from 2014-15 to 2017-18 respectively. The highest amount of sanction in 2014-15 it is Rs.304.89, in 2015-16 it is Rs.464.31, it is Rs.1, 131.46 in 2016-17 and finally in 2017-18 it is Rs.712.80 crore sanctions. Table also deals provide information of disbursement amount in 2014-15 it is Rs.131.50 to 2017-18 it is Rs.294.77. The results of above table indicate that there is a more dynamical change for sanction and disbursements.



PROGRESS UNDER KISAN CREDIT CARDS ISSUED –

On 31st December 2016, the Hon'ble Prime Minister announced that RuPay debit cards would be issued to three crore Kisan Credit Card account holders. To fulfil this mandate, NABARD facilitated the issue of 113.18 lakh RuPayKisan Cards through RRBs and 175.99 lakh cards through Rural Cooperative Banks. The push for card acceptance was complemented by the 'Going Digital' camps on digital financial literacy.

Table No-3: The Agency-wise number of KCC cards issued since inception of the scheme

Year	KCC Cards Issued [In Lakh]			
	Coop.	RRBs	Comm Banks	Total
2008 – 09	13.44	14.14	58.30	85.88
2009 – 10	17.50	19.50	53.10	90.1
2010 – 11	28.10	17.70	55.80	101.6
2011 – 12	29.95	19.96	68.04	117.54
2012 – 13	26.89	20.30	82.43	129.52

Source: NABARD (as reported by banks).

Table No-4: Credit Flow under KCC

Year	Credit Flow Under KCC [Amount in Rs. Crore]			
	Coop.	RRBs	Comm Banks	Total
2008 – 09	13172	7632	25865	46669
2009 – 10	7606	10132	39940	576778
2010 – 11	10719	11468	50438	72625
2011 – 12	10640	11520	69510	91670
2012 – 13	11174	12836	NA	24010

Source: Agric. Credit in India: Trends, Regional Spreads & Database issues, NABARD Occasional Paper No 59 for data from 1998-99 to 2012-13.

CONCLUSION

Kisan credit card has emerged as a new innovation and vital credit provider mechanism to meet the requirement of credit to agricultural farmers in a suitable and problem less manner. Kisan credit cards are one of the most innovative, widely approve the scheme of Indian Government as it is highly recognised and appreciated. This scheme has established itself as a quite popular credit among the agriculture farmers. It would surely very much helpful to the farmers in very quick and timely access to much desired institutional credit. The researchers recommend to banks should focus more on poor performing zones in terms of coverage of holdings. In this research paper through light on KCC - conceptual framework, eligibility of KCC, Benefits towards farmers and banks, Development and Progress of kisan credit card in India.

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A ROLE OF ARTIFICIAL INTELLIGENCE TECHNIQUES FOR SECURITY ISSUES IN SOCIAL NETWORKING WITH REFERENCE TO CONTENT MODERATION IN FACEBOOK

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ABSTRACT

With the invent of social media, Web 2.0 has accelerated the content publishing by allowing individuals and organizations to easily publish information and share it online. In the process of monitoring the acceptability of the content, Facebook takes upon itself the role of a private censor. If user sees something on Facebook that violates their terms, user should report it. Due to the complexity of Facebook system and the lack of clarity, the existence of this provision can be misused. As the privacy and security of the people is of paramount importance at Facebook, proper implementation of the policies that Facebook claims to employ, is required along with a systematic method should be used to remove content that is in consonance with community standards. Success of security always depends upon right combination of people, process, policy and technology. One of the important aspects of policy should be to create a higher degree of awareness among users for many security issues to help them gaining higher level of confidence for pointing out the risks. When the growing number of people is established, the platform should provide services that allow the users to find solutions for common problems related with security and privacy. The integration of AI techniques to solve these problems can be a help to achieve intelligent environments offering adaptive behaviors depending on the user's intentions. This article intends to recommend solution based on Artificial intelligence technique to maintain transparency in content moderation.

Keywords: Web 2.0, Social Networking, Security, Safety, Community standards

1. INTRODUCTION TO COMMUNITY STANDARDS

Success of Social Networking Site is always measured in terms of number of existing members and new users those are encouraged to register by improving the services. But it has been observed that security and privacy issues have not been seriously handled by these social networking sites. The list of the privacy risks with undesired access to profile information is continuously growing. In case of Facebook maximum users are sharing information through it which has made Facebook most widely used social networking site showing all types of diversity among the contents shared by its users. Sometimes, it has been found that the users share content against public interest with serious concern showing acts of terrorism or human rights abuses. According to its statement, Facebook allows contents that meets the Community standards designed by it to balance the needs and interests of a worldwide population, but Facebook cannot give the guarantee to keep it safe from contents violating its Community standards. If users find or receive contents that violate Facebook's terms, they should report it. User can report posts on their timeline or posts that user was tagged in. When a person reports for such content, depending on the type of their report, it will go to Facebook team. By using web-based tool, the content moderation team effectively reviews the report by accessing the content like a messages, pictures or videos in posts. But it has been found that there is no 100% security while doing such content moderation. Because name of person who did the reporting for having offensive content, the subject of the image or person tagged in the photo and name of the user who uploaded the reported pages will be made visible to the moderators. Past work revealed that users have high expectations for privacy on social networking web sites. Users get frustrated if their information is collected illegally without their concern and they have asked social networking services to protect their personal information through their terms of service. The extreme reactions by users indicate that social networking web sites should take a responsibility to protect users' data from being illegally used by others.

2. A ROLE OF ARTIFICIAL INTELLIGENCE IN CONTENT MODERATION

This research highlights the relationship between real privacy risks and AI techniques to solve current problems. AI is a scientific stream which tries to simulate human intelligence and cognitive skill through information processing systems in order to make them available technically. As many security and privacy problems are complex in nature and cannot be solved optimally, artificial intelligence with heuristic approach has proven extremely useful to solve such problems. Apart from heuristic approach, Artificial neural networks, data mining and pattern recognition, evolutionary computation, clustering, fuzzy sets are another few examples of artificial intelligence techniques that can be significantly used to improve and design privacy settings for avoiding problems like violations of community standards. For example, the image processing technique based on artificial intelligence like neural network provides sophisticated abilities of intelligent decision making and can

be successfully used to solve some relevant problems of detecting violations of community standards of Facebook.

3. IMAGE PROCESSING FOR CONTENT MODERATION

Image processing is a method to convert an image into digital form and perform some operations on it to extract some useful information or characteristics associated with that image. Digital image processing with machine learning techniques allows the use of much more complex algorithms which provides more sophisticated performance at following different tasks.

Clustering: In computer vision, image segmentation is the process of partitioning a digital image into multiple segments (sets of pixels, also known as super-pixels). The goal of segmentation is to simplify and/or change the representation of an image into something that is more meaningful and easier to analyze. Image segmentation is typically used to locate objects and boundaries (lines, curves, etc.) in images.

Feature extraction: When the input data to an algorithm is too large to be processed and it is suspected to be redundant then it can be transformed into a reduced set of features. This process is called feature extraction. The extracted features are expected to contain the relevant information from the input data, so that the desired task can be performed by using this reduced representation instead of the complete initial data.

Classification: Image classification analyzes the numerical properties of various image features and organizes data into categories. Classification algorithms typically employ two phases of processing: *training* and *testing*. In the initial training phase, characteristic properties of typical image features are isolated and, based on these, a unique description of each classification category, *i.e. training class*, is created. In the subsequent testing phase, these feature-space partitions are used to classify image features.

Facebook has clarified its stance on nudity, making it crystal clear that it will remove obscene photos featuring images of female. Hence Community standard of Facebook is excellent platform to apply Image processing for detecting violation of these standards. To detect obscene female photos, image processing using different Artificial Intelligence techniques is implemented in the following phases.

Community standard of Facebook is excellent platform to apply Image processing for detecting violation of these standards. To detect female breasts if they include nipple, image processing using different Artificial Intelligence techniques is implemented in the following phases.

