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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, 15th May 2021.

[PEER REVIEWED]

**SPECIAL ISSUE OF INTERNATIONAL JOURNAL OF
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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.



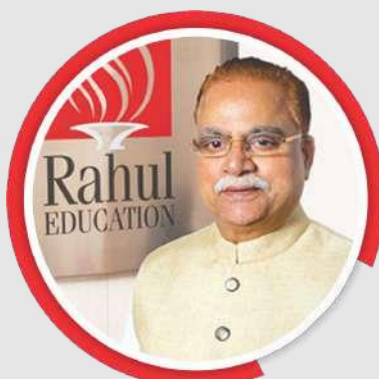
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Ref. No. : CW/SRES/005/2021-22

Date 10/05/2021

Message from the Desk of Founder-Chairman

**Shri Lallan R. 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.


Lallan R. Tiwari
Founder Chairman – Rahul Education



apu APEX PROFESSIONAL UNIVERSITY
Legislated by Govt. of Arunachal Pradesh (1987) of USC Act

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. Researching 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 15th 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 

Professor Rajesh Arora

Vice Chancellor

Apex Professional University

Pasighat, Arunachal Pradesh

Ref. 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.

Ref. No. : OW/SRES/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



Shree Rahul Education Society's (Regd.)

SHREE L.R. TIWARI DEGREE COLLEGE

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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.

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 15th 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.

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: 6th 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 15th 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 15th 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



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 15th 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



Shree Rahul Education Society's (Regd.)

SHREE L.R. TIWARI DEGREE COLLEGE

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Message from Conference Convenor

Asst. Prof. Daksha Choudhary
IQAC Coordinator & Convenor, National
Conference Shree 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 15th 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.

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

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THE REVIEW OF GROWING ELECTRONIC RETAILING (E-TAILING) BUSINESS IN INDIA

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ABSTRACT

According to India brand equity foundation (IBEF) Indian e-retailing business will reach US \$ 99 billion by the year 2024. Variety of quality products, pricing strategy, payment option, quality internet with smartphones is responsible to change buying habit of Indian people. time saving Attractive -design, professional presentation with technical information of e-commerce business websites forces Indian people to buy goods which is not possible when offline shopping. In this paper I have to review factors which influence growth in E-retailing business.to relative study about National and international e-commerce companies with their products, customers, revenues.

INTRODUCTION

Sales of goods and services online means internet is called as “E-tailing” or “electronic retailing”. E-tailing includes sales of goods and services business to business (B2B) and business to consumer (B2C). under e-tailing, companies required to developed “retailing business model” on fully loaded custom websites including build up distribution channels such as internet webpage, warehouses, transportation, shipping centre, strong distribution channels. Online shopping become most popular amongst all people as its convenient, time saving, money saving. There are two categories of e-tailing industry namely multi-category retailers and focused category retailer. Multi category E-retailer offer variety of product, the e-retailer like flipkart, amazon, Myntra, jabong, snap deal, e-bay and so on. Focused category e-retailer like big basket, first cry, peper fry, fab furnished and so on.

New format, differentiate strategies, new entrance, greater brand recognition, fulfilment for need of modern shopping environment, reduction in multiplicity of taxes, good infrastructure and revolution in internet services are the key trends to expand and developed e-tailing business in India. the customers attract E-retailing because of higher convenience, higher discount and variety of quality of product’s-tailing business expected to increase \$60 to \$70 billion in next five years because huge investment in network infrastructure, increase in sales on smartphones around 700 million in year 2020 and lower cost of connectivity and improved quality, new channels of payment system and improved logistic infrastructure.

OBJECTIVES OF THE STUDY

To study various factors leads to grow electronic business in India and to study top e-retailing companies in India.

Source of data

The information for the paper has taken from various e-commerce websites, online paper and online journal. The paper is based on secondary data.

FACTOR AFFECTING E-TAIL GROWTH IN INDIA**1. Uniform GST**

The state wise VAT differentiation has created many disputes amongst e-commerce industry. New goods and service tax (TAX) policy, made uniformity and simplified tax structure in India. this will result same product and services easily access market throughout India at same cost without paying different taxes in various states, hence it is possible to e-commerce players to earned profit at same rate on product and services.

2. Participating of NICH companies in online trading

e-retailing is emerging new market place for new generation in India. number of national and international companies’ brand, number of customers, value of transaction is growing rapidly, Higher level of customization and changing customers’ needs and wants as well as mobile application with strong network facility e-retailer easily collect information about customers shopping habits. This will result, e-retails companies target the customers’ needs and wants and introduce them according to customers’ demand. People also like to visits the sites NICH companies as variety and quality product available the lowest cost

3. Localisation of internet

It is estimated that around 1.1 billion Indian subscribers of internet till year 2030, this figure as per world economic forum (WEF) report. Currently about 776.45 million Indian subscribers of internet. Around 60% rural

and 90% urban population access internet in India. around 500 million smartphones users in India. smartphone in hand with quality internet people are crazy about shopping on mobile. As result, e-tailing business now fastest growing in India.

4. Increase population in cities

In 1901, population in urban areas is 11% India its crease to 38% in 2020 as per census. Arounds 52 crores people lived in cities. Increase in human resources in urban areas leads to demand and supply of products and services also increase, at the same time people income also increase. Increase in income leads to more demand of variety of customised products, to fulfils this demand r-retailor introduces many discount, variety of product, marketing strategies, payment option many more. educated buyers compare, verify product quality and price, observe after sell service of e-retailor companies according to that they give preference to buy from online.

5. Social media

Around 376.1 million people use social media like Facebook, what's APP, twitter, Facebook, Instagram, YouTube, snap chat. Around 250 million active users of Facebook in India. on an average, one Indian spend 2hours and 30 minutes on social media. Due to such reasons all e-retailors choose social media for advertisement. Such advertisement on social media attracts youngster as well new user to visit website and buy the products.

6. Mobile e-trading software

Mobile now perform as Electronic trading platform or online trading platform. Now all the production companies and services company including some small retail shopkeeper have their own mobile application. This mobile application is easy to operate. almost all information about product and service attractively presented on application which is not possible to companies at offline or physically.

7. Payment option

Debit card, credit card, PayPal, Paytm, PayUMoney, Pocket, Google Pay, Samsung Pay, Skrill, cheque, Payoneer, mobikwik, payzap, QR codes scans these are most payments adopted by Indian people. It helps e-retailors for business payment and receipts on websites. Now a days e-businessman provides many discounts on by choosing payments methods also. so, these cashless transaction and transparency in payment one of the main reasons, to grow e-tailing business in India.

MOST VISITED E-TAILORS IN INDIA

Retail business is typically different in India as compare to other countries in world. in India people buying habits are different according to their region, religion, beliefs, traditions, occasion and festivals. This differentiation creates huge demand in market. now people are searching and observe products online and offline also. Many new entrepreneurs trying to fulfil these demands offline and online also. These are some E-tailing companies websites visited by Indian people for trading.

1. Amazon

Amazon.com, incorporation was found by jeff Bezos on 5th July 1994 at Washington, united states. Amazon.com is multinational company focuses on E-commerce, artificial intelligence, cloud storage, digital streaming. Amazon was launch in India in the year 2013. Amazon facilitates online shopping of top brands mobiles, electronics products, books, watches, fashionable clothes, apparel, shoes, laptop, e-gift cards. Free shipping, pay on delivery, vast selection of best quality product, easy return, 100% purchase protection due to these facilities' Indian gives first preferences to amazon for online shopping. "Amazon pay" online payment processing services is best payment option for e-commerce seller owned by amazon which is introduce in India in the year 2019. Amazon offered 160 million products online as "one stop shop".

2. Flipkart

in 2007 Sachin Bansal and binny Bansal found the E-Commerce company which name is "Flipkart". Flipkart is an Indian E-Commerce company which headquarter in Karnataka and Bengaluru, India. Flipkart 77% shares own by Walmart, 4.70% share own by tiger global management, 1.3% share own by Microsoft and 1.1% share own by accel. MYNTRA, JUBONG.COM, PHONE PE, EKART, JEEVES, 2GUD, CREARTRIP these are subsidiaries companies of Flipkart. Flipkart has around US \$ 6.1 billion turnover. Flipkart has capture around 40 % market of E-Commerce industry in India. Flipkart offered product for online shopping like electronics, lifestyle products, groceries, apparel, laptop, mobiles, shoes, books and so on. More than 100 million registered users of Flipkart buy variety of products online.

Based on unified payment services FLIPKART introduce PHONE PE mobile payment application for the smooth payment system. Around 280 million people India use PHONE PE mobile payment application for the

payment of electricity bill, mobile recharge, credit card bills, loan repayments, education fees, broadband bills. It's useful for online donation to child welfare, cancer care.

3. eBay.in

eBay incorporation another multinational e-commerce corporation of united states. eBay facilitates business to consumer, consumer to consumer buy and sales on websites. eBay facilitates online shopping of electronics products, classic cars, motorcycle collectibles, cloths, home accessories at discounted price in around 30 countries in the world. eBay has more than 182 million users worldwide out of that around more than 2million customers in India. The eBay incorporation has revenue 1027.1 crore us\$ in year 2020. Auction company, iBazar, eBay classifieds, gittigidiyor, Kijiji, G-market, gumtree, Qoo10.jp, marktplaats.nl, half.com, stub hub, PayPal.

4. Snapdeal

Kunal bahl and Rohit Bansal the alumni of Indian institute of technology (IIT) Delhi open e-commerce company in February 2010 name is "Snapdeal". Snapdeal one of the top e-commerce Indian company in world. Snapdeal headquarter located at Delhi. Snapdeal is India's largest online markets place offered more than 60 million products of 800 categories from regional, national, international brands and seller. Around 30,000 sellers of Snapdeal delivered their products to more than 6000 town and cities in India. Mr. Ratan Tata, Alibaba, BlackRock, SoftBank, Temasek, eBay Inc., Foxconn, Intel Capital, Bessemer Venture Partners, Premji Invest are the investors of Snapdeal. Snapdeal is online marketplace where users can buy online products like tablet and accessories, camera accessories, appliances, men's clothing, jewellery, mobile accessories, TV audio and video, beauty and personal care, kitchenware, women's ethnic wear, books, furniture, laptop, nutrition's and supplements, women western wear.

5. Myntra

Myntra is an associate's company of flipkart. Myntra originated Indian e-commerce company which is established by Mukesh bansal, Ashutosh lawania, Vineet saxena in the year 2007. In the year 2014, Myntra was acquired by flipkart. Myntra basically focus on fashionable lifestyle of men's, women's and kids. Around 3.5 million customers do online shopping from Myntra websites. Myntra offered more than 1,50,000 products of 1000 brands for men, women's, and kids. Myntra suffered huge losses till year 2019. After increase in sales of smartphone and strong internet connectivity Indian customers started more surfing on internet for shopping which benefited to Myntra sales. Myntra sales fashionable men's top wear, bottom wear, footwear, sports and active wear, fashion accessories; women's Indian and fusion wear, western wear, electronic gadgets, jewellery; kids boys clothing, girl's clothing's, kids' accessories and home & living appliances.

6. IndiaMART

Indiamart intermesh limited engaged in e-commerce business since 1996. This company facilitates business to business, business to consumers, consumer to consumer sales services via its web portal. Indiamart portal developed by the Dinesh Agrawal and Brijesh Agrawal to connect Indian manufacturer to buyer in the year 1996. The company had 8.27 crore registered buyer and 55 lakhs registered supplier in India. the company expected to maintain annual growth rate 29% in next two years. company had more than 400 crore revenue turnovers. Since last 10 years indiamart is largest e-commerce platform for business to capture 60% of market place. Indiamart handle over 97,000 categories product ranging medical equipment, , food and beverages, industrial plant and machineries, industrial supplies, building and construction, apparel and garments, electronics and electrical, packaging machines and goods, chemicals, dyes and solvents, mechanical parts and spares, lab instruments and supplies, furniture and supplies, automobile part and spares, agriculture and farming and so on.

CONCLUSION

E-retailing business in India one of most growing sector in India which turnover expected to reach 100 billion dollars in year 2020. Increase in use of smart phones and strong internet connectivity has made Indian people accustomed to shopping online, this is biggest opportunity to Indian traders to run your business online. Attractive business to consumer e-commerce websites, right revenue model, quality product and after sales service these are essential components of electronic retailing business. Infrastructure development, quality of connectivity, increase in rate of education and advertisement on social media attracts almost all group of people in urban as well as in rural areas to visits websites, compare the price, variety of quality products increase turnover almost all the e-tailing companies in India.

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- <https://en.wikipedia.org/wiki/IndiaMART>

OPPORTUNITIES AND CHALLENGES OF E-COMMERCE IN RURAL INDIA DURING THE PANDEMIC AND ITS FUTURE ASPECTS

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ABSTRACT:

Internet becomes a crucial part of everyone's life. Without the internet, we cannot imagine a simple task nowadays. E-Commerce is buying and selling of goods and service over the internet. E-Commerce is one of the growing sectors in India. After government and private initiative, we can see the influence of E-Commerce in a rural part of India. The CSCs (Common Service Center Scheme) program would be a milestone in rural digitalization.

India has been facing economic crises since March 2020. E-commerce is one of the solutions to the rising GDP of the nation. In the pandemic, e-commerce shows the new horizon for the entrepreneur and businessman in the rural region of India. According to the IAMAI report, 70% of the population live in rural India. So, the rural Indian market has a good potential to contribute to GDP growth. The paper concludes the opportunities and challenges for the growing e-commerce industry in the rural part of India and its future aspects.

KEYWORD: E-Commerce, Rural India, GDP, CSCs,

INTRODUCTION:

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity.” - **Peter Drucker.**

The rural population in India reported at 65.53% (% of the total population) in 2019, according to the world bank collection of development indicator. It indicates the majority of the population lives in a rural part of India. It implies that e-commerce has an opportunity to enlarge the service area in a rural region. India is the second-largest online market in the world, ranked only behind China. It estimated that by 2023, there would be over 650 million internet users in the country. Despite the large base of internet users, the internet penetration rate in the country stood at around 50% in 2020.

The total number of internet subscribers in rural Indian was over 302 million around September 2020 (report taken from a website statista.com) and the highest number of internet subscribers is from a rural part of India. Thus, the rural India market ensures good potential to become the market zone for most e-commerce champions and entrepreneurs.

The government of India has launched a village level online retail chain to facilitate the supply of essentials through outlets that are taking orders online and offline carrying out home deliveries. So, E-Commerce is a win-win situation for both dealers and customers. It will increase the employability rate in a rural area.

REVIEW OF LITERATURE:

[1] <https://E-Commerce in Rural India - Rural India drives the boom | Hindrise> :There is a need for the growth of village e-commerce. The rural Indian market ensures untapped potential to become the market leader for most e-commerce business enthusiasts and building entrepreneurs. As per IAMAI (Internet & Mobile Association of India), India stand at second rank in term of number of internet users at 451 million active users of the internet. This number encompasses urban as well as rural areas. With various government initiatives concerning the broader picture of digital villages where maximum people will be able to enjoy the internet facilities, there is substantial rise in the number of internet users.

[2] <https://www.entrepreneur.com> (Boonbox, India's first assisted e-commerce platform for rural areas takes orders from customers in 16 states): Ramachandran said “We have always felt that e-commerce has more relevance in rural areas than in urban areas for the simple reason that in urban areas all of us have access to all the products. We only go to the websites because we get a better deal not because of any lack of access to them in the physical market.” He also added, “Boonbox is present in 16 states and has already served 2.5 million customers so far. Boonbox is available in 47% of Indian villages.”

Therefore, Indian rural market has a great potential to contribute in annual growth in GDP.

[3] IJTSRD Volume 3 Issue 5, August 2019, e-ISSN 2456-6470: “Revolution of E-Commerce in Rural Market” – Dr. Vijayant Kumar. The rural e-commerce market in India has the potential to be at \$10 billion to \$12 billion in the next four year on the back of increasing internet penetration, rising household income and the government’s push on digital in rural areas. Effective use of vernacular languages and assisted commerce will help drive the large rural online opportunity for e-commerce firms looking to accelerate growth beyond the favorable industry metrics.

[4] IJIRMS Volume 1, Issue 12, January 2017. pp 1-5 R. Sureshkumar. The researcher added in conclusion: “The feedback of online buyers should be captured to identify flaws in service delivery. It is a challenge for e-marketers to convert low-frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance. The e-marketers should ensure the quality of products and services provided by them to customers.”

AIM OF THE STUDY: The aim is to understand the potential of Indian rural market for growing E-Commerce business and to find the gaps between rural customer’s expectation with E-Commerce outlets.

OBJECTIVE OF THE STUDY:

1. To understand the consumer behavior while purchasing products online, especially where consumers belongs to rural part of India.
2. To find the gap between rural customers and E-Commerce outlets.
3. To decode the customer expectation from E-Commerce platform.
4. To find the solution to e-commerce issues coming in rural areas.

METHODOLOGY:

The research paper is based on secondary data. The secondary data presented in the paper are collected from various government and non-government agencies. Information are collected from various authenticate websites.

DATA ANALYSIS AND INTERPRETATION:

1. Distribution of internet users in urban and rural areas across Indian in 2019 all age group.

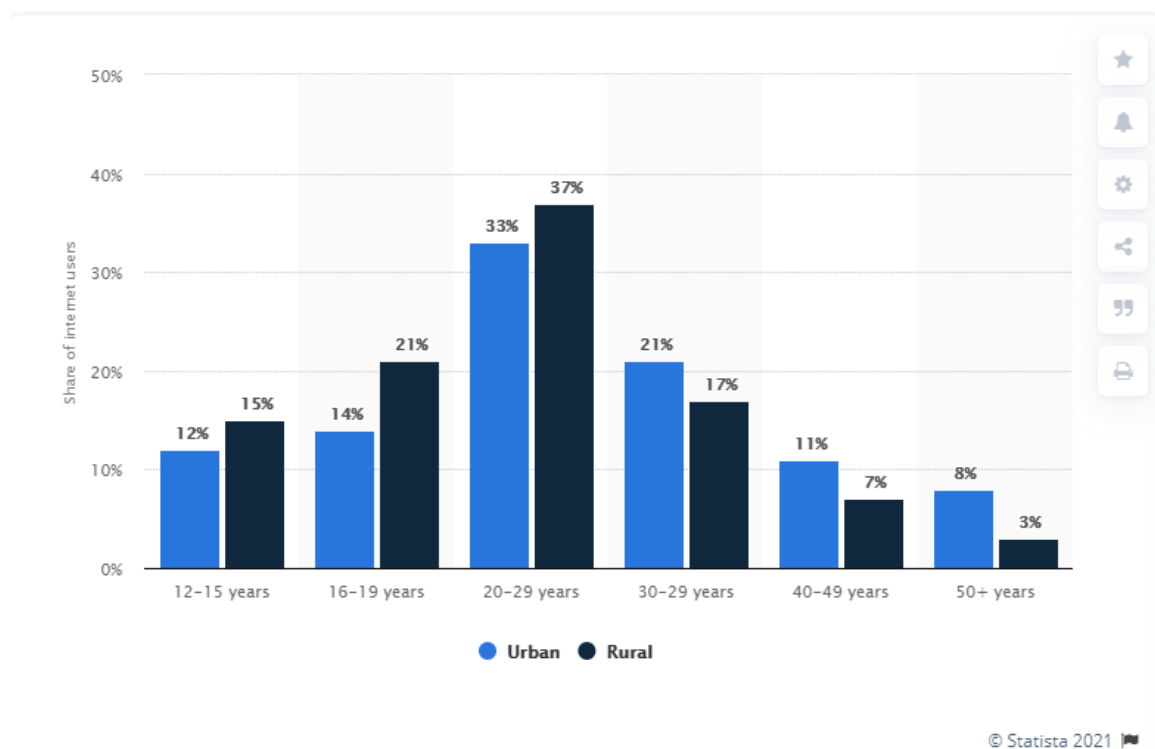


Image – 01 (statista.com)

The above histogram shows that rural consumers are higher than urban consumers below the group age of 30. Thus, internet users below the age of 30 are higher in rural areas. It shows a positive sign toward rural e-commerce growth in nearby future.

2. Internet Usage Picks up in Rural India

According to a study by the Boston Consulting Group titled ‘The rising connected consumers in rural India’ noted “Rural Indians use the internet mainly to access social network websites (around 70% of the internet users living in rural areas) Such as Facebook and for emailing.

The data shows the age group less than 30 years spend more time on social networking, Listening to music, Gaming/ media. Therefore, we can target these group (below 30 years) to involve in e-commerce growth because they are much familiar with internet usages.

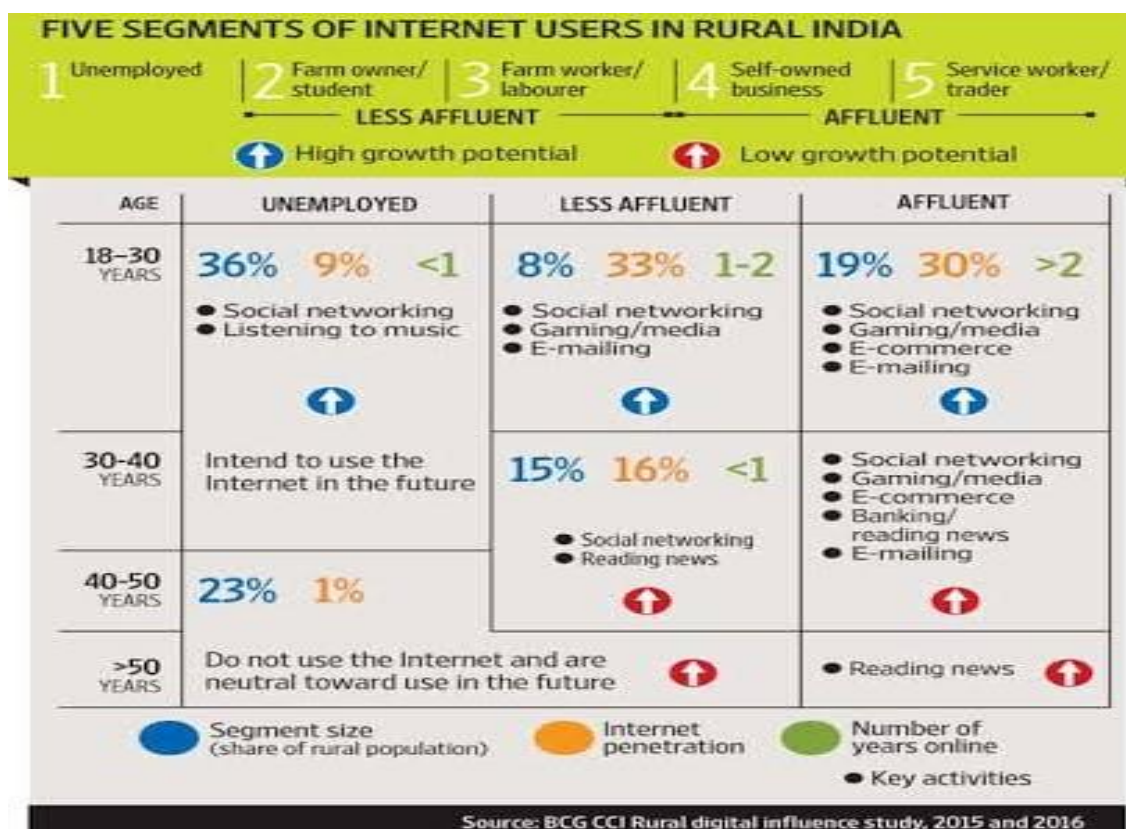


Image – 02 (BCG CGI Rural Digital Influence Study, 2015 & 2016)

3. Indian E-Commerce industry analysis (Report by IBEF)

- Growing Demand: E-Commerce companies reported sales worth US\$4.1 billion across platforms in the festive week of October 2020. 55% share was generated from Tier-II cities such as **Asansol, Ludhiana, Dhanbad and Rajkot**.
 - Attractive opportunities: Despite depressed consumer spending, economic slowdown and uncertainty created due to Covid-19, e-commerce players are expecting strong sales growth in 2021.
 - Increasing Investments: E-Commerce and consumer internet companies in India received more than US\$ 4.32 billion from private equity and venture capital players in 2019.
4. Highlights of e-commerce market in 2020 (Report by Razorpay)

Ordered Placed by Indian consumers during in the year 2020	
Month (2020)	Percentage (%)
February	6.42%
March	-2.40%
April	-10.63%
May	15.95%
Jun	8.07%
July	20.89%
August	1.69%

(Table 01)

Request for refund by Indian Consumers	
Month (2020)	Percentage (%)
February	12.46%
March	35.95%
April	-19.74%
May	-7.79%
June	40.17%
July	31.48%
August	9.22%
September	-8.81%

(Table 02)

- It was found from the data interpretation that in last week of March 2020 e-commerce sites saw a dip of 2.40% in orders placed. The highest dip in the entire year (Jan 2020-Dec 2020) was seen in the month of April by approximating 10%, whereas highest spike is observed in July 2020. (Reference Table 01)
- Due to lockdown, refund counts higher than the number of orders an e-commerce sites received in the month of April 2020 and May 2020. The month of April witnessed peak refund counts with a spike over 20%. (Reference Table 2)
- Order placed: The month post the lockdown (March 2020 and April 2021) saw a sharp decline of 69.85%.
- Preferred mode of payment: The data shows consumer preferred online shopping through E-Wallet (45.20% growth) and UPI (41.61% growth) rather than Bank Transfer.
- The number of online shoppers is low as compared with internet users in the rural region of India. (Report by dnaindia.com)

Purpose of internet Access in Urban India		Purpose of Internet Access in Rural India	
Area	Percentage (%)	Area	Percentage (%)
Online Communication	69%	Entertainment	39%
Social Networking	68%	Social Networking	34%
Entertainment	50%	Communication	31%
Online Shopping	34%	Online Ticketing	12%
Online Services	27%	Online Shopping	4%

The data shows that online shopping in rural India comparatively less as in urban India.

After the Pandemic, the rural market will become a new opportunity for the e-commerce players.

SIGNIFICANCE OF RESEARCH:

Since Independence rural part of India remains untouched from an economic point of view. All the development has occurred in hardly 6 to 7 states. Majority of cities lies in tier II and tier III category. After the evolution of E-Commerce in India, only tier-I cities got the financial boom & the remaining cities have left behind in a race due to internet issues and other factors.

After government and private initiative, we can see the influence of E-Commerce in a rural part of India. The Indian government is leaving no stone unturned in establishing the connection between all the villages and small towns through optical fiber by keeping its eyes on making India digital. Since 2014, the government of India has taken many initiatives, namely: Digital India, Start-up India, Make in India & Innovation fund. "Internet Saathi" is a joint initiative of Google India, Intel and Tata Trust. The program is to improve digital literacy among woman in a rural part of India. Reliance Jio and Udaan are also part of such initiative from private organization. After these steps, the internet penetration becomes more in rural India than before.

E-Commerce gets new horizon in rural India after the government called for Lockdown due to Covid-19. From the data analysis and interpretation, it is clear that rural India is already ready for the e-commerce revolution. First, we need to understand the challenges and obstacles that may affect their outreach in rural areas. The following points which may cause challenges for e-commerce in rural areas:

- Uncomfortable in online shopping

- b) Language barrier
- c) Access and transport infrastructure facilities
- d) Lack of awareness of brand and products
- e) Fear of poor products and services
- f) Touch and feel issue
- g) Methods of payments
- h) Personalization

The above points talk about customer expectations, behavior and problems they face while purchasing online in a rural part of India currently. These challenges are available across all rural areas. The traditional business method is affected due to lockdown in the country & the brick-mortar business method is becoming outdated. Therefore, this is a golden opportunity for all the entrepreneur to look after e-commerce majorly in rural areas. They have to overcome the challenges and hurdles that are present in rural parts.

SUGGESTION:

There are few ideas through which we can reduce the problems to a certain extent.

1. The local awareness program to be organized for their insecurity and issues they experienced during online purchasing.
2. There is a decentralized system in rural E-Commerce outlets. So, they try to centralized the entire SCM (Supply chain management) along with customer services.
3. The entrepreneur should also focus on the **Household sector, Handicrafts and Agricultural -based products** and need to join them on the e-commerce platform on a large scale. With this, they can increase the employability rate in rural areas.
4. For language barriers, the website and customer services (24 x 7) should be available in the local languages.
5. **Setting E-shops**, so before purchasing, customer can touch and feel the products. In this way, we can create faith in customers and can enhance customer loyalty.
6. Provide multiple payment methods (Including cash on delivery).
7. Keep local people only at the e-shops and for the product delivery. In this way, we can increase the employability rate.
8. Do not get too much ambitious at the beginning of the e-commerce set up in the rural region.
9. The products should available on the website as per local requirements and at a reasonable price.
10. The government and local administration should support such e-commerce startup in their administrative areas.

CONCLUSION:

It is the correct time to invest in e-commerce startup in rural areas. It not only opens opportunities for rural youth but also help in the economic growth of the nation. The government has initiated a lot of effort to develop e-commerce infrastructure in a rural region. One of the initiatives, the governments' digital Seva Portal 'Common Service Center Scheme (CSCs)'. The e-commerce portal should consider the local products, handicrafts and agriculturally based products. Local retailers and youth have to involve in this digital market platform for the complete growth of the nation.

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COMPARATIVE STUDY ON ZOMATO AND SWIGGY SERVICES IN THANE

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ABSTRACT

Marketing has forever been regarding connecting together with your audience within the right place and at the proper time, particularly during this era of mobile applications. The net food ordering market creates convenience and saves times by delivering food at customer's door step. The net food portal offers selection, engaging offers that attracts customers and conjointly increase their profit by providing services.

The survey was conducted for a purposeful analysis with seventy respondents. The paper embarks on the satisfaction level and also the influencing factors towards the food ordering portals with relevance Swiggy and Zomato and conjointly the preference of the scholars between these two apps.

The food delivery landscape has been undergoing vital amendment within the previous couple of years. Because the world becomes additional and additional interconnected, technology has began to be considered as a convenient and useful tool for communication. In fact, technology has among alternative things, provided the kind of social interaction that has, indeed, bridged the gap between customers and sellers. Food delivery technology permits shoppers to set up ahead or order on the go, adapting to the ever-changing habits. Convenience is that the factor to the consumers, on place order is as straight forward as few clicks on any mobile devices.

Key Words: Online food ordering portals, food delivery service, consumer perception, preferences, satisfaction.

INTRODUCTION

Service sector in India is dependent on the Hospitality industry as it has emerged as one of the core industry in India in 21st century. The wants and desires of the people has been taken care by hospitality industry over the time (Prajogo & Sohal, 2006). It is very numerous to find customer loyalty and customer satisfaction as prime aspects in the hospitality industry which indeed are dependent on the products and services supplied by the company meeting the expectations of the customers. According to Boston Consulting group in 2015 the food market in India was around 23 trillion Indian rupees and it is expected to reach 42 lakh crores by 2020. Technology is playing important role in revolutionizing the food service delivery experience. Dependence of technology has led customers to use online food delivery options to customize their meals with their preferences and get them arrive at their doorsteps with few clicks on mobile devices. Online food delivery services provide aids in terms of convenience, saving time and effort for the customer which is enough reasons to get used to these services. A raise in the food delivery services available to the customers and services offered have resulted in an increase in terms of customer expectations from these service services. The services are convenient enough to search for restaurants with preferred cuisines. Complete menu remains displayed on the app service and the customer can choose from the menu with a click of a button. These app services differ in terms of features offered and purchaser values systems. This research paper aims to study analyze the views of the customers using Zomato, Swiggy in Thane.

Zomato:-

It was started by Deepinder Goyal and Pankaj Chaddah in year 2008 from India. It is a restaurant search and finding service providing restaurant locations and menus to the customers along with images of the food dishes and reviews given by previous customers. At the start the services were started under the name Foodiebay and in November 2010 the name was changed to Zomato as the brand name of the company. Zomato has reached heights of achievement and is operational in 24 countries around the world.



Swiggy:- It was started by Nandan Reddy, Rahul Jaimini and Sriharsha Majety from Bangalore and founders of the food delivery company Swiggy. It was started in 2014 and is operated by Bundl Technologies Private Limited having a valuation of \$1.3 billion and its total Investment around is \$465.5 million.



REVIEW OF LITERATURE

Dr. Mitali Gupta (2019) declares in his research the impact of food delivering Apps on restaurants. The study outlines on the benefits as well as positive and negative effects of electronic food delivery and various online food delivering applications. The researcher has also focused on strategies of food delivering applications with special reference to Zomato and Swiggy. Jyotishman Das (2018) reveals in his study the various factors that influence the consumers to choose online food delivery services. He has analyzed about the most preferred online food delivery service portal by consumers. He has also shown the factors that hinder consumers to use online food delivery services. It is found that each food ordering apps have their own specializations, Zomato for better discounts and Swiggy for on time delivery.

Dr.Neha Parashar and Ms. Sakina Ghadiyali (2017) in their study on Consumer's attitude and perception towards Digital Food App services, has found the significant relationship between factors considered important while selecting a food delivery app. They have aimed in finding the most preferred option of payment by the respondents and have researched about the most popular app in the digital food delivery applications. Sometimes customers might feel unsecured while sharing their personal information such as their phone numbers, address. Also, they have analyzed the relationship between food delivery apps and the facilities provided by the same. According to Megha Gera (2018) in their study on "Operations research in food delivery" they have aimed to investigate how operations research can be used in the food industry. And have analyzed about how the research can help restaurants as well as the food delivery companies at the same time. They also have concluded stating that operations research can be used by the business to determine how they can decide between different foods delivery companies to minimize the cost and earn greater profit margins.

OBJECTIVES OF THE STUDY

- To understand the top online food ordering and delivering company i.e. Swiggy or Zomato
- To know the centennial opinion about Swiggy and Zomato.
- To find the best business who gives the highest level of satisfaction to the customer.
- To understand the factors influencing by public order food online.

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:

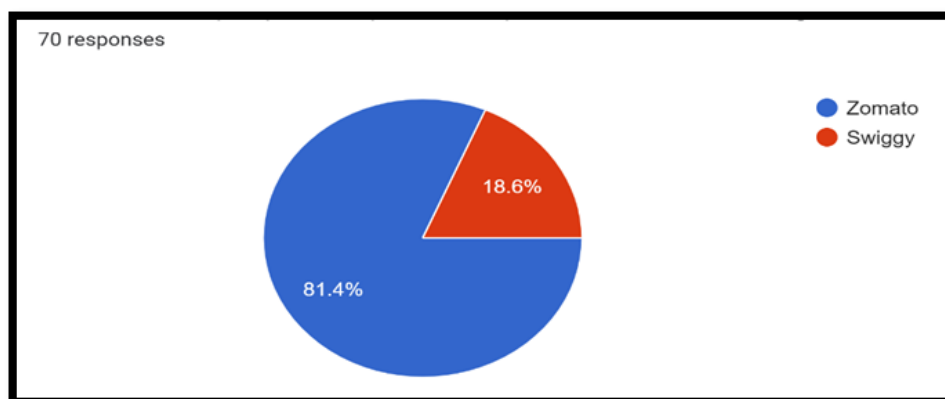
- Population – Population for the analysis was general public.
- Sample - Sample for the analysis included Employed people.
- Sample size- A sample size of seventy has been undertaken.

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 8 days all the responses were collected and therefore data was interpreted and conclusions drawn.

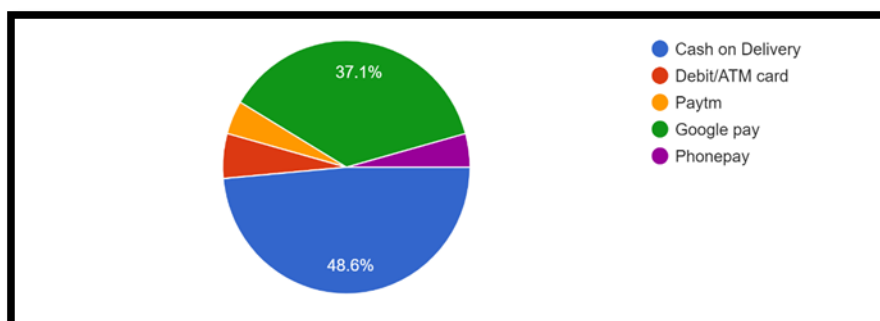
SCOPE OF THE STUDY

The consumer has specific requirements and expectations regarding their food. The study is conducted to know the perceptions of customers regarding electronic food ordering among the customers (students) of Thane city. We will learn about the consumer's preference whether they prefer Swiggy or Zomato and they will know the impact factors that consumers prefer to a particular app. Also we will get to know the satisfaction level of the customers in terms of price, quality etc. Therefore the findings will help the service providers to improve and to know about customer's preference and to fill up the gaps.

DATA ANALYSIS AND INTERPRETATION**1. Which company would you like to prefer for food ordering and delivery?**

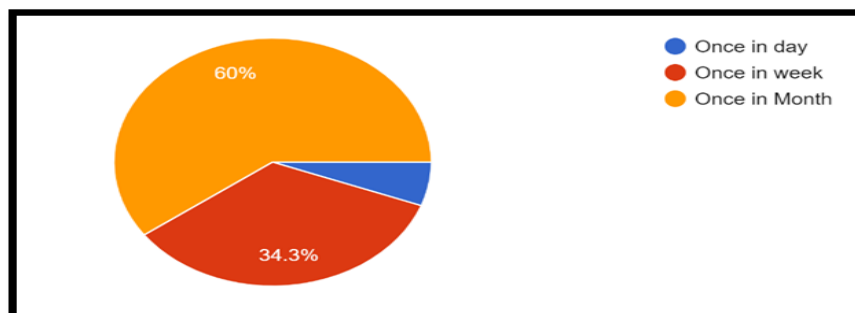
Source: Primary Data (1.1)

Interpretation: From the above study we can see that centennials more often use ZOMATO then SWIGGY.

2. Which payment modes you used to make the payment?

Source: Primary Data (1.2)

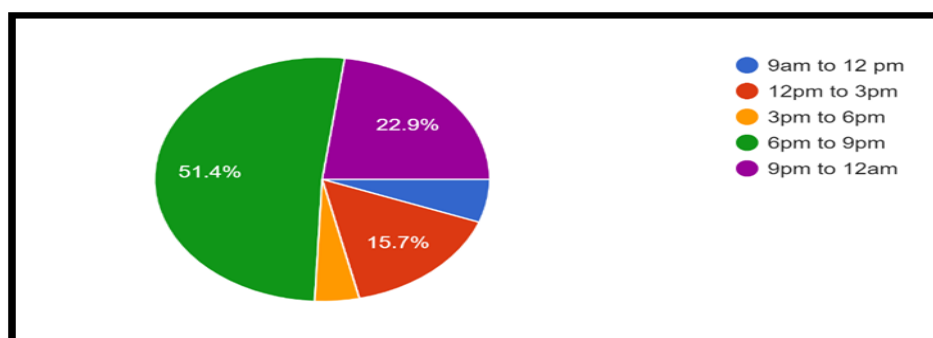
Interpretation:. As see the upper graph and table we get to know that Cash on delivery is more relevant as well as Google Pay are more used by centennials for payment in online services.

3. How frequently do you use the online ordering and delivery services?

Source: Primary Data (1.3)

Interpretation: It has been observed that most of the people order food once in a month.

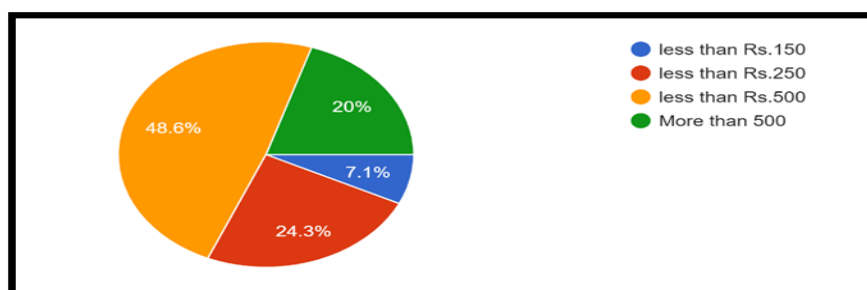
4. What is most preferred time placed your order?



Source: Primary Data (1.4)

Interpretation: It has been observed that most of the people preferred time to order food is **between 6pm to 9pm**.

