# International Journal of Advance and Innovative Research (Conference Special)

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# Rahul Education Society's (Regd.) SHREE L. R. TIWARI DEGREE COLLEGE

(Arts | Commerce | Science)

Shree L. R. Tiwari Educational Campus, Mira Road (E), Thane – 401107, Maharashtra, India. (Approved by Government of Maharashtra & Affiliated to University of Mumbai)

INTERNAL QUALITY ASSURANCE CELL OF SLRTDC

In Collaboration With

University of Mumbai & Indian Accounting Association- (Thane Branch)





Organizes

One Day National Level Multidisciplinary E-Conference on "DIGITAL: SPACE, INNOVATION AND TRANSFORMATION THE FUTURISTIC APPROACH LEADING THE WORLD"

on Saturday, 15<sup>th</sup> May 2021.

# [PEER REVIEWED]

# SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF ADVANCE AND INNOVATIVE RESEARCH

ISSN NO: 2394-7780 [VOLUME-I]

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# ABOUT THE UNIVERSITY OF MUMBAI

The University of Mumbai is one of the prominent Universities in India. It was established on 18th July, 1857. The University has 56 Departments, 12 specialized Centers 781 Affiliated Colleges, 2 main Campuses, 2 sub Campuses, 2 Model Colleges and the 'School of Engineering and Applied Sciences' at Kalyan as the University's own Engineering College. It has two Campuses with an area of 230 acres in Santacruz (E) and 13 acres in Fort. The colleges / institutions affiliated to University of Mumbai are located in Mumbai, Thane, Raigad, Sindhudurg and Ratnagiri districts of Maharashtra State.

University of Mumbai has been accredited with 'Five Star' status by the National Assessment and Accreditation Council (NAAC).

University of Mumbai is one of the largest Universities in world in terms of number of Student enrolled every year.

Dr. B. R. Ambedkar, Architect of modern India and author of the Constitution of India, social reformist and thinker, Sunil Gavaskar- Indian cricketer, Mukesh Ambani – MD of Reliance Industries are some of the distinguished alumni who have brought name and fame to the University of Mumbai.



# **ABOUT RAHUL EDUCATION**

Rahul Education is a conglomerate of over 55 institutions imparting knowledge in different disciplines, for over 29 years. It proudly boasts of a family that consists of 55000+ students. Rahul Education has come a long way with a deeper vision. It has unfurled great potential through the establishment of the institutions, spread across Thane, Palghar and Pune districts of Maharashtra and Chandauli district of Uttar Pradesh.

Ever since the commencement of its first school in Bhayandar in the year 1992, Rahul Education has diligently followed the path of delivering 360-degree quality education. Rahul Education is already providing education in major streams like Engineering, Polytechnic, Architecture, Design Studies, Law, Degree Courses – BMS, BMM, BA, B.Com., BAF, B. Sc. (IT, Aviation, Hospitality Studies, Actuarial Sciences, Computer Science, and Data Science) M.Ed., B.Ed., D.Ed., E.C.C.Ed., Junior College (Arts, Commerce, and Science), IGCSE, ICSE, CBSE, & SSC Curriculum. As the year 2018 marked a quarter of a century since the Group's inception, the educational organization decided to commemorate the occasion by establishing Knowledge City in the state of Uttar Pradesh. The underlying goal behind such a step was to elevate the standard of education within the country and spread its benefits to all. Knowledge City is fully equipped with state-of-art facilities and all modern equipment bringing world-class education to the people of Uttar Pradesh. This also enabled the group to fulfil the lifelong dream of its founder Shri Ramadhar J. Tiwari of having a thriving educational institution in his native place of Mahuar Kalan.

Each individual at Rahul Education works with the unified vision of providing education for all and achieving the mission of bringing progress through comprehensive quality education.



### SHREE L. R. TIWARI DEGREE COLLEGE

Rahul Education Society's, Shree L. R. Tiwari Degree College of Arts, Commerce and Science Mira Road - Thane, is affiliated to University of Mumbai. The college has committed itself to provide quality education and being Centre of excellence in the process of facilitating effective teaching and learning with several career oriented traditional and specialty program. The college offers traditional besides professional courses, namely, Bachelor of Commerce, Bachelor of Mass Media and Communication, Bachelor in Accounts and Finance, Bachelor in Banking and Insurance, Bachelor of Management Studies, B.Sc. in Information Technology, B.Sc. in Computer Science, B.Sc. in Hospitality study and B.Sc. in Data Science. The college has highly qualified, devoted and committed faculty, more than 65% of them are engaged in various research activities.

The college has well fenced demarcated premises. It has huge college building. It consist of well-furnished and equipped classroom, laboratories, seminar halls, commerce and management resource Centre with computing laboratory, interactive classroom, Centre library, department faculty rooms, department libraries, boys common room, girls common room, gymkhana, gymnasium, Centre for career guidance, training & placement cell, counselling cell, administrative office, cafeteria, etc.



# ABOUT THE INDIAN ACCOUNTING ASSOCIATION (THANE BRANCH)

The Association was founded by academicians and professionals in accounting on March 15, 1969, and inaugurated on February 14, 1970 by the Accountant General of Uttar Pradesh.

It is a member organization of the International Association of Accounting Education and Research (IAAER). It is also held in high esteem by American Accounting Association (AAA).

At present, IAA has a network of 53 branches in India with more than 5600 life members, and a Research Foundation as an affiliate at Kolkata.

It also brings out a biannual research journal 'Indian Journal of Accounting' in the months of June & December to give wider publicity to research findings.

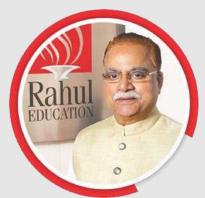
The Association also gives IAA Young Research Award and IAA fellowship. IAA recently witnessed its Golden Jubilee. Thane Branch is one among them.



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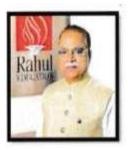
(Regn. No. MAH/129-92/Thane dt. 25-6-1992)

## Ret. No. : OWISRES/005/2021-22

### Date 10/05/2021

Message from the Desk of Founder-Chairman

Shri LallanR. Tiwari-Founder-Chairman Rahul Education.



At the outset I would like to congratulate the Principal and the staff members for organising the e-Multidisciplinary National Conference. The theme of the conference is unique and appealing, as it brings out the research and innovation which would help us build a better tomorrow with proper use of new age technology. This conference would provide a platform to Researchers, Scholars and Professionals of diverse disciplines to discuss the various aspects of Digital space, innovation and transformation across the globe.

Rahul Education has always strived hard to provide the society with research oriented platform to brainstorm and train the young minds to face the challenges of future. We hope this conference acts as a catalyst to ignite the minds for a better tomorrow.

I am sure this conference will bring useful delight with focused innovating that would help the world deal with ill effects of modern age technology and make the world a better place to live. I extend my support and best wishes for the success of this conference.

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Founder Chairman - Rahul Education

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#### OFFICE OF THE VICE CHANCELLOR

MESSAGE OF THE VICE CHANCELLOR

Dear Researchers,

Greetings from Apex Professional University, World's First Indian Metaphysics University,

I congratulate Shri L R Tiwari ji, Founder Chairman of Rahul Education for taking such wonderful initiatives along with his Academic team to make a very progressive contribution towards advancement of knowledge. Recearching allows us to retain, recollect and reflect varied issues that could probably need attention to address concurrent needs or for a distant future. The Institution Shree L. R. Tiwari Degree College organising the conference on 15<sup>th</sup> day of May 2021 for One Day National Level Multidisciplinary E Conference on 'Digital Space, Innovation and Transformation – The Futuristic Approach Leading the world will provide possibilities of multiple research initiatives that includes multidisciplinary areas of Management.

With such an involved patron community, experts, it gives immense confidence that the outcomes of the conference will culminate towards collaboration with other participating institutions and industry partners. Quintessentially, the Conference organising team should record probable ideas that germinates from such an intellectual discourse. This will be a good ignition starter for all faculty to jointly build a research idea for a paper or collaboration of any kind. Any such ideas when culminated with originality will automatically lead to high-impact research work that contributes to any body of knowledge.

Any such event when organised at Institutions will promote research culture that is enterprising, dynamic and diverse, incentivized to strengthen interfaces of technical domain. I wish all the researchers, students and staff and Conference Organisers all the very best for organising the conference on such a well-deserved topic.

Special Congratulations to University of Mumbai and Vice Chancellor Professor Suhas Pednekar ji For providing their valued support.

My Best Wishes Roved deer

Professor Rajesh Arora Vice Chancellor Apex Professional University Pasighat, Arunachal Pradesh





# SHREE RAHUL EDUCATION SOCIETY

(Regn. No. MAH/129-92/Thane dt. 25-6-1992)

Ret. No. : OW/SRES/007/2021-22

Date 10/05/2021

Message from the desk of Secretary

Shri. Rahul Tiwari-Secretary- Rahul Education.



The One day National Multidisciplinary E-Conference on "Digital : Space, Innovative, and Transformation - The Futuristic Approach Leading The World" by The IQAC Cell of Shree L.R. Tiwari Degree College, Mira Road (E) aims to contributor towards growth and development of the Digital space. We hope the Conference channelize the best minds and help us in serving the purpose of this academic endeavour.

I appreciate the efforts put in by the organising committee, to put up such a research congregation which aims to diversify, promote and spread of knowledge. My best wishes to the Principal, Organising Committee as well as all the delegates for the success of the conference and in their future endeavours. I hope that this conference would certainly induce innovative ideas among the participants.

I wish the delegates and the organisers of this National Conference all success in making it memorable and successful.

Rahul L. Tiwari Secretary - Rahul Education.

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# SHREE RAHUL EDUCATION SOCIETY

(Regn. No. MAH/129-92/Thane dt. 25-6-1992)

Ref. No. : OWSRES/006/2021-22

Date 10/05/2021

Message from the desk of Joint Secretary

Smt. Krishna R. Tiwari Joint Secretary – Rahul Education.



I am delight to know and that the IQAC Cell of Shree L.R. Tiwari Degree College has organised one day National Level Multidisciplinary E-Conference on "Digital : Space, Innovative, and Transformation - The Futuristic Approach Leading The World."

The objective of this E-conference is to contribute towards understanding the perspective of each aspect of Digital space, innovation and transformation across the globe. Research in this theme will surely act as a contributor towards growth and development of the Digital space. The theme will provide a platform to the participants to express their views and give a different dimension to issues, opportunities, approaches, models and practices followed at national level. The Conference has various tracks and sub-themes which are only indicative and not restricted. This is an area of research that has global reverence and it is the need of the hour. The pandemic has compelled us all to be virtual, but it can never stop the flow of knowledge. I believe that such consortium of intellectual delegate would surely help the aspiring research scholar and students to contribute in near future.

My best wishes to the Principal, Organising Committee as well as all the delegates for the success of the conference and in their future endeavours. I acknowledge the efforts put forward by the Principal and Organising Committee for the Conference in making this possible in such a short span of time.

Krishna R. Tiwari Joint Secretary – Rahul Education

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#### Message from Principal's Desk

Dr. Sanjay G. Mishra Principal, Shree L. R. Tiwari Degree College of Arts, Commerce & Science and Chairperson, National Conference

Dear Well-wishers, Greetings!!!!



Research is formalized curiosity. It is poking and preying with a purpose.

-Zora Neale Hurston

It is a matter of immense delight and honour to close at hand the academic year 2020-21 with enthusiasm, zeal and determination. We are pleased to welcome you all for the **One day** National Level Multidisciplinary E-Conference on the theme: "Digital: Space, Innovation, and Transformation - The Futuristic Approach Leading The World' organized by the IQAC Cell of Shree L.R. Tiwari Degree College of Arts, Commerce & Science, Mira Road (E) in collaboration with University of Mumbai & Indian Accounting **Association (Thane Branch).** Digitalisation has almost touched every space of corporate and professional life. Research & Innovation has compelled us to transform and adapt this new normal. The futuristic approach would demand Robotics, Automation, Artificial Intelligence, Machine Learning, Data Science and so forth. We have to keep abreast ourselves with new age technology, adapt and adjust with the changing time to be at par with the world. The conference theme aims to being diverse ideologies & serves as a conic for research scholars for presenting their innovative ideas in multi-disciplinary domain. Various track with suggestive sub-themes have opened the Pandora of thoughts for penning the research paper.

We are sanguine that the conference would provide valuable, expedient and enlightening ideas to the participant as well and motivate them to present their thoughts in the form of research paper in near future.

It's rightly said "Gaining Knowledge, is the first step to wisdom, Sharing it, is the first step to Humanity"

We are overwhelmed and acknowledge the contribution of researchers across the country for their research convention. We are great full to Vice Chancellor and Pro Vice Chancellor of University of Mumbai for their continued support. We acknowledge the consecration and guidance of the management at Rahul Education. We are indebted to and highly gratify for the endless efforts by the Blind Peer Reviewed Committee & Advisory Committee for their direction and sustenance. Special mention to the office bearers for Indian Accounting Association for their sagacity and hand holding with minute briefing that has helped us to achieve this remarkable feet. We appreciate the diligent efforts put –forth by the conference organising committee day in day out for making this conference reach the milestone.

Lastly, I wish each person associated .... Best aspiration & ever success.

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Dr. Sanjay Mishra Principal, SLRTDC& Chairperson, National Conference



### INDIAN ACCOUNTING ASSOCIATION THANE BRANCH

004, B-3, Gulmohar, Sector-9, Shanti Nagar, Mira Road East, District-Thane -401107.



**DR. ARVIND S. LUHAR** 

Chairman, IAA-TB & Associate Professor & HOD Accountancy at Govt. of Maharashtra, Ismail Yusuf College of Arts, Science & Commerce, Jogeshwari (East), Mumbai -400 060.

"In today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate."- By Jeff Bezo, CEO and President, Amazon.

It gives me immense pleasure to acknowledge and announce that **Rahul Education Society's**, **Shree L. R. Tiwari Degree College of Arts, Commerce and Science** [Internal Quality Assurance Cell] In Collaboration with University of Mumbai & Indian Accounting Association- (Thane Branch) organising One Day National Level Multidisciplinary E-Conference on 15<sup>th</sup> May 2021 on theme "Digital: Space, Innovation and Transformation The Futuristic Approach Leading The World" which provides a platform to scholars, researchers & professionals of diverse disciplines like Accounting, Marketing, ICT & Education, Banking Finance & Insurance, Commerce and Management, and Legal Perspective to name a few, to discuss the various aspects of digital world and their futuristic approach during this pandemics.

Hearty congratulations to Shree L. R. Tiwari Degree College of Arts, Commerce and Science for this laudable effort and all the best wishes to all the research delegates. I am sure that there will be high level of deliberation and panel discussion on the theme and there will be learning for all who are part of this conference. I extend my support and well wishes for the success of this conference which is ready to ignite the minds for a better tomorrow.

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DR. ARVIND S. LUHAR

Chairman, IAA-TB & Associate Professor & HOD Accountancy at Govt. of Maharashtra, Ismail Yusuf College of Arts, Science & Commerce, Jogeshwari (East), Mumbai -400 060.

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Dr. Pramod Kumar Pandey Dean No. CAU-CF/1/9/Dean-PKP/2015-Admin/ Dated: 6<sup>th</sup> May, 2021



### MESSAGE

I am indeed very happy to learn that Shree Rahul Education Society's - Shree L. R. Tiwari Degree College of Arts, Commerce & Science, Miraroad, Thane, Maharashtra, India is going to organize one-day national level multidisciplinary e-Conference on the Theme: "Digital: Space, Innovation & Transformation - The Futuristic Approach Leading the World" on 15<sup>th</sup> May, 2021 in collaboration with University of Mumbai & Indian Accounting Association. I am also pleased to know that more than 200 quality oriented research papers will be published on this occasion and the selected papers will be published in various Peer Reviewed Online Journals.

I am sure that the "multidisciplinary e-Conference" would draw a greater number of teaching faculties, professionals and students from the various sectors throughout the globe. This "e-Conference" would gain immense success thus enabling the organizing committee to attain their goal.

I convey my best wishes for the grand success of the "e-Conference".

(Pramod Kumar Pandey) Dean



## INDIAN ACCOUNTING ASSOCIATION THANE BRANCH

004, B-3, Gulmohar, Sector-9, Shanti Nagar, Mira Road East, District-Thane -401107.



## DR. NISHIKANT JHA

Secretary, IAA-TB & Vice-Principal- Thakur College of Science & Commerce

"We've moved from digital products and infrastructure to digital distribution and Web strategy to now into more holistic transformations that clearly are based on mobile, social media, digitization and the power of analytics and we think it's really a new era requiring new strategies." By Saul Berman, Chief Strategist, VP & Global Digital Business Strategy Practice Leader for IBM Global Business Services.

It is a matter of delight to start off a new financial year with enthusiasm, zeal and determination. I heartily welcome all the candidates who are on board for their New Voyage of Knowledge at Shree L. R. Tiwari Degree College of Arts, Commerce and Science. The College is well known for its quality education, knowledge enhancement, learning procedures and excellent work culture. It aims to establish itself as an exemplary leader in the education sector in India. Its logo, 'A Burning Torch', represents its desire and passion to spread the light of knowledge in the lives of the young generation that will take India forward on the path of progress and peace.

The purpose of this conference is to provide platform for Academicians, Research Scholars, Industrial Delegates and Students to present their state-of-art research on 15<sup>th</sup> May 2021 on theme "**Digital: Space, Innovation and Transformation The Futuristic Approach Leading The World**" to exchange ideas and explore new avenues of collaborations. It is very much heartening to see the immense response received for the conference from the research community for its very first edition.

A good number of distinguished professors and researchers have also agreed to deliver keynote addresses/ invited talks in the conference. Young scholars participating in the conference will immensely benefit from these. I wish to express our sincere gratitude to all the authors who contributed significantly for the enrichment of this issue. I am thankful to all who have contributed towards the success of the conference.

**DR. NISHIKANT JHA** Secretary, IAA-TB & Vice-Principal- Thakur College of Science & Commerce



## INDIAN ACCOUNTING ASSOCIATION THANE BRANCH

60 004, B-3, Gulmohar, Sector-9, Shanti Nagar, Mira Road East, District-Thane -401107.



**DR. KULDEEP SHARMA** 

Treasurer, IAA-TB & Assistant Professor, K.P.B Hinduja College of Arts & Commerce

It has been said by Rabinder Nath Tagore that a teacher is like a lighted candle which lights another candle only if it keeps burning. A teacher can ignite the minds of the students only if he does not let his fire for new knowledge die down. He must keep himself abreast of changes which take place in various fields in general, and especially the ones which are related to his subject or field of work.

It is a matter of great pleasure to see the Institute organizing its Multi-Disciplinary Conference in the form of a One Day National E-Conference on 15<sup>th</sup> May 2021 on theme "**Digital: Space**, **Innovation and Transformation The Futuristic Approach Leading The World**". I could see the amount of efforts put in by the young faculty in organizing this conference in this new Institute with minimal infrastructure of its own.

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

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

DR. KULDEEP SHARMA Treasurer, IAA-TB & Assistant Professor, K.P.B Hinduja College of Arts & Commerce



#### Message from Conference Convenor

Asst. Prof. Daksha Choudhary IQAC Coordinator & Convenor, National ConferenceShree L. R. Tiwari Degree College of Arts, Commerce & Science, Mira Road.



Dear Researchers,

Greetings of the

day!!!!!

It is a matter of great pride and privilege to welcome all the participants for **One day National Level Multidisciplinary E-Conference** on the theme: "**Digital: Space, Innovation, and Transformation - The Futuristic Approach Leading The World**" organized by the IQAC Cell of **Shree L.R. Tiwari Degree College of Arts, Commerce & Science**, Mira Road (E) in collaboration with **University of Mumbai & Indian Accounting Association (Thane Branch)** on 15<sup>th</sup> May, 2021.

This e-conference would be an excellent platform for research scholars and faculties to articulate their research work in the field of digital world. This would be of assistance for the researchers to convey a diversified outlook towards various issues, opportunities, approaches, models and practices followed across the globe. This e-conference would also assist and drive the students towards their growth and development in new age technology, thus enhancing their proficiency and adaptability with this new normal.

On behalf of Shree L. R. Tiwari Degree College, I would like to take this opportunity to express my gratitude and congratulate the entire team of conference for extending their valuable time and efforts in organizing this e-conference. I am obliged and grateful to our authors and reviewers for their conscientiousness and passion towards research convention. I wish everyone good health, success and good luck for all your future endeavours.

Thank You.

But

Asst. Prof. Daksha Choudhary IQAC Coordinator & Convenor, National ConferenceShree L. R. Tiwari Degree College

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#### Mr. Deepak Sharma and Ms. Shalini Clayton

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#### ABSTRACT

External marketing campaigns that include a paid placement are referred to as paid media. PPC advertisements, sponsored content, and display ads are all examples of paid media. Paid advertisement is a critical component of online businesses' sales growth and brand recognition. The present study analyses the influence of paid advertising on students buying behaviour. The study determines the influence of paid advertising and awareness to create relationship between paid advertising and students buying behaviour. The samples are selected from students in Mumbai west. Questionnaires were used to collect the primary data from the respondents. The respondents collected through the questionnaire were then analyses using simple statistical tools like percentage method to meet the research objectives.

Keywords: Paid Advertising, awareness, Students

#### 1. INTRODUCTION

Paid media is that a part of promoting and advertising that needs the acquisition of ad area to market a complete to larger audiences. Brands pay money for content promotion to unfold their message to audiences, at scale. Paid advertisements are a component of a brand's strategy to extend traffic, sales, and conversions through clicks, and ultimately increase revenue.

An essential element of a digital strategy for complete awareness and revenue growth is media. Media acts because the channel and property that carries the complete message and promotes the complete or the complete message. There square measure 3 styles of media – paid, earned, and in hand media.

Hub Spot compiled some perceptive promoting statistics; let's perceive wherever paid media comes in:

- 63% of firms agree their high promoting challenge is generating traffic and leads.
- There was a 220% increase in year-on-year ad pay on Instagram Stories.
- 95% of all paid search ad clicks on mobile return through Google.
- Banners, native ads, and social media ads are the top show ad types.

Sponsorships in exchange for money help marketers promote their innovations, goods, and services to their target audiences. Marketers may also use paid advertising to reach customers that are actively searching for similar services. Pay-per-click advertisements, pop-up ads, display ads, are all examples of pay-per-click advertising.

#### 2. LITERATURE REVIEW

- 1. **Clinton Amos (2008)** investigates the connection between celebrity endorser effects and the efficacy of advertising. To decide which celebrity endorser source effects on effectiveness are the strongest, the hypothesis test is used. According to the results, negative celebrity knowledge can be highly detrimental to an advertisement campaign.
- 2. Robert J. Donovan and Susan Leivers these research scholars from University of Australia and The Health Promotion Unit of the Health Department of Western Australia respectively have made a great contribution about using paid advertising to modify radical stereotypes beliefs tells us the efficient ways of using paid media advertisement.
- **3.** Shuba Srinivasan, Edward J. Riedl and Bernd Skiera from USA state paid media advertising has more positive effect on sale than offline advertising having enhanced targeting abilities.
- 4. **Dr.Priya Kalyana sundaram** A study of the impact of online advertising on consumer behaviour, with a focus on Coimbatore. Due to its widespread use, internet advertisement was found to be successful in terms of reaching and raising awareness, according to the report that it lacked the same level of commercial trustworthiness as television. Internet advertisement impact on customer purchasing decisions and primary determinant in shaping purchaser behaviour.

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#### 3. OBJECTIVES OF THE STUDY

- 1. To study whether current paid advertisement are effective.
- 2. To determine the extent to which students are aware of paying ads.
- 3. To find out paid advertisement influence students behaviour in buying decisions.
- 4. To find which social media apps give more ads.

#### 4. RESEARCH METHODOLOGY:

The data for this analysis was gathered from both primary and secondary sources. The primary data is gathered through questionnaires, while secondary data is gathered from newspapers, magazines, and blogs, among other sources.

Sample Design: The method of Convenience sampling has been used to collect the data from the respondents.

Sample Size: The sample size is 200.

Data Analysis and Interpretation: The data is analysed and interpreted using Microsoft Excel 2007.

#### 5. LIMITATIONS OF THE STUDY:

- 1. Due to time constraints, the analysis is limited to Mumbai West.
- 2. The study's sample size is very limited. As a consequence, the findings cannot be considered universal.
- 3. Some of the respondents didn't take the survey seriously.
- 4. The respondents' opinion on the accuracy of the statistics and data is subject to change.

#### 6. DATA ANALYSIS AND INTERPRETATION

#### Table: 6.1Whether Current paid advertisements are effective

	No of	
Basis	Students	Percentage
Yes	125	62.5
No	75	37.5
Total	200	100
Commence During and lots		

Source: Primary data

**INTERPRETATION**: Table6.1 explains whether current paid advertisements are effective among students in Mumbai west. From the above table it's clear that students of Mumbai west think that current paid advertisements are effective. From the primary study conducted through questionnaire method 62.5 percent think that current paid advertisements are effective while 37.5 percent think that current paid advertisements are ineffective.

#### Table 6.2 Awareness level among students towards paid advertising

	No of	
Basis	Students	Percentage
Yes	130	65
No	70	35
Total	200	100
Source: Primary data		

Source: Primary data

**INTERPRETATION**: Table 6.2 shows the awareness level among students towards paid advertising by respondents. From the table it's clear that students of Mumbai west are aware of paid advertising. From the primary study conducted through questionnaire method 65 percent are aware about of advertising while 35 percent are not aware about paid advertising.

Table 6.3 Paid advertisement influence students behaviour in buying decisions

Basis	No of Students	Percentage
Yes	60	30
No	120	60

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May Be	20	10
Total	200	100
	D' 1	

Source: Primary data

**INTERPRETATION**: Table 6.3 shows the Paid advertisement influence students behaviour in buying decisions by respondents. From the table it's clear those students are not influenced by paid advertisement in their buying decision this due to irrelevant ads .From the primary study conducted through questionnaire method 60 percent are not affected by paid advertisement in their purchasing decision while 30 are influenced by paid advertisement in their purchasing decision.

No of	
Students	Percentage
85	42.5
50	25
30	15
25	12.5
10	5
200	100
	Students           85           50           30           25           10

#### Table 6.4 Social media apps give more ads

Source: Primary data

**INTERPRETATION**: Table 6.4 shows the Social media apps give more ad by respondents. From the table it's clear that facebook give more ads as per students of Mumbai west. From the primary study conducted through questionnaire method 42.5 percent facebook give more adds as compare to other ads.

#### 7. FINDINGS OF THE STUDY

- 1. Educational qualification reveals that majority of the students are undergraduates (42percent).
- 2. Majority of students are female.
- 3. 62.5 percent think that current paid advertisements are effective
- 4. Majority of students are aware of the paid advertisement.
- 5. Majority of students are not influenced by paid advertisement in their buying decision
- 6. Facebook give more ads as compare to others social media apps.

#### 8. SUGGESTIONS

- 1. The paid advertising must be applicable to students or some other type of customer.
- 2. There should be social messages in commercials.
- 3. There is proper regulator to check on this paid advertisement ads.

#### 9. CONCLUSION:

According to the findings, paid media advertising is a creative business technique that allows you to meet the right consumer at the right time. Despite widespread exposure to a variety of paid ads and broad internet use, however, fewer respondents were able to recall the internet advertisements they had seen. Owing to the extensive use of social media applications in everyday life, it was concluded that paid advertising was a major factor in predicting students' behaviour as a result of the low reliability of internet advertisements.

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#### DIGITAL MARKETING A TREND TO EXPECT IN FUTURE WITH SPECIAL REFERENCE TO SOCIAL MEDIA APPS

#### Ms. Sonia N Mallaram

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#### ABSTRACT

As today, lot of people want to get personalized content, products, services, etc. So, it is need of the hour to cater the customer demand. And if the marketers want to stand out in coming days, they need to be digitalized in marketing that targets the maximum customers. One of the best ways to get personalized with our potential customers is on social media apps, as many of them hang-up on these social platforms. It becomes easy to target or deal with such customers using different animations, 3D image, text, etc. The study defines present trend of digital marketing using social media apps and its futuristic scope. The study was conducted on both the primary and secondary data. Primary data is collected from Fifty respondents including both male and female using Questionnaire and the Secondary data is collected from books and websites. Research objective is to understand the impact of social media apps in digital marketing. And to understand its futuristic scope. Also, to see whether customers responding to the marketer through social media apps are satisfied or unsatisfied. The research has come to a conclusion that Social media apps has a great impact in this digitalized era marketing, also lot of people is responding to social marketing on social media apps and maximum people are satisfied with products/services offered. Secondly, people are of opinion that social media apps will play a great role in coming days as it is a great tool to a marketer in digitalized marketing.

Keywords: digital marketing, social media apps, customer satisfaction, future scope, etc

#### **INTRODUCTION:**

The phenomenon of social media has showed in a cultural revolution, and it seems that this change has been transferred to the way in which businesses conduct. Digital Marketing has gained its importance since long ago. Due to its increasing demand, there is a wide scope in variety of marketing through internet.

Today, Selling is customer-centered. Marketers need to come up with innovative marketing that target large number of customers. Earlier, this was not that possible through tradition methods of using pamphlets, door to door, word of mouth, etc. which proved to be hindered for catering the customers of different groups.

So, the marketers are updating themselves and coming up with innovative ideas i.e., digitalized marketing. Digital marketing will assist in gaining a large count of users across the world, also will assist in providing personalized products/service. Customers want real time connection, so the reality of digitalized marketing: becomes clear.

Talking about digital marketing using social media apps, may have initially been to enable interpersonal connection, but they have since evolved to become fundamental marketing tool to the marketers. in real time. In a digital era, many of us are utilizing our time in connecting to each other, it makes sense to market company's product/services at the place or platform where the potential customers are meeting up, which will effectively accelerate pace of digitalization

Social media effect the lives of its users on a daily basis, and we now predict to be digitally connected to the world around us at all times. Users can be perpetually scrolling and browsing through their various social media accounts and exposing themselves to a distinct of images, messages, concepts and ideas throughout the day.

Social media completely breaks down the physical barriers, and directly communicates with potential and existing customers. Social media has also given the scope of other digital marketing like chatbots, conversational marketing, personalization, etc. Not only this, but because to its affordable cost when compared to other media (e.g.: television, magazines) its importance is increasing and also will be trend in online marketing.

There's undoubtedly a large quantity to achieve from allocating a major quantity of digital selling and social media platforms in particular. Many of the businesses are shifting their attention away from in-print and television towards digital networks, a trend that has conjointly been ascertained on customers as they focus less on ancient means that of media and amusement.

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#### LITERATURE REVIEWS:

Selling via Social Media could be a influential for businesses of all sizes to reach prospects and customers. Many of the prospects are already interfacing with brands via social media, and if you are not engaging on to your customers through social platforms like Facebook, Telegram, and Wechat, you are missing out! Unique advertising on social media can bring tremendous success to the businesses, making your brand image and even can driving the sales of the company. Internet community marketing will facilitate to achieve a many of goals, such as:

- Increasing web site traffic
- Building conversions
- Creating a brand recognition and positive brand association
- Bettering communication and interaction with key audiences

The more and bigger engaged your audience is on social media networks, the better it will be for you to attain each alternative selling goal on list!

#### **RESEARCH METHODOLOGY:**

Research design explains the plan for conducting the research work. Research conducted both on primary and secondary data.

#### **OBJECTIVE:**

- 1. To understand the effect of social media apps in online marketing.
- 2. To understand its futuristic scope
- 3. To understand customers satisfaction on social media marketing

#### **SOURCES OF DATA:**

First hand data: Questionnaire

Secondary data: Books and websites

#### SAMPLE SIZE:

The sample size of 50 respondents was utilized for this research project

#### LIMITATIONS:

- $\checkmark$  The research was conducted in limited period of time.
- $\checkmark$  The respondents can be biased
- ✓ Sample respondent may not actually represent the whole population

#### Data interpretation and analysis:

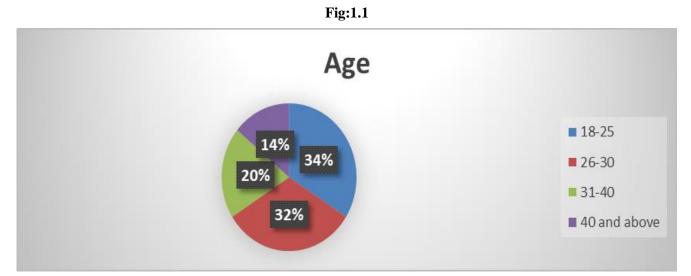


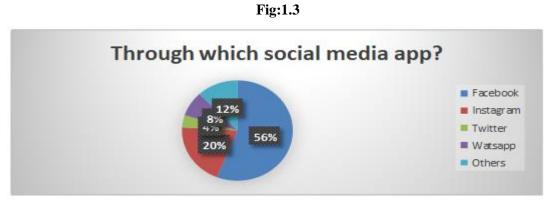
Fig 1.1 shows 34% of the target audience are of age 18-25 years, 32% of the target audience are of age 26-30 years, 20% of the audience are of age 31-40 years and 14% are of age 40 and above.

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Fig:1.2

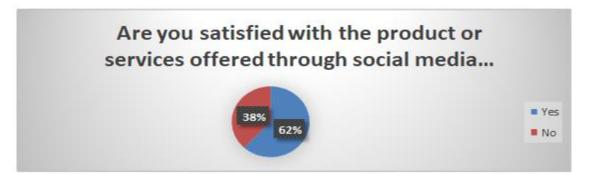


Fig 1.2 it can be seen that 42% of the audience are influenced through social media apps, 24% through television, 20% through Newspaper, 14% through other media.



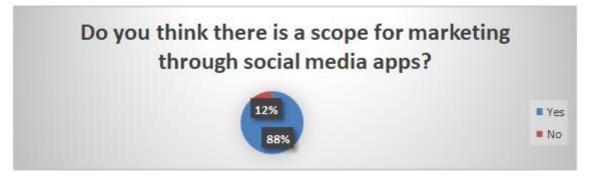
According to Fig 1.3, 56% of the audience say they have seen marketing through Facebook, 20% have said through Instagram, 8% of respondent have come across marketing through WhatsApp, 4% says through Twitter and 12% says through other social media apps.





From the above figure 1.4, 62% of the audience say that they are satisfied with the products and services offered through social media apps, 38% are not satisfied.





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It is understood from the Fig 1.5, that 88% of the audience think that social media apps do have scope in future days, whereas 12% says there will be no future scope for it.



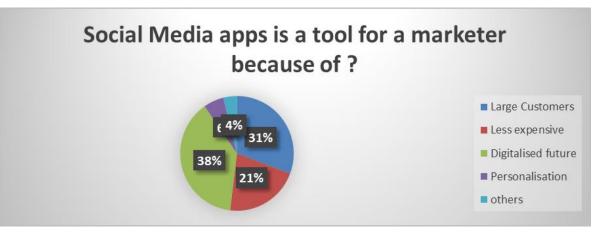


Fig 1.6 indicates that social media apps is a tool for a marketer in coming days, as 38% says because of digitalized future, 31% says because it covers large customers in short span of time, 21% says its less expensive compare to other media, 6% feels it has personalization feature, and remaining 4% is of other opinion.

#### **CONCLUSION:**

The study started with the aim to analyze and know the impact the scope of digital marketing. Through the research found that in the case of digital marketing the crucial aspect is to connect with the users. The study shows that people are satisfied with the products/services offered through social media apps. The study has also revealed that to utilize digital marketing effectively, the companies are required to design a competent way to interact with customers. The transition of marketing through the printed version to the digital version has boosted the current trends of the digitalization and due to its increasing demand, there is future scope also.

#### **RECOMMENDATIONS:**

- Marketers should come up with more techniques and strategies to engage the customers
- Increase visibility in era of digitalization
- Provide different platforms to target potential customer

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#### A STUDY ON ONLINE GROCERY MARKET POST LOCKDOWN WITH SPECIAL REFFERNCE TO PALGHAR DISTRICT

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& Science

#### ABSTRACT

Coronavirus is spreading across the globe. But there are still no vaccines formulated for the highly infectious disease. In light of the fact, prevention seems to be the best cure one can consider. Shopping grocery has become a task in times of such a situation. Thus, it is advisable to shop online for groceries and related products. This paper aims identify the preference to shop online for groceries, choice of products purchased online, reasons to use E-grocery platforms/applications to shop for groceries, satisfaction achieved from shopping online in terms quality and packaging of products. For this purpose, a well-structured questionnaire was framed with 200 responses for the same. Based on the hypothesis framed, CHI-SQUARE tool was used to prove the same. Analysis for the set hypothesis was proved using Microsoft word and excel. Conclusion identified were that it was easy to use and convenient, anytime and anywhere shopping. Although it has pinched the pockets of consumer, health in current situations of primarily important. Future scope related to current study might be to understand the stress faced by delivery persons, merger of E-grocers with local kirana shops, farmers and transporters like taxis or rickshaw etc, use of online payment tools which E-shopping etc.

Keywords: e-grocery shopping, online shopping, post lockdown

#### INTRODUCTION

Introduction of internet has brought about a new revolution in many areas of our life which includes buying of outfits, electronics, gadgets and accessories, durables and furniture products, paying bills, booking ticket and chatting with families' members and friends.E-shopping or Online Shopping is modern means to buys goods and services from merchants who sells on the internet. Now-a-days buying goods and services online is growing rapidly as it saves time and efforts, convenience to shop 24\*7 and at any point of times, a more variety of products at a very low prices with many offers, discounts and freebies, easy comparison of products and its prices, return policy etc. are certain advantages of online shopping .Due to the recent pandemic and lockdown in our country, it gave rise to online shopping of groceries which includes milk and milk related products, grains and pulses, vegetables, eggs and meat, juices, biscuits and canned products being sold on many online platforms as movement of people was not been encouraged much due to the current situation, also this being a safer option. As per Grandview research, the Indian online grocery market size was valued at USD 2.9 billion in 2020 and expected to expand at a CAGR of 37.1% due to changing lifestyle of consumers, growing urbanization, tech-savvy generation etc. Several platforms lime Amazon Pantry, Bigbasket, Grofers, DMart etc.to name of few provide services to consumers for regular buying of grocery. Due to growing digital economy framework supply chain and workforce for delivery of safe and healthy groceries to consumers are improving to a grater extend. Thus factors loke smart shopping and hygiene makes online grocery shopping a better choice for consumers.

#### LITERATURE REVIEW

Michelle A. Morganosky and Brenda J. Cude (2000) in their research paper titled 'Consumer response online groceryshopping' with the objectives of length of time consumers had used the Internetto buy groceries and whether consumers usually have groceries deliveredor pick them up and concluded that consumers are quite satisfied with their online grocery shopping experience.

Sourabh Kulkarni and Prashant Barge (2020) in their research paper titled 'Effect of COVID-19 on the Shift in Consumer Preferences with Respect to Shopping Modes (Offline/Online) for Groceries: An Exploratory Study' This paper accounts to the study the probable shift in the consumer preferences caused due to the COVID-19 pandemic.

Junxiong Li, A. Hallsworth, and J. Andres Coca-Stefaniak (2020) in their research paper titled Changing Grocery Shopping Behaviours Among Chinese Consumers At The Outset Of The COVID-19 Outbreak, This study concludes that avenues for further scholarly research and policy making related to the impact this behaviour may be having around the world on society's more vulnerable groups, particularly the elderly.

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Himanshu Budhiraja,and Kanav Mittal (2020) in their research paper titled 'Consumer's Purchase Intentions for E-Grocery Shopping in India 'The results of the study depict that online grocery shopping is more popular amongst the working women followed by men. The study also concludes that the expectation of a customer while buying groceries online and in physical market is totally different.

#### **OBJECTIVES OF THE STUDY**

- 1. To identify the products purchased by consumers by E-grocery market.
- 2. To identify the reasons for using E-grocery market/platforms/apps post lockdown.
- 3. To identify the satisfaction level of customers with respect to quality of products and packaging of products.

#### HYPOTHESIS OF THE STUDY

Following hypothesis were frame for the purpose of study.

H1 0: There is no relationship between age of consumer and products purchased on E-grocery market platforms/applications.

H1 1:There is a relationship between age of consumer and products purchased on E-grocery market platforms/applications.

H2 0: There is no relationship between gender of consumer and satisfaction achieved with respect to packaging of products.

H2 1: There is a relationship between gender of consumer and satisfaction achieved with respect to packaging of products.

#### **RESEARCH METHODOLOGY:**

For this study, data was obtained from primary and secondary sources. Primary data was collected by preparing a well-structured questionnaire. Whereby secondary data was collected from newspapers, magazines, websites, editorial thoughts, articles and reports of standard surveys etc.

**SAMPLE DESIGN:** The method of Random sampling and personal interview has been used to collect the data from the respondents.

SAMPLE SIZE: The sample size is 200.

**DATA ANALYSIS AND INTERPRETATION:** The data is analysed and interpreted using Microsoft Word and Excel 2019.

#### TEST USED: ANOVA and CHI-SQUARE.

#### LIMITATIONS OF THE STUDY

- 1. The study is limited to Mumbai Suburban because of time constraints.
- 2. Sample size used for the study is small. Hence, the results cannot be taken as universal
- 3. Some of the respondents did not fill the questionnaire seriously.
- 4. The accuracy of the figures and data are subject to respondent's view.

#### DATA ANALYSIS AND INTERPRETATION 1. AGE OF RESPONDENT:

AGE(YRS)	COUNT	PERCENTAGE
15 – 25	29	14.5
26 - 40	89	44.5
40 - 65	72	36
65 & ABOVE	10	5
TOTAL	200	100

2. GENDER OF RESPONDENT:

GENDER	COUNT	PERCENTAGE
MALE	78	39
FEMALE	122	61
TOTAL	200	100

Out of total number of 200 respondents, 14.5% are in the range of 15-25 years and 44.5% and 36.00% of total population are from in the range of 25-40 years and 40-65 years respectively. The remaining respondents above 65 are 5%.

From the total 120 respondents, 78 respondents are male which is about 39.00% and 61 are females which is 61.00%.

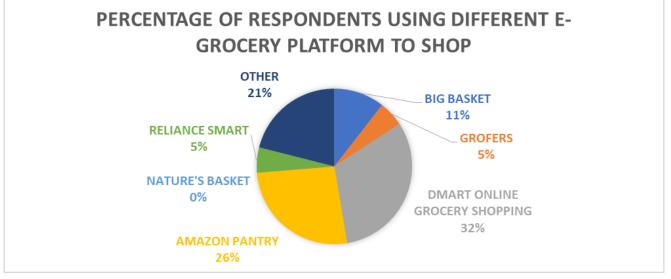
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### 3. DO YOU SHOP ONLINE TO BUY GROCERY?

OPTIONS	COUNT	PERCENTAGE
YES	155	77.5
NO	45	22.5
TOTAL	200	100

155 respondents (77.5%) of total population are in favour of shopping online to buy grocery and remaining 45 (22.5%) are against it.

## 4. WHICH E-GROCERY ONLINE PLATFORM/APPLICATION DO YOU SHOP GROCERY?



From the total respondents, 64 respondents shop from DMART ONLINE GROCERIES followed by 52 respondents shop from AMAZON PANTRY, followed by 22 & 10 respondents shop from BIG BASKET & GROFERS. The remaining shop from other indigenous sources.

# 5. WHICH OF THE FOLLOWING PRODUCTS DO YOU SHOP FROM E-GROCERY PLATFORMS/APPLICATIONS?



The above table gives information of the percentages of the products purchased from E-grocery online platforms/applications.



The above table gives information of the various reasons to shop from E-grocery platforms/applications. The given bars are expressed in percentage

# 7. SATISFACTION LEVEL WITH RESPECT TO QUALITY OF PRODUCT & PACKAGING OF PRODUCT

OPTION	<b>QUALITY &amp; PACKAGING OF PRODUCT</b>
YES	73.68
NO	26.32

The above table gives information of the satisfaction level of respondents in terms of quality and packaging of product. The given table is expressed in percentage.

# H1 0: THERE IS NO RELATIONSHIP BETWEEN AGE OF CONSUMER AND PRODUCTS PURCHASED ON E-GROCERY MARKET PLATFORMS/APPLICATIONS.

Age of respondents	Eggs	Grain products	Milk and dairy	Other	Snacks items	Vegetables	Grand total
respondents		products	product		nemb		totui
15-25	4.64	7.685	2.755	1.885	7.685	4.35	29
26-40	14.24	23.585	8.455	5.785	23.585	13.35	89
40-65	11.52	19.08	6.84	4.84	19.08	10.8	72
Above 65	1.6	2.65	0.95	0.65	2.65	1.5	10
Total	32	53	19	13	53	30	200

From the above table, the null hypothesis is accepted that is there is no relationship between age of consumer and products purchased on e-grocery market platforms/applications. The p- value is 3.604 >0.05.this was tested using chi-square test.

# H2 0: THERE IS NO RELATIONSHIP BETWEEN GENDER OF CONSUMER AND SATISFACTION ACHIEVED WITH RESPECT TO PACKAGING OF PRODUCTS.

COUNT OF GENDER SATISFACTION LEVEL					
GENDER	NO	YES	GRAND TOTAL		
FEMALE	36.6	85.4	122		
MALE	23.4	54.6	78		
GRAND TOTAL	60	140	200		

From the above table, the null hypothesis is accepted that is there is no relationship between gender of respondents and satisfaction achieved with respect to packaging of products.the p value is 0.1456 > 0.05.this was tested using chi-square test.

#### FINDINGS

- 1. There was a total of 200 respondents from which 122 were females and remaining males.
- 2. The above respondents were categorized into four age groups viz. 15-5 years with a count & percentage of 29 & 14.5%. Followed by 26-40 years with 89 counts and 44.5%. This was followed by 40-65 years with 72

counts and 36%. The remaining were in above 65 & above category with 10 counts and 5% of total respondents.

- 3. Of the total respondents 155 shop on E-grocery shopping platforms and remaining 45 prefer to shop by physically shopping for grocery. However, they made sure that while shopping products bought were sanitized thoroughly.
- 4. From the above 78.95% of respondents were satisfied with E-shopping platforms/application while remaining were not due to bad packaging, Loss of freshness of perishable products etc.
- 5. Major of the respondents shopped from DMART ONLINE GROCERY SHOPPING followed by AMAZON PANTRY, BIG BASKET & GROFFERS etc.
- 6. Many respondents shopped through these platforms due to 24\*7 access, low price products, easy accessibility and discounts & freebies.
- 7. Major product purchased were grain & cereals products followed by dals & pulses products, milk & milk products, spices, snacks products etc.

#### SUGGESTIONS

- 1. There must be tie-ups with local kirana stores or farmers to sell groceries and local produces. As many of such peoples were adversely affected.
- 2. Whenever deliveries arrive of groceries choose to wipe down your packages with a good disinfectant and can thoroughly wash your vegetables with water after coming home from the grocery store.
- 3. Maintain a proper distance and avoid physical contact from the delivery boy.Use modes of payment like DEBIT CARD, SCAN & PAY, ONLINE TRANSFER ETC other than cash.
- 4. Try not to accept the deliveries in person whenever possible. You can ask the delivery person to leave the groceries at the door near a safe spot. Also, follow social distancing when receiving your order.
- 5. Local taxis and rickshaw driver can also tie up with such online E-grocers to send deliveries to customers.

#### **CONCLUSION:**

The E-grocery market in India has seen tremendous growth over the last few months as people have placed orders for groceries and fresh produce online. Multiple studies show that online grocery shopping has surged in the last few months which is about 76% as compared to last year. Due to the pandemic and lockdown, sales of such online grocery have increased. As per reports of Economic Times, there was a new customer acquisition that grew three-fold in terms of orders as compared to pre-COVID. This can sustain for the rest of the year too. Also there has been increased sales of organic fruits and veggies which shows that people have become more cautious with regards to health. However due to this it has adversely affected pockets of many consumers due to habituated purchases.

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#### MEASURING E-SERVICE QUALITY AND CUSTOMER SATISFACTION OF JIO MART IN VASAI -VIRAR REGION

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#### ABSTRACT

*Purpose- The purpose of this paper is to examine the Dimensions of E-service quality and to evaluate impact of E-service quality on customer's satisfaction.* 

Design /methodology/approach- Data was collected from 288 respondents of vasai- virar region. The proposed study uses AMOS 24.

Findings- E-service quality is reflected through information, security, personalised, reliability, design & responsiveness and there is direct impact of E-service quality on Customers satisfaction

*Practical implication- The research helps to determine the factors that reflects the E-service quality and thus marketer can use this dimensions to improve the overall E-service quality.* 

Originality/Value-E-service quality dimensions have been validated by modifying various theory of service quality.

Keywords- E-SERVQUAL, E-service quality, customer satisfaction.

#### **INTRODUCTION**

The services wherein we use information as well as communication technology are called as E-service or Electronic Service. E-Service includes three important elements which are being classified as service delivery, service provider and service receiver. The importance of E-service is that it enables a better access for the service provider in reaching its customers. It helps the service providers for increasing their market reach so that they are able to tap a broader market base. The entry barriers are lowered as they gain access to newer markets as they have a knowledge of conducting the business on online portal and understanding the scenario there as well as they don't have to put out many efforts so the cost incurred in getting new customers is reduced. It also enables the customers to get access to an alternate channel for communication. In this time of Covid, the use of e-service facilities has came handy for the customers as they don't need to go out and could operate everything over their phone. The e-service providers also need to increase their services to the customers. They should understand the needs of the customers and convert the same into their services. It will not only increase the sales for the company but also it will lead to building of an enhanced image of the company in the minds of their customers. The companies need to provide quality services to their customers as today's customers every time look for superior quality in the products and services which they use. So as to gain competitive advantage over their competitors the company should compulsorily can't ignore the qualitative aspect of e-service. Increased transparency is also needed while providing e-service.

Jio Mart is a joint venture which is being established by Jio Platform and the Reliance Retail. It is a kind of grocery delivery service on the virtual medium. An online grocery store which enables customers purchase and deliver daily essential products from the nearby store to your doorstep. Jio Mart was being launched in the year 2019 in the month of December. Firstly a pilot project was being conducted in some selected areas of Kalyan, Navi Mumbai and Thane region in 2020 in the month of April and after that it was launched on a pan national level. This application is now being operated in almost 200 citires and town across the country. After the launch of the app within a handful of days it crossed the mark of one million downloads by the public

#### **PROPOSED SCALE FOR MEASURING E-SERVICE QUALITY**

On the basis of the reviews obtained from the previous research studies, a new model or scale has been discovered. This alternate scale has recognized the SERVQUAL Dimension. Parasuraman et al. (1985, 1988) has created some new dimensions which recognizes the e-service portal. Every dimensions have been illustrated in various accreditations.

#### Website/Application Design

It refers to the tangible components of the SERVQUAL scale with reference to the physical aspects of the service like premises, equipment's, communication material and personnel. As e-service is an online portal, the main focus should be on the tangible factors that is the designing of the website of the firm which provides an access to the customers with the firm and occurrence of success in the process of purchase. In case if the website

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design is not accurate and reliable it can lead to negative impression in the minds of the customers which may lead to the exit of customers from the process of purchase. It is being regarded that the website is the initial point wherein the company can gain the confidence of it's customers. So the company should focus on some important factors that can lead to creation of a strong and reliable website and carries the ability to attract customers. The elements are as follows:

- Attractive and a well-structured and well-managed website portal.
- Compatible as well as evenness command.
- A proper outlook of the user interface.
- Easiness to download.

#### Reliability

It refers to the capability of the firm to deliver what they have promised in terms of providing service with accuracy. With reference to some of the research studies, it is being found that reliability is the most crucial and key dimension of e-service as well as of the SERVQUAL scale. It is very important for any organization to make the customers trust them that they will deliver the services as and what they have promised them on the online portal. There have been identified a few factors that can add up to the reliability dimension of the SERVQUAL scale which can let the customers see the consistent performance and the credibility of the organization in deliverance of e-service.

- Accuracy in service delivery
- Completion of the service order.
- Truthfulness of the organization related to what it is going to offer the customers.
- Service provided online is always accurate.
- Not breaking the promises made.
- Delivering what is being promised in the advertisements.
- Availability of website facility round the clock.

#### Responsiveness

It refers to the readiness of the firm to help their customer with respect to any queries or complaints and providing quick service to them. The responsiveness factor in terms of e-service is more narrower than in comparison to the SERVQUAL scale. The organization needs to provide quick service to its customers with relation to them having and queries or difficulties while purchasing something online so that they are able to purchase what they want with no interruptions. There are some of the factors which contribute to the element of responsiveness.

- Proper and sufficient information regarding contacts and performance delivery.
- Quick response given to consumers.
- Consumers being provided responses on time.
- Quick redressal of the problems of the consumers.

#### Security

It refers to the ability of the employees to built trust and confidence in the customers by using their knowledge and good manners. It involves freedom from risk, doubt and danger that may arise during the service procedure. It is regarded as an important dimension which appears in during e-service. Consumers fear some risk while dealing in the online portal regarding improper and illegal usage of their financial as well as their personal information. This is a crucial obstruction which is leading the customers not to use the online portals for purchase purpose more frequently. There are some of the factors which contribute to the element of security, they are as follows:

- Protection of financial information of consumers.
- Protection of personal information of consumers.
- specifying properly the conditions regarding delivery as well as payment.
- Maintaining Goodwill.

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#### Personalization

It refers to providing of customized services i.e. services as per the need of the customer individually. Through e-service, organizations are able to maintain interactive communication with the customers that help them in knowing the needs, desire, preferences, purchasing habits of the customers which help the organization in providing more customized and personalized services to their customers. Providing of customized services will lead to increase in the satisfaction level of the customers and it will lead to reluctance among them to try another company. Not only services and products, but also payment and delivery in the service process, can be apart from services, delivery and payment facility can also be personalized as per the requirement of the customers. There are some of the factors which contribute to the element of personalization, they are as follows:

- Customized services.
- Customized terms of payment.
- Customized terms of delivery.
- Customized designs.

#### Information

E-service may also be considered as a process which is information oriented. through can be regarded as information-driven service process. Information availability is considered important for making any decision for the consumers as in e-service they are unable to physically verify what they need and about the company. Consumers are needed to have proper information while making decision related to purchase and conducting of self-service. There are some of the factors which contribute to the element of information, they are as follows:

- Up to date information
- Present and on time availability of information.
- Correct and reliable piece of information
- Information which is easier to comprehend.

#### **REVIEW OF LITERATURE:**

**Zeithaml V. et al. (2000)** described in their research study that electronic service qualities are important for a firm's success on the e-service model as the firms have realized that just focussing on the web presence and low price is not sufficient for a firm's success in the long run. The researchers have focussed on the efficiency, fulfilment of promises, maintaining **privacy, reliability** of the firm in the minds of customers and **responsiveness**.

**Wolfinbarger M. et al. (2003)** examined in their study that quality is being determined as the most important aspect of foreseeing the satisfaction among the customers with respect to e-service. The reserachers have suggested that the most important four factors that needs to be looked upon are **reliability**, website design, privacy or security and customer service. They have said that this factors strongly predict the satisfaction level among the customers and their loyalty towards the firm's website.

**Dr. Yang Z. et al. (2002)** conducted the study and has derived an exploratory study with relation to the dimensions of service quality from two different points of view of the group. One from the internet purchasers and from the point of view of non-purchasers. The researchers have discovered that there are 6 primary service quality dimensions for internet purchasers which is access, personalization, security, reliability, ease of use and credibility. For the internet non-purchasers the dimensions are as responsiveness, ease of use, personalization, access and **security**.

**Santos J. (2003)** surveyed in her study has said that the service quality is increasingly becoming a crucial part of e-commerce. As the medium of e-commerce is more pocket friendly, feasibility, and at ease when compared to products through traditional channels. The researchers has focussed that service quality is the most important determinant for the success of e-commerce. The study focusses on the various dimensions like efficiency, support, reliability, incentives, support and communication that this are actively involved while accessing e-commerce.

**Yang Z. (2004)** mentioned in their study focussed on understanding the quality of service which is being provided through online portal and the satisfaction of customers on the same. The researchers has uncovered about 52 various items from 16 different service quality dimensions while analysing 740 customer review. The

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findings from the study shows the dimensions which lead to customer satisfaction and also where dissatisfaction arises which is mainly in relation with the **information** service quality.

Lee G. et al. (2005) analysed in their study examined the relationship between the quality dimensions and the total service quality, intention to purchase and satisfaction among the consumers. A survey of around 297 online consumers were taken for testing the research model. The study showed the presence of different dimensions such as reliability, design of the website, trust, **personalization** and **responsiveness** as the most important dimensions related to e-service.

**Sohn C. et al. (2008)** described in their study said that today a greater number of companies are participating in the online markets for selling their products to a wider number of customers. As each and every company is in the online market; the companies need to find out something different so as to grab the attention of the consumers to increase their sales. The most important dimension of e-service is the quality of service which is being provided to the customer online. The research enumerates 6 different dimensions which needs to be focussed on which are customization, trust, **reliability**, ease of use, **web design**, delivery speed.

#### **OBJECTIVES:**

- 1) To examine various factors reflecting E-service quality of Jio Mart.
- 2) To measure impact of E-service quality on customer satisfaction

#### HYPOTHESES OF THE STUDY

- 1. E-service quality positively influences design/application.
- 2. E-service quality positively influences reliability.
- 3. E-service quality positively influences responsiveness.
- 4. E-service quality positively influences information.
- 5. E-service quality positively influences personalized.
- 6. E-service quality positively influences security.
- 7. E-service quality positively influences customer satisfaction.

#### **RESEARCH METHODOLOGY DATA COLLECTION METHOD**

The researcher uses both descriptive and exploratory research design. Researcher adopts well known theory of planned behaviour measurement. Under survey method Non-probability convenience sampling method was used for data collection. Data was collected for the period of two months from the individual of vasai-virar region. Data were collected by the means of structured questionnaire. There were total two parts in the questionnaire .Part I was related to the demographic profile of the individuals and part II was related to the parameters of **E- SERVICE QUALITY** measured on a five-point Likert type scale with 1 being "strongly disagree" and 5 being "strongly agree".

#### SAMPLE SIZE

Nunnally (1978) provides the basic rule for the sample size calculation and that is ten times as compared to the number of indicator. Hair et al.(1995) highlighted that if a sample size is above 400 then goodness of fit is poor. So by following the guidelines of the above authors total sample size for the study was set as 288.

#### DATA ANALYSIS AND TOOL

For current analysis researcher uses various techniques such as Structural equation model, Measurement model through SPSS 24 and AMOS 24

#### **RESULTS AND DISCUSSION**

.81 .90

#### **Figure No-1 Measurement model**

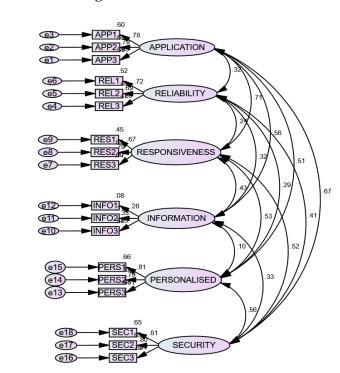


Table No.2 Goodness of fit statistics

Goodness of fit model index	Recommended value	Model
CMIN/df	$\leq 5.00$	2.533
GFI	$\geq 0.90$	0.911
AGFI	$\geq 0.80$	0.821
NFI	$\geq 0.90$	0.925
CFI	$\geq 0.90$	0.907
RMSEA	$\leq 0.05$	0.048

#### These criteria's are according to Hair et al (2010) and wothke (1995)

The obtained shows that an excellent fit between the data model. score and the (chisquare/df=2.533,GFI=0.911,AGFI=0.821,NFI=0.925,CFI=0.907,RMSEA=0.048).All the default values are complying with the recommended values according to Hair et al (2010) and wothke (1995).

#### Table No.3 Output of CFA (construct validity)

#### **Convergent validity**

Constructs	Items	Factor	t values	Composite	AVE
		loadings		reliability	
Design	App1	.778		0.841	0.638
	App2	.790	13.445		
	App3	.829	14.029		
Reliability	Rel1	.718		0.812 0.594	0.594
Γ	Rel2	.695	8.672		
	Rel3	.886	8.641		
Responsiveness	Resp1	.669		0.789	0.557
	Resp2	.791	10.618		I
Γ	Resp3	.774	10.499		
Information	Info1	.900		0.878 0.70	0.707
	Info2	.855	12.343		
	Info3	.763	11.809		
Personalised	Pers1	.814		0.845	0.646

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	Pers2	.788	13.852		
	Pers3	.809	13.548		
security	Sec1	.809		0.857	0.667
	Sec2	.804	14.911		
	Sec3	.838	14.332		

As per table No.2 all the beta values are above .70, AVE> .50, Composite reliability >.70 & t-values are significant indicating that each construct strongly relates to its construct i.e.) overall measurement model exhibited adequate convergent validity.

#### **Discriminant validity**

	Design	Reliability	Responsiveness	Information	Personalised	Security
Design	0.638					
Reliability	0.104	0.594				
Responsiveness	0.509	0.058	0.557			
Information	0.318	0.101	0.181	0.707		
Personalised	0.263	0.084	0.279	0.009	0.646	
Security	0.448	0.168	0.273	0.110	0.312	0.667

As per the above table all the inter-construct square correlation is less that average variance extracted indicating high level of uniqueness among the constructs.

#### e23 .63 APPLICATION (AT (e24) .24 **(e6** .79 RELIABILITY **e**5 œ .49 (e25) 56 .47 .75 ESERVQUA .69 CUSTOMER SATISFACTION RESPONSIVENES e8 49 .24 .64 INFORMATION (e11 INFO3 @10 79 41 PERSONALISED .63 SECURITY (e16

#### Figure No-4 Second order SEM model

#### Table No.5 Goodness of fit statistics

Goodness of fit model index	Recommended value	Model
CMIN/df	$\leq$ 5.00	2.201
GFI	$\geq 0.90$	0.944
AGFI	$\geq 0.80$	0.873
NFI	$\geq 0.90$	0.962
CFI	$\geq 0.90$	0.914
RMSEA	$\leq 0.05$	0.047

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#### These criteria 's are according to Hair et al (2010) and wothke (1995)

obtained The score shows that an excellent fit between the data and the model. (chisquare/df=2.201,GFI=0.944,AGFI=0.873,NFI=0.962,CFI=0.914,RMSEA=0.047).All the default values are complying with the recommended values according to Hair et al (2010) and wothke (1995).