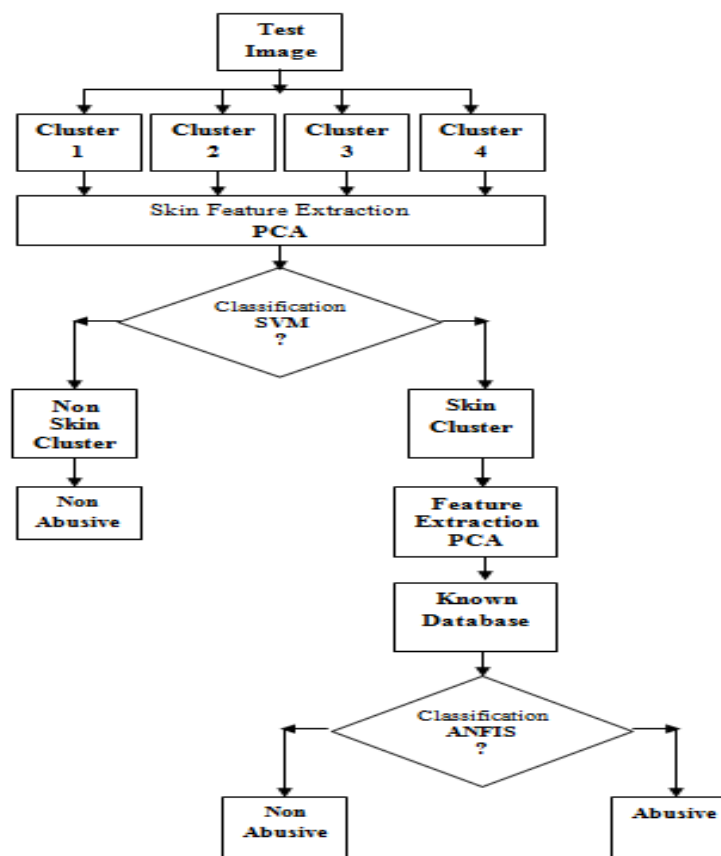


Fig-1: Flowchart for Image Processing

4. ARTIFICIAL INTELLIGENCE TECHNIQUES IN IMAGE PROCESSING

4.1 Introduction to Fuzzy-C means

Image segmentation is a major research topic for many image processing researchers. The reasons are obvious and applications count endless. Most computer vision and image analysis problems require a segmentation stage in order to detect objects or divide the image into regions, which can be considered homogeneous according to a given criterion, such as color, motion, texture, etc.

4.2 Principal Component Analysis

Principal Component Analysis (PCA) is a well-known and one of the most successful techniques used in image recognition and compression for extracting feature and representing data. It is technique widely used in the area of pattern recognition, computer vision and signal processing. The purpose of PCA is to reduce the large dimensionality of the data space (observed variables) to the smaller intrinsic dimensionality of feature space (independent variables), which are needed to describe the data economically. This is the case when there is a strong correlation between observed variables. By discarding minor components, the PCA effectively reduces the number of features and displays the data set in a low dimensional subspace.

4.3 Support Vector Machine

The goal of the SVM is to train a model that assigns new unseen objects into a particular category. It achieves this by creating a linear partition of the feature space into two categories. Based on the features in the new unseen objects, it places an object "above" or "below" the separation plane, leading to a categorization. This makes it an example of a non-probabilistic linear classifier. It is non-probabilistic, because the features in the new objects fully determine its location in feature space and there is no stochastic element involved.

4.4 Neuro-Fuzzy Classifier Method

The neuro-fuzzy system with the learning capabilities of neural network and with the advantages of the rule-base fuzzy system can improve the performance significantly and neuro-fuzzy system can also provide a mechanism to incorporate past observations into the classification process. A **neuro-fuzzy classifier** is used to detect the abuse contents in the images. Generally the input layer consist of different neurons corresponding to the features. The output layer consists of one neuron indicating whether the image is normal or abuse and the hidden layer changes according to the number of rules that give best recognition rate for each group of features.

As social networking sites are becoming popular activity on the internet, they are taking due care to make their technology more safe and secure for their users. Almost all social networking sites have published their own community standards. But social networking platforms are facing challenge to moderate content without challenging their personal information. The image processing technique based on artificial intelligence like neural network provides sophisticated abilities of intelligent decision making and creative problem solving. Evolutionary computation, clustering, fuzzy sets, Natural Language Processing and pattern recognition are another few examples of artificial intelligent techniques that can be successfully used to solve some relevant problems of content moderation in social networking.

5. CONCLUSION

Increasingly, human intellectual activities will be performed in conjunction with intelligent machines. Our intelligence is what makes us human, and AI is an extension of that quality. On the way to building truly intelligent machines, we are discovering new theories, new principles, new methods, and new algorithms that have applications and will improve our everyday life today, tomorrow, and next year. Many of these techniques quickly find their way into Facebook products and services for image understanding, natural language understanding, and more. However, areas for further research is required in order to examine the applicability of the Artificial Intelligence Techniques in managing community standards of major social networking sites, and integrating computer vision and machine learning in the community standard context.

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ARTIFICIAL INTELLIGENCE FOR EFFECTIVE MANAGEMENT OF HUMAN RESOURCES

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ABSTRACT

Robotics, Data analytics and Artificial Intelligence (AI) are the buzzwords of 21st century. Technological upgradation and its application have encroached to the extent that all daily chores can be managed very easily with no human or a very few.

Today there is similar fear and resistance to adapt the technology as it was experienced in last two decades when computerization entered in various sectors of business; manufacturing and service sector as well. Employees were not assured about the functioning and application of Computerized data management but today it has become an obvious task. The subsequent technological progression is nothing but the Robotics, data analytics and AI.

Technology has made the life of every organization and people effective and efficient. in this modern era where technology has anchored with change and only change, Human Capital Management is an immense challenge. Human Capital Management is the management's approach towards employee staffing which perceives employee as an asset whose current value can be measured and whose future value can be enhanced through investment. AI supports such change. Artificial Intelligence (AI) is nothing but the non- natural intellect or an aptitude. It is the intelligence demonstrated by the machine which is contrast to the natural intelligence of a human. It imitates the intellectual functions of human mind that associates to knowledge and problem resolving. In a nutshell, we can say that AI is a tool that trains to do what a human can do. Application of Artificial Intelligence in Human resource management is presented in this paper.

Keywords: Artificial Intelligence, data analytics, human capital management

INTRODUCTION

Robotics, Data analytics and Artificial Intelligence (AI) are the buzzwords of 21st century. Technological upgradation and its application have encroached to the extent that all daily chores can be managed very easily with no human or a very few.

Today there is similar fear or resistance to adapt the technology as it was experienced in last two decades when computerization entered in various sectors of business; manufacturing and service sector as well. Employees were not assured about the functioning and application of Computerized data management but today it has become an obvious task. The following technological progression is nothing but the Robotics, data analytics and AI.

What is Artificial Intelligence or AI?

Artificial intelligence (AI) is nothing but the non- natural intellect or an ability; the intelligence that is contrast to the natural intelligence of a human demonstrated by the machine. It imitates the intellectual functions of human mind that associates with learning, problem solving and decision making. In short, we can say that AI is a tool that trains to do what a human can do.

Is Artificial Intelligence & Ordinary software same or different?

The three fundamental components differentiate AI and ordinary software;

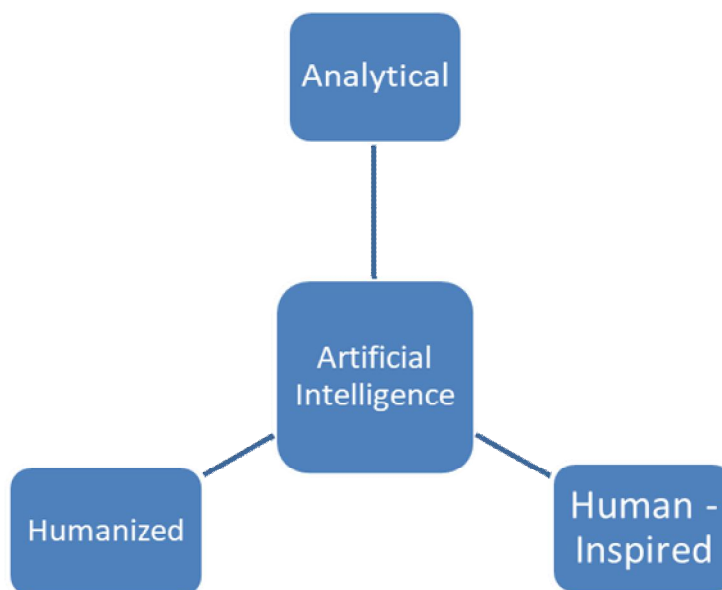
- High-speed computation,
- A huge amount of quality data and
- Advanced algorithms

Algorithms are at the center around which AI often revolves. AI technologies are supported by algorithms which is a core part of it. Thus, AI can provide accuracy and stability to everyday processes which connects quality data with fast computation services.