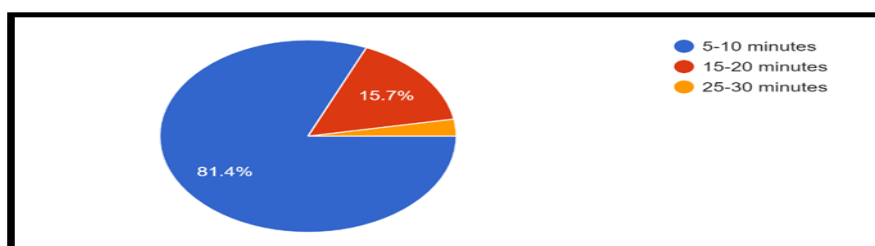
5. What is the approximate money you spend on ordering food each time?



Source: Primary Data (1.5)

Interpretation: It has been observed that most of the people spend less than Rs.500 on ordering food.

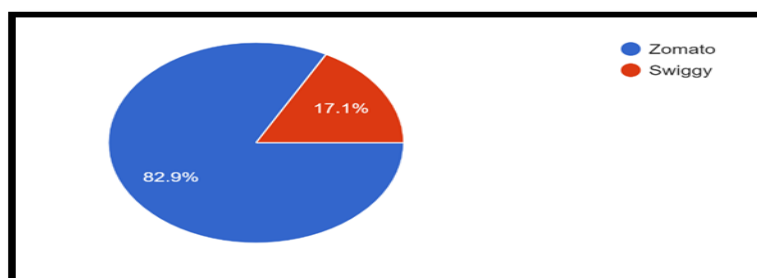
6. How long does it usually take to place an order successfully?



Source: Primary Data (1.6)

Interpretation: It has been concluded that it takes 5 to 10 min to place an order.

7. Which Company services good in packaging?



Source: Primary Data (1.7)

Interpretation: According to the survey it has been observed that Zomato packaging is better than that of Swiggy.

LIMITATION OF THE STUDY

- a. A small sample size of 70 respondents has been taken for the study.
- b. The study has been carried out in Thane, so the findings may vary accordingly, as the other parts of the state, country may have different culture and eating practices.
- c. Customer's perception may vary depending upon the situation.
- d. Respondent gave biased answer due to some lack of information about certain terms.

CONCLUSION

1. The consumer's perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services.
2. The perception of the consumer varies according to various similarities and difference based on their personal opinions. The study highlights the fact that millennials are mostly poised to use online food ordering services.
3. Online food delivery services have made the life of individuals much easier and convenient where in they can save on a lot of time and energy. With the rise of these services there is no need to call the restaurants for placing orders, there is no need to wait for a long time, through this you can order your choice of food from your choice of restaurant anytime, anyplace and from anywhere.

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THE DIRECTIONS TOWARDS GREEN MARKETING: AN ENQUIRY

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ABSTRACT:

Green marketing is a vital constituent of the holistic marketing concept today. It is applicable particularly to those businesses that are directly dependent on the physical environment. Green marketing plays an important role to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms. Many global players in diverse businesses are now successfully implementing green marketing practices. Various studies by environmentalists indicate that people are more concerned about the environment and are changing their behavioural pattern and living styles. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits. Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Thus, there is growing interest among the consumers all over the world regarding protection of environment in which they live; people do want to bequeath a clean earth to their offspring. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

The paper examines the need and significance of green marketing in the 21st century. This paper attempts to capture some of the initiatives in India, which may provide ideas for other companies in both developing and developed markets and to evaluate directions towards green marketing and to tackle social and environmental problem using innovative solutions.

Keywords: Environmental Issues, Green Marketing, Product, Process, System, Sustainable Development

I. INTRODUCTION

Green marketing is relatively new focus in business endeavors and came into prominence in the late 1980s and early 1990s (Ottman 1998) began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole. In order to meet the environmental standards, both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. As a result, green marketing has emerged which speaks for growing market for socially responsible products and services. World Commission on Environment and Development defined sustainable development as "Meeting the needs of the present without compromising the ability of future generations to meet their own need" (Brundtland Report, 1987). Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

In the opinion of Lionel Robinson, a renowned economist, all economic resources are scarce and are alternative use. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources effectively and efficiently without waste as well as to achieve the organization's objective. So, green marketing is inevitable.

II. REVIEW OF LITERATURE

Green marketing has been well recognized as broader concept by scientific community and defined in various ways all over the world.

Polansky (1995), in his research has defined green marketing as a marketer's attempt to develop strategies targeting the environmental consumers. The term has also been describes as an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Fuller (1999), refers that marketing of products that are less toxic than normal, are more durable, contain reusable materials or are made of recyclable materials

Ottman (1992), reports that green marketing is the holistic management process responsible for identifying and anticipating satisfying the needs of customers and society in a profitable and sustainable way.

Peattie & Crane (2005), A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, and consume a large amount of non-renewable energy.

Elkington (1994), there have been a number of different factors which are instrumental in promoting green consumers to purchase green products. Extensive research over the years identifies; increased level of information availability on environmental sustenance, green advertising by corporation, increased concern for environment, and increase in popularity of green products by social and environmental charities

Ottman (2008), For the purpose of establishing awareness towards green marketing, particularly on the aspect of products, previous research discovered that companies attempt to augment consumer awareness of the products and its environmental attributes in the hope of bringing about purchase behavior

Jain and Kaur (2004), found that Indian consumers surveyed report a high level of concern for the environment and engagement in environmental behaviour. They exhibit willingness to take environmentally friendly actions, seek environment-related information, and pursue activities that help to conserve the environment and prevent pollution (Jain and Kaur, 2004). Greening is thus viewed as a source of competitive advantage.

III. CONCEPTUAL FRAMEWORK

According to the American Marketing Association, "Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment" Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment."

IV. GREEN COMPANIES

Companies contributing to conservation of environment through biodiversity, producing environment friendly products, conservation of energy, water and natural resources, climate protection, maintenance of schools, roads, parks, providing assistance for upliftment of the rural sector and the underprivileged, and so on so forth.

The Common Characteristics of Green Companies are

- Use natural gas for boiler fuel.
- Recycle biodegradable waste.
- Minimum use of plastic material; use recyclable packaging materials.
- Use biomass and solar radiation as sources of renewable energy.
- Generate electricity from hydroelectric plants.
- Reduce toxic emissions, etc.

V. GREEN MARKETING: GLOBAL SCENARIO

According to Paul Stoneman, financial incentives are necessary if the market for green products is to improve and grow. According to Mintel's report, 66% of consumers in United States do not buy green products because of high cost, while 34% say there is lack of availability of green products in the market. This shows the huge potential for untapped market and customer demand and requirement for eco-friendly products which the companies can exploit for capturing the market share and thereby enhancing the profitability and sustainability of the organization in the global competitive scenario.

Most of Global Companies have taken up several initiatives that help to protect the environment including greenhouse gas reduction, renewable energy and noise reduction, recycling and using alternative fuels in its own transportation fleet for increasing their accountability towards the environment and the society as a whole.

VI. GREEN MARKETING: INDIAN SCENARIO

The subject of green marketing is vast, having important implications for business strategy and public policy. Clearly, green marketing is part and parcel of the overall corporate strategy (Menon and Menon, 1997). Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

The green marketing has evolved over a period of time. According to the American Marketing Association, the concept becoming sustainable and has gone from an afterthought to top priority for many companies. Businesses that are proven to be sustainable are the ones that people will respond to and not those that are simply promoting themselves as green. The importance of green business will directly impact the world and the environment, green business in India could quite literally alter the ecology in future. India's economic growth rate has been incredible, and will continue to be incredible for many years to come.

Some of the advantages of green marketing are:

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

VII. REASONS FOR GOING GREEN

Most of the companies are venturing into green marketing because of the following reasons:

Opportunity: In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana") and the energy-saving LG consumers durables are examples of green marketing.

Social-Responsibility: Many companies have started realizing that they must behave in an environment-friendly fashion. The HSBC became the world's first bank to go carbon-neutral. Coca-Cola and Walt Disney World in Florida, US, have an extensive waste management program and infrastructure in place.

Governmental-Pressure: The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products to protect consumers and the society at large. For example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

Competitive-Pressure: Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

Cost-Reduction: Reduction of harmful waste may lead to substantial cost savings. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

VIII. TOP TEN GREEN COMPANIES OF INDIA

There are numerous examples of firms who have strived to become more environmentally responsible serving to better satisfy their consumer needs. Moreover, their activities also help them to improve their revenues and profits in various ways.

1. **LG:** LG India has been a pioneer in making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.
2. **HCL:** HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating.
3. **Haier:** Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. They have semi automatic and automatic refrigerators and washing machines, split and window air

conditioners and a lot more.

4. **Samsung:** Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.
5. **Tata Consultancy Services:** TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
6. **Oil and Natural Gas Company:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.
7. **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.
8. **ITC:** ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.
9. **Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.
10. **MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco- friendly tubeless tyres made from unique silica- based rubber and also offers extra fuel efficiency to those who drive their vehicles.

IX. ISSUES OF GREEN MARKETING

According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The author opined the lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims. At the same time, consumers are mistrustful of company claims of green as they have become increasingly sophisticated and knowledgeable through information from the web.

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in research and development
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products
- Lack of credibility or trust by consumers and end-users
- Confusion regarding green or sustainable product claims
- Reputational risk from "misleading claims"
- Liability risk from "green washing" under FTC Green Guide
- Pick the products or services you promote on green grounds with care
- Be specific with word choices (focus on the specifics rather than the broad)
- Be specific about what part of your product or packaging is green
- Substantiate, substantiate, substantiate -- always back up your claims

Despite these challenges, green marketing has continued to gain adherents, particularly in the light of growing global concern about climate change. This concern has led more companies to advertise their commitment to

reduce their climate impacts and the effect which is having on their products and services. To win the trust, firms could have a compelling rationale to green their products, policies, processes etc.

X. STRATEGIES FOR GREEN MARKETING

Marketing literature on greening products, firms builds on both the societal and social marketing research. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause, or practice. (Kotler, 1994). Ken Peattie (1999) defined environmental marketing in terms of customer satisfaction in a sustainable fashion which refers as ‘the holistic management process responsible for identifying, anticipating, and satisfying the requirements of the consumers and society, in a profitable and sustainable way’. It implies that organizations (governments, businesses and nonprofit organisations) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumers and the society’s well being. Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards "greenness."

- Adopt new technology/ Process or modify existing technology/ Process so as to reduce environmental impact.
- Establish a management control system that will lead to adherence of stringent environmental safety norms.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.
- Using more environment-friendly raw materials at the production stage itself.
- The marketing strategies for green marketing include the following,
- Marketing Audit (including internal and external situation analysis)
- Develop a marketing plan outlining strategies with regard to 4 P's
- Implement marketing strategies
- Plan results evaluation

XI. DIRECTIONS FOR GREEN MARKETING

There is no one single strategy that will work for all companies, it all depends on the own individual objectives, target market, resources etc (Polonsky & Rosenberger, 2001). Various authors has proposed different models to develop strategy that includes the green marketing grid (Grant, 2007, p.10, 59) and the green marketing strategy matrix (Ginsberg & Bloom, 2004). Further, holistic and integrated approach is necessary to implement green marketing strategies in all areas of the marketing mix was emphasized by Polonsky & Rosenberger (2001). Studies have showed that green marketing as ‘a creating opportunity to innovate in ways that make a difference and at the same time achieve business success’ (Grant, 2007 p.10).

In order to be optimizing the economic return on their investment, companies must develop their strategies that transform environmental investment into sources of competitive advantage (Orsato, 2006). Given that there is urgent need for development of marketing strategies that can earn sustainable advantage in terms of profit to the firms and minimal impact on the environment.

Gary Hirshberg, chairman and president of Stonyfield Farm, said “Joel Makower provides a roadmap--a clear and compelling vision of what's possible when companies harness environmental thinking to create value for their shareholders, employees, customers, and communities.” As pointed out by other scholars, incorporating environmental concerns into mainstream strategy may not be possible if decisions are based solely on economic criteria (Vardarajan, 1992; Drumwright, 1994). Thus, managers need to adopt an entrepreneurial approach that relies on non economic criteria as well as highlighting stakeholder and institutional pressures.

Following are the directions for developing sustainable green marketing environment

- To provide incentives to manufacturers and importers to reduce adverse environmental impact of products.
- To reward genuine initiatives by companies to reduce adverse environmental impact of products.
- To assist consumers to become environmentally responsible in their daily lives by providing them information to take account of environmental factors in their daily lives.

- To encourage citizens to purchase products, which have less an impact on environment
- Ultimately, to improve the quality of the environment and to encourage the sustainable management of resources.

Marketers have the responsibility to make the consumers understand the need for and benefits of green products to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

XII. CONCLUSION

Green marketing in India is still in its infancy and a lot of research is to be done on green marketing to explore its full potential. Marketers need to understand the implications of green marketing. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. Green marketing methods produce highly effective results. Lead to cut costs, raise response rates and increase growth. Businesses are entering the green marketplace at breakneck speed to keep pace with customer and societal demands to reduce their environmental impacts. But greening one's business is no small feat. While clear opportunities abound in this new economy, business leaders pursuing a green strategy are finding few roadmaps and established rules and plenty of hidden twists and turns. For the organizations of the future, considerations about the long-term environmental impact of their actions will have to become an integral part of their business philosophy. It said rightly by Fred Krupp, president of the Environmental Defense Fund and author of *Earth: The Sequel*, *The Race to Reinvent Energy* and *Stop Global Warming* "The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. While the shift to "green" may appear to be expensive in the short term; it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

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A STUDY ON CONSUMERS' PERCEPTION AND PREFERENCE TOWARDS LIFE INSURANCE

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ABSTRACT:

Insurance companies play an important role in the welfare of human well-being by providing protection to millions of people against life risks such as uncertain death or accident. Life insurance is a financial tool that can help individuals to accomplish a variety of financial goals. The most common use of life insurance is to provide for dependent family members in case of premature death. Even life insurance is the fastest growing service sector in India after privatization and increase in FDI. The current study examines the various factors that affect the consumer perception towards life insurance policy. This study used a self-constructed questionnaire with 62 respondents from the Mumbai area to better understand consumer perceptions about life insurance.

Keywords: Consumer Perception, Life Insurance Policies

INTRODUCTION:

Human life is a most precious asset and life insurance is one of the ways to cover an individual and his family financially in the event of a tragedy. Individuals may benefit from life insurance in terms of safety and protection, as well as increased savings. Insurance Companies play a critical role in human well-being by protecting millions of people from life threats such as unpredictability of death or accidents. Our country's insurance sector is about to enter a new period of rapid growth. With new players joining the insurance market, a more competitive climate is emerging. Risk management can be used in a variety of situations. It is applicable not only to the insurance industry, but also to a wide range of other businesses and financial institutions. To understand risk, measure it and weigh its consequences are an integral part of management.

NEED FOR LIFE INSURANCE:

- a. In order to meet Family's Financial Requirements: If you are the only earning member of your family, the family's income will end when you pass away. If something goes wrong, the family's quality of living will suffer, and they may not be able to fulfil even basic needs like education.
- b. For Loans and Expenses Repayment: You could have taken out a loan or borrowed money from a friend to start your business. You may also have a number of other family obligations. In both of these scenarios, it will be your spouse or children who will be responsible for repaying the loan when you are away.
- c. Diverse Investment Options: Your life insurance policy can also be used as an investment vehicle. You can park your excess funds in a variety of insurance plans and collect a return either in a lump sum or at frequent periods of time. Retirement plans, child insurance plans, entire life insurance plans, term life insurance plans, and other types of life insurance policies are all good options.
- d. Illnesses and Accidents:

Life insurance plans are often a safe way to cover yourself from the financial strains that can arise as a result of a serious illness or injury. It allows you to receive care from the best hospitals without having to worry about the cost. Almost all insurance plans should be bought while you are healthy and young.

- e. For Tax Benefits: Life insurance premiums are also a great way to save money on taxes. Many insurance schemes in India, including life insurance schemes, provide tax deductions on premium payments under Section 80C of the Income Tax Act.
- f. Draw Loans Against Insurance: In addition to repaying your debts and expenses with the proceeds from your life insurance policy, you will borrow against it. It may be used as collateral in a bank or other financial institution when taking out a loan.

REVIEW OF LITERATURE:

Kunreuther (1979) "The frequency at which a loss is expected to occur, not the extent of a possible loss, motivates people to purchase insurance willingly".

Kahneman & Tversky, (1979) reported a risk-averse person should avoid almost all forms of risk. However, empirical research shows that most people are risk averse when it comes to benefits and risk seeking when it comes to losses.

Selvakumar & Priyan (2010) “According to a comparison analysis of public and private life insurance firms in India, insurance companies are gradually reaching out to semi-urban and rural areas to spread the message of life insurance security. Customers who have a higher level of safety are more aware of the need for risk reduction, increased security, and concern for the future of their dependents. The insurance industry has been developing and strengthening its risk management and underwriting capabilities.

Jayakar (2003) The new private life insurers are gaining market share from LIC, which was the only business before the insurance sector was liberalized, thanks to innovation, distribution, and better use of technology. With the privatization of the insurance industry, as well as the entry and fierce competition from the private sector, the private sector has gained an ever-increasing advantage over the public sector.

NEED FOR THE STUDY:

The insurance industry is one of the fastest growing in the world, and life insurers have a lot of room for expansion. Because of a lack of insurance knowledge, inadequate marketing campaigns, poor availability, and low investment in life insurance products, the Indian life insurance industry has achieved just a small amount as compared to developed foreign countries.

Our country's massive and ever-increasing population provides an appealing opportunity, but nearly 70% of Indians remain uninsured. This study focuses on the consumer's perception about life insurance.

OBJECTIVES OF THE STUDY:

1. To understand the customers' awareness about the life insurance policy.
2. To study the reasons behind buying life insurance policy.

RESEARCH METHODOLOGY:

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	62

ANALYSIS AND INTERPRETATION OF DATA:

Table 1: Demographic Profile of the Respondents

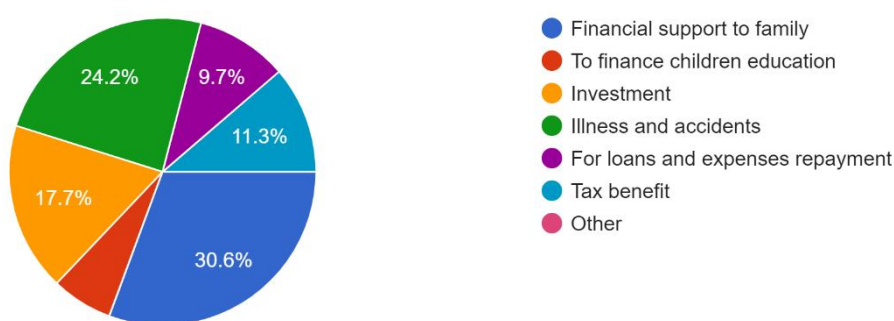
-Gender	No. of respondents	Percentage
Male	44	71.00
Female	18	29.00
Total	62	100
Age (in years)	No. of respondents	Percentage
21 – 30	12	19.40
31 - 40	22	35.50
41 – 50	18	29.00
Above 50	10	16.10
Total	62	100
Occupation	No. of respondents	Percentage
Government Service	00	00
Private Service	42	67.74
Business	18	29.03
Other	02	3.23
Total	62	100
Monthly income	No. of respondents	Percentage
Less than Rs. 30,000	10	16.13
Rs.30,001 to Rs.40,000	18	29.03
Rs.40,001 to Rs.50,000	26	41.94

Above Rs.50,000	08	12.90
Total	62	100

- Out of 62 respondents, 71% are male and 29% are female.
- Out of 62 respondents of 19.40 % were between the ages of 21-30, 35.50% were between the ages of 31-40, 29% were between the ages of 41-50 and 16.10% of respondents above 50.
- Representation of private service, business and other respondents is 67.74%, 29.03%, and 3.23% respectively.
- Out of 62 respondents, 54.84% respondents are having monthly income of Rs.40,000 and above.

Chart No-01: Reasons behind buying Life Insurance Policy

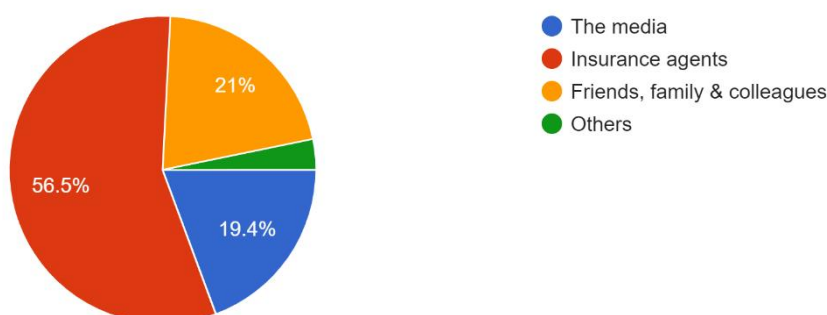
Reasons behind buying Life Insurance Policy
62 responses



From the above chart, it is clear that 30.6% of respondents buy life insurance policies to provide financial support to the family members in case of premature death. 24.2% respondents purchase life insurance policies to safeguard their life from illness and accidents. 17.7% respondents buy life insurance policy as an investment avenue.

Chart No-02: Sources of Awareness

Sources of Awareness (who influenced you to get an insurance policy)
62 responses

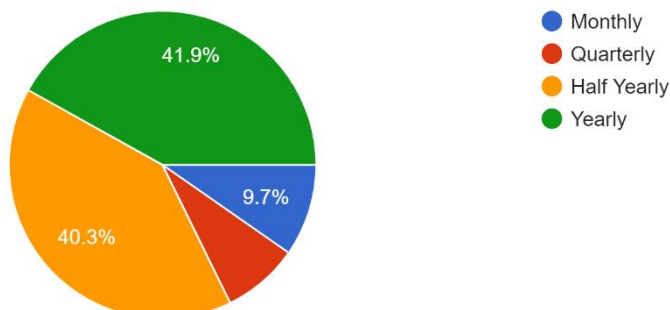


From the above chart, it is clear that overwhelming respondents are influenced by Insurance Agents to buy life insurance policies. 21% of respondents are influenced by their friends, family and colleagues.

Chart No-03: Regularity in paying life insurance premium

How regularly you pay your premiums

62 responses

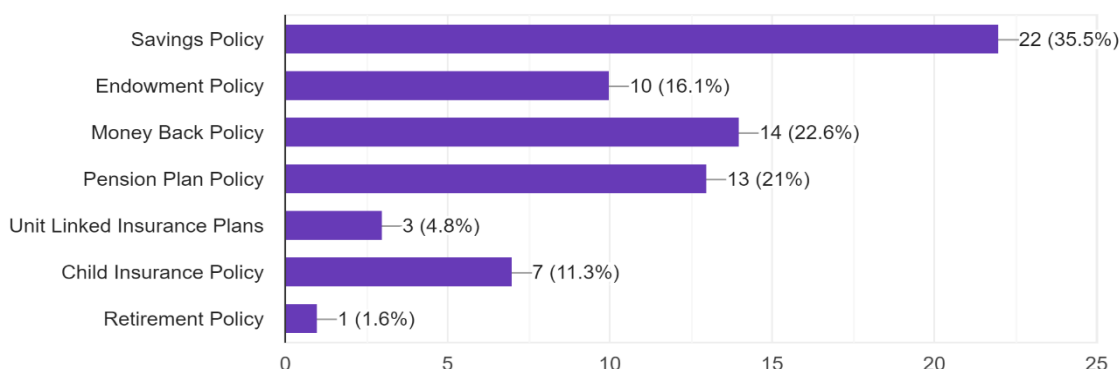


Above chart depicts that around 80% of the respondents are paying half yearly or yearly premiums.

Chart No-04: Kind of insurance policies preferred by the respondents

What kind of insurance policies do you have?

62 responses



From the above chart it is clear that Savings Policy is preferred by 35.5% respondents.

RECOMMENDATIONS

- Insurance companies must develop new advertising strategies to sell insurance in the Mumbai region.
- Other effective media, such as television and magazines, must be used to raise awareness.
- Successful awareness campaigns should be used to dispel public misconceptions about insurance marketing.

CONCLUSIONS:

The insurance industry has enormous potential, not only because incomes and assets are rising, but also because the system's volatility is rising. In certain ways, we are living in a more dangerous world. Technology is evolving and being replaced at a rapid pace. Insurance can play an important role in reducing the risk burden that individuals and companies must bear in this more unpredictable environment. While insurance is not a panacea for all issues, the variety of policy forms, features, and riders available allow for flexibility in dealing with a wide range of circumstances. Every person has their own set of goals and objectives, and by accurately measuring these needs and determining which policy best fits them, one can assist in ensuring that those needs are met. Financial planner or insurance specialist should be able to help those thinking about buying life insurance figure out how much coverage they need and what kind of policy they want based on their family's needs.

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A CRITICAL STUDY TO FIND THE DRIVERS OF BRAND SWITCHING BEHAVIOR AMONG CONSUMERS IN TELECOMMUNICATION SERVICES

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ABSTRACT

India has a huge number of telecommunication users compared to other nations. The telecom industry is facing severe competition which has led to just three major players in this sector. This turbulent competition began after JIO started offering free services which compelled the others to either shut their services or merge. In this paper, the researcher has tried to find the major factors that caused switching from a previous provider to a new provider in this Industry. The paper intends to study the factors responsible for brand switching behavior. This study will help understand the drivers of brand switching in this sector

Keywords: brand switching, price, network, promotion

INTRODUCTION

Telecommunication services is an integral part of our daily lives. Whether work or entertainment, data and network plays a very important role in lives of people. The era has come where a mobile handset is almost owned by everybody and for most people it's impossible to survive without network and connection of mobile services from the young kids to the older generation. This is one sector where switching is not as easy as switching a shampoo or an FMCG product. However still people switch for better facilities and one such big wave of switching happened after JIO entered the market with free services in India.

This caused major prominent long time players to merge or shut as they couldn't face the intense competition from the new entrant that came with a very low price strategy and captured almost the entire market.

Brand switching is basically when the consumers switch from one product to the other or one provider to the other in case of services. Apart from switching it's also important to retain consumers as it is rightly said that one consumer retained is one consumer gained. It's important to make consumers loyal to a brand which is possible only if the services given delight the consumers and give them way beyond what they expect.

HENCE THE OBJECTIVES FOR THE STUDY ARE –

1. To find the factors that have driven the consumer to switch their telecommunication brand.
2. To find is there is any relation between gender of a consumer and his reason to switch.

SCOPE OF THE STUDY

1. This study intends to understand the reasons why a consumer has switched his telecommunication brand.
2. It also tries to find if there is any relation between gender and the reason for switching.
3. The study is conducted in Mumbai Region
4. The study can be of use to telecom industries to devise strategies to retain consumers or poach consumers from the competitors.

LIMITATIONS OF THE STUDY

1. The study is restricted to Mumbai Region.
2. The findings are based on the sample under study
3. The study is limited to the behavior post entry of Reliance JIO

LITERATURE REVIEW

David Mazursky & Hebrew University Priscilla LaBarbera New York University, 1987 "When consumers switch brands" indicated a considerable difference among experienced consumers' cognitive processes with respect to whether switching behavior is attributed to extrinsic motives (price, discount, coupon). It also speaks about intrinsic incentives which is a desire to try a new brand. In case of extrinsic incentives, the consumers are excited to switch even though they have higher level of satisfaction with the earlier brand, as compared to switching caused by intrinsic motives.

Kamat, Dinesh 2013 “” critical evaluation of customer satisfaction Pune” observed The reason for choosing a service provider differs across the demographic segment. The results from this study clearly explained some interesting and important consumer behavior and attitude of respondents. It was seen that majority of respondents preferred their current service provider because of high-quality ‘network coverage’. The analysis supported the claim of different aspects influences in selecting service provider. This research showed that consumers always prefer a service provider having good network coverage, economical and quality of service followed by value- added services.

Ching-chow Yang (2003) “Establishment and applications of integrated model of service quality measurement ,stated that customer satisfaction measurement in this study explains the strength and the area of improvement in the quality of product. Continuous improvement is one of the key secrets for a firm to practice to ensure best quality for its products. Through the constant improvement in performance, the enterprise can enhance customer satisfaction and upraise profits.

M. Satish, K.J Naveen, V. Jeevananthan, (2011), A Study on Consumer Switching Behavior in Cellular Service Provider: A Study with reference to Chennai recognized the factors that influence the consumers to switch the service providers. It is stated that is a relation between switching the service provider and the factors like customer service, frequent network trouble, soaring high call rates of the providers.

RESEARCH METHODOLOGY

The sampling technique used in this research is convenience sampling. There were 300 responses taken out of which the study was conducted only on those who switched their providers.162 respondents said that they had switched the provider.

The Data analysis done was of **descriptive and inferential type**. The researcher constructed the entire tool for the study which questions on what drove the consumer to switch his provider for which exploratory factor analysis was applied on the data of 162 responses to extract the major drivers that caused switching tendency.

DESCRIPTIVE ANALYSIS

The description of the sample is as follows –

Table 1- Scheme of Telecom Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BOTH PREPAID AND POSTPAID IN TWO DIFFERENT NUMBERS	1	.6	.6	.6
	Post Paid	36	22.2	22.2	22.8
	Prepaid	124	76.5	76.5	99.4
	WIFI CALLING	1	.6	.6	100.0
	Total	162	100.0	100.0	

Table -2 Switching pattern

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than Thrice	9	5.6	5.6	5.6
	Once	99	61.1	61.1	66.7
	Thrice	10	6.2	6.2	72.8
	Twice	44	27.2	27.2	100.0
	Total	162	100.0	100.0	

Table -3 Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government employee	7	4.3	4.3	4.3
	housewife	10	6.2	6.2	10.5
	Private employee	43	26.5	26.5	37.0
	Retired	1	.6	.6	37.7
	Self employed	22	13.6	13.6	51.2
	student	79	48.8	48.8	100.0
	Total	162	100.0	100.0	

Table 4- Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	40	24.7	24.7	24.7
	Unmarried	122	75.3	75.3	100.0
	Total	162	100.0	100.0	

Table 5-Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	95	58.6	58.6	58.6
	2.0	67	41.4	41.4	100.0
	Total	162	100.0	100.0	

INFERENTIAL ANALYSIS

Factor analysis was applied on all the variables that were likely to have caused switching of the provider with the intention to extract the major factors that caused switching.

H1- The correlation matrix is identity matrix

H0- The correlation matrix is not identity matrix

Table 6**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.857
Approx. Chi-Square	872.674
Bartlett's Test of Sphericity	df
	78
	Sig.
	.000

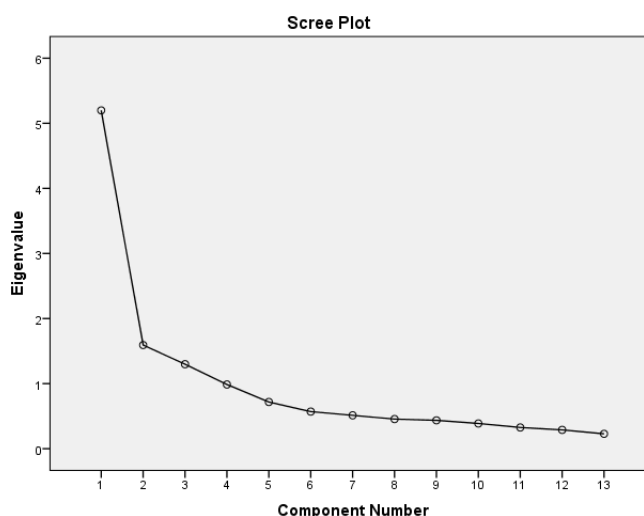
The KMO Barlett's indicates that the sample size is adequate and the model is fit

Mean values of all the variables

Table 7**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
price	4.123	1.0140	162
free data	4.123	1.1077	162
problem of calldrop	3.957	1.0476	162
faster internet speed	4.617	.8124	162
better offers	4.191	1.0663	162
value added services	3.685	1.2334	162
better customer support	3.975	1.1526	162
better callconnection	4.389	.9859	162
more roaming service	3.981	1.1873	162
peer pressure	3.031	1.3441	162
brand image	3.519	1.2719	162
previous provider shut	2.698	1.5883	162
network	4.259	1.3493	162

Fig.1



The above scree Plot indicates three factors extracted where the Eigen values are >1

Extraction Method: Principal Component Analysis.

Table 8

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.198	39.987	39.987	5.198	39.987	39.987	3.461	26.626	26.626
2	1.593	12.253	52.240	1.593	12.253	52.240	2.471	19.009	45.636
3	1.298	9.984	62.224	1.298	9.984	62.224	2.156	16.588	62.224
4	.987	7.589	69.813						
5	.718	5.524	75.337						
6	.570	4.387	79.724						
7	.513	3.944	83.668						
8	.455	3.501	87.169						
9	.436	3.357	90.526						
10	.388	2.982	93.508						
11	.326	2.508	96.016						
12	.289	2.223	98.239						
13	.229	1.761	100.000						

Extraction Method: Principal Component Analysis.

All the factors explain up to 62 % of the variance and as you can see in the table 3 factors were extracted which had Eigen Value more than 1.

Table 9

Component Matrix^a

	Component		
	1	2	3
value added services	.774		
more roaming service	.774	-.315	
better customer support	.762		
brand image	.728		-.391
better offers	.689		.305
faster internet speed	.671		

free data	.646	.426	.303
better callconnection	.616	-.610	
peer pressure	.590	.443	-.386
problem of calldrop	.572	-.407	
price	.546	.541	.392
previous provider shut network	.436		-.582
			.463

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Table 10

Rotated Component Matrix^a

	Component		
	1	2	3
better callconnection	.865		
more roaming service	.770		
better customer support	.717		.308
problem of calldrop	.699		
faster internet speed	.692	.360	
value added services	.540	.405	.381
price		.848	
free data		.777	
better offers	.342	.697	
network		.343	-.318
previous provider shut			.764
peer pressure		.344	.752
brand image	.413		.692

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

THREE FACTORS WERE EXTRACTED WHICH WERE AS FOLLOWS –

1. Quality of Service

2. Value for Money

3. Brand Image and word of mouth

H2- There is a significant difference between gender of a consumer and switching due to factor X

where X is

a.1. (Price),a.2.(faster internet)a.3. (speed) a.4.(better offer)a.5.(value added service) a.6.(better customer support) a.7(better call connection) a.8(peer pressure), a.9.(more roaming service) a.10 problem of call drop, a.11.(free data)a.12. (network)

H0- There is no significant difference between gender of a consumer and switching due to factor X

where X is

a.1. (Price),a.2.(faster internet)a.3. (speed) a.4.(better offer)a.5.(value added service) a.6.(better customer support) a.7(better call connection) a.8(peer pressure), a.9.(more roaming service) a.10 problem of call drop, a.11.(free data)a.12. (network)

Table11

Independent Samples Test		
	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
price	Equal variances assumed	1.048	.308	.043	160	.966	.0069	.1623	-.3136	.3274
	Equal variances not assumed			.041	127.812	.967	.0069	.1667	-.3229	.3368
faster internet speed	Equal variances assumed	3.211	.075	-1.109	160	.269	-.1436	.1295	-.3994	.1122
	Equal variances not assumed			-1.122	148.002	.264	-.1436	.1280	-.3965	.1093
better offers	Equal variances assumed	.916	.340	-1.075	160	.284	-.1827	.1700	-.5185	.1531
	Equal variances not assumed			-1.099	152.268	.274	-.1827	.1663	-.5113	.1459
value added services	Equal variances assumed	5.292	.023	-1.703	160	.090	-.3332	.1956	-.7196	.0531
	Equal variances not assumed			-1.752	154.385	.082	-.3332	.1902	-.7090	.0426
better customer support	Equal variances assumed	8.379	.004	-1.480	160	.141	-.2712	.1832	-.6330	.0907
	Equal variances not assumed			-1.531	156.254	.128	-.2712	.1771	-.6210	.0787
better callconnection	Equal variances assumed	4.619	.033	-2.117	160	.036	-.3295	.1556	-.6368	-.0221
	Equal variances not assumed			-2.193	156.684	.030	-.3295	.1502	-.6261	-.0328
peer pressure	Equal variances assumed	2.226	.138	.957	160	.340	.2053	.2145	-.2182	.6289
	Equal variances not assumed			.974	150.401	.331	.2053	.2108	-.2111	.6218
more roaming service	Equal variances assumed	5.843	.017	-2.776	160	.006	-.5152	.1856	-.8817	-.1486
	Equal variances not assumed			-2.892	158.025	.004	-.5152	.1781	-.8670	-.1633
brand image	Equal variances assumed	.137	.712	.218	160	.828	.0443	.2035	-.3576	.4462

	Equal variances not assumed			.216	137.023	.830	.0443	.2056	-.3622	.4508
problem of calldrop	Equal variances assumed	.093	.761	.320	160	.750	.0536	.1676	-.2774	.3846
	Equal variances not assumed			.317	138.290	.752	.0536	.1689	-.2804	.3875
free data	Equal variances assumed	.493	.483	.039	160	.969	.0069	.1773	-.3432	.3570
	Equal variances not assumed			.039	144.459	.969	.0069	.1765	-.3419	.3557
network	Equal variances assumed	8.039	.005	-1.379	160	.170	-.2960	.2147	-.7199	.1279
	Equal variances not assumed			-1.443	158.879	.151	-.2960	.2051	-.7011	.1091

Table 12

Group Statistics					
	@2Gender	N	Mean	Std. Deviation	Std. Error Mean
price	1	95	4.126	.9480	.0973
	2	67	4.119	1.1081	.1354
faster internet speed	1	95	4.558	.8343	.0856
	2	67	4.701	.7788	.0951
better offers	1	95	4.116	1.1191	.1148
	2	67	4.299	.9850	.1203
value added services	1	95	3.547	1.3028	.1337
	2	67	3.881	1.1081	.1354
better customer support	1	95	3.863	1.2344	.1266
	2	67	4.134	1.0135	.1238
better callconnection	1	95	4.253	1.0515	.1079
	2	67	4.582	.8555	.1045
peer pressure	1	95	3.116	1.3980	.1434
	2	67	2.910	1.2641	.1544
more roaming service	1	95	3.768	1.2670	.1300
	2	67	4.284	.9971	.1218
brand image	1	95	3.537	1.2447	.1277
	2	67	3.493	1.3186	.1611
problem of calldrop	1	95	3.979	1.0312	.1058
	2	67	3.925	1.0775	.1316
free data	1	95	4.126	1.1227	.1152
	2	67	4.119	1.0944	.1337
network	1	95	4.137	1.4776	.1516
	2	67	4.433	1.1312	.1382

The above test results state alternate hypothesis is accepted for value added services, better call connection, better customer support and more roaming services and network as the P value is ≤ 0.05 where it's seen with this sample that females have switched due to the above factors compared to male.

FINDINGS AND MANAGERIAL IMPLICATIONS –

One customer retained is one customer gained. In this era of competition where consumer enjoys ultimate benefit out of the competition, it's important to implement adequate strategies to avoid brand switching and

retain the consumer and ultimately make the consumer loyal to the brand. On this study the Exploratory factor analysis gave results stating that three factors are most important which drove the consumers to change their provider –Value for money, Brand image and word of mouth, Quality of service. The providers must ensure that they delight the consumers with their service on aspects like calling, service, customer care which will in turn develop a good brand image that will cause a favorable word of mouth promoting the brand and inducing the customers to switch. Also as in the telecommunication sector switching is not as easy as switching an FMCG product extreme value for money strategies can induce the customers to switch as customers are constantly looking out for value. Hence whether a telecommunication provider wants to retain consumers or is looking at poaching consumers of the competitor it's important to give value for money, amazing services and create a distinct and positive brand image by either providing free services or positioning very well in the minds of consumers.

Also the retention strategies should be more female centric as it's clearly seen that females have switched more due to service parameters. Hence the companies can look at strategies to retain female consumers by special offers during specific days like mother's day, woman's day related to female such that they could build brand loyalty among the female consumers.

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ANALYTICAL STUDY ON NEED OF HUMAN RESOURCE ACCOUNTING (HRA) IN AN ORGANIZATION

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ABSTRACT

The Human Resource (HR) is one of the most ignored in Financial Statement disclosures of corporate entities in India. However, it is worthwhile to mention here that success of every organization largely depends on the effective and significant utilisation of men, machinery, materials and money. Buildings, plants, computers and other physical and financial resources are useless without human efforts taken by them. The results of the application of physical and financial resources are reported in financial statements under conventional accounting practices. Nevertheless, it is widely accepted that HR is the most important asset of the company. Yet human resources are neither valued annually nor incorporated in the financial statements of the companies. It is against this background that the present study was undertaken to make an assessment of Human Resource Accounting (HRA) practices in Indian companies.