Constructs	Estimates	S.E	C.R	Р	Label
DESIGN/APPLICATION ← E-	1.000	-	-	0.000	Accepted
SERVICE QUALITY					_
RELIABILITY← E-	.569	.099	5.751	0.000	Accepted
SERVICE QUALITY					_
RESPONSIVENESS← E-	.798	.099	8.095	0.000	Accepted
SERVICE QUALITY					_
INFORMATION← E-	.145	.057	2.528	0.011	Accepted
SERVICE QUALITY					_
PERSONALISED← E-	.717	.088	8.160	0.000	Accepted
SERVICE QUALITY					_
SECURITY← E-SERVICE	.955	.102	9.398	0.000	Accepted
QUALITY					
CUSTOMER	.821	.098	8.421	0.000	Accepted
SATISFACTION← E-					
SERVICE QUALITY					

#### **Table No-6 Hypotheses Testing**

#### CONCLUSION:

The sales of e-commerce not only depends upon the quality of the product and its price but also its e-service quality. It is clearly seen that e-service quality is reflected by six important dimensions i.e) updated and current information on the website/application, personalised (delivery options, product and services & payment options), security in terms of both financial & private data, website /application design, reliability & responsiveness. It is also seen that there is a high positive impact of e-service quality of Jio mart and its customer satisfaction. Thus online shopping mart must emphasis on improving all the dimensions of e-service quality for maximizing customer's satisfaction & customer's loyalty. Future just can be made by incorporating mediating and moderating factors in the current study.

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A CASE STUDY FOR THE OPTIMIZATION OF TRANSPORTATION COST OF SUPPLY OF ESSENTIAL PRODUCT USING TRANSPORTATION MODEL

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#### **INTRODUCTION:**

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Transportation problem is a special case of linear programming problem (L.P.P). The objective of transportation problem is to reduce the total transportation cost and hence maximize the total profit while transporting a single commodity from several sources also termed as origin, capacity or supply to several destinations referred as requirements or demands at a minimum cost. A transportation problem is generally concerned with transportation methods in distributing homogeneous products from various sources (or manufacturing plants) to different geographical distribution centres. Each source has a fixed capacity or supply and each destination has a predetermined demand or requirement and cost of shipping products from source to destination is known. The basic transportation formulation of the transportation problem was given by F. L. Hitchcock in 1941 and later explained by T.C. Koopmans. In 1955 MODI method has made the improvements and led the computations easy. Transportation plays an important role in any economy, goods which are produced by any firm needs to be distributed efficiently and effectively to its distributors, retailers and further to sub-retailers where the actual selling of products take place.

#### Following are the assumptions under which transportation model works:

- Number of sources or origins is finite and given.
- Number of destinations is also finite and given.
- Supply at each source and demand at each destination is given.
- Total demand should be equal to total supply.
- Cost of transportation of a unit from each source to each destination is given and constant.

**Definitions:** A few terms are involved in the transportation model are defined as:

- Feasible Solution: A feasible solution to a transportation problem is a set of non-negative allocations that satisfies the rim condition.
- Basic Feasible Solution: A feasible solution to a transportation problem is said to be basic feasible solution if it contains no more than m + n 1 non negative allocations, where m is number of rows, n is number of columns in the transportation matrix.
- Optimal solution: A feasible solution that minimizes the transportation cost and maximizes the profit.
- Non-degenerate Basic Feasible Solution: A basic feasible solution is said to be non-degenerate basic feasible solution if the total number of non negative allocations are exactly m+ n -1 and these allocations are at independent positions.
- Degenerate Basic Feasible Solution: A basic feasible solution in which the total number of non- negative allocations are less than m +n -1.

#### **OVERVIEW OF THE STUDY**

Ram Air Coolers Pvt. Ltd. situated at Gandhi Baug area in Nagpur city of Maharashtra state manufactures dessert coolers and having manufacturing at Nagpur, Raipur and Aurangabad city. The manufacturing capacity of Nagpur plant is 50 units per month; capacity of Raipur plant is 60 units per month and for Aurangabad plant prepares 25 units per month. These dessert coolers are shipped by trucks with utmost precautions so no damage could happen to these coolers and they are distributed to agencies situated at various districts of Maharashtra state and other states as well. These dessert coolers are distributed to Vidharbha and Marathwada areas of Maharashtra and Mahakaushal and Bundelkhand areas of Madhya Pradesh. Once these dessert coolers reached their respective agents and as per the demand from retail store owners these coolers are distributed. In Vidharbha area these dessert are very much in demand at Shegoan city, in Marathwada area the major recipients of these cooler are Parbhani, Jalna and Beed, in Mahakaushal area these coolers are distributed in Jabalpur, Shahdol, Mandla and Balaghat cities, in Budelkhand area they are distributed as per the demand by cities like Rewa, Satna, Damoh and Datia. The researcher has assigned the area of distribution of dessert cooler as A, B, C and D for convenience. The researcher has assigned the destinations as:

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- A = Vidharbha
- B= Marathwada
- C= Mahakaushal
- D = Bundelkhand

**Methodology:** The data collected by researcher is primary data through structured questionnaire in English language which was later translated to Hindi as per the convenience of proprietor of Ram coolers. The data collected by researcher is transformed into matrix structure to formulate a transportation model. In this study an attempt has been made to find optimal solution with the help of initial feasible solution to obtain the minimum transportation cost.

Table 1

Tuble 1	
Factories	Supply (in units)
Nagpur	50
Raipur	60
Aurangabad	25
Total	135

Table 2	
Destination	Demand (in units)
А	60
В	40
С	20
D	15
Total	135

By combining the details of table 1, table 2 and transportation cost associated with shipping of dessert coolers are tabulated in the following matrix:

Table 3					
To→	А	В	С	D	Supply
From↓					
Nagpur	3	2	7	6	50
Raipur	7	5	2	3	60
Aurangabad	2	5	4	5	25
Demand	60	40	20	15	135/135

Methods applied to obtain initial feasible solution:

- North-West Corner Rule (NWCR)
- Vogel's Approximation Method (VAM)

Results obtain by NWCR method:

Table 4:Result by NWCR Method

1 4010 11	Result of the effection					
To→	А	В	С	D	Supply	
From↓						
Nagpur	3(50)	2	7	6	50	
Raipur	7(10)	5(40)	2(10)	3	60	
Aurangabad	2	5	4(10)	5(15)	25	
Demand	60	40	20	15	135/135	

Total number of allocations = 6

Rim condition = m+n-1, where m=3, n=4

Since total number of allocations = m + n - 1, hence No Degeneracy.

Total Transportation Cost = 3\*50 + 7\*10 + 5\*40 + 2\*10 + 4\*10 + 5\*15

Total Transportation Cost = Rs 535 (in '00')

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Table 5	Result by	Result by VAM method					
То-	→ A	B	C	D	Supply		
From↓							
Nagpur	3(10)	2(40)	7	6	50		
Raipur	7(25)	5	2(20)	3(15)	60		
Aurangabad	2(25)	5	4	5	25		
Demand	60	40	20	15	135/135		

Total number of allocations = 6

Rim condition = m+n-1, where m=3, n=4

Since total number of allocations = m + n - 1, hence No Degeneracy.

Total Transportation Cost = 3\*10 + 2\*40 + 7\*25 + 2\*20 + 3\*15 + 2\*25

Total Transportation Cost = Rs 420 (in '00')

#### **Optimal Solution by Modified Distribution Method (MODI)**

To obtain optimal solution the researcher had used initial feasible solution obtained through VAM method and then applying MODI method.

Table 6	Result by MODI Method (First Iteration)					
To→	A	В	С	D	Supply	Ui
From↓						
Nagpur	3 (10)	2 (40)	7	6	50	U1=-4
Raipur	7 (25)	5	2 (20)	3 (15)	60	U2= 0
Aurangabad	2 (25)	5	4	5	25	U3= -5
Demand	60	40	20	15	135/135	
Vj	V1= 7	V2= 6	V3= 2	V4= 3		

For occupied cell: Cost = Ui + Vj

Initialising U2 =0, C11 = U1 + V1  $\Rightarrow$ 3=U1 + V1, C12 = U1 + V2  $\Rightarrow$ 2 = U1 + V2

 $C21 = U2 + V1 \Rightarrow 7 = U2 + V1, C23 = U2 + V3 \Rightarrow 2 = U2 + V3, C24 = U2 + V4$ 

$$3 = U2 + V4$$
,  $C31 = U3 + V1 \Rightarrow 2 = U3 + V1$ 

The calculated results are tabulated in table 6.

For unoccupied cells:  $\Delta = \cos t - (Ui + Vj)$ 

Cell	Δ= Cost-(Ui + Vj)
C13	7 - (-4+ 2) = 9
C14	6- (-4 + 3) = 7
C22	5 - (0+6) = -1*
C32	5 -(-5 + 6) = 4
C33	4 - (-5 + 6) = 3
C34	5 -(-5 + 3) =7

Since  $\Delta$  is negative (C22), therefore solution not optimal.

Loop: C22 $\rightarrow$ C12 $\rightarrow$ C11 $\rightarrow$ C21

(+) (-) (+) (-)

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U1=-3

U2= 0

U3= -4

	Table 7		Result by I	MODI Meth	od (Secon	d Itera	tion)	
		To→	А	В	С	D	Suppl	/
	From↓							
	Norman		2 (10) 1	2 (40)	7	6	50	
	Nagpur		3 (10)↓	$\leftarrow 2(40)$	/	6	50	
	Raipur		7 (25)→	↑5	2 (20)	3 (15	) 60	
	Aurang	abad	2 (25)	5	4	5	25	
	Demano	1	60	40	20	15	135/13	35
Table	8	Result	by MODI N	Method (Thi	rd Iteratio	n)		
	To→	А	B	C	D		Supply	Ui
From↓								

7

4

20

V3= 2

2 (20)

6

5

15

V4= 3

3 (15)

50

60

25

135/135

VjV1=6V2=5For unoccupied cells:  $\Delta = \cot - (Ui + Vj)$ 

3 (35)

2 (25)

7

60

Cell	Δ= Cost-(Ui + Vj)
C13	7 - (-3+ 2) = 8
C14	6- (-3 + 3) = 6
C21	7 - (0+6) = 1
C32	5 -(-4 + 5) = 4
C33	4 - (-4 + 2) = 6
C34	5 -(-4 + 3) =6

Since all the values of unoccupied cells are positive, hence result so obtained is optimal.

2 (15)

5(25)

5

40

Total number of allocations = 6

Nagpur

Raipur

Demand

Aurangabad

2\*15 + 5\*25 + 2\*20 + 3\*15 + 2\*25 = Rs 395 ('00').

#### **CONCLUSION:**

Transportation model is used to optimize the transportation cost linked with supply of goods from source to destination. Transportation cost is an integral factor which can enhance or reduce the profit of any organization. The primary data collected by researcher is used to find the initial feasible solution using North West Corner Method and Vogel's Approximation Method and for optimal solution Modified Distribution Method (MODI) is used. The researcher has found that VAM method provides a nearest solution to optimal solution. The researcher had advised the supplier that if the above mentioned outcomes are implemented the transportation cost can be reduced considerably thus improving the total profit obtained monthly. The total transportation cost is decreased from Rs 53, 500 to Rs 39,500 which signifies that total transportation gets reduced by Rs 14,000.

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#### DIGITAL TRANSFORMATION AND IT'S IMPLICATIONS ON ORGANIZATIONAL BEHAVIOUR: AN ANALYSIS OF THE BANKING SECTOR IN GOA

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#### ABSTRACT

Technology has transmuted every avenue and sector of the world today. It has digitalized the world in a way no one could ever imagine. Digital transformation embraces digital technology within all avenues of a particular sector or business, and radically reshapes the organization in the expectation of reaping benefits of digital transformation. Since digitalization is taking the world by storm, emphasis has been made to learn the main factors due to digital transformation that marks the organizational behaviour, like technology, structure, internal environment and external environment. The objective of this paper study the impact and implications of digitalization on the Banking sector in Goa. For this study 100 respondents were chosen as the sample size. Primary data was collected based on convenience sampling. The sampled individuals comprised of employees from different public sector as well private sector banks. Regression model is used as a statistical tool to analyze the data through Gretl software. This paper reveals that majority of the employees feel that although digitalization has positively affected the banking industry, employees have to undergo continuous training to keep abreast with the technological advances. Some employees also face the terror of adapting to the new technology. The workload on the whole according to the respondents has not changed drastically.

Keywords: Digitalization, Transformation, Technology, Organizational Behaviour, Banking

#### **INTRODUCTION**

Digital transformation denotes to the incorporation of digital technology into all expanses of the salaried atmosphere of a business. It has undoubtedly changed the operation of all services and businesses throughout the globe. Digitalization has become a fundamental component without which every organization or business will definitely lag behind in this highly competitive world. Digitalization may have started off as a choice, however, it has now become a necessity in all spheres of a working environment. As digitalization is directly related to the total efficiency of a business, emphasis is made to educate the impact of digital revolution on organizational behaviour. This area surveys the behaviour of employees in a work atmosphere and determines its impact on performance, efficiency, motivation, management, etc. The service sector is the largest contributor to many country's GDP, and, the banking sector is one of the crucial components of this sector. The banking industry has seen great paces in digital transformation through integration of digital and modern technologies into its routine of daily operations. This has undeniably brought about increase in efficiency and transparency in the working conditions of the employees and delivery of various services to customers.

#### **REVIEW OF LITERATURE**

Digital transformation and resultant business model innovation have fundamentally altered consumers' expectations and behaviors, putting immense pressure on traditional firms, and disrupting numerous markets. (Verhoef et al 2021). They have followed a commonly used flow model and described the drivers, phases or levels, and imperatives of digital transformation. They started with a discussion on the external drivers of digital transformation, followed by analysis of literature from multiple disciplines to discuss the phases of digital transformation. They discussed the deliberate necessities that result from digital transformation, including digital resources, organizational structure, growth strategy, and metrics and goals.

According to Ortstad and Sonono (2017) digitalization process only positively affects customers that are digitally oriented. They have found out that digitalization process in their sample bank has split the customer base into two groups i.e. customers who primarily use the digital platforms, and customers who primarily visit the branch offices. The former group's satisfaction has increased along with the digitalization process, whereas the latter group has not had an increase in satisfaction. As a result of the increased usage of digital platforms, the sample bank's relationship with customers is becoming less personal and more automated.

Vijayalakshmi B and Jayalakshmi M (2021) have found that with the use of technology there had been an increase in penetration, productivity and efficiency. Digital banking in India is highly advanced. The authors have focused on the banking technology impact on financial performance of public and private banking sector. They concluded that technology is going to hold the keys to future of banking, hence banks should try to find out the trigger of change. They have also mentioned the need for an education drive both for the customers as well as the merchants so that proliferation of digital payments to increase operational profitability of the sector.

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#### **RESEARCH BACKGROUND**

#### Objectives

- 1) To study the factors affecting organizational behaviour.
- 2) To find out the impact of digitalization on bank employees.
- 3) To analyze the factors affecting the scope of digital banking.

**Sample:** An individual survey procedure was used vide convenience sampling. 100 respondents participated in the study. The sampled individuals comprised of employees from different public sector as well private sector banks.

**Methodology:** This paper uses primary data composed through convenience sampling. Regression model is used to analyze the data and Gretl software was used.

#### **Results and Discussion:**

Content	Numbers	Percentage
	Males	44%
Gender	Females	56%
	18-25 years	35%
	26-35 years	30%
Age	36-45 years	20%
	46 and above	15%
Educational Qualification	Graduation	45%
	Post-Graduation	55 %
	₹10,000 - ₹20,000	8%
Income	₹20,000 - ₹35,000	29%
	₹35,000 - ₹50,000	60%
	₹50,000 and above	3%
	Public	50 %
Type of Bank	Private	50 %
	SBI	25%
	BOI	10%
Names of the bank	Union Bank	35%
	Saraswat	12%
	HDFC	5%
	ICICI	3%
	Goa State Co-operative Bank	10%
Experience	0-1	20%
	2-5	25%
	6-10	22%
	11-15	28%
	16 and above	5%
	Junior officer	35%
Designation	Officer	60%
-	Manager	5%

Table	1.	Demographic	data
-------	----	-------------	------

#### Source: Primary Data

Most of the respondents are females. 30 percent of the respondents are in the age group of 26-35 years. Majority of the respondents are post graduates. 60 percent of the respondents earn a monthly income of  $\gtrless$  30,000 to  $\gtrless$  50,000. 50 percent each respondent is from Public and Private sector bank. Majority of the respondents are from Union Bank of India. 28 percent of respondents have 11-15 experience working in banks. Majority of them are officers.

#### OLS Model.

The Ordinary Least Square (OLS) technique is used to run the model.

#### Factors affecting the organizational behavior in banks

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 $Yp = \beta o + \beta 1X1 + \beta 2X2 + \mu$ Yp= Organizational behavior βo=constant X1= External Environment X2= Internal Environment X3= Structure X4= Technology  $\mu$ =error term βs are the corresponding vector of coefficients to be estimated  $Yp = \beta o + \beta 1X1 + \beta 2X2 + \mu$ Yp=1.194444 + (-0.20778) + (-1.19444) + 0.25+0.25 SE=0.582307 + 0.040244 + 0.773824 + 0.180181 + 0.189928 t(value) = 2.051227 + (-0.69023) + (-1.54356) + (1.387492) + 1.31629R-squared = 0.456746

Adjusted R-squared = 0.443327The 0.45 value of  $R^2$  indicates that the model is good showing significant effect of independent variables on dependent variable and show one-unit change in independent variables cause 45 percent change in dependent

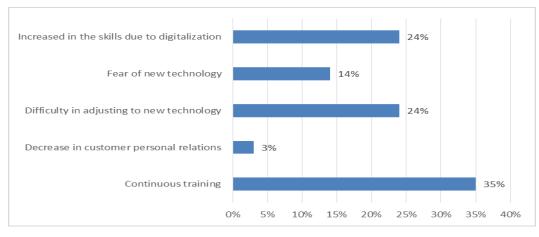
variable. It is evident that if there is one percent increase in external environment there will be two percent decrease in organizational behavior, also if there is one percent increase in internal environment than organizational behavior will be decreased by 1.19 percent, if there is one percent increase in structure of the banks, then there will be positive change by 25 percent in organizational behavior in banks and also the technology.

ANOVA						
Source of						
Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.02	9	0.002222	0.000924	1	1.929425
Within Groups	457	190	2.405263			
Total	457.02	199				

Table 2. The impact of digitalization on banks employee

The data reveals that there is no significance difference between age and the different factors which impact the digitalization on banks employee. As F calculated (0.0000924) is less than F critical (1.929425)

#### Fig. 1 Impact of digitalization on employees



Source: Primary Data

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In the study 35 percent of the respondents opined that they have to continuously undergo training, 24 percent each opined that skills have increased due to digitalization and also difficulty in adjusting the new technology, while 14 percent of the respondents fear new technology and a minority, that is, 3 percent of the respondents have opined that personal relations with the customers have reduced.

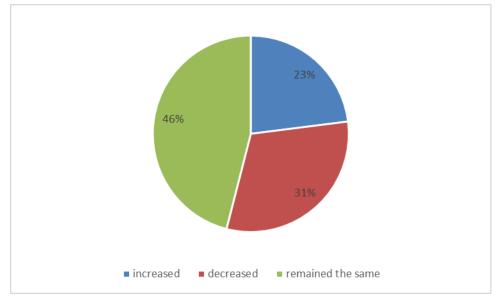


Fig. 2. Status of workload with digitalization

Source: Primary Data

From the above pie-chart it is evident that 23 percent of the responds opined that with the advent of digitalization the workload in banks increased, while 31 percent of the respondents opined that the workload had decreased while 46 percent respondents opined that digitalization in banks have led the work force to remain the same.

#### CONCLUSION:

The advent of digitalization has undeniable affected all segments of the economy. The study reveals that digitalization does have an impact on banks as well, however, employees feel that they have to continuously undergo training to keep abreast with technology. Some employees also face the terror of adapting to the new technology. The workload after even impact digitalization has not changed radically.

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JOB LOSS, RETRENCHMENT AND LAYOFF DURING COVID 19

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#### ABSTRACT

The COVID-19 happening has not solely infiltrated our lives with lexicons like 'social distancing', 'asymptomatic', 'quarantine', 'PPE', 'comorbidity', however additionally catapulted HR terms like – 'furlough', 'salary/pay cut', 'retrenchment', 'layoff' – into changing and becoming the new normal. This, despite the central and state governments' advisory that public and private enterprises should not remove any of its employees or cut their salaries.

What's weirder is the manner in which corporations are conveying the unhealthy news for example ridehailing app Uber unemployed 3,700 frontline employees over a 3-minute Zoom call; social commerce startup Meesho removed more than 150 executives just days after assuring them their jobs were not at risk in the pandemic. Days after Labor Day, the UP government suspended Thirty-five labor laws for 3 years to draw in investment and Now, 10 other Indian states have relaxed labor laws; decisions that some call 'reforms', but central trade unions continue to protest for their rights.

Apart from the joining date delayed indefinitely, quite many offer letters have been revoked in this pandemic. With on field recruitments, you are barred from applying to other organisations once you receive an offer letter, therefore those opportunities are lost. So, while the student looks for alternate employment during this pandemic, 1-3 months' salary can be paid as a reward depending on how deep your pockets are. "Remember, they are your tomorrow's complete brand ambassadors." There are rising financial deficits, unemployment, and interest rates. Besides this, the Novel Coronavirus has sent tremors down Indian trade markets.

Keywords: Job Loss, Retrenchment, Layoff, Covid-19, Employment

#### INTRODUCTION

During this Global Pandemic solely those industries will survive that are able to rework themselves into an organised and tech-enabled business, and intra-city logistics is one such space.

The impact of coronavirus pandemic on India has been largely disruptive in terms of economic activity as well as a loss of human lives on a larger aspect. Almost all the sectors of the Indian economy have been adversely affected as domestic demand and exports sharply plummeted with some notable exceptions where as high growth was ascertained. An attempt is made to analyse the impact and possible solutions for a few key sectors of the economy.

In view of the dimensions of disruption caused by the pandemic, it is evident that the current downturn is completely different from recessions. The sudden shrinkage in demand & increased unemployment is going to alter the business landscape for an extended time. Adopting new principles like shift towards localization, money conservation, provide supply chain resilience, innovation etc will help businesses in treading a brand-new path in this uncertain environment.

#### JOB LOSSES AND WAGE CUTS DUE TO CORONAVIRUS CRISIS: IS IT LEGAL?

As workers from various organizations find out the legal options available to them, Industry legal experts in the know of the matter said that legal implications of each of the actions such as layoffs, job loss, or retrenchment, can vary from institution to institution and as per applicable state-specific laws and rules.

Layoff is outlined under The Industrial Disputes Act, 1947 as failure, refusal or inability of an employer on account of shortage of raw materials or the buildup of stocks or the breakdown of machinery or natural calamity or for any other connected reason to allow employment to a workman. With the current scenario, the Covid crisis can certainly be classified as an unparalleled natural calamity.

During layoff, the workman continues to be within the employment however at reduced pay. If the layoff continues for a period of Forty-five days or more, the employer can proceed for retrenchment of the employees. Compensation paid for layoff is adjustable with the compensation payable for retrenchment. The processes for layoff shall differ from institution to institution looking on the number of workmen employed and nature of the activity undertaken.

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As far as the pay cuts are involved, there is no specific legislation until the date which deals with the reduction of pay of the employees. As being reported, many industries enterprise are undertaking reduction of pay and standardized pay cuts have been enforced across the board in the light of the recent situation arising due to the Coronavirus crisis.

#### **OBJECTIVES OF THE STUDY**

- 1. To Check regarding the Impact of Covid-19 on Employment sector of Republic of India.
- 2. To Grasp and understand as to which sector was worst hit by Covid-19.
- 3. To Analyse the Job loss, Retrenchment and Layoff pattern amidst Covid-19.
- 4. To Find out the Employees perspective regarding Job loss.

#### **RESEARCH METHODOLOGY**

#### Data collection:

- Secondary data- The secondary data is collected through the web and the websites have been mentioned in the reference.
- > Primary data- The primary data is collected through a structured Questionnaire form.

#### Sample design:

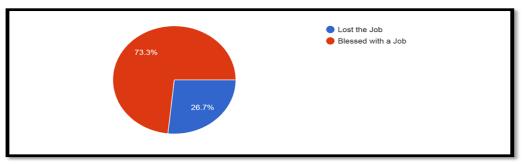
- > Population Population for the analysis was general public.
- Sample Sample for the analysis included Employed people.
- Sample size- A sample size of Sixty has been undertaken.

#### Sampling method:

- > The sampling technique for the Analysis was non-probability technique.
- The data was collected online via GOOGLE.DOCS- the form was uploaded and within time frame of Ten Days all the responses were collected and therefore data was interpreted and conclusions drawn.

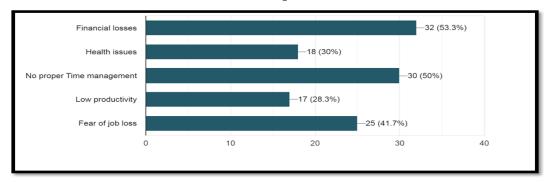
#### DATA ANALYSIS AND INTERPRETATION

#### 1. The number of respondents lost their job during the Pandemic



**ANALYSIS-** Almost 26.7% of the total respondents lost their job during pandemic while 73.3% were still blessed to continue with their jobs.

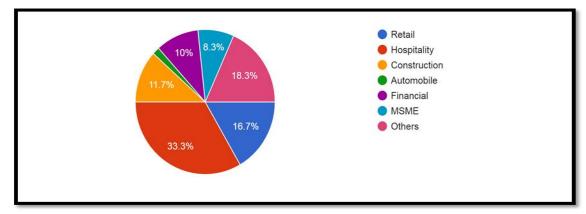
#### 2. The adverse effect of the Pandemic on the work profile and the work routine.



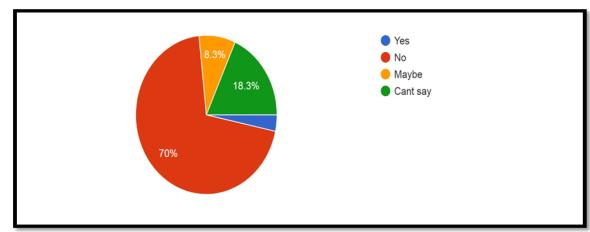
**ANALYSIS-** The worst hit that this virus could do was on the finances of the respondents (53.3%), while 50% of the respondents also had hard time in managing work and home. It also affected on Health, low productivity and Fear of job loss among the respondents.

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3. The sector worst hit by Covid in India with regards to people losing their jobs.

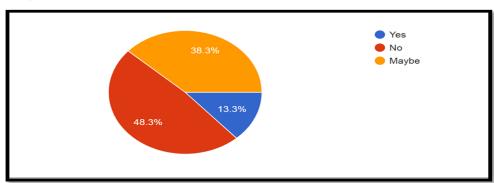


**ANALYSIS-** Almost 33.3% of the respondents were of the view that Hospitality sector was the worst and many people lost their jobs there. The retail sector has also suffered a lot (16.7%), Construction work has almost stopped, automobile sector is stagnant and 18.3% believed that there are more sectors that have been hit by the Pandemic and people have lost their jobs.



#### 4. Is this the right time for the Employers to Retrench or Terminate their employees?

**ANALYSIS-** Almost 70% of the respondents were of the view that this was not the right time for the employers to retrench or terminate their employees. While 18.3% of the respondents were confused with regards to their own views.



#### 5. Are the companies following the Government Guidelines to refrain from layoffs, salary cuts etc.

**ANALYSIS-** Out of the total respondents 48.3% were of the view that No company is following the Government guidelines, while 38.3% of them were not sure and the other 13.3% were straight away clear that the companies are not following any guidelines and still doing layoffs and salary cuts of employees.

#### LIMITATION OF THE STUDY

Due to time and cost constraint study was conducted online because of which it was little bit difficult to understand the outcome of the analysis.

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- Respondent gave biased answer due to some lack of information about certain terms.
- ➢ Findings of the study are based on the assumption that the respondents have given correct information which proves to be a limitation.
- The people and kind of respondents was very much restricted and hence the research could not reach many people at large.
- ➤ As the form was filled online and it was all on digital mode because of which the doubts of the respondents could not be cleared.
- > The study is subject to the limitation of area as well.
- The study is predicated both on secondary & primary knowledge, still keen Observations and interactions is lacking.

#### CONCLUSION

The Government of Republic of India had issued an order on 29<sup>th</sup> March 2020 directing all employers to pay full salary to employees and workers whether on permanent or contractual basis and prohibiting termination for the duration of the pandemic-driven national lockdown. Non-compliance of the above rule potentially carries legal action under the Disaster Management Act, 2005. Owing to the data collected and the analysis done it is clear that this pandemic has made a lot of workers suffer from different issues such as financial, emotional etc. And over all a lot of sector of the Indian economy had to go through lows and employees suffered Job loss, Retrenchments and Layoffs at large.

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#### A DESCRIPTIVE STUDY ON "WORK FROM HOME OPPORTUNITY" A BLESSING FOR EMPOWERING AND ENHANCEMENT OF WOMEN CAREER

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#### ABSTRACT

This study gives a broader idea about the current obstacles of working non-working women. It provides key obstacles in the career of working women and reasons why many educated women chose to be homemakers. Every woman desire to grow in their career but due to many reasons they have to either compromise their career or experience the slow growth. We have identified few key reasons responsible for it and tried to find out that the impact of new changes in current working culture on women employment.

This pandemic has shown us the flipside of running business with new concept called "work From Home". Many organizations are adopting this culture. This study focuses on how this cultural change could act as a boon for women. How it has widened the scope of employment opportunities for women. How this shift will help them to remove various obstacles stopping their career growth and maintaining their personal and professional life balance. Also, how it could generate new opportunities for unemployed women.

Keywords: Work from Home, women development, career enhancement, work life balance

#### 1. INTRODUCTION:

World is fighting with Covid-19 and this pandemic situation changes the life and work place of many people, but it gives a positive hope to many women who are willing to work but due to several reasons cannot step out of home. By altering the attitude towards workplace this virus spread may forever open a gateway to work from home, it's a very good opportunity to women who are willing to work can work from home, this gives them flexible work options and this will be a big milestone in women empowerment and enhancement of their career.

With this emerging trend many women can maintain fulltime jobs and avoid losing important years in their career while serving caregiving years to their loved once. This survey is conducted on the basis of some evidence to led better and independent future of women, by working remotely or from home and allows women to maintain their work hours and to stay relatively stress-free yet well playing occupation through times of high family demand.

#### 2. LITERATURE REVIEW

**Empowerment of Women and Human Development**: Women are called empowered when they have control over their lives, not only this but it also influences them for leading a fulfilling family and their own life. By working and participating in communal activities empowered women can contribute human development. In addition to this when a woman has more control over resources, better education and good health not only develop her but entire family will get benefit.

For empowerment of women economic independence is one of the important factors which enhance human development. While comparing with the men, women can utilize the resource more efficiently and effectively when they have control over it. In addition to this when women have control over their own income, confidence and self-esteem increases and participation level in decision making will increase at household and community level

A study by Jennifer Caputo of the Max Planck Institute for Demographic Research shows that the healthy and positive effects of work experience help women for their whole lives. She studied in detailed more than 5,000 samples of diverse women from the National Longitudinal Survey of Mature Women to determine the relationship between employment history and physical and mental stability of women. And the results shows that the Women who had been employed for a prolonged period of time regardless of income, general satisfaction with work experience, or other potentially confounding variables they lived longer with healthy mind.

#### Problems Faced by working women

There are several studies and statistics representing the percentage of women in the workforce, their qualifications and their salaries, but this data is not capable to show whole picture: It doesn't capture how women feel, how they fare in the workplace day-to-day and the challenges they face. And that is why the Thomson Reuters Foundation, with support from the Rockefeller Foundation, embarked on a global task, asking

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more than 9,500 women at work in the companies for the issues that affect them most at work. The findings are compelling. According to the study, the major issues that concern women the most are:

- Work-life balance
- Harassment
- Career opportunities
- Children and career
- Travelling

#### Flexible work opportunity

The Covid 19 virus hits the worldwide with job losses, raise in unemployment and closures of childcare centres which affect women work life balance, but this pandemic situation shows us a surprising bright spot that is work from home opportunity. India's more than \$200 billion technology services industry, and IT companies where going to set up new norms to provide female workers with a broad swath of flexible work arrangements and fresh employment opportunities in the upcoming years.

Companies like Wipro, TCS, WNS, Tesco Plc and Avon Products Inc., are visualizing a hybrid office and home model, satellite offices in small cities or blend of full-time employees and gig workers. "We'll see work going to people rather than people going to work," said Keshav Murugesh, group chief executive officer of WNS which employs 43,000 workers globally, nearly 30,000 of them in India. "With flexible working hours or on selected work days, more than 100 million Indian women with secondary degree.

While India is sprouting, cultural norms need to have an advancement further, said Debjani Ghosh, who is president of Nasscom. However, added flexibility in work place could certainly improve women's participation in the workforce. But it could also increase pressure to simultaneously deliver on the home front.

#### 3. RESEARCH METHODOLOGY:

#### 3.1 Research Objectives:

- a) To understand current situation of women in terms of their and education and working status and work life balance
- b) To understand various factors affecting women's growth in terms of career
- c) To understand how work from Home act as a boon for women who are willing to work and how it contributes to their career development.

#### 3.2 Research Design

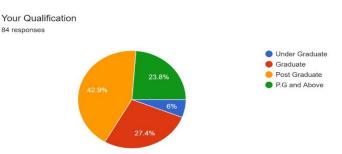
Design of the research is quantitative research. The research design will be conclusive this survey is descriptive type and its cross sectional in design. Which unable us to analysis and measure the incidence of various views and opinion in overall research. Targeted population is working women and well educated but non-working women.

The research data is collected through well-structured questionnaire

#### 3.3 Data sources

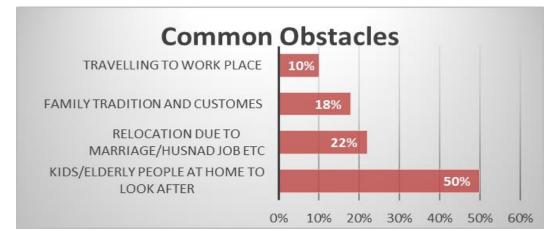
Data collection is done by primary method and by circulating google form

#### 4. DATA ANALYSIS & RESULT

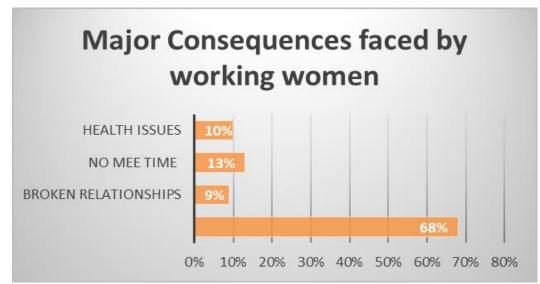


In the survey there are 84 respondent and among which more than 65% are highly qualified it has been observed that most of the respondents are well educated.

As the question was about work status it is clear that most of them that is around 65% are working women and around 15% are willing to work. There might me some reason because of which they are educated still cannot work, the next question is design to know the reason which most of the women face while working.

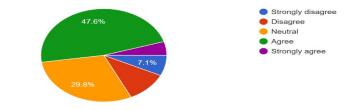


Above study is specifies that there are several reasons due to which women find difficult to work in office, the analysis shows that about 50% of women think that responsibilities of kids and parents or in laws are the reasons to quit their career and around 22% of women are not able to continue their job because of relocation. Still in modern India there are around 18% highly educated women are not working because of family tradition and customs. And in metro cities like Delhi, Mumbai travelling is a major issue and hence that's the common problem of around 10% of women while working.

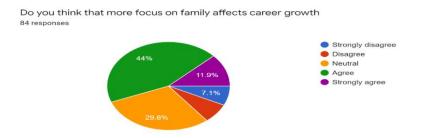


Work load and travelling and managing household task puts a lot of stress on women health, in survey one above question was structured to know what are the major consequences faced by the working women and how it affect their work life balance and ultimately their physical and mental health according to responders majority of women that is 68% face problems like stress and Anxiety which adversely affect their work life balance, below that 13% of women think after office hours and household chores they have no time for them selves on the other hand around 10% of women windup with broken relationships and depression.

Do you think that more focus on career affects family life of women 84 responses

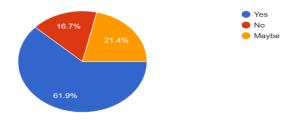


The question is basically design to know whether the educated women who are working are satisfied with their work life balance or not. And its is clearly found that maximum number of women find it difficult to manage both. Around 47% of women agree on the statement that more focus on career affect family life. And only 7% of women are in favour that it wont affect family life.

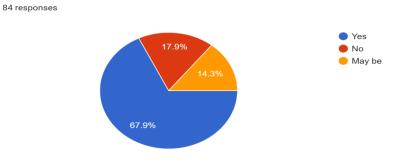


The next question is again with the same intension to know about the women can face or can find it difficult to focus on career while taking care of family. and again more than 50% of women are in favour that too much attention to family affects career growth and 30% are not much sure about this. Very less percentage of women thinks that both that is family and carrier can be maintain simultaneously. A solution to this problem is asked in next question.

If given a permanent work from home opportunity will it help you to balance family and work <sup>84</sup> responses



This pandemic situation brings us the new norms for work and changes the workplace and now from last oneyear employees from many companies are working from home. Same question asked to working women whether the permanent work from home opportunity is given to them than will it help them to maintain work life balance? And it shows surprising result that "yes" more than 61% of women find it helpful to work from their home and manages both responsibilities work and home will be easy to them.

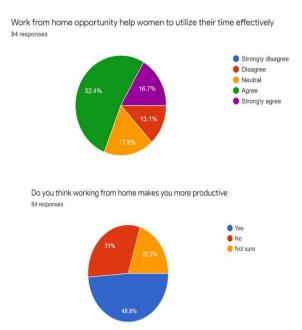


Does work from home option helps you to focus on your health

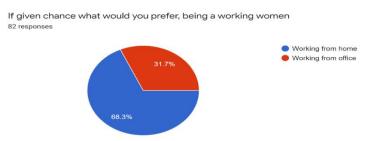
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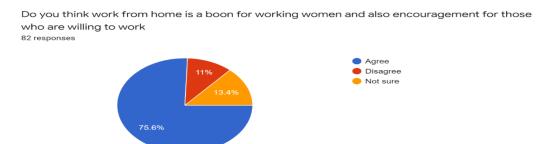
By saving the time of travelling women can also focus on their health and utilize their time effectively to understand this the question was framed like Does work from home opportunity will be contributing for healthy life and again "Yes" more than 67% of women thinks that they can focus more on their health by working from their homes. Apart from this by looking the responses of next question it is also clear that most of the women thinks that they can utilize their time more efficiently if they save time and effort of travelling to office. However, they do some productive work or work on their hobby in case of working from home.



If taking about the productivity many women that is 31% are think that it is not more effective to them to work from home and 20% of women are not sure about their productivity while working from home, the reason might because they think about the environment and disturbance of kids at home. But 48% of women still agree with the statement that productivity of work is good while working from their place of comfort.



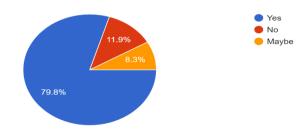
Next the conclusive question was whether women prefer work from home or work form office and the surprising result is obtain around 7 from 10 women are comfortable with work from home and i.e 68% of women think if they get a chance to choose their work place, they prefer work from 75% of responded are of opinion that work from home is a boon for the women who are not working due to some family reason or who wishes to work.



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This survey is conducted women empowerment and their career enhancement in terms of work place. The last question is framed to get their opinion that after this pandemic situation as well this trend of work from home will be continue and apart from this weather the government should promote this new working norms in health of women development and around 80% of women think that government should take initiative to promote work from home.

Do you think government should promote work from home for women development 84 responses



#### **CONCLUSION:**

Based on the responses received, it is found that, Majority of women think that, this leading change in work culture allows them to be more productive, helps them utilize their time amicably, allow them to focus on their family and health. Also, helps to create new work opportunities for non-working women with potential.

Data speaks that, majority of women does not get to work due to various reasons like family, travel times and location issues, personal health or traditions. However, work from home opportunity opens a new door for them, so that they can rethink about their employment option. Samples suggest that, government must promote this concept in order to create equal opportunities for women as it surely empowers women and help them develop their career keeping their family and personal time intact. However, this new trend might possible not allow them to get out from work mode but working from their home definitely it's a positive ray of hope for their bright future work.

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#### JOB LOSS, RETRENCHMENTS, AND LAY OFF CHALLENGES POST COVID-19 IN INDIA AND OTHER DEVELOPING NATIONS AGAINST THE SITUATION IN THE DEVELOPED COUNTRIES

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#### ABSTRACT

The exploratory research assesses the impact of Covid 19 over job status and the rise in unemployment cases in India and other developed nations like the USA and Australia. The research applied an abductive framework to collect primary data from 25 individuals residing in different states of India. Secondary data is collected from news sources. Research suggested a gap in tackling unemployment challenges in India surfacing out of pandemic. However, the situation is not very positive in other developed economies of the world as well. Due to the type of dominant industry in other nations, remote working is more feasible than in India, further assessed in future studies to combat such incidents.

Keywords: Covid 19, unemployment, India, remote working, work from home

#### 1. INTRODUCTION

#### 1.0 Introduction

Covid 19 the word itself creates tension and fear in all spheres of life around the world. The pandemic outburst originated in the province of Wuhan, China, in late 2019 and sooner spread across to most nations. The novel virus has a greater transmission rate, thereby infecting 149,338,173 individuals and causing the death of 3,148,894 persons across the world till 28 April 2021 (Worldometers, 2021). With the surging situation, with no medical intervention available in 2020 to stop or cure the disease, the government across the world had to implement the harsh decision of lockdowns to safeguard the population's interest at large. However, this lockdown froze the economic cycle and jammed the operations of the commercial world, resulting in huge retrenchments, layoffs and terminations across the world (Lea, 2020). The research will focus on the Indian state of conditions in the employment market and highlight the trends of retrenchment, job loss and layoffs accelerating unemployment number post-Covid situation.

#### 1.1 Research Aim and Objectives

The primary aim of the research is to explore the Indian scenario to identify the incidents and patterns of job loss and retrenchments in the employment market and compare the scenario with the other developed nations.

The objectives of the study include:

- To study the impact of Covid 19 on the Indian job market.
- To identify the factors promoting unemployment in India.
- To compare the employment situation with the developed nations across the world owing to Covid 19 outburst.

#### 1.2 Research Rationale

Unemployment has been a burning topic for ages, and with the era of globalisation, and debate waged regarding the role of international institutions in accelerating unemployment of Indian youths. Further, in the backdrop of political turbulence, economic turmoil, the advent of the novel Coronavirus, the business world and employment scenario got devastated. The employment index depends on boosting commercial industries and expanding business (Zahra, 2021). For example, tourism has been a major source of income in India. It gave employment to people at various levels with a wide expanse of experience and swath of education, providing an opportunity for the uneducated locals as tourist guides, as accommodators in Airbnb or small-time hotels restaurants in the tourism spots. However, Karim et al. (2020) acknowledged that the tourism and hotel industry is worst affected due to the Covid 19 pandemic. With the large scale deaths in India crossing a whopping figure of 10 million, as reported by Rukmini (2021), the government was left to no resort but to enforce strict lockdown measures to disrupt the spread chain of the virus.

With the announcement of lockdowns, the transports got jammed and commercial, and manufacturing sectors froze. Slowly and gradually, the large firms started losing financial reserves and small, and medium scale companies commenced various retrenchment strategies. Some of the companies to avoid permanent close-downs offered voluntary leaves from the jobs and joined back as the situation became normal; on the other hand, most of the entities laid off the personnel to cut down the incidentals (Lemieux et al., 2020).

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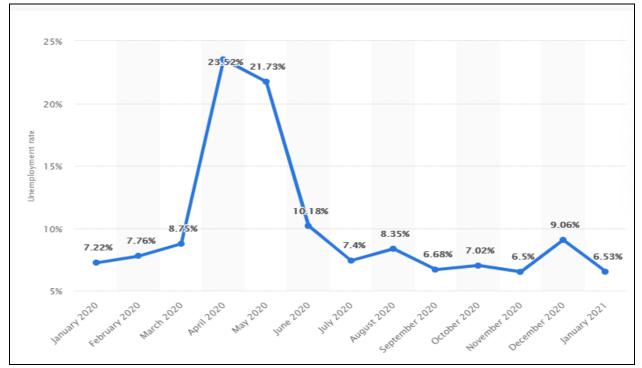


Figure 1: The unemployment rate in India owing to Covid 19

(Source: Statista Research Department, 2021)

The studies carried out by Statista Research Department (2021) corroborated that India witnessed a swell in the unemployment rate that is estimated to be more than 24 per cent in April 2020, which improved and got lowered to 6 per cent in January 2021. With the application of Trickle-down impact, the Indian households witnessed a fall of 46 per cent income. Consequently, terminating the house helps and other unorganised job sectors observed a rise in unemployment. Owing to the pathetic situation arising out of the unprecedented incident, the study intends to compare the situation with those of the developed nations.

#### 2. LITERATURE REVIEW

#### 2.1 Overview of Covid 19 Virus

A lot of research has been carried out since the outbreak of Covid 19. World Health Organization (2020) identified that the virus is transmitted rapidly to human beings from infected persons and non-living objects. The reports of WHO (2021) asserted that the novel virus infects and attacks the respiratory system of a human being; however, the majority of patients recovered without any special medical interventions. Nonetheless, the situation is grave for the co-morbid and older individuals with the weaker immune system. With the tragic milestone of 3 million people died due to the viral infection, the government bodies and administration faced the dual battle of containing the disease's spread and keeping the economic conditions rolling, which seemed to be staggering.

#### 2.2 Overview of the Indian Job market

India witnessed a turning point in economic history as it achieved independence. At that point in time, India was in a hopelessly poor situation financially, socially and in all other respects after 72 years of colonial rule. With the introduction of the "Industrial Policy Resolution, 1948", "Bombay Plan" that the top industrialist of the country has envisaged, the nation commenced the journey towards development (Livemint, 2019). Further, with the introduction of industrialisation, privatisation and globalisation, the job market started opening and expanding with foreign multinationals coming to the nations and establishing developed and advanced platforms for jobs.

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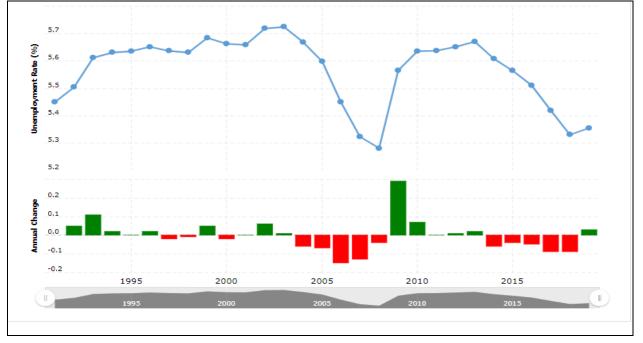


Figure 2: The unemployment rate in India

#### (Source: Macrotrends, 2021)

The investigations conducted by Macrotrends (2021) revealed the rise and fall of the employment and unemployment ratio since 1995. The country witnessed a slight decline or surge in unemployment number; however, in 2008, India witnessed a massive fall in employment, which has been recorded at 5.28 per cent. Das (2008) substantiated that the global financial crisis in 2008 resulted in a deceleration in the growth of the companies, which as a trickle-down effect led to job cuts and terminations. Nonetheless, the situation got better, and the country possesses one of the fastest-growing economies, due to which the nation is one of the participants of G-20 and BRIC nations (O'Neill, 2021).

#### 2.3 Factors affecting the Indian Job market and employability

There exists a considerable body of literature on unravelling and understanding the factors in the Indian context that has resulted in the unemployment situation. The primary reason, which has been attributed by Singh (2018), exposes that the Indian education system is traditional and outdated; consequentially, the youths face a wide skill gap and lack of employability expertise and henceforth, unemployment number increases. Substantiating the opinion, Asif (2013) stated that owing to poor financial conditions and lack of knowledge about the updated and modern lines of employment, the rural population remains in darkness and unable to acquire a suitable job. Besides, India being an agricultural country, faces the issue of seasonal unemployment. The biggest problem identified by Nepram, Singh & Jaman (2021) is the huge gap in population size and available jobs. With the expanding population, and shrinking job market, the gap is continuously widening.

#### 3. RESEARCH METHODOLOGY

As per the classification and discussion of Howell (2012), the study's methodology used a positivism philosophy that offered the researcher to use a quantitative approach to understand the societal aspects of the research objectives. A quantitative approach will support probing the impact of a pandemic on the unemployment issue in India and how that has been better or badly tackled by the other nations reinforcing the secondary data with primary information. Since the study focuses on understanding and establishing Covid 19 on the unemployment challenge in India, rather than deducing any hypothesis, abductive reasoning is applied (Dubois & Gadde, 2002). An exploratory design is applied to understand the effect of a pandemic on the job situation in India.

Data sources included in the study includes primary and secondary resources. As for primary resources, a sample of 25 candidates are selected from various parts of India, 10 from West Bengal, 3 from Andhra Pradesh, 5 from Bihar and 2 from Delhi. The respondents were either employed or students. The sampling techniques used for the study is convenience sampling for the simplification of the investigator as in the situation of the second wave of Covid 19 rising in India, face-to-face interview or random sampling was not feasible. The respondents were contacted previously, informed about the agenda of the study, and a structured and closed questionnaire was mailed. The responses gathered has been analysed using R software.

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For accruing secondary data, the articles have been searched over Google scholar, Cross-ref and semantic scholar, using key terms such as Covid 19, pandemic, and unemployment. Furthermore, credible newspaper sources have been consulted to get information and insight of various countries and India, such as TOI and Business Standards. The publication date of the journal articles or of newspaper sources has been limited to 2019, 2020 and 2021.

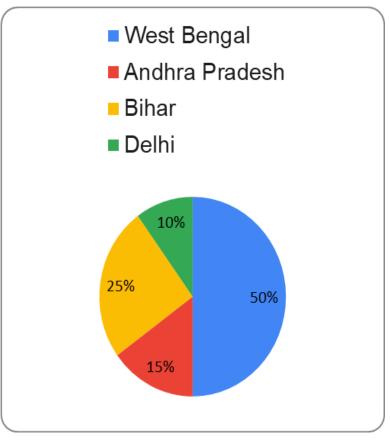
The investigation ensured that no personal influence is used for directing the answers of the participants. Additionally, the measures to safeguard the confidentiality of the participants have been taken appropriately.

#### 4. FINDINGS AND ANALYSIS

#### 4.1 Primary data results using R software

The information gathered through an online survey contacting the participants over Email has been analysed using R software.

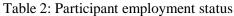
Place of living	
West Bengal	10
Andhra Pradesh	3
Bihar	5
Delhi	2
Table 1: A resident place of living	



#### Illustration 1: A resident place of living

Illustration 1 reveals the areas where the respondents reside and are working. Out of the total 25, 50 per cent of the candidates belonging to West Bengal, followed by Bihar, Andhra Pradesh and Delhi. The data will help understand the level of job lay off or retrenchment from these states of India.

<b>Employed before Covid 19</b>	
Yes	17
No	3



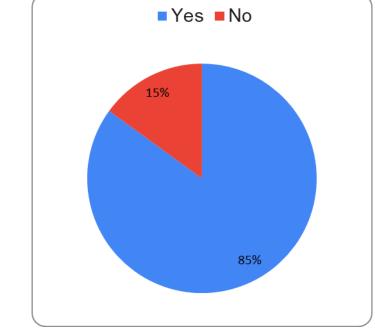


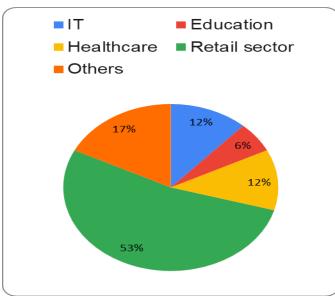
Illustration 2: Participant employment status

Expected: Everyone was employed before Covid	
Exact binomial test	
p < 0.001	
Though a significant majority was employed, not everyone was	

The table highlights that 17 were employed before Covid 19 situation; thereby, for the further assessment, the focus will be on these 17 individuals.

Employment industry	
IT	2
Education	1
Healthcare	2
Retail sector	9
Others	3

Table 3: Type of industry where the respondent works



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Expected: Number is comparable in all industries	
Exact multinomial test	
p = 0.043	
Number in all sectors is not comparable, Retail sector being the highest.	

The industry classification is done, where the majority of respondents are employed in the retail sector. It will help understand whether the digital and novel work methods from the home facility are suitable for the industry.

Salary deduction during Covid 19	
Complete	5
Partial	12
None	0

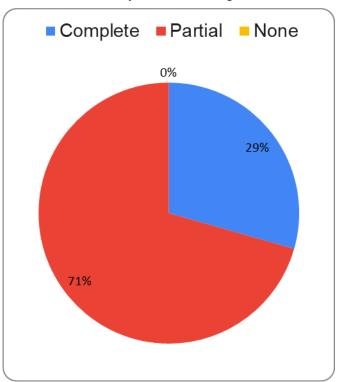


Table 4: Salary deducted during Covid 19

Illustration 4: Salary deducted during Covid 19

Expected: Salary will only be partially deducted during Covid.
Exact binomial test
p < 0.001
 A significant number of people got their entire salary cut.

The data stresses that the majority of Indian employees faced a salary cut, which could have been better handled by partial deduction or applying other means to support the families and employees during the time of crisis.

Job lost during Covid 19	
Yes	13
No	4

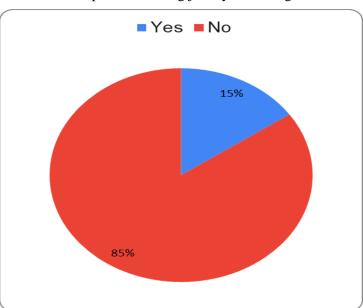
Table 5: Job lost during Covid 19

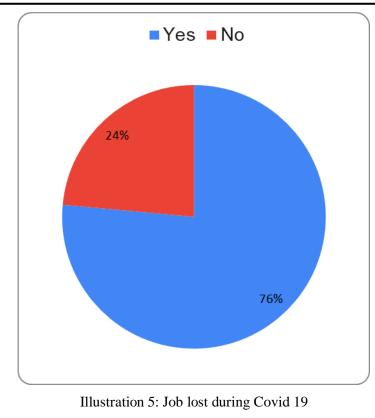
# Expected: No one will lose a jobExact binomial testp < 0.001A significant majority lost job.

A large majority, 76%, of the participants lost jobs at the time of the world crisis against the moral codes when the commercial world should have been with the employees.

Compensation for termination	
Yes	2
No	11

Table 6: Compensated during job lay off during Covid 19





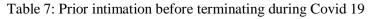
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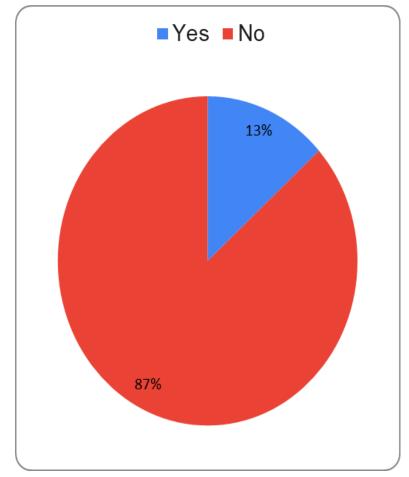


Illustration 6: Compensated during job lay off during Covid 19 Expected: Everyone will be compensated

Expected. Everyone will be compensated
Exact binomial test
p < 0.001
A significant majority was not compensated

Prior intimation	
Yes	2
No	11



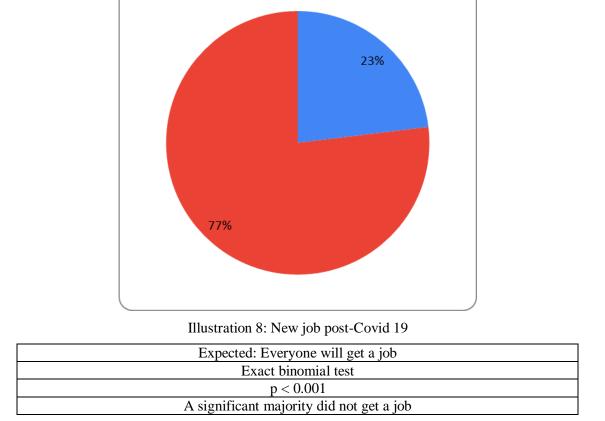


Expected: Everyone will be intimated a priori
Exact binomial test
p < 0.001
A significant majority was not intimated a priori

Question 6 and 7 intended to know whether the employees and personnel are previously intimated about the devastating situation of the company and decision was made taking the views and providing any reliefs for sudden retrenchment or terminations done. However, to the horror of Indian society, a significant number of people are laid off without any help or assistance, leave aside the prior notice.

New job	
Yes	3
No	10
Table 8: New job post-Covid	19

J υĻ



Yes No

Though expected that the jobs lost during Covid 19 will be resumed; however, to the dismay, only 23 per cent of people could get new or old jobs back post-Covid 19 situations; the rest are still unemployed.

### 4.2 Secondary findings

The reports of Times of India (2021) highlighted that a small and insignificant portion of the Indian job market could exploit the benefits of technological advancements in work life. Lockdowns and pandemic introduced a culture more inclined towards work from home and remote working opportunities. The big players like TCS and Infosys have announced to continue the hybrid or remote working opportunities even after the pandemic. Nonetheless, the vast majority of work and occupational type in India belongs to the segment which does not function remotely, especially the retail, healthcare and agricultural segments. A large chunk of 464 million Indians is employed in such a segment, making it difficult to implement work from home schemes and resulting in job loss during the pandemic. In another study, Beniwal (2021) remarked that India is yet not braced for the uncalled situation in terms of economy and jobs in the second wave of the pandemic. By the end of April 2021, the unemployment rate soared to 8.6% from 6.7% at the beginning of the month.

Probing the situation in the developed nations, though unemployment, job loss, and retrenchment incidents are high during the times of the pandemic, it is noted down that the developed economy retrieved the position well. To substantiate, two major economies of the world considered in the study are Australia and the USA. According to Jericho (2020), Australia demonstrated remarkable recovery in jobs, though in part-time rather than full-time working opportunities. The figure below shows that full-time employment in Australia sharply fell and yet rise post-pandemic situation.

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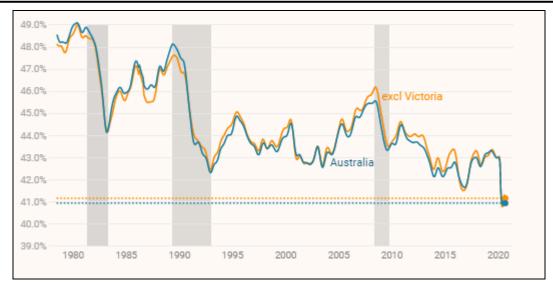


Figure 3: Full time employed percentage in Australia

### (Source: Jericho, 2020)

Based on the reports of Thornton (2020), the unemployment rate accelerated in the USA during the outburst of Covid 19; however, the return of employees to the job is slower. By the end of November 2020, fewer than 9.8 million individuals are at paid jobs. The travel and tourism sector witnessed a 3.4 million loss in employment that affected all the hierarchies from hotel worker, waiters to theme parks. The author added that the USA demonstrated positive growth in the employment scene with 245,000 jobs during the later course of November 2020. However, the reports also revealed that the USA is highly inclined towards telework that saved a huge proportion of jobs. It is compatible with the social distancing protocol during a pandemic. The areas with automation, remote working capability have shown a steep rise in number, improving the employment scenario in the USA.

# 5. DISCUSSION

Evaluating the primary and secondary data shows that the job market and unemployment rate in the Indian scenario are touching the peaks. Though it can be deduced that the situation improved gradually post-independence due to the introduction of privatisation, globalisation; however, the employment market is never stable in the Indian context. Additionally, any fluctuations over the global scenario as evident in 2008, as an impact of the trickle-down approach, India's employment opportunities and jobs go for a toss (Das, 2008).

Focusing on the advent of the Covid 19 pandemic, it explicitly clear that even the paid jobs and structured companies across the nation did not apply any ethical measures or standards to cope and support the workforce. The majority of the employees faced the shocking situation with a termination letter on hand, without any prior notice, discussion or any remedial intervention. However, the organisations like TCS and Infosys stood and supported the employees, offering remote working facilities and continuing the same even after the pandemic is over. It is an aspect; it is important to note that that multinational like TCS or Infosys are operating in the information technology sector, where major operations are done over virtual medium, consequently applying remote working facility is feasible. Nevertheless, the sectors where the physical presence of the employees is a must, such as agriculture or retail, remote or work from home options are not the solution, and henceforth such a large proportion is seen to be unemployed. Comparing the same with the developed countries, none of the countries could fully recover from the setback; nevertheless, the situation is better handled due to greater economic support and the type of industry dominant in the nation.

# 6. CONCLUSION

Along with explaining the impact of Covid 19 on the Indian job sector, the study compared and reflected upon the other developed nations, Australia and the USA. Reviewing the present literature shows that unemployment has been a debatable issue in India since Independence. The pandemic outbreak aggravated the situation, which is fuelled by several other factors. The study used quantitative techniques to analyse the primary data collected from 25 respondents. It depicted that many organisations have terminated the employees and deducted salaries of the person without any discussion or notice to the workforce.