In 1956 AI is originated as an academic discipline, purpose of AI research includes reasoning, knowledge representation, planning, learning natural language processing, perception & the ability to move and manipulate objects.

AI understands the human language because of which its application is wide spread. The machine is playing the mental games like chess, self – driven or driver less cars, even it is contributing intelligently in defense sector for routing, networking and simulations.

Classification of AI system: AI system is classified as follows;



Analytical AI: the major feature is that it is consistent with cognitive intelligence that helps in generating future decisions based on past experience with the help of cognitive activities.

Human inspired AI: it has elements such as cognitive and emotional intelligence. In addition to cognitive aspects, human emotions are understood that aids the decisions.

Humanized AI: it includes all types of capabilities such as; cognitive, emotional and social intelligence; that makes one self - conscious and self - aware in interactions.

AI at present

AI enabled and advanced the development platforms for vast processing of data and its storage. The companies can bank on Artificial Intelligence. AI aids decisions on everything from crop harvests to bank loans. It is projected that by the next decade AI will add \$13 trillion to the global economy and currently only 8% of firms have adopted AI in their core practices.

AI opportunities can be captured effectively by the businesses, if the leaders could take the steps to break down and cope up with cultural and organizational barriers.

In India AI platforms are provided by three big IT companies; TCS, Infosys & Wipro.

These three companies are betting on AI platforms to improve delivery of solutions and drive faster growth from clients.

TCS Ignio; generates a revenue of \$ 60 million independently, by the end of this fiscal year TCS aims to clock it to \$ 100 million.

Infosys Nia: is a widely implemented service line and it has recently launched CollectEdge, that supports banks and credit unions to transform their collection processes and systems.

WIPRO's HOLMES: It is supporting 350 business operations across 1250 clients.

These AI solutions; Ignio, Nia & HOLMES which are built using AI & automation platforms help in anomaly detection & invoice processing in business operations. Thus, AI based solutions helps to resolve complex business problems.

If we rate these three AI platforms it has been observed that TCS- Ignio scored higher in case of execution, Wipro HOLMES has strong technology backbone whereas Infosys Nia has seen mixed results.

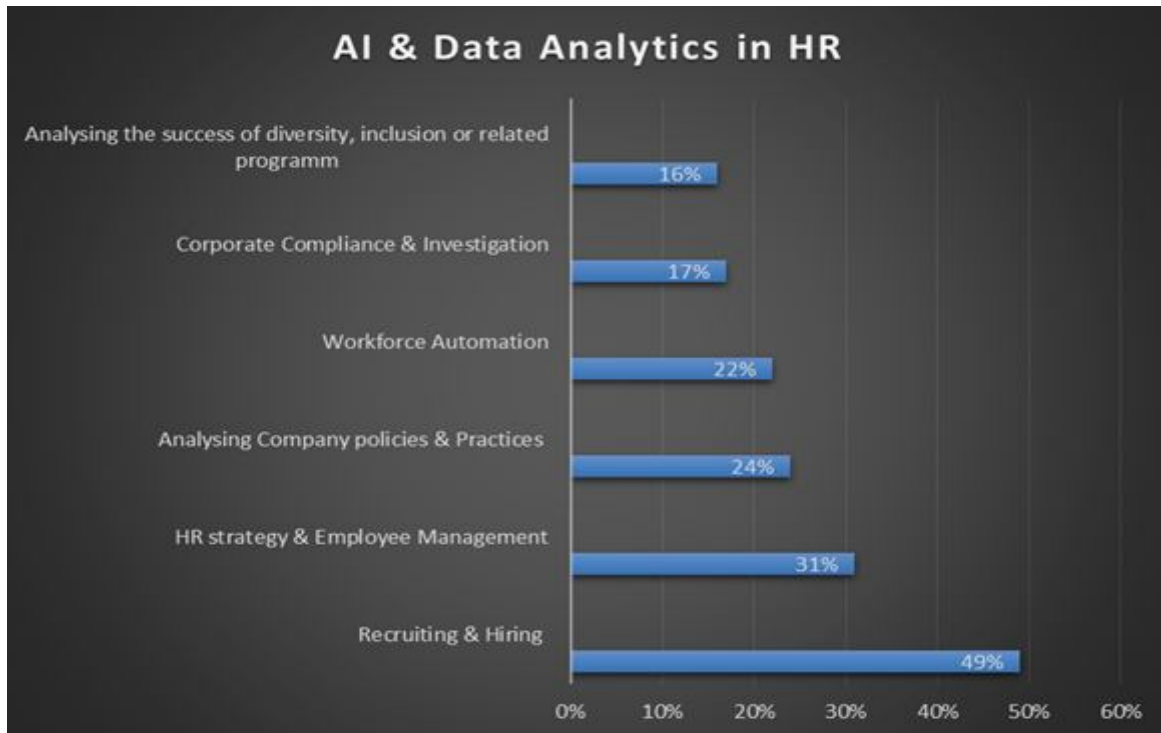
In a nutshell it could be concluded that AI is all pervasive; however, it has also been observed that AI is not needed and applicable by every business problem. For example; in case of Software maintenance it cannot be automated.

AI & HRM

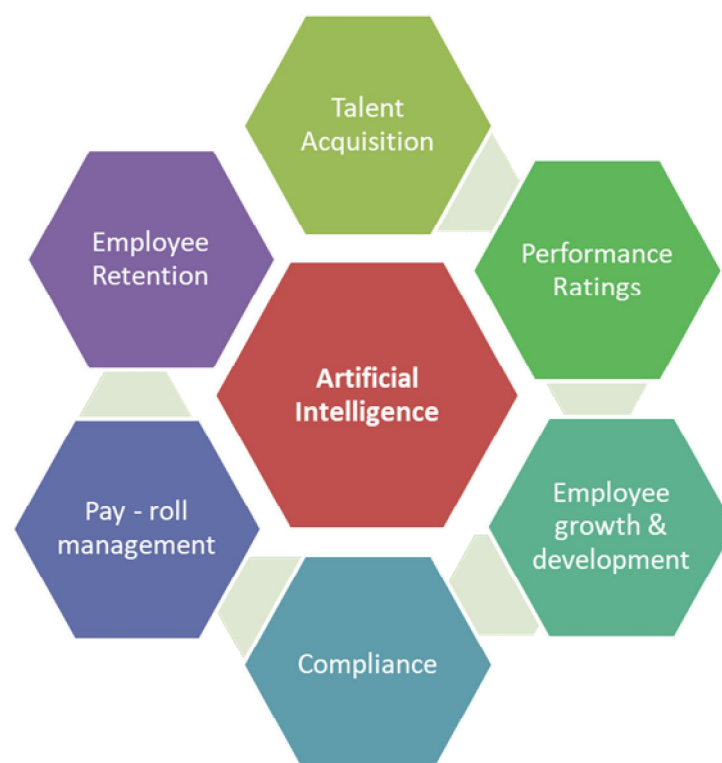
Human Resource Management is blessed by the computers and different software. Major activities such as talent acquisition, compliances and payroll are managed with the software. It supports the various operations of HR department; these operations or functions could be improved significantly with AI technologies which will benefit and improve the overall organizational, departmental and employee practices. People management will be effective with AI as it provide more capacity, time and accurate information. People and learning machines work together in AI; use of artificial intelligence analyses and offer better insight into how to execute and operate various HR transactions and service delivery.