The main findings of the study, as emerging from the foregoing analysis of HRA practices in Indian companies, clearly indicate that HRA has not been introduced so far as a system in India. The Indian Companies Act, 1956 does not require furnishing of any significant information about human resources in financial statements of companies. Finally, it is suggested that managements in general, and accountants in particular, should pay adequate attention towards the strengthening of the HR reporting system with a view to catering to the information requirement of a cross-section of the society in the light of fast changing socio-economic and legal environment.

CH.1 : INTRODUCTION

Human Resource Accounting is so important account for any organization like private or public companies, schools- colleges, Ministries etc. From a long time ago above concern need a skilled, educated, and knowledgeable and till time given employees who can give their most of important time to the concern like more than 8 hours. Human resource expenses either treat as Human Assets or Revenue expenditure in all organisation. We are all known very well that employee's aims to earn money are come from market which is not constant. So it is necessary to value cost on Human resource in term of financial character. If we practices of Human Resource Accounting if treat as Financial statement includes profits & Losses from HRA and Financial Position of Human Assets and Human Capital. This is a major point to studies in this topic in India because India is a second largest populated country in the world. Without studies in this field we can't find actual profit and loss and financial position of an organisation.

Every organisation needs skilled, labourious, educated and knowledgeable human for their concern to working very smoothly and smartly. Human treat some time as intangible real assets , live stock and human capital for different kind of organisation such as manufacturing organisation, mercantile organisation, transporting business, country operation (i.e. president, P.M., C.M., MPs etc.), school and colleges.

An unskilled human has cause for an unsuccessful organisation while a skilled human has cause for successful organisation. Human are human resource for all concern i.e. Doctors for Hospital, Teachers and professors for school and colleges, Engineers for different types of MNCs. Labour for manufacturing companies.

It has been ever seen that Human's effort are less value in all concern and the organisation do not show actual expenditure and revenue earned and expend on/from Human Resources in financial statement. Human resource are treat as assets or some time treat as revenue expenditure but some cost on human resource treat as deferred expenses which can reduce from profit and loss in following years of the life companies and other organisation.

Five benefits of HRA

1. Cost of developing human resources
2. Proper investment
3. Planning and executing personal policies
4. Improving employee efficiency
5. Calculate Return on Investment (ROI)

Viewpoints about HRA

- 1) Companies that disclose more HR information, transaction their shares will be done more easily.
- 2) If the corporations disclose higher HR information in annual reports, the optimal investment decisions will increase by users' groups.
- 3) HRA information reporting will be good marketing to recruit good people.
- 4) HRA information reporting will help investors for performance measurement of managers and entire business unit.
- 5) If companies disclose HRA information properly, the employees will be sure are supported by the company.
- 6) Although the organizations can indicate the employees as asset in balance sheet, they are not owners of the persons.
- 7) Evaluation of human resources leads to behavioral reaction as asset which marks efficiency of the organizations problematic.
- 8) Real status of human resources is evaluated better through discussion with managers until financial statements are referred in this regard.
- 9) In case of evaluation of internal human resources, it is not necessary to evaluate external human resources such as Goodwill resulting from presence of the customers.
- 10) Decreasing or increasing in investment on human resources is disclosed through their submission in the financial statements in better way.

CH.2 : LITERATURE REVIEW

Pandu Ranga Rao, Basha, and Rajasekhar (2013), a study titled "A study on Human Resource Accounting Methods and Practices in India" which aimed at investigating the significance of Human Resource Valuation and ways of measuring Human resource value. The study found out that valuation of human resource seems to be 33 vital to Indian organizations, but the implementation of Human Resource Valuation is at its initial stage. Though HRA is found to be important when it comes to decisions making, maximum utilization of Human Resource thereby affecting productivity which in turn influences financial performance, it still remains untapped due to the lack of wide implementation.

Steen and Welch (2011), the study attempted investigating the concept of human capital and its valuation by reviewing relevant human asset accounting and human resource literature. The results of this study indicated that intangible costs and benefits are difficult to quantify. Therefore, the efficient measurement of Human Resource remains to be difficult.

Flamholtz (1999), in his book "Human Resource Accounting: Advances in concepts, methods and applications" stated that the Financial Accounting Standard Board (FASB) accepts the outlined cost that indicates, a conventional practice that considers all human resource to be an expense. The capability of determining the value of an organization by the user of the financial statements diminished due to such practice

CH.3 : RESEARCH METHODOLOGY**Tools for data collection:**

Data collected through:

1. Survey,
2. Questionnaire;
3. Observation
4. Published yearly Financial statement of different companies

Objectives of Research

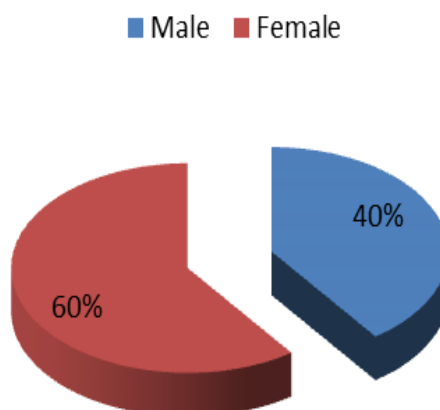
1. To develop Human Resource Accounting based on financial statement.
2. To develop a sound technique to measure human effort in term of money.
3. To promote Human resource accounting practices in all concern.

4. To find out generation of actual Revenue and expenditure from human Recourse Accounting.
5. To find out actual financial position of human Assets and Human in financial statement.
6. To find out technique to reduce the cost of human resource which benefit to shareholder and other interested parties who closely connected with Human resource.

CH.4 : DATA ANALYSIS

1. Classification of Respondents on the basis of Gender

Classification of Respondents on the basis of Gender

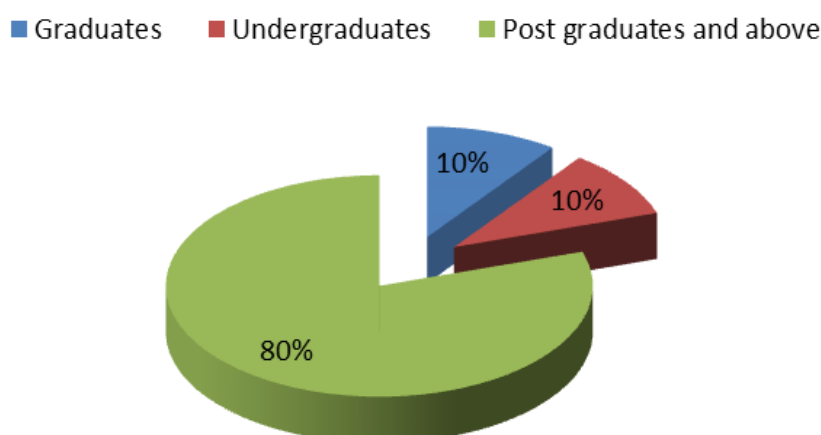


Interpretation:

It was found that most Respondents are female while knowing concept of HRA is almost reached to 60% And the rest of them are male.

2. Classification of Respondents on the basis of Educational Level

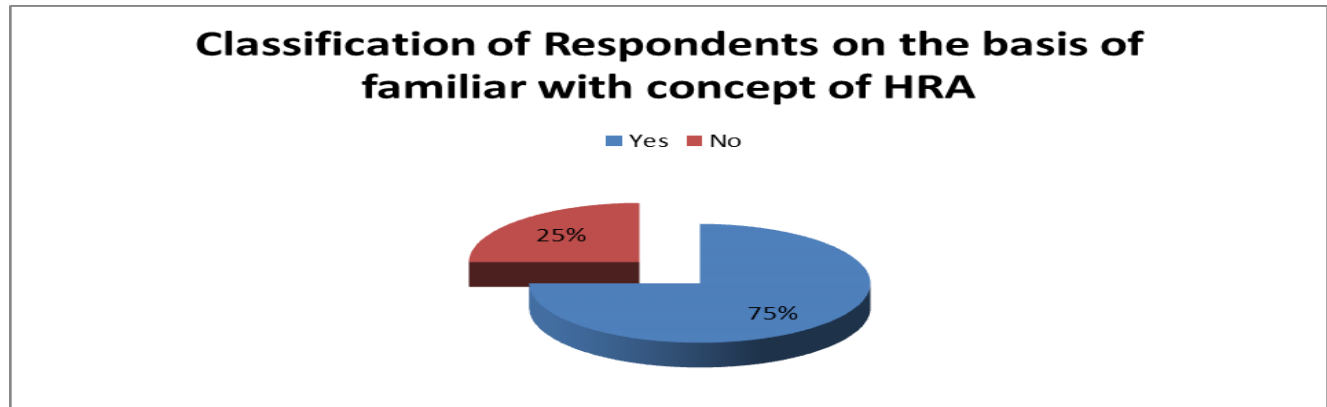
Classification of Respondents on the basis of Educational level



Interpretation:

It was found that most Respondents are well educated. However, the majority of the Respondents i.e. 80% post graduate and above.

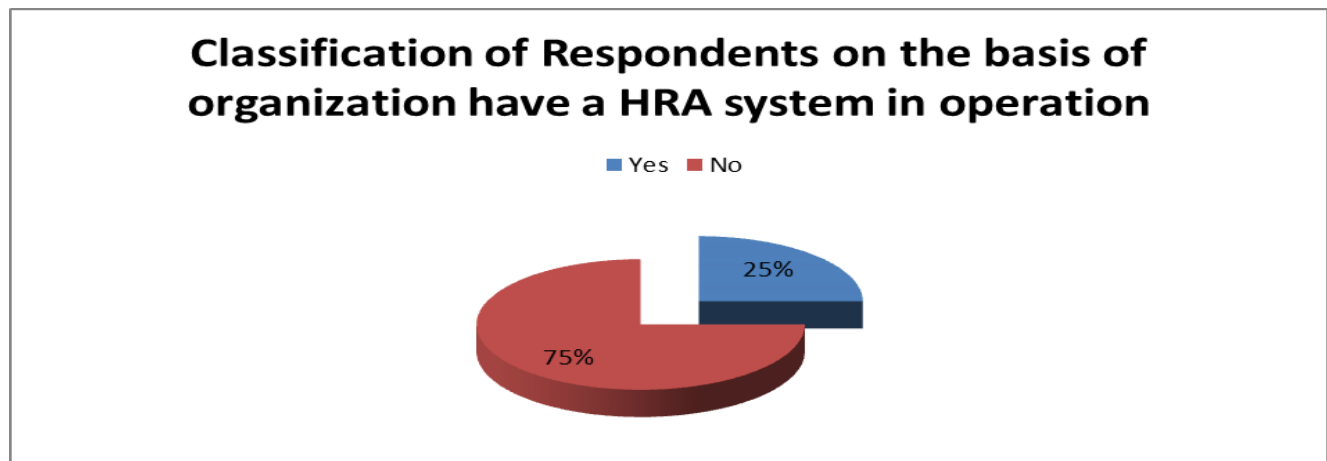
3. Classification of Respondents on the basis of familiar with concept of HRA



Interpretation:

However, the majority of the Respondents i.e. 75% are much more familiar with concept of HRA as they must have understand concept of HRA while learning.

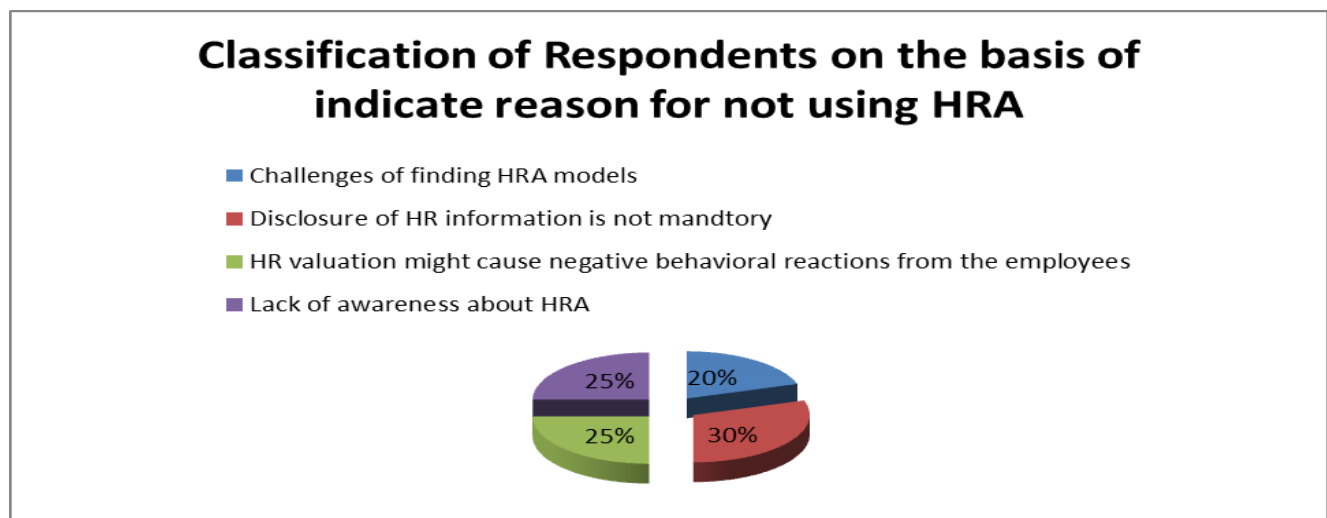
4. Classification of Respondents on the basis of organization have a HRA system in operation



Interpretation:

Still lot of respondents are known to concept of HRA but while using HRA in their organizations shows very less response. It was found that 75% of their organizations are not HRA system in operation.

5. Classification of Respondents on the basis of indicate reason for not using HRA

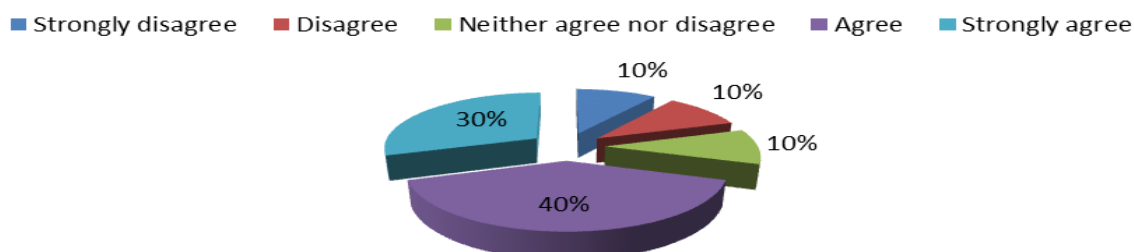


Interpretation:

It was found that Respondents having lot of reasons for not using HRA not majority to stick to only one reason.

6. Classification of Respondents on the basis of HRA provides vital information for career planning and development of employees

Classification of Respondents on the basis of HRA provides vital information for career planning and development of employees

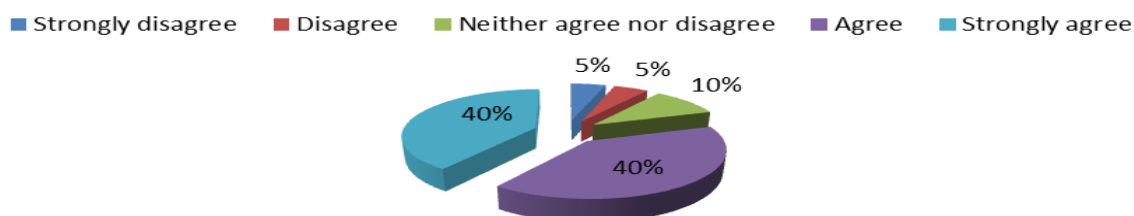


Interpretation:

Most of the Respondents i.e. 40% of total agree with HRA provides vital information for career planning and development of employees.

7. Classification of Respondents on the basis of HRA serves as a framework for management in effective and efficient utilization of human resources

Classification of Respondents on the basis of HRA serves as a framework for management in effective and efficient utilization of human resources

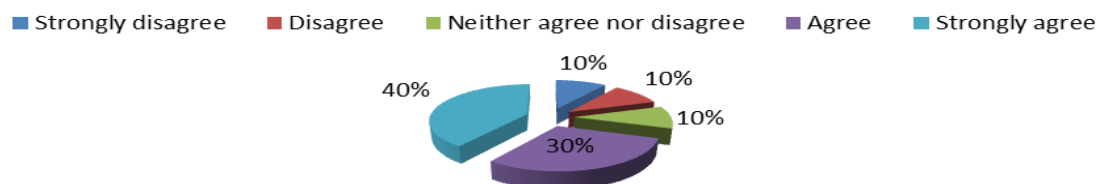


Interpretation:

Most of the Respondents i.e. 40% & 40% of total agree & strongly agree.

8. Classification of Respondents on basis of HRA helps in attracting investors through disclosure of human resources information of an organization in annual reports.

Classification of Respondents on the basis of HRA helps in attracting investors through disclosure of human resources information of an organization in the annual reports.



Interpretation:

Most of the Respondents i.e. 40% of total strongly agree as HRA really helps for disclosure part in annual reports.

CH.5 : CONCLUSION

Human Resource Accounting is a relatively new concept regarding theory. Moreover, when it comes to application, the concept is still not prominent, and it still needs broad acceptance and understanding. Internationally, implementation has progressed to some extent, however; implementation of HRA in the Indian context has been confined to few large-scale enterprises and public sector undertakings. Therefore, HRA has a long way to go in gaining prominence regarding implementation.

The study reveals that there is a significant difference in the applicability and implementation of HRA in the Medium Scale Enterprises and no uniformity of perceptions among the managers in Medium Scale Enterprises. Furthermore, the study depicts that there is a significant difference between the use and applicability of HRA information in financial reporting and its uses in Human Resource Management practices.

Therefore, it is concluded that HRA is still in its initial stages not only in application but also in the understanding and perception of the overall concept, its applicability, its benefits and so on. Hence it is essential that initiatives be taken in creating awareness about Human Resource Accounting using various platforms at the industry level to ensure and facilitate detailed understanding of the concept and the influence it can have on organizations. Therefore, it is recommended to the concerned policy-making authorities to devise awareness campaigns at the industry level to create and impart more education and knowledge of HRA system of applications so that the perceptions of respective managers are well guided to reap the benefits by practicing the HRA system with the strategic intent.

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A STUDY ON HUMAN RESOURCE ACCOUNTING PRACTICES IN INDIA

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ABSTRACT:

Human resource is one of the most important back office operations of any business or any or organization. Their skills, creativity, ability human cannot be replaced by machines. We can lose efficiency in manufacturing and production work if no qualitative resource. At all types of the business or organization human efficiency is must required with machine efficiency. Man can work without machine but machine cannot work without man. Therefore quality Human resource is valuable assets of any business. Human Resource Accounting is a process of classifying, budgeting, and conveying the investment and cost of human resources incurred in the organization including wages & salaries training & development expenses that are not included in the calculation or accounting practices. The main concept behind Human Resources Accounting is to estimate and project the value of the human capital and the revenue generated by them. Just like physical assets like plant, machinery, land, building vehicle, furniture are recorded in the books of account, the human resources also be calculated and recorded and disclosed in the financial statements. . This paper discusses about the objectives, significance, advantages, limitations methods and process of HRA .

Keywords: Human resources accounting, Cost of Human Resources, human resource valuation, cost, model, investment.

INTRODUCTION

“Human resource is an asset an important asset to get benefit over the period of time provided placed; Today’s organizations took few efforts to assign monetary value to human resource in its accounting practice. Taken initiative efforts to develop appropriate methodology for finding out the value of human resource to the business of an organization. The traditional concept suggested that expenditure on human resource is treated as a charge against revenue as it does not create any physical asset. Presently change this concept and the expenses incurred on human resource should be treated as capital expenditure as it yields benefits which can be derived for a long period of time and could be measured in monetary terms. Human resource is the most important part of any organization; it helps to Organizational achieve objectives and goals. In order to estimate and project the worth of the human capital and the value generated by them, it has become essential to classify, the value of knowledge, ability, skill efficiency participative decision making. 21st century is era of globalization quality human recourse is the valuable investment in to business of an organization. INFOSYS, Bharat heavy Electrical Ltd (BHEL), DR.REDDY’S and Steel Authority of India Ltd (SAIL) are continuous profit generators it gives essential service and amenities to the resource .The American Accounting Society Committee on HRA defines it as follows:

“Human Resource Accounting is the process of identifying and measuring Data about human resources and communicating this information to interested parties.” Other word, it is an extension of the accounting principles of matching costs and revenues and of organizing data to communicate relevant information in financial terms.

METHODOLOGY OF THE STUDY

The research paper is based on secondary sources of data like books, journal articles, research papers, web based sources and other sources of data.

OBJECTIVES

The major objectives this paper is following:

1. To know the human resource accounting practices in India.
2. To study the significance of human resource accounting for smooth functioning of business
3. To identify the issues and challenges quality of work

HUMAN RESOURCE ACCOUNTING PRACTICING COMPANIES IN INDIA

The Indian companies’ act 1956 does not provide any scope accounting standard for measurement and reporting cost & value of human resources for showing any information about human resources in financial statement. Due to the development of business and industries, some of the Indian companies, both public and private, gives value their human resources and report this information in their annual report getting profit. The following companies, who are presently reporting human assets valuation, include:

1. Bharat heavy Electrical Ltd (BHEL).
2. Steel Authority of India Ltd (SAIL).
3. Oil and Natural Gas Commissioning (ONGC).
4. Oil India Ltd
5. Project and Equipment corporation of India.(PEC).
6. Engineers India limited
7. Mineral and Metal trading Corporation of India.(MMTC).
8. Electrical India Ltd.
9. Hindustan Shipyard Ltd.
10. Cement corporation of India. (CCI).
11. Infosys Technologies Ltd.
12. Tata Engineering and Locomotive Works
13. Southern Petrochemicals Industries Corporation Ltd SPIC).
14. Associated Cement Company Ltd ACC).
15. National Thermal Power Corporation Ltd (NTPC).

SIGNIFICANCE OF HUMAN RESOURCE ACCOUNTING:

Human Resource Accounting provides valuable information; It can assist the management for implementing best methods of wages and salary administration managerial and financial for decision making significance of HRA is as follows.

1. Human Resource Accounting helps the management in the Employment Locating and utilization of human resources.
2. It helps in deciding the transfers, promotion, training and retrenchment development of resources.
3. Provide basis information for planning of physical assets human resources.
4. It assists in evaluating the expenditure incurred for imparting further education and training in employees in terms of the benefits derived by the firm.
5. It helps to identify the causes of high labour turnover and Taking preventive measures to reduce cost.
6. It helps in locating the real cause for low return on investment, like improper utilization of physical assets or human resource
7. It helps in understanding and assessing the inner strength of an organization and helps the management to run the company well.
8. It provides valuable information for persons interested in making long term Investment
9. It helps employees in improving their performance and bargaining power.
10. It Makes each of them to understand his contribution towards the betterment of the firm Expenditure incurred by the firm on him.
11. This system can increase productivity because the human talent, devotion, and skills are considered valuable assets, which can boost the morale of the employees

HUMAN RESOURCE VALUATION FOLLOWED BY COMPANIES IN INDIA:

Some of the models to valuation of Human Resources are as follows:

- 1 Historical Cost Method: This method was developed by William C.Pyle and adopted in 1969 by R.G.Barry Corporation, a leisure footwear company in Columbus, Ohio, USA. This module is also called an acquisition cost model. Historical cost method calculates actual cost acquired on recruiting, acquisition, formal training and familiarization, informal training and informal familiarization, and experience and development of human resource, which is equal to the value of employees. The economic value of HR

increases in due course as they gain experience. However, according to this model, the capital cost of HR decreases through amortization.

- 2 Replacement Cost Model: This module suggested by Rensis Likert and developed by Eric G. Flamholtz in 1985 on the basis of replacement cost. This approach measures the cost of replacing an employee. According to Likert, replacement cost includes recruitment, selection, compensation, and training cost (including the income unavoidable during the training period). The data derived from this method could be useful in deciding whether to dismiss or replace the staff.
- 3 Opportunity Cost Model: The opportunity cost method of human resource accounting, also referred to as the competitive bidding model, assigns value to an employee based on what each department would be willing to pay him. This method predicts a fictitious (untrue/imagined) situation in which a company suddenly finds labor and talent scarce (in short supply) and individual divisions or departments within the company must bid on existing employees. Quantifying HR value is difficult under this method. Because alternative use of HR within the organization is restricted and at the same time the use may not be identifiable in the real industrial environment.

CHALLENGES IN HUMAN RESOURCE ACCOUNTING

In the Era of Globalization and the technological revolution, many challenges faced by the business or an organization. In the era of internet that make for a new competitive landscape organization to have take action for developing employee's skills, provide better welfare facilities ,amenities effectively using new technology, developing new organizational structures and building Cultures that fosters learning and innovation. These obviously have a great deal to do with human resource development. Challenges include:

1. Changing workforce demographics.
2. Global economy competition
3. Eliminating the skills gap.
4. Meeting the need for lifelong individual learning.
5. Facilitating organizational learning.
6. Welfare Facilities /Services
7. Recruitment and Selection training & Development cost

CONCLUSION

In the era of privatization best employees are valuable assets of any organization, so that company need to retain quality resource, Human resource is one of the most important back office operations of any organization or business. Most of the Organizations do not value their human resources and also not plans to implement valuation of human Resources. It concluded that the success of an any organization depends on provides better welfare facilities /services training and develop participate in decision making to resources, organizational internal environment is also important to achieves company goal and objectives.

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A COMPARATIVE STUDY ON THE EFFICIENCY OF EMPLOYEE'S IN REGARD TO WORK FROM OFFICE V/S WORK FROM HOME

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ABSTRACT

Work from home has gained popularity in the short term due to Covid-19 crisis in the Developing country like India where these culture is not given more importances but now more public and private organisations are realising new challenges to continue the work of the employee at the office during these tough situation so they understand the alternative way of Working from home as better option for the employee to get the work done and even botter for the employers and the circumstances.

Working from home (WFH) has both benefits and drawbacks for the employees when it is compared to the office working like testing the technology infrastructure, Office Environment, Family Interference, growth of employee in term of position or increment, Self evaluting time, Family time, with other attendant problems like client & data confidentiality, lack of onsite support and network security and also health of the employee.

Work From Home is fruitful for skilled employee who have to give their service like data entry, coordination, expert advice, teachers and many more but cannot possible for Shopkeepers, unskilled employee or professional like doctors, police or armed forces, sportsperson and many more.

The Research study results indicate that working from home has an effect on efficiency and productivity of the employees when compare with work from office, these effect can be either positive or negative, but it depend on factors like the characteristics and attitude of the employees, attitude of the employers and the circumstances.

KEY WORDS *Work from home, Work from Office, Efficiency, Productivity.*

INTRODUCTION

"There is much more flexibility to work from home today." - Joshua Freeman

Working from home (also called telecommuting or telework, but hereafter referred to as "WFH") is becoming an increasingly common practice for the employee during the Covid – 19 Situation all over the world. Work From home (WFH) is a concept where the employee can do his or her job from home and no need to go to office on the daily basis. Work from home gives flexible working hours to the employee as well as the job for the employer is complete with ease. Work from home is helpful to delivering work life balance to the employee, and also parallelly helps the company to get the work done. Nowadays, most of the employers are offering this option to their employees as the situation arise in which the employer cannot call their employees to the office on the daily basis.

Work from home (or Working from home) is a modern work approach enabled through internet and mobility wherein irrespective of the physical location of an individual work can be done. Work from Home is also known as Working Remotely or telecommuting which implies that the employee is working from a remote location usually home.

Work from home as a concept is very important in current times. It helps to keep productivity of the employee same or even better and at the same time supports the employee for being with family or handling some personal work. Also in the case the employee is facing some health issue of self or family, Work from Home (WFH) can be a great tool for helping employee stay at home and work at the same time. In 2020, during Coronavirus (COVID-19) Pandemic, Work from Home enabled many companies to remain productive and keep themselves relevant. These modern concpt help the Company to get there work completed on time and also it help the employees to reduce the risk of been get infected of these virus and also save their family members from these virus. Roles like IT, Management, Designing, Media etc. helped more to continued to work with the WFH option.

But while understanding these modern concept of Work from Home which can apply on the limited type of employee like Skilled employee who are handy with computer or modern facility, Expert Advisors, IT Employee, Teachers, Data base entry work, Customer care / BPO and etc. but these concept cannot apply on the other type of employee liked skilled Employee / Professionals like Doctors, police forces and army, etc.

whereas semi skilled employee or unskilled employee, factory workers, Construction workers, shopkeepers, maids and etc.

PROS / BENEFIT OF WORK FROM HOME

1. **Freedom at last:** Working from home is the true mark of independent working as you will be away from colleagues and your manager. But there's more to being independent than just working in your PJs – you'll need to be a self-starter, self-motivated, highly-disciplined, and focused to be able to work with minimal guidance and supervision. Your time management skills will be put to the test when you work from home. Some suggest that working from home may be more productive for those who are more focused.
2. **Much more can be done:** Omit the hours spent on commuting, chatting with co-workers, interruptions in the office and office lunches, you'll start to realize that you have more time for yourself and your work.
3. **Work wherever you please:** Not feeling like working at your desk today? Well working from home lets you work on your couch, bean bag, or at your local cafe – wherever that's equipped with good wifi.
4. **Flexibility:** Not a morning person? Or are you more productive at night? Working from home lets you skip the conventional 9-5, and gives you the flexibility of choosing your working hours, be it day or night. Some people are just wired to be more motivated, efficient, creative at odd hours.
5. **Work-life balance:** There is more work life balance. Many people claim that a more quieter or friendly atmosphere is found at home which helps to concentrate on the work as well as they can complete the assigned work quickly. Perhaps you're tired of missing your child's recital every now and then or you've been taking one too many rain checks on loved ones. Working from home gives you the flexibility of working on the weekend to make up for the weekday that you used to attend a special occasion. This way, you get to integrate your social and personal life with your working life in a healthy way.
6. **Less stress:** Let's face it, work can get stressful, but we all gotta do it because we need to pay those bills. But working from home gives you the flexibility of working from the comfort of your own space.
7. **More 'me' time:** A joy for all the introverts who crave for this the most. Most of your work no longer revolves around the schedules of others – this means more time for extra shuteye or more time for yourself when enjoying breakfast. Working from home lets you start your day on the right foot without having to rush to the office.
8. **You are in control:** Don't like the horrid commute? Not a fan of the cubicle walls at work? Well working from home lets you create your own corner for work. It also lets you define your own working hours. Hence, there is a lot of savings with respect to cost of office infrastructure like spaces, electricity bills etc. Employees feel motivated as they get a good work life balance, and improves their efficiency and productivity.

CONS / DRAWBACK OF WORK FROM HOME

According the Pros of Working from home which is more productive, so why aren't more businesses allowing it? The truth isn't so simple, and these complicating factors demonstrate why:

1. **Defining productivity.** One person's definition of productivity may not equate to another's. Jobs that focus on measurable output, such as outbound phone calls, emails sent, or data gathered may be able to provide a quantitative figure, but that doesn't account for quality of work.
2. **Limited Evidence.** Even though there have been many studies conducted to evaluate the effectiveness of working from home, remote work is still new, and we're working with limited evidence.
3. **Remote worker bias.** People who like working from home are more likely to intentionally work harder to prove that working from home is a benefit to their employer. In addition, remote workers who enjoy their positions are liable to self-report an increase in productivity, regardless of whether that increase actually exists. Studying remote employees will always results in these biases, even if measured by an outside authority.
4. **Different types of nature of work.** Call center work is much different than other types of work. What results in an increase in productivity for one position won't necessarily bear the same increase for another position. Some positions simply can't be done from home (at least for now). Some work may require more concentration than others and the slightest distraction could affect the output of the work.

5. **Long-term variables.** Most of these studies have taken place over the course of a few months, at most. What we currently lack is a long-term study of productivity. New remote workers may be thrilled to get started, but how do their morale, productivity, and communication skills change over the course of several years?
6. **Individual differences.** Some people are better remote workers than others, thanks to their discipline, willpower, home environment, or personal preferences. Hence, The work ethics and work habits of the person varies from one person to the next. (some people thrive in an environment of having others around for help in generating ideas, motivation by seeing others working hard, dressing in professional attire versus sitting at home in your sweatpants, etc.) The set up of the home office environment and the presence of outside distractions (home life situation...kids, no kids, pets, other house mates). All jobs doesn't is not suitable for work from home concept. Sometimes communication problem between employees makes it problematic for a job.

OBJECTIVE OF THE STUDY

1. To study the efficiency of the Skilled Employee during WFH.
2. To study the Challenges faced by the Skilled Employee during WFH.
3. To understand what is better WFH or WFO.
4. To identify does WFH affect the health issue of Employee.
5. To identify does WFH increase the Self-Evaluating or Family time of Employee.

RESEARCH AND METHODOLOGY OF STUDY

1. Primary Data - Data is collected through questionnaire with the help of Google forms.
2. Secondary Data - Information is collected from various internet sites.

LIMITATION OF STUDY

1. The study is subject to the limitation of area as 70 Responds has been taken for Research as a Sample Size from the Mira – Bhayander, Thane.
2. The study is based both on secondary & primary data, still keen Observations and interactions is lacking.

DATA ANALYSIS AND INTERPRETATION

1. Age Group and Gender

ANALYSIS- According to the survey, almost 53% was of age 21 to 30 year whereas 41% was of age

31 to 40 year and hardly 6% was of age 41 to 50 year. 56% of the Respondent was Female whereas 44% of them were Male.

2. Work place of the Respondent

ANALYSIS- According to the survey, 83% of the Respondent was Work From Home in Current Situation and hardly 17% was Work From Office.

3. Work From Home increase the efficiency of the Employee.

ANALYSIS- According to the survey done it is cleared that 34% were Netural for the efficiency of Employee but almost 24% were disagree that work from home increase the efficiency of the employee which means that work form home in reality decrease the efficiency of the Employee.

4. Work From Home increase the productivity of the Employee.

ANALYSIS- According to the survey done it was analysis that 34% disagree that work from home increase the productivity of the employee which means that work form home actually decrease the productivity of the Employee.

5. Work From Home affect the growth of the Employee in sense of increment.

ANALYSIS- Almost 34% of the Respondents Agree and 26% of the Respondents Strongly Agree which means 60% of them overall agree for the Work from home affect the growth of the Employee in the sense of increment of the employee.

6. Work From Home increase the Self Evaluating time of the Employee

ANALYSIS- Almost 53% of the Respondents agreed that work from home increase the Self Evaluating time of the employee as there are working from home so that they got the time to self analysing.

7. Work From Home increase the Family time of the Employee.

ANALYSIS- According to the survey Almost 39% of the Respondents Agree and 31% of the Respondents Strongly Agree which means 70% of them overall agree for the Work from home increase the Family time of the employee as travelling time are save of the employee and these time get convert into the family time.

8. Work From Home affect the health of the Employee.

ANALYSIS- According to the survey it was 50 – 50 for these point, almost 26% were Netural, 26% were agreed and 24% were disagree that work from home affect the efficiency of the employee as it depend on the effort of the employee on the personal time given by them on there health.

9. What challenges you faced during Work From Home. – internet issue / office environment / Competitive environment / Family Interference

ANALYSIS- According to the survey done it is cleared that almost 54% of the respodents were facing Infrastructure Problem - Like high Speed Internet, whereas 24% of them were facing problem like Family Interference, also 14% of them were not getting the Office Environment for proper working at home and balance 8% of them were facing Competitive Environment as a work challenges during the work from home

10. What is better – Work From Home / Work From Office.

ANALYSIS- According to the survey done it is cleared that 76% of the Respondents were understanding Work from office as better option for the Employee as compare to 24 of the Respondents who understanding Work from home is better.

FINDINGS & SUGGESTION

1. Company should provide daily challenges with incentives to employee which can surely increase efficiency, productivity and encourage employee to work hard even hat home.
2. Company should provide limited amount of work with Fixed working hours and flexibility of work slot to employee which can increase efficiency, productivity and encourage employee to stay home in this covid or and tough call situation.
3. Company should provide better Infrastructure like high power internet device with necessary equipment like laptop or computer to needy employee so that they give more effort in correct ways which can lead to increase productivity and efficiency employee.
4. If Employee get seperate place to isolated while doing office work can impove their efficiency and productivity.

CONCLUSION**For Employee -**

1. Treat your home as new workplace. Dont jump to work straight out of bed to the work. Take walk, pretend like coming and going to office and then start the work which will make yourself working in the office environment.
2. Give yourself time to enhance and upgrade self by giving an effort for learning more and advancing the technological knowledge which will lead to make self competent enough.

For Employer / Organization -

1. Company should provide better incentives and not minimal Salary to the employee which affect the efficiency and productivity of the employee.
2. Company should not exploit by utilizing the travelling time as working time which affect the efficiency and productivity of the employee.

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HOUSING FINANCE COMPANIES IN INDIA

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ABSTRACT

Objective of this research paper is to know about development and history of housing finance companies along with its importance and latest regulatory framework of the same in India. The current examination is an endeavor to relatively investigate the monetary presentation of five open HFCs and five private HFCs in India for the time of 2015-2020. The gathered information were examined utilizing expressive measurements in the type of means and an understudy t-test was directed to look at the presentation of open and private HFCs with respect to different monetary proportions. The outcome demonstrated that productivity, what's more, working proportions fundamentally affected the budgetary execution of open and private HFCs. The current examination calls for administrative measures and strategy changes to improve the gainfulness and working effectiveness of both open and private HFCs. This examination has a ramifications in improving the lodging money area from the point of view of Indian HFCs.

INTRODUCTION

Housing is a primary necessity in every economy and is a basic indicator of growth and social well-being. Development of housing is not just important to economic growth but is also one of the tools for economic development considering the accelerator impact it has on various industries including construction and infrastructure sector; it generates demand for supporting industries and leads to creation of job opportunities. Development of housing in a country is a sign of economic welfare. For any emerging economy, development of the housing sector has its own challenges. The biggest of these challenges is access to finance. While investment in real estate is an easy candidate for borrowing, real estate lending is more opportunity based. In India, access to finance for housing needs is largely concentric and focused at higher income groups, as that is the sector where there are formal evidences of income such as salary slips or income-tax returns. Since lenders tend to lend to sectors where lending is the easiest, the lower segments of the population pyramid will remain unreserved or underserved, if the system was left entirely to itself. Therefore, there is a need, in every financial system, to enable access to finance by lower segments of the population pyramid. While the upper middle-income segment is well-served by banks and mortgage lenders, the lower middle income segment has low or no access to banks for mortgage finance; creating a huge demand in this segment and lack of access of finance. The fact that the upper segments of the pyramid are well-served is evident from the highly competitive mortgage lending rates prevailing for the sector. There is also a much longer way to travel in terms of ensuring the availability of housing finance to low income to middle income groups.

RESEARCH OBJECTIVES

To know regulatory framework of housing finance companies

Advantages of Housing Finance

1. Among the financial services, housing finance creates employment, both directly and indirectly.
2. Industries such as cement, brick manufacturing, sanitary products, electrical fittings and glass industries experience more demand due to house construction.
3. Rural housing develops not only rural areas but prevents migration of labor to urban areas.
4. Housing finance helps in creation of more houses which results in building up more infrastructure facilities, such as roads, electricity generation, drinking water facilities, etc.
5. Factories or industrial establishments create townships by providing more housing facilities to their employees. Housing finance thereby reduces congestion in urban areas.
6. Due to housing finance, there is a vertical expansion and re building of dilapidated houses and re modelling of the existing houses.
7. Housing facilities not only improve, they also reflect the culture of the country. Chandigarh city is an example for modern housing which has been built by a French architect.

8. Non conventional energy gets popularized due to modern housing facilities which is one of the major benefits of housing finance

KEY ASPECTS OF THE REVISED REGULATORY FRAMEWORK FOR HOUSING FINANCE COMPANIES

A housing finance company ("**HFC**") is another form of a non-banking financial company ("**NBFC**") which primarily is engaged in the business of providing finance for housing. With the growth of major HFCs in India providing housing loans to home buyers, the housing finance sector has experienced unprecedented growth from being a government provided service to private players entering the housing finance market to provide such services.