Additionally, the situation did not improve even after the lockdowns eased and industries opened. The IT ventures and certain other entities who can apply the benefits of remote working survived the crisis; however,

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India being dependent on non-IT jobs, faced a severe crisis in terms of unemployment compared to the other nations, which are more inclined on technological and teleworking employments. Future research can explore the strategies to implement hybrid work schedules that will help in recovering from the current scenario and boost the employment prospects.

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# ENHANCING RETIREMENT BENEFITS USING DIGITAL TOOLS

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### ABSTRACT

Retirement is an inevitable stage in every person's life. While this event is certain, very few seem to be prepared for this stage of life. Today the life expectancy of individuals is increasing and hence an individual needs to be adequately prepared for this stage of life. During the working years an individual is expected to earn and save for his retirement period. Most of the employees have depended on pensions for their post-retirement needs. Earlier most of the organizations offered Defined Benefit plan to its employees to accumulate corpus for his/her retirement. However with the increasing burden on organizations and government, these plans have now shifted to Defined Contribution plans. To enhance one's retirement benefits it is necessary to utilize the technology available.

Keywords: Retirement Planning, Defined Contribution, Digital Tools

### **INTRODUCTION:**

The majority of the employed population depends on the savings accumulated in their earning years to take care of their post-retirement needs. The average age of retirement is 58 years in India. During the working years it is extremely important that employees save for their post retirement needs. Employees depend upon the benefits provided by their employers for their retirement savings such as Provident Fund. However not all employees understand the way these plans work. Earlier these plans were in the form of Defined Benefits, i.e. where the benefits were known in advance. However with the growing financial burden on the Government these plans have shifted to Defined Contribution Plans. This puts the onus of accumulating retirement corpus on the employees themselves. Retirement planning is a part of financial planning that requires due care and understanding.

Today digitalization has impacted every sector. The financial services sector is also making use of digital services and technology to provide better outcomes to the consumers. Various digital tools such as websites and applications are provided by the Financial Services industry to track and monitor the performance of the investments. Employees can also track the Defined Contribution plans for better planning and investing.

### **OBJECTIVE OF THE STUDY:**

- 1) To understand the concept of Defined Contribution Plans
- 2) To understand the use of digital technology and tools to enhance retirement benefits

### **REVIEW OF LITERATURE:**

Broadbent, Palumbo, Woodman (2006) have studied the reasons and implications of shift from Defined Benefits to Defined Contributions in their paper. They also studied the trends in retirement savings across many countries. The main reason for this shift is due changes in industrial structure and the labour force composition. According to their study Defined Contribution plans provide more flexibility for retirement savings.

Krishnan, Cumbie (2016) have studied the returns and savings among Defined Benefits and Defined Contribution plans. They also studied the options available under both structures. They suggested that employees should be offered both plans of which they can select which is best suited for them depending upon their working years and risk appetite.

Lurtz, Tharp, Mielitz, Kitces, Ammerman (2019) in their paper studied the use of technology in the financial planning process. They concluded that use of technology made it easier for financial planners and clients to enhance their financial planning. It also provided access to latest information for better decision making and better client engagement.

### **RESEARCH METHODOLOGY:**

Data is collected from secondary sources such as journals, articles and websites.

### **Defined Contribution Plan:**

Unlike the Defined Benefit Plan, the amount of pension to be received is not known in advance. The amount of pension to be received depends on the contribution and the performance of the investment in which the funds are invested. The employer and employee contribute a fixed amount over a period in time. This amount is invested in various funds over the investing years. The amount can be invested in debt or equity funds. The risk

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factor will depend on the investment. The investor will have to decide about the asset allocation keeping in mind his risk appetite. Equity funds are considered risky and debt funds are safer. Also a combination of both funds is possible. Hence the choice of funds is entirely decided by the investor. An example of the defined contribution plan is the national pension Scheme (NPS) which was launched by the Government of India in 2004. Initially it was only for Government employees, however since 2009 it was open to all employees.

### Advantages:

- 1) One can choose any investment plan as per their risk appetite.
- 2) Less cost for the employer.
- 3) It is portable across different jobs or employers.

### **Disadvantages:**

- 1) Risk is to be borne by the employee.
- 2) Employees may lack the knowledge to take suitable decisions.
- 3) The amount to be received is not known.

### Using Digital Technology to enhance Retirement benefits:

- 1) Due to use of technology, employees can get up to date information about their savings and contributions towards retirement.
- 2) Employees can take an active interest in their savings allocation using the various digital tools such as websites and applications.
- 3) Employees can get a wide variety of information for planning and savings through the internet.
- 4) It is easy to compare data across various investments with the help of digital tools.
- 5) All payments and investments can be tracked with the help of applications.
- 6) Digital platforms are accessible at all times and can be used at the convenience of employees.
- 7) Digital platforms provide transparency of information.
- 8) Digital tools provide reports and analysis for better planning.
- 9) Employees can receive un-biased and fair advice generated through digital tools.
- 10) Companies can also collect useful data through the digital interface.

### **CONCLUSION:**

Today most of the retirement plans are through Defined Contribution only. Hence it is necessary that people become aware of the various financial products available for them. If employees do not take active participation in their retirement plans they may not have enough wealth to fund their retirement. One must be adequately prepared for retirement and the sooner one starts is better. It will help them to accumulate a greater corpus for their retirement, which is required to lead a comfortable post-retirement life. Likewise, employees need to be made aware of the investment options and risks associated with it so that they can make better decisions. It is necessary that they take advantage of the various digital tools available to track their investments. The service providers and employees can provide training sessions to help employees understand and use these tools for their benefits. This can help in better retirement preparedness among employees.

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### A STUDY ON THE SIGNIFICANT ROLE OF HR IN CONTENT MARKETING

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#### **ABSTRACT:**

In today's era Content marketing has become a buzzword or a foremost used technique in digital marketing communication and it channelizes the customer's perception, ideologies, and point of view to fabricate relationships by designing and sharing attractive content on social media platforms soo as to influence the customer in their purchasing decision patterns and to magnify their daily lives.

Content marketing is one of the branches of Marketing and rather than just advertising the product more adorningly, it also has to sustain strong relations with customers who use the products seldomly soo as to persuade them for frequent purchase and also with customers who use products frequently. When it comes to building relations the human resource management system is the one adopted by almost every organization for effective results.

For any brand to survive in today's competitive merchandise a precise emotional tie must be there between the company and its users. If the human resource who are most connected with the product's success, themselves do not believe in brands promise, how can a connection ever be made?

HR has a role in creating and shaping employee's engagement with the performance of the product.

The paper majorly focuses on the responsibilities and role of HR with the marketing department. Even though these two are different, HR cares for its marketing, product success, increase in market share, better profit generation. The paper reviews the interdependence of both sectors for the development of business in the long run.

Keywords : Content, Alliance, Customer, Consumer.

#### **INTRODUCTION:**

A major change has undergone in the marketing scenario today. Social media and e-commerce have given customers tremendous new power to research products, prices, reputations, and opinions—often before they even talk to the merchandiser. To face the increasing competition in the buyer-empowered market, the company, top-level management, and advertise maker, have to emphasize on customer's expectations and their desires.

While the marketing people work on communicating the brand to the customers with the aid of various content marketing tools like blogging, infographics, the valuable part is also played by HR in promoting and communicating the brand within employees. HR finds it out the best human resource which can be utilized to create and develop a brand image in the market which ultimately helps the company's marketing department to deliver the products to various segments.

Content marketing is a strategic marketing approach that focuses on creating and disseminating valuable, relevant, and consistent content to attract and retain a clearly -defined audience — and, ultimately, to drive profitable customer action.

### LITERATURE REVIEW:

Marketing is impossible without great content. Creating great and impactful content is difficult without knowing the strengths of employees and the expectations of customers.

Constant communication and exchange of ideas are required to know about the preference of both (employees & customers) if profit maximization is the prime motive.

Also to reach the peak not only the decorative content is needed which is pushed towards customers with the help of Google search engines which handles 3.5 million searches every day, and various social media networks but also it is crucial to know what drives the customer to make a purchase or to leave the website with discontent. As the role of studying and analyzing the customer is not easy as the perception of each differs and soo their opinions for content, a systematic base is to be created by human resource team for effective and result full communication. Communicating and influencing people is all about connecting with them in ways your advertisements or content is unable to do.

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Competition has also led them to rethink the ways to market their products and services. In a battlefield where marketers have to think beyond the traditional methods of marketing such as pay-per-click ad models or the old ways of randomly bombarding the customers with brochure-ware, pitching of product or banner ads.

### **OBJECTIVES OF THE STUDY:**

- 1. To study and understand the need of HR department and Marketing department alliance for the success of the organization.
- 2. To evaluate and understand the power of employee influence.
- 3. To study and understand the customer's buying decision based on content marketing.

### **RESEARCH METHODOLOGY:**

Sources of data collection -- The present research is a qualitative research based on primary data.

**Scope of the study :** The motive of the present study is to highlight and provide insights on how the HR manager can appoint the most appropriate public relation team and also makes it more effective by providing them training on how to deal with different sets of customers and consumers, which will helps the marketing team to make their content great and as per the consumer choices.

Conversion of customers into loyal consumers takes a lot of efforts which includes attracting people which is easy if the content is astonishing after all "Content is King" designing a proper content to educate the target market can be helpful to prospective customers well before they are ready to buy. A buyer will consider that one brand on top-of-others whose content have changed his mind for making a corrective decision. By listing useful content, a brand can win the trust of the prospective consumers.

**Significance of study:** . Inbound marketing techniques such as content marketing are becoming more ordinary, and the main aim is to attract customers to online social platforms through high quality content.

Also nothing is as powerful as mouth publicity and the best medium can be human resource of the organization as no one will apportion the message of the institute as honestly as them.

The human resource operations can congeal and authenticate the promotional efforts.

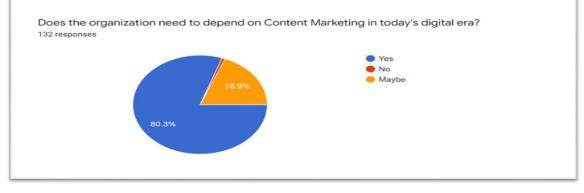
### LIMITAITON OF STUDY:

### The study has some limitations, the results are based on prospective observational studies.

- I. This study focuses majorly on to understand the customer's buying behavior.
- II. The study emphasis on how the HR department of the company can recruit effective workforce soo as to help the marketing department.
- II. This study is done through random sampling of 132 buyers. Out of these 132 respondents, 69.2% of people belong to the age group of 20-30, 21.1% belong to a bracket of 30-40 and the remaining 9.8% belong to the age bracket of 40 and above.
- III. Conclusions are based on the survey conducted through questionnaire on Google forms. Therefore the results are just conjectural.

### DATA ANALYSIS AND INTERPRETATION:

Data analysis is done with the help of charting and diagrams based on the responses recorded from the questionnaire survey. A total of 132 responses were collected.

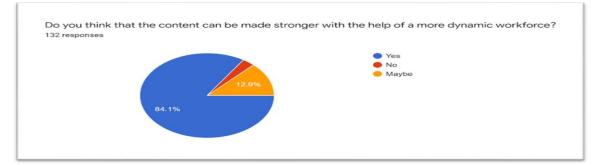


Content marketing evolves to be a powerful marketing tactic in the digital world.

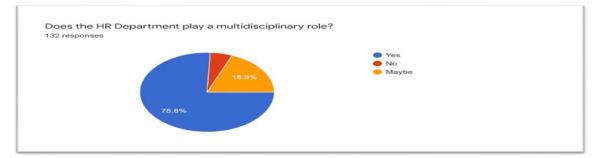
To be capable of influencing consumer decisions, content plays an important role as it attracts and influences the mind.

Dependence on Digital marketing is increasing at a steady speed at an 11% compound annual growth rate between 2016 and 2021, the biggest growth rate has occurred in online video.

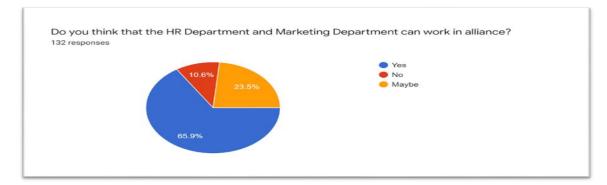
Content marketing is one of the strategies of online vendors to focus more and more on the target market and prospective consumers. Out of 132 respondents, the survey depicted that 81.5 percent of internet users believe that organizations need the support of content marketing only a few respondents believe that the organization can achieve its target without using Content Marketing i.e. They are unaware of what content marketing is all about. The survey also portrayed that 17.7 % of respondents are still puzzled about whether or not the organization needs the assistance of Content Marketing.



A consumer comes to know about various brands, their prices, specifications, and differences about the different products on a single webpage which enhances his time utility and upgrades the level of satisfaction. Creating a perfect blend and displaying the same is not easy. It can be a long process for say it may take 15 to 17 months of continuous content creation to achieve results if the content makers have constructed it magnificently. In concern of the same, the human resource i.e. makers should be aware of recent market trends and should be good adapters. Dynamism brings positive energy, attitude, and enthusiasm it leads to better work on employee's paths and better results for the organization.

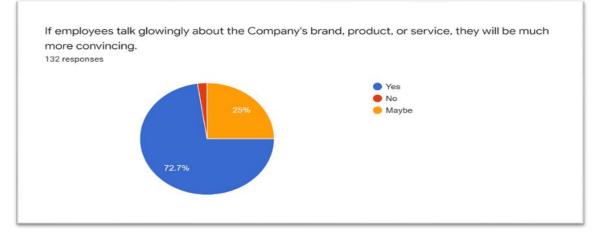


HRM is zestful and versatile and also the Central pillar of any institute. It just does not play the role of appointing the right people but also assigning them the right job, providing them better training, motivating them and soo on. Also conducting training programs depicts the company's commitment towards its employee's growth. Training programs develop the culture of teaching and learning, also helps to communicate with peers, and as training helps to know and learn new things, it helps to understand the changes in trends on social platforms. HR makes use of various disciplines like Psychology, Sociology, Communication, and using various Management tactics to get work done effectively. A key HR role in the firm will be multidisciplinary consulting around the Individual, Team, and Business units.

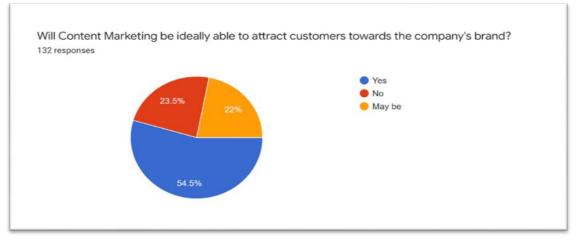


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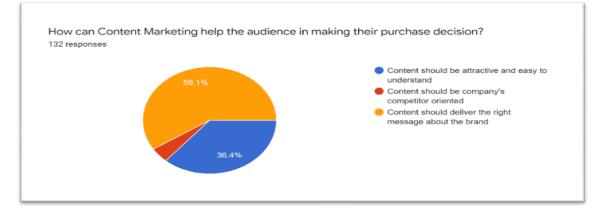
The prime objective of Content Marketing is to define and make customers aware of the brand and various products with numerous promotional activities under its umbrella. A total of 5 to 12% of revenue is spent on marketing. The human resource can condense and corroborate the promotional activities. The Marketing department can rely upon the HR department for studying and understanding the market environment, as it is done efficiently by the customer relationship team hired and trained by the HR department.



The fundamental role of the HR department is to appoint such a workforce who believes in Company's objectives and mission. It is also important to the marketing department because only the determined and loyal employees will help you to position your brand into customer's perception. And let's not underestimate the power of mouth publicity it creates more than 2x the sales than any other form. If it's done by employees it leads to wonders for the organization. Over 74% of people all over believes that posts and words from other people are more persuasive than posts from brand accounts.

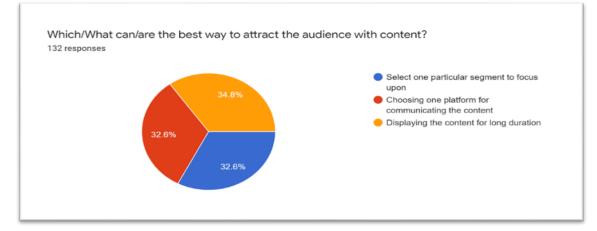


Content Marketing is a tactic of the entity to create a firm customer pool, drag their attention, and improve brand image, it should always be borne in mind that to accomplish the desire, maintaining public relation and understanding their product need is crucial. One cannot attract customers with content that does not talk about customer want or focuses upon customer expectations.

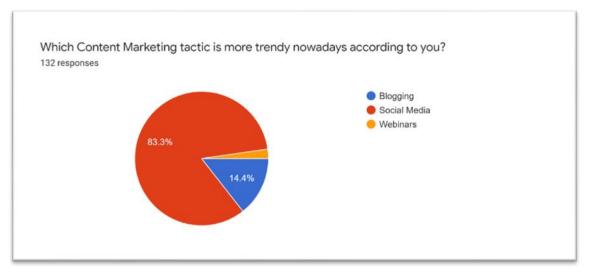


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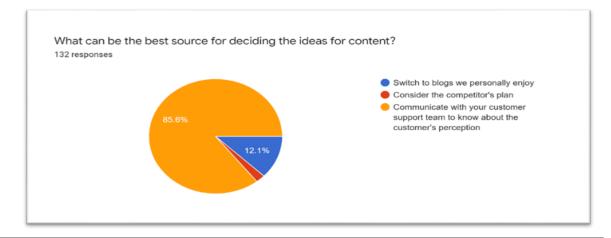
Content focuses upon consistency in delivering the message. It is a communication tool via which advertisers or publishing houses create brand awareness by passing on brand information. It generates 3X more leads on every dollar used. If the information is right and adequate it will always attract the customer's eye. It helps you to propel more traffic onto your site and gives the audience insight into their purchase. In order to make the tactics more catchy, help of various mechanisms like blogging, podcast, infographics, videos, and soo on can be taken. Such things keep on hitting the customer's attention and aids the organization to create demand for its product.



Continuous approach from the content makers drags customer mind. People may forget a one-time thing but something which is continuous and on display for a longer span attracts the customer. It's like hitting the recall button till the product does not reach the sales peak.



Social media now has become a customer support channel there were 448.0 million users in India in January 2021. Social channels like Facebook, Instagram, LinkedIn, Pinterest, Twitter, etc. helps in direct connection with users. With the right content and right channel, one can attract, entertain, educate and convince the customer to purchase the product



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No matter how great a brand feels about itself, the real decision lies with customers. The brands which are customer-centric keeps a tap onto market activities. To know the customer the organization's HR manager needs to recruit such a customer relationship team that can understand the customer's perception. Perceptions can be analysed through social media analytics, a poll or a question can be posted on social media profiles, ask for customer's opinion and feedback, buzz-sumo can be used, and even creating market personas is helpful.

### **CONCLUSION:**

Content Marketing is the heart of every organization and it can pump effectively if assisted by dynamic, talented, enthusiastic, and loyal employees. What is to be produced, how is to produced, what resources can be used and soo on are such questions, finding answer's of same can make the company take lead in the market. In other words, the company needs to do a complete survey of the market to know the wants of the prospective customers. A big responsibility lies upon the HR manager to appoint such talented pool which can study the market forces, as with such pool company can build trust amongst audience by delivering them the product they desire to use.

Appointment in itself is not the final stage. Continuous effortS are required on both the department ends. The HR manager needs to conduct various training programs to improve performance. The marketing department needs to work on making the content more attractive.

Content marketing plays an important role in engaging with the target audience innately in social media content communities. Focusing on some important areas--traffic, navigation, organic search, and conversions—is vital to get meaningful insights.

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HRM & ORGANIZATIONAL BEHAVIOR: A STUDY ON PROBLEMS FACED BY THE

EMPLOYEES OF CORPORATE & EDUCATIONAL SECTORS WHILE WORKING FROM HOME DURING COVID-19 CRISIS WITH REFERENCE TO MUMBRA.

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# ABSTRACT

The year 2020 & 2021 have changed the lifestyle of whole World. The Crisis of Covid--19 have influenced to the life of people socially and commercially. The group of population one which is working and one which is household, both is affected directly or directly by the crisis. The Employees of all sectors are badly affected in both professional and personal terms. The policies of the organizations have been changed for employees. The unorganized section had affected very badly and in organized sector like Corporate and Education, the employees have to face number of problems while working from home. This study is conducted to get a glance of the concept of "Work from Home", the views and problems faced by the employees of Corporate and Educational section while working from home. The organizations have adopted the way of Work from Home but provided limited resources to the employees. The two different sections have different nature of work and different policies but the employees of both section face problems of some and other kind.

Keywords: Covid-19, Employees, Corporate & Education, Work from Home, problems.

# **INTRODUCTION:**

The World has seen the new disaster in the form of Covid-19 Corona Virus. The commanding authorities of the whole World were shaken badly due to the crisis. Since the World was not prepared for such outbreak of pandemic crisis due to corona virus, the system of all the operation of World has affected. In absence of proper vaccine, lockdowns had implemented by the countries. Social distancing becomes new safety norm for everyone. The Crisis has it influence on the Social and Economical life of Human beings all over the world. The Commercial and non-commercial sectors are affected too with this outbreak of virus. The income generation source was reduced and many jobs were vanished. The situation was more severe for developing countries like India. The lack of resources and unpreparedness have created Social, Medical and economical problems for the citizens. The Organized and unorganized sectors employees have affected badly. Many jobs vanished, unemployment and migration increased. For organized sector the concept of Work from Home was adopted. The employees were allowed to work from home but with very little resources which creates many problems. The employees of all organized sectors like corporate and education were supposed to work from home. But as the scenario of Indian society, majority employees belong to Middle Class and Lower Middle-Class section. Such employees live with their families in limited space area and with no or very limited technical infrastructure. It is very difficult for them to work from home in absence of the resources. The Corporate sectors employees were provided with the resources like Companies Working Personal Computers or laptops but in case of educational sector employees they were not provided with such facilities. The resources provided to the corporate employees were insufficient and, in many cases, even half payments were made to both corporate and educational section employees.

Not only the commercial life of the employees gets disturbed due to Work from Home policy but also the Social life of the employees was affected. The employees belong to working class and hence majority of such employees live in limited space and so the Work from Home concept affects not only the employees but also to the families of the employees. With all this difficulty the employees have to adjust and work without proper perks only for the sake of their Jobs. After being paid half for full time work with many problems yet employees were force to do their Jobs because of fear of unemployment. The Educational sector employees like Teachers and Clerks have to face many different kinds of problems. It was really unfair on part of the many organizations to make such harsh policies regarding Work from Home in such crisis period. Not all the organizations were treated their employees like the same. There were some exceptions too were employees got support in all terms but most of the organizational policies were unfair for the employees. Even the concern and intervention of the Government was zero for Private sections employees for such cases. This study is conducted on the Employees of Corporate and Educational sectors residing in Semi Urban Mumbra area. These employees belong to back-office jobs and teachers of Private institute. The Study focuses on the problems faced by such employees while working from Home. The Core objective of Human Resource management of Welfare of Employees are neglected by the many organization and that also at crisis period when they are in the most need of help.

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# **OBJECTIVES OF THE STUDY:**

The Objectives on which the Study has been conducted are as given below:

- To study the pattern of Work from Home of the Corporate and Educational Sector employees.
- To study the Problems faced by the employees while working from Home.
- To study the policies of organizations during Work from Home for employees.

### **HYPOTHESIS OF THE STUDY:**

H0: Employees do not face problems during pandemic and organizations are favorable towards them in

the concept of Work from Home

H1: Employees do face problems during pandemic and organizations are unfavorable towards them in

the concept of Work from Home

### **COLLECTION OF DATA:**

The Data collected for the Study is purely of Primary nature. The employees of Corporate and Educational organization who are working from home were the population of the study. The sample size of the study was 10 employees of each corporate and educational sector. Questionnaire was prepared for recording responses of the respondents. The YES or NO type questions were framed which was based on the surrounding situation of the Middle class and lower middle-class employees. The employees of the Corporate and teachers of the Educational sector were the main respondents. The employees were belonging to Mumbra which is a Semi Urban area. The analysis of the data is done as per the responses of the respondents.

### **DISCUSSION & FINDINGS OF THE STUDY:**

The Crisis of Covid-19 has forced the employees and the organizations to adopt the concept of Work from Home. As social distancing and lockdowns were necessary for safety and for breaking the chain of Virus, work from home has chosen the best options for both the employees and the organizations. But unfortunately, not every organization followed the Employee welfare policy which is one of the basic principles of Human resource management. The employees especially belonging to Middle Class and Lower middle groups have to face many problems while working from home. In this study the employees of two organized sector i.e., Corporate and Educational sector is covered and responses about the problems faced by them is recorded. Though the both sectors are different and have different pattern of working, the problem faced by them were common to major extent. The organizations have allotted work but do not provide the total required resources for functioning. The situation of the Educational sector is much worst than the corporate as they do not even get the basic equipment for conducting their work. The employees not get fully paid for the full time work they conducted from their homes. Not only the employees who were working from home faced the problems but also their family members also suffered directly or indirectly because of the concept of work from home. Many problems Commercial as well as Social arises to the employees while working from Home. Lack of proper equipment, absence of incentives, inadequate payments and facilities, lack of technical support were some of the many problems faced by the employees. During the observation and from the responses of the employees, some of the common problems are listed below which were faced by the employees.

- Disturbance from Family and surroundings in small household's area.
- Disturbance to the family due to inflexible working hours.
- Extra financial burdens in form of expense of services like Internet, Electricity, furniture etc.
- Psychological burden for completing task without proper technical support.
- Marking absence in case of electricity failures, technical problems etc.

The approach of the organizations was very poor towards the welfare of the employees. Many of the employees are terminated and rests were provided with option of work from home with inadequate resources and motivation. The employees worked in such situations too due to fear of loss of job in the time of Covid-19 crisis. The employees majorly belonging to Middle class and lower middle-class groups do not even have proper space and furniture for working in comfortable manner. The family members area also affected as the daily routine and life pattern has changed suddenly due to work from home. The members of the family have to adjust as per the requirement of the Working hours which creates disturbance in their personal space. In Mumbra area

most of the employees are living in small spaces and problems of electricity fluctuations are very much common in the area.

# **ANALYSIS OF DATA:**

The Data is collected through questionnaire in which questions were based on the living standards and surrounding situation of the employees. Same set of questions were provided to Corporate and Educational sector employees as the questions were of basic nature. The respondent had just recorded their responses on YES or NO. Through these responses the analysis is made about the problems faced by employees of both the sector. The questions were asked related to the Services provided by the organizations against which the respondents answered in YES or NO. 10 employees of each i.e., corporate and educational sector were chosen as the sample of the study and their responses were recorded and analyzed accordingly.

The following are the responses provided by the employees of Corporate and Educational sector regarding the facilities and supports provided by the organizations for conducting work from home.

Facilities & support provided by the Organization.	Corporate Organizational Employees (Out of 10 employees)		Educational Organizational Employees (Out of 10 employees)		
	YES	NO	YES	NO	
Availability of Computers, Laptops	09	01	01	09	
Payment for Services like WIFI, Electricity	03	07	01	09	
Availability of Comfort factors	04	06	05	05	
Flexibility in duty hours	02	08	03	07	
Proper Breaks	05	05	03	07	
Immediate technical support in case of problem	03	07	02	08	
Proper guidance and Communication from authorities	05	05	04	06	
Full Salary paid for Work	04	06	02	08	
Payment of incentives and for other welfare facilities.	02	08	01	09	

Table 01- Facilities & support provided by the Organization.

The above data shows the list of the services and support which an organization must provide to the employees for working from home comfortably. But it is evident from the responses that the employees were not getting the proper resources and motivation. The situation of Educational employees is far worse than the corporate employees. The Corporate employees at least got the Computers or Laptops from their respective organizations but the Educational employees were supposed to manage these resources on their own. The employees of both the sectors were mostly affected by lack of flexibility of working hours, lack of technical support, inadequate salaries and absence of incentives.

The graphical representation of the factors available for Work for Home to the employees is given below for better understanding of the situation

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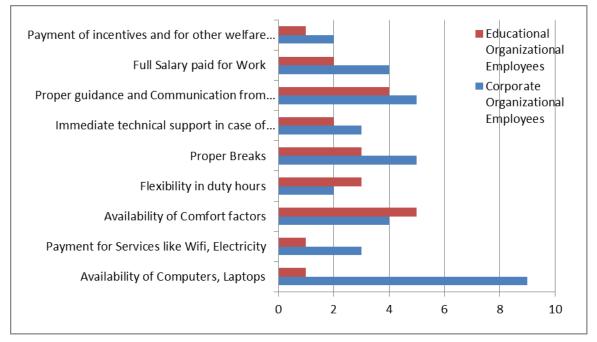


Fig 1.- Factors available to employees by organization for work for home.

The graphical data shows only the level of services and support available for the employees by the organizations. It is very clear that the available resources are highly inadequate in which also the condition of Educational sectors employees is most affected. The extra burdens on the pockets of the employees affect them as organizations do not pay for the facilities which are required to operate the work like Internet, electricity etc. Out of responses of 10 employees of each sector only the condition of corporate employees regarding availability of Computers, Laptop was better but in rest of the factors they also face problems like Educational sector employees. It is very much evident by the analysis of the data that employees and their families too faces many problems directly or indirectly while working from home.

### **SUGGESTIONS:**

As per the evaluation and analysis of data and as per the responses, the following points are suggested to improve the working conditions and to solve the problems of the employees who are working from home in the pandemic period:

- Employees should be provided with more facilities like proper equipment for working.
- Comfort factors like setup of Computer tables, comfortable chairs should be made available to those employees who cannot easily afford it.
- The charges of the Internet services and electricity usage on an average should be borne by the organizations in replacement of travelling allowances.
- The working hours should be flexible to some extent as per urgent or special requirement of families' members in case of medical emergencies etc.
- Adequate payments and timely salary should be given to the employees for their work.
- Incentives or financial aid should be provided to the employees in light of pandemic crisis.
- Technical team should always be available on call for solving any kind of technical problems.
- Problems such as Electricity fluctuations or failure should be taken into consideration.

### **SCOPE OF STUDY:**

This Study is conducted on the employees of organized sector which includes Corporate and Educational Sector employees hence this study can be used by the researchers who want to explore those areas. This study suggests the Human Resource policies and welfare policy which can be useful for the organization in policy making process. This study first handedly studies the problems of employees which can be used by the HR departments of the various organizations to better understand the needs of the employees and solve their problems. This

study can also be used by various agencies to understand the hardships suffered by middle class and lower middle-class employees while working from home.

## **CONCLUSION:**

The Concept of Work from Home are useful and necessary for both the employees and for the organizations but there is sincere need for organizations to look after the policies of Welfare of the Employees which is also core of the Human Resource Management and also the need of the hour as already employees and their families are suffering from the pandemic crisis. Being Middle class employees, many employees cannot afford to get the facilities required to work on their own and that also at time when they are getting inadequate payment for their work. Monetary problems along with technical problems are major challenges for the employees. So, the hypothesis H1 that the Employees do face problems during pandemic and organizations are unfavorable towards them in the concept of Work from Home proves to be true as per the responses of the employees and analysis of the study. The organizations should adopt favorable approach for employees who work from home for better quality of work.

## **REFERENCES:**

• Primary Data Collected and responses of the respondents i.e., employees of Corporate and Educational sector (10 each)

# A CRITICAL ANALYSIS OF MERCHANT BANKING IN INDIA

**Mr. Rajeshkumar Yadav** Assistant Professor, SPDT College, Mumbai

### ABSTRACT

Globalization of Indian economy has made the whole economy open, which has more multinational player in the era of the financial services. Merchant banking is an important service provided by a number of financial institutions that helps in the growth of the corporate sector which ultimately reflects into the overall economic development of the country. Merchant banks were expected to perform several functions like issue management, underwriting, portfolio management, loan syndication, consultant, advisor and host of other activities. Merchant banking is a combination of banking and consultancy services. It provides consultancy, to its clients, for financial, marketing, managerial and legal matters. Consultancy means to provide advice, guidance and service for a fee. It helps a businessman to start a business, to raise finance, to expand, modernize the business and in restructuring of a business. It helps to revive sick business units. In this paper researcher has been focused on overview of current Indian merchant banking scene, organization of merchant banking units, structure of merchant banking industry services rendered by merchant banks and recent developments of merchant banking and challenges ahead in India.

Keywords: Globalization, Merchant Banking, Capital Market, Commercial bank, SEBI.

### **INTRODUCTION**

### Meaning:-

A merchant bank is a financial institution which provides capital to companies in the form of share ownership instead of loans. A merchant bank also provides advisory on corporate matters to the firms they lend to. Today, according to the US Federal Deposit Insurance Corporation (acronym FDIC), "the term merchant banking is generally understood to mean negotiated private equity investment by financial institutions in the unregistered securities of either privately or publicly held companies." Both commercial banks and investment banks may engage in merchant banking activities. Historically, merchant banks' original purpose was to facilitate and/or finance production and trade of commodities, hence the name "merchant". Few banks today restrict their activities to such a narrow scope.

### **Origin of Merchant Banking:-**

The origin of Merchant banking is to be traced to Italy in late medieval times and France during the seventeenth and eighteenth centuries. The Italian merchant bankers introduced into England not only the bill of exchange but also all the institutions and techniques connected with an organized money market. Merchant banking consisted initially of merchant who assisted in financing the transactions of other merchants in addition to their own trade. In France, during seventeenth and eighteenth centuries a merchant banker was not merely a trader but an entrepreneur par excellence. He invested his accumulated profits in all kinds of promising activities. He added banking business to his merchant activities and become a merchant banker.

### Merchant banking in India

Merchant banking services strengthen the economic development of a country as they acts as sources of funds and information for corporations. Considering the way the Indian economy is growing, the role of merchant banking services in India is indispensable. These financial institutes also act as corporate advisory bodies to help corporations rightly get involved in various financial activities. Merchant banks serve a dual role within the financial sector. Through deposits or sales of securities they obtain funds for lending to their clients (SEBI) forbids lending by them): a function similar to most institutions. Their other role is to act as agents in return for fee. SEBI envisages a mandatory role for merchant banks in exercising due diligence apart from issue management, in buy-backs and public offer in takeover bids. Their underwriting and corporate financial services are all fees rather than fund based and their significance is not reflected in their total assets of the industry. SEBI has been pressing for merchant banks to be primarily fee based institutions.

According to the Ministry of Finance in India, a merchant banker is a person or body engaged in selling, buying and subscribing to securities or in advising the corporations on issue management.

### **History of Indian Merchant Banking**

The formal beginning of the merchant banking services in India began in 1967 when the Reserve Bank of India provided license to the Grindlays Bank. The Grindlays Bank was engaged in capital issue management and it provided diverse financial services to the emerging section of entrepreneurs, especially those belonging to the

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small and medium enterprise sector. Citibank started the merchant banking services in 1970 and the State Bank of India followed the same in 1972. After few years, the national merchant banks started collaborating with their counterparts in different countries to start their merchant banking divisions abroad. After that there were many banks which set up the merchant bank division such as;

- ICICI
- Bank of India
- Bank of Baroda
- Canara Bank
- Punjab National Bank
- UCO Bank

The Merchant Bank got more importance in the year 1983 when there was a big boom in the primary market where the entities were going for new issue. Merchant banking activities are organized and undertaken in several forms. Commercial banks and foreign development finance institutions have organized them through formation divisions, nationalized banks have formed subsidiary companies, share brokers and consultancies constituted themselves into public limited companies or registered themselves as private limited Companies. Some merchant banking companies have entered into collaboration with merchant bankers of foreign countries abroad with several branches.

### **REVIEW OF LITERATURE:**

**Dr. Jyoti Lahoti (2016):** Merchant banking is service provided by financial institution which helps in the economic development of the country. Merchant banking provides various services like portfolio management, loan syndication, and issue management. Merchant banking is a combination of consultancy services and banking. It helps in the business unit. It also helps to increase the fund and to expand the business.

**Waghmare Shivaji** (2015): Globalization made whole Indian economy open which has a multiple role in the financial services. Now a day's government open the door of investment in the area of insurance and bank. Which provide competitive environment for present player? Merchant banking is an innovative term introduced by commercial bank. The need for the merchant banking is pronounced by banking commission (1972). Merchant banking offer fee-based and non-fee-based services like loan syndication, underwriting, project promotion, advisory to small and medium savers. In India merchant banking work under SEBI.

**Sanjeev Kumar** (2016): Merchant banking is financial institutions which provide capital to the company in the form of share ownership.it also providing advice to the corporate sector in which they invest money. Merchant banking is in not only advisor but also principle. Merchant banking has a long-term approach than investment. It provides right advice to each client. Merchant banking is a traditional term it also describes the private equity. Merchant banking helps in the corporate sector which reflects into economic development of the country. Merchant banking provide various function like portfolio management, underwriting, counselling, loan syndication. Merchant banking is combination of banking and consultancy services.

### **OBJECTIVES OF THE STUDY:**

- To understand the concept of merchant banking.
- To understand the services provided by merchant banking.
- To review the perception of merchant banking services among customers.
- To study the problems faced by merchant bank
- To understand the recent developments in merchant
- banking and challenges ahead.

### **METHODOLOGY OF THE STUDY**

The present study is fully based on Primary data and secondary data. Primary data are collected through questionnaire under survey method. The secondary data is collected from different sources such as annual reports, research papers, thesis and relevant websites.

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### FUNCTIONS OF MERCHANT BANKING

Merchant Banks in India and around the world perform the following functions as part of their standard operations –

**Issue management:** Merchant Bankers advice their clients on the issuing of different types of shares such as equity shares, preference shares, and debentures, which are a type of debt instrument.

**Credit Syndication:** The Merchant Banks provide loans to a specific set of clients for setting up or executing various projects.

**Portfolio Counselling:** Merchant Banks also help their clients in investing and managing Portfolios, which are large investments consisting of a number of various financial instruments and investments.

**Project Counselling:** Clients are advised on various procedural and financial aspects of their short or long-term projects.

**Brokering in Stock Exchange**: Many Merchant Banks act as brokers of stock exchanges. They buy and sell shares of different types on behalf of their clients.

Advice on Expansion and Management: Some Merchant Banks also provide advice to their customers on the expansion and modernization of their businesses. They advise on mergers, acquisitions and takeovers too.

**Services to Private & Public Sector Units:** Merchant Bankers also offer many services to public & private sector units like helping in raising funds, marketing of securities, foreign collaborations and managing long-term finances.

Management of Interests and Dividends: Merchant Banks also help their clients in the management of interest on and dividends on their invested shares, and regarding the rate of dividend as well as their timing.

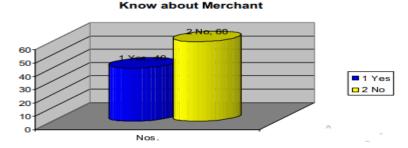
**Leasing Services:** Some Merchant Banks also help in leasing services where the lessor allows the use of specific assets to the lessee for a certain period on behalf of rentals or fees.

#### PROBLEMS OF MERCHANT BANKERS

- 1) As per SEBI guidelines Merchant Bankers are authorized to undertake only issue related activities, which restrict their scope of activities.
- 2) Issuing companies do not adhere to the schedule in allotment and refund of application money thereby creating trouble for the image of these bankers at the investors.
- 3) Yet merchant banking is vast but should develop adequate expertise to provide a full range of merchant banking services.
- 4) SEBI stipulates high capital adequacy norms for authorisation which prevents young, specialised professionals into merchant banking business
- 5) Non co-operation of the issuing companies in timely allotment of securities and refund of application of money etc. is another problem

### DATA ANALYSIS & INTERPRETATION Q.1 Know about Merchant Banking

Know about Merchant Banking	No. of Obervation	Percentages
Yes	36	40
No	54	60
Total	90	100



Source: Primary data collected and interpreted

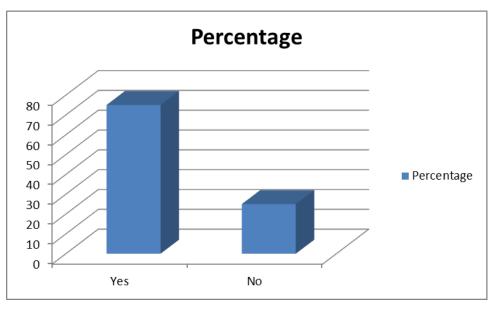
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From the above table and graphical representation it is cleared that out of total respondents 40% aware of Merchant Banking and 60% don't know about f Merchant Banking.

Q.2 Merchant Banking is Different from Investment Banking?

Difference	No. of Obervation	Percentages
Yes	68	75
No	22	25
Total	90	100



Source: Primary data collected and interpreted

Out of 75% respondent think that it is differ and rest 25% repondent don't think so.

### RECENT DEVELOPMENTS IN MERCHANT BANKING AND CHALLENGES AHEAD:

The recent developments in Merchant banking are due to certain contributory factors in India. They are

The Merchant Banking was at its best during 1985-1992 being when there were many new issues. It is expected that it is going to be party time for merchant banks, as many new issue are coming up.

- □ The foreign investors both in the form of portfolio investment and through foreign direct investments are venturing in Indian Economy. It is increasing the scope of merchant bankers in many ways.
- Disinvestment in the government sector in the country gives a big scope to the merchant banks to function as consultants.
- □ New financial instruments are introduced in the market time and again. This basically provides more and more opportunity to the merchant banks.
- □ The mergers and corporate restructuring along with MOU and MOA are giving immense opportunity to the merchant bankers for consultancy jobs.

Merchant banking activities help in channelizing the financial surplus of the general public into productive investment avenues. They help to coordinate the activities of various intermediaries to the share issue such as the registrar, bankers, advertising agency, printers, underwriters, brokers, etc. and to ensure the compliance with rules and regulations governing the securities market.

# CONCLUSION

Merchant banking services strengthen the economic development of a country as they acts as sources of funds and information for corporations. Considering the way the Indian economy is growing, the role of merchant banking services in India economy is growing, the role of merchant banking services in India is indispensable. These financial institutes also act as corporate advisory bodies to help corporations rightly get involved in various financial activities. In spite of distinct problems, merchant banking in India has vast scope to develop because of lot of domestic as well as foreign businesses booming here. Indian economy provides an amicable

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environment for these firms to set up, flourish and expand here. The need of merchant banking services in India arises from the fact that high level industrialization is taking place in the country.

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# A STUDY ON FINANCIAL PERFORMANCE OF OBEROI HOTELS AND RESORTS

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## ABSTRACT

According to The World Travel and Tourism Council (WTTC), in the year 2019 the Indian travel and tourism industry contributed 6.8 per cent to GDP. The contribution to employment in India was 8 per cent or approximately 40 million jobs. The travel and tourism industry has to work tirelessly with our partners and the Tourist Department, Government of India to increase tourism so that we can increase our foreign exchange earnings and create more jobs. In 2019 the number of foreign visitors to India totalled 11 million. Over 2.5 million foreign visitors arrived in India on the tourist e-visa scheme, a growth of 24 per cent over the previous year. Foreign visitors from The United States of America contributed 9 per cent, the United Kingdom contributed 6 per cent and Canada and Australia contributed 2 per cent each. However, this share of foreign travellers visiting India relative to other Asian countries continues to disappoint. The Indian travel and tourism industry has to work much harder to attract more foreign visitors to our country.

# Keywords: Financial Performance

# INTRODUCTION

A long time before the composition of history started, travel was without a doubt a need for humankind's endurance. Individuals occasionally moved starting with one spot then onto the next to discover wellsprings of food or to upgrade their security. Later on, as man involved various domains on a more lasting premise, make a trip started to have an alternate reason. It turned into an approach to trade the overflow merchandise created in one zone for the produce accessible in another. Travel additionally turned into an assistant of military movement as wars ejected between various communities.

The travel industry is a type of portability basically for recreation. It is a comfortable pursuit which is additionally the world's quickest developing industry in which both the created and the creating social orders, and the rich and the poor in every one of these social orders take part. The created social orders for the most part assume the part of visitor to the last mentioned. Overall, the creating social orders assume the part of hosts and their support isn't just moved by implication yet in addition summoned expressly on the grounds of colossal financial capability of the travel industry. The travel industry gives unfamiliar trade, assists change with adjusting of installment, increases national pay and sets out new business open doors and substitute's capital which is scant in agricultural nations with work in plenitude. It requires minimal specialized expertise and has short growth period also.

### **TOURISM IN INDIA**

In India, we have leftovers of antiquated human advancements, landmarks, various societies, various areas, exceptional celebrations, mountains, sea shores, or more all, well-disposed individuals who give the situation with God to the visitor. Previously, numerous individuals have ventured out to India looking for instruction, exchange, strict reason, and so forth Indeed, even new nations were found during the time spent finding India

### TOURISM RELATED (ACCOMMODATION) HOTEL INDUSTRY

Convenience offices establish a crucial and key piece of vacationer supply. Among the significant data sources which stream into the vacationer framework is traveler convenience which obliges worldwide sightseers, shaping a crucial segment of the travel industry superstructure and as a significant component of all out-traveler picture of the country? A satisfactory stock of convenience appropriately custom-made to the necessities of vacationer market is one of the fundamental states of the travel industry improvement. The travel industry, generally, is subject to the kind and nature of convenience accessible. Convenience is a vital piece of the travel industry framework and the extension of the travel industry definitely achieves the improvement of accommodation.

### LITERATURE REVIEW

Anand M. M. (1976), in his examination, makes an endeavor to break down the idea of this multidimensional traveler plan whose exercises range from the arrangement of open to housing to encouraging a visit to a public landmark. He has analyzed the design and working of the arrangement. He says that the inns and other valuable convenience are the center of the arrangement. As indicated by him, the principal essential for the advancement of inn industry is the conjecture of things to come interest, which would mean data about the number and type

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people who might be utilizing the offices. It is as far as request that the correct stockpile, at ideal spot, opportune time and at right value is to be developed. Inability to consider future interest implies either convenience bottlenecks, which may hit the vacationer business antagonistically, or abundance convenience, which would bring about misfortune to inn industry. Some unacceptable designation of restricted assets for this reason implies that the entire economy is influenced as these assets are denied to other formative areas.

Malkarnekar G. S. (1979), for a situation study has seen that the bookkeeping arrangement of an organization assists with showing the genuine situation in lodging industry. He recommends that the administration should utilize working diagrams for different offices to show benefit loss of different areas during various quarters, incomes and different working costs of these divisions shows their commitment to the net profit of the organization.

Dharmarajan (1981), in his investigation, has featured the significance of the public area in the Hotel Industry. He specifies that hotel industry is worked to help as a framework for the travel industry, which has huge potential to acquire benefit because of potential the travel industry development. The business has contributed tremendously to the public exchequer and gave an enormous number of work openings, other than numerous other multipliers impacts in each portion of industry.

Negi, Jag Mohan (1984), has attempted to dissect various parts of hotel industry, including lodging possession, inn establishment and interest in inns. He raises various issues and challenges, attributable to insufficiencies of factual data. He has laid more endless supply of spending inns for encouraging the progression of low and center pay gatherings of homegrown vacationers. He predicts that the fate of lodging industry relies on the legitimate arranging by the Government for giving financial and monetary motivations so it will draw in numerous youthful inn business visionaries to enter and put resources into inn business increasingly more later on, guaranteeing a consistent development and improvement of the inn business in the country.

### **RESEARCH METHODOLOGY**

**Research Objective** 

- To examine the financial performance of Oberoi Hotels and Resorts.
- To analyze the profitability of Oberoi Hotels and Resorts.

### **Research Design and Data**

The Study was done by applying descriptive research. We have conducting research by using data of Oberoi Hotels and Resorts. Data sources used in study are balance sheet and profit and loss account. Data are collected from website of Oberoi Hotels and Resorts.

### Hypothesis of the study

- H<sub>0</sub> = There is no significant difference in net profit ratio of Oberoi Hotels and Resorts.
- $H_1$  = There is significant difference in net profit ratio of Oberoi Hotels and Resorts.

### ABOUT OBEROI HOTELS AND RESORTS (EIH LIMITED)

The Oberoi Group continues to excel and be recognised worldwide as a pre-eminent Hospitality Group. In December 2019, the Oberoi Brand was recognized as the Best Hotel Brand for third consecutive year by the Telegraph Travel Awards, UK in a large survey of Telegraph newspaper readers. The Oberoi Brand continues to be recognized as amongst the best hotel brands worldwide. In July 2020, The Oberoi, Mumbai was ranked as the Best City Hotel in Asia by Travel + Leisure, USA. In the year 2020, three of our hotels were ranked in the Top 15 in Asia by Travel + Leisure, USA. The Oberoi, Amarvilas was ranked amongst the Best Hotels in Asia by Fodor's Finest Hotels, USA.

The Oberoi, Marrakech opened in November 2019; this resort has been well received by guests who have stayed in the hotel and a number of international publications have rated this resort as one of the best hotel openings globally in 2019.

TABLE : NET PROFIT RATIO OF OBEROI HOTELS ANDI	RESORTS
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(` in Millions)

Year	Net Profit	Sales	Net Profit Ratio (%)
2015-16	1232.90	17868.63	6.90
2016-17	1182.93	15286.49	7.74
2017-18	1958.06	15988.41	12.25
2018-19	1489.57	18108.20	8.23

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2019-20	1651.43	15962.53	10.35
Average	1502.98	16642.85	9.03

Source : Annual reports of Oberoi Hotels and Resorts

The net profit of this company shows in the above table from the year 2015-16 to 2019-20. The net profit of the company was ` 1232.90 million in the year 2015-16. The net profit was decreased to ` 1182.93 million in the year 2016-17, it was the lowest net profit throughout the last five years. The net profit of the company was ` 1958.06 million in the year 2017-18, it was the highest net profit throughout the last five years. The net profit was decreased in the year 2018-19. The net profit of the company was ` 1651.43 million in the year 2019-20 and the average net profit of the company is ` 1502.98 million.

The sales of this company show that from the above table from the year 2015-16 to 2019-20. The sales of the company was ` 17868.63 million in the year 2015-16. The sales of the company was decreased to ` 15286.49 million in the year 2016-17, it was the lowest sales in the last five years. It was increased in the next year. The sales of the company was ` 18108.20 million in the year 2018-19, it was the highest sales throughout the last five years. The sales of the company was ` 15962.53 million in the year 2019-20 and the average sales of the company is ` 16642.85 million.

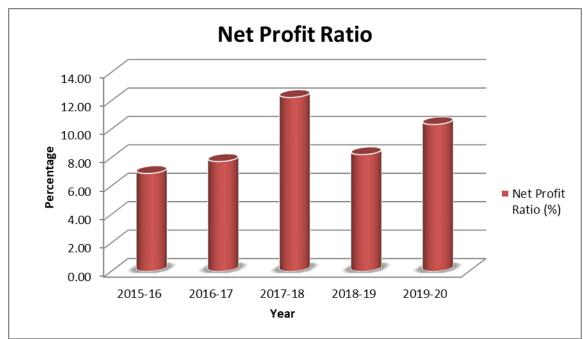


CHART : NET PROFIT RATIO OF OBEROI HOTELS AND RESORTS

The statically hypothesis testing through appropriate test also calculated below to understand its profitability by net profit ratio.

# HYPOTHESIS TESTING

Anova: Single Factor

Groups	Count	Sum	Average	Variance
Net Profit	5	7514.89	1502.98	101172.56
Sales	5	83214.26	16642.85	1595156.6

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	573039461	1	573039461	675.623	5.152	5.317
Within Groups	6785316	8	848164			
Total	579824777	9				

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## **INTERPRETATION:**

From the above calculation calculated value of F = 675.623 and Critical Value of  $F = \pm 5.317$ . Here null hypothesis false under the rejection region of the critical value  $= \pm 5.317$ , so that null hypothesis is rejected. So, there is no significant difference in net profit ratio of the Oberoi Hotels and Resorts.

### **Result of Hypotheses Testing**

### H<sub>1</sub> = There is significant difference in net profit ratio of Oberoi Hotels and Resorts.

### CONCLUSION

Travel in the removed past was not a thing of joy as it is presently. The explorer in the past was a shipper, a traveler researcher looking for antiquated messages and even an inquisitive voyager anticipating new and energizing encounters. The travel industry signifies the transitory and momentary development of individuals to objections outside where they regularly live and work and their exercises at those destinations. The travel industry accepts all development of individuals outside their local area for all reasons, with the exception of relocation or standard day by day work.

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### **Annual Reports:**

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AN OVERVIEW OF DIGITAL PAYMENTS SYSTEM

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### ABSTRACT

The Digital Revolution has revolutionized the various aspects of our lives; particularly it has provided an easy way to go for digital payments. During the Demonetization period, the Government of India forced the people directly or indirectly to do all commercial transactions in Digital mode. This transformation towards digital payments system benefits in more transparency in transactions which helps in development of the economy. A payment gateway is the easiest way for a business to collect digital or online payments from their portal or application. Online transactions have become an integral part of our daily lives in no time. Our transactions not only adhere through debit or credit cards but through various other modes like UPI, netbanking and wallets as well. Paying through online mode is a fundamental feature that every e-commerce platform in the world offers. The ongoing pandemic also had a severe impact on how the transactions were conducted. In recent times many changes took place in the payment system like Mobile payments app., UPI and BHIM apps for smooth shift to digital payments. The paper talks about the services that the customers prefer from the payment banks. Payment gateways have emerged as the most significant contributor in pushing the economy towards a Cashless and electronic one The surge of smartphones and internet connectivity of 3G and 4G and the various initiatives taken by the government is reflected in the robust growth of payment gateways in India . This paper is trying to explain the future scope of the Digital payment system.

Keywords—Digital Payment Gateways, Digital Revolution, UPI, E-wallets

### INTRODUCTION

The "Digital India" is the Indian Government's flagship program with a vision to convert India into a digitally empowered economy. "Faceless, Paperless, Cashless" is one of the presumed functions of Digital India. Digital payment system has gained importance nowadays, especially after demonetization and due to the ongoing pandemic .Digital payment is a way of payment which is made using digital modes. In digital payments, the buyer and the seller both use digital modes for daily business transactions. It is also called electronic mode of payment. No hard cash (currency notes) is involved in the electronic payments. All the transactions in digital payments are completed through online mode. It is an instant and convenient way to make day to day transactions .The government is taking essential steps to encourage the public to use payment gateway platforms .These initiatives have provided extensive boost up to the digital payment system in the country. Government's lead to promote payment systems like BHIM and UPI are supporting in transition and faster adoption of it. Electronics Consumer transactions made at point of sale (POS) for services and products either through internet banking or mobile banking using smart phone or card payment are called as digital payment.

A payment gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-businesses, online sellers, bricks and clicks, or traditional brick Gateway is called as Trusted Third Party or Entry point to any digital platform. Used in E-commerce systems for more secure transactions. Online shopping allows customers to sit at their comfort zones and buy goods from all over the world. Similarly allow merchants to sell their products to any corner of the world from home. Most of the population will prefer online payment in near future .A payment gateway focuses on creating a secure pathway between a customer and the seller or service provider to facilitate payments securely. It involves the authentication of both parties from the banks concerned. The most significant advantage of a payment gateway is the fact that it allows millions of users to use it simultaneously, at once, making it possible for the people to purchase or sell goods and services from whenever they want.

### **REVIEW OF LITERATURE**

Kartikeya Bolar (2014) In his research paper "End-user Acceptance of Technology Interface In

Transaction Based Environment" stated that Creators and investors of technology need information about the customers evaluation of their technology interface based on the features and various quality dimensions to make strategic decisions in improving technology interfaces and compete on various quality dimensions.

Slozko & Pello(2015) stated "E-payment systems are important mechanisms used by individual and organizations as a secured and convenient way of making payments over the internet and at the same time a gateway to technological advancement in the field of world economy"

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Sanghita Roy, Dr. Indrajit Sinha (2014) . stated that the E- payment system in India, has shown tremendous growth, but still there has lot to be done to increase its usage. Still 90% of the transactions are cash based. Technology Acceptance Model used for the purpose of study. They found Innovation, incentive, customer convenience and legal framework are the four factors which contribute to strengthen the E- payment system.

Dr.M. Kavitha, Dr.K. Sampath Kumar(2018) stated that. The deployment of technology for digital payments have improved the performance of the banking sector and able to achieve the motive cash less country.

### **Objectives:**

- 1. To study the concept of Digital payment system and of cashless transactions.
- 2. To study the Impact of Digital payment system
- 3. To understand the advantages of cashless transactions
- 4. To know the progress of e- payment system in India

### **RESEARCH METHODOLOGY**

This study has been carried out on the E-Payment System. Data used in this study collected basically from the secondary sources. Secondary data have been collected from various sources including websites, newspapers and research journals

### **Digital payment method**

1. Payment Cards

The most known types of payment cards are credit cards and debit cards. Payment cards are commonly embossed plastic cards,  $85.60 \times 53.98$  mm in size, which adhere to the ISO/IEC 7810 ID-1 standard. They peculiarly also have an embossed card number conforming with the ISO/IEC 7812 numbering standard. Mostly, a payment card is digitally linked to an account or accounts belonging to the cardholder. The accounts vary from deposit accounts or loan or credit accounts, and the card is a means of authenticating the cardholder .The Card Verification Value (CVV Number) and Expiry date of the payment card plays a very crucial role for using payment cards . CVV number is a combination of features used in credit and debit cards with a view of establishing card holders' identity and minimizing the risk of fraud. Payment cards require 2 factor authentications. Authentication is a process in which information provided by the user are compared to those on file in a data base of authorized users information on a local operating system. Factors influencing the authentication process includes Knowledge factor (PIN), Possession factor (ID card, Smart phone) and Inherence factor (Fingerprint, face or voice).Generally the Payment cards can be distinguished on the basis of its features. They are

- □ Credit card: the Diners' Club, Inc., in 1950 introduced ,the first universal credit card, which could be used at a variety of establishments. American Express Company in 1958 introduced another major card of similar type known as a travel and entertainment card. Central Bank of India was the first public bank to introduce Credit card .a line of credit (usually called a credit limit) is created by the issuer of credit card for the cardholder on which the cardholder can borrow. The cardholder has the option either to repay the full outstanding balance by the payment due date or to repay a smaller amount, not below the "minimum amount", by that date.
- Debit card: Citi Bank introduced the debit card. With a debit card, when a cardholder makes a purchase, funds are directly debited from the cardholder's bank account.
- □ Smartcard: To enhance security and offer new service banks are adding chips to their current magnetic stripe cards, called Smart Cards. Smart Cards allow ample information stored on magnetic stripe cards. In addition, these cards are highly secure, more reliable and perform various functions. They store a large amount of personal information, from medical and health history to personal banking and personal preferences.
- □ Charge card: In charge cards, the cardholder is required to pay the full balance shown on the statement, which is certainly issued monthly, by the payment due date. It is a sort of short-term loan to cover the cardholder's purchases.
- □ Fleet card: A fleet card is used as a payment card, most commonly for gasoline, diesel and other fuels at gas stations.

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- Gift card: A gift card also known as gift voucher or gift token is a prepaid stored-value money card usually issued by a retailer or bank to be used as a substitute to cash for purchases within a particular store or related businesses.
- □ Store card: It is a credit card that is given out by a store and that can be used to buy goods at that store.
- 2. Unstructured Supplementary Service Data (USSD)

USSD is also known as "Quick Codes" or "Feature codes", is a protocol used by GSM cellular telephones to communicate with the service provider's computers. A typical USSD message starts with an asterisk (\*) followed by digits that comprise commands or data. Groups of digits may be separated by additional asterisks. The message is terminated with a number sign (#).The innovative payment service \*99# works on Unstructured Supplementary Service Data (USSD) channel. For using USSD based mobile banking internet connectivity is not essential, this service allows mobile banking transactions using basic feature mobile phone. USSD is generally connected with real-time or instant messaging services. USSD is sometimes used in coincidence with SMS. The user sends a request to the network via USSD, and the network replies with an acknowledgement of receipt: "Thank you, your message is being processed. A message will be sent to your phone." The Information required for USSD transaction is MPIN/ IFSC/Aadhar number/Account number. When we perform any transaction using Mobile, Mobile Banking Personal Identification Number (MPIN) works as a password

3. Aadhaar Enabled Payment Service (AEPS)

The AEPS system leverages Aadhaar online authentication that enables Aadhaar Enabled Bank Accounts (AEBA) to be operated in anytime-anywhere banking mode through Micro ATMs. This system is handled by the National Payments Corporation of India (NPCI). Aadhaar Enabled Payment System is a mode to get money from the bank account. This system of transaction neither requires your signature nor Debit card. One does not need to visit a bank branch for getting money through the Aadhaar Enabled Payment System. Merchants may be charged or paid based on the bank's discretion .For AEPS transaction following information is needed.

- 1. Aadhaar Number
- 2. Bank Issuer Identification Number (IIN) or Name
- 3. Finger Print
- 4. Unified Payments Interface (UPI)

Unified Payment Interface (UPI) is a new payment interface introduced by National Payments Corporation of India (NPCI) under the supervision of Government of India to promote a cashless-society and mobile banking. Unified Payments Interface (UPI) is a system that enables multiple bank accounts to use various banking services like fund transfer, and merchant payments in a sole mobile application. Sending and receiving money through UPI payment app is like sending and receiving a text message on your Smartphone .A user need not have multiple banking app installed in his/her Smartphone. A user can simply add all the bank accounts in a single UPI payment app without bothering to remember or even type banking user ID/Passwords .Each Bank provides its own UPI App for Android, Windows and iOS mobile platform(s). The information required for UPI based transaction are Virtual Payment Address (VPA) of recipient and Mobile banking Personal Identification Number (MPIN). By sharing VPA, funds can be transferred and money can be collected.