AI and Data Analytics in HR

AI and Data Analytics are being used in different areas to improve workforce management decisions.



AI Applications in HR: AI provides perfect solution to most tedious tasks of HR department.



The major areas where AI can be applied are; Talent acquisition, Performance Ratings, employee growth and development, compliance, pay- roll management, Employee retention and many more administrative tasks.

TALENT ACQUISITION

Different AI platforms; **Arya, Entelo, and Engage** talent have conquered the HR field for talent acquisition.

Arya: for talent acquisition this Intelligence driven platform has become popular; it connects the desired candidates and the company. Without losing human touch companies can recruit the candidates. Arya, finds the top talent quicker than the competition and sends the automatic personalized messages. Not only the candidates but it also tracks the successful hires and promptly search for alike hires i.e.it tracks both the candidates and the company. Arya simultaneously works with many through professional social channels as per the list prepared, sometimes the number exceeds 50. Even it helps to the candidates to meet at their convenient place, it is the best tool for an engagement of candidate. Arya compiles accurate data and it continuously extracts the fresh data which is consistently monitored at one platform.

Arya has successfully assisted 10,000 client & client companies; 6000 recruiters are supported globally and 40 million candidates are sourced.

ENGAGE: it is the AI-powered platform that enables the active recruiters to efficiently engage over 100 million inactive applicants. Engage continuously monitors the applicants and alerts the company with analytical signals about the readiness of the candidate.

Engage combines Talent Mapping, Competitive Intelligence, Inactive Applicant Engagement, Outbound Recruiting, and Web Listening. It supports the business organizations for talent development and engagement whereas, Key roles profiles are scrutinized, risk of retention is predicted, and the required competitive intelligence is identified. Companies are empowered to understand their focus towards talent engagement and retention programs, reasons for fatigue, and know the root causes of attrition.

Entelo: it offers SaaS (Software as a service is referred as on demand software) platform which is used by recruiters and hiring managers to find and engage talent. Two products are offered by Entelo one is Search, and the other is Sonar. With the help of Search recruiters can browse more than 300 million social profiles. Sonar is an analytical algorithm used to understand the candidates who are would like quit their current job. It identifies and shortlists the qualified candidates who are ready to accept the new opening. This data is then offered to the concerned companies HR department in more refined manner so that the best fit could be determined. Thus, current customers exceed 700 that include Facebook, American Express, General Electric, Microsoft, Allstate and Gentech. Entelo supports in integrations of its platforms with third party platforms and software such as Oracle-Taleo, iCIMS, Greenhouse, Jazz, Jobvite, Lever and smart Recruiters applicant tracking systems.

RESUME SCREENING

Resume screening is a tedious task which requires experienced personnel to scrutinize the CVs, however complex analytical skills are not required for it. Resume screening is not a very creative or complicated task but it is time-consuming. Here the list of candidates requirement needs to be prepared. For such kind of repetitive and low risk jobs AI can completely replace the human and sort out the large data accurately. If the organization wish to hire the past candidates for new posts or openings to dig out and analyze the existing huge database AI supports and the task can finished instantaneously. For pre – screening the candidates objectively **GoHire** a popular platform is used, with the help of customized questions resumes are scrutinized and the list of shortlisted candidates is sent to the recruiters.

PERFORMANCE RATINGS

AI rates employees' performance accurately and objectively. Performance rating criteria, duration of rating and methods used for rating need to be decided by the appraiser with which AI rates an individual.

EMPLOYEE GROWTH AND DEVELOPMENT

Employees' growth and development is one of the major activities of HR department. AI could support in identifying training needs of an individual on the basis of their performance ratings. Performance gap is identified considering the standard and actual performance, AI identifies this very objectively and the subjective errors in performance appraisal are minimized. Even the mood swings and motivation of an employee is also noted while rating. After identifying the performance gaps, improvement areas are identified; not only the skills, knowledge and abilities but required approach, attitude and behavior could also be identified.

COMPLIANCE & PAY ROLL MANAGEMENT

AI system offers perfect accuracy and zero error required by Compliance and payroll management. For compliance, perfect knowledge of various laws and regulations is required against which the practices are analyzed and reports could be generated. Such reports help in strategic decisions of an organization.

AI has blessed payroll management as huge data could be analyzed accurately and is error-free; experience, performance ratings and growth & development of an employee are the major aspects that are considered while calculations; it supports in maintaining internal equity.

EMPLOYEE RETENTION

AI, *Workday* platform brings the workday and no-work day data together, it analyzes the consolidated view of business operations and finds the workers/ employees that are prone to leaving a firm. The consolidated analysis assists the HR department to focus on such employees and resolve the issues that encourage their departure.

One more AI platform is *Ascendify* that analyzes and identifies the talented workforce, HR department can focus on such people and motivate them to grow by providing career development programme.

Everwise is an AI supported learning platform which assists to develop the organizational talent, that improves collaboration and provide employees' access to the resources needed for them to be more efficient and productive and reach new career highs.

BARRIERS FOR ADOPTING AI TECHNOLOGIES

Even though contribution of AI is remarkable to manage the functions of HR department, its adoption is very slow, financial barrier is the major one other key barrier to AI adoption include:

1. **Talent gap:** at present organizations do not have the appropriate skilled people to work on this technology.
2. **Concern over privacy:** it is a general belief that data may not remain confidential
3. **Ongoing maintenance:** it is considered that there will be ongoing maintenance and AI requires deep learning, regular review and updates.
4. **Limited proven applications:** AI has not been proven in its application.

CONCLUSION

Artificial intelligence is the ultimate solution to the upcoming business problems and it will ease the functioning of the departments without replacing the humans. Organizations have to develop their human resources so that the workforce can become the asset. Thus, we can conclude that AI is not a threat or fear but it is a blessing that will bring accuracy and zero- errors.

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**A CASE STUDY FOR STUDENTS' PERCEPTION ON GAMIFICATION APPROACH:
DIGITIZATION IN HIGHER EDUCATION**

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ABSTRACT

A novel learning experience that increases student motivation can be created in a learning environment in higher education that includes a gamification approach to assess competence. The effect of a gamification approach on student achievement through intra-class online competition was assessed using quantitative and qualitative methods. In this study, the Kahoot application implemented as gamification method. Participating students included 75 undergraduate students studying at the Department of Computer in VPIMSR, Sangli. The result of the study shows that inclusion of gamification method increased the interest of students in the class, and increased student ambitions for competition and success. Also in the findings of the study it is seen that Kahoot have improved student performance in the test.

Keywords: gamification, Kahoot, perception, motivation, performance, achievement

INTRODUCTION

With the advent usage of Information and Communication Technologies (ICT) in all areas of society, the current classroom cannot be conceived without the use of technological tools [9], and in this regard one of the main challenges in the educational field is to determine how ICT can contribute to the objectives and needs of education [10]. Consequently, it is necessary to determine how the objectives of education can be fostered and assisted by the various tools included in ICT. Several researchers have indicated the improvement in students' motivation when the use of ICT is introduced in their teaching-learning process. One example is the introduction of mobile elements in the classroom [11]. Currently, most students attend the university with a very powerful tool in their pockets, the smartphone. It is so widely used that the number of smartphones and/ or tablets on the planet is greater than its population, and Spain is one of the European countries that make most use of them. Mobile devices provide various tools/applications to be used not only within an experimental laboratory, but also in theoretical classes, permitting a complement to the student's training and learning; this means it is better adapted to scientific method [12]. However, it is necessary to instruct students in the use of mobile devices (smartphones or tablets) for educational purposes in the classroom, as the correct implementation of this new methodology requires a series of requirements to be met [13].