The provisions for the regulation of HFCs are provided under the National Housing Bank Act, 1987 ("**NHB Act**") with the National Housing Bank ("**NHB**") being the regulatory authority for HFCs. In order to avoid dual regulation, certain exemptions were granted to HFCs from the provisions of Chapter IIIB (Provisions relating to Non-Banking Institutions receiving Deposits and Financial Institutions) of the Reserve Bank of India Act, 1934 ("**RBI Act**") vide notification dated 18 June 1997.

In 2019, the NHB Act was amended and certain powers for regulation of HFCs were conferred with the Reserve Bank of India ("**RBI**") pursuant to such amendments. As a result thereof, the exemptions granted to HFCs under the RBI Act were withdrawn and the provisions of Chapter IIIB (except Section 45-IA (*Requirement of Registration and Net Owned Fund*)) of the RBI Act were made applicable to all HFCs vide a notification dated 19 November 2019 issued by the RBI. On 18 November 2020, the RBI issued another notification (which supersedes earlier notification dated 19 November 2019) to exempt HFCs from the provisions of Sections 45-IA (*Requirement of Registration and Net Owned Fund*), 45-IB (*Maintenance of Percentage of Assets*) and 45-IC (*Reserve Fund*).

The RBI undertook a review of the regulations applicable to the HFCs and proposed certain changes in the regulatory framework for HFCs. On 17 June 2020, the RBI issued a draft framework and invited public comments thereon.

REVISED REGULATORY FRAMEWORK FOR HFCS

On 22 October 2020, the RBI issued the revised regulatory framework ("**Revised Framework**")¹ for HFCs. Set out below are the key aspects of the Revised Framework:

DEFINITION OF HFC

Under the Revised Framework, a HFC has been defined to mean a non-banking financial company engaged in the housing finance business and which fulfils the following conditions:

- Its financial assets (in the business of providing finance for housing) constitute not less than 60% of its total assets; and
- Out of the total assets (netted off by intangible assets), not less than 50% should be by way of housing financing for individuals.

TRANSITION TIME FOR EXISTING HFCS TO FULFIL THE ASSET BASED CRITERIA

The Revised Framework has allowed a transition time till 31 March 2024 to the existing registered HFCs to fulfil the asset based criteria as set out above in case such HFCs proposed to continue the business as HFCs:

Timeline	Minimum percentage of total assets towards housing finance	Minimum percentage of total assets towards housing finance for individuals
31 March 2022	50%	40%
31 March 2023	55%	45%
31 March 2024	60%	50%

The existing HFCs, which do not fulfil the assets based criteria, would need to submit to the RBI a Board approved plan within 3 (three) months including a roadmap to fulfil the above-mentioned criteria and timeline for transition. In case a HFC is unable to fulfil the above criteria as per the timeline, such HFC shall be treated as NBFC – Investment and Credit Companies ("**NBFC-ICC**") and would be required to apply to the RBI for conversion of its certificate of registration ("**CoR**") from HFC to NBFC-ICC.

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IMPACT OF COVID-19 ON THE PERCEPTION OF INDIAN INVESTORS TOWARDS INVESTMENT IN EQUITY FUND

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ABSTRACT

After demonetization and GST, the Indian economy was constantly struggling to overcome the economic crisis. In the financial year 2019–2020, GDP rate fell from 7% to 5.4%, which is around 18.20%. BSE, Sensex, index was 42273 as on January 20th of 2020 however on April 8, 2020, it was 29894. The mid-cap index saw a 26% decrease during the financial year 2019-20, but at the same time the sensitive index declined by 22%. These things have an effect on the share market and financial stability of people. The stock market over the last one-year became unstable and crashed. To handle the downgrade economy, Government took the programme and announced deep tax cuts for businesses in the month of August 2019. But in the commencement of the year 2020, there was another sluggish phase which stubborn the economy. This time, it was a virus, named as COVID-19(corona virus), which created a pandemic circumstances and spread all over the world. All over the country lock down was announced to fight with COVID-19 as there was no vaccine introduced in the country. Initially from agriculture to textile, apparel, automotive, aviation, hotels and restaurants, poultry, chemicals, consumer durables, entertainment, sports, FMCG (fast moving consumer goods), pharmaceutical, ecommerce, IT and corporate sectors were unfavourably affected due to this pandemic and lock down rules. For that reason, this research paper emphasis on the impact of corona on the examination of Indian investors towards investment in equity fund.

Keywords: Economy, Sensex, lockdown, covid-19, stock market

2. STATEMENT OF THE PROBLEM

There have been both domestic and global concerns. In addition, the spike in Covid numbers in India and the announcement of lockdowns in several districts, there have been concerns over the financial market that can be addressed by monetary authority.

This study considers the problem perceptions of Indian investors toward the investment in the equity fund during these pandemic.

3. INTRODUCTION AND RATIONALE:

An investment is the acquire of goods that are not consumed at present but are used for the future to create wealth. In business and finance, an investment is a monetary asset acquired. With the intention that the asset will return income in the future or will later be sold at a higher, price. Investment is oriented toward future returns, and degree of risk. Corona virus or COVID 19 was first recognized in December 2019 in Wuhan, China, and has resulted in an ongoing pandemic.

A UN report projected a trade impact of US\$348 Million on India due to the outburst, making India one of the 15 worst affected Economies across the globe. On 12 March 2020, the Indian stock markets suffered their worst crash since June 2017 after WHO's declaration of the outbreak as a Pandemic. The lockdown has adversely have affected service sector like banks, Restaurants, food vendors, and food delivery provider at average with provide health Safety and medical sustenance.

4. LITERATURE REVIEW

Since its inspection, mutual funds have evolved as a preferred investment tool for many investors. However, choosing the right mutual fund scheme can be a complicated task due to the ample array of options available. Investments need to be carefully and thoroughly considered to avoid potential pitfalls; therefore, it is imperative to understand the core of the different types of schemes available to you. Here, we will survey Equity Mutual Funds and talk about the altered types of equity funds with their benefits and a lot more. Indian influence enterprises, which have a positive effect on society, received \$ 2.6 billion in equity investments from committed investors in 2020, down 25% compared to the previous year, a report said on Thursday. The influence of investors constant to pledge their support to solve critical social and environmental challenges through investments in scalable, tech-based, innovative social enterprises, the report said. There were 243 equity infusions and 13 exits by investors during the year, which was blemished by the pandemic since March. Indian influence enterprise is resilient. We see constant interest from investors in investing in various innovative tech-led influence ideas despite the pandemic, there was a 70 per cent fall in the volume of healthcare investments, it

said, accumulation that investors are actively investing in early-stage healthcare enterprises focused on telemedicine, AI-based solutions, cloud enable diagnostic tests. Impact investing concentrated has contributed toward 11 of the 17 Sustainable Development Goals adopted by the US, and enterprises focused on SDG 5 (Gender Equality), and SDG 9 (Industry, Innovation and Infrastructure) received the maximum volume of investments in 2020, it said.

5. RESEARCH METHODOLOGY:

Objective

- To analyze the impact of COVID-19 on the Investment preference of the retail Investors.
- To analyze the changes in returns given by investment avenues due to the Pandemic.

(6) DATA ANALYSIS AND INTERPRETATION:

The research analyzes the impact of corona on the perception of Indian Investors toward equity fund. The primary data were collected through Google forms and sent it to the investors via whatsapp and email. The data collected were collect was to analyze the estimate and effects on their investment.

1. Profile study of the respondent

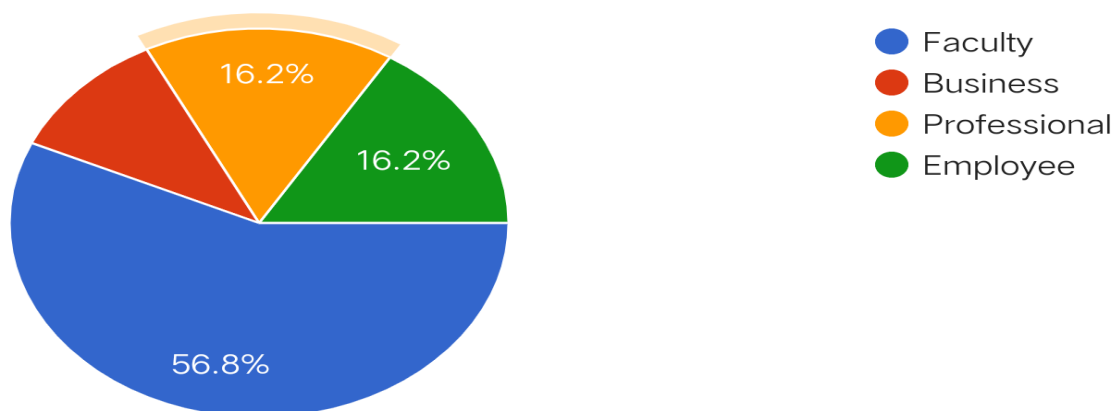
The profile of 65 respondents has been received in the form of age, gender, income to analyze their response.

Profile	Frequency	Percentage
Male	38	58.46
Female	37	41.54
Total	65	100

This study is based on the responses of 65 respondent comprises of 38% male 37% female

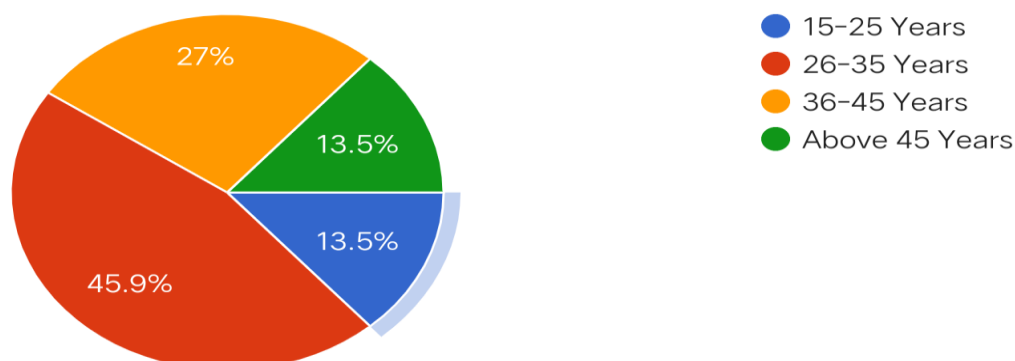
I. Designation :-

As per the above chart the highest is of faculty with 56.8% and lowest is the business.



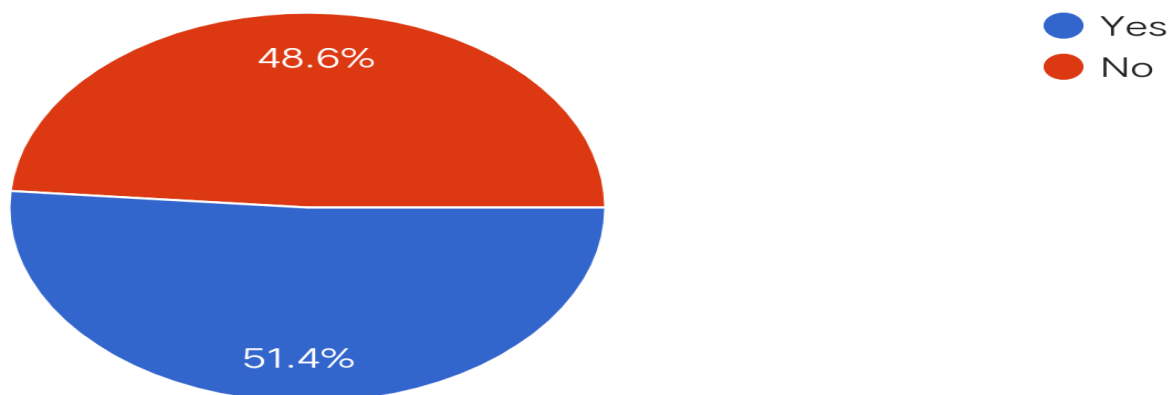
II. Age :-

Maximum there are of 26-35 years of people in the covid scenario with 45.9% and lowest is of 13.5% for 15-25 years and above 45 years, this is how the invest of equity fund during covid is been changing.



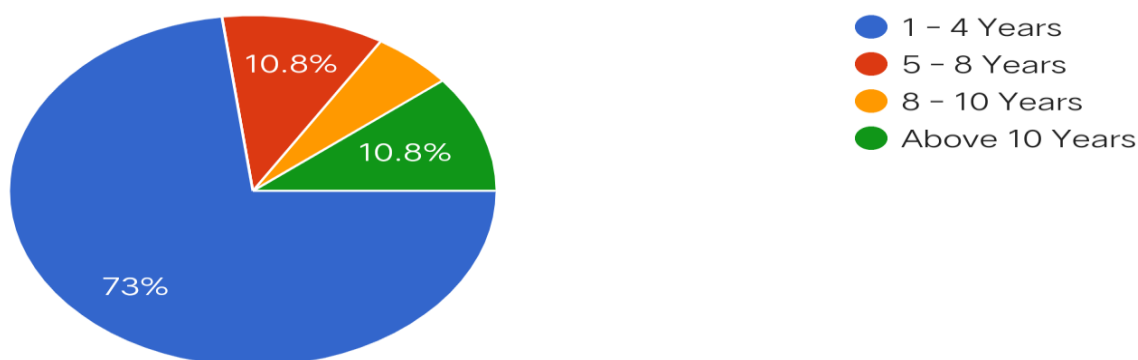
III. Investment in Equity Funds ?

There are only 35.2 % people who are investing even after covid 19 situation as compared to 64.9% who used to invest in equity fund before covid 19. Least number is of people who invests in both the good and bad scenario that is with 29.7%.

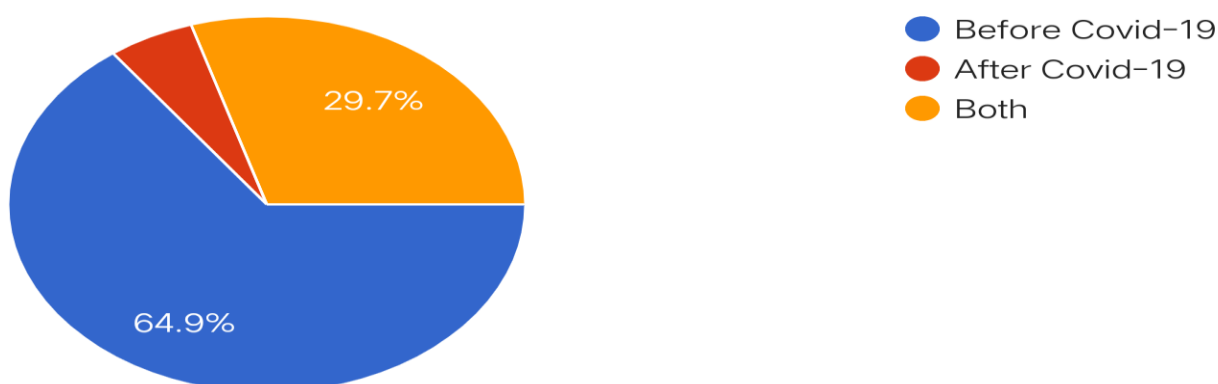


IV. How long have you been investing in equity funds?

Mostly after the age of 25 we invest in equity funds which consists only of 10.8% according to the below chart and highest no is of 73% who are in the age of 1-4 years who don't invest.



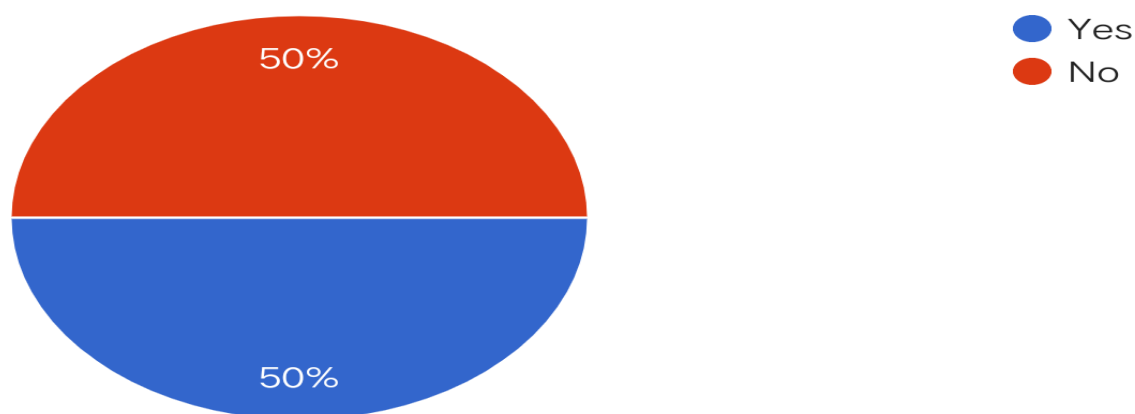
V. Investment in equity funds before the Covid-19?



Yes, they did invest in equity fund before the covid 19 situation because it was very much useful for me but after the bad scenario respondent are unable to invest.

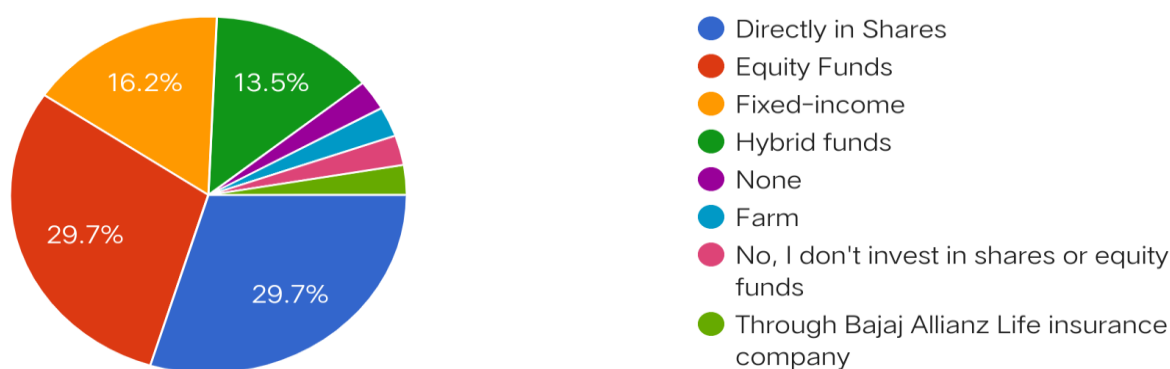
VI. Analysis on investment in equity funds after Covid-19?

Highest rate of investors in equity funds after covid 19 who still invest are of 50% of people , 50% of them don't invest due to pandemic situation.



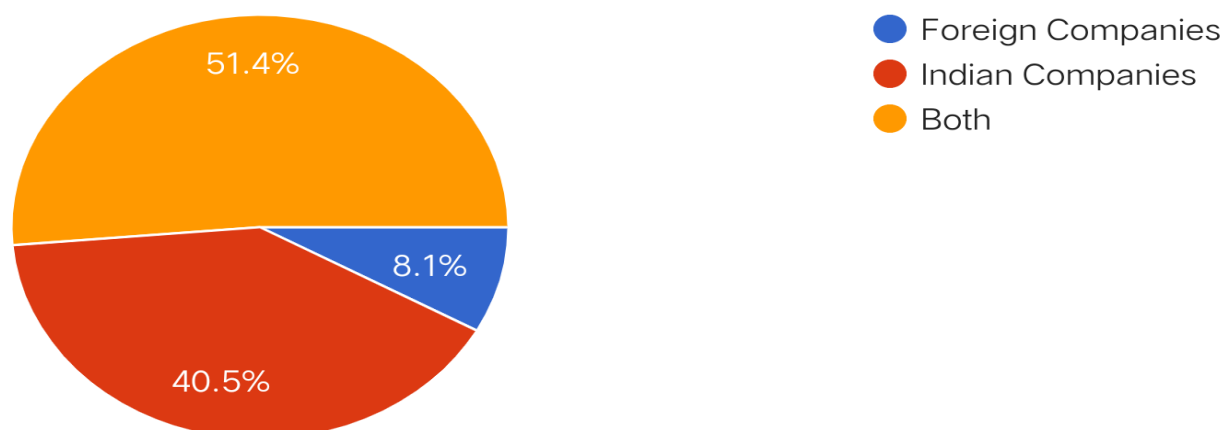
VII. Preference of the respondents investing in shares or equity funds?

Respondent prefer to invest in equity funds because it's very much demanded by people as they get one or the other benefits through it , so I prefer investing in equity funds.

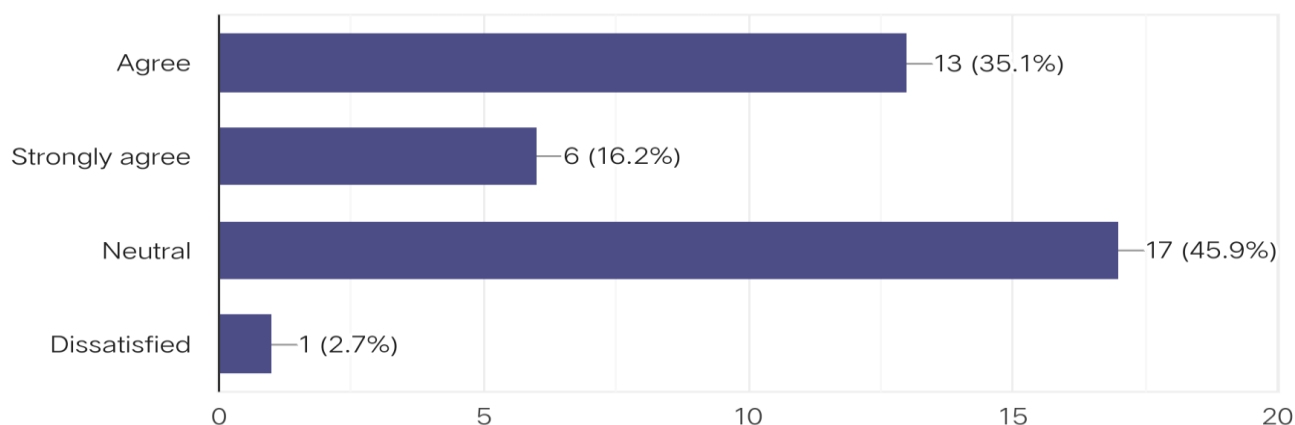


VIII. Analysis on investment on Foreign companies or Indian Companies?

Respondent both the companies because there is many more combined investment from both the side of the companies in the below chart it specifically shows 51.4% with both the foreign companies as well as indian companies



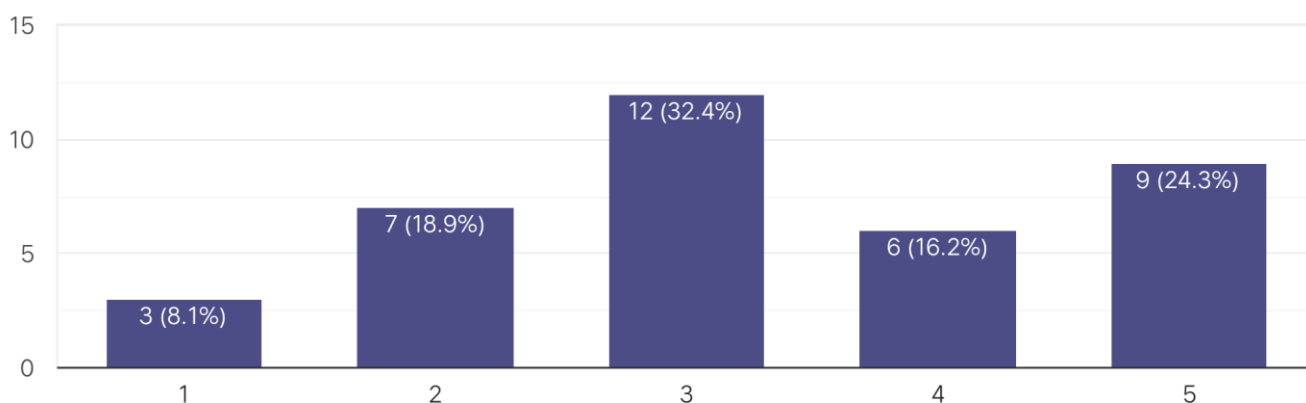
IX. Is it easier to invest in equity before the Pandemic



Before pandemic situation the investment in equity funds was neither to hard nor to easier because in every situation we need to invest and earn some benefits so for me invest in equity before the pandemic was neutral.

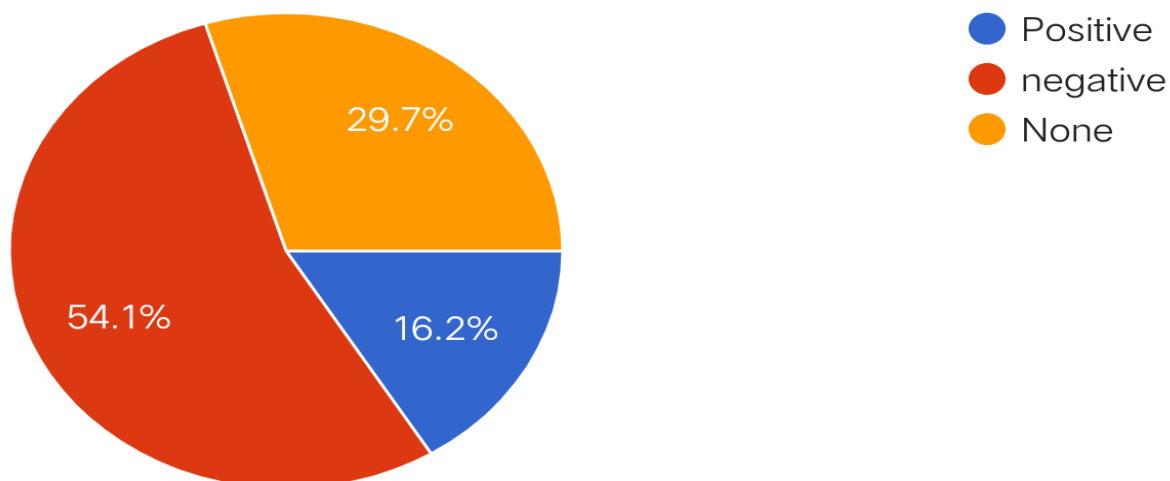
X. Has the Covid-19 affected the investment

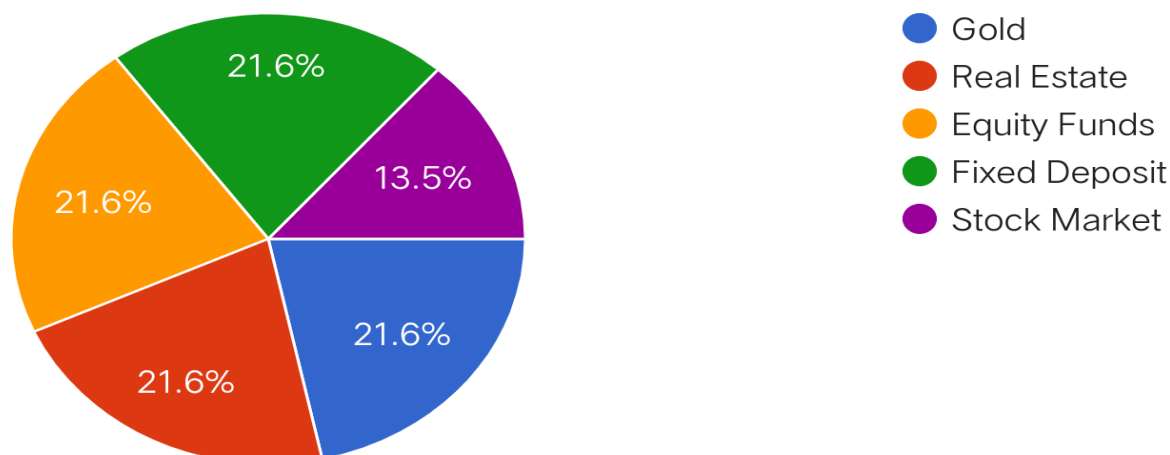
No, the Covid-19 doesn't affect the investment because in every situation we need to invest to gain some advantage so for that our investment should not be affected due to covid 19.



XI. Is the impact of Covid-19 Positive or Negative on your investment?

The impact in covid 19 on our investment is negative as it is showing highest no of investors in covid 19 situation with 54.1%.



XII. Which of the following investment is better in Covid-19 scenario?

According to Real estate, Equity funds, Fixed deposit investment is better due to covid-19 scenario because of less people's investment in gold and stock market, that's the reason the above three names are high with 21.6%.

6. SCOPE

- The geographical extent of this study is restricted to Tier I and Tier II cities of India.
- To discover the link between uncertainty in the market and the vary in investing sample of investors.
- The majority of the investors interview in this research have zero or basic knowledge of the stock market and mutual funds.

7. THE CHANGES IN RETURNS GIVEN BY INVESTMENT AVENUES DUE TO THE PANDEMIC.

- COVID 19 has a significant impact on the equity fund as compared to the debt funds.
 - Many investors considered shifting to debt fund or hybrid fund to invest their money into during the pandemic.
- In contradiction, equity funds have been significantly hit due to COVID 19. All of them Have given negative returns with as high as – 8% by HDFC Equity Fund. This fund also has the highest NAV amongst the funds studied.
 - There is a steep downfall in the Sensex and Nifty charts which are the base funds for most of the mutual funds since the beginning of March 2020 due to COVID 19.
 - Due to COVID 19 the graph has shown a tremendous decline from March 2020.
 - It hit the lowest on March 23, 2020 giving negative 30.61% returns.

8. FINDINGS

- As seen in the data, majority of the people will change their portfolio post COVID-19. It shows that the impact of market volatility on the investments. People are not prepared to take any short-term risks and want to shift their investments into less Volatile and less risky avenues.
- This change in portfolio is majorly due to changes in the income levels during the Pandemic period. Job loss, salary cuts, low business/no business are some factors that have hampered the portfolio of investors.
- In spite of change in income levels, many respondents have made investments even throughout the pandemic in mutual funds, NSC, equity markets.
- Due to the high market volatility, respondents have decided to secure their money and only invest in avenues, which fetch guaranteed return.
- Mutual funds being a popular investment avenue post COVID, respondents want to invest in blue chip companies. This indicates safer investment preferences and investors benefit being a priority.

6. Growth Fund invests in the emerging companies to attain maximum capital appreciation. This can be in response to the Prime Minister's announcement of 'Atmanirbhar Bharat'

CONCLUSION

The impact of COVID-19 is huge and the economy will take time to completely recover from it. The BFSI sector was still thriving throughout the pandemic, so the losses are not that much. The investment industry also did not witness a huge downfall but still the impact was visible. Considering it is a pandemic, the recovery will be tough but retail investors should have faith and should not completely shift to the Traditional, Safer investment avenues. The expectations of investment industry in India look hopeful and the observation of retail investors is also positive.

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REVIEW: TRENDS AND COMPARATIVE STUDY OF BANKING SECTOR ADHERING TO PRIVATE BANKS AND FOREIGN BANKS AS A FINANCIAL INSTITUTIONS FROM 2005 TO 2020.

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MIT, World Peace University

ABSTRACT

The following paper analyses the importance of banks in the financial system. Commercial bank is the financial backbone which deals with cash and credit. Cash in the form of deposits and credit in the form of loans and advances. Commercial bank is a part and parcel of money market which performs different functions like primary, Secondary and agency functions for economic growth and development. The research paper analyses the position of commercial banks a financial instrument where commercial banks are divided into three group i.e. Public bank. Private bank and foreign banks. This paper particularly sheds light on the Comparative study of private banks and foreign banks. with two main indicator Non-Performing assets (NPAs) and profitability of banks from 2005 to 2020. The research also provides trends of NPAs of private and foreign banks from 2005 to 2020. To evaluate the comparative study statistical tool ANOVA has been used. The concluding remarks of the study state that Foreign banks shows the positive encouraging responses and performance in the economy as a financial institution.

Keywords: Commercial Bank, Private Banks, Foreign Banks, NPA, Profitability, ANOVA, trend analysis.

REVIEW: TRENDS AND COMPARATIVE STUDY OF BANKING SECTOR ADHERING TO PRIVATE BANKS AND FOREIGN BANKS AS A FINANCIAL INSTITUTIONS FROM 2005 TO 2020

A Bank plays a vital and significant role in the economy, since they provide important services for both consumers and businesses. A bank deals with C Factor that is a Cash and credit and is financial institution licensed to receive deposits and make loans. According to some Economist the word „Bank“ was derived from „Banco“, „Bancus“, „Banque“ or „Banc“ all of which means a bench upon which the mediaeval European Money-lenders and Money –Changers used to display their coins. Different Authors and Economists have given some structural and functional definitions on the term “Bank” from different angles:

“Bank is a financial intermediary institution which deals in loans and advances” – Cairn Cross.

“Bank is an institution which collects idle money temporarily from the public and lends to other people as per need.” -R.P. Kent.

“Bank provides service to its clients and in turn receives perquisites in different forms.”-P.A. Samuelson.

Commercial Bank: The commercial banks play an important role in economic and social development of a country. Commercial Banks deals with different Functions such as: Primary Functions i.e. accepting deposits and advancing loans, secondary functions, agency functions and utility functions. In India commercial banks are divided into 3 groups as follows:

- a) **Public Sector:** When the Government holds more than 51% of the share capital of a publicly listed banking company, then that bank is called as Public sector bank. Where majority of capital is held by the government such as Bank of India, State Bank of India Etc.
- b) **Private Bank:** When the private individuals own more than 51% of the share capital, then that banking company is a private one. However, these banks are publicly listed companies in a recognized exchange. Private Banks are owned by group of individuals; they are profit oriented and motive is to earn supernormal profit Those are AXIS bank, HDFC Bank Etc.
- c) **Foreign Banks:** Banks set up in foreign countries, and operate their branches in the home country are called as foreign banks. Foreign Banks are those banks which are established outside India but these banks have branches in India as Citi Bank, HSBC, Standard Chartered Etc.

OBJECTIVES

- To conduct a comparative analysis between private and foreign banks.
- To provide a brief overview of the trends in profits and NPAs for private and foreign banks.

RESEARCH HYPOTHESIS

H₀: Mean of Net NPA for Private Banks is equal to the mean of Net NPA for Foreign Banks.

H₁: Mean of Net NPA for Private Banks is not equal to the mean of Net NPA for Foreign Banks

RESEARCH GAP

Researchers have used different approaches and techniques to measure bank performance but most of these studies have been restricted to developed economies. Along with this, most papers have explored bank efficiency as opposed to bank trends. This paper aims to shed light on the trends in profit and NPAs for private and foreign banks both in addition to a comparative study for the same.

RESEARCH METHODOLOGY

The methodology used in this research is based off secondary data with respect to private and foreign banks from 2005-2020. The indexing method has been used to perform a trend analysis and cartographic techniques are used to elaborate upon the same. To test the difference between the two; the statistical test ANOVA has been shown.

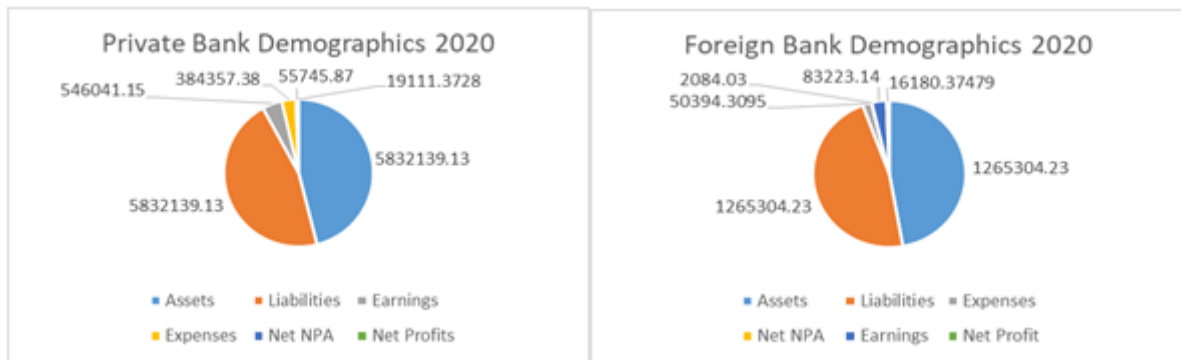
LITERATURE REVIEWS

1. Mohan, T. T., & Ray, S. C. (2004). Productivity growth and efficiency in Indian banking: a comparison of public, private, and foreign banks. This paper puts forth a comparison between PSBs and their private sector counterparts based on measures of productivity that use quantities of outputs and inputs. They two measures of productivity: Tornqvist and Malmquist total factor productivity growth over the period 1992-2000, comparing PSBs with both domestic private and foreign banks.
2. Chantapong, S. Comparative Study of Domestic and Foreign Bank Performance in Thailand: The Regression Analysis. *Econ Change* 38, 63–83 (2005). <https://doi.org/10.1007/s10644-005-4523-5> in their research state that foreign bank profitability is higher than the average profitability of domestic banks. Along with this the financial restructuring program gives positive results and is aimed to bridge the gap between domestic and foreign banks.
3. Rudra Sensarma,(2006) Are foreign banks always the best? Comparison of state-owned, private and foreign banks in India, *Economic Modelling*, Volume 23, Issue 4, Pages 717-735, ISSN 0264-9993, <https://doi.org/10.1016/j.econmod.2006.04.002>. This paper we estimate efficiency of Indian banks and then estimates a measure of productivity that includes an efficiency term. The findings suggest that banks have improved their performance during the period 1986 to 2000 in terms of both efficiency and productivity. Surprisingly, foreign banks have been the worst performers throughout the period as compared with state owned and private domestic banks.
4. Abid A. Burki & G. S. K. Niazi (2010) Impact of financial reforms on efficiency of state-owned, private and foreign banks in Pakistan, *Applied Economics*, 42:24, 3147-3160, DOI: 10.1080/00036840802112315. This article uses a unique bank level data from 1991 to 2000 and evaluates how monetary reforms affect banking efficiency of domestic and foreign banks in Pakistan. The consequences suggest that banking efficacy falls during initial reform period when banks adjust to heightened competition but increases in more advanced stages of restructuring.
5. Chaudhary, K., & Sharma, M. (2011). Performance of Indian public sector banks and private sector banks: A comparative study. *International journal of innovation, management and technology*, 2(3), 249. This paper provides a brief insight into the management of NPA by both public sector and private sector banks and aims to assess their productiveness in the same.

RESULTS & DISCUSSION

Private and Foreign Banks both are an essential part of the economy thus making it necessary to analyze their respective performances as a crucial part for the development of the country. Given below are the demographics for both the respective banks so as to provide a glimpse into the situation of 2020.

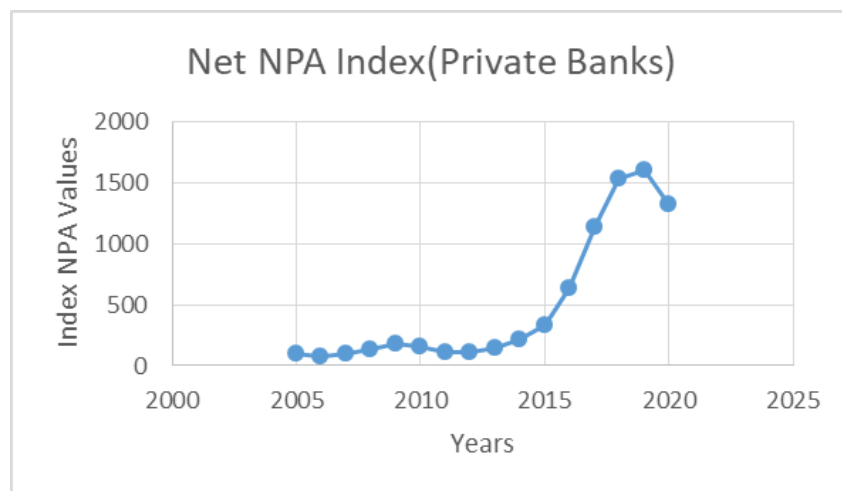
a) Overview of Demographics



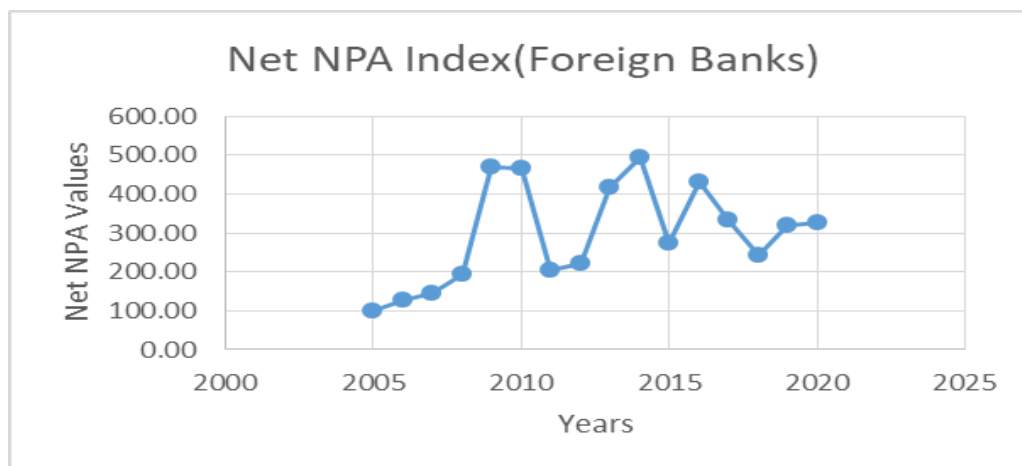
As can be seen above, both private and foreign banks are high on assets, however both have significant amount of expenses as well. To add to this the Net NPA for foreign banks is less as compared to Private Banks, thus indicating greater productivity and efficacy.

b) Trend for Net NPA (Private and Foreign)

As shown in the adjacent trend chart, the Net NPA Index has been significantly increasing over the years. It followed a stagnant line at first and the shot upwards by 2015 coming to a small decline in 2020. This indicates the need for better efficacy in NPA management.