5. Digital Wallets

A Digital wallet is a way to carry cash in digital mode. Credit card or debit card information should be linked to a digital wallet application or money can be transferred online to a mobile wallet. Instead of using a physical plastic card to make purchases, it can be paid through smartphone, tablet, or smart watch. The Services offered by Digital Wallets are Balance Enquiry, Passbook/ Transaction history, Add money, Accept Money, Pay money etc. Digital wallets are composed of both digital wallet devices and digital wallet systems .In simple words the mobile wallets on the handset are digital wallets .Most banks have their e-wallets applications and some private companies. e.g. 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.

6. Point of Sale machines

The point of sale (POS) or point of purchase (POP) is the time and place where a retail transaction is completed. It is the point at which a payment is made to the merchant by the customer in exchange for goods or

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after provision of a service. After receiving payment, the merchant may issue a receipt for the transaction, which is usually printed but is mostly being dispensed with or sent electronically. A retail point of sale system typically includes a cash register (which in recent times comprises a computer, monitor, cash drawer, receipt printer, customer display and a barcode scanner) and the maximum number of retail POS systems also include a debit/credit card reader .

7. Mobile Banking

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device such as a mobile phone or tablet. It uses software, usually called an app, provided by the banks or financial institution for the purpose. With the reforms in the telecom sector ,Network speed is much better than before and data plans are not as costly. All of these changes have provided necessary fodder for the growth of mobile banking and the numbers of people using mobile banking is on a boom day by day. Due to ease and fast aces many users are shifting towards mobile banking as that of computers/laptops for online banking. Transactions through mobile banking may include obtaining account balances and lists of latest transactions, electronic bill payments, and funds transfers between a customer's or other's accounts. e.g. –iMobile for ICICI bank, Kotak Bank App for Kotak Mahindra bank, SBI freedom app for State bank of India

8. Internet banking,

Internet banking also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to channelize a range of financial transactions through the financial institution's website. Online banking was first introduced in the early 1980s in New York, United States. ICICI Bank was the first Indian bank to provide internet banking facility. Information required for Internet banking are Account number and Indian Financial System Code(IFSC code). Indian Financial System Code is a 11 digit alpha numeric code that uniquely identifies a bank branch participating in any RBI regulated fund transfer system. Beneficiary registration is required for the transactions. Beneficiary is a person who receives benefit from a particular entity or a person. To register a beneficiary information such as beneficiary name, account number, bank address and fund transfer limit is to be given. Following are the services provided by Internet banking.

- Bill payment service Internet banking facilitates payment of electricity and telephone bills, mobile phone, credit card and insurance premium bills as each bank has tie-ups with various utility companies, service providers and insurance companies, across the country
- Railway pass Railways have tied up with ICICI bank and so the railway pass for local trains is available online.
- Recharging the prepaid phone- By just selecting the mobile number and the amount for recharge, phone recharge can be done within no time
- Shopping With a range of all kinds of products, online shopping and the payment is also made conveniently through the account.
- Fund transfer

a. National Electronic Fund Transfer (NEFT) - National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to one funds transfer. Under this Scheme, 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 Scheme.

b. Real Time Gross Settlement (RTGS) -RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order by order basis (without netting). 'Real Time' means the processing of instructions at the time they are received rather than at some later time; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction by instruction basis).

c. Immediate Payment Service (IMPS) -IMPS offers an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is an emphatic 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.

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# Progress of Digital Payment services in India :

The progress and use of digital services can be seen using following information.

Payment System Indicator- Volume

### (All value in Million)

MODE	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
RTGS	98.34	107.86	124.46	136.02	163.48
Retail Electronic Clearing	3,141.53	4,204.96	5,467.29	20029.92	31735.80
Cards	10,038.67	12,055.87	13,358.62	6615.52	5502.88
Prepaid Payment Instruments (PPIs)	748.02	1,963.66	3,459.05	5073.44	4335.04
Mobile Banking	389.49	976.85	1,872.26	14322.15	25199.49
Total	14,416.02	19,309.2	24,281.68	46,177.05	66,936.39

#### (source RBI)

As shown above it indicates that the number of electronic transactions are in increased trends, as compared from the 2015-16 to 2019-20 RTGS, electronic clearing, Card payments and m. wallets and mobile banking are increased by nearly 78.46%. The mobile banking transactions experienced a major growth of 98.45 % from 2015-16 to 2019-20.there could be a high impact of pandemic and lock down on payments system as there was a drastic change in the percentage of transactions

### **Impact of Pandemic on Digital Payments**

- Online transactions in Q1 of calendar year 2021 saw a growth of 76% compared to calendar year 2020 indicating a large scale digital adoption by both businesses and consumers
- In Q1 of calendar year 2021, Tier-2 & 3 cities and towns continued to contribute over 50% of all online transactions
- While the beginning of 2020 recorded just about 500 transactions in eNACH payments, a new payment service that allows anyone with a bank account to easily automate recurring payments; eNACH saw a growth of 23,962% in Q1 of calendar year 2021 compared to Q1 of calendar year 2020, displaying a growing trend of businesses preferring digital & automated recurring payment processes

### SUGGESTIONS

- Government can ensure to the public that the operation of digital payment transaction are free from any transactions cost which in turn help to boost the customer base for various transaction to purchase via online mode.
- Training Programmes could be organised by the government and various private institutions to train all the people to make use of the digital payments.
- Government can create awareness regarding using digital payments by giving continuous media coverage through TV news/ shows, Radio or social networking or newspapers/magazines about the benefits of digital payments to the society and for the individual.
- Security should be increased of transactions

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## **CONCLUSION:**

Digital Payment system is easy to use to the customers as well as various parties involved in the transaction process and there are several options available in the financial system in India for the same, but there is lack of awareness among large amount of people in India. people are still unaware of how to use the system. The Digital literacy of Indian people is low, Therefore digital payment system is not purely developed and spread all across India. The social and infrastructure barriers are some of the factors influencing the use of digital payment system. But Now a day's mobile banking is becoming famous in India because it is easy to use and has no time clause. There is also a need to improve the digital literacy among the people. There are also issues relating to the risk and security which needs to be tackled off

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# A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED FERTILIZER COMPANIES IN GUJARAT

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### ABSTRACT

The importance of financial statements in overall investment and fundamental stock analysis cannot be overstated. A company's financial health is known as its lifeblood. Finance is one of the fundamental pillars of all types of economic activities in the current oriented economy. The primary purpose of financial statements is to aid in decision-making. They play a key role in establishing the framework and reaching a managerial conclusion.

Keywords: Personal investments, Sound Judgment, Methodology, Life Blood.

# 1. INTRODUCTION

The role of financial reporting for companies is to provide information about their fiscal health and financial performance. As investors, we use financial performance of past, current, and future prospective performance of company. These statements allow to the one firm to another firm the basis of valuating the work of a stock. The chemicals industry compares the companies that out of our investment research like that central to modern worlds economy , it cover to the materials ,oil, natural gas, water, metals into more than 70000 products. The fertilizers company that out of product like NPK, DAP, phosphors, Nitrogen and many others products of the fertilisers.

# 2. OBJECTIVES

The broader objective of this study is to know the financial performance of fertilizer industry, this objective is sub-divided into:

- 1. To examine the financial position of fertilizer industry.
- 2. To measure the profitability of fertilizer industry.
- 3. To examine liquidity position of fertilizer industry.
- 4. To assess the efficiency of fertilizer industry.
- 5. To assess working capital of fertilizer industry.

### 3. SCOPE

- The study covers almost the entire area of financial operations covered by " Chemical and Fertilisers industries " the study has been conducted with the help of data obtained by audited financial records.
- The audited financial records are the company annual reports pertaining of the last 10 years audited annual reports of the companies.
- Financial is very essential for the smooth running of the business. Finance controls of the policies, decision and activities.
- The researcher tries to measure the performance of the organisation and its working capital management in terms of financial wealth.
- Finance is the life blood of the business and it is rightly terms as the decision of every business.

### 4. LIMITATIONS

- The study is restricted for a period of ten years.
- Assume that 10 years are a responsible period to get fault accurate picture policies and practices of management of the company.
- Authorities were reluctant to reveal full information about the working of the company.

### 5. PERIOD OF RESEARCH STUDY

Present study has been made covering the period of 10 years from 2009-10 to 2018-19. The selected period provides latest picture of Fertilizer Industries of Gujarat for study. The evaluation of changes due to

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changes in economic policy and the study of financial performance of different Fertilizer Industries of Gujarat

- 1. Ratio analysis Gross profit ratios.
- 2. ANOVAs test

The data collection classified

• Secondary data

### 6. STATEMENT OF THE PROBLEM

A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED FERTILIZER COMPANIES IN GUJARAT .The basic purpose of the study is to understand the performance trend in fertilizer sector of Gujarat state. This will require the study of financial performance of fertilizer industry, the financial performance of fertilizer industry as well as performance efficiency of fertilizer industries in Gujarat state.

- 1. Relationship between cost of production and the selling price affect them. In the age of globalization this is a very vital question to any industry.
- 2. Productivity and performance played key role in the Industry. The study of selected companies shows comparatively lower standards of productivity.
- 3. Profit and profitability are also other considerable things. Due to high degree of competition the profit margin is decrease.
- 4. There are certain uncontrollable and controllable factors affecting profits of the companies. It is hypothesized and by controlling the controllable factors, the companies can improve their profit and profitability.

### 7. REVIEW OF LITERATURE

(1). Jasbir Singh (2013) made an attempt to overview the fertilizer consumption and demand trends in India for 2020-2021. He highlighted in his study that India had been the second largest consumer of fertilizers in the world after China, consuming about 26.5 million tones. However, average intensity of fertilizer use in India remained much lower than most countries in the world but was highly skewed with wide inter-regional, inter-state and inter-district variations. Through this study, he revealed the ways and means to fulfill the increasing gap among fertilizer consumption, demand and supply by estimating the growth rate of fertilizer consumption during 1915-1916 to 2020-2021. He suggested that in order to ensure self-sufficiency in agricultural production in the country, the availability of fertilizers at affordable prices should be prioritized over higher output prices. By 2020, fertilizer demand in the country was projected to increase about 41.6 million tones and was expected to grow at a faster rate in eastern and southern region compared with the north and the west.

(2).Ram Milan and Pushpa Yadav (2013) focused the Financial Appraisal of Indian Farmers Fertilizer Cooperative Limited (IFFCO) Phulpur Unit. The study was an attempt to identify the financial performance and how the performance had been going on for the last six years of Indian Farmers Fertilizer Cooperative Limited, popularly known as IFFCO, on the basis of establishing relationship between the items of balance sheet and profit & loss account. For establishing the relationship, various types of ratios such as solvency, liquidity, activity and profitability were used. It was found that the unit had made several achievements. However, it was not free from the problems and limitations but could be tackled provided with some concerted efforts. Liquidity position of the corporation was quite satisfactory and it should be maintained to meet short term obligations.

### 8. SELECTED FERTILIZER COMPANIES OF GUJARAT :

- CHAMBAL FERTILIZERS AND CHEMICALS LIMITED
- DEEPAK FERTILIZERS AND PETROCHEMICALS CORPORATION LIMITED
- GUJARAT NARMADA VALLY FERTILIZERS & CHEMICALS LIMITED
- GUJARAT STATE FERTILIZERS AND CHEMICALS LIMITED
- INDIAN FARMERS FERTILIZER COOPERATIVE LIMITED
- KRIBHCO
- RASHTRIYA CHEMICALS AND FERTILIZERS LIMITED

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## 9. DATA ANALYSIS :

The analysis of financial performance consist the financial position and results of operations as well as the financial progress of the company are satisfactory or unsatisfactory. The analytical methods or devices are used to ascertain or measure the relationships among the financial statements items of a single set of statements and the changes that have taken place in these items as reflected in successive financial statements.

# HYPOTHESIS OF PROFITABILITY

$H_0$ : There is no significant difference in profitability of selected fertilizer	companies of	Gujarat.
$H_1$ : There is significant difference profitability of selected fertilizer companies of	of Gujarat	t.

### Hypothesis of Gross Profit

 $H_{10}$ : There is no significant difference in gross profit ratio of selected fertilizer companies of Gujarat.

*H*<sub>11</sub>: There is significant difference in gross profit ratio of selected fertilizer companies of Gujarat

## TABLE - 1 : GROSS PROFIT RATIO OF

### SELECTED FERTILIZER COMPANIES OF GUJARAT

(` in Lakhs)

Company	Gross Profit Mean	Sales Mean	Gross Profit Ratio (%)
CFCL	49208.38	785191.38	6.27
DFPCL	23063.69	373928.35	6.17
GNFC	45224.70	446669.00	10.12
GSFC	66224.18	579454.48	11.43
IFFCO	96174.90	2316226.10	4.15
KRIBHCO	21081.90	261965.80	8.05
RCFL	56808.70	648448.10	8.76

### **ANOVA :Single Factor**

SUMMARY				
Groups	Count	Sum	Average	Variance
Gross Profit Mean	7	357786.45	51112.35	669715699.2
Sales Mean	7	5411883.21	773126.17	4.936

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1.8245	1	1.8246	7.383	0.0187	4.747
Within Groups	2.9656	12	2.4713			
Total	4.7902	13				

### **INTERPRETATION:**

From the above calculation calculated value of F = 7.383 and Critical Value of  $F = \pm 4.747$ . Here null hypothesis falls under the rejection region of the critical value  $= \pm 4.447$ , so that null hypothesis is rejected. So, there is significant difference in gross profit ratio of the selected fertilizer companies of Gujarat.

So, "There is significant difference in gross profit ratio of the selected fertilizer companies of Gujarat." Accepted.

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**OPEN BANKING SYSTEM: THE FUTURE OF BANKING INDUSTRY** 

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#### ABSTRACT

The banking system plays an important role in today's modern economic world. As a key component of the financial system, banks not only act as a custodian of money but also provide specialized financial services that are essential for the development of any nation. Since the past few years, physical banking is transforming in to digital banking. The success stories of M-Pesa in Kenya, Alipay in China and Paytm in India specify that banks must change the way they have traditionally approached customer service and should familiarize with the new world of open banking. They have to work along with third-party service providers, who can give them access to innovative ways of implementing digital technologies with personalized customer services, which will help them in retaining their market share and reduce costs on research and development of offerings.

This paper provides a preliminary understanding of open banking, its requirements and other key information related to open banking.

Keywords: open banking, digital banking, fintech

#### **INTRODUCTION:**

The modern world has become increasingly interconnected with mobile phones and other electronic devices with internet connection allowing universal access and broader reach to information, services, and products. While technology is the universal enabler in all modern human activities, it connects a disruptive power inspiring the well-proven business models and opening new markets. Currently, operations that earlier required to go to the bank have been substituted by mechanisms that allow transactions to be carried out from anywhere. Although significant progress has been made in financial delivery methods, technology has given banks and financial institute the absolute ability to enter untouched market segments that have not yet reached the capabilities of formal financial system and participants. Now a day's technology driven methods of financing, new financial business models, specialized financial services and products are emerging and driving Fin-Tech innovation in almost every financial and non-financial areas. Banks have been **trustworthy** body by consumers for years because of regulation and that helped them earn a good and trustworthy consumer base. On the other hand Fin-Tech the new entity that has captured the attention but is yet to earn the trust of customers as well as government and Fin-Tech start-ups are working closely to make it happen.

#### WHAT IS A BANKING API:

APIs are the set of codes and protocols used to select how different software mechanisms should act together. They ultimately allow different applications to connect with one other.

#### HOW DOES OPEN BANKING WORKS:

As soon as the bank customer allowed his consent, his financial records will be made available by his financial institution or a third party to another party through an Application Programming Interface (API). This API technology offers a safe and quick way for them to share his/her data. For instance, if any customer will connect his/her bank account to a budgeting app that analyses saving and spending habits, better financial products can be recommended, which might be more beneficial and reward generating. Simultaneously, it can also make it easier and quicker for online shopping or payments.

#### **OBJECTIVES OF THE STUDY:**

- To understand the concept of an Open bank
- To study the leading examples of open banks
- > To highlight the advantages and disadvantages of an open banking system

#### **RESEARCH METHODOLOGY:**

Present research paper is based on secondary data collected from various books, journal and the internet.

#### **UNDERSTANDING OPEN BANKING:**

Banks have a record of the transaction we usually do as our expenditure, lending, borrowing, travel bills, electricity bills, loan payments etc. but they don't make use of this valuable data. Since banks are our trusted partners and custodians have a habit of keeping all our information top-secret. However, in open banking, banks

grants access and control of consumers' personal and financial data to third-party service providers, which are usually tech startups and online financial service providers. Consumers are usually required to give some kind of permission to let the bank allow such access, such as checking a box on a terms-of-service screen in an online App. Third-party service providers APIs can then use the customer's shared data which might include comparing the consumer's accounts and transaction past to a variety of financial service options, aggregating data through participating financial organizations and customers to create marketing profiles, or making new transactions and account changes on the customer's behalf.

Open banking is also termed as "open bank data." it's a banking practice that offers third-party financial service suppliers open access to customers' banking transactions, and other financial data from banking and non-banking financial institutions through the use of Application Programming Interfaces (API,s). Open banking will permit the networking of accounts and data across institutions for use by customers, financial institutions and third-party service providers. Open banking is becoming a notable source of innovation, and the banking industry can be redesigned by controlling it.

#### COMMENCEMENT AND ADOPTION OF OPEN BANKING SYSTEM AROUND THE GLOBE:

Open banking restructurings began in Europe and the United Kingdom nearby late 2016. The governing body acknowledged that there is rising need for greater transparency and safety around consumer data like online banking and financial records of the customer. Currently, countries like USA, Australia, and China are evolving performers in the open banking plot, but still, they are behind their European players in several ways

**United Kingdom:** The United Kingdom is recognized as the global leader in open banking. The U.K. formulated open banking regulation 2016. The country's Competition and Markets Authority upholds a website devoted to helping consumers to understand open banking. The website also keep up the utmost updated list of banks presently functioning in open banking systems. It also provides complete guidelines on how consumers can give TPPs consent to their data as well as how to request and make payments.

**European Union:** The European Union accredited open source bank infrastructure in January 2018, managing the change is the Payment Services Directive 2 (PSD2) a governing body responsible for managing the European Union's payment services industry.

**United States of America:** In USA, unlike in Europe, Open Banking took a late start, but now with every passing day it's becoming a crucial topic of discussion for the major banks. Several banks are now truly compelling resources to their open banking efforts by putting an organization in charge of formulating a strategy. Even though, USA has still a long way to go, but rapid growth is being made in the USA and a time will come when USA will be ahead in open banking.

Asia: Organizations in Japan, Singapore, Hong Kong, and China are the initial players in open banking as a service to the public. Accepting certain platform models and features from Europe and the U.K.'s success story, these countries started digitizing financial services in their respective counties.

**Rest of the world:** Many other countries started open banking initiatives built on the success model of Europe and UK which were based on either through industry collaboration or through judicial changes. In Australia an open banking project was initiated on 1 July 2019 as part of the Consumer Data Rights project by the Australian Treasury department.

#### SOME EXAMPLES OF OPEN BANKING:

- In 2018, Banco Bilbao Vizcaya Argentaria (BBVA), the second largest bank in Spain launched its (backend as a Service) BaaS platform an Open Platform in the US. This Open Platform utilizes APIs that allow third parties to offer consumers financial products without needing to provide a full set of banking services.
- In May 2018, the Hong Kong and Shanghai Banking Corporation (HSBC) launched its Connected Money App in reply to the UK's open banking principles that try to place more control of financial data into the hands of consumers. Connected Money App allows consumers to view numerous bank accounts as well as loans, mortgages, and credit cards, in one place.
- Barclays: In 2018, displaying its success in the open banking market, Barclays claims to be the leading UK bank to enable account aggregation inside its mobile banking app. Its open banking feature permits consumers to view their account with other banks in Barclays' mobile app.

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#### IN WHAT WAY OPEN BANKING CAN TRANSFORM TRADITIONAL BANKING:

Once data sharing takes effect, the financial ecosystem may become an equal playing field for all entities, whether in banking and non-banking. Opening a bank account is still considered a tiresome job needing lots of verifications, but with Open Banking it would be done in movement. Similarly, in today's world, receiving a personal loan takes almost a week but after data interoperability, it can also be completed instantly. In a similar fashion, opening a De-mat account, or taking home loan, vehicle loan or insurance all will become possible within a few minutes with open banking.

#### Open Banking Market Estimation:

Globally, open banking market size accounted for \$7,295 million in 2018, and is expecting to reach \$43,152 million by 2026, recording a CAGR of 24.4% from 2019 to 2026.

The main reason that contributes to the growth of the open banking market involves increase in the number of peoples using new wave Apps and services. In addition, an increase in consumer commitment and attending banking customers need is boosting the growth of the open banking market. Additionally, the growth in advantages of an open banking platform that makes beneficial to all participants in the financial services industry includes consumers, businesses, Fin-tech, reformers, and banks. This is an important factor that nurtures the growth of the open banking market. Though, an increasing online fraud and data insecurity is likely to restrict the open banking market growth. Worldwide Companies such as Barclays, Royal Bank of Scotland Group, Wells Fargo, Nationwide Building Society, Capital One Citigroup, Banco Santander, Lloyds Banking Group, DBS Bank, BBVA, HSBC Bank and many others are funding in the market growth.

#### THE PROMISES OF OPEN BANKING:

Open banking is the driving force for the modernization of the banking industry. By trusting the networks rather than dominance, open banking can help financial services consumers and other financial institutions to share their financial statistics firmly and securely. For example, open banking APIs can simplify the sometimes tedious process of switching from using one bank's checking account service to another banks. The API can also look at customer's operation records to identify the best financial products and services for them, such as a new savings account that would earn a greater interest rate than the existing savings account or a different credit card with a lesser interest rate.

With networked accounts, open banking could support moneylenders get a more truthful picture of a customer's financial condition and risk level in order to offer more profitable loan terms. It could also support customers to get a more precise picture of their own finances before taking on debt. An open banking app for consumers who want to buy a home or any other property could automatically calculate what customers can afford based on all the statistics in their accounts, may be providing a more trustworthy picture than mortgage lending guidelines currently deliver. Alternative apps can help visually compromised consumers better understand their financial situation through voice commands. Open banking can also support small traders by saving their time through online accounting.

Open banking will force big and reputed banks to be more economical than smaller and newer banks, preferably by reducing costs, improving technology, and improving customer service. Well-known and big banks have to do things in innovative ways, and they are not presently set up to process and spend money to adopt innovative technology. However, instead of simply facilitating transactions, banks can use this new technology to enhance customer relationships and customer retention by better serving customers to manage their finances.

#### **RISKS ASSOCIATED WITH OPEN BANKING:**

Open banking can provide benefits in the form of providing customers with suitable access to financial data and services, as well as reforming some costs for financial institutions. However, it also potentially poses substantial risks and concerns around.

Financial privacy and data security: In open banking contexts, risks connected with the loss or theft of personal information on account of poor security, data protection violations, money laundering, and terrorist financing concerns cannot be ruled out. Hence, big scale adoption of open banking frameworks should ideally be headed by solid data protection and privacy laws..

Cyber security and Operational Risks: Open banking, which is based on the enhanced sharing of data, raises the surface area for cyber frauds. Since the open API provides organized access to customer banking statistics (such as transactions and balance stored in the infrastructure), it may also pose a severe cyber security risk. Losses caused to customers on account of cyber measures would require financial institutions to reimburse customers for such harms. Institutions may also face a variety of possible operational and cyber security issues related to

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the use of APIs, including data breaks, misuse, misrepresentation, denial of service attacks and infrastructure malfunction.

Compliance and Reputational Risk: Although open banking increased face of traditional banking and offers distinctive business opportunities, it has also assumed extreme responsibility for compliance with applicable prudential regulations and privacy laws. Risks arise due to exposure to fines, penalties, or disciplinary damages resulting from supervisory actions, as well as private settlements due to omissions and commissions of the third-party service provider.

Grievance Redressal: Owing to the involvement of more parties and intermediaries in the provision of financial services in an open banking model, it is difficult to assign responsibility. If the regulations governing customer complaints and retaliation are not informed to consider the open banking business model, national authorities may find it difficult to provide customers with an adequate levels of protection.

In open banking, there may be several third-party arrangements, such as financial technology companies, intermediary firms engaged in data aggregation and other service providers. These third parties may not have signed a contractual agreement with the bank, over which regulators can exercise jurisdiction. Moreover, it may be possible that some of these firms may not fall under the regulatory purview of any financial sector regulator. In such circumstances, it may become challenging for regulators to set requirements, specifications, and exercise regulatory jurisprudence.

#### **CONCLUSION:**

Open banking system is growing rapidly with encouraging innovations in financial services. Slowly, its adoption is becoming unavoidable across the financial sector. Though, the system is still in its foundation stage but its adoption has grown significantly. Open Banking is a great alternative to the current financial system and could change the manner of doing banking business. It gives many advantages, but it also has some weaknesses, considering the security risks of sharing data the greatest important weakness. However, this negative side can be treated with the help of a suitable software solution.

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#### A STUDY ON BANKING FRAUDS IN INDIA

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#### ABSTRACT

Indian banking system has observe tremendous changes since independence of country. Although it's regulated by Acts like Banking Regulation Act, RBI Act, SBI Act, and Insolvency Act, even then banking sector faces many troubles because of various frauds and unethical practices on the part of customers as well as employees of the banks. The present study relies on this sensible issue that despite many regulations, industry is facing substantial losses because of unethical conduct of individuals, where public money is involved. The customer money is misused by exploiting different flaws and loopholes that are in our financial system. It is an attempt of the researcher to bring light on the various issues which create mounting of NPAs and failures on part of banking industry.

Keywords: NPA, Stressed Loan, Banking Frauds.

#### **INTRODUCTION:**

The Indian banking system is facing too many fraud related issues for the past few years. Banks in India, especially public sector banks are suffering from mounting losses and rise in NPAs due to increased level of number of frauds. In most of the cases there's an involvement of top level management creating pressure on banking activities. Many of the top executives have been charged for alleged corruption and deceitful intentions in granting loans. This raises a question mark on corporate governance and ethics in the industry. In fact, the threat of rising NPA is a global crisis which is liable for slowdown in industry. The strength of financial system of any economy can be measured by its level of production and consumption. The living standards of the people are often judged with soundness of monetary system; but if economic and financial system is filled with frauds and high degree of NPAs, becomes a cause of worry for any nation. The Indian economy, in fact, is suffering for the past few years from these issues. If the economic system or banking industry is strengthened, it'll be reflected in GDP growth and living standard of the people. But if the system is a failure, then it reflects Inefficiency of the country's governance, and causes distress among various stakeholders. Bank frauds aren't only associated with Advances or loan related activities, but also to Deposits and Services. Frauds can be divided into three parts: (1) Deposit related (2) Advance related and (3) Service related. The various reasons of accelerating frauds in Banking and Financial services are increasing use of technology. On one side, the technology is giving many comforts and benefits like paperless transactions, cashless transitions and Direct home services, on the other side it is also increasing risks such as spread of viruses, occurrence of financial frauds by various means like identity theft, phishing, card skimming etc. Banks are the engines that drive the operations within the financial sector, money markets and growth of an economy. With the rapid growth of banking industry in India, bank frauds are also increasing very fast, and therefore fraudsters for their illegal activities have started using innovative means like, spyware, social engineering, Trojans, website cloning and cyber stalking and so on.

#### **OBJECTIVE OF THE STUDY:**

- 1. Highlight the varied sorts of frauds in banking sector of India
- 2. To check different forms of fraud and their impact on different stakeholders
- 3. To check the cause of bank frauds in Indian bank Risk factors in financial sector:
- 1. Cybercrime: Majority banks, offer online and mobile banking services. Debit card, Credit cards and other payment methods are used for transactions. ATM's machines and other electronic channels used for these payments is the leading target of cyber attacks.
- 2. Money laundering: Money laundering activities increases the possibility of terrorist funding. Rigorous Regulatory requirements and control and media scrutiny by banks and financial institutions is very much important to regulate frauds.
- 3. Black Money: Cyber crime and financial frauds cause financial instability within the country. India is one of the top positions in the world for increasing Black money.

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- 4. Loan loss: The danger of accelerating NPA and Bad debts in India increased manifold, because of lack of appropriate methods of monitoring of loans.
- 5. Slow down in Credit Growth: Increasing rate of frauds also affects credit growth of any country. The increase in frauds affects the trust on financial sector, which eventually effects the credit growth of the economy.

Statistical report: Estimated case of banking fraud is increasing year by year, as shown in the table:

Year	No. of cases (Cyber Crime)	No. of Cases (ATM, Debit Card)
2015-16	9622	1159
2016-17	11522	1372
2017-18	12317	2059
2018-19	18372	11816

Source: ASSOCHAM Banking e-Bulletin December 2019

Bank frauds worth more than Rs 1.85 lakh crore were reported in the year ended June 2020 compared with over Rs 71,500 crore in the previous fiscal, according to the RBI's annual report for 2019-20.

#### CAUSES OF FRAUD IN BANKING SECTOR:

- 1. First and foremost reason of frauds in banking sector is direct and indirect fault of their own officials. The fault might be intentional manipulations of rules and regulations for financial gains or might be unintentional because of lack of knowledge awareness of procedure and systems.
- 2. Next reason for fraud is Non adherence of KYC guidelines. During peak season, officials open accounts of bank customers, without completing all KYC norms, because of pressure and carelessness. Fraudster catch this opportunity and opens their account, deposit forged cheques and withdraw the amount.
- 3. To attain business target, staff of banks use unethical ways. Lack of proper audit and inspection and suitable system, fraudulent activities increase within the system.
- 4. Lack of proper control system, increase the probabilities of fraud, poor control environment, improper documentation and inadequate system increases chances of fraud.
- 5. Use of latest technology and financial software also are one of the cause, lack of proper data security in new technology increase chances of theft, cyber crime and other online frauds.
- 6. Use of electronic channels such as online banking, debit card, credit card, ATM, NEFT, Internet banking and Mobile banking provides new ways to fraudsters.
- 7. Inexperience from the side of staff and lack of awareness from the side of customer also creates fraudulent activities within the financial and banking sector.

#### **CONCLUSION:**

Study reveals that there are many reasons of fraud primarily related to poor regulatory system, carelessness of employees, lack of proper supervision by top management, improper use of technology, lack of awareness in customer and employees and poor coordination within them. To overcome these issues Banks should constantly monitor the system and frequently review and check transitions that cause online fraud. With increasing usage of e-banking and internet & mobile banking, the risk of fraud is increasing. To address this issue, there is a necessity to educate customers and create awareness. It is the peak time that we need to make more stringent laws to curb the growing menace of corruption among the banking officials. The biggest challenge for bankers is to secure banks and customers from internet related crimes. Banking operations like Inter branch transactions, Loans, Deposits and other online transactions should be highly secured. Legal requirements and procedural control should even be capable to address with it. Programme related awareness and education for bank staff and customers should be organized from time to time to save the nation from these frauds, which have the potential to create a question mark on the reputation of our economy.

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#### A STUDY ON IMPACT OF GREY MARKET ON INVESTOR'S INVESTMENT DECISION TOWARDS INITIAL PUBLIC OFFERINGS (IPOS)

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#### ABSTRACT

The Initial Public Offerings (IPOs) Grey Market concept is always use for unofficial pricing of new shares, which plays important role in Investors Investment decision towards IPO. Stock market is full of ups and down where getting good return leads to motivate investors. Investment in IPO is one of the best source of getting short term profit which is based on the demand of the new stock. Some Investors usually consider Grey Market Premium is one of the parameter before investing in IPO but Grey Market is a kind of mixture of Black Market and White Market, where black conveying all illegal things and white with all legal things i.e. Grey Market does not provide assurity of gain on the listing day but investors can predict how stock performs after it gets listed. Since Grey Market is an unofficial market which does not come under the regulation of Security & Exchange Board of India (SEBI), so this article will help to understand the awareness of Grey Market Premium among the retail investors, their factors of consideration before applying an IPO, function of grey market and how Grey market premium affects the investor's investment decision before the applying for an IPO.

Keywords: Initial Public Offerings (IPOs), Security & Exchange Board of India (SEBI), Grey Market Premium (GMP)

#### INTRODUCTION

An IPO Grey Market is one where a company's shares are offered by traders unofficially which is also known as Parallel Market and Unofficial Market where deals take place in unofficial distribution channels. IPO grey market only exists before the Issue of shares where IPO applications are take place for trade before shares become officially available for trading in stock Exchange. It is an offline market where dealers may accomplish order for preferred investors as well as they provide support for a new issue before it is actually issued. Grey market provides excellent opportunity to investors to purchase new shares even before they are listed, and grey market provides that platform where investors can take entry or exit before stock gets listed if they have any prediction about the listing day performance of the stock. As IPO Grey Market is an unofficial market, there are not a single regulation bodies are involved. Every transaction are done in cash or on personal basis. SEBI, Stock Exchange or Brokers are not involve in these transactions. IPO Grey market trading is usually done among the small set of investors who has mutual trust to each other as there is no official platform with no regulation.

**Players in Grey Market**- Some small private companies and individual dealers make price of IPOs as per the demand, which price is usually flexible and manipulative in nature, it goes ups and down according to demand movement because there is no control on price and investors do invest and trade as per the price of grey market which is called as Grey Market Premium (GMP).

**Function of Grey Market -** Grey market trade always takes place on phone calls or orally in the nature of Over- the- Counter market (OTC).

**Grey Market Premium (GMP)** - Grey Market Premium refers that price which the shares are being traded in the grey market. Grey Market Premium can be open negative or positive because it is based on demand and supply of the stock. because As there is no regulatory bodies are involve in grey market GMP usually starts to change on the very first day of the application of IPO which is continuously changing as per the subscription. The moment of grey market premium can change in an hour because the price of shares in grey market based on the subscription of the IPO where Maximum Subscription have already come from the company's existing investors and from Qualified Institutional Buyers (QIB), In QIB, Financial Institutions, banks, mutual funds and big companies are involved who are generally registered in SEBI. Generally proportionate of existing investors and QIB quota give maximum demand to an IPO which affect GMP and usually other investors do invest according to GMP. It is also heard and seen sometimes company also involves in insider trading in QIB category for the maximum demand and as of now The Market regulator SEBI has not taken a single action against grey market operators.

**Role of Grey Market Premium towards Investment in IPO**- Traders of Market normally predict future of IPO on listing day as per the GMP, they estimate listing day performance as per the responses towards particular IPO. For Instance if a IPO issue price is 200 and GMP is 120, So Listing day rate can be 320 or above. There are two grey market trading includes here,

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- 1) **Trading of IPO Application (Kostak)** Kostak rate is pre- determined agreed price of trading of IPO application before the allotment. In market there are few people who don't want to wait for the listing day, so they make future contract in OTC dealing to known persons in their contact. The seller who has applied for an IPO and the buyer who wants to purchase pre allocated shares on some agreed price and if the seller agrees, he could make the deal and exit from the transaction, on the listing day seller can sell those share and can settle the differences. Generally people do trade even before the shares allocated and these transaction consider in grey market, profit and loss will be bear by buyers but tax liability and brokerage fees will remain with the application of seller which can be settle mutually.
- 2) **Trading of Allocated IPO Shares-** Grey market also deals in allocated shares before the listing. Some people don't want to take risk of listing day, so they sell their stock before the listing on Issue price plus GMP, on the listing day seller may sell those shares and can settle the difference. Profit and loss will be bear by buyers but tax liability and brokerage fees will remain with the application of seller which can be settle mutually.

#### **OBJECTIVE OF THE STUDY**

- 1) To study the concept of Grey Market.
- 2) To study the IPO subscription status and listing day performance of two NSE listed sampled companies to know the impact of subscription on Grey Market Premium.
- 3) To study the awareness of Grey Market Premium among investors.
- 4) To study the Demographic Factors of the investors and impact of Grey Market Premium on investor's investment decision towards IPOs.

#### **RESEARCH METHODOLOGY OF STUDY**

**Sampling Design**: For the purpose of this research study, convenient sampling method has used for the primary data where data was collected from 50 respondents who were traders, broker and other individual investors and the Random sampling method has used for secondary data where study has taken 2 companies which are listed in National Stock Exchange (NSE) & Bombay Stock Exchange (BSE) in the period of April 1<sup>st</sup> 2020 to March 31<sup>st</sup> 2021.

**Data Collection:** The study has taken primary and secondary data for the analysis, where secondary data was collected from the various web sources and Interview method has used in the form of unstructured questions & Questionnaire has used to collect the primary data.

**Scope of the study**: Study will help to provide better awareness about grey market and study will also help to investor's investment decision towards IPO.

Name of the IPO	Category	Day-1	Day- 2	Day-3	Total Subscription	
Cland	QIB	0	0.48	6.39		
Gland	NII	0.01	0.03	0.5	2.6 Times	
Pharma Ltd	RI	0.08	0.15	0.23		
Norono	QIB	0.37	0.72	103.77		
Nazara Technologies - Ltd -	NII	2.85	7.73	389.9	175 Times	
	RI	16.76	44.47	75.29	175 Thines	
Liu	Employee	2.28	5.33	7.54		

# DATA INTERPRETATION AND ANALYSIS

Table No. 1 IPO Subscription Status of Sampled Companies

(www.ipocentral.in)

Table No. 2 IPO Issue Details and Performance on Listing Day of Sampled Companies

Name of the IPO	Issue Duration	Issue Price	Listing Date	Listing Price	Returns	Performed	Market Rate on 30.04.2021
Gland Pharma Ltd	9 Nov-11 Nov, 2020	1500	20- Nov- 20	1710	14%	Positive	2757

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Nazara17TechnologiesMarch-19Ltd2021	1100	30- Mar- 21	1990	81%	Positive	1746	
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(www.moneycontrol.com)

#### **Data Interpretation-**

- 1) In above table the first company Gland Pharma Ltd is was subscribed 2.6 times because on the first and second day of application subscription was very low but third day Qualified Institutional Buyer (QIB) category has only given maximum subscription i.e. 6.39 times, Non Institutional Investors (NII) and Retail Investors (RI) categories have not given good subscription. Due to minimum subscription company haven't performed good on the listing day but company is now on growing position. Hyderabad based Gland Pharma Company, it is manufactures diversified range of high quality complex Injectable, which is majority owned by China's Shanghai Fusan Pharma Group and it is the first Indian Pharma company which is controlled by Chinese firm to float an IPO, it can be observed that investors were not interested in investing in Gland Pharma due to issue of Chinese group of company which has affected GMP and as per the source of Investor Academy website Gland Pharma IPO GMP was Rs. 70 due to less demand but it has decreased from Rs.70 to 25, 20, 10 and before two days of listing it has increased to Rs. 140 because of the trading of allocated shares in grey market.
- 2) Another company Nazara Technology which has recently issued IPO, where the maximum subscription came from the NII i.e. 389.9 times, and QIB category has given 103.77 times subscription, RI 75.29 times and employee category were 7.54 times and the total subscription was 175 times. Due to maximum subscription stock has given 81 percent returns on listing day but due to COVID-19 Scenario currently stock is not on good position. Nazara Technologies is an India-based diversified mobile gaming company, According to company draft prospectus more than 10 percent stakes are hold by India's one of the successful Investor Rakesh Jhunjhunwala which is lead to Good GMP, which is also helped to getting maximum subscription during the application and during the application movement of GMP was around 800-900.

Parameters	Category	Frequency	Percentage
	Male	32	64
Gender	Female	18	36
	Total	50	100
	18-25	2	4
	26-35	30	60
Age	36-50	18	36
Age	51-60	0	0
	60 ABOVE	0	0
	Total	50	100
	Student	2	4
	Private Job	38	76
Occupation	Govt Job	2	4
	Business	8	16
	Home Worker	0	0
	Total	50	100
	up to 1 Lakhs	4	8
	1 -2.5 Lakhs	8	16
Annual Income	2.5 - 5 Lakhs	18	36
Annual Income	5 -10 Lakhs	16	32
	Above 10 Lakhs	4	8
	Total	50	100

 Table No. 3 Demographic Profile of the Respondents

<sup>(</sup>Sources: Primary Data)

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Data Interpretation- Table no. 3 indicates that out of total 50 respondents' approx. 64% of respondents were male and 36% of respondents were female. 60% of the respondents were between the age group of 26-35, 36% of the respondents were in 36-50, less than 10% of the respondents were in 18-25 and 0% of the respondents were between the age group of 51-60 & 60 above. Almost 80% of the respondents were employee and more than 15% of the respondents were in business. 36% of the respondents earn between the ranges of 2.5 - 5 Lakhs, 32% of the respondents earn between 1 - 2.5 Lakhs and 32% of the respondents were in between 5 - 10 Lakhs.

Table 10. 4 Awareness & Sources of Orey Market Fremum				
Awareness	Frequency	Percentage		
Yes	46	92		
No	4	8		
Total	50	100		
Sources	Frequency	Percentage		
Internet	46	92		
News Paper	4	8		
Family & Friends	0	0		
Total	50	100		

#### Table No. 4 Awareness & Sources of Grev Market Premium

#### (Sources: Primary Data)

Data Interpretation - In above table out of the total respondents 92% of the respondents were aware about the Grey Market and GMP and only 8% of the respondents were not aware. Out of the 50 respondents 92% respondents are get to know about GMP through internet.

Table No. 5 Most prefer Parameters of before applying an IPO			
Parameters	Frequency	Percentage	
Company Financial Status	2	4	
Credit Ratings	8	16	
Investment Banker	2	4	
Grey Market Premium	36	72	
Business Model	2	4	
Total	50	100	

(Sources: Primary Data)

**Data Interpretation-** In table number 5, out of total respondents, 72% of the respondents have selected GMP category as a most prefer parameters of before investing in an IPO, 16% of the respondents have selected credit ratings of a company and around 12% of the respondents check company financial status, business model & Investment Banker of the company.

Application Day	Frequency	Percentage
First Day	16	32
Second Day	20	40
Third Day	14	28
Total	50	100

### Table No. 6 Profer day of Applying an IPO

#### (**Sources**: Primary Data)

Data Interpretation- In above table, out of 50 respondents, 40% of the respondents usually applying IPO on the second day of application, 32% of the respondents on the first day and 28% on the third day.

		nd Day			
Reason	Frequency	Percentage	Frequency	Percentage	
Time Issue	4	20	0	0	
Fund Issue	4	20	4	29	
To Know GMP Movement	12	60	10	71	
Total	20	100	14	100	

Table No. 7 Rescon of applying late for an IPO

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**Data Interpretation-** In above table, out of 50 respondents, 34 respondents were selected applying an IPO usually on second day or third day. Out of 20 respondents, 20% of the respondents apply on third day due to time issue, 20% fund issue and 60% of the respondents for checking GMP movement. Out of 14 respondents 29% of the respondents usually apply on third day due to fund issue and 71% to know GMP movement.

Reason	Secor	nd Day	Third Day		
Reason	Frequency	Percentage	Frequency	Percentage	
Always	2	10	0	0	
Never	0	0	10	71	
Sometimes	18	90	4	29	
Total	20	100	14	100	

#### Table No. 8 Allotment Possibility to applying late to an IPO

#### (Sources: Primary Data)

**Data Interpretation**- In above table in second day category, out of 20 respondents 90% of the respondents get allotment sometimes and 10% get always. In third day category out of 14 respondents 71% respondents never get allotment whenever they have applied on third day and 29% get allotment sometimes.

#### FINDINGS

- 1) It has been observed that GMP affects due to existing stakeholder which is directly affects the investment decision of investors and Listing day performance.
- 2) It has found that maximum people who invest in IPO were either employee or business person and majority of belong to income range between 2.5 10 Lakhs.
- 3) The study has found that maximum investors are aware about Grey Market.
- 4) It was observed that demand of an IPO is affecting due to movement in GMP because investors are considering Grey Market premium most.
- 5) The Finding stated that maximum of the investors are applying IPOs on second and third day of the application which leads to over subscription due to Fund issue and to knowing GMP movement.
- 6) It has been also observed that maximum Investors are not getting allotment whenever they apply on third day.

#### CONCLUSION

The analysis of the data under the study concluded that, whether Grey Market is legal or illegal Most of the investors are aware about Grey Market and they are highly considering checking GMP before applying an IPO. GMP are highly speculative and they are related to subscription level of investors. Maximum investors are applying late to know the GMP movement of an IPO which is affecting the demand of an IPO and due to this reason investors are not getting allotment which can be disappointment and demotivation for the investors towards investment but in between this their applications are helping to increase demand of a particular stock which can be good for any company only for short term duration. Study has also concluded that internet playing important role in grey market because through the internet most of the investors come to know about GMP which leads to misinterpretation of investor's decision and sometimes Grey market also affects due to existing stakeholder of the issuer company which is also affecting the demand and listing day performance.

The study has further concluded that due to manipulation in GMP of IPO, Issuer Company cannot survive in long term. GM dealers are doing trade in high percentage which is affecting GMP because there is no control on GMP movement and investors are taking decision as per the GMP. It can be also conclude that there is no control on mutual sauda which comes under grey market transaction.

#### RECOMMENDATION

This research clearly indicates that there is need to take some action against Grey Market in term of awareness. The details recommendation has given in specific head.

#### To Government & SEBI-

- 1. "Investor Awareness Program" should be conducted on regular basis which can help investors to make their decision.
- 2. SEBI should ban the web portals and Internet sites of Grey Market and Grey Market Premium.

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- 3. SEBI should make a new law where IPO issue price can be change during the 3 days of application according to the demand of an IPO, so investors will not consider GMP to knowing the demand of the company.
- 4. SEBI should decrease the minimum investment amount of IPO.
- **To Investors-** Investors should aware about Grey Market fraud and Mutual Sauda of application and allotted shares.

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#### AN EMPIRICAL STUDY ON IMPACT OF COVID-19 ON FINANCIAL MANAGEMENT AND FINANCIAL WELL-BEING AMONG MIDDLE CLASS FAMILIES OF GUJARAT

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#### ABSTRACT

The dawn of the brand new decade has visible the arena gripped with the aid of an unprecedented fitness disaster, with an epidemic never experienced before in our lifetimes affecting limitless people, families and communities. Up to now, greater than 2.8 million people were affected by the corona virus (covid-19), with 2.7 billion of the worldwide staff dealing with full or partial closures of their offices and governments speeding to provide stimulus packages to melt the monetary blow from the outbreak. These restrictions have affected banks as properly, with large department closures and starting hours shortened to be able to cut down the spread of the virus. Customers are increasingly being advocated to apply on line and cell banking as customer service phone traces are inundated with a huge volume of calls. With extra regulations in movement being delivered, access to 1's price range – at least digitally – becomes crucial. Often development consciousness has been on measuring and analyzing poverty for you to lessen poverty. Whilst the middle class face future potentialities of being forever trapped in poverty, for this reason the non-poor are also susceptible to poverty. Vulnerability has been in particular identified inside the wake of the impact of the novel corona virus (covid-19) this is probable to yield declines in incomes due to reduced financial activities. In this observe, we offer an updated profile of the middle magnificence in Gujarat (India), as well as numerous segments of the income distribution, primarily based on the circle of relatives' earnings and expenditure survey.

Keywords: Middle class, Inequality, Income Distribution, Corona Virus, Simulation

#### **INTRODUCTION:**

The world Bank describes economic inclusion as "get entry to useful and low-priced monetary services and products" which includes "transactions, bills, savings, credit score and insurance delivered in a responsible and sustainable way." this accessibility to financial services, so regularly taken as a right in advanced nations, supports us in our day-to-day living and lets in for the planning of long term goals, which ends up in an development in our first-rate of life. However, there's nevertheless progress to be made at the monetary inclusion the front: 1. 7 billion adults continue to be unbanked globally, with a large share of that variety coming from the Asia-pacific (APAC) vicinity. As an instance, 74% of Myanmarese and 66% of Indonesians do not have get admission to financial offerings, which equates to a startling 218.1 million people - or nearly a 3rd of the populace of Europe. This gives a high-quality opportunity for digital disruptors to leverage generation and offer appropriate monetary answers with the intention to bridge that gap. In the global with 1.3 billion humans, are banked. That is an exquisite achievement in a rustic where so many are still marginalized, and it is basically because of the advent of an immediately, real-time payments gadget advanced by using the national payments corporation of India (NPCI) known as the united bills interface (UPI). UPI's interoperable machine merges multiple bank accounts right into single cellular software, allowing for immediate cash transfers thru a cellular device. A digital price cope with (VPA) allows the recipient to proportion a hyperlink with the sender, with the specific identifier being their cell telephone variety and encrypted banking identification. The end result is a continuing transfer of funds as there may be no settlement manner or middleman, and the benefits of this easeof-get entry to be clean: from 2017 until 2019, the marketplace percentage of UPI as a price approach grew from 1% to thirteen%, with transaction volumes tripling by 187% – or a whopping 10.8 billion transactions – in 2019 by myself. In February, messaging provider WhatsApp obtained the green mild from NPCI to pilot its UPI offerings to 10 million users (WhatsApp has greater than 400 million customers in India). This is the exemplary result of a visionary government appropriately assisting and regulating revolutionary players and legacy establishments inside the market, and offering a frictionless way for its citizens to get entry to monetary services. UPI permits small-scale banks to offer payment options for communities in decrease-profits, rural regions surely by means of the use of simple smart phones, a landmark move by way of the Indian authorities to utilize a mobile cell phone interface where investment-heavy infrastructure is missing. There will absolute confidence be an uptake within the use of UPI while social distancing measures are in area and cashless transactions are being endorsed. But the fundamental query right here is the profits of these center magnificence households in India or Gujarat that are struggling all through this pandemic due to the loss of task, enterprise or other profits sources.

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#### **REVIEW OF LITERATURE:**

Coombs (1975) specified that demographical functions of the consumer which make the results to the manner for the statistics that's reviewed or outstanding, similarly to that, the previous funding styles which additionally reflect the questioning capacity of the monetary newshounds closer to the chance management and also to the law. Studies indicate that person investment selection making is truly decided through the chance conception of the people.

Baker et. al. (1977) examined that the traders are presupposed to be rational by way of capitalizing the wealth for the following basic monetary policies and setting up their investment processes only based totally at the danger-return deliberation because the factors which can be being contemplated to the impact on investment selections at once. Traditional financial theory suspects that people are the rational agents who make the judgments as it should be to grab the gain for the possibilities that is viable and plausible to them. Investors bear in mind themselves as rational and logical. However whilst it entails the making an investment issue, their emotional temperament, established concept styles and mental inclinations influence how they distinguish the sector and the way they decide to make an the investment.

Mcavay et. Al. (1996) has documented a gender bias in monetary self-efficacy beliefs and that ladies were more likely to revel in a decline in financial self-efficacy ideals than men ; it isn't clear from their observe, if the women held better or lower economic self -efficacy ideals than guys at the initial interview stage. Mcavay et al., look at additionally throws light on the reality that age and profits have effect in this aspect and that they report that older adults with annual income above \$eleven,000 have been more likely to enjoy improved monetary self-efficacy ideals over the years. As a consequence, at the same time as maximizing earnings may also assist in improving financial self-efficacy ideals, psychological elements seem to play a meaningful role. Whilst the Mcavay et al. look at focused on the trade in economic self-efficacy ideals, the findings offer a primary basis for elements doubtlessly associated with the prevailing level of financial self-efficacy ideals for older pre-retirees.

Hira and Mugenda (1999), blanketed a couple of objects to quantify monetary pride. The factors consist of satisfaction with (a) money saved, (b) amount of money owed, (c) modern economic scenario, (d) capability to satisfy long term dreams (e) preparedness to satisfy emergencies and (f) financial control competencies. So they have concluded that demographic, socioeconomic traits, financial pressure ranges, monetary solvency, economic understanding and economic mindset have an impact on economic pride of individuals. Attaining pleasure with the circle of relatives' economic management can be considered as a goal. Pride may be carried out thru met demands, assets available to the family and control talents used to fulfil the needs.

Worthington (2004) used a systemized logit model to forecast the monetary literacy on the idea of sociodemographic traits. The author analyzed the data collected in 2002 by way of the banking group ANZ. Respondents had been cut up into quintiles primarily based on their financial literacy ratings. The quintile ranking changed into designed as the determined variable of the study. Worthington described the 4 organizations of predictors. The primary organization consists of numerous proxies for traits exposing defendants to economic literacy, including gender, age, family shape, and geographical region, ethnicity, and get entry to hard work. The second one organization related to school education, whilst the 1/3 replicated the effective participation within the monetary markets thru the medium of debts. The fourth organization of predictors appeared profits, consumption and investments; the underlying presumption changed into people with greater sources have a most inducement to find out about budget within the vision of the better expenses of an untrained management. The proof recommended a most monetary literacy in the 50-60 year age group, professionals, managers and people who have a college diploma with a more level of profits, financial savings and debt.

Morris (2005) emphasised that extended economic assets, particularly increase in earnings, offer humans with a possibility to exhibit the accountable financial behaviour. As a consequence, it is safe to finish that a better profits and financial savings, as a further financial aid is related to better monetary self-efficacy ideals, and subsequently play a robust position in inflicting high quality economic behaviour.

Jappelli (2010) done a global contrast of literacy stages amongst 55 countries primarily based at the barometer of monetary literacy rendered by way of IMD global competitive yearbook (WCY). The respondents are requested to study their literacy talents as well as to signify the statistics about their behaviour in the direction of the monetary choices, expertise and facts. The barometer is measured on the survey of center and top managers and business leaders, who are requested to tested on 0-10 scale the argument 'monetary literacy the various population is typically excessive'.

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Ajay Singh and Rahul Sharma (2016) studied the financial literacy & its impact on buyers for effective financial making plans for future. The respondents of the study are a hundred and fifty MCD school instructors in Delhi. The facts was tested the use of the descriptive facts, rank order & chi rectangular check to check the effect of attributes of financial literacy & funding behaviour. The findings of the look at well-known shows that there is an impact of cognizance toward economic investment units based totally on degree of knowledge, degree of hobby, level of commitment which plays a very essential function for making an funding selection for a specific economic instrument.

#### **PROFILE OF THE MIDDLE CLASS:**

On this take a look at, the underlying framework for describing poverty (and inequality) is a financial method of the identity and dimension of poverty (and earnings inequality), this is the most usually used technique. This involves essentially views people in poverty in monetary phrases, as those who belong to families with in line with capita earning much less than a few poverty thresholds. The latter represents the minimum degree of income according to man or woman deemed well enough for meeting food and non-food needs. Facts on overall household income may be accumulated by means of figuring out all feasible income sources, e. G., incomes from salaries and wages, pastimes, dividends and self-employment. Profits inequality, which describes asymmetry within the distribution of profits inside society, is to be regarded inside the context of the gaps at numerous information across various income groups (as defined with the aid of Albert et al. 2018). International locations have positioned poverty at the heart of the development agenda. In 2015, 193 member nations of the United Nations, including the India, dedicated to achieving the sustainable improvement goals (SDGS) by way of 2030. The agenda on the SDGS is a continuation and growth of the millennium improvement dreams framework to position poverty reduction and associated goals at the center of development priorities. The first intention of the SDGS: "cease poverty in all its forms everywhere" is largely approximately eradicating extreme poverty; it entails focused on the most at risk of poverty, increasing simple economic assets and social safety services, formulating pro-bad and inclusive policy frameworks, in addition to assisting communities laid low with warfare and weather-associated disasters. In India, medium time period national development plans have mainstreamed poverty discount, and even incorporated the USA's aspiration to be a predominantly center elegance society by 2040, where nobody is poor (NEDA 2015; NEDA 2016). Amid the pandemic, nations have commenced to reset their development priorities, and reallocate assets to deal with the pandemic, and there are dangers that such response to the pandemic may be de-linked from the SDGS. As in advance mentioned, this look at makes use of a largely descriptive examination of to be had profits records from the 2011 to explain poverty, the center elegance and the whole earnings distribution. The study additionally recognizes the probably reduction in earning delivered about with the aid of covid-19 and the try and lessen the contagion. We firstly, assess some ideas within the reputable poverty size methodology. To develop the right policy framework and instruments for reducing poverty, nations need a credible poverty dimension system. Essentially, legitimate poverty measurement structures contain 3 steps (USA 2005; Albert 2008; Haughton and Khandker 2009):

- defining a welfare indicator. Maximum international locations make use of a cash-metric primarily based on income or consumption. In Asia many nations like china and Malaysia uses profits in step with capita, the PSA aside from India, and also use welfare indicators primarily based on profits. Most growing countries employ intake expenditure-primarily based measures rather than earnings-based because of problems in acquiring accurate income data, as mentioned earnings has a tendency to be biased downward, especially amongst families counting on farming income and self-employment, and on earnings from housing offerings or capital gains .
- putting a poverty line. The everyday scheme in growing nations, including India, for placing poverty strains includes the primary desires technique, which tries to perceive the value of absolute minimal food and non-food requirements for long-term well-being. The details for imposing this approach, however, vary a bit across international locations.
- summarizing the poverty statistics.

All numbers that measure poverty launch poverty occurrence estimates -i. E., the percentage of humans (or families) with income according to capita beneath the poverty threshold. The PSA additionally releases the subsistence prevalence -i. E., the percentage of humans (or families) whose earning per capita do no longer even reach the food issue of the poverty line (additionally called subsistence threshold). Are earnings or expenditure a better welfare indicator? As mentioned in Albert (2008), poverty analysts usually view consumption-primarily based measures of poverty as offering a greater good enough photograph of wellbeing than the ones based on profits, especially in low- or middle-income international locations. Profits normally fluctuate from year to year and modifications throughout one's lifetime whereas intake stays extraordinarily

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unchanging. Similarly, intake/expenditure is considered to be greater appropriately measured than profits: survey respondents may be extra in a position as well as inclined to take into account what they spent instead of what they earned, mainly whilst their memories are jogged with extra special questions. In addition, stated income is probably to be underreported due to biases from reminiscence recall, the reluctance to show accurate income information for tax functions or because a number of the actual profits can be from illegal assets. Similarly, the accuracy of a few additives of income, especially agricultural income, may be hard to defend. On the other hand, the quantity of bias in profits facts is probable to be higher at the upper part of the income distribution, which isn't of unique concern in poverty evaluation. Salaried and stuck earnings earners also can as it should be account for their incomes (perhaps even higher than their fees). The route and quantity of bias on expenditure statistics, however, is doubtful: the negative may have status biases, whilst being requested their prices. This can significantly erode the quality of survey information (for both expenditure and earnings). The PSA must be looking into its whole poverty measurement technique soonest, given the possibly modifications in income and consumption patterns, mainly in the wake of covid-19 and a post-covid-19 world.

#### THE FINANCIAL CONDITION OF MIDDLE CLASS IN GUJARAT:

The continuing lockdown, which has crippled the economy for more than a year and sparked extraordinary distress, has became the so-referred to as lower center magnificence into the brand new negative identities of the society. Teachers in unaided personal schools, workplace assistants, information access operators, salespersons, receptionists, beauticians, individuals who run small mobile phone carrier and repair stores and different carrier companies who fall in ₹5,000 to ₹15,000 month-to-month profits group, are the badly hit. Most of them have not obtained the salaries and that they hardly ever have any savings to fall upon. Lots of them are jobless now or are at worry of losing task in post-lockdown situation. It isn't always simply the socially terrible and the migrant people who're dealing with the brunt of corona virus caused lockdown. Activists say decrease center magnificence households with meagre income are badly hit however the hassle is not getting due attention due to lopsided priorities. Even as the ones categorized beneath the poverty line have become some type of help inside the shape of cooked food, ration or financial aid from the imperative and nation governments or NGO's and philanthropists; an awesome majority of the decrease middle class are left excessive and dry. A BPL family with a white ration card, for instance, can get upto ₹1,500 economic resource and grains as introduced through the Gujarat government and is likewise entitled for assistance from the centre as alleviation throughout the lockdown period. Even the ones who've no ration cards can get cooked meals being furnished with the aid of the authorities' agencies or several NGO's and philanthropists. They are also visible status in queues to receive food rations being allotted by using numerous socio-non secular companies.

#### **RESEARCH METHODOLOGY:**

As this research is based on the middle class family of the Gujarat so the researcher has selected the respondents from the various parts of Gujarat by using Random sampling, thus, Random sampling method was used for this research.

#### **VARIABLES:**

This research was performed to look at the financial management and well-being amongst middle class families of Gujarat influencing financial decision and the monetary outcomes. For this research, the segmentization of respondents was primarily based on the subsequent demographic variables along with their Age, Gender, Marital Status, Family Type, Family Members, Academic Qualification, Experience, Designation, Monthly Profits, Family Annual income etc.

#### DATA ANALYSIS:

The collected data were analyzed with percentage analysis method as the aim of the researcher was just to find the financial management and well-being among the middle class families of Gujarat.