LITERATURE REVIEW

In gamification studies, it was found that apart from physical awards an internally motivated goals setting and competence could have important effects on work engagement [1, 2]. It has been argued that computer technologies are convincing for permanent changes in human behaviors, they may have an effective role combining with motivation [3, 4]. Gamification applications may be justified as necessary for students to think, create alternative atmospheres, and for creating a competitive environment [5]. Gamification can be explained through three distinctive concepts; dynamics, mechanics, and components [6]. Game mechanics have rules and rewards, they arouse certain feelings (curiosity, competitiveness, frustration, happiness, etc.) in the player. In most of the gamification attempts; point, badges and leader-boards are used in order to convince the participants and change their behaviors [7]. Attention must be paid that the elements were not games and how those factors of the game are combined for making the game entertaining. Getting known the roles, motivations and behaviors of the users, requires looking beyond the game's design components [8].

OBJECTIVE OF THE STUDY

The purpose of the study was focused on the following:

- To study the concept of Gamification through Kahoot.
- To evaluate the impact of a gamification approach on student perceptions.
- To study the effect of Gamification Kahoot on students' performance

RESEARCH METHDOLOGY

This paper is purely based on empirical study on applying gamification to education. The study targeted 75 students, belonging to 2nd year bachelors of Computer Application class at VPIMSR, Sangli, Maharashtra (India). Data were collected with survey on Google form whose reliability was tested. For this study Kahoot software was selected as a gamification tool.

CONCEPT OF GAMIFICATION THROUGH KAHOOT

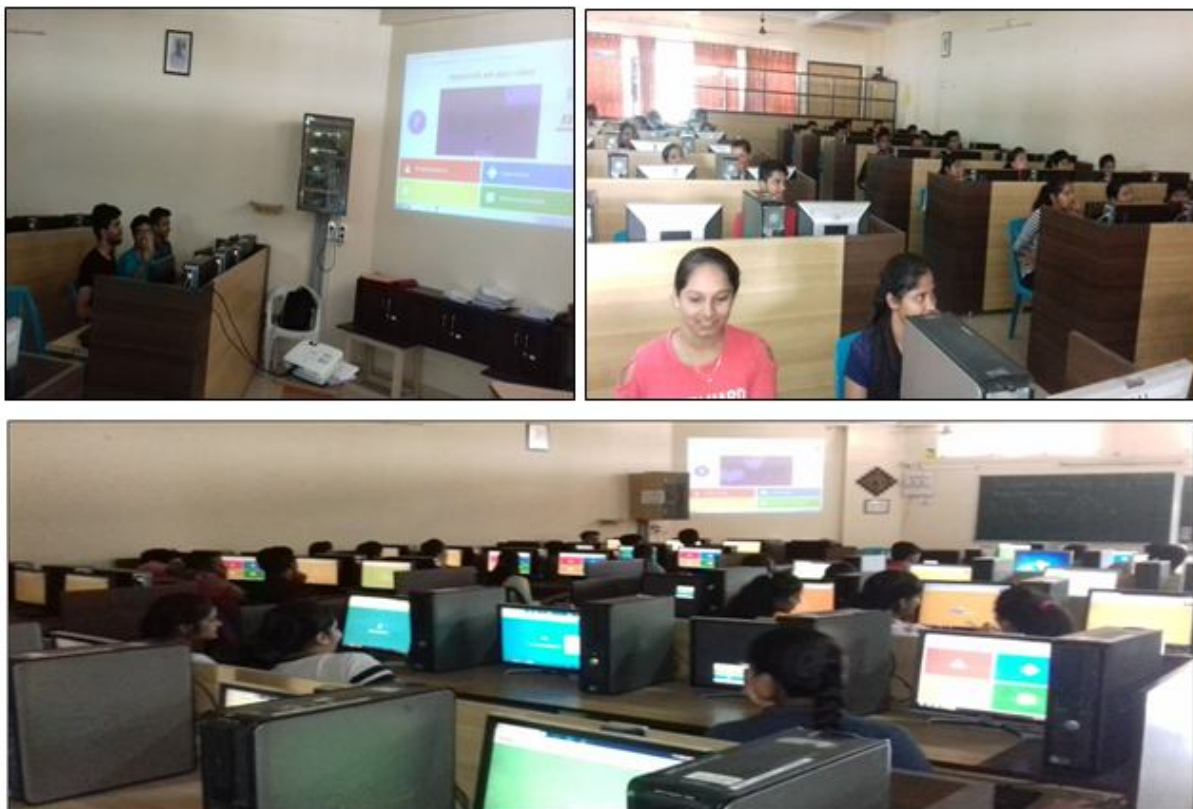
Kahoot is a game-based student response system (GSRs) launched by the teacher in a web-browser on a PC connected to a large screen. The students give their answers by choosing the color and symbol she or he believes corresponds to the correct answer. Between every question, a distribution of how the students answered is shown before a scoreboard of the five best players. The students get individual feedback on their questions in terms of correctness, the number of points, the ranking, how far the student is behind the student ranked above, and the correct answer if wrong answer is given. The winner's name and points is shown on the large screen when the session gets completed. During the quiz, Kahoot uses a playful graphical user interface as well as music and sounds to give it a playful and competitive atmosphere similar to a game show on TV. Finally, Kahoot provides the functionality for the teacher to download the results from the quiz in an Excel spreadsheet.



DATA ANALYSIS AND INTERPRETATION

Multiple choices Test based on '*Programming with C++*' subject was taken with 30 questions. Each question was given specified time to answer. Students' for the first time have attempted test in a gamification environment in Computer lab. All enjoyed the Test with more enthusiastic.

MOVEMENTS CAPTURED WHILE GIVING TEST THROUGH GAMIFICATION AS KAHOOT



Questionnaire was distributed among 75 students. The 10-item questionnaire created and circulated with Google Forms through flipped classroom. The responses were collected through Google forms. The result for each question asked is graphically represented in graphs with its frequencies respectively.

Following 10 questions were recorded from students through Google Forms:

- Q.1. How was your experience with Kahoot in academics?
- Q.2. Did you enjoy the gamified test with Kahoot?
- Q.3. Did Kahoot helped in motivating you in study?
- Q.4. Does Kahoot helped in getting quick feedbacks?
- Q.5. Does Kahoot established positive competitive environment in class?
- Q.6. Did Kahoot helped in increasing confidence in test?
- Q.7. Does Kahoot will help in improving your performance in academics?
- Q.8. Does gamification will be best option for student engagement into academics?
- Q.9. Are you interested to see gamification with other subjects too in Academics?
- Q.10. According to you, does gamification like Kahoot should be included in Academics?

The following figures from 1-10 shows the impact of Kahoot on student in terms of motivation, competitiveness, interest etc.

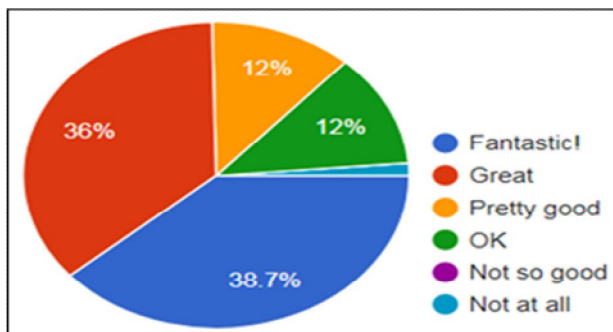


Fig. 1 Student Experience

In the figure 1, researcher has observed that students' first time experience with Kahoot in academics was great and the overall approach towards Kahoot was positive.

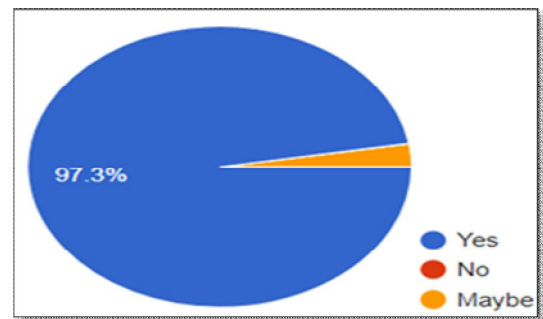


Fig. 2. Student's Enjoyment

In Fig. 2. 97.3% of the student agreed that they enjoyed the attempting test with Kahoot.