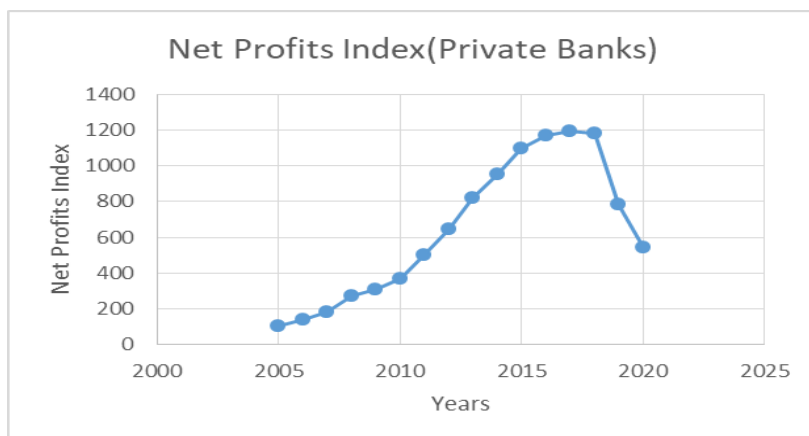


As can be seen in the adjacent chart, the Indexed Net NPA values are quite volatile in the case of Foreign Banks. However, they're still significantly less as opposed to Private Banks. They're seen to be quite steady since 2018. Thus indicating better NPA management.

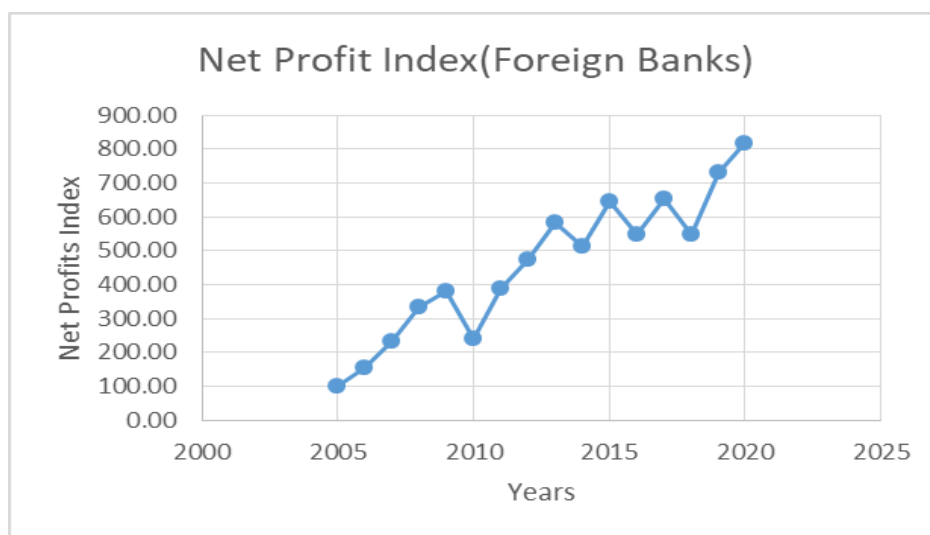


c) Trend for Net Profits (Private & Foreign)

The indexed profits for Private Banks have seen substantial growth from 2005 up until 2011.6. However, since then the profits are falling and are going further down, showing a diminishing utility.



As can be seen in the adjacent chart the trend for profit growth in foreign banks has seen volatile but constant growth. Along with this there have been some ups and downs from 2013-2017. Yet the growth is still substantial.



d) ANOVA

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Net NPA Private	16	330685.4	20667.8375	564617759.3		
Net NPA Foreign	16	30485.83	1905.364375	684564.5133		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2816243182	1	2816243182	9.963670989	0.003621545	4.170876786
Within Groups	8479534858	30	282651161.9			
Total	11295778040	31				

The Analysis of Variance indicates that the average Net NPA for Foreign Banks is less as opposed to average Net NPA for Private Banks, with values $1905.36 < 20667.83$ for Foreign Banks and Private Banks respectively.

The Calculated F value is 9.9636 with a P-Value of 0.00362. The calculate F Statistic Value is greater than the tabulated/critical F Value of 4.170.

This thus gives way for the thumb rule; when calculated F stat > critical F stat, we reject the null hypothesis and accept the alternative one.

The test thus rejects the null hypothesis; that Mean of Net NPA for Private Banks is equal to Mean of Net NPA for Foreign Banks and accepts the alternative hypothesis that Mean of Net NPA for Private Banks is not equal to the mean of Net NPA for Foreign Banks.

This indicates that Net NPA for Foreign Banks is better managed as opposed to Net NPA for Private Banks thus showing a better performance for Foreign Banks.

CONCLUSION

The research concludes that foreign banks are superior as opposed to private banks in terms of NPA management and the research rejects the null hypothesis; that Mean of Net NPA for Private Banks is equal to Mean of Net NPA for Foreign Banks and accepts the alternative hypothesis that Mean of Net NPA for Private Banks is not equal to the mean of Net NPA for Foreign Banks. This indicates that Net NPA for Foreign Banks is better achieved as opposed to Net NPA for Private Banks thus showing a healthier performance for Foreign Banks. Along with this the profitability for Foreign Banks has been volatile yet has seen significant growth since 2005. Compared to this the Private Banks have seen high profits in the earlier stages and has further seen diminished returns in profits, thus proving foreign banks to have enhanced quality. Overall foreign banks have a more positive outlook when contrasted with private banks. However, both the banking sectors still have a long way to go in accordance with considerably reducing the NPAs so as to deliver better profits.

DELIMITATIONS OF THE STUDY

- The study has the limited period of from 2005 to 2020 due to lack of data availability.
- Time constraint and lack of access to certain aspects of the data with regard to public sector has refrained us from using the Public Sector Data as well.

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MORATORIUM ON HOME LOAN E.M.I.- A BURDEN OR RELAXATION.

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ABSTRACT

COVID-19 created threat for society as well as for economy of a country. Today whole world is facing challenge of how to overcome to these problem. Social distancing is a precautionary measure to overcome this problem. To maintain social distancing Indian government declares complete lockdown in country but lockdown results in close down of different sectors of economy, which results in reduction of individual's income and income of nation and with reduced income it's become difficult for people to manage their household expenses and also to full fill their other financial obligations like payment of EMI. R.B.I., to give relief from payment of EMI gave option to borrower to choose for moratorium on their loan. In this researcher studied about borrower's choice towards moratorium option and found that most of the borrowers have not opted for moratorium. Current study also explains the relation between borrower's occupation and their choice for opting moratorium.

Keywords: Home loan, borrowers, interest, moratorium and EMI.

INTRODUCTION:

Today whole world is suffering from pandemic of Corona. It creates a threat on survival of human life on earth. Increasing rate of corona patient all over the world is really an alarming situation. Many developed and advanced countries like USA, Italy and others becomes clueless against corona. Since till now there is no medicine or vaccine for this disease therefore the rate of spreading is very high. Social distancing is only full proof alternative suggested and adopted to save citizens of countries. Though social distancing has power to control corona but it also stop the wheels of economy. To maintain social distancing, government ordered to close all industries, companies, shops and educational institutions. Indian government also took decision of complete lockdown all over the country from 24th March 2020. This decision of lockdown all over the country becomes an obstacle for source of revenue. Most of the companies, to maintain their cash flow come with a decision of salary cut of their employees. Many employees of unorganised sectors are being paid either no salary or half salary. It creates a very difficult situation in front of employees. Situation becomes difficult because with this reduced income now everyone have to manage their expense. Income reduced but expenditures remains as it is. Every person has to manage their day to day expenses as well as their other obligations. One of the obligations of many human beings residing in cities like Mumbai is payment of their loan instalment. After declaration of lockdown either a person is businessman or he is an employee they all face the same problem of payment of their financial obligations. These financial obligations include Equated Monthly Instalment (E.M.I) of their housing loan, personal loan, automobile loan etc. If a person fails to pay their any EMI it will affect their CIBIL score and poor CIBIL score will affect their creditability in future. It creates dilemma before every borrower that whether he should manage his household expenses or pay his EMI.

To solve the problem of financial crises face by borrowers, on 27th March 2020 R.B.I. issued a notification in respect of all term loans (including agriculture term loans, retail and crop loans) to all commercial banks (including regional rural banks, small finance banks and local area banks), co-operative banks, all-India Financial Institutions, and NBFCs (including housing finance companies) to grant a moratorium of three months on payment of all instalments falling due between 1st March 2020 to 31st May 2020[5]. Moratorium period is a period on term loan when the borrower is not obligated to make a payment. In real estate, a moratorium period is known as an "EMI holiday" [6]. Initially the loan moratorium period was for three months, from 1st March 2020 to 31st May 2020 but on 22nd May 2020 it was further extended by RBI up to 31st August 2020. This is a breather not just for those who have taken term loans like home, auto and personal loans, but the moratorium extension applies for credit cards dues as well^[1]. Home loan borrowers who opt to avail of the moratorium, doesn't mean that borrowers can waived off their EMIs. Every borrower is liable to pay principal amount along with the outstanding interest on it. By opting moratorium, borrower is not liable to pay EMIs during this period but bank will charge interest for these periods on outstanding balance and these accrued interests will be recovered from borrower after the expiry of moratorium period. This will results in either increase in amount of EMI or extension in period of loan. Banks give three options to borrower who opt for moratorium-

- a- Make one-time payment of the accrued interest payable at the end of moratorium period.

- b- Add the accrued interest to the outstanding loan and pay the same by increasing the amount of EMIs to be paid for the rest of the loan tenure.
- c- Add the accrued interest to the outstanding loan and pay the same amount of EMI for a longer tenure thereby paying back full amount.

IMPACT OF MORATORIUM

Borrowers have to consider that availing the loan moratorium on housing loan will results into higher amount of accrued interest. For example someone Mr.A borrowed Rs. 18,00,000 from any financial institution @ 9.5% p.a. and his EMI fixed by bank was Rs.20,000 per month. Suppose his outstanding amount of loan on 1st March was 17,50,000 and he opted for loan moratorium, let see how much extra interest he have to pay.

(When moratorium is opted)

Date (1)	Outstanding Loan Amount (2)	Monthly instalment (EMI)(3)	Interest charged (4)	Principal Amt. Paid (5) [3-4]	Net Outstanding Amt.(6) [2-5]
31-3-2020	17,50,000	-	14,120	-	17,64,120
30-4-2020	17,64,120	-	13,775	-	17,77,895
31-5-2020	17,77,895	-	14,345	-	17,92,240
30-6-2020	17,92,240	-	13,994	-	18,06,234
31-7-2020	18,06,234	-	14,574	-	18,20,808
31-8-2020	18,20,808	-	14,691	-	18,35,499
Total			85,499		

(When moratorium is not opted)

Date (1)	Outstanding Loan Amount (2)	Monthly instalment (EMI)(3)	Interest charged (4)	Principal Amt. Paid (5) [3-4]	Net Outstanding Amt.(6) [2-5]
31-3-2020	17,50,000	20,000	13,958	6042	17,43,958
30-4-2020	17,43,958	20,000	13,461	6539	17,37,419
31-5-2020	17,37,419	20,000	13,857	6143	17,31,276
30-6-2020	17,31,276	20,000	13,362	6638	17,24,638
31-7-2020	17,24,638	20,000	13,754	6246	17,18,392
31-8-2020	17,18,392	20,000	13,703	6297	17,12,095
Total			82095		

From the above imaginary table we can say that if a person opts for moratorium then he has to pay Rs.85,499 immediately after the completion of moratorium period, which is practically not possible. So if person is not in a position to pay accrued interest, then either his EMI amount will increase or tenure of loan.

Let Mr Kumar availed of a housing loan in Mar 01, 2020 amounting to Rs 1 crore with loan tenure of 236 months. If Mr Kumar wants to avail of moratorium of instalment of Rs 90,521.00 which is due on Apr 01, 2020 then the interest for the month of March amounting to Rs 75,000 will be added to the principal amount and revised opening principal amount on Apr 01, 2020 will become Rs 10,075,000. The interest will be computed on revised principal. Similarly, the interest for the month of April which is payable on May 01, 2020 of Rs 75,562 will be added to the opening principal on May 01, 2020 which will be Rs 10,150,562. The interest will be computed on revised principal. In this case Mr Kumar's tenure will increase from 236 months to 249 months considering the unchanged rate of interest and instalment amount during this period.^[2]

In another illustrative case suppose a person borrowed housing loan of Rs.30 lakhs with a remaining maturity of 15 years, if that person opt for moratorium then he will liable to pay extra interest of 2.34 lakhs, which will be equal to eight EMIs.^[7]

OBJECTIVES:

- ❖ To study about the preference of people towards moratorium of home loan.
- ❖ To analyse relation between occupation of borrower with their choice of opting moratorium.
- ❖ To study the impact of consumer awareness about extra interest to be charged due to moratorium on their choice of opting for moratorium.

HYPOTHESIS:

H₀: Customers do not prefer moratorium on home loan.

H₁: Customers prefer moratorium on home loan.

H₀: There is no relation between occupation and choice of borrower opting for moratorium on home loan.

H₁: There is relation between occupation and choice of borrower opting for moratorium on home loan.

H₀: There is no relation between customer's choice to opt moratorium and extra burden of interest.

H₁: There is relation between customer's choice to opt moratorium and extra burden of interest.

RESEARCH METHODOLOGY:

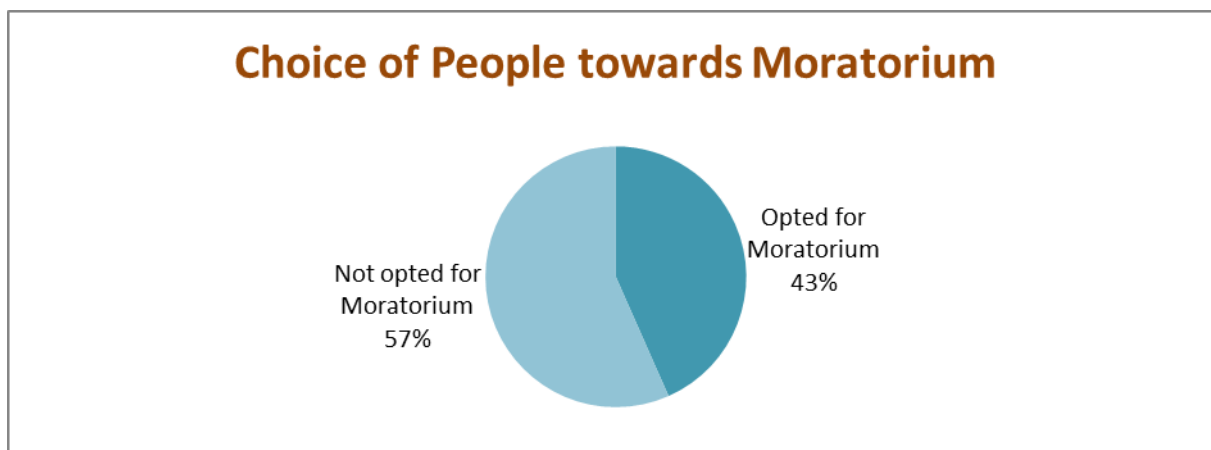
For this research researcher has collected data through primary and secondary source. To study about customers choice of opting moratorium data has been collected from customers using primary source. By using random sampling method data has been collected from different people who had borrowed housing loan from any financial institutions. Questionnaire sends through Google form. Secondary data is collected through newspaper articles available on internet. Statistical tools like simple average and chi-square is used for testing hypothesis.

TESTING OF HYPOTHESIS:

H₀: Customers do not prefer moratorium on home loan.

H₁: Customers prefer moratorium on home loan.

Opted for Moratorium	36
Not opted for Moratorium	47
Total	83



Above data shows that moratorium on home loan is not opted by 57% of borrowers. Only 43% of borrowers prefer to opt for moratorium. On the basis of average we can conclude that moratorium option is not opted by most of the borrowers.

H₀: There is no relation between occupation and choice of borrower opting for moratorium on home loan.

H₁: There is relation between occupation and choice of borrower opting for moratorium on home loan.

The above hypothesis is tested through Chi-square method.

Occupation	Opted for Moratorium	Not opted for Moratorium	Total
Business	27	04	31
Service	09	43	52
Total	36	47	83

Expected value= Row total X Column total

Grand total

Occupation	Opted for Moratorium		Not opted for Moratorium		Total
	Observed value	Expected value	Observed value	Expected value	
Business	27	13	04	18	31

Service	09	23	43	29	52
Total	36	36	47	47	83

$$\chi^2 = \sum (\text{observed value} - \text{expected value})^2$$

Expected value

$$(27-13)^2 + (4-18)^2 + (9-23)^2 + (43-29)^2$$

$$13 \quad 18 \quad 23 \quad 29$$

$$= 15.08 + 10.89 + 8.52 + 6.76$$

$$= 41.25$$

Our chi-square value is 41.25 which is more than table value of 3.84. Therefore at 5% level of significance we can reject null hypothesis and accept alternate hypothesis, which says that relation exist between choice for opting moratorium on home loan and occupation of borrowers.

H₀: There is no relation between customer's choice to opt moratorium and extra burden of interest.

H₁: There is relation between customer's choice to opt moratorium and extra burden of interest.

Choice of Moratorium	Calculated about extra interest	Not calculated about extra interest	Total
Opted Moratorium	13	23	36
Not opted Moratorium	36	11	47
Total	49	34	83

Choice of Moratorium	Calculated about extra interest		Not calculated about extra interest		Total
	Observed	Expected	Observed	Expected	
Opted Moratorium	13	21	23	15	36
Not opted Moratorium	36	28	11	19	47
Total	49		34		83

$$\chi^2 = \sum (\text{observed value} - \text{expected value})^2$$

Expected value

$$= (13-21)^2 + (23-15)^2 + (36-28)^2 + (11-19)^2$$

$$21 \quad 15 \quad 28 \quad 19$$

$$= 3.05 + 4.27 + 2.29 + 3.37$$

$$= 12.98$$

At one degree of freedom and 5% level of significance, chi-square table value is 3.84 but calculated value of chi-square is 12.98 which is more than table value. So we have enough evidence to reject null hypothesis and accept alternate hypothesis. So here it is concluded that calculation about extra interest to be paid due to moratorium have impact on choice of borrowers towards moratorium.

FINDINGS & CONCLUSIONS:

Above research shows that moratorium option is not preferred by most of the borrowers. Most of the borrowers who are doing service or we can say have fixed income they do not prefer to opt for moratorium option but borrowers who are engaged in small business they prefer to opt for moratorium due to financial crises. Research also concludes that borrowers who tried to find out about the additional burden of interest due to moratorium they refuse to accept it. Finally researcher concludes that though moratorium on housing loan offer relaxation in short run but will create burden on borrowers after expiry of moratorium period either in form of increased amount of EMI or increase in tenure of home loan.

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E-BANKING IN INDIA: INNOVATIONS, CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Power of technology has fuelled banking business and actually transformed traditional banking system. The impact of Internet banking on cost savings, revenue growth and increased customer satisfaction on Industry is tremendous and can be a potential tool for building a sound strategy for the development of the economy of the country. The development and the increasing progress that is being experienced in the Information and Communication Technology have brought about a lot of changes in almost all facets of life. E-banking has alchemized the conventional way of banking through providing countless benefits to its users. E-Banking is convenient, not time bound, without geographical boundaries with low cost services. Besides these benefits, increased use of mobile services and use of internet as a new distribution channel for banking transactions and international trading requires more attention towards e-banking security against fraudulent activities. It also poses new challenges for country authorities in regulating and supervising the financial system.

Keywords: E-Banking, benefits, Challenges.

INTRODUCTION:

The financial service industry plays a key role in the development of any country, and is an especially large and important sector in India. Given the importance of the financial services industry to overall economic activity, it is important to monitor and assess new developments in the industry.

The financial industry plays a important role in the production of information about potential investment projects, monitoring of investments, trading, diversification and risk management, mobilisation and pooling of savings and the exchange of goods and services. Each of these functions can influence national savings and investment decisions, and as a result economic growth. Economists generally agree that there is a relationship between financial and economic development.

The rapid technological diffusion makes the internet the best way to provide customers with banking services regardless of the limits of time and geographical limits. And that's what makes banks consider the internet as an important part of their strategic plans.

Internet banking refers to a system that enables bank customers to obtain general information about the bank's products and services, access their accounts, and perform a number of different banking transactions using the internet. Using e-banking banks are expanding their customer base with the help of multiple delivery channels like automated teller machine, internet banking, phone banking, EFT's, web trading, e trading, etc. E-banking is becoming a driving force behind Indian banking progress and helping them in exploring business opportunities.

OBJECTIVES OF THE STUDY:

1. To identify various e-banking services/products adopted by Indian banks.
2. To study and analyze the benefits of e-banking.
3. To study the challenges faced by Indian banks with reference to e-banking.

METHODOLOGY:

The study has been conducted purely based upon secondary data collected from various sources such as book, websites of various banks, Reserve Bank of India, journals, etc.

LIMITATIONS OF THE STUDY:

The study is purely based on the secondary data. The research study has been done from a selective material on the internet. Selective journals, papers and articles have been put to use because of the time factor. There is the possibility of further updating of this research paper because of limited sources.

E-BANKING:

Internet banking (or E-banking) means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking functions. In internet banking system the bank has a centralized database that is web-enabled. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The

traditional branch model of bank is now giving place to an alternative delivery channels with ATM network. Once the branch offices of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch. It would be a borderless entity permitting anytime, anywhere and anyhow banking.

The network which connects the various locations and gives connectivity to the central office within the organization is called intranet. These networks are limited to organizations for which they are set up.

EVOLUTION OF E-BANKING:

E-banking came into being in UK and USA in 1920s. It became prominently popular during 1960s through electronic funds transfers and credit cards. The concept of web-based banking came into existence in Europe and USA in the beginning of 1980s. It has been estimated that around 40 percent of banking transaction would be done through Net.

E-BANKING IN INDIA:

In India e-banking is of fairly recent origin. The traditional model for banking has been through branch banking. Only in the early 1990s there has been start of non-branch banking services. The good old manual systems on which Indian Banking depended upon for centuries seem to have no place today. The credit of launching internet banking in India goes to ICICI Bank. Citibank and HDFC Bank followed with internet banking services in 1999. Several initiatives have been taken by the Government of India as well as the Reserve Bank to facilitate the development of e-banking in India.

Indian financial Network (INFINET) introduced in 1999 assured fast connectivity with inter-bank and intra-bank transactions. The Government of India enacted the IT Act, 2000 with effect from October 17, 2000 which provided legal recognition to electronic transactions and other means of electronic commerce. The Reserve Bank is monitoring and reviewing the legal and other requirements of e-banking on a continuous basis to ensure that e-banking would develop on sound lines and e-banking related challenges would not pose a threat to financial stability. A high level Committee under chairmanship of Dr. K.C. Chakrabarty and members from IIT, IIM, IDBTL, Banks and the Reserve Bank prepared the „IT Vision Document- 2011-17“, for the Reserve Bank and banks which provides an indicative road map for enhanced usage of IT in the banking sector.

To cope with the pressure of growing competition, Indian commercial banks have adopted several initiatives and e-banking is one of them. The competition has been especially tough for the public sector banks, as the newly established private sector and foreign banks are leaders in the adoption of e-banking. Indian banks offer to their customers following e-banking products and services:

- Automated Teller Machines (ATMs)
- Internet Banking
- Mobile Banking
- Phone Banking
- Electronic Clearing Services
- Electronic Clearing Cards
- Smart Cards
- Door Step Banking
- Electronic Fund Transfer
- Direct Deposit
- Electronic Bill Payment
- Electronic Check Conversion
- Cash Value Stored, Etc.

BENEFITS OF E-BANKING:

As per the Internet and Mobile Association of India's report on online banking 2006, "There are many advantages of online banking. It is convenient, it isn't bound by operational timings, there are no geographical barriers and the services can be offered at a miniscule cost." The main benefit from the bank customers' point of view is significant saving of time by the automation of

banking services processing and introduction of an easy maintenance tools for managing customer's money. The main advantages of e-banking for corporate customers are as follows:

- Reduced costs in accessing and using the banking services.
- Increased comfort and timesaving - transactions can be made 24 hours a day and 7 days a week, without requiring the physical interaction with the bank.
- Quick and continuous access to information- Corporations will have easier access to information as, they can check on multiple accounts at the click of a button.
- Better cash management- E-banking facilities speed up cash cycle and increases efficiency of business processes as large variety of cash management instruments are available on Internet sites.
- Reduced costs- This is in terms of the cost of availing and using the various banking products and services.
- Convenience- All the banking transactions can be performed from the comfort of the home or office or from the place a customer wants to.
- Speed - The response of the medium is very fast; therefore customers can actually wait till the last minute before concluding a fund transfer.
- Funds management- Customers can download their history of different accounts and do a "what-if" analysis on their own PC before affecting any transaction on the web. This will lead to better funds management.
- Effectiveness- many online banking sites offer sophisticated tools, including account aggregation, stocks quotes, rate alerts and portfolio managing programs.

CHALLENGES IN E-BANKING:

Internet is not an unmixed blessing to the banking sector. Along with the various benefits, it has also brought about new orientation to risks and new form of challenges to which banks conducting Internet banking expose themselves.

The major challenge faced by India is that majority of customers are not computer savvy. Also the availability of Internet bandwidth and connectivity is not uniform. Besides there is non- availability of safe computing facilities across the country. Customers lack confidence in Internet Banking.

Moreover, the internet poses a range of risks and threats. Some of them are:

Security risk: It may arise due to unauthorized access to a bank's key information like accounting system, risk management system and portfolio management system. A breach of security could result in direct financial loss to the bank. In addition to external attacks, banks are also exposed to security risk from internal sources.

Regulatory risk: Because the Internet allows services to be provided from anywhere in the world, there is a danger that banks will try to avoid regulation and supervision. What can regulators do? They can require even banks that provide their services from a remote location through the Internet to be licensed. Licensing would be particularly appropriate where supervision is weak and cooperation between a virtual bank and the home supervisor is not adequate.

Legal risk: Electronic banking carries heightened legal risks for banks. Banks can potentially expand the geographical scope of their services faster through electronic banking than through traditional banks. In some cases, however, they might not be fully versed in a jurisdiction's local laws and regulations before they begin to offer services there, either with a license or without a license if one is not required. When a license is not required, a virtual bank—lacking contact with its host country supervisor—may find it even more difficult to stay abreast of regulatory changes. As a consequence, virtual banks could unknowingly violate customer protection laws, including on data collection and privacy, and regulations on soliciting. In doing so, they expose themselves to losses through lawsuits or crimes that are not prosecuted because of jurisdictional disputes.

Money laundering: It is an age-old criminal activity that has been greatly facilitated by electronic banking because of the anonymity it affords. Once a customer opens an account, it is impossible for banks to identify whether the nominal account holder is conducting a transaction or even where the transaction is taking place. To combat money laundering, many countries have issued specific guidelines on identifying customers. They typically comprise recommendations for verifying an individual's identity and address before a customer account is opened and for monitoring online transactions, which requires great vigilance.

Operational risk: The reliance on new technology to provide services makes security and system availability the central operational risk of electronic banking. Security threats can come from inside or outside the system, so banking regulators and supervisors must ensure that banks have appropriate practices in place to guarantee the confidentiality of data, as well as the integrity of the system and the data. Banks' security practices should be regularly tested and reviewed by outside experts to analyze network vulnerabilities and recovery preparedness. Capacity planning to address increasing transaction volumes and new technological developments should take account of the budgetary impact of new investments, the ability to attract staff with the necessary expertise, and potential dependence on external service providers. Managing heightened operational risks needs to become an integral part of banks' overall management of risk, and supervisors need to include operational risks in their safety and soundness evaluations.

Reputational risk: Breaches of security and disruptions to the system's availability can damage a bank's reputation. The more a bank relies on electronic delivery channels, the greater the potential for reputational risks. If one electronic bank encounters problems that cause customers to lose confidence in electronic delivery channels as a whole or to view bank failures as system wide supervisory deficiencies, these problems can potentially affect other providers of electronic banking services. In many countries where electronic banking is becoming the trend, bank supervisors have put in place internal guidance notes for examiners, and many have released risk-management guidelines for banks.

CONCLUSION:

E-Banking has become a necessary survival weapon and is fundamentally changing the banking industry worldwide. Today, the click of the mouse offers customer banking services at much lower cost and also empowers them with the unprecedented freedom in choosing vendors for their financial service needs. Despite the major problem facing in the form of online security and other risks, the concept of E-banking whereby customers seamlessly interact with the organization seems too lucrative to resist. IT can lead to phenomenal improvement in work efficiency and response speed.

The future of banking will be one in which customers can address most of their needs through self-directed means and the key differentiator will be how effective a bank is in getting its customers online and deriving measurable value from this presence.

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RECENT TRENDS IN E BANKING IN INDIA

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ABSTRACT

Financial sector plays a crucial role within the development of an economy. a robust banking sector are often termed as lifeline of an economy. Therefore it isn't wrong to say that present and way forward for an economy entirely depends upon the success and development of banking industry of that economy. With in the current scenario, usage of Internet has revolutionized the entire banking system. People can bank anytime, anywhere without having the necessity to go to the bank branch. The favored services provided by E-banking are ATMs, telebanking, internet banking, mobile banking, anywhere and anytime banking etc. Technology adoption in banks has shifted banking more of a capital intensive, fixed charge industry from a labour intensive, variable cost industry. The concept of e-banking is until date evolving, it still involves lot of innovation that's happening a day .This paper mainly focused on understanding the recent trends in e banking and also to research the changes taken place in e banking activities over the years.

Key words: Financial sector, e-banking, mobile banking, innovation.

INTRODUCTION

In recent years the earth economy has skilled a replacement phenomenon which is taken under consideration together the foremost important changes since the economic revolution, i.e. the birth of “Internet-based Economy”. Considering the benefits of using internet the banks have began to take a position during this newly created market. Banks are playing an important role within the economic development country. The bank collects small savings from the general public for investment in various projects. Generally the banks performs various agency works for his or her customers and helps economic development of the country. With the rapid development of technology, internet plays an enormous role in changing the banking scenario. It provides a web platform for various banking transactions through which it offers various services like online payment, online fund transfer, online stock trading and online shopping etc. the utilization of internet as a delivery channel for banking services is increasing widely in banking sector. Internet banking facilities enable financial organization and customers to access their accounts, transactions and getting information on financial products & services. At present most of the commercial banks have introduced various e banking services including latest service like online opening of saving bank account and demand for these services is increasing rapidly.

E-banking is defined because the automated delivery of latest and traditional banking products and services on to customers through electronic, interactive communication channels. E-banking includes the systems that enable financial organization customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the web. . Customers access e-banking services using an intelligent device , sort of a private computer (PC), personal digital assistant (PDA), cash dispenser machine (ATM), kiosk, or Touch Tone telephone. Hence, it refers to perform the essential banking transactions by customers round the clock through Electronic media.

To meet the ever increasing competition, commercial banks in India have adopted several initiatives and e banking is one of them. The public sector banks are finding the tough competition, because the newly established private sector and foreign banks are adopting e banking popularly in their services.

The following e- banking products and services are offered by Indian Banks to their customers:

- Cash machine Machines (ATMs)
- Internet Banking
- Mobile Banking
- Phone Banking
- Telebanking
- Electronic Clearing Services
- Electronic Clearing Cards
- Smart Cards

- Door Step Banking
- Electronic Fund Transfer

With the target of promotion and encouragement of the applications of E-Banking, various initiatives are taken by RBI and Indian Government IT ACT 2000 was conceded by GOI w.e.f. October 17, 2000 which paid attention to supply legal recognition to electronic transactions and supplementary means of electronic commerce. Constant analysis of E-Banking legal requirements by RBI, so on further confirm that financial solidity of Nation won't be influenced by E-Banking Challenges. Vision Document 2011-17, was framed by Dr. K.C. Chakrabarty Committee including members from IIM, IDBRT, IIT and Reserve, which presents an analytical road map i.e. strategy to strengthen the relevance of IT within the banking sector [RBI (2011), "IT Vision of Federal Reserve System Bank of India 2011-2017"]

OBJECTIVES OF THE STUDY

- 1) To understand various e-banking services/functions adopted by Indian banks.
- 2) To review and analyze the progress made by Indian banking industry in adoption of technology.
- 3) To study the consistency in several e banking transactions over the last three years.

LITERATURE REVIEW

Khare (2010) in his study described the importance of technology in civilizing customer service levels in getting used deliberately and progressively more by service organizations.

Lal and Saluja (2012), Undertook Study On E-Banking: The Indian Scenario, the target of this paper is to review and analyze the progress made by Indian banking system in adoption of technology.

Kani and Merlin (2013), focused on Issues and Challenges Faced by ATM Customers of depository financial institution of India in South Tamilnadu, This study aims at identifying the problems and challenges faced by customers. it had been revealed withdraw in cash through ATM was very convenient and majority of the respondents had used ATM services regularly. The study has demonstrated that a substantial number of consumers have access to the present machine and are consequently utilizing them for multi-purpose transactions, despite its challenges and shortcomings.

Kombe and Wafula (2015), describes study on Effects of Internet Banking on the Financial Performance of economic Banks in Kenya a Case of Kenya full service bank , the target of the paper are the effect of cheaper internet connectivity on performance of banks, The effects of 24 hour e-banking to the general financial performance of economic banks, the effects of the ICT competence of the purchasers on the financial performance of banks.

Murali and Murthy(2016), Conducted A Study On E-Banking And Its Problems With regard to Selected Banks In Chittoor Town, Andhra Pradesh , the aims to understand what percentage customers are using electronic banking services sample banks, the operation of electronic banking by the respondents of sample banks in the study area; and the problems of sample banks' customers while operating e-banking in the present study and on the idea of the findings made, offer some workable suggestion to raised the services offered by the India banking industry .

Monisha, Kanika and et al(2017), in their study explained about many opportunities and challenges faced by the banks while performing e banking activities and concluded many public sector banks and private sector banks have effectively adopted e banking activities.

RESEARCH METHODOLOGY

The study is predicated on secondary data and analytical in nature. The recent trend in e banking in Indian banking industry is measured through various parameters such as number of ATMs installed, transactions through Retail electronic payment methods etc. The statistical tools were used o analyse the growth of various transactions over the years.

DATA ANALYSIS

Table 1: table showing number of ATMs installed by different banks in different years

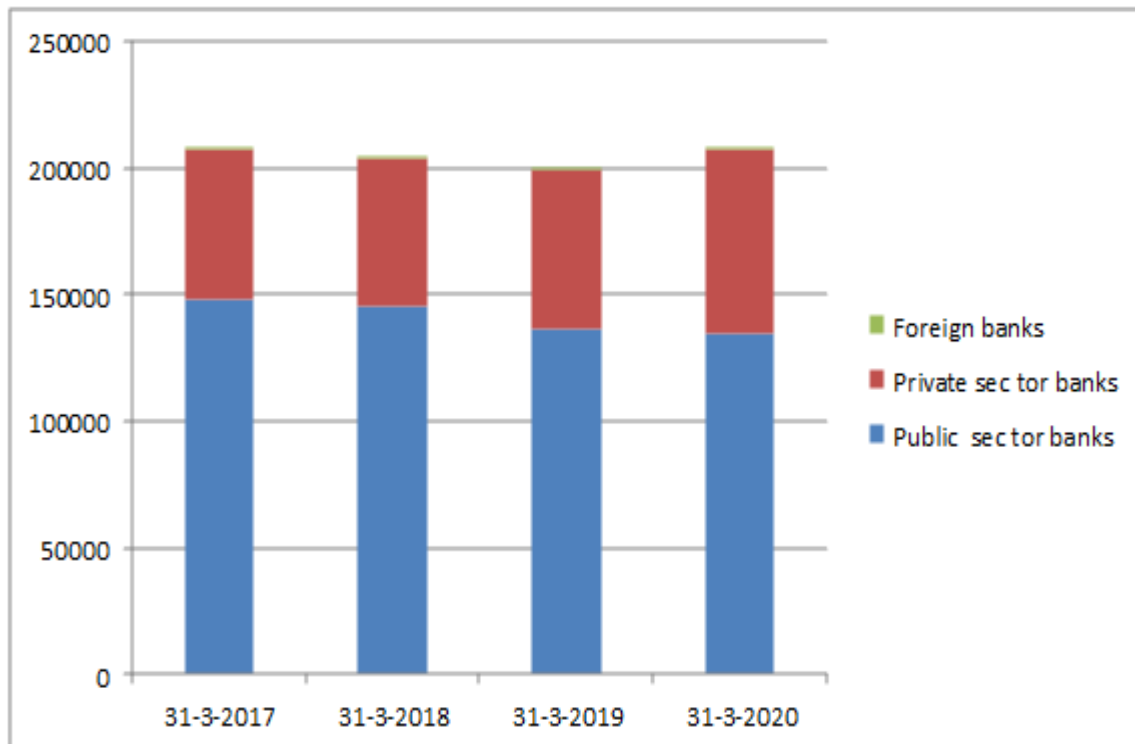
[in units]

Type of bank\Years	31-3-2017	31-3-2018	31-3-219	31-3-2020
Public Sector banks	148555	145098	136098	134863
Private sector banks	58833	59165	63340	73052

Foreign banks	966	938	914	903
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Source: RBI data

Graph 1: Graph showing number of ATMs installed by different banks in different years



From the above table and graph it is understood that out of the total number of ATMs installed, Public sector banks have installed majority of ATMs in all the years. While foreign banks installed lowest number of ATMs.

Table 2: Table showing number of E banking payments for past three years

Type of Transaction	2017-18 Volume (Lakh)	2018-19 Volume (Lakh)	2019-20 Volume (Lakh)
1. Large Value Credit Transfers – RTGS	1244 (0.85)	1366 (0.58)	1507 (0.44)
2. Credit Transfers	58793 (40.30)	118750 (50.67)	206661 (60.17)
3. Debit Transfers and Direct Debits	3788 (2.60)	6382 (2.72)	8957 (2.61)
4. Card Payments	47486 (32.55)	61769 (26.35)	73012 (21.26)
5. Prepaid Payment Instruments	34591 (23.70)	46072 (19.68)	53318 (15.52)
Total E-Banking Payments (1+2+3+4+5)	145902 (100)	234339 (100)	343456 (100)

Source RBI data

The numbers in parenthesis are the percentage of the grand total

The total E-Banking payments are increasing year by year. Among all the transactions credit transfers are taking the major share and lowest by large credit transfer transactions. This implies that the people are reluctant to do large credit transfers even today.

Hypothesis testing:

H0: There is no significant difference among different e banking transactions over different years.

H1: There is significant difference among different transactions of e banking transactions over different years.

ANOVA							
Source of Variation	SS	df	MS	F	P-value	F crit	
Between Groups	3.92E+09	2	1.96E+09	0.600482	0.564227	3.885294	
Within Groups	3.91E+10	12	3.26E+09				
Total	4.31E+10	14					

Source: computed using excel

From this table, it is concluded that there is significant difference among different e banking transactions over different years.