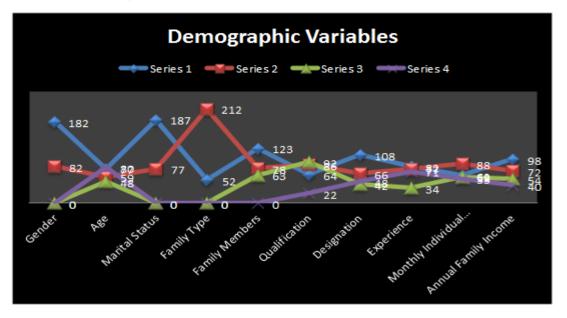
SI.	Demographic Variables	Respondents (264 Nos.)	Percentage (100%)
		Gender	
1	Male	182	68.94%
	Female	82	31.06%
		Age	
2	Upto 25 yrs.	77	29.17%
	25 – 35 yrs.	59	22.35%
	35 - 45 yrs.	48	18.18%

#### **Table Presenting Demographic Variables**

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	Above 45 yrs.	80	30.30%		
		Marital Status			
3	Married	187	71%		
	Unmarried	77	29%		
		Family Type			
4	Joint	52	19.7%		
	Nuclear	212	80.3%		
	Π	Number of Family Member	S		
5	1 to 3	123	46.6%		
5	4 to 6	78	29.55%		
	More then 6	63	23.85%		
		<b>Educational Qualification</b>			
	Under Graduate	64	24.24%		
6	Post Graduate	86	32.58%		
	Professional	92	34.85%		
	Others	22	8.33%		
	Designation				
	Supervisor or Equivalent	108	40.91%		
7	Manager or Equivalent	66	25%		
	Higher Category	42	15.91%		
	Other	48	18.18%		
	Experience				
	Upto 5 yrs.	82	31.06%		
8	6 to 10 yrs.	77	29.17%		
	11 to 15 yrs.	34	12.88%		
	Above 15 yrs.	71	26.89%		
		Monthly Individual Income			
	Less than 50,000	62	23.48%		
9	50001 to 75,000	88	33.33%		
	75001 to 1,00,000	59	22.35%		
	Above 1,00,000	55	20.84%		
		Annual Family Income			
	Below Rs. 4,00,000	98	37.12%		
10	Rs. 4,00,001 to 9,00,000	72	27.28%		
	Rs. 9,00,001 to 14,00,000	54	20.45%		
	Above 14,00,000	40	15.15%		

Graph Presenting Demographic Variables



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Out of the total respondents 182 (68.94%) are male and 82 (31.06%) are female respondents. It is clear that most 77 (29%) of the respondents are unmarried and 187 (71%) of the respondents are married. It is found that majority 212 (80.3%) of the respondents are living in nuclear type of family and 52 (19.7%) of the respondents are living in joint type of family. It is found that maximum 123 (46.6%) of the respondents are having 1 to 3 members in their family, while 78 (29.55%) of the respondents are having 4 to 6 members and the remaining 63 (23.85%) of the respondents are having more than 6 members in their family. It is clear that 86 (32.58%) of the respondents are post graduates, while 64 (24.24%) of the respondents are under graduates, 22 (8.33 %) of the respondents are having other qualification (Technical education, etc.) and the remaining 92 (34.85%) of the respondents are professionals. It is found that majority 108 (40.91%) of the respondents are working as supervisors, while 66 (25%) of the respondents are working as Managers and the 42 (15.91%) of the respondents are working at Higher Category and the remaining 48 (18.18%) respondents are working as others. It is found that most 82 (31.06%) of the respondents are having upto 5 years experience, while 77(29.17 %) of the respondents are having experience between 6 to 10 years, and 34 (12.88%) of the respondents are having experience from 11 to 15 years and the remaining 71 (26.89%) of the respondents are having experience of more than 15 years. It is also found that most 62 (23.48%) of the respondents are having monthly income less than Rs.50,000/- while 88 (33.33%) of the respondents are having monthly income between Rs.50,001 and Rs.75,000, 59 (22.35%) of the respondents are having monthly income of Rs.75,001 to Rs.100,000 and the remaining 55 (20.84%) of the respondents are having more than Rs.100,000 as monthly income. It is clear that most 98 (37.12%) of the respondents are having annual family income less than Rs.4 lakhs, while 72 (27.28%) of the respondents are having annual family income between Rs.4 Lakhs to Rs.9 Lakhs, 54 (20.45%) of the respondents are having monthly family income of Rs.9 Lakhs to Rs.14 Lakhs and the remaining 40 (15.15%) of the respondents are having annual family income above Rs.14 lakhs. This indicates that all the respondents in the study are aware of the need for financial planning.

#### **CONCLUSION:**

The middle class or lower middle class is caught in a predicament as their dignity holds them back from extending their arms to are searching for useful resource while the NGO's and philanthropists may be reluctant to offer any help lest they experience awful approximately it. The focus of all aid programmes of each the authorities and NGO's is people who are traditionally perceived terrible and who are indeed bad however the middle class or the decrease center elegance, which are also in dire want of help, had been omitted. Such people are there in each family. Many categories of mid-level jobs have been created way to the booming services international during the last couple of many years. They're basically hired inside the retail global, healthcare, teaching, hospitality, travel and tourism. Useful resource workers point out that maximum of people who fall into this class are sole bread earners for their households or even if their spouses work in addition they do similar jobs like that of receptionists, workplace assistants and teachers. Such people struggle in their lives every day but they one way or the other control without looking for help from others. However, the lockdown has made it a hand to mouth lifestyles for this magnificence. Hence, in accordance to the research objective, the researcher has found that the middle class families of Gujarat are well literate about their financial management and thus are enjoying their financial well-being. Further, it also conclude that in the normal circumstances these families are enjoying their financial well-being status but as mentioned above due to covid-19 pandemic, many people has lost their jobs or are facing the salary cut, which has disturbed their routine financial life.

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#### A STUDY OF IMPACT OF BAD DEBTS ON SMALL BUSINESS

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#### ABSTRACT

The term bad debts are a major problem across the globe which affects small business, the present study discovers the impact of bad debts on small business and how its affect finance and sales of a company. Business enterprises today use credit as a prominent strategy in the area of marketing and financial management as it is necessary for growth in business. However, trade credit is highly vulnerable to bad debts and losses. The present study also aims at analyzing how bad debts harmful to small businesses and how individuals/proprietors deal with bad debt customers. Due to bad debts, a small business cannot survive in the market. The result of the study shows that the majority of small businesses sell on credit (54%) despite the efforts they put into managing their debtors. 26% of the default. The result further shows that small businesses incur relatively high costs when managing debtors. The study highlights the main challenges faced by the small business while managing debtors. Bad debts put pressure on small business cash flow thereby limiting the growth of business.

Keywords: Bad debt, Debtors, Finance, Sales, Impact of bad debts on small business

#### **INTRODUCTION:**

Bad debts can have a detrimental impact on a business, putting its survival at serious risk. One of the more obvious impacts of experiencing a bad debt is on a business's cash flow, affecting profitability and for an estimated 5% of business that has been victim to bad debt, plans for further investment are delayed small business enterprise /business are an important part of nation's economic and social structure, as they play a very important role in creating employment opportunities for the growing labour force. Small businesses exert a strong influence on the economies of all countries particularly in Developing countries Bad debt expense is one of the several noncash expenses in the income statement.

The concept of bad debt expense is relevant to companies that use the accrual basis of accounting and are heavy on credit sales. An uncollectible account or a bad debt reduces revenue. Improper valuation of this expense may either overstate understate the revenue of a company. Recognition of bad debts is crucial in presenting the correct revenue of the company.

Bad debt is money owed that cannot be collected. A debt becomes "bad" or uncollectible when surrounding facts and circumstances indicate that there is no longer any chance that the amountowed will be paid,Recognizing Bad debts for income statement presentation.

Bad debt is written off as a loss to the business. there is a difference in recognizing bad debts for income statement presentation and the purpose of taxation. The income statement follows the accrual basis of accounting and should follow the allowance method in the presentation of bad debts. On the other hand, the direct write-off method is also allowed in the income statement for taxation purposes. The United States Internal Revenue Service (IRS) no longer allows businesses to use the allowance method in accounting for bad debts. The direct write-off method is required in computing their taxable income.

Matching concepts is a generally accepted accounting principle (GAAP). The matching rule dictates those revenues must be assigned to the accounting period in which the goods are sold or the services performed, and expenses must be assigned to the accounting period in which they are used to produce revenue. Under the allowance method, losses from bad debts are matched against the sales they help produce. Under direct write-off, bad debts are usually recorded in a different accounting period from the one in which the sale takes place; the method, therefore, does not conform to the matching rule (Needles, Powers, & Cresson, 2007).

#### **REVIEW OF LITERATURE:**

Amiri A (2003). Bad debt is an amount owed to a creditor that is unlikely to be paid and, or which the creditor is not willing to take action to collect because of various reasons, for example, due to a company going into liquidation or insolvency. There are various technical definitions of what constitutes a bad debt, depending on accounting conventions, regulatory treatment, and institution provisioning. In the USA, bank loans with more than ninety days' arrears become "problem loans". Accounting sources advise that the full amount of a bad debt be written off to the profit and loss account or a provision for bad debts as soon as it is foreseen.

Bakhtiari P. and Pasban F (2004). Doubtful debts are those debts which a business or individual is unlikely to be able to collect. The reasons for potential non-payment can include disputes oversupply, delivery, and the

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condition of the item, or the appearance of financial stress within a customer's operations. When such a dispute occurs, it is prudent to add this debt or portion thereof to the doubtful debt reserve. This is done to avoid overstating the assets of the business as trade debtors are reported net of Doubtful debt. When there is no longer any doubt that a debt is uncollectible, the debt becomes bad. An example of a debt becoming uncollectible would be: - once final payments have been made from the liquidation of a customer's limited liability company, no further action can be taken.

Allowance for bad debts are amounts expected to be uncollected, but still with possibilities of being collected (when there is no other possibility for collection, they are considered uncollectible accounts). For example, if gross receivables are US\$100,000 and the amount that is expected to remain uncollected is \$5,000, the net current asset section of the balance sheet will be

Gross accounts receivable: \$100,000 Less: Allowance for bad debts: \$5,000 Net receivables: \$95,000 In financial accounting and finance, bad debt is the portion of receivables that can no longer be collected, typically from accounts receivable or loans. Bad debt in accounting is considered an expense.

#### **OBJECTIVES:**

- > To study and understand the balance off debtors' accounts to allow for bad debts.
- > To evaluate different reasons for bad debts in the business.
- > To recommend suitable strategies on how minimizes the debt in small businesses.

#### **RESEARCH METHODOLOGY:**

Sources of data collection

Primary data was collected to target respondent through circulated Google form, and secondary data was collected from various websites and journals. This study has a sample of 75 respondents, which is selected at convenience to discover the impact of bad debts on small businesses. Data has been collected using the primary and secondary methods of data collection. Primary data was collected through the structured questionnaire of Google forms and secondary data was collected from various journals, articles, newspapers, magazines, and websites. The collected data were further analyzed by using a simple statistical tool like a percentage. For this study questionnaire was prepared to satisfy the objective of a research paper.

#### **SCOPE:**

The present study aims at discovering the impact of bad debts on small business and the relationship between debtors and bad debts .it also aims to analyze the various classes of bad debt, the possible causes of bad debt, the impact on business operation, and the measures to the managing bad debt.

#### LIMITATIONS:

Primary data relevant to the study may be much dependent upon the cooperation of the respondents.

Respondents' opinions cab is biased which cannot be ruled out.

The primary data collected may influence by the behavior and mood of the respondents of whom the survey is conducted.

#### **HYPOTHESIS:**

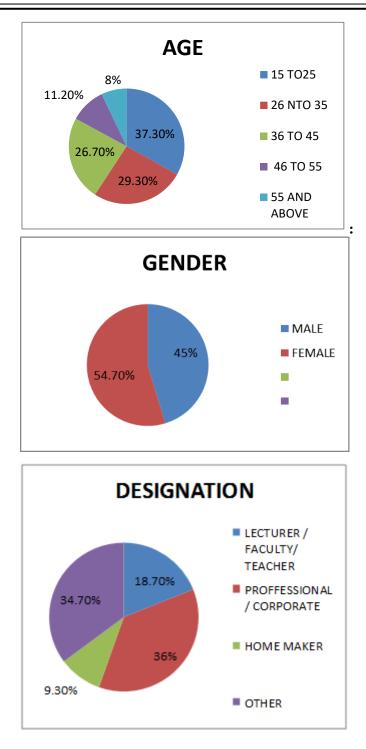
H1: There is a relation between Bad debts and Debtors

H<sub>0</sub>: There is no relation between Bad debts and Debtors

#### DATA ANALYSIS AND INTERPRETATION A) DEMOGARHIC PROFILR OF RESPONDENTS:

The following pie chart represents demographic profile of respondents

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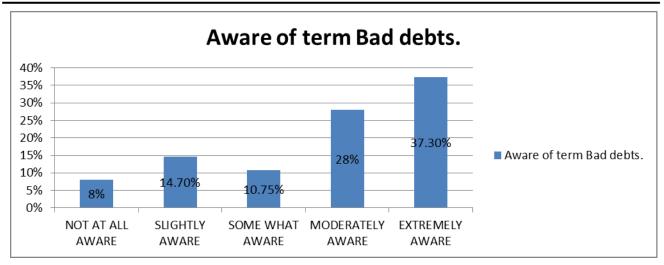
GENDER: Among all the respondents there was 54.70% was females and 45.3% of males

**AGE PROFILE:** The majority of respondents are between the ages of 15 to 25 that is 37.30%. The 29.30% of respondents were between 26 to 35. The 26.70% were age of 36 to 45. The respondents above age of 55 were 8% and respondents between age of 46 to 55 are 11.20%

**DESIGNATION:** In case of designation 18.70% were Faculty/ Lecturer/ Teacher, 36% were professional /corporate field, 9.30% were home maker, and 34.70% respondents were other designation.

#### A) AWARE OF IMPACT OF BAD DEBTS:

The following graph presents % of respondents who aware of term Bad debts.



**Findings:** Respondents were asked whether they are aware of the term bad debt. 8% of respondents said Not at all aware, 14.7% of respondents slightly aware, 10.7% of respondents somewhat aware, 28% of respondents moderately aware, and 37.3% of respondents extremely aware of the term Bad debts.

### B) HOW INDIVIDUAL/ PROPRIETOR DEAL WITH BAD DEBT CUSTOMER

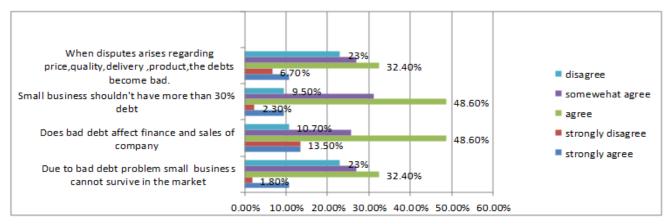
The following table presents **how proprietor/individual deal with bad debts customer** like motivated mindset, reduced financial liabilities, payment reminders, understand the problem and taking action on unpaid debts.

Sr. no	Individual deal withbad debt customer	%	
1.	Motivated mindset—	16%	
2.	Reduce financial liability	12%	
3.	payment reminders	16%	
4.	Understand problem	16%	
5.	Taking action on unpaid debts	40%	

**FINDINGS**: Respondents were asked about how they deal with bad debt customers. Among all respondents 16% were dealing with a motivated mindset,12% of respondents deal with reduces liabilities, 16% respondents deal with payment reminders,16% were deal with the understanding problem, and the majority of respondents like 40% deal with taking action with unpaid debts.

#### C. THE FOLLOWING QUESTIONS WERE ASKED TO THE RESPONDENT.

#### The Likert style was followed



#### FINDINGS

The respondents were asked when disputes arise price, quality, delivery, product the debts become bad.10.8% of respondent strongly agreed, 23% disagreed 27% somewhat agreed and 32.4% agreed with the above

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satatement.2nd question asked, small business shouldn't have more than30% debt, 48.6% of respondent agreed,31.1% somewhat agreed,9.5% strongly agreed and2.3% were strongly disagree.3rd question asked, does bad debt affect finance and sales of the company,48.6% of respondents agreed,25.7% somewhat agree,13.5% strongly agreed,10.8% disagreed. 4th questions were asked due to bad debt problem, a small business cannot survive in the market,47.3% of respondent agreed,17.6% strongly agree,21.6% somewhat agreed.

#### CONCLUSION:

Findings from this study show that management of Bad debt is critically important for small business survival because it affects their performance.

Most small businesses rely on trust while a few uses collateral to screen customers before selling credit. They keep on following them while monitoring them. To control, Bad debt, a few stop completely selling

On credit. while others charge interest on delayed payments.

#### **RECOMMENDATIONS:**

The following recommendations are therefore put forward in line with findings and conclusion from this study:

The study recommends that small business should regularly review their control on creditors to ensure they are ideal. this can be done by decreasing their day's account receivable cycle and adequate control and credit policies minimize the risk of bad debt. To reduce the percentage of bad debt allows cash discount to the respective customer.

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#### **RESEARCH ON TOPIC: BOON OF BANKING IN A BANE PANDEMIC SITUATION**

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#### ABSTRACT

Banking sector in India has played a major and a crucial role in socio-economic progress and this is evident since independence. Banking sector is the heart and soul of an economy for any country. Banking sector is investing huge amount in digital initiatives in order to maintain a competitive edge and to deliver the maximum services to their customers. By adopting digitalization, Banking sector provides sophisticated services to their customers by anywhere and at any time.

In the scenario of COVID 19, most banks in affected countries have reduced the branches working hours and they recommend their customers to use digital Banking (E-Banking) services. People can protect themselves by maintaining social distance. By keeping this precaution in mind and the facilities provided by banks customers start using E-Banking. Digital banking help the people to take advantage of all services provided by banks such as cash transfer, checking balance, payment of bills, phone recharge and so on through using internet in their phone or computer. The present paper is highlighting the importance of E- banking in Pandemic situation. And for this survey has been conducted and it is founded that E-banking become Boon after COVID 19 & customers were highly satisfied with this online services during COVID lockdown period.

#### **INTRODUCTION**:

Online banking also known as Internet banking, Web banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the banks website. Online banking significantly reduces the bank's operating cost by reducing reliance on a branch network, and offers greater convenience to customers in time saving in coming to a branch and the convenience of being able to perform banking transactions even when branches are closed.

At present, due to CIVID19 most of the firms & organizations are closed but banks were allowed to function with limited staff. The banks around the nation are placing the health of their customers, the communities, and their employees as a top priority. Therefore, the need for online banking has increased during COVID 19. The Reserve Bank of India (RBI) said that 57% of the customers are using online banking for the various services like viewing account balance, obtaining statements, checking recent transactions, transferring money between accounts and making payments. The banks too improving their services for the better experience and satisfaction of customers.

According to WHO recommendations, one of the most effective ways to control the current CIVID19 epidemic is to avoid personal contact. This means reducing the movement of people and increasing the time they spend at home as much as possible. To follow the guidelines of this epidemic most banks have reduced the operating hours of their branches and recommend their customers to use online banking. To encourage the use of this channel, many banks have taken the opportunity to send out positive message and to remind their users the benefits of online banking. These benefits include the ease of carrying out any transaction 24/7 and enjoying permanent access to all financial information in real time. Some banks have also tried to promote online banking by sharing tutorials and expanding the types of transactions that customers can carry out remotely.

#### **REVIEW OF LITERATURE :** Rani Veena Rani Anupam(2018):

E-banking has the potential to transform the banking as it offers many banefits which can never be obtained by traditional banking. E-banking ensures conservation of valuable time which is involved in banking transactions. In spite of improvement in efficiency and convenience due to e-banking, it may prove a double edged sword as it has posed several challenges to regulators and supervisor. The quality with which banks provide their services to their customers is utmost importance today. In today's world of competition every organization has to concentrate on its service quality in order to stand in market.

#### Asiyanbia Haadi Babatunde and Isholab Ajibola Abdulrahaman (2018):

This enquiry has demonstrated that the patronage of e-banking products is on the increase and bank clients are satisfied with e- banking experience. The banking organizations were advised to increase awareness about electronic banking system through sensitizing it's customers, particularly the non-adopters about the various gains associated with e-banking so as to encourage its adoption. To further reduce the challenges associated

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with users interface, graphical presentation and pictorials should be on display at bank's branches. The banking organizations should endeavor to minimize the cost.

**Basias Nikolaos and Themistocleous Marinos:** E-banking offers customers wider choice, convenience, control and cost savings. Customers have access to their financial information and can conduct activity anytime and anywhere. They have better control of managing account activity and household budgeting, organizing their financial records. Cost of savings come from avoiding trips to the banks and reduced transaction cost. Especially for elderly and ill people e-banking services improve their life by releasing precious time, and energy. For customers who live in countryside or in a small villages without bank branches, efficient e-banking services might be necessary.

**Uppal and Kaur (2008):** This paper empirically analyzes the quality of e-banking services in the changing environment. With different statistical tools such as weighted average method and ranking, the paper concludes that most of the customers are satisfied with the various services of e-banking, but lack of awareness is the major obstacle in the spread of e-banking services.

#### **RESEARCH OBJECTIVES:**

The objective of this research paper is to assess the contribution on online banking during this Pandemic situation. And to analyze the customers perception towards e-banking.

#### **RESEARCH METHODOLOGY:**

Research methodology is a specific procedure or technique used to identify, select process and analyze information about a topic.

#### **RESEARCH DESIGN**:

For the study descriptive research design is being used. The main goal of this type of research is to describe the data and characteristics about what is being studied. Descriptive research is used to obtain information concerning the current status of the phenomena to describe 'what exists ' with respect to variables or conditions in a situation.

#### **DATA COLLECTION:**

Primary data: In this study the primary data is collected through structured questionnaire.

**Secondary data**: Besides the primary data, the secondary data is also collected for the study. Various websites on google are also referred for the purpose of understanding of the study.

#### DATA ANALYSIS AND INTERPRETATION:

The present study is conducted to analyze the importance of e-banking during this Pandemic situation and also to find out the satisfaction of the customers by the services provided by the banks. The primary data is collected from the respondents through questionnaire. The detail analysis and description of the data given below:

**Table1** provides the information regarding demographic profile of the respondents. It gives the details regarding age,gender, annual income and occupation of the respondents.

Parameters	Category	Percentage
Gender	Male	58.5
	Female	41.5
	Total	100
Age	Below25	24.4
	25-35	53.6
	35-50	22
	Above50	Nil
	Total	100

#### Table 1: Demographic Profile

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Income	Upto11akh	16.7
	1-5 lakh	54.2
	5-10lakh	20.8
	Above10 Lakh	8.3
	Total	100
Occupation	Professional	61
	Labour	9.8
	Unemployed	14.6
	Students	14.6
	Total	100

#### Source: Primary Data

**Table1** indicates that out of the total respondents approximately 59% were male and remaining were female. It could be observed from the above table that more than 50% of the respondents were between the age group of 25-35 and approximately 25% of the respondents were below the age of 25. There were no respondents of above the age of 50 years. It is obvious from the table that approximately 55% of the respondents were earning income from 1-5 lakhs. There were less than 10% respondents who are earning more than 10 lakhs. Out of total respondents majority are professionals . Approximately 15% respondents were students and unemployed people.

#### Table2 shows the percentage of people using online banking

Online banking	Offline banking	Total
80.5	19.5	100

Source: Primary Data

It is obvious from the above table that out of total respondents majority ie.more than 80% of the respondents were using online banking.

#### Table3 shows the preferred means of communication with the bank.

Online via Computer	Online via Smart phone	Visit to Bank	ATM	Total
4	61	26.8	8.2	100

Source: Primary Data

It could be seen from the above table that maximum people use their smartphone for doing any communication with their bank. And this is proved by 61% respondents.

Table4 tells us the average weekly banking activity of people.

Activity	0-1 time	1-2 times	3-4 times	5& more
ATM withdrawal	82%	10%	6%	2%
Cashless Transactions	35%	20%	25%	20%

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Visit to Bank 95% Branch	5%	Nil	Ni
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Source: Primary Data

The above table indicates that 82% of the respondents were using ATM once in a week. Further using of ATM is decreased as no.of times in a week increased. There were 35% of the respondents doing Cashless transaction once in a week and 25% of the respondents were doing cashless transaction 3-4 times in a week. Out of total respondents maximum ie.95% were visited bank branch once in a week. So we can see the importance of e-banking.

Factor	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
E-banking is cheaper	27%	65%	4%	3%	1%
24*7services	85%	15%	Nil	Nil	Nil
Saves time	95%	4%	1%	Nil	Nil
Secure banking	98%	2%	Nil	Nil	Nil
Contact with bank easy	41%	52%	4%	2%	1%
Visiting to branch avoided	25%	35%	20%	15%	5%
E-banking increased	80%	15%	5%	Nil	Nil

#### Table5 : shows people perception towards online banking.

#### Source: Primary Data

It is very clear from the above table that maximum people that is out of total respondents 65% respondents were agree that e- banking is cheaper. Not only this 27% of the respondents were strongly agree about this thing. Further there is 24\*7 hours service is available and this is strongly agreed by the 85% respondents. There is no chance of being disagree with this statement and this has been proved by above table. 95% of the respondents were strongly agree that e-banking saves time and 98% were told that e-banking is secure banking. During this pandemic e-banking has increased and people tried to avoid to visit to Bank branches for transaction purpose and prefer e-banking.

 Table6: shows frequency of online banking used by people.

Service	Never	Sometimes	Often	Very often
Online transfer	10%	35%	45%	10%
Standing orders	8%	30%	40%	22%
Checking account bal	4%	25%	55%	16%
Operation history	5%	34%	42%	19%
Paying bills	Nil	40%	50%	10%

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Mobile top ups	Nil	35%	65%	Nil
Others like insurance etc	10%	25%	58%	7%

Source: Primary Data

It could be seen from the bove table that out of total respondents 35% respondents were using the online transfer service of the bank and 45% respondents often used this services. Further 40% of the respondents using standard order services of the bank and 30% respondents using these services sometimes. The other services like checking account balance & operation history, paying bills and mobile top-ups and other services like paying insurance premium, opening saving accounts, etc were used by respondents in maximum numbers. This has been cleared proved by above table.

#### FINDINGS:

- It was founded that everyone is having bank account and using online banking for one or the other purposes.
- It was also observed that maximum people are using their smartphone for e-banking.
- Further it was noticed that nowadays people avoided to visit to the branch. And this was agreed by 95% of the respondents.
- It has been seen that people now prefer cashless transaction.
- It was also found that maximum respondents were positively agree with the services provided by the banks digitally such as 24\*7 hours services, cheaper facilities, time saving services, easy contacting ,secure banking, and increasing e-banking during Pandemic.
- Not only people are using e-banking but it has been also noticed that respondents were using this services very often like online transfer facilities, giving Standing instructions, paying bill, checking account balances, and account history, recharging mobile phones, paying insurance premium so on & so forth.

#### **CONCLUSION**:

The above research study was conducted to find out the importance of e-banking during Pandemic and people's perception towards online services provided by banks. After doing survey and complete analysis it can be concluded that during this Pandemic e-banking has proved as Boon for the public. And people have increased use of digital banking for keeping in mind their safety and security. Today to remain at home for maximum time is the need of hour and safest means to protect ourselves and this has been realized by people that is why people now are hardly visiting to Bank branch and only using digital banking. Banks have also realized the safety of their customers, employees and their society and hence they are trying to improve their online platform to the maximum possible way.

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#### A STUDY ON AWARENESS OF HEALTH INSURANCE AMONG WOMEN WITH SPECIAL REFERENCE TO MUMBAI WEST

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#### ABSTRACT

Health insurance is a kind of insurance that covers medical expenses that arise because of associate degree un wellness. These expenses may be associated with medical aid prices, price of medicines or doctor consultation fees. This study is undertaken to review the awareness level of insurance among women. The study is a search of whether or not there exists any drawback among the women while choosing insurance plan. This research paper provides a bird's eye view of perception of women towards insurance. The samples are chosen from women in Mumbai west. The questionnaire was used as analysis tool to gather the primary data from the respondents. The collected data through the questionnaire were then analyses exploitation using statistical tools like percentage methodology to achieve the research objectives.

Keywords: Health insurance, awareness, IRDA

#### 1. INTRODUCTION

Health insurance is a type of insurance coverage that typically pays for medical, surgical, prescription drug and typically dental expenses incurred by the insured. insurance will reimburse the insured for expenses incurred from un wellness or injury, or pay the care supplier directly. It's typically enclosed in employer benefit packages as a method of attractive quality workers, with premiums part lined by the leader however typically additionally subtracted from worker paychecks. The price of insurance premiums is deductible to the money dealer, and therefore the edges received are tax-exempt, with sure exceptions for S Corporation employees.

Today, once the globe is being outspoken regarding the term Feminism that speaks regarding gender equality. It's time we have a tendency to pull up our socks and pay equal attention to women health care and hygiene. Women typically get so engrossed in fulfilling family responsibilities and duties that they tend to forget their own smart. She World Health Organization takes care of the entire family is also entitled to get good quantity of health care. To ensure total health cover and defend the backbone of our family, ne'er procrastinate on buying a health for ladies. In India the trend has been dynamical drastically, several operating women are currently educated enough to take care of themselves and obtain associate degree adequate health cover.

Health insurance plans for women in India are currently being designed to cater to the precise monetary and medical necessities of women. With several plan choices available, women are, at last, feeling unengaged to prefer their health over their financial status. Highlighted below square measure a number of the simplest women insurance plans.

- 1. Women Specific Critical Illness Insurance Provided by Bajaj Allianz
- 2. Joy Provided by CARE
- 3. Well surance Women Provided by TATA AIG Health Insurance
- 4. Health Gain Policy Provided by Reliance General Insurance

#### 2. LITERATURE REVIEW

- 1. **K. Selva Kumar and Dr. S. Vijay Kumar (2013)** in their article, "Attitude of policy holders in the direction of administration of general insurance companies with orientation to Madurai region" The study reveals that 23% policy holders belongs to low level of attitude, 46% to medium level of attitude and 31% to high level of attitude. There is an important relationship between ages, sex, education, and marital status, type of family, community and level of their attitude headed for administration of services of public sector general insurance companies holds good.
- 2. **R. Amsaveni and S. Gomathi (2013)** made an attempt to find out mediclaim policy holder Satisfaction, to recognize the reason for preferring mediclaim policy to safe guard themselves and stay away from future risk, majority of the respondents have taken personal scheme to employees. The major problems faced by the respondents are lack of timely communication and limited list of hospitals covered by the health insurance providers.

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- 3. **J.Jaypradha** (2012) in the article, "Problems and prospects of health insurance in India" highlighted that the health insurance sector in India has registered 30% growth rate in 2008-09. The penetration of health insurance in India had risen to 4.8%, in 2008 from 1.2% in 1999-2000. The average medical expenditure of an Indian household is 6.7% of the annual income.
- 4. **Dr. Premila Jain & Sonal Kala** in the article "A study on "Awareness of Health Insurance among people with special reference to Rajasthan (India) highlighted that the respondents are aware about health insurance but denied to take health insurance or mediclaim policies. People have trust more on public general insurance companies rather than private general insurance companies to avail the health insurance policies.

#### 3. OBJECTIVES OF THE STUDY

- 5. To find out the awareness of health insurance among women in Mumbai west.
- 6. To find out the ratio among awareness and purchase of health insurance by women.
- 7. To find out preferable health insurance companies by women of Mumbai west.
- 8. To evaluate the satisfaction level of women towards health insurance.

#### 4. **RESEARCH METHODOLOGY:**

In this study, the data is obtained from both primary and secondary sources. The primary data is collected using questionnaire method whereas; the secondary data is collected from the newspapers, magazines, websites etc.

Sample Design: The method of Convenience sampling has been used to collect the data from the respondents.

Sample Size: The sample size is 200.

Data Analysis and Interpretation: The data is analysed and interpreted using Microsoft Excel 2007.

#### 5. LIMITATIONS OF THE STUDY:

- 1. The study is limited to Mumbai west because of time constraints.
- 2. Sample size used for the study is small. Hence, the results cannot be taken as universal
- 3. Some of the respondents did not fill the questionnaire seriously.
- 4. The accuracy of the figures and data are subject to the respondents view

#### 6. DATA ANALYSIS AND INTERPRETATION

#### Table: 6.1 Awareness of health insurance

	No of	
Basis	respondents	Percentage
Yes	125	62.5
No	75	37.5
Total	200	100
Ĩ		

Source: Primary data

**INTERPRETATION**: Table 6.1 explains awareness of health insurance among women in Mumbai west. From the above table it's clear that women of Mumbai west are aware about the health insurance. According to the primary study conducted through questionnaire method 62.5 percent are aware about the health insurance while 37.5 percent are not aware about insurance.

#### Table 6.2 Health insurance policies purchased by respondents

	No of		
Basis	respondents	Percentage	
Yes	85	42.5	
No	115	57.5	
Total	200	100	
Source: Primary data			

Source: Primary data

**INTERPRETATION**: Table 6.2 shows the health insurance policies purchased by respondents. From the above table it's clear that women of Mumbai west are not purchasing health insurance plan inspite of fully

aware about health insurance lack of knowledge regarding benefits of health insurance policies. According to the primary study conducted through questionnaire method 57.5 percent are not purchasing the health insurance plan while 42.5 percent are purchasing the health insurance.

	_		
	No of		
Basis	respondents	Percentage	
Govt. Health insurance company	130	65	
Private Health insurance company	70	35	
Total	200	100	

#### Table 6.3 Preferable health insurance companies

Source: Primary data

**INTERPRETATION**: Table 6.3 shows the preferable health insurance companies by respondents. From the above table it's clear that women of Mumbai west are purchasing Govt health insurance due to low risk. According to the primary study conducted through questionnaire method 65 percent are purchasing Govt. Health insurance company while 35 percent are purchasing the Private health insurance company plan.

	No of		
Basis	respondents	Percentage	
Very Satisfied	85	42.5	
Satisfied	50	25	
Neutral	30	15	
Unsatisfied	25	12.5	
Very unsatisfied	10	5	
Total	200	100	
Source: Primary data			

Table 6.4 Satisfaction level of women towards health insurance

**INTERPRETATION**: Table 6.4 shows the Satisfaction level of women towards health insurance by respondents. From the above table it's clear that women of Mumbai west are very satisfied with health insurance. According to the primary study conducted through questionnaire method 42.5 percent very satisfied with health insurance while 12.5 percent are unsatisfied with health insurance.

#### 7. FINDINGS OF THE STUDY

- 7. Educational qualification reveals that most of the women are Post graduates (42 percent).
- 8. Based on occupation, most of the women are private employees (56 percent).
- 9. 42 percent of the customers have monthly income below 15000.
- 10. 86 percent of women have Savings Bank Account.
- 11. Most of the women are aware about the health insurance.
- 12. Most of the women are aware but they are not purchasing health insurance due to lack of knowledge about plan.
- 13. Most of the women are preferring government health companies plan due to low risk and safe.
- 14. Most of the respondents are highly satisfied with health insurance plan.

#### 8. SUGGESTIONS

- 4. The IRDA should make more specific plan for women.
- 5. There is should be proper awareness about the various plans available in the market.
- 6. The companies should be more clear with term and conditions of the plans

#### 15. CONCLUSION:

To conclude, there is no doubt that the health insurance in India is going to develop rapidly in post Covid situation. The task of the IRDA to solve the issues and challenges and to create awareness among women in the society so that can take health insurance without any fear. Hence, the existing central and state health

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insurance schemes also need substantial reforms to make them more efficient and socially useful. The main challenge right now is to make healthcare universal to all irrespective of the background and income level of the individuals as health is a basic commodity that every citizen of India has a right to obtain. Thus, companies and the government should pave a path such that this objective could be attained as soon as possible.

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#### IMPACT OF COVID-19 ON HIGHER EDUCATION IN INDIA

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#### ABSTRACT

The Expand of pandemic Covid-19 has effectively reflects every aspects of human life including education & other sector towards the world. It has created an exceptional effect on education. In Various Educational Institutions around the whole world, campuses are shut down & learning has become Virtual mode. In India about 38.75 crore learners stopped to move schools & colleges and all educational activities brought to end. Despite of all this Challenge Higher Education Institutions (HEIs) have reacted positively and managed to ensure the continuity of teaching-learning, Research & Service to the Society with some tools & techniques during pandemic which has been mentioned in Article Highlights on Major Impacts of Covid-19 on HEIs in India. Some measures have taken by HEI & Educational authorities of India to provide better Educational Services during this crisis. Due to Covid-19 Pandemic various New Modes of learning, New perspectives, New trends are emerged & same may continue as we go ahead to a new tomorrow. Some of the post Covid-19 trends which may allow imagining new ways of teaching learning of higher education in India are outlined. Some truthful feedbacks are also noted to carry out innovative educational activities during this pandemic crisis situation.

Keywords: New Modes of Learning, Educational Activities, HEI.

#### **INTRODUCTION:**

On March 11, 2020 World Health Organisation (WHO) declared Covid-19 as a pandemic. Covid-19 has affected More than 4.5 Million peoples Worldwide. In India, the first affected case of Covid-19 was detected on 30 January- 2020 in the state of Kerala & affected had a travel history from Wuhan, (China). In India, the first death was reported on March 12, 2020 & nation observed Janata Curfew for day on March 22, 2020. India again observed 14 hours Janta Curfew on March 24 to combat the Coronavirus pandemic and assess the country's ability to fight the virus. Then, the 1<sup>st</sup> phase of lockdown was announced by the Prime Minister on March 25, 2020 for 21 days. Monitoring the effects of the virus, Indian Government has been extending the lockdown period in different phases and the lockdown 5.0 was declared on April 30 which is effective from 1<sup>st</sup> June to 30<sup>th</sup> June 2020. In all Phases of lockdown start from lockdown1.0 - lockdown 5.0, the educational institutions throughout the nation have never got any relaxation to start their educational activities. Thus, Pandemic Covid-19 impacted significantly on education sector. According to the UNESCO report, Covid-19 has affected nearly 68.85% of total world's student population as per the data taken during 1<sup>st</sup> week of Jan 2021. Out-break of Covid-19 has Impacted about 1.38 billion Students & Youths across the globe by school and university closures. Several other countries have also Implemented localized Closures Impacting Millions of Additional learners. In India, more than 32.45 crores of students have been affected by the various restrictions and the nationwide lockdown for Covid-19. Most Governments around the world have temporarily closed educational institutions in attempt to Control the Spread of Pandemic Covid-19. This Worldwide Closure has affected Drastically around the world's Student Population. Governments around the world are making efforts to diminish the immediate impact of closure of educational institutions particularly for more vulnerable and disadvantaged communities and trying to facilitate the Continuity of Education for all using Different Digital Modes of Learning. According to a Survey Report of the Ministry of Human Resource Development (MHRD), Government of India, conducted on Higher Education it was observed that there are 993 universities & 39931 College and 10725 stand-alone Institutions Listed on their Portal, which Contribute to Education (DNS Kumar, 2020). Even though the Country has been Adapting to New-Age learning, but there still lies an Obstacle in achieving entire Success as only 45.63 crore people of our total population of the country have access to the internet/e-learning. The pandemic has been steering the education sector forward with technological innovation and advancements. The pandemic has significantly disrupted the higher education sector. A large number of Indian Students Who are Enrolled in Many Universities abroad, especially in Worst affected countries are now leaving those countries and if the situation persists, in long run, there will be a Significant decline in the demand for International Higher Education also.

#### **4** Objectives

#### The Present Study is focused on the following objectives

• Highlight the impact of Covid-19 on higher education sector.

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- Enlighten various emerging approaches of India for higher education
- Enlist post Covid-19 trends of HEIs

# Methodology:

Various reports of national and international agencies on Covid-19 pandemic are searched to collect data for current study. As it is not possible to go outside for data collection due to lockdown, information is collected from different authentic websites, journals and e-contents relating to impact of Covid-19 on higher educational system of India.

# **4** Impact on Higher Education:

Pandemic Covid-19 has severely affected the total educational system of India as well as the globe but some of the most impacted areas of higher education of India are as pointed below.

- Destabilized all educational activities: Outbreak of Covid-19 has compelled lockdown in every sector including education. The institutions got closed with cease of educational activities and created many challenges for the stakeholders. So, the various activities like admission, examinations, entrance tests, competitive examinations conducted by various boards/schools/colleges/ universities are postponed. Many entrance tests for higher study got cancelled which created a great challenge in the life of a student of higher education. The primary challenge was to continue teaching learning process when students, faculties and staff could no longer be physically present on the campuses. The obvious solution for the institutions was to depend online teaching learning. However, within a relatively short time, HEIs have been able to provide support to the students through online modes. Covid-19 has accelerated adoption of digital technologies to deliver education.
- 4 Mixed impact on Academic research & Professional Development: Covid-19 has both negative and positive impacts on research. If we take the negative side, it has made impossible for researchers to travel and work together with others nationally and internationally. Some joint research work or project work are made complicated to complete. Some scientific laboratory testing/research work could not be conducted look at the positive side, academicians got much time to improve their theoretical research work. Academicians got acquainted with technological methods and improved their research. Webinars and e-conferences became normal methods for sharing expertise among students and academicians around the globe with similar issues.
- Severely affected the educational assessment system: Most of the external examinations have been postponed and almost all the internal assessments have been cancelled. The cancellation of assessments has negative impact on students' learning. Many institutions have been managing the internal assessments through online mode using different digital tools but the postponement of the external assessments, has a direct impact on the educational and occupational future of students' life. This uncertainty has created anxiety among students as they are stuck in the same grade/class without promotion.
- **Reduced employment opportunities:** Many entrance tests job recruitments got cancelled which created negative impact with a great challenge in the life of a student of higher education. The Indians who have been doing their jobs abroad became upset of their job withdrawal also. In India, there is no recruitment in Govt. sector and fresh graduates are in pressure of fearing withdrawal of job offers from corporate sectors because of the pandemic situation
- Emerging approaches of India for Education during Covid-19: The Government of India has also 4 taken various number of preventive measures to prevent Spread of pandemic Covid-19. The MHRD & University Grants Commission (UGC) have made several arrangements. By launching of many virtual online. Depositories, e-books and other online platforms with teaching/learning materials, educational channels through Direct to Home TV, Radios for students to continue their learning. During lockdown, students are using popular social media tools like WhatsApp, Zoom, Google meet, Telegram, YouTube live, Facebook live etc. For online teaching learning system. ICT initiative of MHRD (e-Boucher- https://mhrd.gov.in/ictinitiatives) is also a unique platform which combines all. Terminal examinations have been postponed and shifted to July 2020 and suggested commencement of classes from August 2020. UGC has also prepared complete calendar for the academic session (2020-2021) with new dates keeping in view of the lockdown. Some of the digital initiatives of UGC & MHRD for higher education during COVID-19 are pointed as below:

**E-gyankosh (http://egyankosh.ac.in)** is a National Digital Repository to store and share the digital learning resources which is developed by the Open and Distance Learning Institutions of India. Items in e-gyankosh are Protected by copyright, with all rights reserved by Indira Gandhi National Open University (IGNOU).

**Gyandarshan** (http://www.ignouonline.ac.in/gyandarshan) is a web- based TV channel devoted to educational and developmental needs for Open and Distance Learner. A web-based TV channel devoted to educational and developmental needs of the society.

**Gyandhara** (http://ignouonline.ac.in/Gyandhara) is an internet audio counseling service offered by IGNOU. It is a web radio where students can listen to the live discussions by the teachers and experts on the topic of the day & interact with them through telephone, e- mail (gyandhara@ignou.ac.in) and through chat mode.

**Swayam provides Massive Open Online Courses (MOOC)** with 140 universities approved credit transfer feature. Swayam Prabha provides high quality educational programs through 32 DTH channels transmitting educational contents. E-PG Pathshala (https://epgp.inflibnet.ac.in) is for postgraduate students. Postgraduate students can access this platform for e-books, online courses & study materials.

**National Digital Library of India (NDLI)** (https://ndl.iitkgp.ac.in/) is a repository of e-content on multiple disciplines for all kinds of users like students (of all levels), teachers, researchers, librarians, library users, professionals, differently-abled users and all other lifelong learners. It's been developed at Indian Institute of Technology Kharagpur. It's been designed to help students to prepare for entrance & competitive examinations, to enable people to learn & prepare from best practices from all over the world and to facilitate researchers to perform inter-linked exploration from multiple sources. It is a virtual repository of learning resources with a single-window search facility. It is also available to access through mobile apps.

**E-shodhsindhu (https://ess.inflibnet.ac.in/)** is a collection of e-journals, e-journal archives and e-books on long-term access basis. It has 10,000 + e-journals, 31,35,000 + e-books. It provides access to qualitative Electronic resources including full-text, bibliographic and factual databases to academic institutions at a lower rate of subscription.

**Shodhganga** (https://shodhganga.inflibnet.ac.in/) is a platform for research students to deposit their Ph.D. The repository has ability to capture, index, store, disseminate and preserve electronic.

.VIDWAN (https://vidwan.inflibnet.ac.in/) is a premier database and national research network which has profiles of scientists/researchers & other faculty Members working at leading academic institutions and other Research & Development organisations in India.

**National Educational Alliance for Technology (NEAT)(https://neat.aicte-india.org/)** is an initiative for skilling of learners in latest technologies through a Public-Private partnership model between the Government (through its implementing agency AICTE) and Education Technology companies of India. It brings the best technological products in education pedagogy on single platform for the convenience of learners.

**SAKSHAT** (https://sakshat.ac.in/) is one Stop Education Portal for addressing all the education and learning related needs of students, scholars, teachers and lifelong learners. The portal provides the latest news, press releases, achievements etc. related to Ministry of HRD. So, one can visit SAKSHAT to know the world of online learning.

# **4** Scale of Post Covid-19 towards Higher Education.

Change is inevitable which has been forced upon the society.

- 1. Due to Covid-19 opportunities created by the pandemic Covid-19 will lead towards a better tomorrow. New Virtual Online technologies will certainly challenge the traditional paradigms such as classroom lectures, modes of learning and modes of assessment. The new trends will allow the education sector to imagine new ways of teaching learning and some trends may be pointed as below.
- 2. Many parents may be reluctant to send back their children to schools/colleges suddenly after the end of lockdown. Some poor family parents who have lost their livelihood during the pandemic may not be able to afford the expenditure to send their children to institutions. This may lead to home education for another few months.
- 3. Student safety and well-being issues are important deciding factors for students and their parents for movement to international institutions for higher study. New modes of social distancing will continue for

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Quite some time & may affect on-campus face to face teaching learning. Most of the parents will prefer to find workable alternatives closer to their home and may restrict for less movement within the country due to the pandemic.

- 4. Rising Demand for Open and Distance Learning (ODL) and online learning may grow. Covid-19 has forced the human society to maintain social distancing. It has created impact challenges towards continue teaching learning by maintaining social distancing. To meet these challenges there is more demand for ODL and online modes of education and the same trend may continue in future also.
- 5. Blended learning may take the leading role. Blended learning combines both face to face and online learning modes. Covid-19 has accelerated adoption of digital technologies to deliver education & encouraged the educational institutions to move towards blended mode of learning. Traditional face to face mode with post Covid-19 technology mode will lead the education towards blended mode of teaching learning and it may change the structure of the education system.
- 6. In India, lots of students or their parents take education loans for higher education. If the employment market does not pick up, student debt crises may rise & create serious issue.
- 7. Teaching learning may run with technology. More and more students will depend on technology and digital solutions for teaching learning, entertainment and connecting themselves with the outside world. Students will use internet technology to communicate virtually with their teachers and fellow learners through E-mail, WhatsApp, Videoconference, Live YouTube, webinar or any other tool.

# **SUGGESTIONS:**

- 1. Educators & learners should be trained to utilize Online teaching learning process using technology. Different Policy should be adopted by Government/educational institutions to provide free internet & free digital gadgets to all learners in order to encourage online learning as a result of which people would get engaged and remain safe during pandemic .
- 2. Immediate measures are required to lessen the effects of the pandemic on job offers, internship programs, & research projects. If pandemic Covid-19 continues, new approaches for academic assessment should be adopted by educational institutions. Academic assessment of the students may be done through online mode or through quizzes and small projects.
- 3. Government should support he is to strengthen their resources to run virtual educational activities. Students also need to be supported with better access to internet and technology as most students are unable to afford the facilities. During this pandemic, the is should focus more on virtual educational activities including television, radio and web-based education.
- 4. WHO has recently pointed out that Covid-19 may never be eradicated and people will have to live with it. "It is important to put this on the table that this virus may become just another endemic virus in our communities & this Virus may never go away. HIV has not gone away, but we have come to terms with the virus. This disease may settle into a long problem, or it may not be" WHO emergencies expert Mike Ryan said in an online briefing.

# **CONCLUSIONS:**

Research has outlined various impacts of Covid-19 on Higher Education in India. Recent pandemic created an opportunity for change in pedagogical approaches & introduction of virtual online education at various levels of education. UGC & MHRD have Started many virtual platforms with online depositories, e-books and other online teaching/learning materials. Combination of the traditional technologies (radio, TV, landline phones) with mobile/web technologies to a single platform with all depositories would enhance better accessibility and flexibility to education. This would involve upgrading the service platform to enable it to meet the required volume of educational demands of students. All service providers need to be mobilized to provide proper access to educational service platforms to the disadvantage groups of population also. Virtual education is the most preferred mode of education at this time of crisis due to the outbreak of Covid-19. Various service providers have to be mobilized to provide proper access to educational service platforms to the disadvantage groups of population also. Virtual education is the most preferred mode of education at this time of crisis due to the outbreak of Covid-19. The post Covid-19 education seems to be an education with widely accepted online/virtual education which may perhaps be parallel system of education. This research paper has not covered any statistical analysis on impact of Covid-19 on higher education however further indepth study with statistical research may also be undertaken.

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# ANLYTICAL STUDY OF "TRAIN TO PAKISTAN" BY KHUSHWANT SINGH

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# ABSTRACT

This piece of work is all about novel Train to Pakistan written by Khushwant Singh. Novel based on the theme of partition of India and Pakistan. The partition is perhaps the saddest event of modern India. This novel shows the brutal and realistic picture of political hatred and bloodshed after partition in India and Pakistan. People who were having a peaceful life earlier and living happily with each other turned violent and started hating people of other religion. Such was the effect of hatred that people forgot about the difference about right and wrong and all moral values. Everywhere there was a bloodshed, people were looting and killing each other.

Keywords: - Partition, violence, bloodshed, revenge, patriarchy, passive, sacrifice.

#### **INTRODUCTION: -**

Train to Pakistan is written by famous Indian writer Khushwant Singh. He was born on 2<sup>nd</sup> February,1915 in Punjab. Khuswant Singh was a multi-talented parson. He was a lawyer, diplomat, politician and journalist as well. He served as the editor of several literary and news magazines and two newspapers as well between 1970s and 1980s. He served as Member of Parliament in Rajya Sabha, the upper house of India between 1980-1986. His experienced about partition of India in 1947 inspired him to write "Train to Pakistan" in 1956. A film was also made based on this novel in 1998. This novel became his well-known novel.

Khushwant Singh was awarded with the Padma Bhushan in1974, however, he returned the award in 1984 in protest against in which Indian Army raided Amritsar under Operation Blue Star. Khushwant Singh was awarded with second-highest civilian award in India, Padma Vibhushan in 2007

# TRAIN TO PAKISTAN: -

- This story is set in the village of Mano Majra in Punjab on the Indo-Pak border during the period of partition after India got independence. Hukum Chand the District Magistrate has depicted how the people faced turmoil who were living peacefully in their village.
- Sikhs and Muslims were living with harmony in the village of Mano Majra till a train full of dead bodies reached there from Pakistan. Some refugees also gathered in from the border. Government planned to send all Muslims to Pakistan from this place to make sure their safety. Even Sikh of villagers were against to send Muslim to Pakistan. Some outsider hotheaded Sikhs from village planned to kill the Muslims on the train before it sent to Pakistan. When Juggut Singh came to know about this horrific plan he decided to save the lives of all Muslims. He was supposed to be on the train. He sacrificed his own life to save the lives of all Muslims who were present in the train.
- Novel open with the high tensions near Indo-Pak border immediately after Independence of India in August 1947. When India was partitioned, new country named Pakistan was formed. Sikhs who were living in Indo-Pak border town have heard numerous stories of Muslims killing, raping, and looting other Sikhs, Hindus, and Christians, and many of whom were their relatives and friends. People were enraged at the loss of law and order, they planned their own attack on a train full of Muslims who were going to Pakistan and leaving India for forever. The train was overcrowded with thousands of migrating Muslim passengers, who were sitting on the windows and the roof of this train. The plot was to fell those seated on the roof of the train with a rope tied across the start of the bridge and kill them. But there was Juggut Singh among the villagers to fail this horrific plan and save the lives of thousand people. He lost his life for the sake of saving these people from this horrific tragedy.
- Mano Majra has represented thousands of small villages of Indo-Pak border, where thousands of innocent people of all religion of Sikhs, Hindus, and Muslims were helplessly caught up in the bloody event of Partition. Partition has broken the common culture heritage and drawn new territorial boundaries among two countries and gave way to communal separation.

#### **PATRIARCHY: -**

The patriarchy structure of family has been shown in the novel. We see throughout the novel that men have all the powers of decision making in families and women have not been given any powers to take their own decisions. We see in the beginning of story that Lala Ram is the head of family, thus we see family head is only man in all families and all the decisions maker. If we see example of Nooran she unwillingly goes with her

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father instead of her love and desire to stay with her lover Juggut Singh at Mano Majra. Nooran has no courage to go against her father and inform him that she loves Juggut and wants to stay in India. Thus we see patriarchy system in India.

# WOMEN ARE DEPENDENT AND PASSIVE: -

Women have been shown fully dependent on men in this novel. At the same time women are not taking part in any fruitful activities and shown passive. All the prestigious works and responsibilities works are only done by men only. If we see in the novel all Mullah, Sikh priests, Train drivers, sub-inspector, magistrate etc. are only men, thus we see a true picture of India through the novel that women were not given any importance at the time of partition in India. Women were not holding any prestigious post during this time. All the women were fully dependent on men and they have been shown passive. We see the division of work that women used to do household work like cooking, cleaning and all indoor activities while men have been shown doing outdoor activities like grazing of cattle. Not only this, men were involved in violence. Women in the novel are shown weaker side of the society who are dependent on men and they need protection from men for their safety.

# LOVE LIFE OF JUGGUT SINGH AND NOORAN: -

In this novel at the same time is a love story of Juggat Singh and Nooran. As we know Juggut Singh is Sikh while Nooran is Muslim by religion but still they love each other deeply. Juggut Singh is ready to do anything for sake of his love. He was very disappointed when he came to know that Nooran was going to Pakistan. At the same time Nooran was also sad by the thought that she had to leave India. She wanted to stay in India with Juggut Singh but didn't find courage to tell the truth to her father. Thus, we see the true love story of Juggut Singh and Nooran in the novel.

# THE ROLE OF WOMEN IN THE NOVEL: -

Women are faceless and nameless in the novel except Nooran, Haseena and Juguut's mother and they are dependent on men throughout Train to Pakistan. Even Nooran and Haseena were not first in love with Hukum Chnad and Juggut Singh. Nooran firstly tried to reject Juggut Singh's advances, but later revealed that she's pregnant and wanted to stay in India only with Juggut Singh. Haseena was also afraid of Hukum Chand at first, but with the passage of time she became more comfortable in his company. At the end of the story, it was their love for the women in their lives that lead Hukum Chand and Jugga to try to save the train full of Muslims who were going to Pakistan. In this way, we can say that women and their love in the lives of Hukum Singh and Juggat Singh played a major role to change their life entirely.

# SACRIFICE OF JUGGUT SINGH: -

At the end of story, we see how Juggut Singh sacrificed his life for the sake of Muslim people who were going to Pakistan in train. He didn't care for his own life and saved the lives of thousand people. Thus, we didn't only see cruel side of people but this great sacrifice shows that people still had humanity and were ready to do anything for other people. Although from beginning till end black side of India and Pakistan has been shown. There was bloodshed and hatred everywhere and people were killing each other, looting each other, only violence can be seen everywhere but sacrifice of Juggut Singh shows that still moral values among people is alive and they still love other human beings. So we can say this story is about Juggut Singh's great sacrifice for the sake of human lives.

# POLITICAL SIDE OF INDIA: -

Khuswant Singh has not described the political side of India and Pakistan in this novel. This is mostly because his purpose was to show the social understanding, human elements and show the personality of individuals. Political aspect of Indo-Pak partition has been ignored the entire story. In the partition, major change in the country was political, under some personal interests country was divided into two parts that was Hindu India and Muslim Pakistan. It was only because of this policy that religious groups started killing each other and started looting those people with whom they were living happily before independence. Novelist held many people responsible for this bloody event. After reading this novel we can say that Khuswant Singh has not depicted the political side of much. Only bloodshed and pain of suffering has been shown in the novel. We see the life of common people and suffering throughout the novel.

# SUFFERING OF THE COMMON MEN: -

This novel is all about the life of common people and how they were living in a small village named Mano Majra near Indo-Pak border after the partition of India and Pakistan. All people of different religion were having a happy life and living with peace and harmony. But all of sudden communal riots started and all Muslims were sent to Pakistan against their will. They had to leave their property and belonging behind them and were not sure about their future in a different place. Same situation was in Pakistan from where all the Hindus were coming to

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India. One day all of sudden a train full of dead bodies of Hindus came to India and all the bloodshed started from here only. All the characters depicted in this novel are common men. Simple life of small village has been shown here. People were living with harmony and peace. They didn't have any hatred for anyone in their hearts. But few incidents divided people into different religious group and they became thirsty of each other's blood.

Women in 'Train to Pakistan' are more passive, obedient and dependant for all kind of activities.

# **OBJECTIVE: -**

Objective of this piece of work is to evaluate the situation and its impact after getting independence in India in 1947. When partition took place only few politicians got benefit from it but on the other hand common people suffered a lot due to this situation. We saw how Sikhs and Muslims of Mano Majro were having a very peaceful life and they were living happily with each other until a train full of dead bodies of Hindus came from Pakistan and few people started conspiring against Muslims of village. After reading this novel one thing is clear that people never wanted to leave their houses but forced to do so. People got effected by the violence. This novel shows the black history of India and Pakistan after partition. This partition changed the behavior of different religion's people towards each other form peace to violence. Khuswant Singh said in the novel, "Muslims said the Hindus had planned and started the killing. According to Hindus Muslims were to blame." No matter who started the violence and killing but people from both sides were killed, raped and tortured. Muslims had to leave their houses without their belongings and properties. At the same time Hindus and Sikhs were coming from Pakistan. Each community refused to take responsibly of violence and they committed that they had a very peaceful life.

# **CONCLUSION: -**

To conclude we can say this novel is really a great work of literature. Real picture of India and Pakistan has been depicted in this novel. We see how a peaceful village Mano Majra changed into a bloodshed place. Earlier when trains were the symbol of peace but after partition it became the symbol of violence and bloodshed. This novel is totally based on the theme of partition of India and Pakistan in 1947. We can conclude that partition was perhaps the saddest event of India.

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# PERCEPTION OF THE STUDENTS IN HIGHER EDUCATION SECTOR ON TRADITIONAL AND ONLINE EDUCATION SYSTEM

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# **ABSTRACT:**

In this contemporary world, where higher education is becoming an open competitive market, students are ready to put in a huge amount to get degrees. On the background, where sustainability and job occupations of the students remain an unsolved question, the types of teaching are added to the list. That is the use debate, which forces on the importance of online teaching versus traditional teaching at Higher Education level in India. The present paper analyses the significance of traditional classroom teaching over modern online teaching. It is found in the study that in spite of major technological revolution, beginning in the 21st century, traditional classroom teaching methods retain their own standard in higher education systems in India.

Keywords - Online Teaching, Traditional Teaching, ICT, Satisfaction, Learning Techniques

#### 1) INTRODUCTION

Higher education status of India is marked at third position in the world, next to United States and China. University Grants Commission (UGC) is the main governing body set the guidelines for functioning of Higher Education in the country. It also helps in coordination between the centre and state. When it comes to check radiation of Higher Education, UGC has established 15 autonomous institutes to take care of the matter.

The higher education institutes in India have increased from 2001 to 2011, where nearly 20000 colleges are established all over the nation. as of 2020 for my India is counting nearly thousand universities of which 50 central universities of 403 state universities, 125 deemed universities, 334 private universities, 7 Institute under state legislation at and 155 institutes of national importance which include IIMs, AIIMS, IITs, IIITs, IISERs and NITs are present.

The Distance Education Council is taking care after distance learning and open education. The most popular University providing distance learning is Indira Gandhi National Open University (IGNOU), where around 3.5 million students across the globe have enrolled themselves.

The economic slowdown, the crash of the stock market, the meltdown of the real estate market, and high unemployment levels have all contributed over the past decade to stagnating or declining enrollment in many colleges and universities around the country. On the other hand, the institutions of higher education have steadily been facing mounting costs for new technologies, campus renovation, employees' compensation, and the like while, at the same time, they have experienced severe budgetary constraints as a result of dwindling revenue and endowment. Adding to these impediments is the threat to many institutions posed by the spread of massive open online courses (MOOCs), that is, the free online courses for the public around the world.

According to Pappas (2013), the term distance education was first used in the United States in 1892 in a pamphlet of the University of Wisconsin-Madison. The roots of the modern day Internet-based online learning in the United States go back to the paper-based correspondence study in Boston in 1728 when Caleb Phillips advertised a correspondence course in the Boston Gazette newspaper (Ferriman, 2013). In the 1800's, access to higher education was very limited because of geographic distance between potential learners and educational institutions until 1892 when Pennsylvania State University introduced a correspondence study program (Banas and Emory, 1998). According to Miller (2014), the University of Chicago became the first institution of higher education to broadcast courses over the radio in 1922. Three decades later, in 1953, the University of Huston offered the first televised college classes. The transition from the "old" mode of education to the modern version of online learning took about four more decades and was fueled by the U.S. Department of Defense's Arpanet in 1969 and later the Internet. Published reports show that the University of Phoenix was established in 1989 to become the first privately owned academic institution to offer degree programs via synchronous online mode of delivery.

The market of higher education in India is taken by online modes. Physical classroom teaching also has its own relevance. The problem lies in the fact that both online education and traditional education are competing with each other. Nowadays online coaching or tutoring has become a trend. While many Educational Institutes are

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going the viral route, there are still many institutes who still realise the benefit of maintaining classroom teaching. Research has proved that classroom teaching not only impacts students but also the teachers.

# 2) OBJECTIVES OF THE STUDY

The main objective of the present research paper is to find out the significant difference between the traditional classroom teaching and online teaching and find out the relevance of them in the present day.

# 3) METHODOLOGY OF THE STUDY

In the present study, both primary and secondary data are used. Secondary data has been obtained from various magazines, journals and online publications. EBooks are also used to gain the inside of the subject. Simultaneously, statistical records from the UGC website have been obtained for making the relevant mention in the paper. At the same time primary data has been collected from structured questionnaires, which were devised as per the objectives. The questionnaire was framed on the basis of agreeability using Likert scale of testing. This questionnaire was circulated digitally to 359 respondents who were particularly the students of undergraduate courses of degree colleges in Mumbai. The data from Google form was analysed on the basis of the responses gathered from the participants to fulfil the objectives. The obtained data was analysed in an exploratory and descriptive manner by presenting the results in the tabular manner.