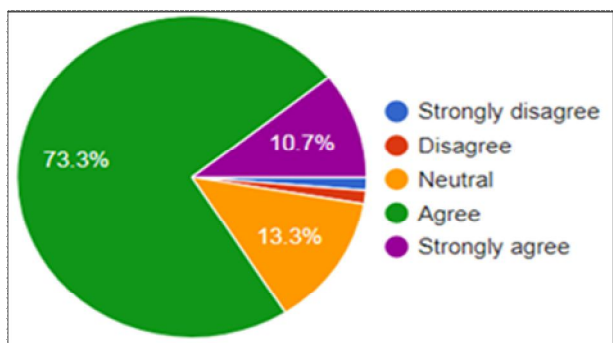


Fig. 3. Motivation

In Fig. 3. 10.7% student strongly agreed that kahoot helped them in motivating in the studies. Followed by 73.3% of student agreed with the statement.

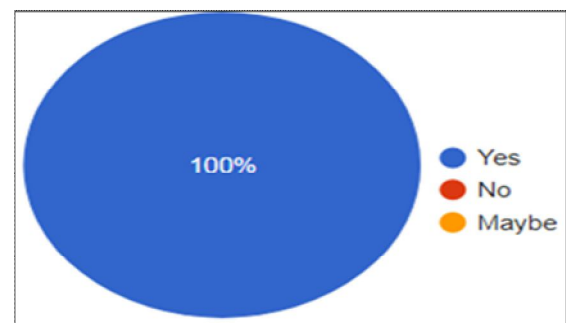


Fig. 4. Quick Feedback

In Fig. 4. 100% student felt that kahoot helped them in getting quick feedbacks with the questions and responses.

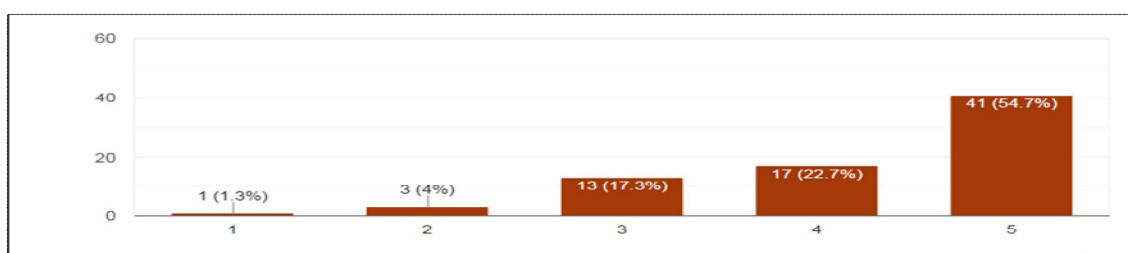


Fig. 5. Competitiveness Environment

In Fig. 5. Research observed that 57.7 % and 22.7% student strongly agreed and partially agreed with the statement that kahoot establishes positive competitive environment in the class.

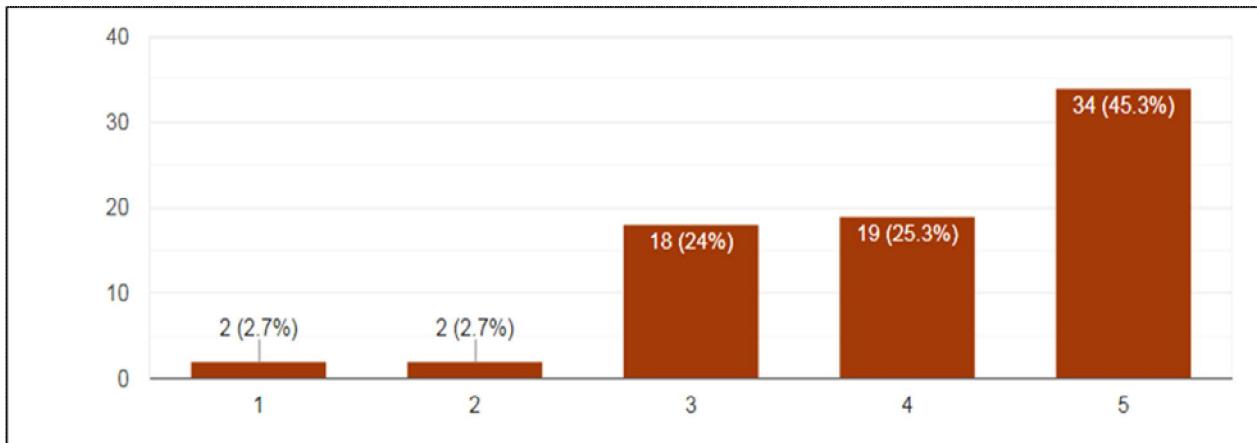


Fig. 6. Students Confidence

In Fig. 6. Research observed that 45.3 % and 25.3% students strongly and partially agreed that Kahoot helped in increasing confidence in test. Followed by 24 % students were neutral.

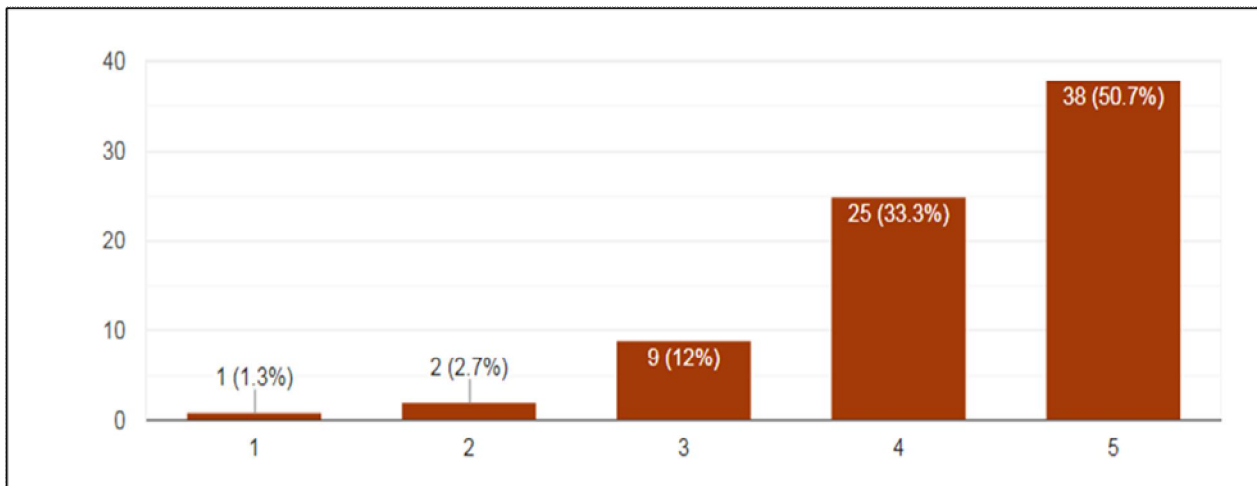


Fig. 7. Students Performance

In Fig. 7. Research observed that 50.7 % and 33.3% students strongly and partially agreed that Kahoot will be beneficial to help in improving academic performance. Followed by 12 % students were neutral.

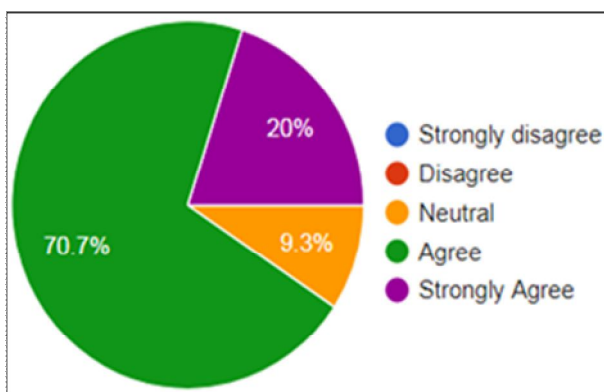


Fig. 8. Student Engagement

In Fig. 8. Research observed that 70.7% and 20% students strongly and partially agreed that kahoot will be the best option for their engagement into academics. Followed by 9.3% were neutral.