CONCLUSION

India has a rich diversity of e banking options. Many of these are interoperable, and work through bank accounts, thus giving the users a lot more choice. However, the costs of digital payments are still an issue, and acceptance infrastructure is not widespread. At a broader level, the ecosystem needs to move from prioritizing issuance to acceptance. Users need to understand why a form of payment – cash, or digital is better for them, and make the right choice. The payments industry must strive to put together a product / service such that users will go with that over cash. With the passage of time, concept of e banking has got consideration in the growth of Indian economy. Therefore e banking services are effectively introduced by Indian commercial banks as it is profitable both to the banks as well as for consumers. The role of information technology is exceptional in endorsing e banking services to the customers. The face of Indian banking has completely changed by many financial innovations like ATMs, credit cards, RTGS, debit cards, mobile banking etc. But still there is a requirement to adopt more innovative solutions to face the challenges like risks regarding security, privacy, trust factor, lack of knowledge among customers in relation to e banking, supportive infrastructure, low level of computer literacy among existing staff, etc. are acting as obstruction in implementation of e-banking.

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ASSESSMENT RISK OF DATA SECURITY IN CLOUD COMPUTING ENVIRONMENT

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ABSTRACT:-

Cloud computing is getting most adopted in organizations of business around the world. However, there are different security issues associated with it. To keep the trust of customers, security must be considered as a whole part of the cloud. In this article, we have discussed the most serious threats, security risks, and how to handle the risk also, risk assessment in cloud computing security that is considered and how to handle it. The target of this paper was to offer a wide and structured summary of the kinds of security needs in the domain of cloud computing security and the methods proposed to discuss these requirements. The aim of this paper to introduce a risk assessment of the method in cloud computing environments, including target use scenarios, risk identification, management, and monitoring with the required mitigation strategies give confidence that will lead to high confidence of consumers of cloud computing..

Keywords: Cloud Security Mechanisms; Security Risk; Cloud Security Threats; Risk Assessment;

INTRODUCTION:-

Many advantages are provided by cloud computing, such as increased hardware resource availability, scalability, decreased costs, and quick deployment as a consequence, all the major businesses, the cloud is used by Microsoft, Google, and Amazon. In addition, the number of customers moving their data for cloud services likes iCloud, Dropbox, Google Drive, etc:

Cloud computing is increasingly gaining popularity in today's world as one of the most creative. A technical solution that has changed the way computation is done [1]. Computing in the cloud has. The Internet as its basis for providing the user with a shared data processing framework Instead of purchasing all the hardware/software resources [2]. Initially, storage was a big issue for users because they had to store large amount of data on high storage disk. But with the implementation of significant solution to this issue has been found in Cloud Computing technology, as it's become it's very easy to store and access data that can be stored anywhere in the world. In order to improve security and data storage in the cloud from which they can store and process their information in a third party data center whose distance from the user's range can differ from across a city to across a world, it is also an attempt to develop the significance of the current cryptographic approach [3]. Cloud computing focuses on a shared database of resources to achieve integrity and cost savings.

CLOUD SECURITY MECHANISMS

There are a number of security protocols that, when applied to the cloud environment, can help mitigate several of the vulnerabilities previously mentioned. Some of them are discussed in this section. Including mechanisms for data and virtualization security.

- 1- Data Security:-** To protect the confidentiality of cloud data, encryption is widely used. Using mathematical methods, it includes the transformation (encryption) of information and a secret key called an encryption key. Encrypted information can only be revealed to authorized parties with the use of a decryption key. [4] To both decrypt and encrypt the data, Symmetric cryptography uses the same keys, which makes the algorithms less complex than their asymmetric equivalent. Thus, they have higher quality, typically 100 to 1000 times faster, than asymmetric cryptography algorithms. The security level depends on the key's size. 160 to 512 bits is recommended by the U.S. National Institute of Standards and Technology (NIST). Symmetric cryptography is generally used for distributed data encryption and is used in Internet protocol security (IPSec) and transport layer security protocols (TLS). How to securely delegate keys is a challenge for symmetric cryptography. [5]
- I. Cloud cryptographic algorithms:-** In various cryptographic protocols, many cryptographic algorithms are used to make sure data protection, database safety, and authentication by the query the main and commonly used algorithms and techniques that are used to satisfy security requirements [6].
 - a. Data Encryption Standard (DES):-** DES is a symmetric-key algorithm that is very widely used. It was developed in 1974 by IBM, but nowadays there are several methods that have proven this algorithm unsecured [7]. The block cipher in DES algorithms is 64 [8] bits and the key used is 56 bits out of 64 key bits. The rest of the 8 bits are padded. In block cipher, we encrypt blocks of data consisting of plain text by combining confusion and diffusion to create a cipher block, and then this cipher block must pass 16 rounds until the 64 bits of data are fragmented into 32 bits before going through these 16 rounds.

- b. **Advance Encryption Algorithm (AES):-** AES stands for Advanced Encryption Standard. it's a Symmetric algorithm for encryption generated by two Belgians Joan Daemen and Vincent Rijmen are cryptographers. Encryption and decryption algorithm will be performed. The original data is referred to as plain text, and the encrypted form is called cipher text. The cipher text has all the plaintext data but is not in a format that can be readable by a human or computer. Depending on the key that changes the detailed operation of the algorithm, the encrypting process differs. The cipher text cannot be used for encrypting or decrypting without the key [9].

The (AES) is works in cloud environment by following these steps:-

User information can be safe securely in the cloud using AES encryption [10].

- i. A user decides to use cloud services and transfer his data to the cloud.
 - ii. The user should submit his service requirements to the cloud service provider (CSP), then select the provider availability of the best services.
 - iii. Any requests to read the data will be created after it has been decrypted at the end of the user. so the plain text of data can be read by the user requesting. Plain text data is never written on the cloud . Because it can compromise the key, the key is never stored next to the encrypted data. A physical key management server is installed at the user's location to store the keys.
- c. **RSA (Rivest, Shamir, and Adleman):-** The first public-key cryptosystem that is mostly referred to in cryptography as a symmetric key cryptosystem is RSA. RSA requires encrypting and decrypting the original text or a message or plaintext, a single round [11]. There are three main processes for the RSA algorithm: key pair generation, encryption, and decryption. Key pairs include public key generation and private key generation [12]. Due to this part of the process, the first public-key digital security system has been identified as RSA. If the public key is generated, it is sent through an unsecured system, but the private key remains secret. Data are encrypted with the public key, but only with the private key can be decrypted.

<i>Factor analyzed</i>	<i>DES</i>	<i>AES</i>	<i>RSA</i>
<i>Generated</i>	<i>1977</i>	<i>2000</i>	<i>1978</i>
<i>Size of Key[13]</i>	<i>56bits</i>	<i>128,192,256 bits</i>	<i>>1024 bits</i>
<i>size of block</i>	<i>64bits</i>	<i>128bits</i>	<i>At least 512bits</i>
<i>Scalability</i>	<i>Due to varying the key size and block size, it is a scalable algorithm.</i>	<i>It's not scalable</i>	<i>It's not scalable</i>
<i>algorithm sort</i>	<i>It's a symmetric</i>	<i>It's a Symmetric</i>	<i>It's Asymmetric</i>
<i>Encryption&Decryption</i>	<i>It's Moderate</i>	<i>It's Faster</i>	<i>It's Faster</i>
<i>Power Consumption[14]</i>	<i>Not High</i>	<i>Not High</i>	<i>It's High</i>
<i>Security</i>	<i>Not Secure Enough</i>	<i>Its Secured</i>	<i>Less Secure</i>
<i>Speed of Stimulation</i>	<i>Speed is Good</i>	<i>Speed is Good</i>	<i>Speed is Good</i>
<i>Ciphering & deciphering key</i>	<i>It's Same</i>	<i>It's Same</i>	<i>It's Different</i>

Table (1) various factors of DES,AES,and RSA

- 2- **Digital Signature:-** Over authentication and non-repudiation, the digital signature process ensures data authenticity and integrity. Previous to transmission, if the message is subjected to any subsequent, unauthorized modifications, the message's digital signature is rendered invalid. A digital signature ensures that the message received is similar to the one sent by the sender.[15]

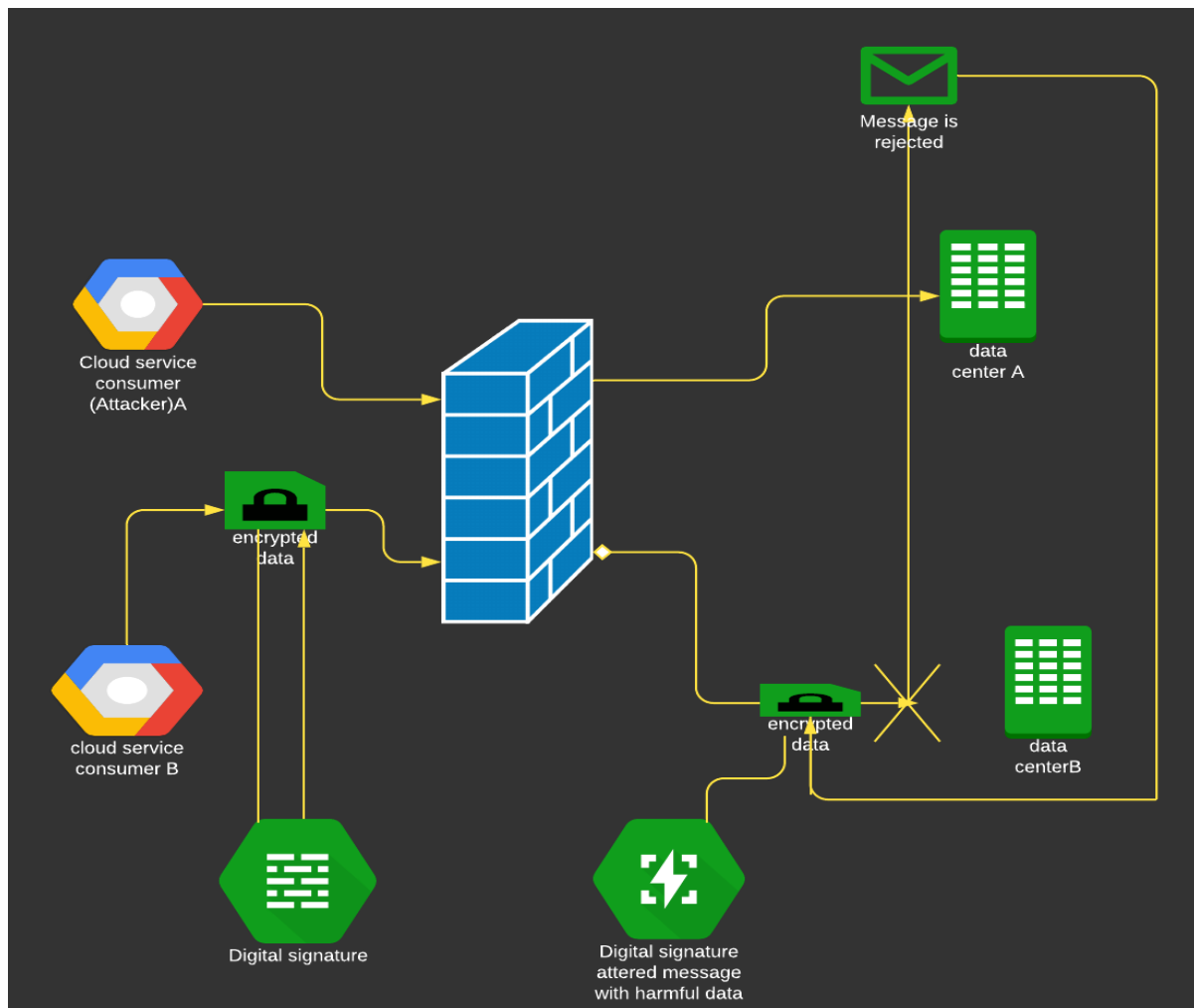


Figure1: Digital Signature process

SECURITY RISKS:

There are different types of security threats and these vary depending on the distinctive types of models of the cloud computing environment. There are three particular individuals, consumers, service providers and the government may be defined as falling under the criteria. As we can see on table 2.

Security Risks	Consumer	Service provider	Government
	<p>“Cloud security risk and threats that customers face are mostly.”</p> <p>1-Possible downtime with a business effect which cannot be at all avoided.</p> <p>2- Commercial secret disclosure this cannot be absolutely avoided.</p> <p>3- The privilege status of the cloud service provider gives rise to concerns over issues such as error removal , damage compensation and business immigration etc</p>	<p>“The security threats faced by service providers in the cloud setting include.”</p> <p>1- Ensuring the cloud data center's long-term stable operation - isolating possible faults to reduce or minimize their impact.</p> <p>2-Protection and Safety are a worrying security issue against multiple and malicious network hackers</p> <p>3-The need to handle customer requirements efficiently and safely - detect and block any malicious customers</p>	<p>“The cloud computing security threats that government agencies face are probable to be”.</p> <p>1-The need to strengthen the security defense of a mass-scale data centre.</p> <p>2- A way of handling the various and varying cloud service providers securely.</p> <p>3- Assessment and rating of the security level of cloud service providers, including the security credit of other cloud clients and the constructive malware warning mechanism.</p>

Table 2: Security Risks

CLOUD SECURITY THREATS:-

Threats to cloud-based information assets can differ depending on the cloud delivery models used by cloud users. Cloud computing is vulnerable to a number of different forms of security threats.

Table(3)

provides an overview of the risks to cloud users, divided into three categories: confidentiality, integrity, and availability. (CIA) Each cloud service delivery model's security model and its relevance.

Threat	Description
Confidentiality	
Insider user threats: <ul style="list-style-type: none"> A malignant cloud service provider A malignant cloud customer user A malignant third party user (Providing assistance to either the cloud provider or the client.) 	The threat of insiders accessing customer data hold within the cloud is bigger as each of the delivery models can introduce the need for multiple inner users: SaaS – cloud customer and provider administrators PaaS- application developers and test environment managers IaaS- third party platform consultants
External attacker threats: <ul style="list-style-type: none"> Distant software attack of cloud infrastructure Distant software attack of cloud implementation Distant hardware attack against the cloud Distant software and hardware attack against cloud user organizations' endpoint software and hardware Social engineering of cloud provider users, and cloud customer users. 	External attackers may be thought to be more of a threat to public Internet-facing clouds, but external attackers affect all types of cloud distribution models, especially private clouds where user endpoints can be attacked. Cloud providers with large data stores, such as credit card numbers, personal information, and confidential government or intellectual property, would be targeted by organizations with considerable resources seeking to retrieve the information. Hardware attacks, social engineering, and supply chain attacks by dedicated attackers are all possibilities.
Data leakage: <ul style="list-style-type: none"> Fail of protection access rights across multiple domains Fail of electronic and physical transfer systems for cloud data and backups 	A threat from widespread data leakage amongst many, potentially competitor organizations, using the same cloud provider could be caused by human mistake or improper hardware that will lead to information compromise
Integrity	
Data segregation: <ul style="list-style-type: none"> Incorrectly defined security perimeters Incorrect configuration of virtual machines and hypervisors 	If system resources are effectively segregated, the integrity of data within complex cloud hosting environments such as SaaS designed to share computing resources among customers could represent a threat to data integrity.
User access: <ul style="list-style-type: none"> Poor identity and access management procedures 	Weak access management procedures can lead to a variety of threats, such as disgruntled ex-employees of cloud provider organizations maintaining remote access to manage customer cloud services and causing data sources to be intentionally lost.
Data quality: <ul style="list-style-type: none"> Introduction of faulty application or infrastructure components 	As cloud providers host many customers' data, the threat of data quality effects has grown. The implementation of a misconfigured or incorrectly configured component needed by another cloud user may jeopardize the data integrity of other cloud users who share infrastructure.
Availability	
Change management: <ul style="list-style-type: none"> Client penetration testing affect other cloud customers Infrastructure changes to cloud provider, client and third party systems affect cloud clients 	As the cloud provider has increasing responsibility for change administration, by all cloud delivery models, there is a threat that changes could introduce negative effects. These could be caused by software or hardware changes to existing cloud services.

Table 3: A list of cloud security threats.[16]

CLOUD RISK ASSESSMENT:-

The level of risk is estimated on the basis of the probability of an incident scenario, mapped against the estimated negative impact. The likelihood (probability) of threat exploiting vulnerability with a given probability defines an incident scenario. The probability of each incident scenario and the business impact was determined, based on their collective experience, in consultation with the expert group contributing to this report. In cases where it was not considered possible to provide a well-founded estimate, of the probability of an occurrence, the value is N/A. In many cases, the probability estimate depends heavily on the cloud model or architecture under consideration. The following shows the level of risk as a function of the business impact probability of the incident scenario. The resulting risk is measured on a scale of 0 to 8 as shown in Table (4) and could be evaluated against the risk acceptance criteria. This risk scale could also be mapped to a simple general risk rating.

- Low risk: 0-2
- Medium Risk: 3-5
- High Risk: 6-8

ENISA's (European Network and Information Security Agency) risk scenarios are grouped in four categories:

Policy and organizational, technical, legal, and other scenarios not specific to cloud computing.

The likelihood of any of these scenarios, as well as their business implications, was determined in consultation with a group of experts. Between very low and very high, there are five discrete classes on the scale of probability and effect. For example, the first incident scenario in the policy and organizational category is P1– vendor lock-in, and its probability (likelihood) and impact are given as HIGH and MEDIUM, respectively

	probability of incident scenario	Very low (Very Unlikely)	Low (Unlikely)	Medium (Possible)	High (Likely)	Very High (Frequent)
Business Impact	Very Low	0	1	2	3	4
	Low	1	2	3	4	5
	Medium	2	3	4	5	6
	High	3	4	5	6	7
	Very High	4	5	6	7	8

Table 4: based the estimation of risk levels on ISO/IEC 27005

The following point must be observed in relation to the risk statements below:- [17]

- Risk must always be known in relation to total action chance and desire for risk – sometimes risk is compensated by opportunity
- The level of risk will in many cases vary significantly with the type of cloud architecture being considered.

CONCLUSION:-

The risks associated and security with the various cloud computing models might well be outweighed by other issues. Like, the costs to a business cannot be forgotten and the cloud computing models offer benefits that absolutely need to be given consideration. To that end, future research may prove useful in integrating the improvement into the evaluation process and extending the framework to different perspectives. Moreover research may also provide the means to decrease the threats and risks by incorporating them into categories that share very similar properties. This might be accomplishable through the use of statistical evaluation techniques such as factor analysis.

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SYNCHRONIZATION OF PRE AND POST PANDEMIC ACTIVITIES OF GENERATION “Z”

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On 24th March, 2020 Government of India announce nationwide lockdown as a preventive measure against COVID 19. Every person is required to obey Janata Carfew, with exception for the period of Essential Services, such as Police, Medical Service, home delivery and fire brigades. This is the first time busy Mumbai came to standstill. Public in Mumbai are used to busy life schedule right from morning to late night. Peoples from different age groups are busy with their routine work like jogging, playing outdoor games like football, basketball, cricket etc., some are busy with meetings, roaming, visiting picnic spot and other religious activities. Sudden lock down changes their life style and they find it difficult to spent whole time at their residence. The initial phases of lock down was enjoyed by the peoples with some indoor activities like video calls, card games, television serials, facebook, instagram, etc. This paper mainly aims at find out the effects of lock down on “Z” generation. What they most prefer during the time they spent at home and how they can utilize this in best possible manner. What is normal and what is new normal is debatable. In this paper views are expressed on new normalcy.

Key words: Lock down, Indoor Activities, Outdoor activities

INTRODUCTION

Having a normal life may sound like a simple goal, but it's actually a complex concept. What's normal for one person may not be normal for another, especially in a different culture or society. At the same time, the idea of normalcy is constantly changing. Meaning of Normal life is humongous from everyone's point of view. In cities like Mumbai, Normal life is to work hard from morning 7 to evening 7. Some peoples have lavish lifestyle. Normal life is like a discipline for some of the peoples. But for “Z” generation i.e. for youngsters from age group 6 years to 24 years, perspective of life is to study, to play, to roam, to travel, to learn life values etc. In spite, stuck with studies, they spare some time to spent on outdoor activities like cricket, football etc. This generation work to develop meaningful relationships with people from a variety of social groups. Broad exposure to different kinds of people can help them to find a person you really connect with. Regardless of the type of group you interact with, you need support from people around you. This is essential for you to feel a sense of normalcy in your everyday life. While it may seem counterintuitive, exposing yourself to a variety of people, customs, and cultures can make you feel more normal than if you are simply comparing yourself to people in your hometown. Travel can show you just how big and diverse the world is.

Sudden outbreak of Corona Virus makes drastic changes in the life style of this generation. Generally they are used to their routine life, and don't wants to get it disturb for any reason. Routines can help establish normalcy and self-discipline. This can make you feel more competent and able to tackle obstacles that may come up. Sitting in one room for a long period of time, certainly shook up the daily routine. Even though different mobile applications and internet activity keep one busy in their daily life. It does not focus on normality and best utilisation of the available time. While they are graduating from high school and attending college at rates higher than ever, it's becoming more common for individuals to graduate college without being sufficiently prepared to work in the field they majored in. The internet world is never ending and limitless; it gives access to various educational courses, knowledgeable activities, and mind refreshing activities and so on.

LITERATURE REVIEW

In the Research Paper “The effects of social isolation on well-being and life satisfaction during pandemic” by the authors Ruta Clair, Maya Gordon, Matthew Kroon & Carolyn Reilly points out the necessity of social isolation and it's psychological effect on the peoples from age group of 18 years to 84 years.

Kritika Premnath Amin, Mark D. Griffiths & Deena Dimple D'Souza, in their Research paper “Online Gaming During the COVID-19 Pandemic in India: Strategies for Work-life Balance” focuses on gaming industry which remain unaffected during the pandemic. It studies the increase in Indian Mobile based online gaming platform. As per peoples are housebound they are few leisure activities for peoples to participate in. Gaming Industry benefited during this situation.

“Impact of Pandemic COVID-19 on Education in India” by Mr. Pravat Kumar Jena – Indira Gandhi National Open University (IGNOU), rightly said that extensive use of technology was not there in education field before pandemic. Positive and negative impact of pandemic on the education is right discussed in this research paper

RESEARCH METHODOLOGY

OBJECTIVES:

- To study pre-pandemic activity preference given by “Z” Generation peoples.
- To study post pandemic activity preferences given by “Z” Generation peoples.
- To suggest certain measure in new normal to set the routine.

Sample Size: 108

- Primary data is collected through Google form questionnaire.
- Secondary data is collected from the various sources like research papers, online published articles, reference books and websites.

Technique used for data analysis:

Dichotomy test, frequencies table for multiple responses, Chi square test using SPSS software

DATE ANALYSIS AND INTERPRETATIONS

Data is collected from 108 youngsters from the group 6 years to 24 years

Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender*\$Indoor_activity	108	100.0%	0	0.0%	108	100.0%

		Gender											
		Male						Female					
		Age Group						Age Group					
		6 Yrs - 10 Yrs		11 Yrs - 18 Yrs		19 Yrs - 24 Yrs		6 Yrs - 10 Yrs		11 Yrs - 18 Yrs		19 Yrs - 24 Yrs	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Outdoor activity	cricket	5	45.5%	7	35.0%	8	28.6%	4	36.4%	4	28.6%	4	16.7%
	football	0	0.0%	5	25.0%	9	32.1%	3	27.3%	1	7.1%	4	16.7%
	Badminton	6	54.5%	6	30.0%	7	25.0%	2	18.2%	6	42.9%	12	50.0%
	Roaming around	0	0.0%	2	10.0%	4	14.3%	2	18.2%	3	21.4%	4	16.7%

It can be observed that maximum boys preferred cricket as an outdoor activity whereas girls preferred badminton. Least preference is given to roam around by the boys and girls preferred roaming around. We can rank the outdoor activities as follows:

	Boys	Girls
Cricket	1	2
Football	3	4
Badminton	2	1
Roaming Around	4	3

After the announcement of lock down due to pandemic, this generation has to spent big amount of the time at their residents. Responses collected for preference given for different activities are summarized below:

\$Indoor_ Activity Frequencies					
		Responses		Percent Cases	of Ranking
		N	Percent		
\$Indoor _ Activity	VideoChat	22	6.6%	20.4%	8
	Mobile Games	39	11.7%	36.1%	3
	TVSerial	35	10.5%	32.4%	4
	SportsChannels	32	9.6%	29.6%	6
	Whatsaap	34	10.2%	31.5%	7

	Facebook	39	11.7%	36.1%	5
	Instagram	20	6.0%	18.5%	9
	Twitter	15	4.5%	13.9%	10
	Onlinecourse	46	13.8%	42.6%	2
	Indoorphysicalactivity	51	15.3%	47.2%	1
Total		333	100.0%	308.3%	
a. Dichotomy group tabulated at value 1.					

Above table indicates that preference is given to indoor physical activity and least preferred is twitter messages. Overall time is spent on chatting and gaming on Whatsapp and other alike activities.

		Gender											
		Male						Female					
		Age Group						Age Group					
		6 Yrs - 10 Yrs		11 Yrs - 18 Yrs		19 Yrs - 24 Yrs		6 Yrs - 10 Yrs		11 Yrs - 18 Yrs		19 Yrs - 24 Yrs	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Preferred Indoor activity	VideoChat	0	0.0%	6	30.0%	9	32.1%	0	0.0%	3	21.4%	4	16.7%
	Mobile Games	7	63.6%	9	45.0%	11	39.3%	4	36.4%	4	28.6%	4	16.7%
	TVSerial	5	45.5%	2	10.0%	5	17.9%	6	54.5%	8	57.1%	9	37.5%
	Sports Channels	3	27.3%	9	45.0%	13	46.4%	1	9.1%	1	7.1%	5	20.8%
	Whatsaap	0	0.0%	5	25.0%	9	32.1%	2	18.2%	8	57.1%	10	41.7%
	Facebook	0	0.0%	9	45.0%	16	57.1%	0	0.0%	8	57.1%	6	25.0%
	Instagram	0	0.0%	4	20.0%	7	25.0%	0	0.0%	4	28.6%	5	20.8%
	Twitter	0	0.0%	3	15.0%	6	21.4%	0	0.0%	3	21.4%	3	12.5%
	Online course	0	0.0%	8	40.0%	15	53.6%	0	0.0%	7	50.0%	16	66.7%
	Indoor physical activity	2	18.2%	11	55.0%	18	64.3%	3	27.3%	6	42.9%	11	45.8%

		Gender			
		Male		Female	
		Count	Column N %	Count	Column N %
\$Indoor_Activity1	Video Chat	15	25.4%	7	14.3%
	Mobile Games	27	45.8%	12	24.5%
	TV Serial	12	20.3%	23	46.9%
	Sports Channels	25	42.4%	7	14.3%
	Whatsaap	14	23.7%	20	40.8%
	Facebook	25	42.4%	14	28.6%
	Instagram	11	18.6%	9	18.4%
	Twitter	9	15.3%	6	12.2%
	Online course	23	39.0%	23	46.9%
	Indoor physical activity	31	52.5%	20	40.8%

Pearson Chi-Square Tests		
		Gender
\$Indoor_Activity1	Chi-square	34.280
	df	10
	Sig.	.000*

Results are based on nonempty rows and columns in each innermost sub table.

*. The Chi-square statistic is significant at the .05 level.
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H0: There is no association between gender and indoor activities preferred

H1: There is association between gender and indoor activities preferred

Observed Value 34.280 > Tabulated Value 18.307

So null hypothesis is rejected and it can be concluded that there is a relationship between indoor activities preferences given by boys and girls of Generation “Z”

52.50% Boys from generation “Z” prefers indoor physical activity whereas 39% preferred online courses; this is reverse in case of girls from the “Z” Generation.

CONCLUSIONS & SUGGESTIONS:

From the observations it can be concluded that Boys and girls from Generation “Z” gives equal importance for physical fitness as well as knowledge enhancement by joining online courses. It is also concluded that they are keeping themselves physiologically fit by using different online tools like Facebook, instagram, mobile games and so on.

It has been suggested them to make a list of “normal” things you would find online and start shortlisting the ones you find normal for yourself. You should have different schedules or things-to-do. Pick it up one list at a time, implement and see the result. Give yourself time to find things that suit you. .

Finding daily routines or patterns of behaviour that work for you can reduce stress and give you the confidence to experiment with expressing yourself.

To have a normal life, you'll need to decide what is normal for you. Education connects you with people, ideas, and resources to which you would not otherwise have access. So plan your online courses accordingly. There are a lot of different types of degrees available at schools or universities. Look into them to see if any seem to fit with the sense of normalcy

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A STUDY OF THE EFFECT OF CORONA VIRUS PANDEMIC ON THE INCOME OF MIGRANT STREET VENDORS IN MUMBAI CITY

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ABSTRACT

The purpose of this paper is to scrutinize the effect of corona virus Pandemic on migrant street vendors income in Mumbai City. The data was collected from 50 respondents of Mumbai City. The proposed study uses SPSS-26. The income of the street vendors selling clothes, fruits and vegetables had decreased whereas those selling soaps had remained the same. The income of paan vendors had increased during the post Covid period. The migrant street vendors of Mumbai City are the worst affected by the corona virus Pandemic. The centre can improve the plight of migrant street vendors of Mumbai city by implementing various policies and schemes especially for those selling tangible and intangible goods and services in cities like Mumbai.

Keywords: Migrant street vendors, COVID 19, Income, Mumbai City

INTRODUCTION:

Parasuraman (2007) pointed out that population change in a city like Mumbai takes place because of two main reasons - natural increase and migration. While migration has in the past played a significant part in altering demographic profile of Mumbai, contribution of migration to population growth has decreased consistently. An unprecedented natural increase in the population has been the cause of this decrease. Migration from North India had risen from 1961 to 2001 and is higher than migration to Mumbai city from within the state. This migration is primarily male dominated. Peripheral urban agglomerations of Mumbai like Navi Mumbai, Thane, Kalyan and Mira-Bhayander have absorbed this migrant population. There is a significant spread of population from Greater Mumbai to these nearby satellite cities. Between 1961 and 2001 migration from south India declined. This change took place because of various reasons like changing employment patterns from industrial to service sectors like IT, banking, media and communications. South Indians found other destination cities such as Bangalore, Hyderabad which are fast developing due to the boom in the IT sector. This trend gives significant pointers on how policy interventions can be implemented to reduce migration into already crowded cities like Mumbai and Delhi.

Singh, (2007) found out that in 2001, the migrants from villages out of total migrants from state of Uttar Pradesh were highest (eighty one percent), followed by Bihar (seventy nine percent), Rajasthan (sixty six percent), Karnataka (sixty three percent), Gujarat (fifty nine percent), Kerala, Tamil Nadu, and Andhra Pradesh between fifty-five to fifty-eight per cent. State of Punjab and West Bengal shows higher percentage of migrants from cities in comparison to villages. The trends of migration show a shift from urban origin to rural origin migrants over last few decades. Almost all the state migrant shows decline of percentage migrants from cities while increase in percentage of migrants from villages. The North Indian states shows higher percentage increase among migrants from villages and backward areas during past few decades in comparison to south Indian states.

REVIEW OF RELATED LITERATURE:

Aziz, et. al, (2020) aimed to analyse the encounter of migrant workers during the corona virus crisis from the standpoint of females. Six problems faced by women were found out from analysis of data by the researcher. These six problems were loss of source of living and debts; compromise; confinement and the burden of responsibility; inadequate passage to services; emotional and psychological vagaries of COVID 19 and inadequate support. It was found out that the worse condition of migrant females and their families was seen due to the above problems. Findings reveal that corona virus pandemic, and times after, were a turmoil to the weakest population, including the migrant females studied. However, this study scrutinizes the impact of corona virus pandemic on female migrant labour, by examining interviews which were qualitative taken in Delhi and in Gurugram only; whereas the other vulnerable groups of the society like the senior citizens and handicap persons have not been analysed. The study is further restricted to only two places and other cities like Mumbai which has also been worst affected has been ignored by the researcher.

Yueping, S. et. al. (2020) examined the gendered effects of the corona virus pandemic on the Chinese migrants returned to their homeland for the Spring Festival before lockdown in Wuhan. The study found out that female

migrants were more unlikely than male migrants to return to the cities and also less probable to return to paid work after the corona virus outbreak. It was found out that employment decisions of female migrants with children below five years was unfavourable, but it had no impact on male migrants' decisions. More significantly, findings reveal that pandemic had led to an obstacle in the advancement made in pre-pandemic times in promoting Chinese village females stand in the labour market. However, study does specifically measure the impact of corona virus on income of migrant street vendors.

Che, L. et. al. (2021) examined the effect of the corona virus pandemic on the employability of Chinese labour who were migrants. In this paper it has been estimated that, approximately thirty to fifty million migrants lost employment nationally in late March, which was way more than the local labour in cities. A survey online showed that the village household individuals have borne the pandemic aftermaths. Approximately ninety percent village hukou labour who is migrant could not find work as of late February, in contrast to forty two percent for urban hukou (household individual) migrant labourers. Migrant labour having comparatively lower level of education and less skill have also a higher degree of unemployment. There is no match between workers enjoying social safety net and those who deserve it. Pandemic aggravated the already existing inequalities along the household registration system line. The researcher emphasized for a more organised mechanism so that migrant labour be entitled to the national social security schemes.

Sengupta, S. et. al. (2021) analysed how inequality, injustice, informality and poverty, have been aggravated by the corona virus pandemic experiences of migrant labour who have been 'locked down'. The paper examined scope of social policy, designed under changing economic and political scenario, to protect vulnerable people, reduce destitution, dislocation and discrimination in days to come. The researcher pointed out that coronavirus crisis had, brought unseen migrants and migration phenomenon to the focal point of social and economic policy. Migrant labour catastrophe taking place due corona virus pandemic emphasizing requirement of redirecting social policy initiatives of past. However, the researcher has ignored the impact of COVID 19 on income which is a significant variable in determining the economic wellbeing of migrant workers in megacities.

OBJECTIVES:

To find the difference in Pre COVID and Post COVID income of migrant street vendors of Mumbai City.

HYPOTHESIS:

H0: There is no significant difference between the pre Covid and post Covid income of migrant street vendors in Mumbai City.

H1: There is significant difference between the pre COVID and post COVID income of migrant street vendors in Mumbai City.

RESEARCH METHODOLOGY

The research design is the structure or frame work of a research work. The research design helps a researcher to have a proper command and control over the research work. The research design has three categories viz, Exploratory, descriptive, and experimental.

The information related to all the three types of research design is as under.

- i. **Exploratory research Design:** under exploratory research design the researcher does not have any information about situation and needs to use the qualitative data for research purpose.
- ii. **Descriptive research design:** It is used in case when researcher is aware about the problem and need to use the numerical data in order to find the conclusions
- iii. **Experimental research Design:** Under experimental Research Design the research needs to bifurcate the sample Centre to group one being the control and other being the experimental. Under experimental research the experimental group is group which receives treatment and controlled group is given a placebo, and after the experimental tests are completed both the groups are observed i.e., how far the results of experimental group vary as compared to controlled group. **The current study adopts descriptive research design.**

DATA COLLECTION METHODS AND TECHNIQUES

In the current research work, **both the data primary and secondary are used for analysis purpose.** Questionnaire forms were used to collect the primary data. Sufficient time was provided to the respondents to submit the forms. The questionnaire has been provided with sufficient changes in order to make it easier to be understood and self-explanatory to the respondents so that they can easily fill in the forms.

SAMPLING DESIGN

The sample is a small size of the population selected, which represents the whole population in the research work. The sampling design shall include the sampling technique, sample size of research.

Sampling element: Migrant street vendor

Sample size: 50

Sampling method: The current research work uses the non-probability purpose sampling. Where the main criteria for selecting the sample is migrant street vendor of Mumbai City selling soap, clothes, paan, vegetable and fruits from past one year.

Target population: street vendors of Mumbai City.

Statistical Tool: This research study uses the IBM SPSS- 25, Microsoft Office Excel 2016, and

Statistical Techniques: Paired Sample Statistic

Data Analysis**Table No. 1 Demographic Profile**

Commodity	Number of Respondents
Clothes	10
Soap	10
Paan	10
Vegetables	10
Fruit	10

Data was collected from 50 migrant street vendors of Mumbai City. Out of the 50 respondents ten respondents were those selling clothes, ten respondents were those selling soap, ten respondents were those selling paan, ten respondents were those selling vegetables and ten were those selling fruits.

Table No. 2

Paired Samples Statistics						
COMMODITY			Mean	N	Std. Deviation	Std. Error Mean
CLOTHES	Pair 1	PREINCOME (PER DAY)	520.00	10	218.835	69.202
		POSTINCOME (PER DAY)	330.00	10	108.525	34.319
FRUIT VENDOR	Pair 1	PREINCOME (PER DAY)	440.00	10	124.276	39.299
		POSTINCOME (PER DAY)	350.00	10	114.867	36.324
PAAN VENDOR	Pair 1	PREINCOME (PER DAY)	455.00	10	127.911	40.449
		POSTINCOME (PER DAY)	620.00	10	170.294	53.852
SOAP VENDOR	Pair 1	PREINCOME (PER DAY)	422.50	10	91.629	28.976
		POSTINCOME (PER DAY)	425.50	10	95.698	30.262
VEGETABLE VENDOR	Pair 1	PREINCOME (PER DAY)	412.50	10	99.478	31.458
		POSTINCOME (PER DAY)	302.50	10	73.077	23.109

The above table shows that the mean income per day of migrant street vendors selling clothes was Rs. 520 before COVID 19. But the mean income post COVID of migrant street vendors selling clothes had reduced to

Rs. 330 per day. The mean income of Migrant street vendors selling fruits was Rs. 440 per day during pre-COVID period. But the mean income post COVID of migrant street vendors selling fruits was Rs. 350 per day. The mean pre COVID income of paan vendors was Rs. 455 per day. But the mean income post COVID had increased to Rs. 620 per day. The mean income pre COVID of street vendors selling soap was Rs 422 per day. Their mean income post COVID was Rs. 425 per day. The mean income pre COVID of migrant vegetable vendors was Rs. 412 per day. But the mean income of migrant vegetable vendors post COVID was Rs. 302.50 per day.

Table No 3**Paired Samples Test**

COMMODITY			Paired Differences				t	df	Sig. (2-tailed)	
			Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
						Lower				Upper
CLOTHES	Pair 1	PREINCOME(PER DAY) - POSTINCOME(PER DAY)	190.000	222.111	70.238	31.111	348.889	2.705	9	.024
FRUIT VENDOR	Pair 1	PREINCOME(PER DAY) - POSTINCOME(PER DAY)	90.000	17.480	5.528	77.495	102.505	16.282	9	.000
PAAN VENDOR	Pair 1	PREINCOME(PER DAY) - POSTINCOME(PER DAY)	-165.000	62.583	19.791	-209.769	-120.231	-8.337	9	.000
SOAP VENDOR	Pair 1	PREINCOME(PER DAY) - POSTINCOME(PER DAY)	-3.000	12.737	4.028	-12.111	6.111	-.745	9	.475
VEGETABLE VENDOR	Pair 1	PREINCOME(PER DAY) - POSTINCOME(PER DAY)	110.000	37.639	11.902	83.075	136.925	9.242	9	.000

The above table has been explained below:

1. A paired t- test reported a significant difference between pre COVID and post COVID mean income of migrant street vendors selling clothes in Mumbai City. In case of clothes $t(9) = 2.705$; $P < 0.5$; Confidence Interval 95% (31.111 – 348.889).
2. A paired t – test reported a significant difference between pre COVID and post COVID mean income of migrant street vendors selling fruits in Mumbai City. In case of Fruits from above table $t(9) = 16.282$; $P < 0.5$; Confidence Interval 95 % (77.495 – 102.505).
3. A paired t-test reported a significant difference between pre COVID and post COVID mean income of migrant street vendors selling paan in Mumbai City. In case of Paan from above table $t(9) = -8.337$; $P < 0.5$; Confidence Interval 95% {(-209.769) – (-120.231)}
4. A paired t – test reported no significant difference between pre COVID and post COVID mean income of migrant street vendors selling soap in Mumbai City. In case of soap from above table $t(9) = -0.745$; $P < 0.5$; Confidence Interval 95 % {(-12.111) – (6.111)}.
5. A paired t-test reported a significant difference between pre COVID and post COVID mean income of migrant street vendors selling vegetables in Mumbai City. In case of vegetables from above table $t(9) = 9.242$; $P < 0.5$; Confidence Interval 95% (83.075 – 136.925).