# 4) HYPOTHESIS OF THE STUDY

The study tested that there is no difference between online teaching and traditional classroom teaching in higher education in India and that online education holds a superior position as compared to traditional classroom teaching.

# 5) **RESULTS AND DISCUSSIONS**

The results are based on the opinion of a total of 359 participants. These are the undergraduate students of University of Mumbai. Following table gives a clear picture of the agreeability on the aspect of traditional teaching v/s online teaching from the perspective of the students.

Table 1: Perspective of the students on traditional v/s online teaching in the undergraduate courses of University of Mumbai

Sr.		Strongly		Neutr		Strongly	
No.	Statements	Agree	Agree	al	Disagree	Disagree	Total
	Online learning is much more						
	convenient than traditional						
1	classroom teaching	36	64	111	89	59	359
	Percentage	10	18	31	25	16	100
	Online learning is made out of						
2	choice by teachers	31	111	146	55	16	359
	Percentage	8.6	31	41	15	4.5	100
	I am very familiar with online						
3	learning	48	118	100	58	35	359
	Percentage	13	33	28	16	9.7	100
	Online Teaching and learning is						
	less time consuming than						
4	Traditional Teaching	75	129	77	54	24	359
	Percentage	21	36	21	15	6.7	100
	Online Teaching and learning is						
	very creative than Traditional						
5	Teaching	37	82	106	80	54	359
	Percentage	10	23	30	22	15	100
	Students are more comfortable						
	in Online Learning than						
6	Traditional Classroom Learning	42	69	100	80	68	359
	Percentage	12	19	28	22	19	100
	Attendance is more in Online						
	Classes than Traditional						
7	Classrooms	88	103	90	47	31	359

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	Percentage	25	29	25	13	8.6	100
	Technically, students are much						
8	superior than teachers	34	92	137	69	27	359
	Percentage	9.5	26	38	19	7.5	100
	Doubt clearance becomes easier						
	in Online Classes than						
9	Traditional Classes	23	74	104	97	61	359
	Percentage	6.4	21	29	27	17	100
	Delivery of lectures via Online mode is better than Traditional						
10	mode is better than Traditional mode of education	34	58	100	93	74	359
10		9.5	16	28	26	21	100
	Percentage Students keep continuous pace	9.5	10	28	20	21	100
	in Online Teaching than						
11	Traditional Teaching	30	90	123	72	44	359
	Percentage	8.4	25	34	20	12	100
	Online teaching and learning is						
12	cost efficient	67	125	102	47	18	359
	Percentage	19	35	28	13	5	100
	Online Teaching creates						
	physical health issues to the						
13	students	96	109	85	49	20	359
	Percentage	27	30	24	14	5.6	100
	Focus of teachers and students						
14	can be distracted in Online Teaching	119	141	61	24	14	359
14	Percentage	33	39	17	6.7	3.9	100
	Online teaching should		39	17	0.7	5.9	100
	completely replace traditional						
15	teaching	41	68	81	68	101	359
	Percentage	11	19	23	19	28	100
	Online teaching should not						
	complement Traditional						
16	Teaching	44	109	143	35	28	359
	Percentage	12	30	40	9.7	7.8	100
17	Students can access easily to the	$\mathcal{O}$	140	05	20	22	250
17	missed class	63	140	95	38	23	359
	Percentage	18	39	26	11	6.4	100
	Online teaching helps the students to maintain the class						
	notes and other activities in						
18	more organized manner	53	87	99	75	45	359
	Percentage	15	24	28	21	13	100
	Online Teaching is difficult to	-					
19	enforce in rural areas	162	128	44	14	11	359
	Percentage	45	36	12	3.9	3.1	100
	Online classes are recommended						
	only in this pandemic situation	150	102	40	•	1 -	250
20	and not further	172	102	49	20	16	359
	Percentage	48	28	14	5.6	4.5	100

From the above table it can be seen that nearly only 10 percent of the respondents feel that online teaching is more convenient than traditional classroom teaching. However, nearly 41 percent of respondents are still in the dilemma of the scenario and they feel that traditional classroom teaching is much more convenient. Students

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feel that the system of online teaching is quite convenient to the teachers and thus it has been made out of their choice. Same is the scenario with the opinion of the respondents on their familiarity with online teaching. Nearly 56 percent of the respondents opine that online teaching is less time consuming and only 36 percent respondents feel it is more creative. However, when it is the matter of comfort of students, online teaching fails against traditional classroom teaching where only 31 percent respondents feel that they are comfortable in online learning. However, 53 percent respondents feel that attendance in online teaching and learning is better than traditional classroom teaching.

Only 35 percent of the respondents believe that students are more advanced technically than teachers. At the same time, it needs to be noted that this superiority does not count a lot, because doubt clearance can be made better in classroom teaching than online teaching. Only 27 percent of teachers believe that online teaching and learning provides a scope for better doubt clearance. Similarly, it is the opinion of only 26 percent respondents who believe in better delivery are not able to keep a continuous pace in education and learning of the subject via online platforms. Only 33 percent respondents believe that students can keep a continuous pace in learning online.

More than half of the respondents are of the view that online teaching is creating physical health issues. At the same time, nearly 72 percent of respondents are of the opinion that the focus of students and teachers can be lost when it comes to online teaching. Various factors are against replacing traditional classroom teaching by online education. Only 30 percent respondents feel that online education can replace traditional classroom teaching completely.

Nearly 42 percent of the respondents feel that online teaching should not complement traditional teaching. The most significant part is that online teaching cannot be implemented in the rural areas. This is the opinion of more than 81 percent respondents. The rural areas lack adequate infrastructure, the internet connectivity in remote areas is very low. At the same time, the financial resources of people are also inadequate to go in with the requirements of online teaching. The most significant factor which will never allow online learning in rural areas, particularly in the developing country like India, is the attitude of the people.

# 6) **OBSERVATIONS**

Along with conducting a survey it was found out that traditional classroom teaching is much better than online teaching through the person telephonic interview with the respondents. The following are the main benefits of traditional classroom teaching according to the respondents.

- 1. Promotes collaborative learning collaborative learning enables the learners to focus on how to learn or graft a particular topic. In this manner they also get encouragement and are able to adopt the same technique of learning.
- 2. Enhance critical thinking skills live discussions and physical classroom studies advances critical thinking skills of the learners. Unless and until personal attachments are done, such skill development would not be possible.
- 3. Improves social skills whenever one comes face to face, not only knowledge of the person develops but it also helps in developing the interpersonal communication which is a very significant aspect of social skills.
- 4. Builds organizational skills In this competitive world not only knowledge is required but personal skills and talents towards his profession also count a lot. Traditional classroom training encourages this aspect. There are other significant aspects that show the dominance of traditional classroom teaching over online teaching. Some noteworthy among those are that traditional classroom teaching helps the students remain in a coma teaching style can be modified according to the students' issues and traditional classroom teaching develops important personality and career building skills. From the above discussion, it is clear that the hypothesis that there is no difference between online teaching and traditional classroom teaching in higher education in India and that online education holds superior position as compared to traditional classroom teaching can be rejected.

# 7) CONCLUSION

From the above analysis it could be seen that these days online forces have become extremely popular, as more and more institutes and companies are offering different courses online. At the same time, despite the rising popularity of the online courses, traditional classroom training is fighting back and trying to adopt newer means of retaining learner's interest. There are always two sides of the coin. For some individuals online training is more appropriate while for others classroom teaching is preferred method. Volume 8, Issue 2 (VI) April - June 2021

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# PUBLICATIONS FROM THE UNIVERSITY OF MUMBAI IN THE SCOPUS ARCHIVE: A 10-YEAR BIBLIOMETRIC ANALYSIS

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#### **ABSTRACT:**

In this article, the University of Mumbai is studied to become a first-rate academic university. The bibliometrics used to identify Mumbai University's literary output in documents indexed in Scopus are publications derived from Scopus's database. The comparison with other universities and research publications is of particular importance. There was a noticeable change in the university research publications and citations over the time frame under study. There is an inherent unfairness of writers in various fields of specialisation among authors in Scopus. Depending on the findings, suggestions are proposed for future studies.

Keywords: University of Mumbai, Research productivity, Bibliometric; Citation;

# **INTRODUCTION:**

In recent times, the term "first-rate university" is now a famous phrase, building a new, flexible and strategically advanced structure of higher learning, cultivating a profound potential for literary and technological leadership, and meeting the global economy's needs in the educational sectors of society. This term often relates to the institute of great importance. Developing top-class institutions in competing cultures is becoming extremely difficult for education institutions across the world. A significant ingredient of a first-rate university is fruitful research. The birth of Scopus in 2004, a unit of calculating research articles, shows that the extent of mathematical and scientific output at the academic institutions around the world could easily be calculated. After the launch of Scopus from the year 2004, it has received much interest from institutions, scientific, academic bodies, governments, and global scholars. Scopus encompasses more than 36,377 titles from more than 11,600 publishers approximately, of which Nearly 34,000 peer-reviewed/refereed scholarly journals in leading scientific fields like health, physical, life and social.

India has many students and professors, and they want their work to be acclaimed worldwide. Because of this, they generate a lot of documents, which are indexed in Scopus. The number of papers published has been growing. This paper would aim to provide an overview of the research fruitfulness and review an example case of the University of Mumbai by using bibliometric computation methods. This study's primary aim is to examine how Mumbai University can be at the top of the Indian universities league and gain the first-rate identity concerning the research efficacy. The study carries out an extensive quest for Scopus's bibliometric evaluations to locate related papers published in conference proceedings, conference handbooks, conference proceedings, and books edited by conferences. This paper is split down into three major groups. Firstly, the context of the analysis phase would be discussed. The second point in this presentation discusses the index and the techniques employed to obtain citations. Next, the paper specialises in using simple bibliometric indicators in the University of Mumbai publications, which is followed by the third section. Out of all this, the paper oulined the vital point towards the recommendation's findings and the inferences.

#### **METHODOLOGY:**

The University of Mumbai has been indexed at Scopus in affiliation. For indexing, this paper used the term of University of Mumbai while searching, along with other details such as the chosen institution, etc. with this the words Mumbai University was also being identified. This means all of the records mentioned under "affiliation" are gathered. The scientific evidence used come from several separate outlets, including peer-reviewed journal papers, and the SCImago rating of institutions (SIR) index. The quantitative analysis methodology is introduced, using two kinds of search parameters to measure the documents and details in the research works of the University of Mumbai in Scopus. The data that we have obtained up to the present day were gathered from 2011 to 2020 within the present timeline. Employing "Analyse search result", function, the researcher, has evaluated the aggregation of the amount of documents and other details on the database and can determine on different data types.

In a comprehensive matter, the bibliometric metrics used to assess the study productivity of the University of Mumbai are the following:

a) Lot of research developments that have had papers written in the conference proceeding, book excerpts, scientific studies and publications along with the names from Scopus index.

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- b) lists the proportion of the article's dependent on their subjects.
- c) top prolific authors based on the amount of citations received and document submitted.
- d) several records originating from other universities/institutes in Mumbai

It is necessary to remember that they are focused on papers mostly from conference proceedings, journal chapters, and book chapters in Scopus's coverage with all the findings shown below. The method discussed here may be applied in several different fields, but a discipline's contribution may not be so crucial in certain instances.

#### **DOCUMENTS:**

The scientific article is very noteworthy form, particularly in the database of Scopus. The statistic represented in figure one is the quantity of academic papers written by University of Mumbai's faculty members during the last ten years. Data revealed that the University of Mumbai had released 317 documents in 2011. In 2020, the number of papers from university was about 650. The pace of publishing scholarly articles rose from 205% in a decade. This increased number puts the University of Mumbai in India's 150th place regarding Scopus's number of documents.

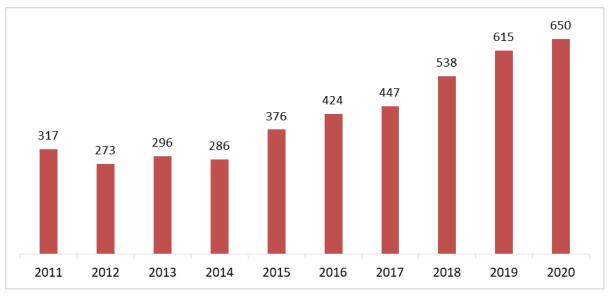
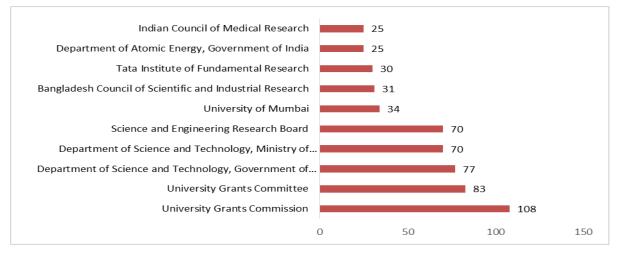


Figure 1: Collected documents of the University of Mumbai, Scopus, 2011-2020.

#### Source: Scopus access January 30, 2020.

Figure 2: Top 10 research sponsors in documents showing affiliation to University of Mumbai



Source: Scopus access on January 30, 2020.

The analysis result is shown in figure two to describe the research sponsors in documents showing affiliation to University of Mumbai. Mumbai University stans on the  $6^{th}$  position with a total of 34 papers sponsored. Herein University Gran Commission leads with 108 documents supported for Scopus publication.

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Computer Science 11% others 24% Engineering 10% Social Sciences 4% Chemistry 9% Chemical Engineering 5% Physics and Astronomy Medicine 9% 7% Materials Science Biochemistry, 7% Genetics and harmacology, Molecular Biology Toxicology and 7% Pharmaceutics 7%

Figure. 3. Documents of the University of Mumbai in Scopus focused on subjects.

Source: Scopus access on January 30, 2020.

Fig.1 indicates that the spread of subject areas of papers from 2011 to 2020. This topic area displays a study done by scholars associated with the University of Mumbai. The data in figure three also demonstrate the potency of research done by university. Founded in figure three that the Computer Science field is the leader of publications, it is worthy of offering the most university publications (up to 11 per cent or 897 research articles). The engineering course is responsible for producing over 796 technical papers, or 10 per cent of the overall documents published. It is interesting to highlight that only four per cent of the sum of the publications from the social science fields of study gave some contribution; indeed, this topic requires further investigation. The most probable explanation is that social science is entirely distinct from the engineering field, which is of little concern to a foreign publication house. Depending on the statistics at hand, the university and ministry of education should be planning and assessment which will inspire the professor to publish more papers

For further analysis in table 1, the citation of the documents of each publication of the University of Mumbai are tabulated. A reference to the source of material that may convey the content of the article is a citation. Referring to Table 1, it might be shown that with the exception of the abrupt escalation in 2015, the amount of citations has remained comparatively stable over the last 10 years, with 454 citations in the year of publication itself. Citations in 2012 and 2014 alone are low. Such figure, nevertheless, is reasonable since the number of publications in the years reported is insufficient. When we look at the number of papers with which documents are currently being cited, Table 1 shows that the average citation per paper diminutions each year. The following formula is used to compute ACPP

Average Citation Per Paper = 
$$\frac{Total \ citation \ til \ 30th \ January, 2021}{Total \ no.of \ documents \ in \ the \ year}$$

In general, terms, as the year goes by number citation and h index increase. However, in the future, more efforts and/or effective policies shall be taken by the University of Mumbai to promote faculty members to publish their research findings in good journals.

Table 1:	Document of	citation f	for Un	iversity	of Mumbai
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		Citation in	Total citation	ACPP	
Year	Document	the year of publication	till 30 <sup>th</sup> January 2021	(Average Citation per paper)	h index

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			r		
2011	317	68	3721	11.74	31
2012	273	44	2737	10.03	25
2013	296	104	3866	13.06	28
2014	286	99	2840	9.93	26
2015	376	454	9482	25.22	32
2016	424	137	3342	7.88	27
2017	447	153	2827	6.32	22
2018	538	206	2465	4.58	21
2019	615	283	1558	2.53	16
2020	650	395	528	0.81	8

Source: Scopus access January 30, 2020

# **Prolific Authors:**

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Shimpi, N.G.

Fernandes, R.

Garje, S.S.

Misra, A.

Devarajan, P.V.

Chaskar, A.C.

On the basis of data from Scopus, 160 authors were in the publication by the end of 2020 and contributed to Scopus documentation in the University of Mumbai. Top ten University of Mumbai active writers is mentioned in-depth in table 2 concerning the volume of papers. It is visible that Kothari, D.C. has been the most influential author with 73 articles. On the other hand, concerning the h-index, Miotello, A., the author has the maximum h index of 46, is made up of 9866 citations. This is worth noting that the research authors' origin is irrelevant in productive authors contributing to Scopus's document database. Most contributing prolific authors come from engineering and science fraternity.

Sr. No.	Author name	Document	Total Citation received	ACPP	h index
1	Kothari, D.C.	73	2710	37.12	27
2	Patel, N.	64	4234	66.16	35
3	Srivastava, A.K.	59	3567	60.46	32
4	Miotello, A.	50	9866	197.32	46

36 34

33

32

31

30

1224

1950

763

212

1699

1653

34.00

57.35

23.12

6.63

54.81

55.10

20

26

14

9

20

21

Table 2: Mumbai Universities Top 10 Authors based on number documents

Source: Scopus access January 30, 2020

At the regional level, the comparison with neighbouring universities/institutes in Mumbai is shown in table 3. Local universities/institutes in this table are selected according to the amount of academic publications in Scopus. Comparative analysis amongst adjacent universities /institutes, which published a significant number of Scopus documents demonstrates that perhaps the University of Mumbai's publication in Scopus is exceptionally behind. This publishing discrepancy is quite considerable. The explanation for this requires further analysis. In general terms, this implies that the University of Mumbai must obtain a more significant commitment to keeping up on growth in publishing.

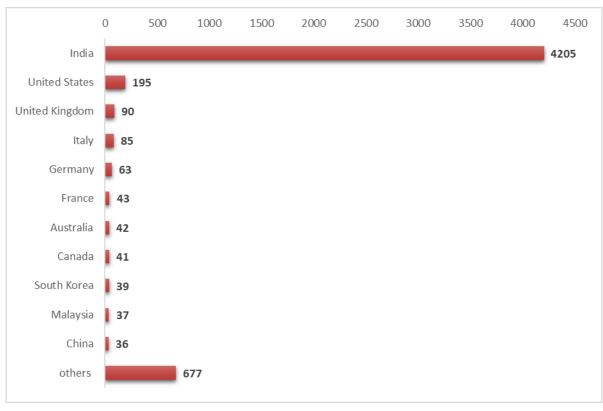
Table 3: Comparison with neighbouring universities/institutes in Mumbai

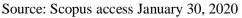
universities/institutes in		Number of documents								
Mumbai	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
University of Mumbai	90	273	296	286	376	424	447	538	615	650
Narsee Monjee Institute of Management Studies, Mumbai (NMIMS)	2	9	10	8	10	11	16	12	27	28
D Y Patil University,	2	18	25	22	38	26	25	35	32	55

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Navi Mumbai										
Institute of Chemical Technology	7542	7625	8633	9306	9266	9747	10920	11438	12115	13350
Shreemati Nathibai Damodar Thackersey Women's University	0	0	0	0	0	0	3	1	0	1
Bhabha Atomic Research Centre	1256	1421	1503	1653	1476	1577	1628	1521	1517	1541
University of Mumbai and Department of Atomic Energy Centre for Excellence in Basic Sciences	0	1	2	3	3	1	1	1	3	0
Indian Institute of Technology, Bombay	1162	1213	1460	1640	1754	1825	2072	2263	2339	2447
Amity University, Maharashtra	0	0	0	0	0	1	2	3	3	14
Tata Institute of Fundamental Research, Mumbai	616	686	658	682	604	645	702	718	714	607
Homi Bhabha National Institute	35	49	58	81	121	266	775	1010	1367	1773

Figure 4: Top 11 contributing countries to Scopus in the last decade





# Initiatives by University of Mumbai to accelerate publications:

Mumbai University recently adopted several policies favouring the research efficiency of its academician, in reference to its initiatives for a truly elite university. At inception, University has overcome financial hurdles for researchers by offering further support to stimulate the scientific ecosystem by many minor research projects. The current minor/major research scheme is implemented to support and inspire research scholars to take up thought-provoking research. .Secondly, to create a lot of consciousness and information about Centre's funding scheme various sessions and lectures organised by the university. This is a norm laid down by University Grant

Commission (UGC) that colleges/universities must obey. As a result, there are more emphasis on interdisciplinary studies. Besides that, the Mumbai University has obtained support under a number of funding programmes by non-government bodies such as NGS's, Central government and state governments, and foreign institutions/organisation.

The sum of funding earned by Mumbai University over the past three years has risen threefold. Both the university's own statistics and the data submitted to national ranking framework (NIRF) suggest money obtained for consultancy and sponsorship ventures went up from (in 2016-17) Rs. 6.3 crore to (in 2018-19) Rs. 20.1 showing a significant growth of 220%. 85% of the cumulative research grants earned are for sponsored research ventures.

Research funding from Rashtriya Uchatar Shikshan Abhiyan (RUSA) and Department of Science and Technology (DST) are causing a positive development. In data sent to the ministry of education, The number of MU faculty members' patents has risen from nine to twenty six. MU jumped to 101-105 NIRF rank list in 2019, where it was previously at the 151-200 NIRF rank list in the year 2018. From 81st in 2019 to 65th in 2020, the university has improved its ranking.

Year	no. of sponsored projects	sponsor research funding	no. of consultancy projects	Consultancy fund received
2016-17	49	₹ 5,77,79,127	10	₹ 49,93,300
2017-18	54	₹ 6,85,65,129	10	₹ 85,23,700
2018-19	25	₹ 17,24,65,520	6	₹ 2,87,53,000

Table 4: no of projects and funding

Source: All Report-MHRD, University of Mumbai's National Institutional Rating System (NIRF)

The influence of these scientific research support techniques seems to have improved the publishing rate in Scopus document statistics, particularly the University of Mumbai.

# **CONCLUSION:**

In this research paper, a Scopus based bibliometric study was conducted to determine the University of Mumbai's research performance in 2011-2020. One intriguing mention of this report is that the University of Mumbai's publication performance has increased compared to other adjoining universities in India over the years covered by this report. The findings suggest that an overall amount of publications have been boosted by the University of Mumbai. Another fascinating discovery is the outcomes for the academic documents reported in Scopus. As mentioned in the former section of the study, Computer and engineering journals render the most significant addition to records. It is not comparable to social science documents in the Scopus database.

Regarding the comparatively limited publication of social sciences, there were several explanations for this issue; In the present study. Yet, although this pattern calls for more investigation, taking into account publications at the University of Mumbai, certain guidelines may be noted down into recommended actions. A solution can be seen by way of strengthening the cooperation network with local and foreign institutions and universities. Given the particular regional influences contributing to more generous foreign author's' participation, further study should be done in the field of social science for the future.

# **REFERENCE:**

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# AN ASSESSMENT OF PUBLIC AWARENESS OF "E-WASTE: IMPACTS, PROBLEMS AND MANAGEMENT STRATEGIES"

#### Sujata Rizal Kotian

Assistant Teacher, Faculty of Science, Bunts Sangha, SM Shetty College of Business and Management Studies, Powai

## **CURRICULUM VITAE**

Electrical and electronic waste (electronic waste) is one of the fastest growing waste in India. The increasing "market penetration" in developing countries and the "high rate of obsolescence" make e-waste one of the fastest growing waste streams. Electronic waste has become a concern due to the presence of toxic and hazardous substances in electronic products and, if not handled properly, can have negative effects on the environment. Environmental and trade problems associated with e-waste have led many countries to introduce interventions.

Therefore, there is a great need to adopt sustainability practices to address the growing threat of e-waste. This paper is based on primary and secondary data studying the composition of e-waste, global and Indian scenarios on e-waste, different hazardous materials found in e-waste, best practices available for finding hazardous materials, manufacturer guidelines, and public awareness of "Electronic waste: impacts, problems and management strategies". Primary data was collected through surveys and a total of 251 people submitted their questionnaire response. What's more,

Keyword: Electronic waste, Indian politics, environmental concerns, opportunities, pollutants

# **1.0 INTRODUCTION:**

Growth in the information and communication technology sectors has dramatically improved the use of electronic equipment. Faster updating of electronic products forces consumers to dispose of old electronic products very quickly, which, in turn, adds electronic waste to the solid waste stream. The growing e-waste problem requires more emphasis on e-waste recycling and better management of e-waste.

Electronic waste or electronic waste is generated when electronic and electrical equipment is not suitable for its original use or has passed its expiration date. Computers, servers, mainframes, monitors, compact discs (CDs), printers, scanners, copiers, calculators, fax machines, battery cells, cell phones, transceivers, televisions, iPods, medical devices, washing machines, refrigerators, and air conditioners are examples. electronic waste (when unsuitable for use). These electronic equipment are rapidly being replaced with newer models thanks to rapid technological advances and the production of newer electronic equipment. This has led to an exponential increase in the generation of electronic waste.

E-waste generally consists of metals, plastics, cathode ray tubes (CRTs), printed circuit boards, cables, etc. Precious metals such as copper, silver, gold and platinum could be recovered from electronic waste if scientifically processed. The presence of toxic substances such as liquid crystals, lithium, mercury, nickel, polychlorinated biphenyls (PCBs), selenium, arsenic, barium, brominated flame retardants, cadmium, chromium, cobalt, copper and lead, makes it very dangerous, if waste is dismantled and processed rough with rudimentary techniques. Electronic waste poses a great risk to humans, animals and the environment. The presence of heavy metals and highly toxic substances such as mercury, lead,

# 1.1 PROBLEM OF ELECTRONIC WASTE IN INDIA

India ranks 177 out of 180 countries and is among the top five countries in the 2018 Environmental Performance Index, according to a report published in the 2018 World Economic Forum. This has been linked to poor performance in environmental health policy and deaths due to air pollution categories. Additionally, India ranks fifth in the world among the top e-waste producing countries after the United States, China, Japan and Germany and recycles less than 2% of the total e-waste it formally produces each year. Since 2018, India has generated more than two million tons of e-waste annually and also imports large amounts of e-waste from other countries around the world.

The collection, transport, treatment and recycling of electronic waste are dominated by the informal sector. The sector is well interconnected and unregulated. Often not all materials and potentially recoverable value are recovered. Furthermore, there are serious problems regarding the release of toxins into the environment and the safety and health of workers.

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Seelampur in Delhi is the largest e-waste dismantling center in India. Both adults and children spend 8-10 hours a day extracting reusable components and precious metals such as copper, gold and various functional parts of the devices. E-waste recyclers use processes such as outdoor incineration and acid leaching. This situation could be improved by raising awareness and improving the infrastructure of the recycling units along with the prevailing policies. Most of the electronic waste collected in India is handled by an unorganized sector.

In addition, informal electronic product recycling / reuse channels such as repair shops, used product distributors, e-commerce portal providers collect a significant percentage of discarded electronic products for reuse and cannibalization of parts and components.

# **1.2 OBJECTIVES:**

- 1. Know the participants' awareness of electronic waste management.
- 2. Understanding the factors would influence your choice of whether or not to repair an E-Waste.
- 3. Find out if they are aware of any e-waste management policies currently implemented in India.
- 4. Find out if they know someone who can collect unused electronic devices to reuse, resell, recycle, or take them apart.

No sir	Title of the work	Name of the author	Publicatio n date	recommendations
1	Electronic Waste Management in India: A Current Scenario Study International Journal of Management, Technology and Engineering. Volume IX, Edition I, January / 2019, ISSN No.: 2249-7455	<b>Deepak Adhana</b> Maharshi Dayanand University - Institute of Management Studies and Research	January 31, 2019	70% of the heavy metals found in landfills are electronic waste. Lack of resources in civic bodies, old equipment and technologies and social apathy Waste management laws are very old and need to be aligned with current requirements
Two	Electronic waste management in India	E. Yoheeswaran M.Tech Environmental Engineering, Department of Civil Engineering, Pondicherry Engineering College, Pondicherry		The composition of electronic waste is very varied and contains more than 1000 different substances, classified into organic and inorganic fractions.
3	Electronic Waste Management in India: A Current Scenario Study	Deepak Kumar Adhana Lingaya University	June 2020	Among cities, Mumbai tops the list, generating approximately 1,200,000 tons of e-waste annually. Delhi and Bengaluru ranked second and third, with 98,000 and 92,000 tons of e-waste generation respectively. The state of Maharashtra ranks first in e-waste generation, followed by Tamil Nadu and Uttar Pradesh. About 70% of the heavy metals found in landfills are electronic waste.

# **1.3 LITERATURE REVIEW**

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4	Electronic waste management in India: problems and strategies	Rama Mohana R. Turaga, Kalyan bhaskar, Satish sinha, Daniel Hinchliffe, Morton Hemkhaus,	September 30, 2019	This article identifies informal sector e- waste practices, poor regulatory design and enforcement, and low awareness as some of the challenges India faces. Meaningful involvement of all stakeholders should be
		Morton Hemkhaus, Rachna Arora, Sandip Chatterjee, Deepali Sinha Khetriwal,	Rachna Arora, Sandip Chatterjee, Deepalikey to developin management sys	
		Verena radulovic, Pranshu singhal, Hitesh sharma		

# **1.4 ASSUMPTIONS:**

**H0** (null hypothesis): The greater amount of e-waste (independent variable) in a region will increase pollution (dependent variable).

 $M_0 \le 2$  years (electronic / electrical items less than two years)

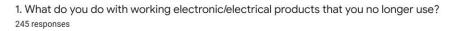
**H1** (alternative hypothesis): The greater amount of e-waste (independent variable) in a region will not increase pollution (dependent variable).

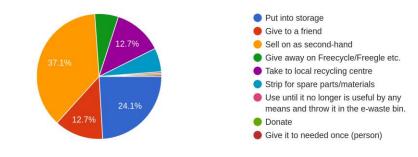
M1> 2 years (electronic / electrical items within two years)

# **1.5 RESEARCH METHODOLOGY:**

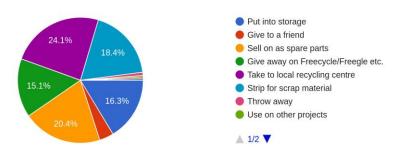
To conduct this research, primary and secondary data will be collected via the online questionnaire form. For secondary data, four research papers were reviewed. For primary data, 245 participants answered the questionnaire based on their knowledge and experience.

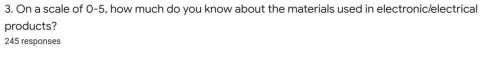
#### 1.6 SAMPLING ANALYSIS:

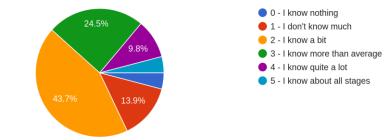




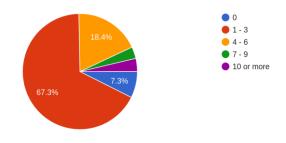
2. What do you do with broken electronic/electrical products? 245 responses



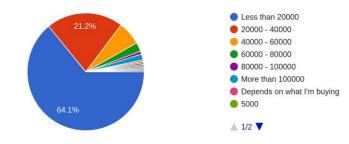




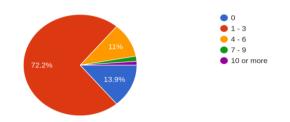
4. How many electronic/electrical products do you purchase a year? 245 responses



5. How much do you spend on electronic/electrical products in a year? <sup>245</sup> responses



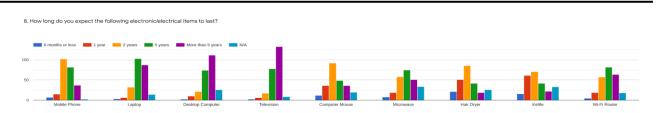
6. On average, how many electronic/electrical products do you choose to repair in a year? 245 responses



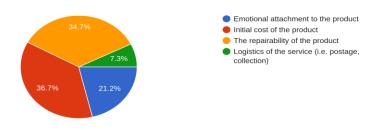
7. Which factors would affect your choice whether to repair an object or not? <sup>245</sup> responses



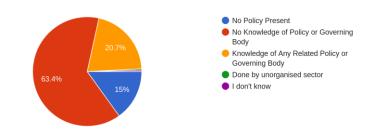
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9. Which factors would affect you trading in your old products for a cash reward? 245 responses

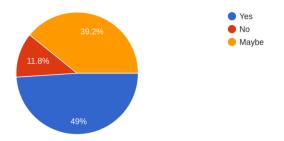


10. Do you know of any electronic waste management policies currently implemented in India? If so, what do you know of these policies? 246 responses



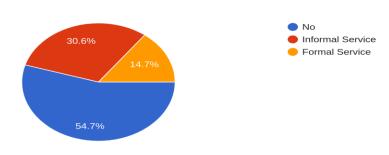
11. Do you perceive any hazards or risks in e-waste? Do you see any hazards or risks to the growing amount of e-waste in India?

245 responses

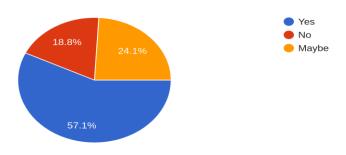


12. Do you know someone who can collect your unused electronics for reuse, reselling, recycling, or dismantling?

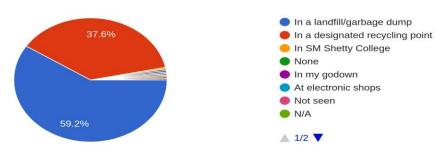




13. Are you aware about refurbishing of Electronic Waste? 245 responses



14. If you have seen electronic waste, where have you seen it? 245 responses



# **1.7 HYPOTHESIS TESTING:**

- 1. The maximum number of electronic products that participants purchased have not lasted more than 2 years.
- 2. 66.9% (168) of the participants purchased a minimum of 1-3 electronic products in at least one year.
- 3. 63.3% spend on electronic / electrical products in one year.
- 4. 72.5% of people choose to repair only 1 to 3 electronic products in a year.
- 5. 36.7% sell their electronic product for cash reward.

From the previous results, we can conclude that H0 (null hypothesis) is accepted. The greater amount of e-waste (independent variable) in a region will increase pollution (dependent variable).

# 1.8 CURRENT E-WASTE SCENARIO IN INDIA

\* Mumbai - 11,000 tons \* Delhi - 9,750 tons \* Bangalore - 4,650 tons \* Chennai - 4,100 tons \* Calicut - 4,025 tons \* Ahmedabad - 3,250 tons \* Hyderabad - 2,800 tons \* Pune - 2,584 tons \* Surat - 1,836 tons **E-waste is exported to India for important reasons such as:** 

- 1) Cheap labor: rates are roughly
- US \$ 30 / computer
- India \$ 2 / computer
- Savings \$ 28 / computer
- 2) Weak environmental laws
- 3) Excessive discharge of CRT tubes due to ramping of flat screen monitors
- 4) Driven by the business profit potential.

# **1.9 EFFECTS OF ELECTRONIC WASTE ON HEALTH**

Source of electronic waste	Constitution	Effects on health
Soldering on printed circuit	Lead (PB)	• Damage to the central and peripheral nervous
boards, glass panels and gaskets		system, blood system and kidneys
on computer monitors		bad.

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		• Affects the development of children's brains.
Resistors on chips and	Cadmium (CD)	• Irreversible toxic effects on human health.
semiconductors		• It accumulates in the kidneys and liver.
		Causes neuronal damage.
		• Teratogenic.
Relays and switches, printed	Mercury (Hg)	Chronic brain damage.
circuits		<ul> <li>Respiratory and skin disorders due to</li> </ul>
		bioaccumulation in fish.
Corrosion protection of	Hexavalent	Asthmatic bronchitis.
galvanized and untreated steel	chromium (Cr)	• DNA damage.
sheets, hardening for	SAW	
steel housings		
Computer housing and cabling	Plastic	Combustion produces dioxins. Cause
	including PVC	• Reproductive and developmental problems;
		• Damage to the immune system;
		Interferes with regulatory hormones
Plastic case for electronics	Brominated	• Alters the endocrine system
circuits and equipment.	flame retardants	system functions
	(BFR)	
CRT front panel	Barium (Ba)	Causes of short-term exposure:
		• muscle weakness;
		• Damage to the heart, liver and spleen.
Motherboard	Beryllium (Be)	Carcinogenic (lung cancer)
		• Inhalation of fumes and dusts. It causes chronic
		beryllium or beryllium disease.
		Skin diseases such as warts.

One PC of Appx 31 kg weight contains		That would mean two million obsolete PCs
7.24 kg	Plastic	14,427,000 kilograms
1.98 kg	To conduct	3,962,700 kg
0.693 g	Mercury	1.386 kg
0.4095 g	Arsenic	819 kilograms
2,961 g	Cadmium	5,922 kilograms
1.98 g	Chrome	3,969 kilograms
9.92 g	Barium	19.845 kg
4.94 g	Beryllium	9,891 kilograms

# **1.10 CONCLUSION**

There are currently very few regulations on electronic waste disposal and they can enter our landfills or be burned. We gladly allow hazardous substances to penetrate our water and air so that we can enjoy a new form of technology. This problem is not going away because the world population is growing and the demand for newer and better technology is creating huge quantities of old and obsolete electronic products. The best method of disposal is to recycle this equipment. Many people don't understand that parts of the old device can be reused in new products. There is a popular mantra used by many recycling advocates: "Reduce, reuse and recycle". This slogan has been widely advertised with plastic and glass, but its message is also applicable to electronic waste disposal. Many electronics stores offer services to help customers carry old electronic devices or components for safe and proper disposal.

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# AN ANALYTICAL STUDY ON E WASTE AND ITS IMPACT ON ENVIRONMENT

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# ABSTRACT

*E* waste is a most hazardous for environment. WEEE (waste from electrical and electronic equipment's) comes under a special category of waste which is the result of industrialization and ever increasing demand of electronic products in daily life. With increasing usage waste production is also increasing. Now, the situation is alarming as a huge quantity of waste is generated by India as well as other countries. *E* waste is a big issue because using Electronic device is very easy but after throwing the E waste in the environment may lead to serious problem .The condition in India is much worse because about 80 present of the e-waste generated . The rest of it is handled by workers who work with bare hands, without masks under unhygienic conditions, informally recycling tons of e-waste for about 11-14 hours a day. It causes both environmental as well as health problems. No. of laws are framed but none is able to stop this informal recycling. In this paper, national and international e-waste scenario is discussed along with hazards caused by e-waste and bit about its recycling.

Keywords: WEEE, Informal recycling, hazards, E waste.

# INTRODUCTION

According to the OCED (Organization for Economic Cooperation and Development) any appliance using an electronic power supply that has reached its end-of-life would come under WEEE. WEEE (waste from electronic and electrical equipment's) is a special category of waste that has received great deal of attention over past 15 years. WEEE is diverse and complex in terms of the material and component make up as well as in terms of original equipment manufacturing process. The electronic industry is the world's largest and fastest growing manufacturing industry 1, 2. The Indian information technology (IT) has a prominent global presence today largely due to software sector. More recently, policy changes have led to tremendous influx of leading MNC's into India to set up manufacturing facilities, R&D centers and software development facilities. Starting with 13 IT companies in 1991, about 3000 IT companies as of now in Bangalore are providing world class infrastructure. This phenomenon of Bangalore is getting replicated in several other cities of India viz., Chennai, Mumbai, Hyderabad, Pune, Gurgaon etc. This asymptotic growth in IT industry has brought its share of waste disposal problem. Economic Growth and Digital Revolution: 1980 was the year when the great digital revolution started and has not ceased till date. The digital revolution provided variety of products which were not only economical but also easy to use therefore they invaded our households completely. They are now easier and convenient to replace rather than getting them repair.

#### **REVIEW OF LITERATURE**

International E- Waste Scenario according to studies about 4000 tons per hour of E-waste is generated worldwide7. E-Waste generated by different countries is given in table-2. The use of electronic devices, such as PC's has proliferated in recent decades and the quantity of electronics disposed off is growing rapidly throughout the world16. Note: The table gives only an overview of the quantities of ewaste generated in different countries. It is difficult to make direct country-to-country comparisons regarding e-waste quantities, because each country has as different categories of appliances counted in e-waste and different methodologies of estimation. (\*) This is the quantity of e-waste generated in Switzerland that is physically weighed and accounted for.

# E- WASTE SCENARIO IN INDIA:

In present times if we study closely e-waste is one of the fastest growing pollution problems which is increasing almost three times than that of municipal waste globally. With the increase in consumption of electronic goods and also with their usage pattern the generation of e-waste also increases. As there is no separate collection of e-waste in India, no reliable figures are available as yet to quantify the e-waste generation. The current data shows that by 2012 global e-waste will reach 53 million tons from 42 million tons in 2008 thus growing at a CAGR( Compound Annual Growth Rate) of 6 percent4 . E-Waste is continuously growing in developed countries by 2010 it has grown to 2% in comparison to previous 1%. While in developing countries e-plastic waste contribute 0.01% -1% of total solid waste generation.

India with population of over 1 billion17, is one of the fastest growing economies of the world18. The growing economy and increasing consumption is estimated to be generating approximately 4, 00,000 tons of waste annually (computers, mobile phone and television only) and is expected to grow at a much higher rate of 10-

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15%. The situation is alarming as India generates about 1.5 lakh tones of e-waste annually and almost all of it finds its way into the informal sector as there is no organized alternative available at present 19. E-waste generated in few cities across the nation show an alarming picture. Mumbai generates 11,000 tons of E-waste, Delhi 9000 tons, Bangalore 8000 tons and Chennai 5000-6000 tons each year. Maharashtra State (including Mumbai city) alone produces 20270 tons of E-waste annually20. These figures have been shown through the table 3 and table 4. Toxics link, a Delhi-based non-government organization (NGO), says that India annually generates 1.5 billion worth of e-waste. As per a study done by Bangalore-based NGO, Saahas, the city generates around 8,000 tons of e-waste every year. It is true that the e-waste spectrum is broad, but IT companies are the single largest contributors to the growing mountains of it. This is because 30% of their equipments are rendered obsolete every year. Reason being is that the life cycle of some electronic goods as short as about 15-20 months. This average age of computer is only 3 years and is progressively decreased because of the demand for accelerating speeds in the processing capability of the telecommunication infrastructure. According to Manufacturer's Association for Information Technology (MAIT) report India in 2007 generated 3, 80,000 tones of e-waste from discarded Computers, Televisions and Mobile Phones. This is projected to grow to more than 8, 00,000 tones by 2012 with a growth rate of 15 %. According to this estimate about 50, 000 tones of such ewaste which is imported from developed countries as a gesture of charity for reuse is basically recycled informally either immediately or after discarding the reused product. It has become difficult for custom department to put a stop to illegal inflow of ewaste because of no availability of specific measures and policies21 .Take back policy in India: Some of the well renowned companies like Apple, Sony, PCS, Philips, Microsoft, Panasonic, Sony Ericsson and Toshiba, HCL have adopted take back policy option at their production plant. HCL and WIPRO have the best take back policy in India. Even Nokia, Acer, Motorola are follow the policy at a good pace. But with such large population only one collection centre is not sufficient. Even a big company like Samsung claim to have a take back service but only one collection centre in India23. Sources of e-waste Manufacturer: According to surveys conducted about 50% of PC's which are sold all over the country are basically from the secondary market and are reassembled on the old components. The rest of market share cover by MNC's (30%) and Indian brands (20%)24. Besides manufacturers are major contributors of e-waste. The waste consists of defective IC chips, motherboards, CRTs and other peripheral items produced during the production process. It also includes defective PCs under guarantee procured from consumers as replacement items. Consumer: About 22% of junk computers are generated from Indian household25. The routine process of getting rid of obsolete computers include exchanging from retailers or pass on the same to friends or relatives. The business sector accounts for 78% of all installed PC's in India25. The junk computers from business sector are often sold during auction or sometimes donated to educational institutes or charitable institutions for reuse. Import of e-waste: Import of e-waste is legally prohibited no doubt the reports prove that lots of e-waste is imported from abroad. The ministry of environment has no data related to import of e-waste but above says that 100% control of the borders is not possible. Hazardous waste (management and Handling) rules 1989, amended in 2003: Schedule 2 of this act can be applied for the disposal of e-waste. The Basel Convention 32: Regulating the E-Waste Trade: The 1992 Basel Convention is an international treaty signed by 169 countries to regulate the international trade of hazardous waste. The Convention's central goal is "environmentally sound management" (ESM), which involves controlling hazardous waste from its production to its storage, transport, reuse, recycling, and final disposal. In addition, the Basel Ban Amendment was adopted in 1995 to outlaw the transfer of hazardous waste from developed to developing countries.

The Amendment has not yet entered into force, but several countries have already implemented the ban, including the European Union and China. However, illegal trading is pervasive and those who benefit from the waste trade continue to strongly oppose a global ban with European Union's (EU) directives such as WEEE and restriction of Hazardous substances (ROHS) coming into effect from 2006 in Europe. E-waste recycling is increasingly receiving a major trust. The motive of defining such guidelines is efficient recovery of useful components but also to safeguard the environment from harmful toxic substances such as lead, cadmium, mercury, asrsenic hexavalent chromium and other brominated flame retardants (BFRs)33 that are present in WEEE. These poisonous substances not only have harmful effect on the people recycling them but they also are the main source of environmental and ecological degradation.

E-waste Hazards Lots of toxic metals and chemicals can be found in e-waste. If they are not treated properly or not recycled in a proper way even disposed off in landfills they can cause adverse effects on human health and environment as they can leach into the surrounding soil, water and the atmosphere. Waste contains poisonous substances like Pb, Sn, and Hg etc. which can hazard the environment.

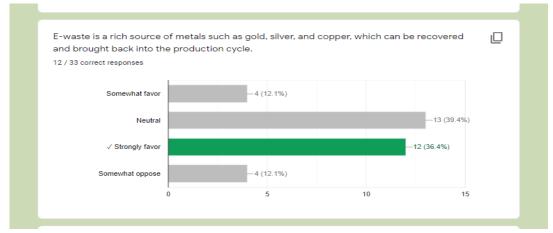
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#### **RECYCLING OF E WASTE**

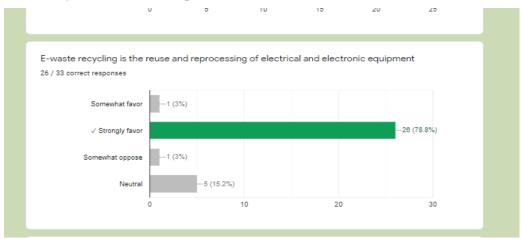
The challenges of managing E-waste in India are very different from those in other countries, both the developed and developing. No doubt, there can be several shared lessons; the complexity of the E-waste issue in India, given its vast geographical and cultural diversity and economic disparities, makes WEEE management challenges quite unique. A few of these are: Rapidly increasing E-waste volumes, both domestically generated as well as through imports. Imports are often disguised as second-hand computer donations towards bridging the digital divide or simply as metal scrap. No accurate estimates of the quantity of E-waste generated and recycled. Low level of awareness amongst manufacturers and consumers of the hazards of incorrect E-waste disposal. Widespread E-waste recycling in the informal sector using rudimentary techniques such as acid. E-waste workers have little or no knowledge of toxins in E-waste, and are exposed to serious health hazards. Inefficient recycling processes result in substantial losses of material value. The major problem we face in India there is no such technology or clear policy/guidelines to check the disposal of e-waste. E-waste is mostly recycled by backyard practioners. Recycling of e-waste: Recycling WEEE is an important subject not only from the view point of waste treatment but also in terms of recovery of valuable waste materials. Mechanical/physical processing provides an alternative means of recovering valuable materials but several difficulties exist. The main difficulty, industries have to afford is the separation of the different material in WEEE. This problem leads to several approaches to optimize the process. One of the most successful is the definition of separation systems based on the physical – chemical properties of materials to make recycling of material constituting WEEE economically profitable.34,35 Amount of plastics in e-waste obtained from computer: The data available shows that the major portion of WEEE comes from computer bodies and computer monitors.

#### **DATA ANALYSIS :**

For this research paper we had created a Google form and received 33 responses for the same result analysis is shown below ,hypothesis for this particular research was that people don't aware about E waste but after performing the data analysis it is justified that people should know about E waste recycling process and further it is suggested E waste recycling should be done and awareness to the people about E waste and recycling should be given.

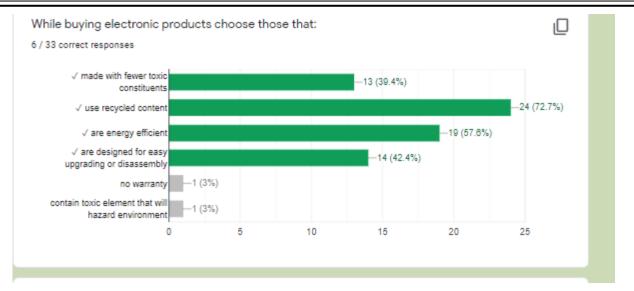


#### Screenshot1. Data analysis on E waste component



Scaeenshot2. Responses for E waste recycling and reuse

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Screenshot3 . analysis on what consumer think before buying any Electronic Product

# CONCLUSION

The challenges of managing E-waste in India are very different from those in other countries, both the developed and developing. E waste is a challenge across the world because people are using this Electronic devices but like two side of a coin it is having various disadvantages as E waste contain many harmful substances and that can be very dangerous to human as well as environment. No doubt, there can be several shared lessons; the complexity of the E-waste issue in India, given its vast geographical and cultural diversity and economic disparities, makes WEEE management challenges quite unique. A few of these are: Rapidly increasing E-waste volumes, both domestically generated as well as through imports. Imports are often disguised as second-hand computer donations towards bridging the digital divide or simply as metal scrap. No accurate estimates of the quantity of E-waste generated and recycled. Low level of awareness amongst manufacturers and consumers of the hazards of incorrect E-waste disposal. Widespread E-waste recycling in the informal sector using rudimentary techniques such as acid. E-waste workers have little or no knowledge of toxins in E-waste, and are exposed to serious health hazards. Inefficient recycling processes result in substantial losses of material value. The major problem we face in India there is no such technology or clear policy/guidelines to check the disposal of e-waste. E-waste is mostly recycled by backyard practioners. Recycling of e-waste: Recycling WEEE is an important subject not only from the view point of waste treatment but also in terms of recovery of valuable waste materials. Mechanical/physical processing provides an alternative means of recovering valuable materials but several difficulties exist. The main difficulty, industries have to afford is the separation of the different material in WEEE. This problem leads to several approaches to optimize the process.

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# A STUDY ON IMPACT FACTORS OF STUDENTS INTEREST IN LEARNING ON ONLINE LEARNING TEACHING PROCESS

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# ABSTRACT

Information technology is evolving day to day. It is providing a capability for students to excel their knowledge using online platform. Online learning platform enables learner opportunities for communication opportunities to work with flexibility and interaction. Online learning platform is an integrated set of interactive online services that are provided by trainers, teacher and other who are involved in education. An Online learning platform presents challenges and problem in relation to students learning ability. This article enlightens on learners experiences of learning on online platform.

Keywords: Online platform, trainers

# **INTRODUCTION**

An online learning platform is an integrated set of interactive online services that provide trainers, learners and other involved in education with information, tools and resources to enhance education quality. For learning on online platform, requirement of various software tools is necessary. Through online platform learner can learn from their home, workplace etc. Online learning platform offers courses fully online or either on live platform by using different educational technologies. This type of learning platform enables enhancing once learning experience out the four walls of physical classroom. Online learning platform offers learner opportunities for flexible environment.Online platform enables trainer to use different tools for creation of interactive learning environment, In view of rise in Online learning platform, it is evident learner face issues during the adapting to the new learning environment.

#### Learning Platform includes:

**Video based learning-** The trainer creates a video for various course. Video-based learning are available in the form of pre recorded video, interactive text assignments, slides. This type of platform provides benefits of reduce time and learning cost.

**One-on-One- Online learning-**In this learning platform, trainer provides learner want to study individually specific topic and at flexible time and according to learner requirement. This type of platform enables high quality and personalized interaction and also eliminates distraction of other learner.

**Online Group learning-**Online Group learning focus on encouraging interaction among all the learners and trainer. This type of platform encourages students for group analysis and team building skills.

**Massive Open Online Class-**This learning platform provides distance learning opportunities to all learners worldwide. MOOCs are open to everyone and available in different languages.

# **RESEARCH CONTEXT AND RESEARCH QUESTIONS**

The data has been collected through primary and secondary sources. The primary data has been collected through an objective questionnaire sent to students across multiple colleges persuading various course. The secondary data has been collected through various books, journals, publications, magazine articles and newspapers.

#### **OBJECTIVES OF THE STUDY**

- > To identify positive impact of teaching.
- > To study the impact on health of students while using devices.
- > To study various challenges faced by learner.
- > To analyze tools and technique used during online teaching.

#### LIMITATION OF STUDY

The research study is limited to analyse the factors affecting the interest of students while learning on online platform.

Tools and Techniques used: The statistical tools of frequency and percentage were used for data analysis.

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**Sample method:** Random sampling method was used for collection of data from students using Online group learning platform in Mumbai.

Sample Size: The data was collected from 150 respondents in Mumbai.

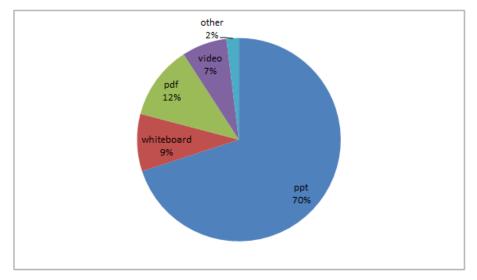
# LIMITATION OF THE STUDY

The research study is limited to analyse the factors influencing the Online Teaching Learning Process from learner's perspective and data is collected from the learners living in Mumbai area only.

# DATA ANALYSIS AND INTERPRETATION

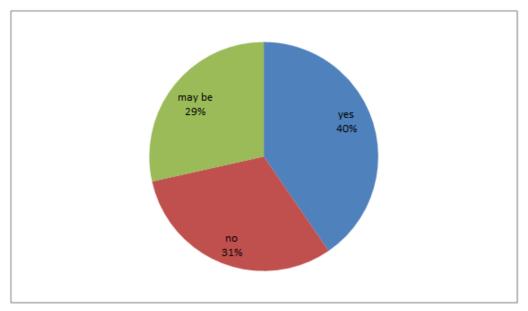
The present study is focused on evaluating the multiple factors that influence the interest of students on learning in online. The primary data has been collected from the respondents through questionnaire. A detail description of the data collected and analysed is given below.

#### 1. Tools used in Online Teaching Learning Process.



# Analysis:

It is observed that 70% of Teaching tool used is in PPT. Data in form of PPT is easier to study and learner are more focused Also 7% of Teaching tools used is in Video form which attracts students. However, it consume s more bandwidth as compare to other form of data (pdf, whiteboard etc). The above pie diagram provides details that 9% of Teaching Tool is in Whiteboard form. This teaching tool is interactive and learner are more interested to study though this technique. 12% of Teaching tool is of pdf. Learner are least interested in this tool as it is not interactive.



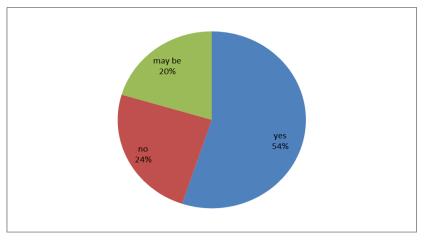
#### 2. Percentage of students able to focus while learning on mobile/computer devices

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# Analysis:

The above pie diagram reveals that 29% of learners are able to focus while learning on mobile or computers as well as they are not able to focus.40% of learners are able to focus while learning on mobile or computers.31% of students said that are able to focus while learning on mobile or computers.

# 3. Percentage of learner affecting health



# Analysis:

The above pie chart explain that more that 50% of learner health are affected due learning on online platform. It is observed from the diagram that 24% of learner online learning is not affecting their health. There is huge number of learner are suffering from various health issue because of online learning teaching process. 20% of learner affected as well as not affected with the online learning process.

# FINDINGS

- 1. It was found that learner opt for online learning process because many learner belongs to working class and it is flexible for them to attend the class.
- 2. Approximate 42% of respondent health are affected while sitting continuously for online class.
- 3. It was observed that there is moderate percentage of respondent who are able to focus in online teaching learning process.
- 4. The Online tools used are majority theory based that lacks the interest of learner.
- 5. It was observed that there is lack of interaction between the classmates.
- 6. The interaction between the learner and trainer is average as there many learners are shy to ask doubts.
- 7. The one factor that impact interest of learner are technical issues faced during teaching process.
- 8. It was observed that many learners could not afford online internet service.

# CONCLUSIONS

The above research study was conducted to analyse the various factors that influence students' interest in learning on Online Teaching Learning process. It can be concluded that nearly 41% of the respondent are able to concentrate during online teaching learning process. The technology used for teaching are helping the learner to adapt to new technological aspects. On other hand continuously using of devices such as mobile phones, laptops, computer etc are affecting their health. The respondent is fairly satisfied with online learning teaching, methods. There should be interactive teaching techniques used by the trainer to create zeal among students to learn.

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# AN OVERVIEW ON OBSTACLES FACED IN EDUCATION SECTOR ON ACCOUNT OF COVID WITH RESPECT TO PARENTS OF PRIMARY STUDENTS

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# ABSTRACT

The Indian education system is one of the world's largest education sector. The school system in India has four levels namely, lower primary, upper primary, secondary and higher secondary. All the education system in recent times have developed and also cover the most population especially in urban areas but it is yet to turn many stones and around. Though Indian education system is one of the toughest but lacks practicality. Indian developing country like India with vast population and developing technologies, the education sector is likely to have impacted from every growing action but due to the current pandemic situation one of the most affected sector is considered to be as education sector. The country with lacking connectivity and lockdown situation it was very difficult to conduct education online in teach students on a never thought off medium.

This study focuses on effects of the current pandemic situation because of spread of covid-19 virus and as a precaution the lockdown situation on the primary students and especially on their parents. The difficulties faced by them in order to arrange devices for the students to study along with dedicating time out of busy schedules arranging connectivity financial problems in many more.

# 1. INTRODUCTION

The education sector or education system comprises group of institutions (ministries of education, various local educational authorities, teacher training institutions, schools, universities, etc.) whose primary purpose is to provide education to children and young people in educational settings. Now here obstacles mean the problems which are faced in our education sector. Basically, the obstacles faced by our education sector is Lack of funds, Infrastructure facility, teaching environment, lack of innovation, quality of teaching and so on.

The above mentioned are the basic obstacles faced by our education system but from March, 2020 our education sector is touched by new obstacles that is closure of schools & colleges due to hilarious disease that is Covid-19. Coronavirus or COVID-19 has brought everyday life of human beings to a standstill. Lockdown changed the perspective of schools. It has significantly disrupted the education sector which is the critical determinant of a country's economic future. While all schools are closed, teachers and students physically come to schools and take the benefit of traditional method of teaching learning process , in this situation e-learning method came into existence.

There are few changes in education system from last few months. Institutes and teachers have been compelled to adapt a new method to learning that id digital teaching in spite of traditional way of teaching. The adaption of technology was not easily accepted by many institutes as well as teachers.. Similar to the teacher's parents are also new to this learning method. As teachers are reluctant, parents are too reluctant to this new method of education.

# Primary education in India:

"The function of Education is to teach one to think intensively and to think critically. Intelligence plus character- that is the goal of true education"- Martin Luther King

Basically, as all we know Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, morals, beliefs & habits. In educational method one teaches us, gives us training, tell us various stories, does discussion and so on. So, an education is enlightening experience. Education is important in our life as it gives us knowledge of the world around us & changes it into something better. Education helps us to build opinions & have point of view on various things in life.

Now primary education is the first stage of formal education which comes after preschool and before secondary school. The main objective of providing primary education is make their base strong, open avenues of opportunities along with self-development and reduces inter-generational poverty. Primary education is the very first step in making welfare and society. It is the foremost and basic right of every child. But being so advantageous, primary education system do suffer from five challenges that is Inadequate inputs, Higher education cost, Providing quality of education, Literacy rate, Language problem and so on. Enrollment of students in Primary Education Sector in India has increased considerably, this was possible due to various programs and initiative to increase enrollment for admissions of students for taking the benefits of education.

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In India, Kerala is the first state to achieve 100 percent admission in primary education as compared to any other state.

Following are some facts listed down in respect of primary education in India:

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- As per the data of 2011 Children from the age group of 5 to 10 years has significantly gained the admission in their primary schools and this was a great achievement by the government.
- From the age group of 6 to 14 years 29 per cent of the children were able to take primary education.
- 80 per cents of major primary schools in India are operated or run by government taking primary education in India at an another level of success.
- With respect to Right of Children to Free and Compulsory Education Act 2009, education for children for 6 to 14 years of age or up to Class 8 has been made free by the government.
- According to data given by census, indicated that 5 percent of primary schools have access to basic amenities from which 60 percent of schools doesn't have toilets and 90 percent of schools does not have play grounds.
- **Coronavirus and its impact on Primary Education** Coronavirus disease is a newly invented disease which is communicable in nature and is caused by a virus known coronavirus. The patients of these affected virus will experience mild to moderate respiratory problem and recover by special treatment. Aged peoples, people having earlier medical history are likely to get easily caught by this virus and chances of death are high.

From the 50 peoples 10 peoples were caught positive who were travelling from the rest of the part of the world. The first three cases in India were reported between 30 January and three February in Kerala. All three patients had returned from Wuhan, China.