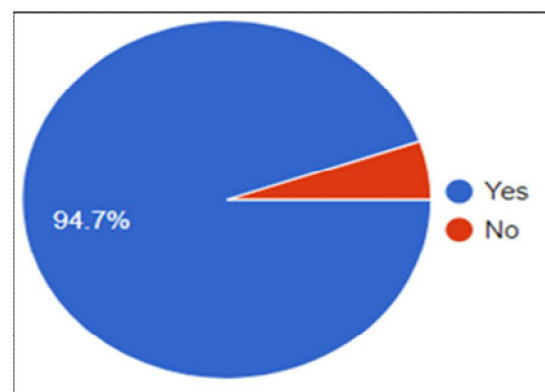


Fig.9. Students Interest

In Fig. 9. Research identified that 94.7% students were very much interested to work with gamification like kahoot into other subjects.

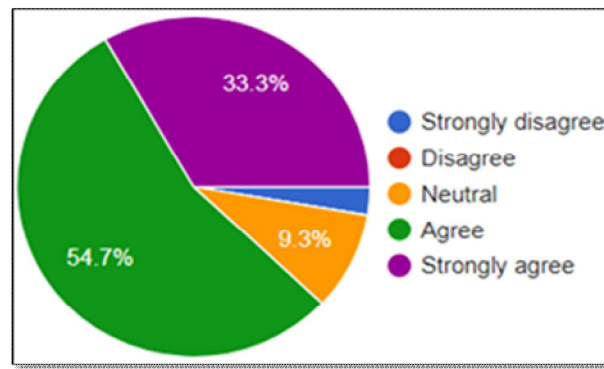


Fig.10. Kahoot Inclusion in Academics

In Fig. 7. Research observed that 54.7% and 33.3% students strongly and partially agreed that gamification like Kahoot should be included in Academics for enhancing the performance. Followed by 9.3% were neutral.

RESULT AND DISCUSSION

Classrooms today are not only incorporating hands on learning and collaboration, but they also are bringing focus to the importance of engagement.

To find out the student performance achieved with the gamification through Kahoot. Kahoot Test was scheduled for students based on multiple choice questions for “Programming with C++” subject respectively.

Student name	POINTS GAINED		RANK	
	Test 1	Test 2	Test 1	Test 2
Swapnil	13218	13285	13	1
Harshada	10754	11046	30	2
Prajakta	13447	10900	12	3
Sneha	13725	10707	10	4
Aishwarya	10214	11470	21	5

Table-1: Student Result for Kahoot Test

From the above table it is observed that, students getting rank above 10 are seen in the top 5 rank in the test 2 respectively. This is clearly noticed that student have achieved good results with Kahoot and have created a positive competition environment. Now students are getting more active to learn and attempt test so as to be in the top rank. Researcher observed that Kahoot have helped students to enhance student performance with and with the concept of game based learning.

CONCLUSION

The main aim of this case study was to find out students perception on Kahoot with reference to engagement, motivation, learning outcomes, and attitudes towards ICT integration in future learning experiences. The research revealed that a most of the students were generally positive towards gamification in academic practices. Kahoot tool was also found to have a positive impact on student engagement and motivation towards class. Furthermore, the results of this study indicate that the Kahoot application can be used effectively for gamification of lessons in different subjects. Also researcher suggests including gamification methods in academics to enhance students' academic performance. The study concludes that the gamification particularly Kahoot has an impact on students that renders them more enthusiastic.

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INBOUND MARKETING –EMERGING TREND’S IN DIGITAL MARKETING

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ABSTRACT

Digital marketing are all marketing activities that use an electronic device or the Internet. Inbound marketing as the process of attracting, converting, closing and delighting customers. Through using various types of content at different stages of the buying cycle, the ‘inbound methodology’ is “the best way to turn strangers into customers and promoters of your business. Inbound methodology includes Attract, Convert, Close and delight.

Keyword: Digital marketing, inbound marketing, Attract, Convert, Close, delight

DIGITAL MARKETING

Digital marketing are all marketing activities that use an electronic device or the Internet. It is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. [1] Digital marketing includes all marketing efforts that use an electronic device or the internet. Digital marketing offers the prospect of increasing and improving the interactions and relationships with current and prospective customers through social networking sites, instant messaging systems, mobile applications (apps) and pop up advertisement while browsing the sites.[2]

INBOUND MARKETING

Inbound marketing is a term that was invented in 2006 by Brian Halligan and Dharmesh Shah, founders of HubSpot, one of the leading providers of marketing solutions. According to him Inbound marketing pulls customers to your company and creates lasting relationships. More than just a tactic, inbound is a philosophy. It’s fundamentally rooted in the principles that people value - personalized, relevant content and connections, not interruptive messages, and that marketing can and should be more lovable.[3] It is designed to draw visitors and potential customers in, rather than outwardly pushing a brand, product or service onto prospects in the hope of lead generation or customers. In terms of digital marketing, this means using a combination of marketing channels – most commonly content marketing, search engine optimization SEO, and social media – in creative ways to attract people’s attention. The aim of a successful inbound marketing campaign is to increase reach and drive quality traffic, engagement and conversions using ‘earned’ and ‘owned’ media.[4]

HubSpot defines inbound marketing as the process of attracting, converting, closing and delighting customers. Through using various types of content at different stages of the buying cycle, the ‘inbound methodology’ is “the best way to turn strangers into customers and promoters of your business.”[4]

Impound Marketing Methodology

(Source: www.salesartillery.com)

1. Attract

It is important at this stage to attract the group of people who are most likely to purchase your product or use your service also known as buyer personas. Some important tools used to attract quality leads are blogging, landing pages, social media and SEO.[5]

1. Blogging - The single best way to attract new website visitors is with a blog. In order to get found by the right prospective customers, you need to create educational content that speaks to them and answers their questions.[6]
2. A landing page- A landing page is a page on your website where you can offer a resource from your business in exchange for a visitor's contact information. Marketers can capture this contact information using a lead-capture form, where visitors can enter details like their name, email address, and job title.[7]
3. Social Media – Jay Baer explains social media. “Content is fire. Social media is gasoline.” Once you’re generating helpful content, share it on social media, engage with your prospects and put a human face on your company.[6]

2. Convert

This is stage two of the inbound marketing methodology: convert. Attraction is just the first step, now second step is turning visitors into leads in your marketing database so that you can communicate with them further. In order to get people to convert on your website, you need to offer them something of value in exchange. Popular conversion points and offers include a webinar, video, eBook, Meetings (calls, consultations, etc.), Blog subscriptions and Newsletters.[8]

3. Close

This step assures you have attracted the right visitors and converted the right leads, now you need to convert those leads into customers. Using the right marketing tools will assist in closing the leads at the right time. Some important tools used to close leads are email marketing, marketing automation and CRM system.

4. Delight

Every company should continue to delight their customers even after they've become a customer. Keep providing exceptional and delightful service so that your current customers become your company promoters. Examples of important tools in delighting your customers are Social Monitoring through Social Media, Surveys, Follow up calls, Follow up emails.

CONCLUSION

Digital marketing are all marketing activities that use an electronic device or the Internet. Inbound marketing as the process of attracting, converting, closing and delighting customers. Through using various types of content at different stages of the buying cycle, the ‘inbound methodology’ is “the best way to turn strangers into customers and promoters of your business.

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DIGITALISATION TRANSFORMATION & INDIAN SMES

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Abstract

SME sector is known as a growth engine of Indian Economy. SME'S growth story need to be accelerated for rural growth and regional balance. It has been proven in both develop and developing countries that SME contribution is immense. It is even more important in overpopulated countries like India where 69% of them work with the SME.

Digitalisation can be considered as next industrial revolution. Digitalisation has changed the way of functioning of almost across the sector It has impacted on the functioning of business. Connectivity is the key in this process of Digitalisation.

Indian SME are function in different environment as compared to the develop countries. They have the indigenous issues and digitalisation is another challenge face by them.

Key world: SME, Digitalisation, Connectivity

Introduction

SME'S from all over the globe are going through the different challenges and transformations. Digital transformation is one of them. SME'S are competing with the large firms, Digital transformation strategies are use to gain edge over their competitors. Digital transformation offers SMEs opportunities to modernize and grow.