FINDINGS:

The researcher found out that the mean income of street vendors selling clothes, fruits and vegetables had decreased due to COVID 19. This is due to the fact that more and more people resorted to online purchase of fruits, vegetables and clothes after COVID 19. The mean income of street vendors selling soap had more or less remained the same during pre-COVID and post COVID 19. This is because the habitual pattern of soap consumption of consumers did not undergo any change during post COVID period. But the mean income of migrant paan sellers had increased during post COVID 19 because it is not possible to purchase paan online and more people resorted to consumption of paan to overcome stress.

CONCLUSION:

The income of migrant street vendors in Mumbai City had decreased. The contribution of these migrant street vendors to the economy of Mumbai City has been significant. Hence the government should allocate spending

for the formulation and implementation of social security measure to uplift these migrant street vendors from the clutches of poverty and enhance their economic wellbeing.

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A STUDY ON DIAMOND INDUSTRY EMERGENCE AND DEVELOPMENT AROUND THE WORLD

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ABSTRACT

The Indian Diamond Industry is currently going through a downturn phase. USA is the major market for diamonds as exports to USA are pegged at US\$ 6.1 billion higher than that from Belgium and Israel. Though the diamond sales have bottomed out, the industry is expected to witness positive growth in festive months during October-December 2013. Our share in USA has started declining; the industry strongly believes that USA will continue to be a strong global trading partner. Of lately, there have been reports that China, through governmental interactions and aids, is pushing through direct deals with the African governments for the supply of rough diamonds which would put it in a strong position to merge as a major diamond manufacturer in the world. Dubai has started strongly emerging as global diamond trading centre. Sharing these concerns and to protect the genuine interest of the diamond industry, the Minister directed the Department of Commerce to constitute a Task Group for Diamond Sector to suggest measures to increase the diamond trade and to make India an International Trading Hub for Rough Diamonds .

KEYWORDS: *diamond, industry, economy, investment, development*

INTRODUCTION:

- This paper focuses on the global jewelry and investment diamond industry. We will begin with a brief overview of the industry, followed by an analysis of the industry structure and key issues facing the industry, including the creation of diamonds as a luxury product, the controversial issue of ‘conflict diamonds and threats to the rough-diamond cartel.
 - Diamond industries are one of the highly successful industries nowadays in many countries. People purchase diamond for several reasons. For instance, investments.
 - There are different types of diamonds are available in market and people choose diamonds according to their need.
1. Industrial diamond: these types of diamond are used in manufacturing processes.
 2. Jewellery diamond: this type of diamond is available in rough and jewelers cut it and mold it into shape and people wear it as it gives statement to their outfits. However, this Jewellery is often very expensive so not everyone can afford to buy it.
 3. Investment diamond: this type of diamonds is available in large quality and often with special characteristics. Moreover, people purchased it for investment.
- The diamond industry suffered during the Covid-19 crisis but fared better than the personal luxury market overall. Across the value chain, revenues decreased by 15% to 33%.
 - However, Rough diamond production continued its downward trend, falling to 111 million carats.
 - After peaking at 152 million carats in 2017, rough diamond production has declined by about 5% per year. In 2020, production decreased by 20% compared with 2019 levels.
 - Notwithstanding changes, the mix of diamonds remained largely constant, with medium and large diamonds accounting for 25% of production volume in carats but around 70% to 80% in value in US dollars.

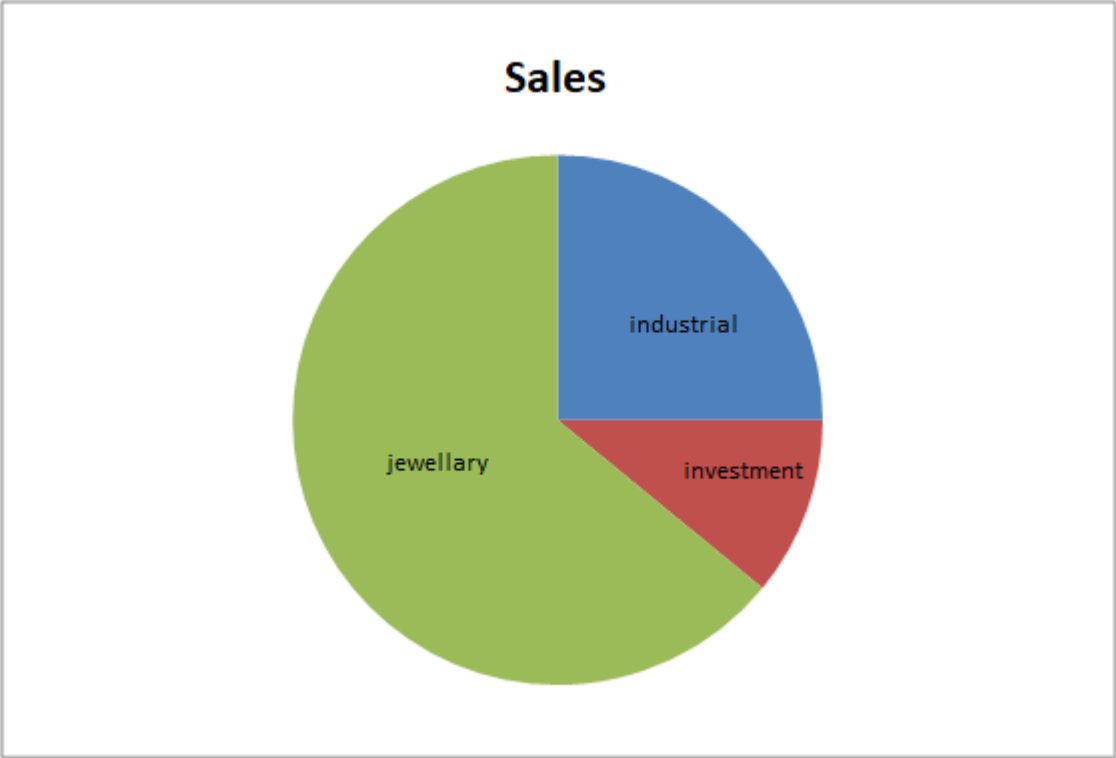
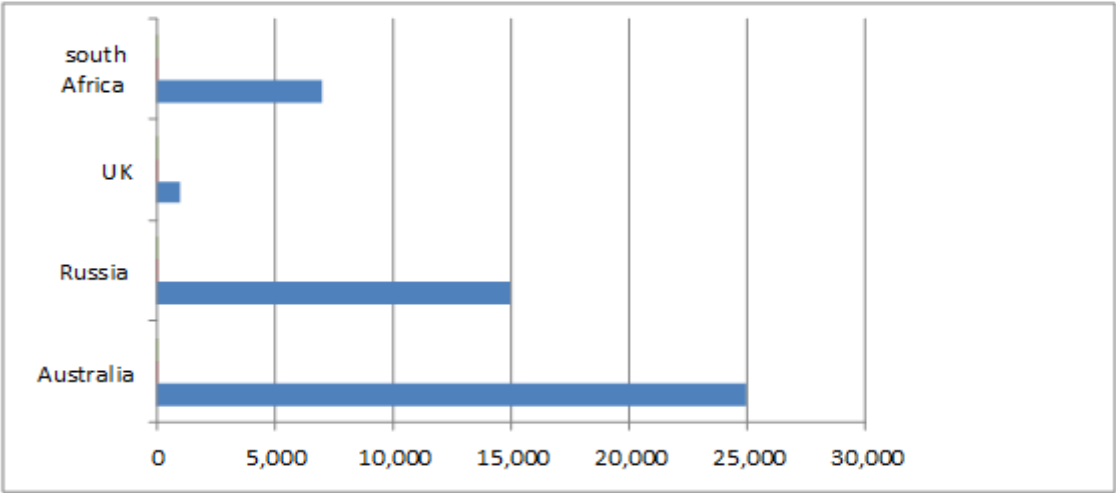


Figure 1: Value of Rough Diamond Market Segments

- As the Jewelry and Investment segments together represent 83 percent of the value of rough diamonds produced, this report focuses on the value chain for Jewelry and Investment Diamonds, a chain that starts in diamond mines and results in a cut gemstone sold to a retail purchaser or an investor.



- ☐ **HISTORY OF DIAMONDS:**
- The diamond is more than just aesthetically beautiful—it’s an enduring symbol of love, romance, and commitment. The stone’s name is derived from the Greek word *Adamas*, which translates to “unconquerable.”
 - This symbolic meaning lends itself well to the diamond’s historic commemoration of eternal love.
 - The earliest diamonds were found in India in 4th century BC, although the youngest of these deposits were formed 900 million years ago.
 - A majority of these early stones were transported along the network of trade routes that connected India and china, commonly known as the Silk Road.
 - At the time of their discovery, diamonds were valued because of their strength and brilliance and for their ability to refract light and engrave metal.

□ GLOBAL DEMAND FOR DIAMONDS:

- The strength in the rough diamond market continued through 2000, with De Beer's sales reaching a new record of \$5.67 billion, an 8.2 percent increase compared to the previous record reached in 1999 (Barker 1999, 2).
- With some analysts predicting a potential supply shortfall in 2001, the outlook for diamond prices remained positive, particularly for larger and higher-quality gems.
- Overall, 2001 was a tough year for sales and profits, but it ended on a positive note with holiday sales better than last year's and much stronger than expected.
- As a result, De Beers sold \$4.4bn (£3.1bn) worth of diamonds in 2001 (De Beers 2002). Also, buoyed by stronger than expected demand in the key U.S. market during the Christmas period, the outlook for rough diamonds was more optimistic for the beginning of 2002, with inventory at cutting centers dwindling.
- The diamond industry began 2002 with, in effect, a great sense of relief. The fear generated by the 9/11 tragedy, combined with the U.S. recession and a large oversupply of goods throughout the diamond pipeline, threatened to diminish diamond demand and created very low expectations in the trade.
- The rebound seen in strong last-minute holiday sales during 2001 strengthened by discounting, however, had a beneficial impact on trade sentiment and outlook for 2002.
- The market seems to be returning to normal after a difficult period of uncertainty. De Beer's future prospects also depend on whether a \$4bn supply deal with Russian monopoly diamond producer Alrosa is cleared by European competition watchdogs.
- The company said it has notified the European Commission of the Alrosa deal. A second alliance with French luxury goods group Moët Hennessy Louis Vuitton (LVMH), under which LVMH is to sell De Beers diamonds in select retail outlets, was cleared by the European Commission last year.
- In 2002, the diamond industry is being provided with an opportunity to rebuild confidence and adapt to the new realities created by a slow but steady market. The restructuring of the diamond industry trade—with larger firms taking on increased market share, cutting out middlemen and a strong emphasis on downstream marketing initiatives—continues unabated.
- While the overall outlook for the 2002 is highly dependent on U.S. and Japanese macroeconomic performance, significant changes taking place in the diamond distribution system may also have a strong impact

□ SOCIAL AND HISTORIC ASPECTS OF THE DIAMOND TRADE:

- In recent decades the manufacturing segment of the diamond industry has been subject to globalization, with manufacturing now taking place in non-traditional centers in the Far East, like India and china.
- The diamond industry is a dynamic global industry with shifting production patterns.
- Transnational's entrepreneurs play a key role in this industry.

□ CONCLUSION:

- Diamond industry plays important role in world's economy and because of that, many countries who are producing rough gemstones are now insisting on processing of gemstones in their country itself like the Republic of Tanzania has put the ban on export of rough tanzanite gemstones weighing one gram or more so that some value addition is achieved on it in Tanzania. Hence the Indian exporters are left with no choice but to import the performs of such stones

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AN EXPLORATORY RESEARCH ON HARDSHIP UNDERGONE BY THE RELATIVES OF COVID AFFECTED PEOPLE IN SECOND WAVE

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ABSTRACT

Covid19 second wave has havocked the entire country. The purpose of the study is to explore various hardship faced by the relatives of covid affected people in India in second wave of coronavirus. Narrative method of qualitative research and text mining technique is used to explore the challenges. It is seen that most crucial variables contributing to the hardship undergone by the relatives of the covid affected people are unavailability of hospital beds, oxygen cylinder, Remdesiver injection, lack of funds/finance for the treatments and unavailability of ICU. Stringent action must be taken by the government by establishing an emergency unit to control this situation.

KEYWORDS: Covid19, Coronavirus, Second wave

BACKGROUND:

Coronavirus disease 2019 popularly called **COVID19**, refers to a disease which is contagious in nature which is conducted by harsh acute respiratory syndrome Coronavirus 2 or which can be also known as SARS-CoV-2. The very first case of this coronavirus disease was being found in China in Wuhan on December 2019 after which it started spreading all across the globe and was turned into a pandemic. People get affected from COVID-19 by mere transmission i.e. if an individual comes into direct contact with an infected person it can be transferred to another individual instantly. One can prevent the spread of this Coronavirus disease by maintaining social distance, proper ventilation, keeping oneself quarantined, wearing masks, washing hands frequently, using sanitizers, covering mouth and nose while coughing or sneezing are some of the methods one can implement to remain safe and keep others safe as well. Many countries have developed vaccines for combating the disease and have started mass vaccination drives.

The very first case of COVID-19 in India was registered on January 30, 2020 after which it spread like a wildfire across the country. Presently, India is the most affected from the Coronavirus all over the world. As per reports till May 2021, India is the second highest country with confirmed cases of the disease after the USA. As per reports which came, till May 3, 2021 India has recorded around 20 million newer cases of the disease and about 2,18,959 people have lost their lives due to the virus. The second wave of the Coronavirus started in March 2021 is proving to be more dangerous and greater as compared to the first wave of COVID-19. India is currently facing a very acute shortage of beds, oxygen cylinders and various other medications. India became the first country to report 4,00,000 newer active cases within 24 hours on April 30, 2021.

Qualitative research refers to collection and analyse of the non-numerical information for understanding different concept, experience and perspectives. It also refers to gathering deep penetration to understand the problem or issue and for generating novel and new plans for conducting the research. It is the opposite of what quantitative research is all about. This research concept is most probably used in social sciences and humanities, education, sociology, history, health sciences, anthropology, etc.

Exploratory research refers to the initial examination which is conducted to simplify and explain the definite nature for any specific problem or issue which needs to be solved. It refers in ensuring that extra additional examination is conducted and is taken into contemplation and to determine priorities for examination purpose, for collection of data and for putting a point on specific topics which might be not visible if exploratory research is not done. Exploratory Research involves certain methods which are as follows:

- Secondary Research which refers to review done for the accessible information and literature.
- Informal Qualitative Approaches which refers to conducting deliberations and communication with employees, management, competitor and customers.
- Formal Qualitative Research refers to conducting of interviews which are in-depth, use of projective techniques, case study, pilot study and interaction with the focus group.

MATERIALS AND METHODS:

Telephonic interview was taken of 25 relatives of covid19 second wave affected people and audio file was converted into the transcript. In-depth analysis of the transcript was done using NVIVO 12 SOFTWARE. Text

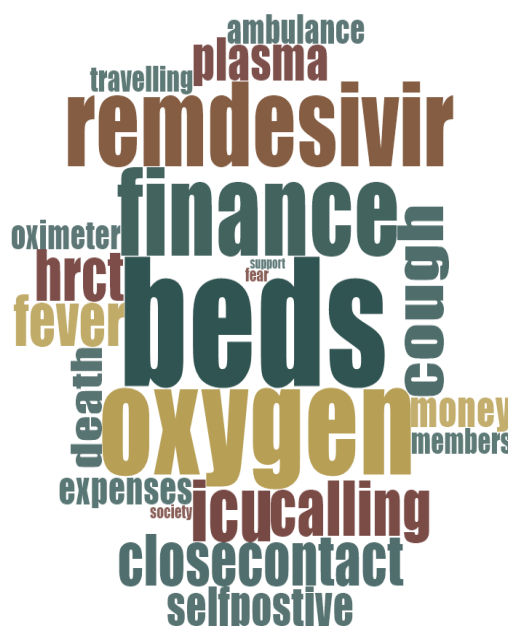
mining technique is very useful in providing data insights. Tree map, word cloud and word summary table were established for in-depth analysis.

RESULTS

As per figure 1 of word cloud it is clearly seen that the most important challenges faced by the relatives of covid affected people in second wave is unavailability of Remdesivir injection, Unavailability of PLASMA donors, unavailability of oxygen cylinders, unavailability of hospital beds and also Finance/Money for the treatment of the patients.

Further it can also be seen that Ambulance, HRCT, ICU BEDS, close contact with the patients, self covid-positive, cough etc. also contributes to the difficulties among the relatives of affected people.

Figure no.1 Word cloud



As per Table 2 of summary table it is clearly seen that the key challenge contributing difficulties among the relatives of covid affected people is unavailability of beds contributing 11.90 weighted percentage and there are total 35 counts, it is also seen that unavailability of oxygen cylinder contributing 9.52 weighted percentage hardship and there are total 28 counts, Lack of finance contributing 8.16 weighted percentage hardship and there are total 24 counts, Unavailability of Remdesivir injection contributing 7.82 weighted percentage hardship and there are total 23 counts and unavailability of ICU beds contributing 5.78 weighted percentage hardship and there are total 17 counts.

There are also other Variables contributing difficulties to the relatives of covid affected people such as no close contact with patients, relatives suffering with cough and throat infection, mild infections among the relatives, No support on calls for injections, beds and oxygen etc.

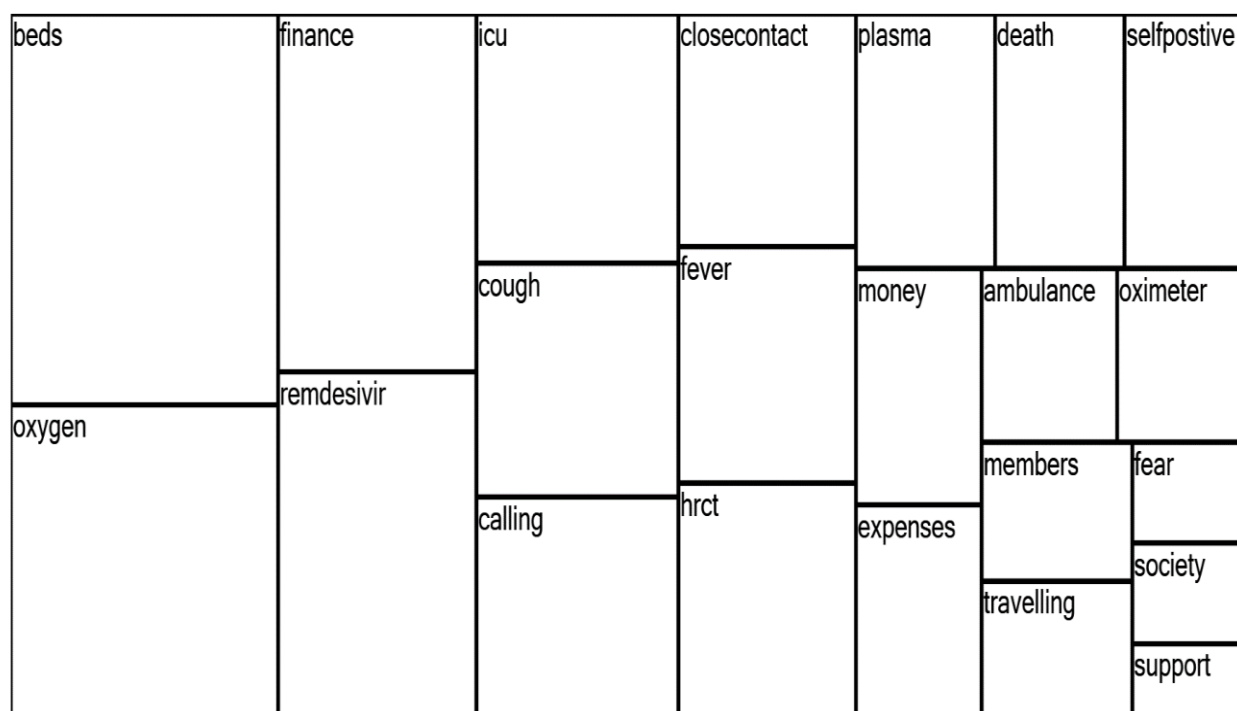
Table no.2 Summary table

Word	Length	Count	Weighted Percentage (%)
beds	4	35	11.90
oxygen	6	28	9.52
finance	7	24	8.16
remdesivir	10	23	7.82
icu	3	17	5.78
cough	5	16	5.44
calling	7	15	5.10
closecontact	12	14	4.76
fever	5	14	4.76
hrct	4	14	4.76
plasma	6	12	4.08
death	5	11	3.74

selfpostive	11	11	3.74
money	5	10	3.40
expenses	8	9	3.06
ambulance	9	8	2.72
oximeter	8	8	2.72
members	7	7	2.38
travelling	10	7	2.38
fear	4	4	1.36
society	7	4	1.36
support	7	3	1.02

As per figure 3 of tree map it is the visualisation technique of text mining which shows more the area of rectangles indicating the most important and crucial problems and lesser the area of rectangles indicating minor challenges faced by the relatives of covid affected people. Thus it can be clearly seen from the tree map that the most crucial challenges and hardship faced are beds, oxygen ,finance,remdesivir,ICU,plasma, money etc. and some minor problems faced by the relatives of affected people are fear of death of close ones, travelling issues during pandemic ,ambulance ,oximeter ,treatment by the society,lack of support etc.

Figure no. 3 Tree Map



DISCUSSIONS AND CONCLUSIONS:

The analysis has revealed that the major problems faced by the relatives of the COVID affected patient are because of the unavailability of the beds, lack of oxygen cylinders, financial problems and no availability of required medicines. The relatives already under stress because of fear of losing their loved ones and themselves contracting the virus have to run here and there with no support sometimes. There have been incidences where the reports of the patients have been delayed and there was no availability of the ambulance services. The society members also were apprehensive of helping the people. This virus has made the world go topsy-turvy and a sometimes a small help could save a life. INDIA is a country with a huge population and there are bound to be issues. It's been more than a year since this virus is killing the people, more so in the second wave. The society looks up to the government and the all the people who can voluntarily support the patients. A better system would definitely save many lives. The government should centralise the system and make sure there is proper updation in the records. A single click should help in knowing the availability of the beds and the medicines. There should be harshest punishment to those selling the medicines at a higher cost.

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AN EXPERIMENTAL RESEARCH ON IMPACT OF ELIXIR OF LIFE ON STUDENT'S ENGAGEMENT IN ONLINE LEARNING

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ABSTRACT

Covid has shifted traditional learning into E-learning. The purpose of this study is to examine impact of elixir of life on student's engagement. Pretest-Posttest control group design is used on 60 students out of which 30 belongs to experimental group and 30 belongs to control group. It is seen that there is increase in the student's engagement post elixir of life. Thus it can be concluded that elixir of life is the medicine to improve student's E-learning engagement.

Keywords: E-learning, Student's engagement, elixir of life.

INTRODUCTION:

Experimental research refers to research which is attached to particularly a specific scientific research pattern or design. It involves a theory as well as a variable which could be influenced and which can be calculated, compared as well as measured by the analyst. Experimental Research is executed and achieved in controlled environment.

Experimental Research is grouped under two categories one which is experimental group and the other one is control group. Experimental Group means involvement of activities and other active training practices which they use for teaching so as to impart training to their students. Control Group means conduct of lectures only so as to impart learning among the students and it is a passive kind of learning.

Online Learning means creating or forming an environment suitable for teaching and learning process wherein Information & Communication Technologies (ICT) is used for dissemination for learning activities. Use of digital technology is a very essential aspect in recent times. Educational Institutions are slowly and gradually turning themselves on to the online platform amidst the pandemic situation. It refers to a formalised form of teaching based on technological resources. The classrooms are shifted on the virtual platform.

Elixir Of Life

It is a type of medicines or solutions for all the problems. It is a magical dose which helps to heal all the difficulties. Elixir of life in current study includes online yoga & exercises, Motivational videos, Prayers and mantras & motivational speech which can be incorporated before the start of online lecture in order to enhance the student's engagement in teaching-learning process. In Experimental Group there are different activities and programmes that are being conducted and students are encouraged to participate in them and learn from this activities

Motivational videos are used in experimental activities wherein students are shown inspirational videos that help them feel motivated and full of energy. These videos are used to curb out the negativities from the students and present them a positive outlook. These videos are a success as they help the students feel motivated and inspired.

Yoga is an ancient Indian way of exercise which is done for both physical as well as spiritual attainment. It involves techniques of breathing, meditation as well as exercise. Yoga helps individual in attaining peace and stability of mind amidst all the chaos around. Online Yoga is a form of a virtual platform for teaching Yoga to individuals. Here either the students are actively engrossed in live online sessions or videos are sent and the students are required to perform the same before starting the lecture.

Motivational speech refers to a written or an oral method for persuasion or convincing the listeners about a particular topic. Students in experimental learning are often given speeches which are motivating so they are inspired for performing an activity which helps them increase their productivity and efficiency of learning.

Prayer is a communication to God and **Mantra** refers to a holy or sacred uttering or a spiritual sound made wherein the sound being any word, group of words as well as can be a syllable in Sanskrit or any other language which is recited for attaining inner peace within individuals. This is done so that the students can achieve innermost peace from their hectic lives.

Student engagement refers to the situation wherein the students are grossly and totally involved in their learning. They make an attempt at what the school offers them to learn. It refers to the willingness and desire by

the students in learning and the level of participation which a student shows by increasing their involvement in the learning environment created which in turn increases their understanding.

Student Engagement Scale involves three varied aspects (Trowler & Trowler, 2010). They are:-

Cognitive engagement refers to a state in which the students attempt in putting a lot of efforts in the classrooms in order to learn and actually in a true sense try to understand the topic and they are persistent in learning a particular topic over a longer period of time.

Affective engagement refers to the emotional attachments of the students linked to a particular task. The higher is the level of student's involvement the greater and positive is the attitude of student pertaining to that particular task and subsequently lower is the stress and anxiety level among the students.

Psychomotor/ Behavioural engagement refers to involvement of hand-eye co-ordination and use of physical activities to a particular task. In this the students are given particular task which they need to perform which helps them increase their level of participation and enthusiasm in varied activities.

REVIEW OF LITERATURE

Axelsson R. et al (2011) highlighted in their study the meaning of student engagement and the usage of term worldwide. The researchers in their study found out that the term student engagement refers to the involvement and interest generated by the students in the learning process. As according to the studies conducted by National Survey of Student Engagement as well as College Student Experiences Questionnaire, the researchers have stated that increased engagement of students in the learning process has become a key indicator for measuring the excellence of the particular institution.

Carini R. et al (2006) mentioned in their study three different factors. The first one being, to find out the relation between experimental and traditional method of measuring student engagement. Secondly, if the relation between academic performance and engagement is conditional. Lastly, is there a difference between the institutions using student engagement for conversion of that into academic performances. A sample of around 1058 students from fourteen 4 year colleges as well as from universities were taken for the study. The findings of the study provided the positive and weakness of student engagement.

Taylor L. et al (2011) described in their research the pedagogical as well as the curricular plans that educator may implement so as to increase student engagement in classrooms for a better learning. The researcher in this research paper suggests the readers their opinions regarding how to increase student engagement in learning. The researchers suggest that the focus should be more on the students who do not have or are least interested in learning rather than on the brilliant students. The paper explains the need for the educational institutions to change themselves according to the needs of the students regarding learning. The change is important and will help in shaping the future.

Kahu E. (2013) analysed in the study that student engagement is a well-known concept and is of greater importance in higher education learning process. The paper analyses and critiques 4 main aspects regarding student engagement which is the psychological perspective, holistic perspective, socio-cultural perspective and behavioural perspective. The paper identifies the main problems which leads to lack of student engagement, factors which can influence it and its consequences on larger scale.

Coates H. (2005) identified in his study that analysing, implementing and managing quality in deliverance of learning has become an important factor in student engagement. This research studies the need of quality assurance and the ability of the students to in getting engaged in that learning process which will ultimately lead to productive learning among the students. A review of the university education in Australia is taken into account for this study. It is based on the relevance of quality assurance with student engagement.

OBJECTIVE OF THE STUDY:

1. To examine impact of elixir of life on students engagement in online learning.

HYPOTHESES :HYPOTHESIS1

Ho: Pre score of student engagement is same for both experimental and control group

H1: Pre score of student engagement is not same for both experimental and control group.

HYPOTHESIS2

Ho: Post score of student engagement is equal for both experimental and control group

H1: Post score of student engagement is not equal for both experimental and control group

MATERIAL AND METHODS:

Pretest – Posttest control group design

Experimental Group	R	O1	X1	O2
Control Group	R	O3		O4

Experimental research design is executed by selecting 60 higher education students of Vasai region and are bifurcated randomly in control and experimental group of 30 each. Elixir of life consisting motivational videos, motivational speeches, prayers, mantras & yoga are executed for five 5 minutes daily up to 60 days before starting the lecture in the experimental group.

Parametric independent t-test is applied using SPSS 26 to examine significant difference in pre student's engagement and post student engagement of both control and experimental group.

RESULTS AND FINDINGS:

Dimensions of student engagement scale	Pre score reliability	Post score reliability
Cognitive	0.768	0.824
Affective	0.733	0.781
behavioral	0.811	0.710

Pallant(2005) suggested above .70 as acceptable level of internal consistency.as allthe Cronbach's alpha values are above .70 indicating high level of internal consistency.

Group Statistics

	GROUP	N	Mean	Std. Deviation	Std. Error Mean
PRE SCORE	experiment	30	70.07	6.700	1.223
	control	30	70.77	6.095	1.113

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PRE SCORE	Equal variances assumed	.888	.350	.423	58	.674	-.700	1.654	-4.010	2.610
	Equal variances not assumed			.423	57.488	.674	-.700	1.654	-4.011	2.611

Kolmogorov-Smirnov P-value is (0.412) thus the null hypothesis is rejected and it can be concluded that the data is normally distributed. Levene's test p-value is (0.350) thus the null hypothesis is rejected and variance of experimental group =variance of control group. As both the assumptions are met parametric independent t-test is applied to examine significant difference in students engagement before conducting the activities/programme ,independent t-test reported **non-significant difference** in pre score of student engagement in experimental and control group **t(58)=.423,p value=.674**

Thus it can be concluded that before conducting the activities/programmes the engagement in online learning among the students were same. Mean score of experimental group is 70.07 with + 6.70 standard deviation & mean score of control group is 70.77 with + 6.09 standard deviation.

Group Statistics

	GROUP	N	Mean	Std. Deviation	Std. Error Mean
POST SCORE	experiment	30	87.93	5.807	1.060
	control	30	71.10	6.645	1.213

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower Upper
POST SCORE	Equal variances assumed	2.921	.093	10.448	58	.000	16.833	1.611	13.608 20.059
	Equal variances not assumed			10.448	56.976	.000	16.833	1.611	13.607 20.060

Kolmogorov-Smirnov P-value is (0.322) thus the null hypothesis is rejected and it can be concluded that the data is normally distributed. Levene's test p-value is (0.093) thus the null hypothesis is rejected and variance of experimental group = variance of control group. As both the assumptions are met parametric independent t-test is applied to examine significant difference in students engagement after conducting the activities/programme, independent t-test reported **significant difference** in post score of student engagement in experimental and control group **t(58)=10.448, p value=.000 which is less than the level of significance .050**

Thus it can be concluded that post conducting the activities/programmes the engagement in online learning among the students were different. Mean score of experimental group is 87.93 with + 5.80 standard deviation & mean score of control group is 71.10 with + 6.65 standard deviation.

Thus it is clearly seen that the activities/Programme before every five minutes before starting the lectures is very effective in enhancing the student's engagement in online learning.

CONCLUSION:

It is clearly seen that motivational videos, prayers, mantras, motivational speeches, yoga & exercises before starting everyday lecture plays a vital and crucial role in the enhancement of the students engagement in online learning. Thus this trend must be executed on a continuing basis for improvement of student's participation and efficiency in E-learning. Also Further studies must be conducted to examine effectiveness of Elixir of life programme on offline learning in students engagement.

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USE OF SOLAR GENERATORS FOR NEURAL NETWORK SOLAR TRACKER

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ABSTRACT

Neural controller are proposed A new model of solar tracker network , reason to decrease cost and complexity without sacrifice efficiency of conventional, more difficult neural net-based solar trackers .The details is derived from Mark Tilden's neural and nervous networks, using a life science correlation to perfectly integrate sensors, artificial neurons and effectors in a single, efficient device. Testing is in progress at the time of the clarification of this paper but available and relevant preliminary results are shown. The project aims to build up a little pilot tracker – based solar plant for testing purposes and to develop a useable skill for the ever-growing require for green energy.

Key words Energy efficiency, neural networks, Solar tracker

1. INTRODUCTION

The resources part in a solar electric power plant is the solar panel. in fact it consists of a even surface on which several p-n junctions are placed, being connected together through electrically conduct strips. As growth in technology, the competence of the conversion in solar panels increased steadily, but still it does not go above 12% for the most superior, sphere-shaped cell designs. To further make difficult matters, the solar panels also exhibit a strongly non-linear I-V characteristic and a power output that is also non-linearly dependent relative on the surface segregation. The hotness of the panel is also key to its usual operation, the silicon junction needing a stable and not too high hotness (80 degrees Celsius being the highest recommended operating temperature). The best performance is attaining around 30 degrees Celsius. The hope of the solar panel performance on the straight insulation is one of the main reasons for a sun tracking system. Compared to a fixed panel, the transportable panel on a tracker is kept under the highest possible covering for every one positions of the Sun, as the light falls close to the geometric normal incidence angle. Solar trackers have been connected with solar tracker neural networks. The problem of their greatest output is solar panels are non-linear devices and is also a nonlinear problem, the solar tracker networks being well – known for their capability to take out solutions to non-linear problems with variable parameters.

2. NEURAL NETWORKS SOLAR TRACKER

There are numerous types of solar tracker neural networks, some as complex as multiple being without a job models in the form of complex algorithms running on powerful computers, or as simple as a ring of oscillators having a constantly adjusting duty sequence under the control of the sensory input. While research has focused about completely on complex designs, many number of very simple solar tracker neural networks spring from the fruitful research now a days. Researcher patented two simple configurations that impersonate the biological neurons, and several ways to connect them. Also from research, a complementary concept to the well-known solar tracker neural networks was derivative: the nervous network. Following the biological correlation, the nervous network is also a ring of united oscillators, much like the middle prototype generators in living organisms, calculating the heartbeat or walk step. These are particularly suitable to be used in conjunction with solar tracker networks to generate motion control sequences, for instance the make sequence for step motors or linear actuators. The main difference between the standard and this new type of neural controller henceforth referred to as NU-net is that the latter fit in sensors and actuators as feedback and weight adjusting mechanisms. Strength and suitability of the NU-net configurations has been proven many times in small independent robot configurations as well as in a variety of applications connecting intelligent low power motor control. The main reward of this configuration over the microprocessor approach is that it needs less energy and has a much lower cost per unit, without sacrifice the performance.

3. MAIN OBJECTIVES

This paper discuss the new design of neural-driven solar trackers, using NU-net and nervous chains (NV-nets) analogues to the structures observed in biologic organisms to achieve a better grouping of sensors and effectors, exclusive of the need for programmed elements (controllers, memory cells, etc), and presents such a neural controller able to drive a small tracking flat solar panel. At the end, the final diagram and investigational data gathered to-date are given, along with plans for auxiliary improvement. Solar tracking systems (using light intensity sensing) are shown to boost efficiency of solar change up to 100% during summer and up to 40% during winter, compared to maximum power point trackers that allow increases of up to 50 % maximum

overall. The final work will discuss practical aspects, such as design and technical solutions selected to satisfy these requirements, and alternative for scaling the concept to larger plants.

4. EFFICIENCY OF SOLAR TRACKER

Solar tracking, like all optimization measures, has some natural boundaries and some parameters to be considered before a ending solution is applied. Although useful as a method of maximize solar panel output, tracking is to be made using motors and a controller that will attach to the “inside service quota” of the solar plant. This has to be unbiased to the gains of the system, in all case, if we want to plan a fully self-sustaining plant. Still, there are comparatively a number of research plants implement several types of solar trackers to evaluate different solutions and their efficiency, using a power grid connection to provide essential supply to tracking motors. The aim of this work is to explain a low power, perhaps self-sustaining research solar tracker that uses a turning encoder to calculate the position of the Sun and to plan several other large panels or instruments that are not mounted on the tracker. Using this structure allows for a small panel and a small motor to do the actual tracking, minimizing loss, the angular data being exported to drive the important trackers after the position is found. An additional requirement for this type of tracker is simplicity in design, a reduced number of emotive parts, interchangeability of the main parts and low service quota. That implied using simple solutions based on analog/digital circuitry, to build a new impulse neural-net controller, and small motors and workings to keep costs down. An initial edition of the tracker, using worm gears was designed, and simulations and calculations showed it to be capable of by two quarter-watt DC or stepping motors (with minimal amendment to the electronic circuit) to take a small 2.5 kg solar panel and up to two optical/thermal instrument in tubes, up to 1 kg each (possibly radiometers). However, it was still costly as it necessary machining large diameter gears and a minor prototype, carrying only sensors, is designed and tested. The question of competence therefore is significant and key even in small scale applications, naturally household other sources and tiny plants up to 10 kW. Allowing for the high cost-per-watt of the solar energy while, tracking is a practical alternative. numerous reports in USA have exposed tracking to be mainly effective in summer, where the increases in output reached 100%, while in autumn they neared 30- 40% depending on the technology used. Solar tracking imply moving parts, and control systems that tend to be costly, so single-axis tracking, with a tilted panel build up and a single engine to be in motion the panel on an estimated trajectory relative to the Sun. This system has tracking errors that cannot be corrected and are established as such. Still, the efficiency is in all cases of a well designed system, above that of a stationary panel. Two axis tracking means a specially designed mount able to move the panel on a path as close to the sun path as possible. The errors of this kind of tracker are negligible and can be corrected. information of efficiency improve versus costs vary broadly depending on latitude and hi-tech level of the plant, so it is not easy to give precise figures for a guaranteed installation without total specifications; although it is accepted that for small deployments, single axis is cheaper while two axis tracking is more efficient, up to 45-50% , according to Red Rock Energy Heliostats , From data available on various sites and in reports, it is clear that not only latitude influence the efficiency of tracking, but also the meteorological observable fact and neighborhood climate factors, from which the yearly average of the sunny days is the most important. To asses right the efficiency of tracking for a specific region, the best way to go is to test with a micro plant that has a ability of 2-3 watts (no more), by both a fixed and a tracking panel, and to repeatedly monitor the output and measure up to the efficiency, by automatically calculating the power output over a period of more than a few months, optimally one year. Such a trial is currently going on in university lab, using a data ahead system to monitor and calculate generated power for a fixed and tracking miniature panels. The power operation from the grid desirable to power the tracker is taken into account but it is not subtracted from the total output of the moving panel, because estimate have exposed that the relation between the needed motor power, the weight of the panels and their generate power is not linear and does not scale as such, so it would be immaterial for a superior system. However it is relevant to evaluate several tracking solutions, about their efficiency at a certain scale (it is predictable that for tiny systems, no tracking and one axis tracking to be the best solutions even as for medium-sized to large systems, two axis tracking to be more useful). This report is based on data gathered from various sites relating solar technologies and their effectiveness.

5. BASIC TOPOLOGY AND FUNCTIONS OF NEURAL IMPULSE NETWORK

Fundamental Topology the neural regulator describe in this paper has a family directly appreciable to Mark Tilden’s neural (NU) and nervous (NU) neuron constructs - patent that he kindly released under “Creative Commons “license agreement. The final make is restricted only to the level in which it uses offered parts for a novel reason that is to build one of the simplest devices that can control a step motor or a dc motor, via a suitable H-bridge, for solar tracking purpose. The basic topology consists in four self-regulating units (NU neurons), Fig. 1. The basic NU neuron responds to a wholesale change in input. If a high signal is applied to the input, after a wait, the output will switch from high to low and will continue low as long as the input stays high.