#### Impact of Covid 19 on primary education sector:

The impact of pandemic coronavirus is to be seen in every part or every sector of the world. The education sectors of India also as world are badly suffering from this. It has changed the whole life style of the student and children's as well as those who are involved in the education industry by lock down situation. Around 32 crore learners stopped to maneuver schools/colleges, all educational activities halted in India. The education sector as well as other sector are facing this situation and are trying to come up from this situation by adopting various methods to manage this challenge in a positive way. Observing the coronavirus pandemic situation WHO advised to maintain social distancing as the first preventive step. So, every country started the lockdown to separate contaminated people. The education sector including schools and colleges worldwide have come to a break. Classes suspended and all universities come to lockdown and all the entrance exams or various tests were postponed. Thus, the lockdown disrupted the schedules of every student. Though it is an exceptional situation in the history of education, Covid has created many opportunities to come out of the rigorous classroom teaching model to a new era of digital model. The lockdown has compelled many educational institutions to cancel their classes, examinations, etc. and to choose the online modes. Initially the educator and the students were confused and didn't understand how to cope up with the situation of this sudden crises that compelled closure of various educational activities. Covid 19 has created many challenges and opportunities for the tutorial institutions to strengthen their technological knowledge. The lockdown has given a break to traditional method chalk duster method a break and are trying to adopt a new method of teaching learning by adopting online teaching learning method that is e-learning method. The teachers assign various works such as assignment to students via internet, deliver lectures live through various video conferencing methods such as Google meet, Zoom, YouTube or Skype. There are also various WhatsApp group of guardians, teachers, parent's students for affective communication through which they are always in touch to share their difficulties through this new e-medium.

# 2. REVIEW OF LITERATURE

• **Positive Impact of Covid 19 on education** In spite of Covid-19 crisis which baffled the education system, Indian Education Industry has been compelled to opt and transform themselves from traditional technique of teaching to a new more contemporary method which make use of internet as a medium of communication. The following points may be considered as the positive impact:

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- i) Move towards new method of learning: Covid 19 has accelerated adoption of digital technologies to deliver education. Educational institution has turned themselves towards new online method of teaching learning process. In short it has encouraged teachers and student to shift themselves towards techno savvy.
- **ii**) **Increase in use of Learning Management system:** Use of learning management system by various educational institutes became a great demand. It opened a great opportunity for the companies those who have developing various software and apps for learning purpose.
- **iii)** Use of soft copy material for learning purpose: In this lockdown situation students are not able to collect the hard copies of study materials and hence most of the students use soft copies material for references.
- iv) Increase in online meetings: The pandemic has created a massive rise in use of teleconferencing, virtual meeting, webinars and e-conferencing opportunities.
- v) Enhanced digital literacy: The pandemic situation induced people to learn & use digital technology & resulted in increasing the digital literacy.
- vi) Increase in use of electronic media for sharing information: Learning materials are shared among the students easily and the queries are resolved through emails, SMS, phone calls & using different social media like whatsapp.
- vii) Better time management: Students and teachers are able to manage their time more effectively and efficiently in online education during pandemic.
- Negative Impact of Covid 19 on education Due to sudden entry of Covid-19 in our country all the sector including education sector has suffered a lot. It has created various negative impact on education sector which has pointed below.
- i) Hampering of various educational activities
- ii) Impact on employment
- iii) Unprepared teachers/students for conducting online education
- iv) Increased responsibility on parents to educated their child
- v) Loss of nutrition due to school closure
- vi) Lack of access to digital amenities
- vii) Payments of schools, colleges fees got delayed
- Challenges faced by kids and parents in adopting modern method of teaching learning process Technology has been widely adopted as a new medium of communication in the education industry compare to the traditional approach. In India it is estimated that around 250 million schoolchildren have not entered a classroom for almost many months. Having to adopt new online learning method have put to a challenging situation to teachers, students as well as their parents. Educating children in this modern era is not only the task of the teacher but also the equal duty of their parents in guiding their children in learning process. Parents are required to play active role in guiding their children to study at home. Teachers and parents have an equally important role in education. The lessons they have to follow every day, parents at home must know, the child's homework assignments have to be completed. Children's learning media must also be provided, parents must provide time to guide their children to study at home every day. Parents over here need to be open to any change in order to make development in their children positively.

In order to evaluate the difficulties and challenges faced by the parents today, we must understand the greater complexity and change in dynamics that are involved.

- 1) Balancing family and career
- 2) Ensuring children receive a quality of education
- 3) Keeping their children focused on schoolwork
- 4) Establishing a wake up and bedtime schedule
- 5) Creating an academic environment at home

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- 6) Lack of awareness about technology
- 7) Lack of investment in technology

Apart from above mentioned problems faced by parents in adopting modern technology there are also various problems faced by Students. They are as follows:

- 1) Headache and eye pain and strain
- 2) Lack of motivation
- 3) Behavioral issues
- 4) Loneliness
- 5) Feeling of isolation

## 3. RESEARCH METHODOLOGY

- **Objective** The presented research paper focused on the following objectives:
- 1) To conduct a detailed study about the Indian education sector.
- 2) To have a close view of the Indian education sector and understand the challenges faced
- 3) To understand the obstacles faced by parents or Guardians of primary students in the current pandemic situation.
- 4) To study the impact of Covid-19 on the education sector as well as on the development of psychological capacity of primary situation.
- **Hypothesis** H1: as the pandemic situation is growing there are many obstacles which are faced by the parents of the primary students.

H0: as the pandemic situation is growing there least obstacles which are faced by the parents of primary students.

#### 4. SOURCES OF DATA

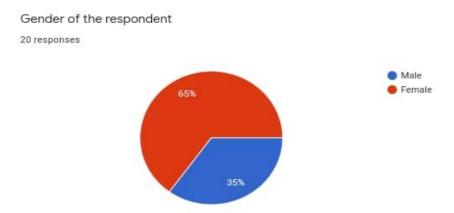
- **Primary Data** Data is collected by way of an online survey through Google forms from 20 respondents having their child in primary section.
- Secondary Data In secondary data information is collected from various internet sites.

#### 5. LIMITATION OF RESEARCH STUDY

- Limited primary collection of data as the study is limited to the respondent restricted to primary education section only.
- > The study is based both on secondary & primary data, still keen Observations and interactions is lacking.
- Limitation of time was also a barrier to this research work.
- > Problem of Financial Resources was also limitation of research work.

#### 6. DATA ANALYSIS AND INTERPRETATION

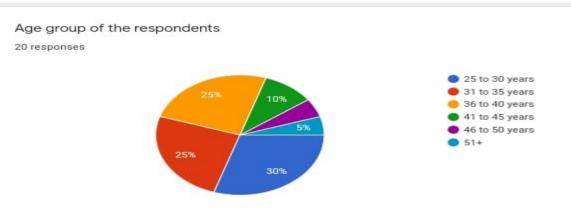
1. Gender of the respondent:



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**Analysis-** According to the survey conducted shows that the 65% of responses are female and 35% are of male category. This indicates that females are suffering more in this new method of learning.

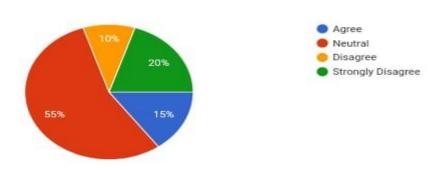
## 2. Age group of the respondents



Analysis- This research indicates the Demographic group of the respondents from which 25% of the responses are from the age group of 31 to 35 years and least 5% from 51+ age group.

## 3. With this modern method of learning is your child comfortable

With this modern method of learning is your child comfortable 20 responses

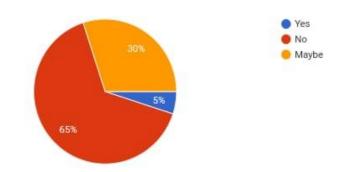


**Analysis-** Research indicate that 55% of the parents are neutrally comfortable with this method of learning. Which shows that this new method is not willingly acceptable by child and parent.

#### 4. Modern method of learning helps in building personal student- teacher touch

Do you think modern method of learning helps in building personal student- teacher touch

20 responses



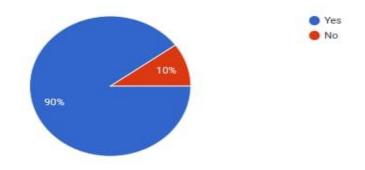
**Analysis-** In this question responses are flourishing saying that 65% of the respondents says that this method doesn't helps in building personal touch between student and teacher which is very much necessary for growth of children in their academic year.

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#### 5. School management should reduce the fee structure or relief in paying the fees

Should School Management reduce the fee structure or should give some relief in paying the fees

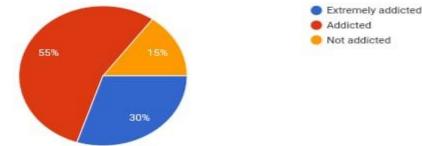
20 responses



**Analysis-** The Researcher has pointed out very important and sensitive question in which 90% of the respondents says that school management must give some kind of relief or in fact personal interview conducted by the researcher in which majority of respondents has requested to cut down 50% of the fees from the students due to various reasons and due to pandemic situation.

#### 6. Is your child addicted with the device used during online classes

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Is your child addicted with the device used during online classes
20 responses
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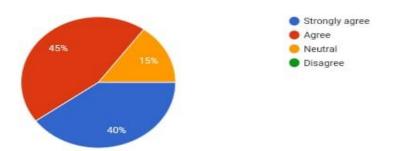


**Analysis-** Almost 55% of the respondents say's that their children's are addicted with the device which are used by the respondents during online class.

#### 7. Do you agree that managing home or work along with online education is hectic situation

Do you agree that managing home or work from home schedule along with online education of your child is hectic situation

20 responses



**Analysis-** Majority of the respondents agrees to this scene where 45% says that it becomes very hectic schedule to manage their home or work from home schedule with their child's online education.

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#### 8. Majority of problem faced by student in new method of learning

Out of the following which of the problem your child is facing 20 responses



**Analysis-** 60% of the children are facing the problem of Eyesight which can be very dangerous to the student in which they can even lose their vision or where they need to carry spectacles for whole period of life.

#### ➢ Finding and Suggestions

Training should be provided to parent and teacher both to reduce technological gap

- 2. Lack of financial resources hamper the growth of child; online learning is one of the methods.
- 3. Despite the large number of training activities, the competencies in use of technologies have not improved sufficiently.
- 4. Schools management should reduce or provide free education to students.
- 5. The teachers has the [perception that their competency is greater in tools as traditional than in the management of the technologies.

#### • CONCLUSION:

At last, the researcher would like to conclude by saying that, the Pandemic situation which is faced in all the sector, education sector is more affected. From Chalk duster method to the Contemporary method of teaching is been adopted by the teachers. Over here the gap is been filled by the teachers. Anyway, there was a break for few periods of time but there is no full stop in learning process. Traditional methods which were usually adopted by the teachers were compelled to adopt Modern-day method of teaching for imparting student in education process. With the help of modern technology teachers can connect to their students through various online platform such as Google Meet, Zoom, YouTube etc. Technology has filled up the gap. But excessive use of technology is also not to beneficial to all. Some of them are comfortable some of them are not. Apart from comfortability, other factor such as finance and access to technology also matters. Few of the teaching personalities are forced to leave their choice and to opt for other sector which is not a cup of their tea.

This research paper has highlighted various problems faced by the students-teachers and the parents in delivering education. Change is law of life, bur change is not constant, it keeps on changing. Similarly situation is not the same. It will take time but chances are there to come back to our old tradition method of teaching-learning process.

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## **CRITICAL ANALYSIS OF IMPACT OF COVID-19 IN E-LEARNING**

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## ABSTRACT

Covid-19 has messed up the life of every mankind. Normal life of every student going to school has migrate to *E*-learning online platform. Teacher and students feel so difficult to accept the change and to operate the new technology. Student face problems to clear their doubts and concepts and for teachers it becomes difficult to assesses their students. Covid-19 has changed everyone life and every individual have the negative impact especially it is affecting student's mental health

Keywords: - E-Learning, Teacher, Student, Covid-19

## **INTRODUCTION: -**

A pandemic called coronavirus a disaster which was started in China in late 2019 and by march 2020 it has escalated globally which affected the mankind severely. This article mainly focuses on Critical analysis of impact of covid-19 in E-learning, emerging problem of E-learning which is faced by teachers and students, since there has been a setback on education sector globally.

In the adversity of Covid-19 the students face many challenges in education as due to Coronavirus spreading drastically the education institute has been offset so the education persists with E-learning. The diversification of internet and availability led to more in want for online learning across the world. We all know that online learning is more comfortable and convenience for students. But many of them come across challenges that can cause obstruction in there learning. As education is going on online, many educators are directed to teach online to their students from home. It becomes very difficult for teachers to take online class as they are unaware of online learning to students as it has become quite difficult for teachers to accept the unexpected sudden setback of online teaching. The benefits are getting restrained by barriers during their learning task. The provocation the students and teachers face while having online learning has become tough.

#### **Online learning problems faced by Students**

- 1. **Flexibility:** -Students find it difficult to refine the concept online as they are use to offline traditional classroom teaching. Due to unexpected sudden change, they are not able to compute the computer-based learning. As they have the mindset of classroom-based study so they are unable to focus and adapt online study environment.
- 2. **Technical issues:** The majority of student faces online high internet connection. They have a poor knowledge of technology and computer application as they are not much aware of how to operate it. Due to slow or poor network connection they get interrupted with internet connection and face the various technical hazards such as blurred videos, disconnection in between the lectures, difficulty in downloading information, low quality audio and visuals, etc.
- 3. **Distraction:** Learning from home is like something unexpected for every student it's an amazing experience. Since, at home the environment is different student can't be around school campus, don't get the classroom massive study, they don't have teachers and friends around them whereas in school the teachers and friends are around them to guide and help. But at home the things are different the study is online, students need to manage everything by their own and at times taking help from parents and siblings around them. The students get easily abstracted by things around there surroundings.
- 4. **Communication:** Communication plays a very Vital role. There is an absence of communication skills on digital platform. There are many students who feel uncomfortable to communicate on online platform due to the new model of learning. They can't communicate with the teachers on online platform conveniently and freely to ask their doubts. This might happen due to students are not interested, unaware of technological skills with apps and videocalls or might feel uncomfortable with themselves via live chats, emails or text messages.
- 5. **Operatability:** Online class are manageable by teachers has they are easy to operate and manageable to provide teaching materials to students. Online live lectures can also be recorded for better understanding. But students feel dissatisfied and find difficult to understand the concept and talk to teacher about their problems

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6. **Evaluation:** - Evaluation plays a vital role in student life. For every student evaluation is important as it helps them to evaluate themselves to improve their performance and can work for there loop holes.

## Online learning challenges faced by Teachers

- 1. **Engaging Students:** Due to current disaster called covid-19 the situation as made student to move towards and accept the digital learning from classrooms learning method, it becomes tough for teachers to accept a new learning platform. student in online class don't corporate the teachers don't complete their assignments.
- 2. Online assessment is complicated:- The biggest problem of online learning is student on careless on evaluating more easily as they can evaluate in their own environment as they use their personal computer because at a time they can operate many tabs they play games, can chats and stay active on many other social networking sites and simultaneously student attend their online class so student during online class distract themselves and it is difficult for teachers to observe them and assess them so assessment of students for teachers is very difficult .due to online class any third person can login and attend the class rather than their own.
- 3. **Communication:** Communication is the biggest huddle than any other. Lack of communication face-toface communication places a vital role. As communication with teacher hinders students' opinion, causes social isolation, cause students to feel a lack of stress. So, the student doesn't focus on their study so desirably. Due to this communication gap teacher unable to recognize the student difficulties and guide them accordingly.
- 4. **Technical and Technological issues:-** Online class is more fruitful and rightful traditional way of learning but it is to be ensured that all teachers are well qualified and aware of e-learning but due to lack of training to the teachers and lack technological knowledge they face many huddles such as poor net connectivity, how to upload videos online to make the student understand the concepts ,how to operate the online platform with creative notes and pdf on computer using the technology and apps so that students attend the lectures interestingly.
- 5. **Teaching concepts:** It says how technology is not always efficient, it is harder for teacher to find new ways and techniques for students so that they can grasp the concept being taught.

## **REVIEW OF LITERATURE: -**

The researcher has undertaken various reviews.

**Mseleku (2020):** - The research analysis the result on covid19 challenges face by the mankind in the universe. This article focuses on E-learning so due to pandemic covid19 education is devasted and teacher and students are affected due to online learning platform. It says the ceasing of higher education institutions and transform of traditional classroom teaching and learning to virtual approach transmitted to online learning platform due spread of coronavirus, this online platform inculcates positive teaching and learning results. This study says the inability to access of online learning and teaching tools. The poor people who can't afford online study devices was one of the problems for a student and parent to study online.

**Pokhrel, Chhetri (2021):** - To summarized the impact of covid19 on education system on student and teacher. This pandemic has brought huge changes in education system. E-learning platform is big disruption in student life as traditional classroom method is transformed to online learning method there is a restrictive movement in education policies. The one new challenge to teachers and students will be after reopening of school after relaxation of restrictions of covid19.

This Covid19 give new and different ways of teaching and learning opportunities to students and students. Elearning leading up for digital learning.

Almaiah, Al-Khasawneh, Althunibat (2020): - To highlight the challenges majority of universities are facing due to covid19. E-learning plays an important role in present pandemic scenario for education. But there is no better feature that can replace Blackboard and chalk system method i.e., Traditional classroom method. Due to successful usage of technology and e-learning system education of student is on going and it gives a new era of online digital education. Student and teachers have to face various challenges to shape the successful utilization of e-learning, thus there is a clear gap between knowledge on barriers and factors of e-learning system due to the disaster called coronavirus. It has found that it was difficult for student and teacher to adopt the new e-learning education method compare to satisfaction level the challenges faced by them was more.

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**Hasan, Bao (2020):** - This research says E-learning has freak-out the viewpoint that important effect on learners mental distress. There is a fear of academic year loss is also the one factor for student mental stress in covid19. Study helps the government and policy makers to find out student mental health and wellbeing were government and policy makers can redesign the appropriate action of student online education system and make student mentally relief. This E-learning freak-out viewpoint has an important positive impact on student psychological distress, and due to online exams and online lectures no fear of losing of academic year.

Adedoyin, Soykan (2020): - The WHO(WORLD HEALTH ORGANISATION) has announced covid19 as pandemic which was an intimidating remark to a mankind .This pandemic force the globe to shut down all the ongoing routine activities including educational activities which has brought a big problem for universities for offline classes and due to covid19 restrictions they have to transform the traditional classroom method to online classroom method which was a difficult challenge student and teacher has to accept .This pandemic also explore and transformed a new opportunities to students and teachers .Online learning is more sustainable and time consuming it is both teacher and student centered learning. It is persisted increase in technological innovation and internet accessibility has increased which motivate student to attend online class.

## **OBJECTIVES: -**

- 1. To study various problems of teachers during the covid-19 in E-learning.
- 2. To study various problems of students during the covid-19 in E-learning.
- 3. To study the various impacts of E-learning during Covid-19.

## **CONCLUSION: -**

The due to covid-19 there are many impacts which every mankind is going through some by poverty, some by unemployment and students and teachers are facing difficulties in education.

E-learning is not just a new part in every student and teacher life it's also a part of a technology which gives a new meaning of how each human creature transmit their own skills, knowledge, and values to a new generation to workers and students. It helped to continue the education activities during cutback due to covid-19 the teaching and learning activities was running smoothly it was not restricted due to E-learning technology. It was difficult for teachers and students to accept the online education system rather than offline classroom environment this new technology has both pros and cons but there is no personal satisfaction and growth of the students in this E-learning neither teacher can assess there student properly and unable to guide them. The network issues are major hinderance in smooth conduction of classes.

## **SUGGESTIONS: -**

In the Disaster like covid-19 every student and teacher have to accept the E-learning method for education there are many problems faced by teachers and students in this article I would suggest some suggestion in which teacher and students can overcome with the problems: -

- 1. Teacher should take training of how to take online class and try to come out with new ideas how to make online class interesting for the students.
- 2. students and teachers should modify the context according to their needs and identify their strength and weakness for better learning outcome.
- 3. Teacher and student both should look for their high-speed internet connection at there place they should know about other technical issues related to software for better learning.
- 4. Student should have identification software and video on system so the teacher can assess them and see to it that student itself is attending the class and not busy doing other activity during the class.
- 5. Student should be honest with themselves and motivate themselves to attend the online class and learn the things enthusiastically.
- 6. Teacher should take weakly exam test to see student performance in online .class there should be two-way communication where teacher should ask the views and feedbacks of the students so that student stay active in the online lecture The suggestions may help to reduce the various problems of teachers and students to some extend and get little relaxation and satisfaction towards E-learning. Both teacher and student have to accept the change of online class method

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## A STUDY ON AWARENESS OF E-LEARNING PLATFORM

Krushita Desai Research Scholar Mumbai University

## ABSTRACT

*E-learning has become an important part in each learners life. There was not much awareness about e-learning platform to every individual but after introducing new learning apps and learning platform in this technological world the awareness of E-learning has pave the way towards learners. Due to new technology and software E-learning has become the broad concept. Due to invention of new technology and new learning apps learners are getting much more aware about e-learning platform.* 

Keywords: - E-Learning, Learners, Technology, Awareness.

## **INTRODUCTION: -**

E-learning has taken the front seat in education student and teacher life ever since the pandemic called Covid19 happened across the globe. People came to know about E-learning when there was a shut down in educational institutes and have to migrate from traditional classroom method into online platform. E-learning is a term that refers to computer-based learning. E-Learning is a very broad concept in term of technology and education. E-learning is based on web-bases training and teaching, software knowledge and software management, E-mails, online conferences and seminars, online assessments, etc. By more outbreak in e-learning people are getting more aware of the technologies, technical issues and software. They have become more into technical and technological world through e-learning platform. E-learning emphasis brings few parameters which include perception, training, accessibility, and infrastructural availability. The spread of knowledge is done by electronic mean. E-learning is mainly aimed for learners. The awareness of E-learning is much less in rural area as compared to urban areas. The aware of E-learning is much more to the student who use the internet has their routine. There are different types of E-learning Apps which makes the study content easier and more interesting for the students

**BYJU'S:** - It is the top best running app in India. This app is for primary school sections. In this app there some courses for competitive exams such as JEE/NEET, UPSC and bank PO. BYJU'S provide concept-based learning with proper understanding and personalised learning concept. It also has a scholarship programme and coding for kids.

**Unacademy:** - Another top learning app in India is Unacademy. It is the best learning app for competitive exams. The courses include UPSC, MPSC, UGC NET/CSIR, SSC, Banking exams, JEE, NEET, etc. It has best educators to explain the concepts with daily live classes and live mock test. Same as BYJU'S, Unacademy is also paid, but there are some free courses as well.

**Vedantu:** - This is also a well-known app for education. It mainly focuses on school students 1to12th and coding for kids. It also includes live classes and preparation for JEE, NEET, and NDA classes. It's starting fees is Rs 4000 a month.

**There are also top 8 government eLearning platforms for students: -** SWAYAM (Study Webs of Active Learning for Young Aspiring Minds)

DIKSHA

E-PG Pathshala

SWAYAM PRABHA

NDLI (National digital library of India)

E-Shodhsindhu

NPTEL (National Programme on Technology Enhanced Learning)

Virtual Labs

Other 3 most popular E-learning platforms which becomes easy for teacher and students to communicate are:

ZOOM

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Google Meet

Webinar

In this app teacher and student can communicate live and connect to class according to their convenient timings.

So, E-learning plays an important role in learners life

## REVIEW OF LITERATURE: -Panigrahi, Srivastava, Sharma (2018): -

It highlights the technological uses and learning and training worldwide and reducing the spatial problems associated with traditional learning. In spite there are several pros and cons in online learning but there are many problems faced by students in online platform. This paper highlights an inclusion of online learning with student to obtain better outcomes. The use of Apps in E-learning can ease and can operate the online learning easily by the users. It says about increase in outcome of learning by E-learning. It also enriches the learning experience.

**Rodrigues, Almeida, Figueiredo, Lopes (2019):** - E-learning is also known as electronic learning. It is a wider concept that bring new opportunities for teacher and students for learning and teaching in many areas of education from a traditional classroom method. In the early era the scope and opportunity were narrow for teacher and student. It had a less knowledge about e-learning during early era there was a less accessibility of technology and e-learning system. No distance learning was possible due to lack of technology and less knowledge of E-learning. But due to the new introduction of E-learning there is a new way towards the learning and existing education it conveys the new ideas and technological improvement.

Ali, Uppal, Gulliver (2018): - Research says that e-learning has majorly focused on teacher and students. It focuses mainly on system fails during e-learning due to many barriers, implicating the success of e-learning and education. The barrier such as network connectivity, technical issues due to network issues there is a problem of connection and technical issue there is a blurred screen, low quality audio, lack of assessment it becomes difficult for teacher to assesses the student and guide them properly.

Al-Fraihat, Joy, Masadeh, Sinclair (2019): - It highlights the emerging power of learning the internet technology and education which as become a powerful medium of learning. There is huge and rapid growth in number of e-learning courses and types of different services. Different types of model have been developed which has change and brought e-learning to a great extent on a digital platform. The research says that E-learning has come to great extent in an educational platform. E-learning supports educational system and improves the quality of the learners and helps to get satisfaction. Hence E-Learning plays a vital role in education and for educational services for teachers to provide their students.

**Chawla, Joshi (2012):** - It summarized the e-learning is the prospective to deliver a medium for education and training. This is the reason of growing number of educational institutions and organizations adopting e-learning. The purpose of this research was to find out the awareness and readiness to accept e-learning environment. The research exposure the technology and attitude towards e-learning the students and teacher have basically the E-learners. So education can be managed online by e-learning platform. E-learning is a scope for student to adapt new technology and new platform of education.

## **OBJECTIVE: -**

- Examine the awareness of E-learning platform
- To know the benefits of E-learning for learners

## **CONCLUSION: -**

The article concludes that there was not much awareness about E-learning, but after the pandemic called covid19 the awareness of E-learning is spreading drastically and it has become more convenient for student and teacher to learn and teach easily due to E-learning technology. There is not much awareness in the part of rural region and illiterate people has in rural area there is a lack of internet connectivity issues and illiterate people has lack of knowledge in tern of technology. Due to e-learning the student are becoming more knowledgeable in term of technology and software. Mankind is stepping gradually into digital world from traditional classroom method.

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## A CORRELATIVE RESEARCH OF GLOBAL BHARAT AN INITIATIVE BY SAP INDIA IN REGARDS TO MSME'S AFORE AND IN THE WAKE OF COVID -19

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## ABSTRACT

As we all have seen there has been a tremendous growth in the MSME sector after agriculture sector.MSME has been turned out as a boon to our Country, it is rapidly growing but due to sudden hit of Covid-19 all over the globe, MSME sectors have faced drastic fall out and was facing difficulties to maintain its pace during this pandemic. As there was a fall in MSME sector, SAP India came up with an initiative Global Bharat, where all the entrepreneur's can trade globally like B2B. This initiative is a boost for MSME and Indian economy, its aim is to empower MSME sector and Indian Economy. The given paper is analyzing the impact of Covid-19 on MSME's & folks who are aware about the initiative taken by SAP India.

Keywords: MSME, Covid-19, Global Bharat, SAP India, initiatives

## **INTRODUCTION**

This paper focuses on the initiative taken by Sap India for Micro Small Medium Enterprises. Micro small medium-sized enterprises have been developing in India for a long time. MSME was established in the year 2007. MSME's are a significant sector for Indian economy as it has tremendously shown a growth towards socio economic sector. Because of MSME's there is growth in job employment sector in the backward and rural areas of India. MSME's contribute virtually 8% of the country's GDP, 45% in Manufacturing Sector & nearly 40% of the exports. MSME's can be named as the 'Pillar of Indian Economy'. India has nearly 6.3 crore of MSME's, every year the MSME's are growing gradually in India. MSME's is on second position in generating employment after agriculture sector. Due to Covid-19 MSME's saw a drastic fall in their sector. There were many MSME's which were shut down and some were making a loss. The major problem faced by the MSME's during this pandemic situation was lower revenues, reduced demand for orders, Cash flow shortage, & impact on the labor force. As MSME's were struggling for their survival during COVID – 19 SAP India brought an initiative programme for the MSME's Sector Global Bharat.

Global Bharat was launched on June 29, 2020; this programme was launched in association with NASSCOM Foundation, United Nations Development Programme (UNDP) and Pratham Infotech Foundation. The main objective of Global Bharat was to boost MSME's sector globally by equipping them with access to the global marketplace, digital skilling for the workforce and transforming business processes. Global Bharat is the initiative taken by SAP India. Global Bharat Programme is originated to enable MSME's to increase business functioning & overcome the unproductiveness & make them internationally competitive by furnishing them with digital technologies.

Sap (System Applications & Products in Data Processing) Sap India is a growing subsidiary of SAP SE. Sap India started its functioning in the year 1996 with headquarters in Bangalore and working offices in Mumbai, New Delhi & Kolkata. There are many companies like TCS, HCL etc who are using SAP. SAP is an ERP software first designed by Germany.

## **REVIEW OF LITERATURE**

**Kishan Jain, Director at Gold medal Electricals** says, "India's MSME sector has been recognized as the engine of economic growth and for promoting equitable development. The labor strength of the MSME sector is far higher than that of the large enterprises in India. Micro, small and medium-sized enterprises play a crucial role in providing employment opportunities at comparatively lower capital cost than large industries. Also, these firms aid in the industrialization of rural and backward areas, thereby, reducing regional imbalances, pledging more rightful distribution of national income and wealth."

"Being a potential contributor to India's GDP (29%) and providing employment to over 111 million people, it is imperative to strengthen the sector for the revival of the country's economy," said **Deb Deep Sengupta**, president and managing director, SAP Indian subcontinent.

## **RESEARCH & METHODOLOGY**

This paper is depended on both primary and secondary data.

## **Primary Data**

Google form (QUESTIONNAIRE)

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## Secondary data

Internet, Websites

## **Objectives of the Study**

- > To identify the awareness of Global Bharat initiative taken by SAP India.
- > To interpret the augmentation of MSME afore and in the wake of Covid-19
- > To understand the role of Global Bharat for MSME's

## Limitations of the study

- > The study is limited to the persons who are aware about SAP India initiative.
- > The study is limited to the persons who know the effects of Covid-19 on MSME's Sector.

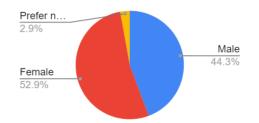
## Significance of the Paper

- > The paper is all about the group of persons who are aware of SAP India, SAP India Initiative and MSME's.
- > The paper focuses on the effects of Covid -19 on MSME's Sector.
- > The paper is testing to discover the reasons on MSME's to shutdown.

## Data Analysis, Interpretation& Finding of the Study

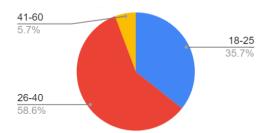
A brief analysis & interpretation of the study, the samples collected are 70 respondents through the medium of Google form.

## **1.** Gender of Respondents



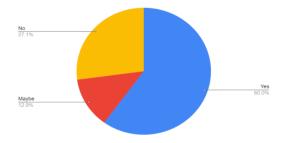
From the above pie chart there are 44.3% Male, 52.9% female and 2.9% prefer not to say.

## 2. Age group of Respondents



From the above pie chart 35.7% male & female and prefer not to say belong from the age group from 18-25. Second age group from 26-40 belongs to 58.6% male & female and prefer not to say. 5.7% male & female and prefer not to say belongs from the age group 41-60.

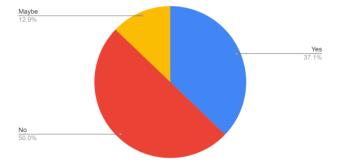
## 3. Do you know about SAP India?



From the above pie chart respondents who were aware of SAP India is 60% whereas people who were unfamiliar about Sap India is 27.1% & 12.9% were somewhat familiar.

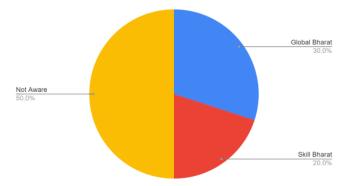
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## 4. Do you know the initiative taken by SAP India in regards to MSME?



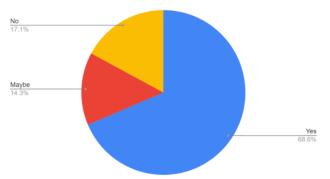
From the above Pie Chart respondents who knew about the initiative taken by SAP India is 37.1%, 50% was not knowing about the initiative taken by SAP India, and 12.9% had a possibility of knowing and knowing.

5. Which initiative program was brought by SAP India?



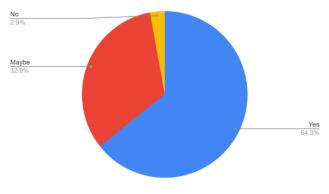
From the above pie chart, 30% selected Global Bharat, 20% Skill Bharat and 50% were not aware. Only 30% respondents were correct, the initiative taken by SAP India is Global Bharat.

## 6. Do you know about MSME?



From the above Pie Chart, it is discovered that only 68.6% were familiar with MSME, 17.1% were not aware & 14.3% is somewhat aware about MSME.

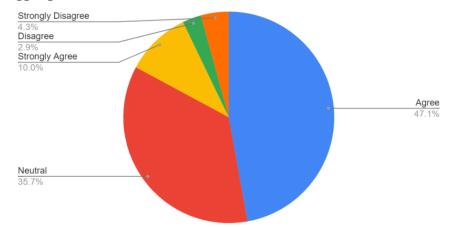
## 7. Does Covid -19 have affected the growth of MSME?



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From the above data, 64.3% believe that Covid -19 have affected the growth of MSME, whereas 2.9% believe that it is not affected & 32.9% are somewhat familiar.



#### 8. Is MSME struggling for its survival in the market due to Covid -19?

From the above data, only 47.1% agree that MSME is struggling for its survival in the market, 10% strongly agree, 2.9 disagree they believe it is not affected, 4.3% strongly disagree and 35.7% is unbiased about the survival of MSME in the market due to Covid-19.

## SUGGESTIONS

Government should bring new and technical policies for the development of MSME sectors, Folks should be made aware of the MSME sector and should encourage people to buy goods & services from MSME sectors. New reforms and policies can be introduced and proper training can be provided to the entrepreneurs of the MSME sector so that they can be in the race and keep on developing.

## CONCLUSION

According to the findings of the study, Covid-19 has a negative impact on the MSME sector. Only a few folks are aware of Sap India & the initiatives taken by them. This pandemic has been challenging for the MSME sector for its survival in the Indian Economy. The major problems faced by the MSMEs were lower revenue, shortage of workers, low demand for the orders, and shortage in cash flow. Government is uplifting MSME sectors as it is the Pillar of the Indian Economy after the agriculture sector. Some of the MSMEs have been managed to survive even during this crucial time. MSME is a windfall for the Indian economy, as it contributes to sustainable development, economic growth in job employment, and public goods & services. Uplifting of Micro, small, medium enterprises results in the uplifting of the Economy.

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## A STUDY ON CUSTOMER PERCEPTION TOWARDS VIRAL MARKETING WITH SPECIAL REFERENCE TO MUMBAI

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## ABSTRACT

A company always looks forward to reach their target audience in different ways to make an impact on them, generate sales and accomplish their goals. Viral marketing is that tool which has proven to be effective in attaining these goals of an organization. Therefore, this research study gives an overview of this powerful tool called viral marketing. The researcher made a questionnaire to collect responses of the consumers and understand their perception towards digital viral marketing. The questionnaire was made through google form consisting of questions related to the medium and factors that were associated with digital viral marketing. This research study tries to examine which digital platform is most effective for viral marketing and what are the attributes which helps the marketing go viral, along with how effective is advertisement in comparison to sales promotion measures for viral marketing.

Keywords- Digital, social media platform, marketing, consumer.

## INTRODUCTION

The legendary Greek philosopher Aristotle has said, "Man is by nature, a social animal", which means he shares and communicates. Viral Marketing is hugely based on this concept.

It means passing on a message from one person to another. It has been explained in Viral Marketing Online (2001) that it is a form of advertising that spreads itself like a virus. Therefore, it can be viewed as a concept that refers to an information or a message that disseminates to other people because the first receiver liked it and decided to send it to others. A.Abbas(2020) stated in his research paper that viral marketing is one of the most important strategies that a brand or a company can rely on and also stated that viral marketing is a consumer-driven marketing.

Reaching of a brand message to the target audience can be made simpler through viral marketing. In these times, when new companies are emerging with various product concepts and ideas, and also alternatives of existing products, connecting and engaging with target audience is quite necessary for the brand.

Objective of viral marketing is to motivate people to share a marketing message to friends, family and others to create a high growth in numbers of its recipients. Larger the audience, more chance to leave an impact. Here the users themselves advertise the product or the service along with the brand. The eventual goal of the marketers interested in creating successful viral marketing programs is to create content that garners interest of people that spread the brand's message to others.

The marketing landscape is rapidly becoming more digital, largely due to improvements in digitalization sector; marketing has dramatically changed. The right medium of marketing is critical to manage. For something to get spread and be talked about, it must creative and engaging enough garner and hold the attention of the consumers. Consumers are the biggest advertisers and an important element of viral marketing, so the medium to reach them and the marketing done for them should be right. Increasing competition and new techniques has made it necessary for brands to not only reach out to their target audience but also leave an impact on them. Hence the correct medium in very necessary for a brand to be impactful.

Viral Marketing requires a medium just like any other form of communication and advertising. The two most basic mediums are Word of Mouth and Word of Mouse.

Word of mouth is passing of information from one person to another through oral communication. Before internet existed, word of mouth was one of the very few mediums of viral marketing but with ever evolving internet and digitalization, marketing has taken a turn.

Word of mouse means passing of a message about a company through digital means. It includes digital platforms like YouTube, WhatsApp, Instagram, Facebook, Twitter and E-mails. These are some of the fastest means, by a message can spread to a large audience. Though word of mouth is also effective, word of mouse engages large number of people at the same time.

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## **REVIEW OF LITERATURE**

- 1. Jonah Berger, a Wharton Professor in his book Contagious: Why Things Catch On (2010) stated that the products get viral when STEPPS are followed which stands for Social Currency, Triggers, Emotions, Public, Practical Value and Stories. According to him these six factors are key to make anything go viral.
- 2. Duncan J. Watts, Jonah Peretti, and Michael Frumin in their research paper Viral Marketing for the Real World (2007) have pointed that large organizations should not rely on Viral Marketing to disseminate the word about their products or brands. They instead proposed a new model "Big Seed Marketing."
- 3. The Dynamics of Viral Marketing (2008) by Jure Leskovec, Lada A. Adamic and Bernardo A. Huberman has explained Viral Marketing as diffusion of information about the product or the service and its adoption over the network. The conclusion of this paper says that marketers hoping to develop marketing strategies for word-of-mouth marketing should analyze the topology and interest of their target audience.
- 4. JYC Ho, M Dempsey in his research paper Viral Marketing: Motivations to Forward Online Content has detailed with conclusion that e-Word-of-mouth; that is word-of-mouse is the most relevant to current practices of viral marketing.
- 5. Rohan Miller and Natalie Lammas in their research paper- Social Media and its implications for viral marketing (2010) has explained that social media is a powerful medium for finding key consumer influencers, engaging them and generating brand awareness. But to implement viral marketing using online word-of-mouth trust must be established and then reinforce in order to overcome any hesitation in the would-be consumer.

## **OBJECTIVES**

- 1. To recognize and identify the factors that facilitate viral marketing.
- 2. To evaluate the effect of internet on viral marketing
- 3. To analyze the most effective medium for viral marketing.
- 4. To study its impact on brand.

## **RESEARCH METHODOLOGY**

#### Sources of data collection-

- 1. Primary data- A structured questionnaire was prepared in Google Forms with most questions based on Likert scale. It was conducted in reference to Mumbai. The questionnaire consisted of questions, including three demographic questions. The data collected 207 responses.
- 2. Secondary Data- The researcher collected secondary data through journals, research papers, books and articles.

## Significance of the Study-

- The study undertaken by the researcher is to understand the digital ways of viral marketing by collecting data directly from the consumers.
- This study will show how much different attributes of marketing are responsible for it to go viral.
- The research study signifies how important viral marketing and how it can be implemented with the right medium.

#### Limitation of the Study-

- The study conducted by the researcher is limited only to city of Mumbai.
- The responses collected for this research paper are only 207.
- The respondents may or may not be genuine, which could have affected the study.

#### Scope of the Study-

- This research study has taken various factors and more than 200 respondents gave their perception, which can be beneficial for organizations looking for creating marketing campaign that may help in getting them viral.
- Since the scope of this research study is limited to the factors and medium for viral marketing in reference to Mumbai. For future study, more factors can be taken into consideration with a wider area.

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#### **Data Analysis and Interpretation**

Parameters	Category	Frequency	Percentage
Age	14 - 20	91	44%
	21-27	40	19.3%
	28-34	28	13.5%
	35-42	26	12.6%
	43-49	21	10.1%
	50 and above	1	0.5
	Total	207	100
Gender	Female	118	57%
	Male	89	43%
	Total	207	100

#### Table No.1 Demographic Profile

#### Source: Primary Data

Table no.1 shows the demographic profile of the respondents, it indicates that out of 207 respondents 91 fall in 14-20 age group, 40 between age group of 21-27. About 28 respondents fall in the age group of 28-34, 26 between the 35-42 age group, 21 respondents fall in the age group of 43-49 and only 1 respondent in category of 50 and above. Along with it this table also indicates that out of 207 respondents 57% are females and 43% are males.

Parameters	Category	Frequency	Percentage
How familiar are you	Not at all familiar	5	2.4%
with the term 'Viral	Slightly familiar	34	16.4%
Marketing'?	Moderately familiar	102	49.3%
	Very Familiar	59	28.5%
	Extremely familiar	7	3.4%
	Total	207	100
How often do you	Never	8	3.9%
engage or participate	Rarely	30	14.5%
in viral marketing by	Sometimes	86	41.5%
talking or	Often	77	37.2%
forwarding?	Always	6	2.9%
	Total	207	100

## Table no. 2 Familiarity and engagement

## Source: Primary Data

Table No.2 explains familiarity and engagement of consumers in and about viral marketing. In respect to the parameter of familiarity with the term 'Viral Marketing', out of 207 respondents -2.4% are not at all familiar, 16.4% are slightly familiar whereas 49.3% respondents are moderately familiar, 28.5% are very familiar and only 3.4% are extremely familiar. Summarizing this data, we can interpret that more than 50% of the respondents are familiar with the term 'viral marketing'.

In respect to how often the consumers engage or participate in viral marketing, out of 207 respondents- 3.9% of them have never engaged in viral marketing, 14.5% of them have rarely engaged, 41.5% have sometimes engaged whereas 37.2% of respondents have often engaged in viral marketing and 2.9% of them have always engaged in it.

Parameter	Category	Frequency	Percentage
Viral Marketing is	Strongly Disagree	1	0.5%
more effective if done	Disagree	5	2.4%
through social media	Neutral	48	23.2%
(digitally)-	Agree	117	56.5%
	Strongly Agree	36	17.4%

Table No. 3 Social Media for Viral Marketing

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(•1) / pil	June 2021			
	Total	207	100	

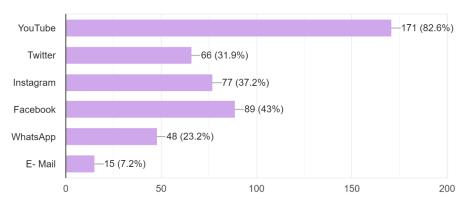
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Source: Primary Data

Table No. 3 indicates the number of respondents that agree or disagree with viral marketing being more effective if done through social media. Out of 207 respondents, 0.5% of them strongly disagree, 2.4% disagree, 23.2% remain neutral on this whereas 56.5% agree and 17.4% strongly agree that when done through social media, viral marketing is more effective.

#### Figure No. 1 Digital Platform with most appealing marketing related message

On which digital platform do you find the most appealing marketing message ? 207 responses

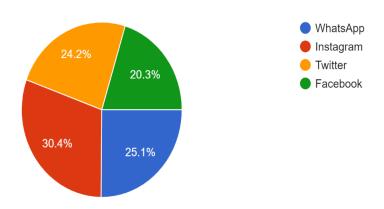


#### **Source: Primary Data**

The objective of the question in the Figure No. 1, was to know which digital platform according to the respondents has the most appealing marketing message. In this horizontal bar graph, the x- axis represents the number of respondents and y- axis represents the digital platforms. Here the respondents could select more than one option. According to the data with 171 respondents, YouTube has the most appealing marketing message, followed by Facebook with 89 respondents selecting it. Further, 77 respondents have selected Instagram, 66 of them selected Twitter, 48 respondents selected WhatsApp and 15 respondents selected E- Mail.

#### Figure No. 2

Which social media platform do you prefer to use more to pass on a marketing message? 207 responses



#### Source: Primary Data

The pie chart in Figure No. 2 represents which social media platform does the consumer prefer to use more to pass on a marketing related message. Out of 207 respondents, 30.4% agreed on using Instagram, 25% agreed on using WhatsApp, 20.3% chose Twitter whereas 20% responded with selecting Facebook as their preferred medium to pass on a marketing related message.

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Parameter	Category	Frequency	Percentage
What attribute of the	Emotion	77	37.2%
marketing message	Usefulness	50	22.7%
or the advertisement	Humor	19	9.2%
makes you pass it on	Story shown in the	64	30.9%
ahead?	advertisement		
	Total	207	100

Table No. 4

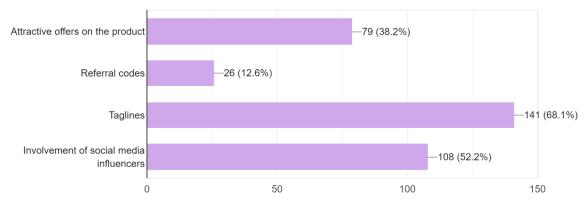
#### **Source: Primary Data**

The above Table No.4 indicates which attribute of the marketing message makes them pass it on ahead. Out of 207 respondents, 77 of them agreed on emotion as that attribute, 50 of them selected usefulness of the message as that attribute, 19 of them agreed upon humor as that attribute and 64 of them selected story shown in the advertisement as that attribute.

#### Figure No. 3

Which attribute of the marketing campaign other than the advertisement according to you is responsible for viral marketing?

207 responses



#### **Source: Primary Data**

The above Figure No. 3 is a horizontal bar graph that shows which attribute of the marketing campaign other than advertisement is responsible for viral marketing, according to the consumer. In this question, respondent could select one or more option. The x- axis represents the number of respondents and y- axis represents the attribute other than advertisement responsible for viral marketing. According to the data, tagline is the most responsible attribute of marketing other than advertising, with 141 respondents choosing it. The next one is involvement of social media influencers, 108 respondents agreed on it. Attractive offer on the product was selected by 79 respondents and referral codes was chosen by 26 respondents.

Table	No.	5
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Parameter	Category	Frequency	Percentage
Advertisement is a	Strongly Disagree	6	2.9%
stronger influence on	Disagree	31	15%
viral marketing than	Agree	129	62.3%
sales promotional	Strongly Agree	41	19.8%
measures-	Total	207	100

#### **Source: Primary Data**

The above Table No. 5 represents the frequency and percentage of respondents that agree or disagree with the statement- 'Advertisement is a stronger influence on viral marketing than sales promotional measures.' Out of 207 respondents, 2.9% strongly disagree with this statement, 15% disagree, 62.3% agree and 19.8% strongly agree with this statement. Interpretating this data it can be said that more that most respondents do agree the above statement.

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Parameters	Category	Frequency	Percentage
Has viral marketing	Never	10	4.8%
of a product changed	Rarely	18	8.7%
your perspective	Sometimes	78	37.7%
towards it?	Often	88	42.5%
	Always	13	6.3%
	Total	207	100

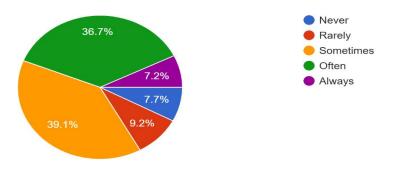
Table No. 6

#### **Source: Primary Data**

The Table no. 6 represents the frequency and percentage of consumers whose perspective towards a product changed because of its viral marketing. Out of 207 respondents, for 4.8% viral marketing never changed their perspective towards a product, for 8.7% viral marketing rarely changed their perspective towards a product and for 37.7% viral marketing sometimes changed their perspective towards product. At the same time, for 42.5% respondents viral marketing of a product often changed their perspective towards it and for 6.3% respondents viral marketing of a product always changed their perspective towards it.

#### Figure No. 4

Do you actually purchase the product which has been advertised through viral marketing? 207 responses



#### **Source: Primary Data**

The pie chart in the Figure No. 4 represents the number of respondents that actually purchase the product which has been advertised through viral marketing. 7.7% respondents never purchase the product which has been advertised through viral marketing, 9.2% respondents rarely purchase the products which has been advertised through viral marketing, 39.1% respondents sometimes purchase the products which has been advertised through viral marketing whereas 36.2% respondents often purchase the products which has been advertised through viral marketing and 7.2% respondents often purchase the products which has been advertised through viral marketing and 7.2% respondents often purchase the products which has been advertised through viral marketing.

Table	No.	7
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Parameters	Category	Frequency	Percentage
Are you satisfied	Not Satisfied	5	2.4%
from the product you	Slightly Satisfied	27	13%
purchased through	Moderately Satisfied	66	31.9%
viral marketing?	Satisfied	71	34.3%
	Completely Satisfied	21	10.1%
	Not applicable	17	8.2%
	Total	207	100

#### **Source: Primary Data**

The Table No. 7 indicates the satisfaction level of consumers in respect to the products purchased through viral marketing. Out of 207 respondents, 2,4% were not satisfied at all, 13% were slightly satisfied, 31.9% were moderately satisfied, 34.3% were satisfied, 10.1% were completely satisfied and for 8.2% respondents this question was not applicable as they never purchased any product through viral marketing.

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## **FINDINGS-**

- 1. It is found that most people are familiar with Viral Marketing, in fact most of them also participate in it.
- 2. It has been observed that Viral Marketing is quite effective if done through social media.
- 3. The study shows that among the digital platforms YouTube has the most appealing marketing related messages followed by Facebook.
- 4. According to the data collected, Instagram is used by many respondents to pass on a marketing related message, followed by WhatsApp.
- 5. This study reveals that emotion in the marketing message is that attribute which makes it pass it on ahead.
- 6. It has been found that other than the advertisement, taglines of the product are responsible for the marketing to go viral.
- 7. The study also indicates that advertisement is a stronger influence on viral marketing than sales promotional measures.
- 8. Analysis the data collected; it can be said that viral marketing of a product does change the perspective of the consumers towards it.
- 9. The data indicates that most of the consumers do purchase the product which has been advertised through viral marketing and most of them are satisfied from the product.

## **CONCLUSION-**

This study's aim was to understand the right medium for doing viral marketing digitally and to identify the attribute which makes it go viral. The right medium and the right attribute is the key to make the marketing go viral. The purpose of this research paper has been completed. It can be concluded that viral marketing when done digitally is quite effective. Social media platforms like YouTube, Facebook, Instagram, Twitter and WhatsApp are major platforms where most appealing marketing related message are found. Most consumers use Instagram to forward the marketing related message or talk about it.

To conclude, the research has shown that viral marketing of a product can change how an individual perceives it. Along with this it can also help the company generate sales because change in perception of a product leads the consumers to purchase it. Most of the times consumers are satisfied too with the product which has been purchased through viral marketing. Viral marketing is quite effective in making the consumers aware about the product and can also help in the changing their perspective. Therefore, it is necessary to understand that viral marketing when done in a correct way, turns about to be effective and helps consumer identify the products.

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## STUDY OF EFFECTS OF ELECTROMAGNETIC WAVES AND TODAYS TECHNOLOGIES

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## ABSTRACT

In this modern era of technology, communication technologies, mobile phones, computers have completely engraved into our life. As more and more technologies are emerging, the Effects of Electromagnetic Waves in nature have become a major concern for scientists and researchers.

Electromagnetic Waves causes revolutionary changes in term of modern communication system and other technologies too. But it's bad effects on human, animal and other biotics has been addressed among the people all over the world.

Through this research paper, researchers represent the effects of Electromagnetic Waves and to which extend today's technologies using EMWs. On basis of primary data and secondary data, the researcher tried to address all the scenarios of various negative effects of Electromagnetic Waves on human health and other things

Keywords: Electromagnetic waves, Radio Waves, Cancer, DNA, Specific Absorption Rate, Communication System, Mobile phones.

Abbreviations: EMWs: Electromagnetic waves, IF: Intermediate Frequency, RF: Radio Frequency, ELF: Extremely low Frequency, SAR: Specific Absorption Rate, CDD: Colony Collapse disorder

## **INTRODUCTION:**

We live in a global society where Technologies, especially information and communication technology changing the way of our living. Humans are surrounded by thousands of electronic devices which become essential for life now. As technologies are increasing rapidly, Involvement of Electromagnetic Waves become more and more in nature as uses of EMWs in technical field is extensive, we can easily say each and every electronic devices/gadget are using EMWS in some way. EMWs have revolutionary effect in domain of communication system in world wide. But with long term exposure of EMWS on Human body and other microbats become topic of debate for scientist or researchers since last many years. For now, it become necessary for common people to understand EMWS and its effect because it become part of our life.

#### **Introduction of Electromagnetic Waves:**

Electromagnetic waves are generated by the oscillating electric and magnetic fields. These waves are also called as Electromagnetic radiation, as they are radiated from electrically charged particles. Electromagnetic waves can through anything - be it air, a solid material or vacuum. It does not need a medium to propagate or travel from one place to another. Mechanical waves (like sound waves or water waves), on the other hand, need a medium to travel. EM waves are 'transverse' waves.

Electromagnetic waves can be split into a range of frequencies. Electromagnetic waves at low frequencies are referred to as electromagnetic fields and those at very high frequencies are called electromagnetic radiations

#### **Ionizing and Non-Ionizing Radiation:**

Ionizing radiations are extremely high frequency electromagnetic waves (X-rays and gamma rays), which have enough photon energy to produce ionization by breaking the atomic bonds that hold molecules in cells together.

Non-ionizing (NIR) is a term for that part of the electromagnetic spectrum which has photon energies too weak to break atomic bonds. They include ultraviolet radiation, infrared radiation, radiofrequency and microwave fields.

NIR cannot cause ionization however have been shown to produce other biological effects, for instance by heating, altering chemical reactions or inducing electrical currents in tissues and cells.

There are four subgroups of electromagnetic radiation fields with frequency and intensity. This electromagnetic spectrum begins at a frequency of 1 Hertz (Hz), which is 1 wave per second.

## 1. Static electric:

Static electric charge that is built up on the surfaces and materials. The Frequency range of static electric is 0 Hz. This type of electromagnetic Radiation is used in Natural Video MRI, Industrial electrolysis.

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## 2. Extremely low frequency (ELF):

Radiation frequencies below 300 Hertz (Hz) is termed as Extremely low Frequency. ELF is used in powerline, Domestic distribution, Electric engines in cars, train etc.

## 3. Intermediate Frequency (IF):

Intermediate Frequency is a term to describe radiation frequency between 300 Hz and 100 kHz. Proper evaluation and assessment of possible health effects from long term exposure to IF fields are important because human exposure to such fields is increasing due to new and emerging technologies. Typical examples are: computer and tv screens with use cathode ray tubes. It is also used in electrosurgeries.

## 4. Radio Frequencies:

Frequency between 100KHz and 300GHz of Electromagnetic spectrum comes in range of RF. RF Sources is widespread used in modern technologies.

## **Electromagnetic waves in technologies:**

Modern technologies are based on EMWS on large extends. Some of technologies

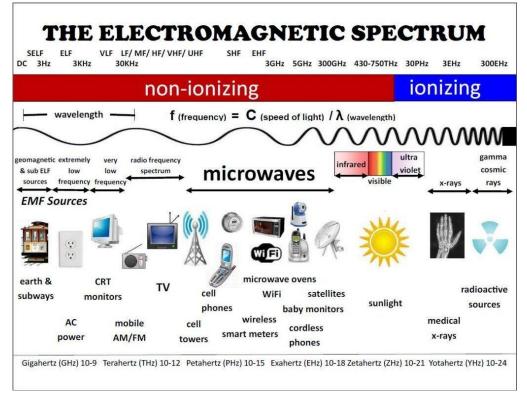
Using EMWs of different frequencies are:

1.Radio Waves are types of a technology best-known for their use in communication technologies. In modern technology Radio waves are used in fixed or mobile radio communication, Wi-Fi, broadcasting, radar and radio system, wireless computer network, satellites communication and in many more applications.

2. Computer, mobile phone and tv screen uses cathode ray tube, radio transmitters, hand free access control system, card readers, metal detector are application which uses IF. IF is also used in electrosurgery.

3. Point-to-point communication, wireless network, radar, satellite and spacecraft communication, medical diathermy and cancer treatment are example of technologies using Microwaves. Microwaves are also used in cooking purpose (example, in microwave oven)

4. Infrared is widely used in short- range communication: tv remote control, optical fibres, security system, thermal imaging cameras. IR is used by electrical heaters also.



https://images.app.goo.gl/QSJm5jxEsyLC185G9

#### EFFECTS OF ELECTROMAGNETIC WAVES

In 2021, there are more than 5 billion mobile users and the counting is increasing every second. The electromagnetic wavs surrounded the man in more than the way one can think. IN every shake of time thousands of wave are penetrating our body without our knowledge. So, the effect of electromagnetic waves on

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microbats and on nature become view of concerns for scientists. Currently there is no evidence that EMWs causes adverse effect on health. So, this topic is under research for clear result.

Many scientists claim through their studies that EMWs have negative effect on human body and many other species.

## **Effects on Human Body:**

EMWs waves biologically disturb human body system. The exposer of EMWs lead to death of neurons in brain. There is protein named melatonin, exposer to EMWS leads lowering in the level of melatonin which can lead to comma state of mind and blockage leading to the death of person. EMS leads to the damage of DNA strands leading to loss of hereditary characteristics and different body cancer. But still there is conflict among various scientist that whether EWMs causes destruction in DNA or not. According to the American Society for Reproductive Medicine (2006) EMWs have adverse effect on spermatogenesis which leads to Male fertility problem. Cardiovascular problems, Hearing problem, Depression, sleep Disorder, tension, headache, eye sight problem are some other health hazards of EMWs.

## Hazards of EMWs on other species:

EMR from TV, mobile phones and FM towers affect biotic system such as animals, birds, plants etc.in many countries sudden loss of bees was observed a few years back, which is known as colony collapse disorder.

EMWs effects are slightly high in flying birds, the reason is that their body structure is smaller and lighter in weight.

Growth and synthetically changes in plant as effect of EMWs emitting from towers of mobile phones etc.

## **REVIEW OF LITERATURE (ROL):**

## Benefits and hazards of electromagnetic waves, telecommunication, physical and biomedical: a review

The telecommunication devices (Mobile Phone, Wi-Fi, Computer, Television, etc.) boomed communication in entire world, as it's available anytime from anywhere. But the EMW that is accomplished by all telecommunication devices hazards in many ways. It can cause several diseases like cancer; mental disorder etc. as human body has ability to absorb harmful radiations emitted from EWMs. biotic system of animals, birds, plants are relatively more affected (than humans) by EMW radiating from long tower of TVs, mobile phones WI-FI etc.

The sudden loss of bees (known as colony collapse disorder-CCD) was observed a few years back in many countries due to increasing influence of EMR pollution. Birds are also affected as their body is lighter in weight, growth and synthetical changes in plant has show in many studies due to EWMs.

## Study of Electromagnetic Radiation Effects on Human Body and Reduction Techniques

As EMR will have indispensable role in fifth-generation technology, increase in this type of technology has also harmful health effects. there is connection between specific absorption rate and hazards of EMR. Human body is concentrated with 70% of water so whenever it comes in contact it absorbs EWMs which produces heat. SAR of EMWs is different in different body parts which is easily noticeable in Ear, brain, eyes etc. Skull has low water concentration so absorption is low, where as brain tissue has more water level, so absorption level of EWMs is high in brain tissue.

Effect of EMW emitted by mobile phones can affect man fertility. American Society for Reproductive Medicine (2006) reported that use of mobile phone is related to decrease in sperm count, quality of semen, motility. Distortion in DNA of sperm can also cause cancer.

#### **Electromagnetic Waves and Human health**

In this modern era technology, more and more electronic devices are invented and electromagnetic radiation of electronic devices is getting more and more aid. Communication system, Mobile, computer etc. uses different types of electromagnetic waves based on of different frequencies (like ELF, IF, RF). Medical application also uses electromagnetic fields in the range of RF and X-rays. therapeutic application such as soft tissue healing appliances, hyperthermia for cancer treatment, X- ray machines are common example of it.

With increase of electromagnetic waves in our daily life, its impairment in microbat's health a became major concern. the general opinion is that there is no direct evidence that EMWs causes changes in DNA. But some researcher claims that there can be many effects of electromagnetic waves on human body or microbats. Some of them are: electromagnetic waves imbalance free radical in body which can promote oxidation stress, thermal effects of EMF cause heat and it can lead to a brain temperature increase. due to carrying mobile phones in

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pocket EMWs causes bad effect on reproductive system, depends on SAR EMW can lead to different types of body cancer.

## **RESEARCH METHODOLOGY**

#### a) Objectives of the Study:

1.introduction of electromagnetic waves.

- 2. uses of electromagnetic waves in technologies
- 3. effects of electromagnetic waves.

#### b) Data Interpretation and Analysis

Parameter	Category	Frequency	Percentage
	Less than 12	0	0
	12-18	74	59.7
Age	18-50	47	37.9
	More than 50	3	2.4
	Total	124	100
	Student	102	82.3
Designation	Professor	5	4
	Other	17	13.7
	Total	124	100

#### Table no: 1 Demography Profile

Table no 1 indicates that out of total 124 respondents, 59.7% respondents were between the age group of 12-18, 37.9% respondents were between 18-50 and 2.4% of the respondents were more than the age of 50. Approximately 82% of respondents were student, 4% of respondents were Professor, and 17% respondents have designation as Other.