Digitalisation is going to change the business strategies of all the firms. It is going to be the catalyst in the growth story of SME's

Investments in technologies such as artificial intelligence, machine learning, and robotic process automation have attractive benefits such as manage costs, reduce risks, deliver personalized customer service, and create next-generation products and services.

SME In India

SME is contributing toward India growth story. all facts and figures show that SME plays pivotal role in employment generation and export promotion. SME contribution can simplify by the numbers.

The Micro, Small & Medium organizations (MSME) sector contributes approximately 8% of GDP. contributing about 45% of the whole manufacturing output and 40% of exports of the country, the MSME employs to over 117 million people in the country. 37.5% Of India GDP 37% Manufacturing out put is contributed by the SME.

Micro, Small and Medium Enterprises as per MSMED Act, 2006 are defined based on their investment as following.

Manufacturing Enterprises – Investment in Plant & Machinery		
Description	INR	USD(\$)
Micro Enterprises	up to Rs. 25Lakhs	up to \$ 62,500
Small Enterprises	above Rs. 25 Lakhs & up to Rs. 5 Crores	above \$ 62,500 & up to \$ 1.25 million
Medium Enterprises	above Rs. 5 Crores & up to Rs. 10 Crores	above \$ 1.25 million & up to \$ 2.5 million

Service Enterprises – Investment in Equipments		
Description	INR	USD(\$)
Micro Enterprises	up to Rs. 10Lakhs	up to \$ 25,000
Small Enterprises	above Rs. 10 Lakhs & unto Rs. 2 Crores	above \$ 25,000 & up to \$ 0.5 million

Medium Enterprises	above Rs. 2 Crores & up to Rs. 5 Crores	above \$ 0.5 million & up to \$ 1.5 million
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Ref: MSME report 2016

Even though SME plays such a crucial role in the development story of India. SME remains most vulnerable to the changes in external environment. Problems face by SME are universal through out India. Major bottlenecks face by SME are Infrastructural, Skill labour, raw material, Availability of finance, marketing and supply chain.

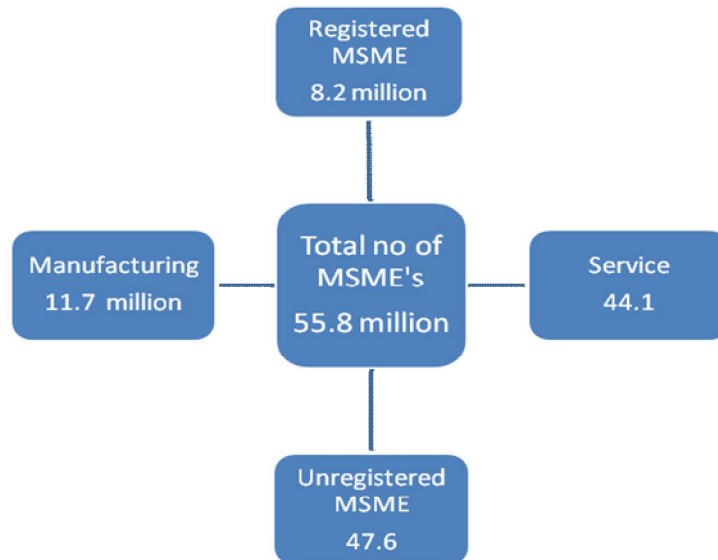


Fig:1.1 MSME report 2016

Digitalisation and SME

Digitalisation in the buzz world It is across-the-board across in our life with all possible ways. It starts right from the mourning walk apps to the booking vehicle for office.

Industry has vent through the various revolutions over the period of time computerization was the last impactful change face by the industry. Digitalisation is equally crucial in the industrial functioning and operations. Digitalisation is key when economy is depending upon ability of people to transfer information freely and have access to the knowledge and information.

Use of Internet has changed the entire way of operating. Growth of mobile use has grown manifold and have given access to the individual consumer. E-commerce is a new way of functioning of business model

SME cannot remain indifferent from the changes in the market and preferences of consumers Digitalisation is inevitable as consumers are going online specially through mobile. As per the TRAI & BCG India has 1.03 billion mobile subscriptions and 350 million internet users. These users are increasingly using mobile and internet for interacting with business.

The environment in which SMEs are working is changing in manifold. India economic growth is attracting foreign players with better technology adaption. Technology adaption of the foreign player is at better side compare to the Indian SME's.

Many SMEs have issues related to software engineering & skill sets that businesses don't have the budget for. Indian SME's are reluctant to use of IT, and even if they use it will be for the limited purpose.

SME has Realised over the period of time that in order to remain competitive in the market they have to accept the Digitalisation. Digitalisation is used in the following area.

- 1) **Customer Relationship Management:** Retaining customer and maintaining loyalty among them is been seen as a challenge by the SMEs. Large firms adopt various modern techniques to reach existing customers. Artificial intelligence is used prominently to identify regular customers along with their buying preference.
- 2) **Service Quality:** In order to maintain the service quality uniformly digitalisation helps. This id the era of 24/7 service facility. Digitalisation helps to provide uninterrupted services and will help to convert them for bulk buying.

- 3) **Presence outside the operating area:** Digitalisation helps to move beyond the boundaries with the help of various technologies. It helps maintain and improve the connectivity.
- 4) **Remain competitive in the Market:** organisation is becoming competitive with the use of different digitalisation tools. For SME's digitalisation is inevitable. In order to remain competitive firms are adopting technology as a strategy.

Study done by KPMG India & Google found that SME those who have adopted digitalisation have shown: (KPMG INDIA & Google, 2017)

- 1) Grow profit two time faster than offline SME
- 2) Sale beyond boundaries 51% digitally enabled able to sale beyond city as compare to 29% offline.
- 3) A staggering 68 per cent of Indian SMEs are completely offline, with only 2 per cent actively selling or promoting their business online.
- 4) SMEs with no internet connectivity, may or may not have a personal computer, do not use social media for business
- 5) SMEs that have their own website or use social media for their business or maintain a corporate email ID to engage and understand their customer base
- 6) SMEs that use the internet for general information gathering and communication but do not use the internet for business purposes, such as social media, online listing, e- commerce, etc
- 7) SMEs using digital technology actively to enable business online by either selling on e- commerce websites or advertising online or listing on 3rd party portals (KPMG INDIA & Google, 2017)
- 8) According to experts, an average, internet user spends three hours online every day. More than half of the time is spent communicating, 8.7% playing games, 6.5% surfing and 4.3% shopping. The web is but the latest in a long list of technological developments that have improved the quality of life but restricted social interactions. (Mazars, 2018)

Above findings clearly shows that Digitalisation have to be there with every firm for long term sustenance in the market.

Government Initiatives for promotion of Digitalisation

Government of India have launched the flagship programme called Digital India. Motive behind this programme was to create awareness among common citizens as well as industrialist.

- **Awareness Programme:** Government of India have taken special efforts to promote digitalisation among Industrialist by promoting online information and application for various services
1. Internet Saathi, an initiative led by Google was started in 2015 and has now reached around 4,000 villages with 1,900 trained 'saathis'. Under this initiative, Google conducts various outreach and educational programmes to help women get online. Google is adding up to 500 additional 'saathis' per week. More than 100,000 women have been trained so far. (Internet Saathi: Transforming lives of women through digital education, The Economic Times, June 2016)

Skill development

Skill India is another programme to promote Skill related to new technology it will enable the SME to hire the talent at the local place with minimum cost. this programme involves digital training along with the help of the IT companies and Google playing an important role in imparting the training.

Conclusion

Digitalisation have changed the oration of the Industry at 360 degree. Currently SME's sees Digitalisation as one more challenge in front of them as these industries are facing infrastructural bottlenecks over the period of time. It can be conceded as dilemma of first invest or to expect results.

Government has to play a role of facilitator to promote the digitalisation among the SMEs. It would be challenging for the industries to implement and train the human resource. It is expected to that internet will penetrate up to 60% in 2020. So the impact wold be there on SME's .

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- 4) Wilson P. Tan 2018 SGV & Co.

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