#### Table no: 2

	Yes	No	Maybe	Total
Awareness about Electromagnetic	%	%	%	
Waves and it's Effect	79.8	7.3	12.9	100

Table no 2 is showing Awareness related to EMWs and its effect. Approximately 80% of respondents were aware of EMWs, 7% respondents had no Idea and 13% of respondents were responded maybe.

#### Table no: 3

Effects of EMWs					
	Strongly Agree	Agree	Neutral	Disagree	Total
	%	%	%	%	
EMWs are Dangerous for nature	20.2	53.2	20.2	6.5	100
EMWs have more positive side than negative	8.2	37.7	45.1	9	100

Table no 3 indicates that 20.2% of respondents are strongly agree that EMWs are Dangerous for nature, 53.2% respondents are agreed, 20.2% had no opinion and 6.5% of them disagreed with this statement.

8.2% respondents responded that EMWs have more positive side than negative, 37.7% agreed, 20.2% respondent had no opinion and 9% respondents disagreed with the statement.

#### Table no: 4

Today's technologies and EMWs					
	Strongly Agree	Agree	Neutral	Disagree	Total
	%	%	%	%	
Technologies are nothing without EMWs	22.8	49.6	22.8	4.9	100

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With Increasing Technologies effect of electromagnetic waves will also increase	18.9	65.6	13.1	2.4	100
Increased use of unguided media will result in DNA misprint in Microbats	14.9	50.4	28.1	6.6	100

Table no 4 is showing Dependency of Technology on EMWs. There are different statement on which analysis has done:

1: Technologies are nothing without EMWs:

22.8% respondents think that Modern technologies are nothing without EMWs, 49.6% of respondents agreed and 4.9% disagreed.

2: With Increasing Technologies effect of Electromagnetic waves will increase:

Approximately 19% respondents strongly agreed, 65% of respondent agreed and 7% of them disagreed with the statement.

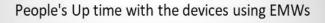
3: Increased use of wireless media will result in DNA misprint:

Approximately 64% of respondents believe that EMWs are responsible for DNA misprints in microbats, 28.1% respondents had no opinion and only 6.6% of respondents were not in favour of this statement.

Table no 5 exhibits the various health hazards by EMWs, health problem that can caused by EMWs are cancer, bad eye sights, tension, week immune system etc. Approximately 22.37% of respondents were strongly agreed with the statement, 45 of respondents agreed, 22.2% had no opinion and 10.4 of respondents had not found EMWs are responsible for any kind of disease.

Table no: 5

Today's technologies and EMWs					
	Strongly Agree	Agree	Neutral	Disagree	Total
	%	%	%	%	
Electromagnetic Waves are responsible for Weekend Immune System	21.5	45.5	26.4	6.6	100
EMWs are the leading cause of bad eye sight in Children	26.6	49.2	16.9	7.3	100
EMWs are responsible for Cancers in human	18	43.4	23.8	14.8	100
People feel stressed after using mobile phones/laptops a lot	23.4	41.9	21.8	12.9	100



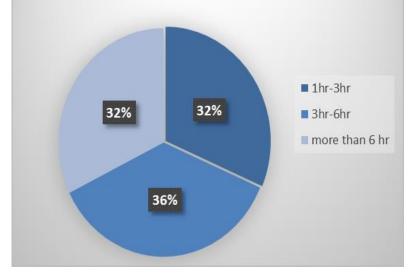


Fig 1: Figure is showing respondents up time with electronic devices.

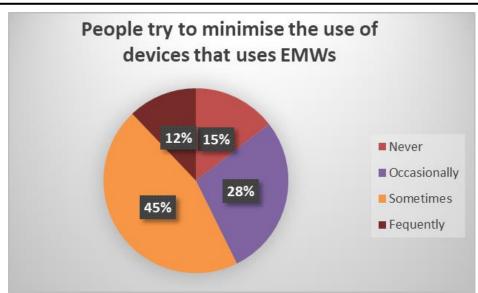


Fig 2: Figure 2 indicates respondent try to distance themselves with the device that uses EMWs

## **Finding:**

- 1. Approximately 30% of respondents were not familiar with Electromagnetic waves. So, it is necessary to aware the people with EMWs and its effect
- 2. More than 50% respondents were responded that EMWs are dangerous for nature.
- 3. It was found that approximately 65% respondents believe that Today's technology is

Dependent on EMWs on large extend. Increasing use of unguided media emits EMWS of large range which causes DNA misprints in microbats

4. Approximately 50% respondents are agreed, that EMWs causes various cancer like diseases. But there are number of respondents who didn't find any problem with EMWs

#### c) Significance of the study:

The finding of this will beneficial for society. Considering the importance of EMWs in our life it's become necessary to understand their adverse effects in our life as well as on biotic nature. There are lot of rumour about technologies, the result will overcome this problem.

The result will provide the student with knowledge on EMWs and its effect. Teachers can also use this research paper for reference purpose.

#### d) Scope and delimitation:

This study focuses on the topic of Electromagnetic Waves, its effect, and technologies using EMWs. This Survey is for those who have at least little knowledge of Electromagnetic Waves. Responses are belonging to the public domain (not researchers and scientists). So, responses can be based on anecdotal evidence.

## e) Source of the Data Collection

#### 1. Primary Data:

Researcher has collected the primary data using Questionnaire on Google form. Analysis of data has done on the basis of 124 responses of respondent. Respondents replied on the basis on superficial knowledge.

https://forms.gle/bfoCr8HFcA6a5cyJ6

## 2. Secondary data:

Researcher has conducted secondary data analysis on basis of diverse sources of document like books and articles, research reports, General Reports etc.

## Limitations of the study:

- 1. Respondents are common people, responses can be based on a lack of knowledge respondents are limitation of research paper.
- 2. The prejudices of the respondents, on basis of something, can be the limitation of the research paper.

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## CONCLUSION

The long-term exposure of EMWs can be dangerous for health. According to Primary data 8% people don't have any Knowledge of EMWs and its effect. The increasing development of Technologies which leads to increase in EMWs may involve negative effects. So, it is important that this problem should be address among common people and they have basic knowledge to prevent themselves from long-term exposure to EM spectrum. By analysis based on primary data and secondary data, it is identified that exposure to EMWs can cause different disease like, stress, Headache, Visual disruption, hearing problem, sleep disturbance. There is no direct evidence that Effect of EMWs causes changes in DNA and these are responsible for cancer. But according to primary data 44% people agreed with statement that EMWs leads to cancer disease. So, there is dissidence among different group of scientist and people. For this Concern Continuous study has been going on for vivid result.

Due to long towers of tv, internet etc. exposure of EMWs to flying birds are increased largely

. EMR has more adverse effect on birds than human beings as their body structure is smaller and lighter weight. On basis of primary data and secondary data it is addressed that EMWs can have negative effects on different species.

Although increased use of mobile phone make life easier, but extreme use of it can cause many health problems. According to primary data 32% people uses mobile phone more than 6 hr, which can be very dangerous for health. So, limited use of Mobile phone and other communication system should be required.

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## AN ANALYTICAL STUDY ABOUT IMPORTANCE OF AYURVEDA IN MODERN WORLD

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## ABSTRACT

Today's generation is forgetting the root of medical science and slowly everyone is taking everything around them mixed with some kind of chemicals. Ayurveda is 5000 years old traditional medicine originated from India which has cure for almost every disease. So why not use it? It's not like that modern medicine is good for nothing, modern medicine cures just the body whereas Ayurveda sees a patient from emotional and mental aspect too. Most of the people today thinks that Ayurveda is just a superstition tradition of Indian people. No, that's not right. In this research the researcher has given various health points proposed by Ayurveda. Here you'll come to know why and for what reason Ayurveda is same as Modern science or even better. The whole paper is based on 3 objectives which are created by the researcher and also a Google form is part of the questionnaire of the research paper.

Keywords: Ayurveda, Modern medicine, ancient, Ayurvedic medicine, Science

## **INTRODUCTION**

Ayurveda is a system of traditional medicine and healing therapies found in Indian subcontinent. Ayurveda is considered as the oldest healing science. Ayurveda basically means "The Science of Life". Ayurvedic knowledge originated in India more than 5000 years ago and is also known as "Mother of all healing" and the traces of Ayurveda can be found in Atharvaveda (one of the 4 Vedas). Ayurveda is based on a belief that health and wellness depend on a delicate balance between the mind, body and the spirit. The main goal of Ayurveda is to foster good health, not just fight disease and prevent the disease for a temporary period. Ayurveda defines perfect health as "a balance between body, mind, spirit and social wellbeing". 'Maharishi Charaka' is known as the father of medicine and his book 'Charaka Samhita' is also referred as an encyclopedia of Ayurveda. The chief difference between Ayurveda and Western medicine just primarily focuses on curing the disease. Earlier Ayurveda was the primary source of healing and curing any disease but later the invasion of British Raj western medicine reached its apex in India. Although after 1947, Ayurveda gained ground and new schools begin to be established. Today more than 500 Ayurvedic companies and hospitals have opened in last ten years and several hundred schools have been established.

The second half of Ayurveda is all about herbs, spices and oils. Herbs, both in east and west have been the prime medicinal agent in traditional and holistic therapies. In 21st century herbs are getting more recognition than they were getting in pre-Independence period. In the east, particularly India and China, an extensive and intricate herbal science have been developed. Originating from the visions of men of spiritual knowledge, herbal medicine was then refined by thousands of years of experience. Ayurveda also centre the attention on taste, it says the more bitter the food the more it's healthy for your digestive system and mind. In order to understand the Ayurvedic approach to the herbs, one must understand the basic system of Ayurveda, which is a complete healing science, including the physical, psychological and spiritual aspects of life. Ayurveda believes in a basic principle that everything in the universe are derived from 5 elements i.e Earth, Water, Fire, Air and Space. Ayurveda also hold the fact that there should be a man and the universe and the flow of cosmic energy in different forms between all living and non-living things.

#### **REVIEW OF LITERATURE:**

(1) Human Nature (prakriti) basically consists of 3 prime attributes or *gunas*:

Sattva- The principle of light, intelligence, perception and harmony.

Rajas- The principle of energy, activity, emotion and turbulence.

Tamas- The principle of inertia, fear, darkness and resistance.

Among the 3 Sattva is considered as the proper quality of mind. Rajas is considered as the mode of passion and Tamas is also referred as the mode of ignorance. Rajas and Tamas creates impurities that weaken our power of perception. Individuals in whom Sattva predominates give value to truth, honesty, compassion, humility and good for all. For a human to be happy and peaceful he/she must be in Sattva nature and for that one must focus on the proper diet and thoughts of the mind.

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For maintaining Sattva mod, Ayurveda suggests us to consume some Sattvic foods. Sattvic foods are basically low fat vegetarian food with high fiber. Mung beans, lentils, yellow split peas, Chickpeas, organic tofu, sprouts, honey etc are some examples of sattvic food. According to Ayurveda one can raise their gunas from Tamas to Sattva and from Rajas to Sattva just by taking a proper sattvic diet, proper exercise and maintaining work-life balance. Sattva mode people have balance in their life,they maintain harmony in their relations,they've proper clarity in life, they're aware about what's happening in their life.

## (2) The Doshas

In Ayurveda, Doshas are contemplated to be the forces that create a physical body. Doshas basically means 'fault' or 'impurity' or 'mistake'. According to Ayurvedic philosophy the entire cosmos or universe is a union of the energies of 5 elements. Ayurveda divides the 5 elements into three types of basic energies that are present in everybody. There is no proper english word for the 3 basic energies so we use the original term as it is. Vata, Pitta and Kapha they are known as tridoshas or doshas. In Ayurveda body, mind and consciousness work together in maintaining a balance life. In order to create a healthy and prosperous life the 3 energies should be equally balanced in one's body. Although in today's world there are one or two energies that are dominant and rest act as a recessive. So Ayurveda suggets some types of food to avoid for a particular Dosha that is dominant in one's body.

Vata: In the body, vata principally composed of Ether and Air.

Pitta: Pitta consists of Fire and Water.

Kapha: Kapha is a combination of Earth and Water.

Doshas	Foods to avoid	Foods in Favour
Vata	Brussel Sprouts, Veggies like: Cabbage, Cauliflower, celery, chillies, lettuce. Cold foods	Sweets fruits, Veggies, Grains, Spices, Legumes, Milk Products, figs, etc
Pitta	Hot and spicy foods, garlic, onions. Avoid sour taste foods. Caffeine strictly prohibited. Deeply fried foods	
Kapha	Nuts, seeds, oils, Red meat and artificial sweeteners	Spicy and warm foods, whole grians, unprocessed foods, low fat milk

## (3) Ayurvedic medicines and Modern medicine:

Ayurvedic medicine does not only cure the physical health but it also look at the mental and emotional aspect. Western medicine has one pill for one particular disease and modern medicine only cures the disease whereas Ayurvedic medicine looks at the diseases and patient individually and according to the patient's 'Doshas' the medicine are given to the patient. The major difference between Ayurvedic medicine and modern medicines are natural and every Ayurvedic drug is a rejuvenator. Earlier there were very few Ayurvedic brands in India but nowadays investors are also getting aware about the supernatural power of Ayurvedic medicines. Many famous brands like Patanjali, khadi natural, Vicco are providing very useful products. There are pros and cons of both Ayurvedic and modern medicine but if modern medicine and Ayurvedic medicines get combined then there would be cure for many serious diseases. A prime example is: Today Western doctors are suggesting that ICU beds should be made of copper whereas Ayurveda stated this 5000 thousand years ago that we should eat and drink in copper vessels only it increases copper level in our body.

## **RESEARCH METHODOLOGY**

## Objective

- 1. To study and analyze Ayurvedic practices and apply them in day to day life.
- 2. To compare the pros and cons of Ayurvedic medicines and Modern medicines.
- 3. To study various food combinations proposed by Ayurveda.

## DATA ANALYSIS:

Table No. 1. Demographic Data Collection						
Demographics	Particulars	Respondents	Percentage			
Gender	Male	57	47.50%			
	Female	61	50.80%			
	Other	2	1.70%			
	Total	120				
Age Bracket	Below 13	9	7.50%			
	14 to 25	69	57.50%			
	26 to 40	32	26.70%			
	41 to 60	7	5.80%			
	60 above	3	2.50%			
	Total	120				

The above table shows that there are 57(47.50%) male and 61(50.80%) female respondents who've responded through the google form disseminated by the researcher. The researcher has collected 120 responses among which maximum 69 i.e 57.50% respondents lies in the age bracket of 14 to 25 years.

Table No.2 Data Collection										
Questions	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly disagree	%
Do you think Ayurvedic techniques are applicable in today's modern generation?	42	35	46	38.3	20	16.7	8	6.7	4	3.3
Ayurvedic medicine lack clinical testing; it is simply home remedies?	21	17.5	27	22.5	41	34.2	19	16	12	10

In the above table from  $1^{\text{st}}$  question 42 (35%) respondents have strongly agreed that yes Ayurvedic techniques are still applicable in today's modern generation whereas 4 (3.3%) respondents disagrees with the question. In the  $2^{\text{nd}}$  question we can see that 21 (17.5) believes that yes Ayurvedic medicine lacks clinical testing and 10% respondents strongly disagrees to the question.

From the graphical representation given below we can conclude that 59 respondents believe that Ayurveda is a healthy lifestyle system that people in India have used for more than 5,000 years which is quite true. 20% believes that Ayurveda is an old and superstitious tradition of India.

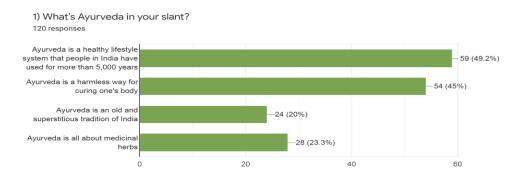


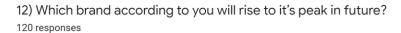
Table No.3 Data Collection						
Questions	Yes	%	No	%		
Is Ayurvedic medicine more effective and efficient than modern						
science medicine?	74	61.7	46	38.3		
Does Ayurvedic medicine are bitter and have horrible palatability?	48	40	72	60		
Ayurvedic medicines have toxic chemicals and heavy metals?	40	33.3	80	66.7		
Do you ever check the ingredients of any cosmetic product before						
buying it?	65	54.2	55	45.8		

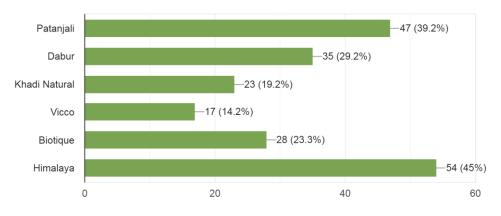
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From Table No.3 Data Collection in question 1 we can say that 61.7% respondents believes that Ayurvedic medicine are more effective than modern science medicine whereas 38.3% believes it's a lie. Moving ahead with  $2^{nd}$  question 40 % believes that yes all Ayurvedic medicine are bitter and 60% says no every Ayurvedic medicine are bitter. 33.3% believes Ayurvedic medicines use toxic metals whereas 66.7% opposes it. 54.2% people says they check the ingredients of any cosmetic product before buying it and that's the sign of a valuable consumer whereas 45.8% just blindly buys the product.

Table No. 4 Data Collection							
TRUE	%	FALSE	%	Maybe	%		
45	37.5	32	26.7	43	35.8		
23	19.2	31	50.8	36	30		
26	21.7	55	45.8	39	32.5		
53	44.2	46	38.3	21	17.5		
	<b>TRUE</b> 45 23 26	TRUE         %           45         37.5           23         19.2           26         21.7	TRUE         %         FALSE           45         37.5         32           23         19.2         31           26         21.7         55	TRUE         %         FALSE         %           45         37.5         32         26.7           23         19.2         31         50.8           26         21.7         55         45.8	TRUE         %         FALSE         %         Maybe           45         37.5         32         26.7         43           23         19.2         31         50.8         36           26         21.7         55         45.8         39		

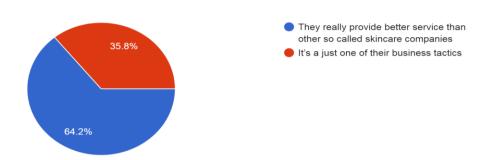
In the above table we can clearly conclude that 37.5% respondents from question 1 agrees that a person can be completely reliable on Ayurvedic treatments for a particular diseases whereas 35.8% opposes it. 19.2% agrees that Ayurvedic treatments can cause major health side effects to someone and 50.8% disagrees with the statement. 21.7% admits that Ayurvedic medicine have expiry date whereas 45.8% don't. 32.5% have no idea about the question. 44.2% says that Ayurvedic brands use harsh chemical whereas 38.3% disagrees with this.





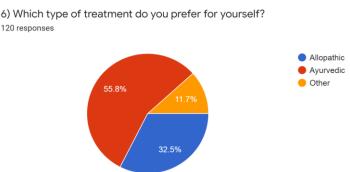
The above graphs shows the future scope of Ayurvedic brands where Himalaya has the highest scope to excel in future with 45% whereas Vicco has the lowest success rate of 14.2%

14) Today everyone's saying use Ayurvedic medicine and technique rather than other cosmetic brands. So what do you think?120 responses

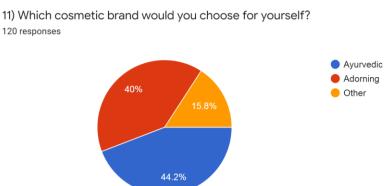


The above pie diagram concludes that 64.2% respondents believes that Ayurvedic products and techniques are far more better than modern medicine and cosmetics. And 35.8% believes that it's just their business tactics.

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#### 55.8% prefers Ayurvedic treatments for themselves whereas 32.5% prefers Allopathic



From the above pie diagram we can conclude that 40% respondent would choose Adorning products over Ayurvedic and 44.2% would choose Ayurvedic products over Adorning.

## FINDINGS:

- 1. From the data collection we can clearly see 61.7% people still believes that Ayurvedic medicine are more effective than modern medicine.
- 2. More than half of the respondents would choose Ayurvedic treatments over Allopathic treatments.
- 3. More than 40% respondents believe that companies like Himalaya and Patanjali has higher scope to reach at its peak in future.
- 4. Maximum respondents believe that Ayurveda is 5000 year old medical science originated from Indian subcontinent and Ayurveda is a harmless way of curing the body which is true.
- 5. Around 50% are quite sure that Ayurveda doesn't shows any side effects.

## SIGNIFICANCE OF THE STUDY:

The researcher in this research has deeply explained roots of good health. It'll help one to make their health one step ahead and live a life like a centenarian. With healthy body comes a well nourished mind and with a well nourished mind comes a calm soul and when the soul is calm one directly finds happiness and peace. The analyst has focused primarily on the diet that Ayurveda suggests according to one's body type which will help the person to live his/her fitness goals without much difficulties and snag. The reason this probing is different from others is because it focuses on what we take in our body inside not just about our outer skin or what we apply on our skin layer but mostly about inner us, inner wellbeing and inner state of mind. For example the investigator in his review of literature has explained about 3 types of modes and how one can achieve 'satvik' mode and be in the state of happiness. Moving ahead the analyzer has explained about the 'doshas' and how to overcome any one dosha is to change the diet. When all 3 doshas are perfectly balanced then one never get any diseases and the person always stays in Satvik mode. The research also states the key difference between Modern medicine and Ayurvedic medicine.

#### **SCOPE OF THE STUDY:**

The interpretation of this probe covers types of mode that we have in our body and how to achieve the satvik mode which is the topmost. The investigation also covers the term what we call 'doshas'. How to balance all the 3 doshas and stay a healthy and perfect life. The study also covers the major difference between Ayurvedic medicines and Modern medicines and also how Ayurvedic medicine is one step ahead than modern medicine.

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Both Ayurvedic and Modern medicine has pros and cons although if both medicines get merged then there would be wonders.

## SOURCE OF DATA COLLECTION:-

**Primary Data:** The primary data was collected on the basis of Google form which was having 15 questions in it and 120 respondents responded to the questions and survey done by the researcher.

Google form link: https://forms.gle/YQr7FCiWzk9gPH6A6

**Secondary Data:** The secondary data is accumulated by surfing various topic based websites and reading several books based on Ayurveda. Also few videos were used as a part if this research paper. Articles and some research paper were also referred as a part of secondary data.

## LIMITATION OF THE STUDY

This study has the following limitations:

- 1. The age limit of the respondents is limited from 13 years to 60 years.
- 2. The study is restricted to the mode of the body, doshas and difference between Ayurvedic and Modern medicines.
- 3. The predilection of the respondent towards the data gained cannot be excluded.
- 4. The study has been written on the basis of hard proof and several analysis.

## SUGGESTIVE MEASURES:

- 1. Primary and Secondary schools can start a separate subject for students related to Ayurveda so that we can have knowledge of both Ayurveda and Allopathy.
- 2. Medical colleges can also include Ayurveda as a part of syllabus not much but a little amount of knowledge to newer generation is also necessary.
- 3. Doctors can give medicines mixing both Ayurvedic and Allopathic medicine so that the disease might get cure more easily.

## **CONCLUSION OF THE STUDY:**

The above scrutiny done by the investigator concludes that both Ayurvedic and Modern medicines have some pros and cons, nothing in this world is perfect. So to cease up things we can say that Ayurvedic and Modern medicines should work together to make a new and disease free world. And also to make ones life easier the person should know his\her body type (i.e which dosha is dominant Vata, Pitta or Kapha) and intake foods according to that so there will be no need of any medicine. A fine proverb says 'If wealth is lost nothing is lost but if health is lost then everything is lost'. So keeping this in mind we should select what is beneficial for our body and what is not.

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## AN ANALYTICAL STUDY ON DIGITAL MARKETING OF PRODUCTS AND SERVICES USING SOCIAL MEDIA PLATFORMS

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## ABSTRACT

The world is changing with high pace and so is India in terms of Digitalisation. Indeed it's the new world with the new normal where digital marketing plays a vital role in enhancing the sale of goods and services. Social media has become the new entertainment mode along with communication and networking and this mode is abruptly used for marketing of goods and services which has attracted the common masses towards online shopping. The researcher in her paper has collected the responses of 111 respondents through circulating the Google form questionnaire. It is been observed that still traditional shopping dominates the market but online shopping has emerged as a tough competitor for traditional markets. The researcher has framed three objectives which were measured and achieved through data analysis and interpretation. The findings of the study shows that the use of social media for marketing is increasing day by day. People from the rural areas are increasing their awareness about the new normal of online shopping. This trend tends to increase with time.

Keywords: Digital Marketing, Social Media, Online Shopping, Advertisements, Customer Experience.

## **INTRODUCTION:**

"Marketing is no longer about the stuff that you make, but about the stories you tell"

## Seth Godin, Bestselling Author and Blogger.

Marketing is ever changing. Today selling the product is more about the connections we create. Now a days the use of Social Media is increasing abundantly. Social media is a computer-based application that allows people to share ideas, feelings and knowledge by creating virtual networks and communities. Facebook, Instagram, and Twitter are among the most popular social media platforms. Social Media is playing a very important role in marketing of the products and services. It helps to connect with the audience to build the brand, increase sales, and drive traffic to your website. Businesses nowadays use social media in a variety of respects. A company that is worried with what people are thinking about its brand, will track social media interactions and react to specific mentions (social media listening and engagement). A company that needs to learn how it is doing on social media analytics approach to examine its scope, participation, and revenue on social media (social media analytics). A company that aims to attract a small group of people on a large scale will run extremely focused social media advertisements (social media advertising).

#### **REVIEW OF LITERATURE:**

## 1. Digital Marketing and its Analysis

S Yogesh & N Sharaha

https://www.researchgate.net/publication/335175024\_DIGITAL\_MARKETING\_AND\_ITS\_ANALYSIS

This piece of research seeks to comprehend the favoured emerging media choices for marketing. Many new strategies for product advertising and advertisement have emerged in the Internet era. Market research is now available online, thanks to the transformation of "desk research" into "online research." Many Indian businesses use digital marketing to gain a strategic edge. Social media has rapidly grown in popularity because it allows users to chat and exchange content and topics. The advancement of interactive media technologies, led by the advancement of information technology, has enabled companies to adapt the way they communicate their products. A digital marketing communications approach is one that employs digital networking channels. The study's aim is to look at the efficacy of online digital marketing and its current relevance, including the distinction and connection between digital marketing and conventional advertising, as well as the interaction between digital marketing and traditional advertising. This paper assists small companies, especially start-ups, in effectively adopting and implementing digital marketing as a tool in their business plan, as well as recognising the value of digital marketing in a competitive environment.

# **2.** A Study on the Impact of Social Media Marketing Trends on Digital Marketing Dr.S.A. Shamsudeen Ibrahim & P.Ganeshbabu

DI.S.A. Shanisudeen Ibrahim & L.Ganeshbabu

https://zenodo.org/record/1461321/files/120-125.pdf

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The prevalence of social media has forced advertisers to consider this medium alongside conventional practical fields of marketing. Social networking is largely focused on the internet or cellular phone-based apps and tools allowing users to exchange information with one another. The number of social media users now exceeds the population of certain countries. The impact of social media on marketing can be assessed by evaluating marketing before and after the advent of social media, as well as the types of technology used in social media.

#### **RESEARCH METHODOLOGY:**

#### **Objective of the research study:**

- 1. To study the impact of digital marketing using social media platforms.
- 2. To find out the satisfaction level of customer experience on digital platforms.
- 3. To compare traditional marketing with social digital marketing.

#### Data Analysis and Interpretation:

Table no.1 Demographic data collection				
Demographics	Particulars	Respondents	Percentage 42.30%	
Gender	Male	47		
	Female	61	55%	
	Prefer not to say	3	2.70%	
Age bracket	17-22	76	68.50%	
	23-28	13	11.70%	
	29-34	7	6.30%	
	35-40	7	6.30%	
	41-46	6	5.40%	
	47 & above	2	1.80%	

Source: Primary Data.

The above table shows that there are 47(42.30%) male respondents and 61(55%) of female respondents who have responded through Google form circulated by the researcher. The researcher has collected total 111 responses through the circulation of the Google form. The table also shows that out of 111 respondents 76 i.e. (68.50%) lies in the age bracket of 17-22. And others belong from different age groups.

Table no.2 Data Collection					
Questions	Do you use Social Media platform	Do you use Social media platforms for online shopping	Have you ever been cheated shopping online?		
Never	Nil	15	59		
%	Nil	13.5	53.2		
Rarely	4	21	28		
%	3.6	18.9	25.2		
Sometimes	23	42	17		
%	20.7	37.8	15.3		
Often	46	22	4		
%	41.4	19.8	3.6		
Always	38	11	3		
%	34.2	9.9	2.7		

#### Source: Primary Data.

The table indicates that the respondents are friendly with the use of social media. Out of 111 respondents 84 i.e. (75.6%) of the respondents are often using different social media apps. Looking at the second question it is clear that 75 (67.5%) respondents are using the social media for online shopping. There seems to be an increasing trend in the online shopping. There are very few respondents who have experienced certain fraud while shopping online. It seems that respondents are satisfied with the new normal of online shopping.

Table no.3 Data Collection				
Questions	Does the advertisements on social media persuade your shopping habit?	Have Online shopping influence the rural population of India?		
Yes	46	39		

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%	41.4	35.1
No	29	17
%	26.1	15.3
Maybe	36	55
%	32.4	49.5

#### Source: Primary Data

In the above table it is been seen that (58.5%) respondents responded that they are not influenced by advertisements on social media for their shopping habits. It is also been noted that the rural population is not very much influenced by online shopping. As 64.8% respondents have given a negative response.

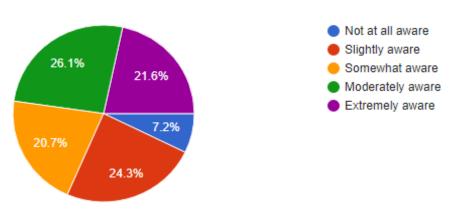
Table no.4 Data Collection				
Questions	Do you feel safe and secure while using online payment mode in digital shopping?	Do you trust the product quality in digital shopping?		
Definitely	19	9		
%	17.1	8.1		
Very probably	23	20		
%	20.7	18		
Probably	51	61		
%	45.9	55		
Probably not	12	14		
%	10.8	12.6		
Definitely not	6	7		
%	5.4	6.3		

Source: Primary Data

The above table shows that the respondents do not feel safe and secure while using the online payment mode. 62.1% of the respondents has shown that they are not comfortable by the digital mode of payment. Moving further the respondents are still lacking the trust on the quality of product. Online mode of shopping lacks personal touch of the people with the product and services hence they prefer the conventional mode of shopping

9. Are you aware of digital marketing on social media platform?

111 responses

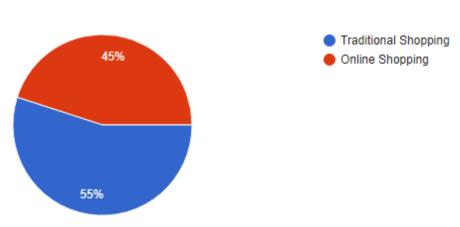


Graph No. 1 – Source – Primary Data

The above pie diagram shows that (52.2%) respondents have very low awareness about the digital marketing carried through social media platforms. The trend of digital marketing has taken its roots and would gradually increase with passage of time.

11. Which mode of shopping do you prefer?

111 responses

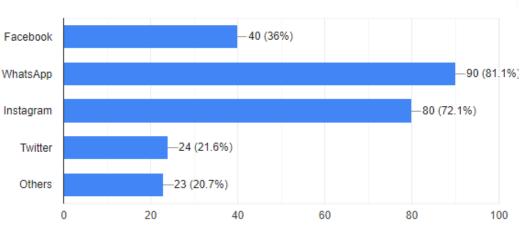


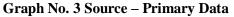
Graph No . 2 Source- Primary Data

The above pie chart clearly specifies that the respondents are comfortable with the traditional shopping method as compared to the online shopping. Though 45% of the respondents prefer online shopping which is bit low as compared.

7. Which Social Media app is frequently used by you ?

111 responses





From the above graph it can be seen that WhatsApp is the most frequently used social media app. 90(81.1%) respondents are user friendly with whatsApp.

Table no.4 Data Collection					
Question Familiar	In future will the people get familiar with the new normal of Online Shopping?	Question Comfortable	State your comfortability in regards to traditional shopping?	Question Effect	Will digitalization in Shopping effect the future of traditional business firms?
Not at all	2	Not at all	4	No	13
%	1.8	%	3.6	%	11.7
Slightly	14	Slightly	19	Minor	11
%	12.6	%	17.1	%	9.9
Somewhat	24	Somewhat	32	Neutral	27

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%	21.6	%	28.8	%	24.3
Moderately	38	Moderately	36	Moderate	30
%	34.2	%	32.4	%	27
Extremely	33	Extremely	20	Major	30
%	29.7	%	18	%	27
		11 11 4 0			

Table No 4. Source – Primary Data

The above table shows that online shopping will be the new normal in near future with. 63.9% respondents feel that in future people will get familiar with the new normal of shopping. The respondents (50.4%) are still very comfortable with tradition shopping. Respondents strongly agree that digitalisation will badly effect the tradition business firms in the near future.

#### SIGNIFICANCE OF THE STUDY:

The study undertaken by the researcher signifies that social media is being majorly used by the people for communication, networking and online shopping. The concept of social media marketing has lead to an increase in digital shopping. The new normal of online shopping has been very useful to the people in this covid 19 pandemic. Social media marketing helps to increase sales of a company, it connects to the audience to build brand. The research analysis that people in India have still not adopted the new normal of online shopping. Though the awareness is low but the people have started using it. The importance of digital marketing is seen and has given tough competition to the traditional marketing. The rural population is gradually showing their interest towards shopping through the online platform via social media. India is a developing country, slowly people are becoming techno savvy and have started using the online platforms for shopping and other works. In the opinion of the researcher the future is of digitalisation.

#### **SCOPE OF THE STUDY:**

The study under the research title covers various social media platforms which are used for marketing of the products and the services. The use of internet, the concept of digitalization have widened the scope of marketing by introducing digital marketing on the social media platforms. Various studies shows that the frequent use of social media by the individuals has increased tremendously in the past decade.

#### SOURCE OF DATA COLLECTION:

#### **Primary Data:**

The main source of collecting the data was through Google form. The researcher created a questionnaire based on the objectives. In all 111 respondents responded by filling the Google form. Primary data being the first hand data, has helped the researcher in data analysis and interpretation, on the basis of which the findings and suggestion are drawn.

https://forms.gle/Lg4XFndE2UnXpM5v5

#### **Secondary Data:**

The secondary data was collected by browsing through different websites of corporate companies, print news media, etc. The secondary data helped the researcher fsor finding the related articles. Review of literature gave the researcher detailed information about the previous studies on the related topic. Gap Analysis was done based on review of literature.

#### LIMITATION OF THE STUDY:

This study has the following limitations:

- 1. The Study of the researcher is based on primary data which is collected by limited number of respondents i.e. 111.
- 2. The secondary data collected through different sources were not objective specific.
- 3. The respondents may have been bias which cannot be overlooked.

#### Findings and conclusion of the research paper:

- 1. The trend of using digital marketing on social media platform is on increase
- 2. The customers are simultaneously using both the platform viz online as well as traditional for shopping.
- 3. Rural India too has started using the Online shopping platform for their purchases.
- 4. People are still not very much influenced by the social media advertisement for their shopping habits.
- 5. The awareness of the social media marketing is very high among the masses.

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## A STUDY OF MACHINE LEARNING & EYE-GAZE SENSOR TO HANDLE PCs FOR PARALYZED PATIENTS

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#### ABSTRACT

Eyes play a very vital part of the living beings to carry their day to day life and activity. Ever since the technology has advanced this much eyes has became one of the most important parts of human sense organ. People suffering from paralysis attack cannot feel and do any moment using their hands and legs. So, they get dependent on other for help even for the basic thing. No one likes to be dependent on each other this is also feeling by the people suffering from paralysis. For paralyzed person their eyes are very important and also one of the source through which they can carry almost all activity if they have proper technology and knowledge. Around more than 10 lakhs people suffering from such diseases can actually use their eye in proper form. This research is done to know more about such technology and to make a magnificent changes in their life by making technologies like this available to them easily. In this research, we proposed to use eyes as a main focus of whole system to propose as an input and to generate the output. Here, eye moment is regarded as input medium working at a real time to communicate with the system. The working of keyboard and mouse are both covered to work through the eyes to handle PCs. The whole system is generated for the people to easily carry on their daily conversations, work or any other activity. The system should be generated at such a flow that it is easy for paralyzed people to handle PCs and carry on their task efficiently. This research paper will show how the information technology is boon for the people and to the society. A paralyzed person does not need to be dependent on anyone as the IT is always helping the people to satisfy their need. The technology has reached at such point that the every people will be able to get the chance to live a normal life.

Keyword:- Machine learning, Eye sensor, Eye movement, Clustering, Discrimination analysis, interactive UI, Light and camera, Computer requirement



#### 1. INTRODUCTION

As you know many expression are expressed with the help of an eyes. Eye gaze sensor and machine learning based user-system introduction will include the command from the patient eye movements to handle the PCs and carrying the command given by the patients through their eyes. This is totally a vision based communication of human and machines to carry out the tasks. The eyes movement are handled and sensed through the sensor which will take a particular command from the movement of an eye and pass it to compute to perform the following task according to the movement based order given to it. It may work to change the tab when eyeballs slides or whatever function it was given to perform. This system will helps wonder in such a way that the patients does not need to be dependent on anyone. Several attempts have been made to track the movement of an eye and apply it in the real world system.

Using this kind of system may be slower as compared keyboard and mouse system. However, it will be more efficient for the patients. They can use their mails, accounts, social networking sites and many more things through this system. This system is proposed of using a sensor or eye gazing system which will work to give input to the normal PC and then the command will be generated by the PC through the help of machine learning approach which will generate the output to the user as demanded by him/her. Machine learning is one of the applications of an artificial intelligence through which the systems can experience and use the concept of real

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world in better and efficient format. It focuses on developing a program in such a way that it can access all the information and data to learn for itself. The primary aim of machine learning is to adopt the working environment and take the decision which will be taken by them to perform the particular task. For eye sensor or gazing system it will include the discrimination of eye-gaze location which will formerly be based on clustering analysis. Clustering will be used to discover different patterns of data. Clustering data or discrimination analysis will be used to decide either the user wants the data to be zoomed-in, out or to get cancelled. Such decision will be made through the help of cluster. The method of research is based in such a way that once the sensor captured the moment the binary image will be processed and the system will recognize it to understand the command. The optical and visual axis will allow user to give commands which the sensor will capture and pass it on to the system. Here, the main task is performed by the sensor which will be the medium of interaction of the system and the user.

Our subject will look at the monitor and he/she will be provided a sensor which will be located at the top of the system or either at side at the same range of eyes. The eye-gaze and movement of the subject will be captured by the senor and with the help of cluster pattern and discrimination analysis the task will be performed as the command given by the subjects. This system will work as a revolution in the life of the people suffering from paralysis. It will provide them with the chance to change their life and make something out of their diseases. Through the help of this system they will be able to carry on their task. They can use this system to communicate and show their skills online to the world by being at home and still earning. They will not need to be dependent on someone for their needs. This system will help them by creating a platform which will help them to earn through their own hard work to cover their expense. They will feel independent in that sense and will be able to cop up with their depression, anxiety and the feeling of burden. This will give them a feel of achievement and will push them toward working hard and live on their own. The patient will feel the sense of responsibility and fairness if they can carry on their daily routine like they always do.

The Information Technology sector is always trying to create something out of the box which will not only prove useful in basic terms but for the societies' betterment as the whole. The information technology is becoming advanced in day to day life of the people which is creating a world which will provide everyone equal opportunity to live a normal life. It is becoming so widely known that everyday a new technology is introduced. This has created so many sparks that the information technology is not only limited to IT sector but even in field of medical, communication, business IT is being used at great length. Sooner there will be a great advancement in IT that will be easily able to find the solution related to any problem. Information technology is growing daily and advancing to reach at a level where it will become easier to carry on hard task with easy and simple. Information technology helps to reduce the human efforts and provide them with the great help. It carries on the time consuming task in limited time and reduces time consumptions and human effort.

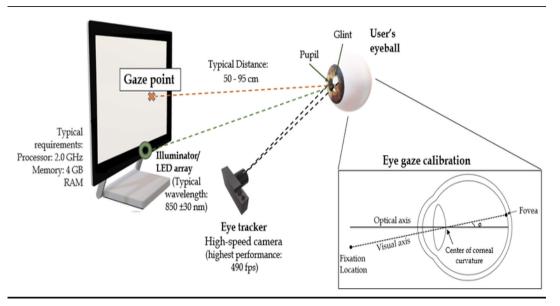
#### **METHOD/WORKING OF SYSTEM**

Eye gaze system is an aid to access your computer with the help of eye which will control your system to communicate with you. The sensor or system will accurately read your eye movement and act based on the instruction given by you to the sensor. It will capture your eyes moment while you look at your computer, phone, tablets, etc. and will accurately judge your needs. You have to sit at certain distance from your device and have to focus on your screen looking straight to it. The motion basically will involve eyeball moment, blinking and other motions or movement.

These systems will continuously work until you are done with your task. It will send and receive signal through your eyes to system and perform the particular task in the real environment. It will have light and camera to get the signal through your eye movement and provide that signal to the system through the same method. You will provide the sensor with an input and the system with the help of sensor will provide you the output. The sensor will catch the reflection of your pupil and then it will translate the input to the cursor of the mouse providing you with the output. This system will provide you to communicate, access, play and learn from your system like people usually do. To communicate you can handle the keyboard with your eye moment as this system will snap the button through your gazing pattern. Eye-gaze interaction with the system is widely powerful, accurate and interesting feature to control the movement of your system. Everything you do with the help mouse and keyboard will now be done with your eyes. The cursor will perform the functions based on your blinking and gazing pattern and work the same as the normal mouse do. Basically, you can pick, drop, change, cancel and can perform various commands just with your eyes. The screen will be the main focus point for the user. The gaze will be only limited to screen and the every moment of eyes will be captured by the sensor which will give information to the system as the gaze changes and the system will provide with output according to the gaze of the user.

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At first it may be little challenging to handle these much function with your eyes but once you get used to it life will became easier. This system will change the life of many disabled people by providing them the chance to change their life and show their skills and talent through the world of technology. It is a very flexible method and is going to be widely used by most of the people. These systems proposed the idea of living independently and earning living expenses even when going through such condition. It will provide a ray of light to the darkness in the life of people and it will also encourage them to keep living and be successful.



As you see in the following figure, the user's eyeball are gazing at the screen of computer which is at the certain distance from him and the high speed camera is attached to the system which is tracking the movement of the eyes from certain distance. The eyes giant and the pupil are working in co-ordinate to allow the system to perform the functions. The lights and sensor of the eye gazing system are handling all the commands and are providing input to the system. By, getting the information about what command is given by the user the system will perform the exactly same task to give output to the user. The optical and visual axis will allow user to give commands which the sensor will capture and pass it on to the system. Here, the main task is performed by the sensor which will be the medium of interaction of the system and the user. Hence proper working of sensor is the concept which should be applied more carefully and properly. The typical requirement of the computer will be that the processor has to be of 2.0 GHz and it should have the 4GB RAM which is basically are available in all system. It will include the typical wavelength of 850 mm.

The eye sensor has to be of great frequency as it has to notice every second gaze of the eyes. The frequency should be around 490fps. It should include the high capacity to instantly give input to system as the change in the gaze of user is noticed. The input will be given by the sensor at the time of millisecond range so the fast working of the system should be provided to the user. High-speed camera will be located to the computer at the same distance as the system is located. The normal distance will be around 50 to 95 cm which will be the typical distance. The system will be the normal computer like any other computer and the screen of the computer will be the main centre of attention of the user.

#### **Scope in Future**

Just like as such system has been designed for the paralyzed people to handle their computers or system we can try to modify many things which will again benefit them to live a normal life. We can use many systems like this which will make it easier for them to perform certain tasks. Not only for paralyzed people but there are people who needs such system. There are many people out there who need attention and equality in the society to do their jobs and live a normal life. It is possible with help of information technology to help people and society through various technologies. Science has come a long way and is now a boon to the society.

For example, we can use the same eye gazing sensor in car or trucks for the handicapped person to carry on their jobs. It will help them to feel the same way the others feel and live same as them. The same technique can be used to perform different levels of task like handling the vehicles, computers, wheelchairs. Also we can create a system for handicapped people who will take the orders from their minds and helps them to control their artificial hand and legs movement. In future, we may be able to develop a system which can be able to make paralyzed person to move their hands or legs using different sensor or may be cables connected to their body

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parts and brains. Many these types of system can be generated for specially disabled people to contribute their parts in society and to make them feel involved.

Using such systems will create a great platform for them to showcase their talent in different field. Eyes gazing technique will be able to change the world. The person can handle computers, driver can handle their vehicle and many more things can be done if we use the system in the proper manner and for the great purpose. It has a power to change the life of a person. If used for great purpose it will be very beneficial for people around the world and for the growth of the IT in every aspects of life.

#### LIMITATION OF THE SYSTEM:-

- One of the basic limitation of this system is if the person has contact lenses or glasses on the system may not be able to work that well as these will be intruder between the eye gazing tracker and human eyes.
- Sometimes even the pupil colour may create the problem as tracker may not be able to track the eye movement.
- As the system is working for the real time environment it may happen to create some error if tracker comes in contact with more than one eyes at the same time. It may create a wrong output.
- It may happen that there may be time when the sensor or tracker may not be able to fetch the perfect gazing movement at time so this can lead to the wrong command and the system may not work according to the command given by the user.

#### CONCLUSION

Eyes play a very vital part of the living beings to carry their day to day life and activity. For paralyzed person their eyes are very important and also one of the source through which they can carry almost all activity if they have proper technology. Around more than 10, 00,000 people suffering from such diseases can actually use their eye in proper form. In this research, we proposed to use eyes as a main focus of whole system to propose as an input and to generate the output. Eye gaze sensor and machine learning based user-system introduction will include the command from the patient eye movements to handle the PCs and carrying the command given by the patients through their eyes. The primary aim of machine learning is to adopt the working environment and take the decision which will be taken by them to perform the particular task. This is totally a vision based communication of human and machines to carry out the tasks. They can use this system to communicate and show their skills online to the world by being at home and still earning. They will not need to be dependent on someone for their needs. . It will send and receive signal through your eyes to system and perform the particular task in the real environment. It will have light and camera to get the signal through your eye movement and provide that signal to the system through the same method. You will provide the sensor with an input and the system with the help of sensor will provide you the output. . The typical requirement of the computer will be that the processor has to be of 2.0 GHz and it should have the 4GB RAM which is basically are available in all system. Using such systems will create a great platform for them to showcase their talent in different field. There are many people out there who need attention and equality in the society to do their jobs and live a normal life. It is possible with help of information technology to help people and society through various technologies. Science has come a long way and is now a boon to the society. . The same technique can be used to perform different levels of task like handling the vehicles, computers, wheelchairs. If used for great purpose it will be very beneficial for people around the world and for the growth of the IT in every aspects of life.

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#### STUDY ON ALGORITHMIC TRADE AND HIGH FREQUENCY TRANSACTIONS IN INDIA

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#### ABSTRACT

Algorithmic trading is the way in which course of action can be taken through the use of trading signals determined by electronic program at the giving point of time. Though these programs are computerized, it is expected that investors should take appropriate care while executing their long and short orders.

The main purpose of this paper is to study the use of algorithmic trading software as well as forex robots which are available in India and to what extent such programs are beneficial to the users. The information for this paper is collected through primary and secondary data. Questionnaire was distributed to 150 users of algorithmic software which includes individual traders as well as managers for brokerage firm and their views were taken into the consideration. Data was analyzed through percentage method and with the use of diagrammatic tools like pie-chart and bar diagram. Also, reports from various government and private agencies are used to drawn conclusion for this paper.

Algorithmic trading has escalated efficient conduct of trading transactions and lowered the transaction cost making it profitable for the stakeholders. However, they are playing against the fundamental investors who are willing to invest for longer duration.

Keywords:

Trading: Action of buying and selling

Algorithm: Set of rules which are followed by device to find correct solution to the specific problem.

Stake Holders: Interested parties who are affected or can affect the business.

Software: Programs used by computers.

Brokerage Firm: Companies which matches long and short orders at best possible price.

#### **INTRODUCTION:**

Algorithmic trading means to use computer analysis to provide guidance in buying and selling decision and approving the transaction. It was permitted in India in 2008, however it accounts for 1/3<sup>rd</sup> of the total trade. Computerized programs are applied for the generation and the execution of the market orders. The major in algorithmic trading are bankers, broking firm, hedge funds and mutual funds, financial institutions and institutional investors.

Algorithmic trading helps to reduce transaction related expenses. It let the investors to govern their trading procedures and manage systematic risk. After 2008, Algorithmic trading has dominated Indian market since 2008. Majority of brokers have acquired algorithmic trading software because of insistence from their clients. This analytical model studies every quotation and execute order on behalf of their clients. It helps in recognizing opportunity and converting raw data acquired into knowledgeable recommendation.

#### Need for Algorithmic Trade

- 1. Corporate deals with sizeable number of securities which are too substantial to handle without having any impact on the market value.
- 2. The need for enormous liquidity influences the cost in unfavorable manner.
- 3. It is possible to break up big orders into smaller one and execute it in gap of minutes, hourly or daily with the use of algorithmic trade.
- 4. The process of effecting an order will have impact on the cost of individual security.
- 5. It facilitates easy comparison of price derived as a result of algorithmic trading with market standards.

#### **Types of Algorithmic Trading**

I. Agency Algorithmic Trading:

Agency algorithmic trading means splitting up big orders into smaller one based on liquid funds at disposal.

The well-known logical algorithms used are

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- a. Time Weighted Average Price
- b. Volume weighted Average Price
- c. Percentage of Value

#### **II.** Proprietary Trading Algorithm:

Proprietary Trading Algorithm is known as "Prop Trading". I take place when firm trades with their own money instead of depositors' money to make profit for themselves.

The well-known logical algorithms used are

- a. Statistical Trading
- b. Volatility Trading
- c. Index Arbitrage

#### III. High Frequency Trading (HFT)

It is a part of automatic trading. HFT seeks the benefit of minor time span transaction ranging from few nano seconds to few milliseconds. Few HFT involve market making character. They attempt for objective liquid pose while availing benefit of any pricing difference. Other techniques like time series analysis, machine learning and artificial intelligence is used for prediction as well as isolation of the trends in the cluster of information.

Out of the whole number of orders nearly 50% of the algorithmic trade transactions are from the customer side, where as 40% of the total orders are Proprietary trading algorithm.

#### **OBJECTIVES OF THE STUDY:**

- 1. To find out whether use of algorithms helps to maximize profits.
- 2. To determine the effect of algorithmic trading on liquidity and prices of the shares.
- 3. To check whether algorithmic trading helps in detecting and turning down major risk on instantaneous basis.
- 4. To ascertain that algorithms program leads to systematic risk.
- 5. To assess whether automatic trading requires forward and backward analysis.

#### **RESEARCH METHODOLOGY:**

This paper is based on data collected from primary and secondary sources. 150 customers of algorithmic preprogramed trading software were interviewed as well as questionnaire was sent to them to find out their views on functionality of the program. Information was also collected from reports published by NIFM and SEBI. Certain articles from Economic Times, Fortune India Magazine, Forbes India Magazine and Business India Magazine based on which the conclusion was made.

Algorithmic trading which is also known as high frequency trading (HFT) is based on combination of AI and individual skills. It considers arithmetic, statistics, rules and logical reasoning. Pre-Program Software structured by human being ensures smooth conduct of profitable trading transaction. Indian Stock markets are cautiously adopting to HFT. The number of transactions is considerably increasing over the period of time. There are significant benefits of such transactions however, there are few areas which requires serious attention.

#### **Cost of Algorithmic Trading**

Potential to conform orders in direct manner with any intermediatory helps cost reductions. Use of AI have is of great clearing and settlement function. However, cost of acquisition is quite high enabling only institutional investors to take full benefit of this technology. Small retail investor doesn't have full access to all technical developments in Algo Trading. Also, Algorithmic trading requires sufficient technology and valuable inputs. These programs are available in different programing languages, so time resources are to be considered for learning these new languages which is one of the major constraints for retailers and small investors.

#### Effects on liquidity and prices of the shares

Matching of buying and selling orders instead of publish quotations is possible via use of algorithms. By keeping control on the leak of any crucial information and by considering the bid as well as ask side of the transaction, this mechanical trading improves liquidity, helps in providing better share prices for clients and improved transaction charges for brokers across country.

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#### Identification of the risk on quick basis

Value at Risk (VAR) is calculated by using pre-programed complex statistical models on real time basis and if VAR is more than benchmarked figure then automatic order providing viable hedging position is placed. Market Risk can be identified as well as managed by using such algorithms which ensures safe trading and profitability for the clients.

#### Automatic Supervision

It is easy for regulators to place automatic supervision mechanism to keep check on HFT trade to keep check on any form of misuse of such technology. However, lack of experienced human resources and insufficient information technology makes surveillance bit difficult.

#### Good value with minimum effect on market

The main role of the most of the algorithm is to give feasible transaction price while executing larger orders. Automatic trading divides bigger order into the smaller one to do away with the effect of bigger orders.

#### Loss of Control

In Auto- Trade program, if the program runs in different manner than what was required it become difficult to keep check on losses which might occur due to wrong functioning of program. So, it is of prime importance to check programs with trial run before applying it to the trading system of organization.

#### Systematic Risk

Markets are interconnected, the effects of any events are speeded and escalated from one market to another in shorter span of time. This can result into major market catastrophe. Flash Crash (2010) was one of such incidents.

#### **Execution Algorithm**

These are the execution strategies applied by person who is managing the fund for purchasing or selling huge quantity of stock. The main aim of such transactions is cost minimization within the predetermined level of risk and in the scheduled tenure. Operating on pre-programed basis, Algo trade helps intermediators in simple execution of transaction at fair pricing and with minimum effect on market trade. Cutting down the orders and expeditious reactions are the main element of execution of particular algorithm.

#### Manipulating the market with the use of HFT

- 1. Quote Stuffing: Initially, huge orders for purchase or sell are called for and then they are called off in fraction of seconds. Average time for such transactions is 2 seconds. Quote stuffing have strong impact on the price which moves as per quote stuffing.
- 2. Spoofing: The procedure of manipulation of the security prices before the actual execution of the trade which benefits the trader is known as spoofing. It is part of HFT. Spoofing which is also layering is as attempt to misguide other security holders by showing substantial buy or sell force on the given stock resulting into rising or falling price for particular stock.
- 3. Momentum Ignition: It comprises of the following 3 steps
- a. Increase in quantity of trade not accompanied by notable difference in price.
- b. Following prompt changes in price which goes along with rise in quantity of trade.
- c. Slow reduction in pricing which goes along with gradual reduction in trade volume.
- 4. Liquidity Rebate trading: Rebate is offered by ECN or few exchanges to the trader for buying at bid and selling at ask which helps them to maintain required liquidity in the market. Investors for such transactions look for huge orders. Filling the required proportion of this order, the shares are offered back into the market with the use of limit order and collection of rebate fees for the provision of liquidity with or without capital gain.

#### Action taken by SEBI to strengthen the rules and regulations

- 1. Minimization of rest time for transactions at 500 milliseconds.
- 2. Increase in frequency of auction by batches.
- 3. Randomization of speedy bumps.
- 4. Receiving random periodic orders from 1 or 2 seconds on average.
- 5. Requirement of message to trade ratio for maximize orders.

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- 6. Making different queues for co-location order and non-colocation order.
- 7. Reviewing data field by using tick mark method.

#### Comparison of order to trade ratio in Indian Market and Foreign Market

The stabilization percentage of algo-trading in India is 47%. However, for market in developed countries stabilization percentage is over 80%. Gradually India is trying to get it more stabilized with learning and experiences. SEBI is imposing new regulations about algo-trading. Continues efforts from SEBI as well as software developers will help India to achieve its target stabilization rate in short period of time.

#### **CONCLUSION:**

- 1. Even though the cost of obtaining algo-trading software is quite high, advantages obtained in later period can cover up the cost and give additional profits to the investors.
- 2. By keeping proper check on the flow of important information, algo trading can provide with liquidity as well as profitability for investors and brokers.
- 3. It is possible to detect any kind of uncertainty within limited period of time with the use of algorithm.
- 4. Algo-Trading if not properly executed may result in loss of control and market catastrophe in some cases.
- 5. With the use of available technology and updates, it is easy to manipulate the market by quote stuffing and spoofing.

#### **SUGGESTIONS:**

- 1. Forward and backward analysis can be used to for comparison of cost and benefits and can help in selection of proper algo trading software.
- 2. Regulators are expected to some up with new regulations which will prevent the leak of crucial information and will help in maintaining stability in prices.
- 3. Algo- Trading software companies through its research can update software to mitigate new risk that may rise as a result of algo-trading.

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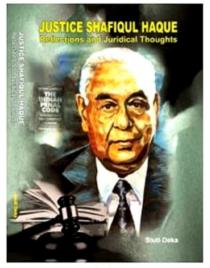


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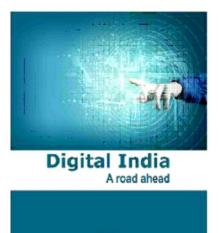
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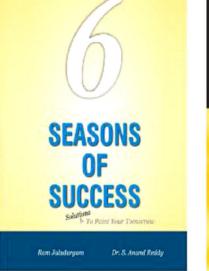
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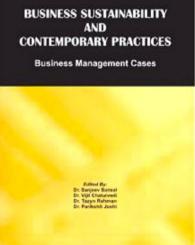
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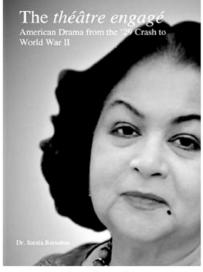
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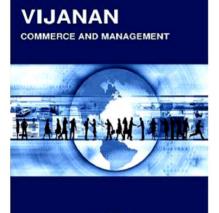


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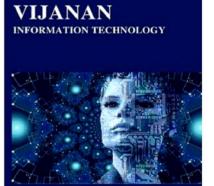
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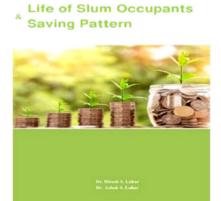
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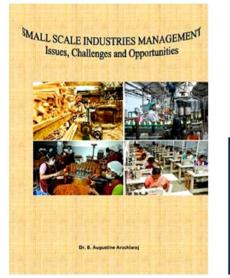
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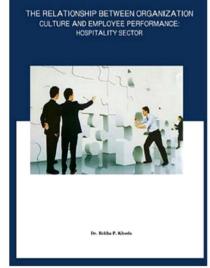
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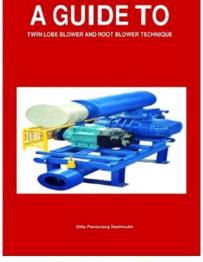
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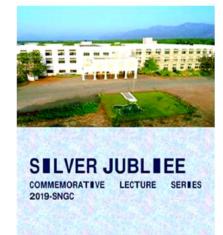
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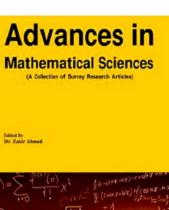
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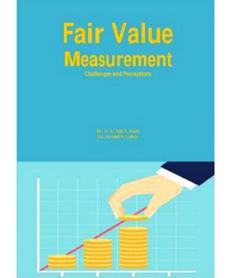
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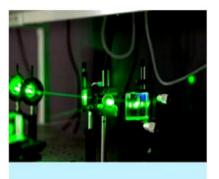


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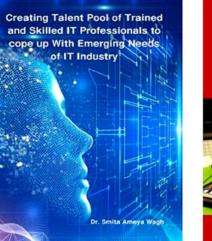
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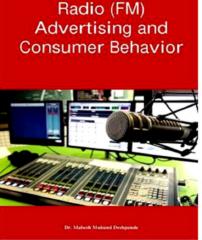
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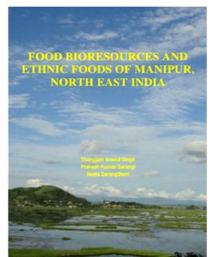
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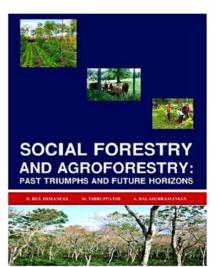
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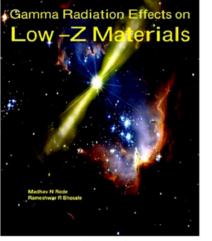


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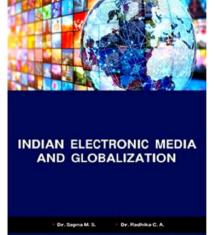


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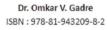
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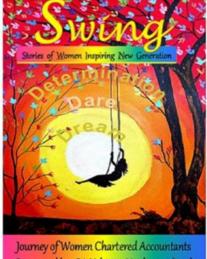


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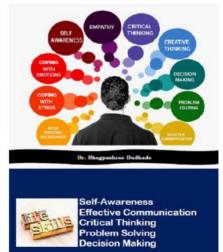


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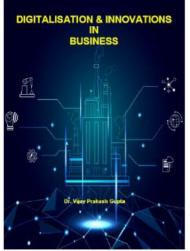
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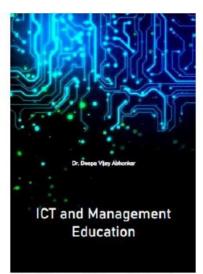


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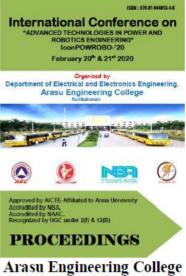




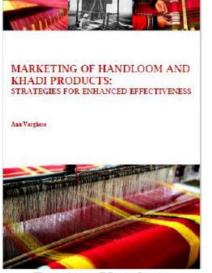
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