Because of this performance, it is right for slow tracking applications, such as solar tracking. The basic controller we are going to use in this submission features one NV and several NU neurons in a essential design, able to drive one stepping motor or one H-bridged DC motor, according to the conventional input. The simulation have shown this simple ring oscillator to be self-stabilizing and the green LEDs suitable as sensors, because they offer a very directional answer which, while not linear, can be easily approximated with linear curve segments. B. Functions of the Neural Network This fastidious type of neural network does not work in a typical train-and-replay mode; it does not feature memory whatsoever, apart from short-lived timing communication between the composing neurons. As such, its functions are more of a desire network, reacting on time at ecological changes, monitor by sensors that are directly attach to it.

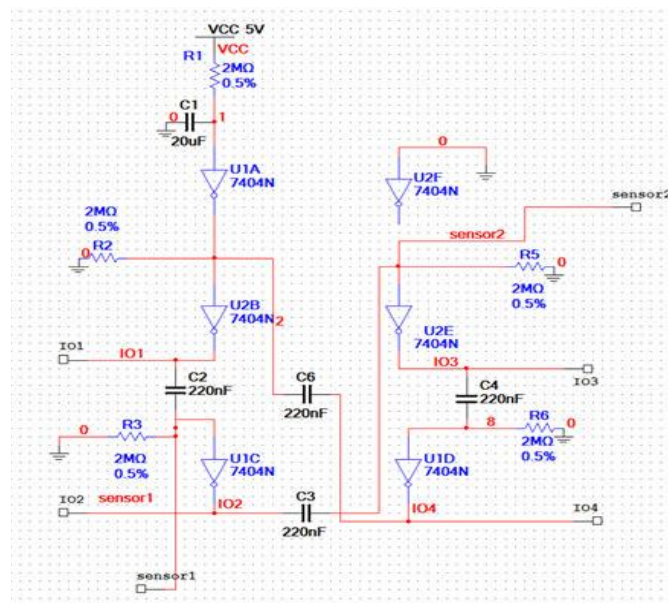


Fig. 1 Tracker core.

The way this tracker mechanism is closer to the phototropic behavior in ancient sea organisms, such as certain kind of jellyfish that steer towards the light to keep to the surface. Though not so expected, the output of the network is bounded and self-stabilizing, as it corresponds to limit cycle. The repeatability and constancy of the neural network response has been proved by Beiu, Frigo & Moore in [4]. The transfer function of the neurons is sigmoid, as the typical step output of the logic gates is shaped by the RC low-pass filter. The NV compound is thus similar to a worried net, more than a bona-fide neural net: it responds sincerely, hard-wired, instead of computing its output. The answer time is much quicker than that of a usual neural network that requires at least one pass from side to side the entire construction to create the right output. Here, we have instant answer instead, by directly altering the parameters of the circuit. Here the sensors outputs themselves play the role of weights in a standard neural approach, thus we have a very fast, animatedly stretchy matrix-shifting neural net, or simpler – a nervous net. The analogy with the reflex path in biological organisms is obvious. While the network can be active without outside input, it needs a time-setting oscillator to set the pace at which the process takes place in the neural net. It has been shown that such a pace-setting oscillator exists in biological organisms and controls, for example, the walking gait - the nervous neurons in the net control the walking motions such as location adjustment of the limbs and lively equilibrium, but the pace is set by an external oscillator; also the heartbeat is create by autonomous oscillators, but the pace is set externally. The external oscillator here injects

, OPTIM 2006, Romania four-sided figure pulses into the ring oscillator, and prevent its diffusion limiting the oscillation modes to one.

6. TRACKER CONTROLLING TECHNIQUE

The consequences of the nervous neurons are square wave oscillations that are in segment resistance. Their fill factor and their rate of recurrence are unfair by the potential at the input nodes, given straight by sensor output. The motor attach at the output nodes, through a reversing H-Bridges or barrier amplifier, depending on its configuration, stepping or DC, and is controlled by the pulses to take the load in a certain direction with a certain speed (if it is a DC motor), or if it has a semi stepping/ PWM-controlled stepper driver for a stepping motor. The light intensity sensors set on the panel move as well, and their output change proportionally (in the case of green LEDs quasi-linearly), and it adjusts the weights to the neuron inputs. Changes in patterns of

oscillation take effect instantly. The research that has been carry out so far was focused on the testing of the planned neural network technique, on the explanation of the simulation model of its operation and on the design of the tracker mechanics,



Fig. 2 Testing the proposed Neural Network.

- V_h =oscillation amplitude, given by the H_i level (5 V standard for TTL but different, 15 or 3.5 or up to 30 for CMOS, low power CMOS, and industrial logic respectively);
- a = neuron number in the core, $a= 1, 2, 3, 4$ in this particular 4NuCore; • n =the number of neurons in the network, • T = mean period of oscillation (corresponding to a 50% fill factor).

This result helped us to design neural networks having a original frequency suitable to drive stepping motors, avoiding their critical frequency.

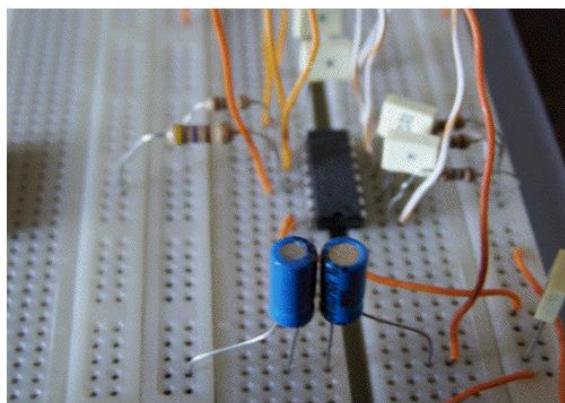


Fig. 3. A close-up of the experimental neural network.

7. CONCLUSION

Purpose of this paper is a new model of neural network and a new type of neural controller; aim to decrease cost and complication without sacrificing efficiency of usual, more complex neural net-based solar trackers. The researches agreed out so far are promise being focused on the testing of the proposed neural network technique, on the explanation of the simulation model of its action and on the design of the tracker mechanics. Advance researches plan to develop a small pilot tracker – based solar plant for testing purposes using the proposed neural network technique.

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“POWER OF POSITIVE THINKING” NEED OF THE TIME AMID PANDEMIC COVID-19 CRISIS**Shital Barwal**

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ABSTRACT

This piece of work is all about positive thinking and its impact on human being. Since last one year whole world is struggling with pandemic named Covid-19. Every day we see so many news of Covid-19 crisis where thousands of people are losing their lives everyday due to this pandemic. Many people lost their jobs. In News Channels also we see only news related to Covid-19 which is causing fear, stress, hopelessness and frustration among all of us. This piece of work is an attempt to make your outlook brighter amid this crisis. With positive thinking and positive mind we can conquer this world, nothing is impossible if we are strong determinant and we have 100 % faith on our capabilities.

KEYWORDS: - Positive thinking, Negative thinking, Power of words, conscious mind, subconscious mind, human brain, positivity, yoga, meditation.

INTRODUCTION: -

Today mental health issues has become major problem throughout the world. Close to 800 000 people die due to suicide every year, which is one person every 40 seconds. Suicide is a global phenomenon and occurs throughout the lifespan. If we will see World Health Report 2021, India ranks 139 out of 149 countries. World health report is prepared every year on the basis of many factors like per capita GDP, social support, healthy life expectancy, freedom to make choices, generosity and corruption perception etc. According to World Happiness report Finland Ranks 1st, Denmark Ranks 2nd and Switzerland Ranks 3rd. Now the big question is why we are unhappy Nation and how we can overcome our negative thoughts? It is observed that average human beings are having 12,000 to 70,000 thoughts per day and 70% of our thoughts are negative. It is a big challenge to change negative thoughts into positive one, it seems difficult but it's not impossible. With regular meditation and practice we can overcome our negative thoughts and change into positive one.

OBJECTIVE: - Objective of this piece of research work is to evaluate the Covid-19 situation and its impact on people's work and mental health. This research work is also written with the intention of to spread positivity amid this crisis where we see bad news from throughout the world about Corona virus and its impact. All social media and news channels highlight bad news and tragic story while people think twice before posting any good post. Objective of this work is to change the thinking habit of people from negative to positive and change their outlook.

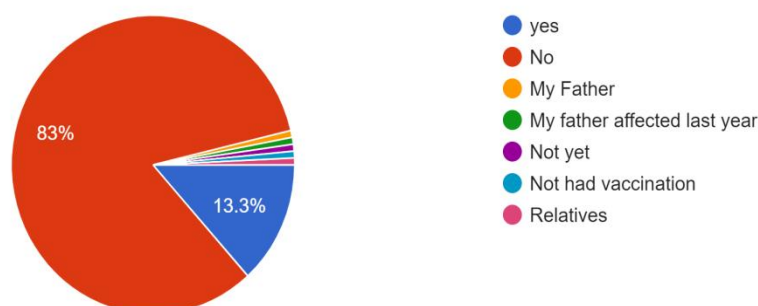
Research Methodology: Research methodology of this work is both primary data collection and secondary data collection.

Primary Data: Primary data is collected through a questionnaire with the help of Google form titled “Covid-19 situation, how you are handling,” where people from different states of India have shared their experience during lockdown.

Data Analysis:

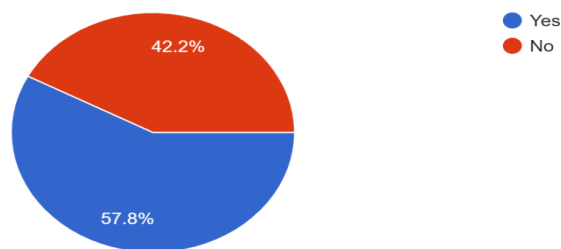
Have you or your family affected by Covid-19?

135 responses



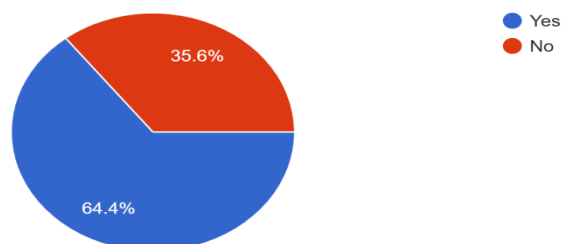
Have your job or your family member job affected by Covid-19?

135 responses



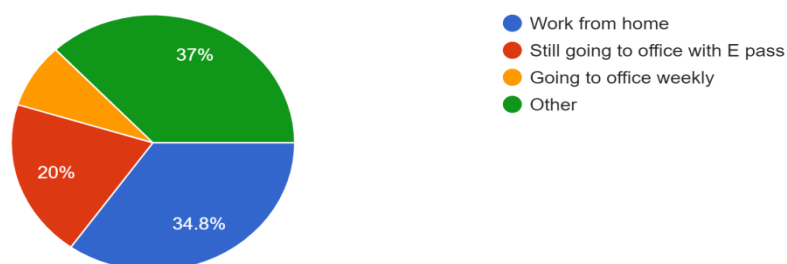
Have you felt stressed during lockdown/pandemic?

135 responses



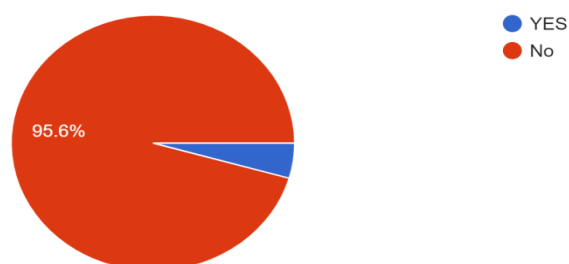
How are you/family member handling your work in lockdown?

135 responses



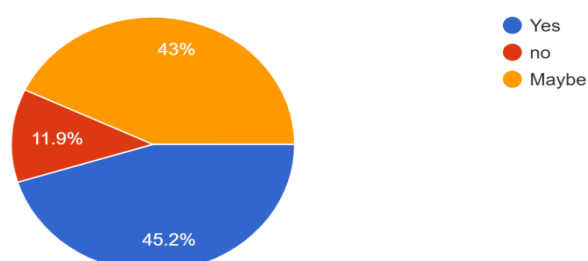
Have you received vaccination?

135 responses

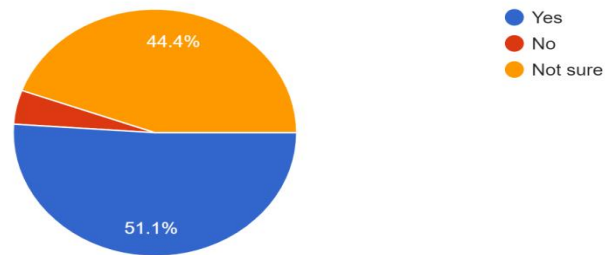


Are you going to get vaccination?

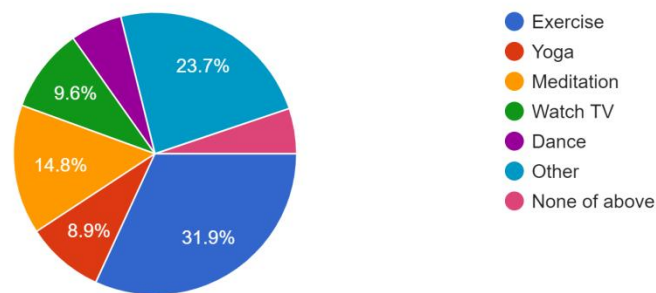
135 responses



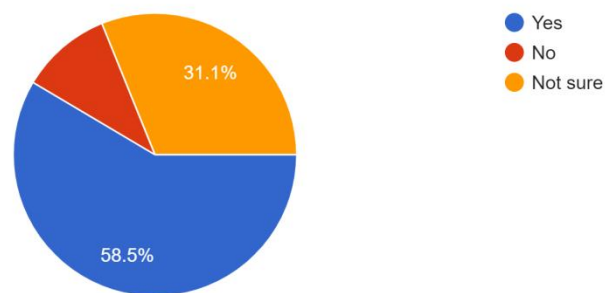
Do you think vaccination is safe?
135 responses



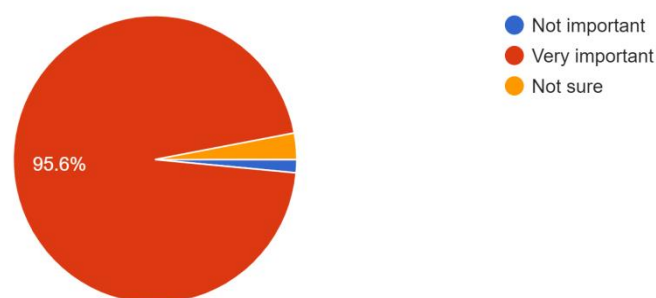
What technique do you follow to keep your thinking positive during lockdown?
135 responses



Are you hopeful that pandemic will be over soon?
135 responses

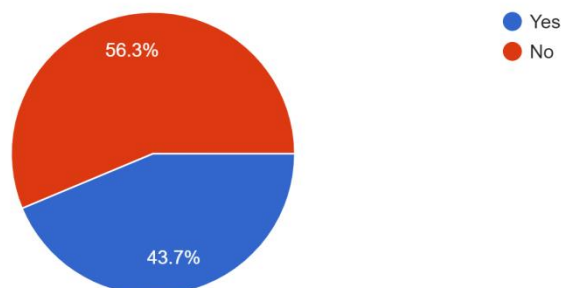


According to you how important it is to have positive thinking?
135 responses



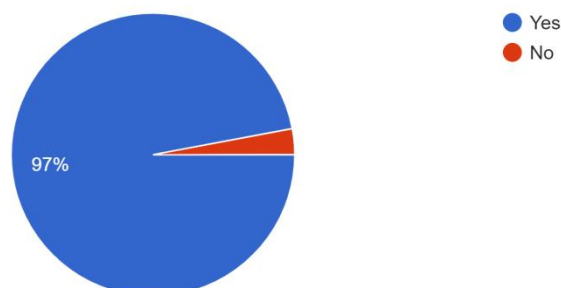
Is it mandatory that people should rely on Govt.?

135 responses



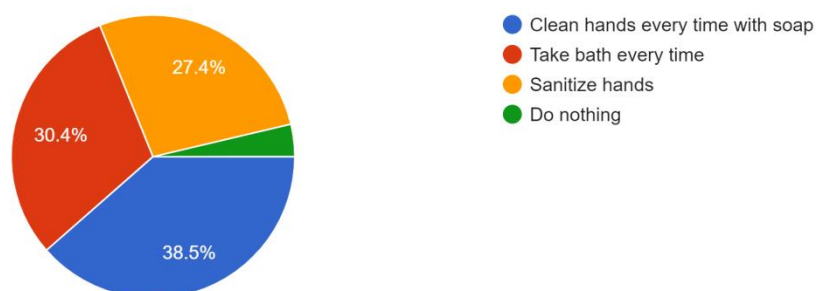
Do you wear mask all the time when outside?

135 responses



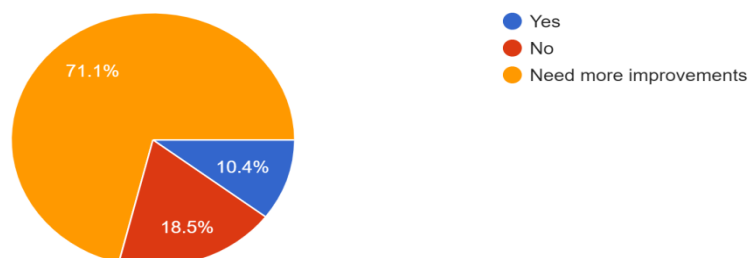
When you come from outside _____

135 responses



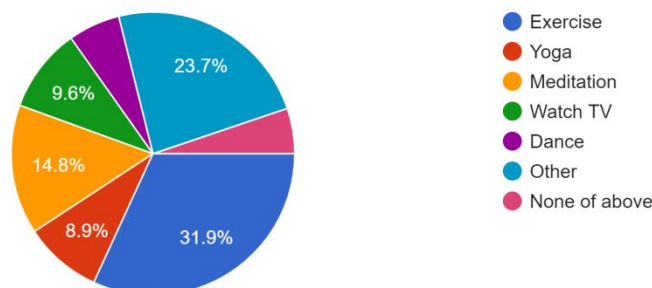
Do you think medical facilities and services are satisfactory in India?

135 responses



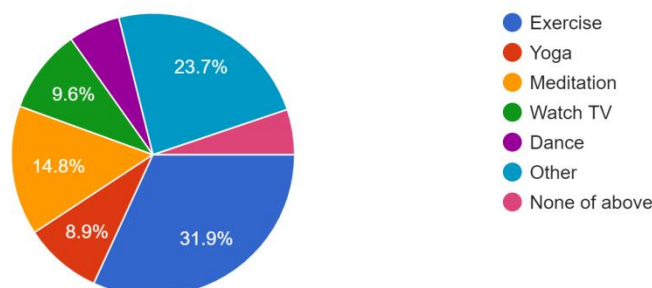
What technique do you follow to keep your thinking positive during lockdown?

135 responses



What technique do you follow to keep your thinking positive during lockdown?

135 responses



Finding and suggestions: Findings of this primary data is that 64% people are stressful during this pandemic situation. 58% people are hopeful that this crisis will be over soon. Jobs of 42% people have been affected during this lockdown. 43% are not sure if they wanted to get vaccination or not while 44% people are not sure about if vaccination is safe for people or not. While suggestion is that where there is a will there is a way. We should not leave hope. Do your best and leave rest on the GOD.

Secondary Data: The secondary data is collected from online websites and articles related to positive thinking and various books to get an overview of the positive thinking and its impact on human being.

Thoughts per day:- It is observed after many scientific research that average human beings are having approximately 12,000 to 70,000 thoughts per day and out of these thoughts 70% thoughts are negative. At the same time 70% thoughts are same which we were thinking yesterday, day before yesterday or even years ago. It's just like 70% vs. 30%, where definitely thoughts with 70% is clear winner. It is individual responsibility to overcome their negative thoughts and change them into positive one.

Be kind to your Mind:- Be kind to your mind, mind is not dustbin to keep anger, hatred, jealousy and bad memories. Mind is a treasure house to keep good memories, love, happiness and positive thinking. Empty your mind of all negative thoughts and let your heart be at peace. Mind is precious part of our body and it's our responsibility to keep it calm and at peace and it will be at peace when we will not overburden it with negative thoughts and negative emotions.

Your Mind will always believe everything you tell it: Human mind will always believe everything human being tells it so we must feed it with hope, truth, love. This is the law of nature anything we leave empty it will fill with it, so it can be positive or negative both so it's our responsibility to fill our mind with positive thinking. As there is famous saying as you sow so shall you reap. So cultivate your mind with some positive thoughts for positive result as negative thinking will give negative results only.

The cells in our body react to everything: It is scientifically proved that cells in our body react to everything. Negativity brings down our immune system. As we have experienced many times in our life when we are having any bad news all of sudden we feel sweaty, nervous, our stomach starts getting upset all of sudden.

Words have power: Masaru Emoto was a Japanese author, businessman and pseudo-scientist who claimed that human consciousness could affect the molecular structure of water. His 2004 book *The Hidden Messages in Water* was a New York Times best seller. Emoto said that water was a "blueprint for our reality" and that emotional "energies" and "vibrations" could change its physical structure. His water crystal experiments consisted of exposing water in glasses to various words, pictures, or music, then freezing it and examining the ice crystals' aesthetic properties with microscopic photography. He claimed that water exposed to positive speech and thoughts created visually "pleasing" ice crystals, and that negative intentions yielded "ugly" ice formations.

Emoto held that different water sources produced different ice structures. Not only water but he did rice experiment also. He kept cooked rice in two different boxes with different words like love and hate label and kept for few days, when he saw the results were very surprising, rice with love caption were still fresh while rice with hate caption were rotten and had mould in it. Same experiment done by many people with plants, two same plants were kept in same environment with same temperature and same soil, water etc. only the difference was one plant was bullied everyday while other plant was complemented and result was just like that plant which was complemented was growing very nicely while plant which was bullied was not growing nicely under same circumstances. Thus it has been proven scientifically and with many experiments that words have power so we should use words in a very positive way to make our life happy and healthy.

Life is a circle of happiness and sadness:- Life is a circle of good and bad, happiness and sadness, hard times, and good times. When we are having bad time, we should have trust that good time is also on the way.

Follow Good habits to maintain positivity around you: We should follow some good habits to maintain positivity around us. We should read good motivational books which are full of tremendous knowledge. We should do some yoga, exercise, do some meditation. Stop watching negative news all the time instead of that watch some motivational videos. When we will grow positive habits, our life will be full of happiness and success.

CONCLUSION: -

To conclude we can say that most of people are feeling stressed during this pandemic for one or another reason. There is law of attraction which works all the time, if we are thinking negative than we are attracting negativity towards us while if we are thinking positive we are attracting positivity towards us. Our life and its happiness is entirely in our hands, Life gives us opportunity many times, it's upon us if we want to use it or lose it. We all are made of energy so we should convert our negative energy into positive energy and attract good luck in our life.

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A WIDER SPECTRUM OF IOT (INTERNET OF THINGS) APPLICATIONS AS AN OUTCOME OF IOE (INTERNET OF EVERYTHING)

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Powai, Mumbai

ABSTRACT

The explosion of internet-connect machines provides the revolutions in the landscape of Internet of Things (IoT). It fragments the wider spectrum of IoT in the various prevailing standards of smart technologies. The power of the digital transformation and revolution in business applications is IoT. The overall inter-connectivity of the IoT devices has been expanded at a very large scale. The Foundation of IoT is a subset of IoE. In this paper we are focusing on the umbrella of IoT having variety of technologies and services which interconnects the elements of IoE- the people, data, process, things. This provides us the lot of benefits in our regular working operations, business applications, communication, learning process, farming and many more.

Keywords: IoT (Internet of Things), IoE (Internet of Everything), landscape

INTRODUCTION

The physical objects—devices, vehicles, buildings and other items embedded with electronics, software, sensors are interconnected in Internet of Things (IoT) and this network connectivity—that enables to fetch and exchange the data between these objects. Currently the IoT has become a very important aspect of our daily life. IoT has a multidisciplinary vision to provide its benefit to several domains such as environmental, industrial, public/private, medical, transportation etc. The digital transformation can be majorly observed in Smart Home Systems(SHS), Smart Health Sensing System (SHSS). The scope of many other applications of IoT is dependent on the economic and social factors. The 'I' in IoT intimates the interconnection of the objects through the Internet. The interconnection of People can be comprised as IoP (Internet of People), Industry Internet (II) and Interconnection of Devices (IoD). In context to this IoT can be termed as IoE. The wide variety of IoT smart services is available to the people in the form of different useful applications. The Taxonomy of IoT Applications gives the smart services in Health Care, Agriculture, Farming, Smart Cities, Commercial applications, Industrial Application, environmental application, educational application etc. This smart communication is beneficial to human life in many aspects of daily life.

The Internet of Things (IoT), as a new growth engine of the information and communications technology industry, has sparked global enthusiasm in the entire world. This possible due to intelligent systems providing smart services in many aspects to do the work like human being. Due to IoT , the communication spectrum with 5G is a powerful network available in the mobile technology. IoT is used to sense, collect, act, and process, infer, transmit, notify, manage and store data among the communicable devices under the various technologies. IoT connects billions of devices to each other. This inter-connection is a heterogeneous network producing a new pathway between IT and operations resulting in the varieties of the applications.

A WIDER APPROACH

IoT is suitably producing the very effective communication between People-to-People, Machine-to-Machine and Business-to-Business. The revolution of IoT is spread over the various dimensions of application areas:

AGRICULTURE APPLICATIONS

In the rapid development of IoT is a Smart Agriculture which provides the intelligent farming methods to improve the agricultural yield with fewer resources and labour efforts. Variety of autonomous tractors, harvesters, robotic weeders, drones, and satellites currently complement agriculture equipment. Robotics is more useful in Smart farming. It is established in weeding for removing weeds in vegetable gardens, basins of orchard trees and Vineyard plantations. In Machine navigation, tractors and heavy ploughing equipments can be run automatically from the comfort of home through GPS. The robots are useful to lift the heavy materials and which may help the farmers for plant spacing with high accuracy to optimize the quality of the plants. Drones with sensors and cameras are very operational for imaging, mapping and surveying the farms. With the support of software all the drones are possible to operate and they can fly automatically. The remote sensors in IoT are placed along the farms to collect the weather forecasting data which is transmitted to analytical tool for analysis. These sensors are very much useful to supervise the harvests for changes in light, humidity, temperature, shape and size. The anomaly detected by the sensors is helpful for analysing the soil quality by calculating the nutrient value and other related factors in the farm. The farms can undergo with the digital image processing with the

help of sensors camera. The multiple positioned sensor cameras can be installed on drones with sensor cameras can be used to obtain the views of the images of the farm exactly like CCTV Cameras. These all the applications obviously are expensive as well requires highly trained field staff for operating and management.

BUSINESS & INDUSTRY APPLICATIONS

IoT is more popular in business for the Data Generation, with this data, and more being produced, it will add great value in making informed business decisions and in framing strategies of competence. It reduces maintenance Costs- As it takes over, IoT will bring down a drastic fall of more than 25% in the maintenance cost that businesses are infested with, and a 35% reduction in downtime. Maintenance costs and Inventory management are a business's biggest point of concern. IoT is capable of focussing on this point of pain, and dissolving all complications with ease. IoT is more effective in Customer Service and Support. It will have the biggest and most unimaginable effects. It will improve customer experience and satisfaction while simultaneously easing out vendor efforts with minimal cost and resources. It is helpful on Logistics operations. It can help create a bullet proof supply chain that has the biggest impact on the overall efficiency company. It can help bring out solutions to the warehouses, distribution centers and dispatch process of the supply chain. It has a better User Experience. The technology is interconnected with to everything simultaneously to provide cross functionality with no disruptions. It has very smarter in Security. It is capable to ensure that any breach or attack on the system is dealt with in a timely fashion. Irrespective of the scale, size and industry, IoT is a vital necessity for any business.

EDUCATIONAL APPLICATION

IoT has a huge impact in the education sector, it enhances the education & offers advanced value to the environment. Multiple features includes:

- Interactive learning- where students are forced to think beyond text book. Interaction with teachers & follow mates make the awareness of the topic wide.
- Security: For monitoring the student behavior, intelligent camera vision can be used in the campus. Recently, computer vision technologies have improved a lot and can monitor any signature movements. This activity can automatically can stop any unexpected incidents from taking place.
- Educational Apps: The teaching learning is more powerful due to flexible IoT tools available in educational apps. It supports more creativity to engage the students.
- Increasing Efficiency: The various applications of IoT has reduced the repetitive and excess work in day to day documentation. The IoT smart devices are used to complete the tedious work as well to store the data at the central office server automatically eliminating the need for any human intervention.

MEDICAL APPLICATION

- The smart devices are preferably helpful in healthcare industry by redefining the space of devices and people to produce optimistic solutions in medical diagnosis in delivering healthcare solutions. The several benefits of IoT are supportable to the community like patients, families, physicians, as well to the hospitals and insurance companies.
- IoT for Patients – The technological devices as wearables like fitness bands and other wireless devices like blood pressure checking and heart bits monitoring cuffs, glucometer and many more are more popular in the medical systems. These digital equipments are very much simple to use and to monitor the values.
- IoT for Physicians - physicians can keep track of patients' health more effectively by using wearables and other home monitoring equipment embedded with IoT. This is helpful to monitor the patient's treatment plans or any need for immediate medical attention.
- IoT for Hospitals – It is possible to keep track, the real time location of the things like wheelchairs, defibrillators, nebulizers, oxygen pumps and other monitoring equipment through the IoT devices tagged with sensors. This is technology is applicable in big hospitals. The real time analysis of Deployment of medical staff at different locations can be computed quickly.
- IoT for Health Insurance Companies – The various intelligent devices gives health insurers to capture the data through the health monitoring devices for their backing and claims operations which will enable them to detect scam claims and identify prospects for underwriting. The risk management plan, funding, pricing and claims handling are the major function facilitated to insurers and customers in organization.

SUPPLY CHAIN (TRANSPORT) – APPLICATION

IoT in Transportation is already a big business. Here are few of the most common applications:

- **Traffic Management-** The information of the vehicle along with the timestamp can be collected from CCTV. It feeds this data to traffic management centres in different areas of cities. The popular application of IoT technology include: Smart parking, Traffic lights, Smart accident assistance.
- **Toll and Ticketing:** Due to increase in vehicles, queues at toll booths have become a common sight, which needs the manpower needed to operate toll booths on busy highways. To speed up the working of toll systems the IoT Fastag application is rapidly used with multiple payment mode. Automated tolls, using a RFID tag, have improved the flow of traffic, further improvements have been made possible by the use of IoT technology. The auto detection of a vehicle can be possible up to a kilometre away from a tolling station, correctly identified. The older vehicles can be tracked through a registered smartphone by taking automatic payment from the digital wallet linked on the phone.
- **Connected Cars:** The internet connectivity, sensors and actuators are used in vehicles to monitor a wide range of applications from brakes and engine to the control of tyre pressure and exhaust gas composition.
- **Vehicle Tracking Systems:** Now it is also possible to manage the fleets in the shipping companies with the vehicle tracking system. It is also very much effective to monitor the driver behaviour and can collect data which informs on idling time and driving style.
- **Public Transport Management:** one of the best application of IoT technologies is GPS for traffic monitoring as well to keep the track the devices tagged with sensors. The wide use in this segment includes integrated ticketing and automated fare collection, passenger information systems, passenger information display systems and advanced vehicle Logistics solutions, all utilising IoT technology to help solve social and economic issues such as traffic congestion in public transport.

OUR DAILY LIVES APPLICATION

There are various IoT application which we see in our day to day life, for e.g. Wearable's, Smart home appliances, smart cities etc. The first and foremost application of IoT in any of the field/industry can be detected in wearable's we use nowadays viz. Fit bits, smart watches, heart rate monitors etc. It includes guardian glucose monitoring devices which uses tiny electrode or glucose sensor placed inside the skin at it relays/ sends information via radio frequency to monitoring device, which detect glucose level, diabetes of human body regularly. Smart home system includes energy management systems (Light Control system), Air conditioning, door management systems i.e. security system, water management system which can be controlled through smart phones devices. The further evolution in smart home system would be smart cities which can be expected in coming decade. Allen pan one of the enthusiast has developed Zelda- ocarina controlled home automation, which is node based control system using internet connection, Raspberry pi and ESP 8266 with modules. The technology recognizes musical notes which further automate his hope to lock or unlock door, to control humidifier, activate pump etc.

COMMUNICATION

IoT can be used in communication system through wireless technology. The concept of IoT always starts with connectivity. This can start from MESH and Star topologies to IoT wireless technologies for e.g. LPWANs, Cellular (3G/4G/5G), Zigbee and mesh protocols, blue tooth, Wi-Fi, RFID. LPWANs stands for low power wide area networks which provides long range communication to small, cheap and long lasting batteries. LPWANs connects all types of IoT sensors, provides facility such as asset tracking, consumable monitoring, environment monitoring in wider industrial and commercial campuses. Cellular networks are used in various voice calls and video streaming application. However those cellular networks are not useful in majority of IoT applications in case of battery operated sensor network, but can be specifically used in connected cars or fleet management in transportation and logistics. Zigbee is perfect complement to Wi-Fi for various home automation use cases like smart light, HVAC control, security and energy management etc. Bluetooth is useful to address small scale consumer IoT application, BLE is widely integrated into fitness and medical wearable's e.g. glucose meter, smart watches, pulse oximeter. Wi-Fi can be used in smart home gadgets and appliances, digital signage's or security cameras. RFID is mostly used in retail and logistics and supply chain management.

CONCLUSION

Nowadays applicability of IoT are at its zenith with the recent wireless networks along with high end sensors and revolutionary computing capabilities, utilization of IoT is expected to reach at the doorstep of billions of peoples in coming decade. The recent growth of using various electronic devices from smart phones to

computers prove that the significance of IoT is growing day by day and it will take us to the next level, where IoT can be termed as IoE. The broad range of IoT applications and its usage impacts it in to IoE giving the application varieties as 'E' as Everything. However there are certain barriers while using IoT such as lack of interoperability or clear use case for end users. Sometimes hard work of engineers, scientists etc are futile due to the flaws in governance, management and implementation of project. To overcome such issues in future the research work need to be carried out in the field of IoT and its allied facilities.

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VIRTUAL TEACHING: A NEW NORMAL**Prof. Bhavika Patni¹ and Prof. Swati Parab²**¹Assistant Professor, Smt. K.G. Mittal College of Arts and Commerce²Research Scholar, Pacific Academy of Higher Education and Research University, Udaipur
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ABSTRACT

To continue with teaching and learning during the pandemic (COVID-19), all schools & colleges have adopted Virtual Teaching. The adoption of Virtual teaching is not without its limitations and challenges. These include long time staring at digital screens, lack of time to communicate with peers, no effective interaction with fellow teachers, limited or lack of social interaction skills. This paper reviews the effects of Virtual teaching on school and college teachers. Taking into consideration the categories and the barriers in teaching, the challenges faced by teachers include technological challenges, pedagogical challenges, and social & mental challenges. Also, Virtual teaching encourages student-centered learning and self-learning. It offers many opportunities to all institutions, including research innovations, flexible and diversified teaching, remote students support, adjustment of assessment methods, innovation opportunity, offering non-academic courses, change of pedagogical policies, etc.

Keywords: Virtual teaching, digital learning, pedagogy, Covid-19, mental challenges.

INTRODUCTION:

With the present scenario of COVID-19, academic centers were forced to change their mode of teaching. Well, virtual teaching is not something new, but doing it on a routine basis has made it a new normal. Academic centers started an online mode of teaching to reboot the studies. This is a big issue that teachers are facing since virtual teaching has become the new norm. COVID- 19 has forced everyone to shift from their current situation and accept the new change which is predestined.

Teachers have to become highly tech-savvy and will have to make different innovative methods to make virtual learning more interesting. Evolving interest among students is an important aspect. Teachers are putting in their prime efforts to become more technologically updated. They faced lots of challenges in virtual teaching like lack of online training, time management problems, dealing with distractions during the lectures, enormous adaptability efforts, technical problems, at times feeling unsupportive, lack of seriousness among students, environmental problems, etc. It requires determination and dedication for teachers to provide detailed information to students.

Innovativeness in teaching and active student participation can be brought through many applications which are available online like Google classroom, Zoom, Kahoot, Google meet, Microsoft teams, See Saw, Socrative, Quizlet, etc. ease teaching. Instead of having regular classes in all the subjects, classes be divided into shifts which will also help in minimizing the screen time. This creates less pressure on students as well as on teachers. Teachers and students together will have to build a relation to create a positive learning environment.

RESEARCH METHODOLOGY:**Research Philosophy:**

Pragmatic worldview is the proposed philosophical worldview for the said research. (Saunders et al., 2015) mentioned Pragmatics “recognize that there are many different ways of interpreting the world and undertaking research, that no single point of view can ever give the entire picture and that there may be multiple realities”. (Saunders et al., 2019) states worldview focuses on the outcomes gained during the study and merges the subjectivist and objectivist knowledge. In this worldview, the identified problems and the undertaken techniques can be practically applied in the real context.

RESEARCH METHODS:

The research was conducted using the survey method using a questionnaire that included multiple-choice and five-point Likert scale. After gathering all the data, general analysis was undertaken to identify the responses.

OBJECTIVES:

1. To understand the novel methods of teaching during the Covid-19 pandemic.
2. To analyze the working hours of teachers during the coronavirus pandemic.
3. To study the transition of teachers from chalk talk to using e-platform for teaching.

4. To understand the difficulties teachers faced while work from home.

HYPOTHESIS:

H0- Virtual teaching is enjoyed by the majority of the teachers

H1- Virtual teaching is not enjoyed by the majority of the teachers.

SCOPE OF THE STUDY:

The scope of the study is limited to the topic. The research is on Virtual Teaching, a teaching method that is taught entirely online or when elements of face-to-face courses are taught online through learning management systems and other educational tools and platforms. It includes digitally transmitting study materials to students. Virtual teaching also refers to a “flipped classroom” style of teaching. This is included as a form of blended learning and it involves giving students exposure to study content on their own before class through activities such as reading study material or watching short lecture videos, animated PPT. It requires computers and internet access, which might not be at hand to everyone. Virtual teaching challenges traditional student-teacher collaboration.

LIMITATIONS OF THE STUDY:

1. Personal interaction with the teachers was not possible due to the covid-19 situation in India.
2. The sample size is as small as 56. To overcome the hurdle of personal interaction, Google Form was used for collecting data.

SAMPLE:

For the purpose of Primary data the population was decided initially by the means of segmentation. The samples for the survey were determined then. The segments identified were:

- i. Demographic:
 - a. Males and females,
 - b. Qualification - Graduates, Graduates with B.Ed., Postgraduates, Doctorate & Net/ Set qualified
 - c. Age groups - 21-30, 31-40, 41-50, 51-60 & above 60,
 - d. Number of years of experience - 0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 31-35 & above 36.
 - e. Type of Institutions working for - Pre-primary school, Primary school, Secondary school, Higher secondary, Under graduate, Post graduate.
2. Geographic: Parts of Mumbai city i.e. South Mumbai, Central Mumbai, Central Suburbs, Western Suburbs, and Thane.

The sampling is based on probability sampling. The form of probability sampling used for this research is the stratified random sampling method. Hence, the results of the study may be generalized to the population. The samples have the criteria of the age groups from 21 to 60 and above who are teachers by profession and teaching various institutes in the city of Mumbai. The aim was to get 75 responses. It was not possible to physically commute to undertake primary research due to the COVID-19 pandemic. Hence, the number of respondents was limited to 56. The survey had to be done with the help of electronic medium through Google Form.

The secondary data was collected through different articles, journals, reference books, and websites.

LITERATURE REVIEW

(McDougall et al., 2020) stated that increasing peer interaction in the virtual classroom takes more effort, but many teachers have already shown it can be done. Active-learning methods like think-pair-share and small group activities have changed the physical classroom and are also effective in a virtual classroom too.

(Division, 2021) mentioned that Using Virtual-learning at home is one of the great steps to prevent the spread of COVID-19 among learners. During this period Technological advances in information technology (IT) became an important part of knowledge. Using E-learning, the internet across mobile, computers, and smart devices have been used mostly and vitally in teaching and learning synchronously or asynchronously in the education sector. Virtual-learning diverting multi-applications such as FCC, Zoom, Google classroom YouTube, Google meet hangout and many others have contributed to solving the problems of the corona pandemic and study at home.

(Aperribai et al., 2020) researched that lockdown has more affected the teachers mentally along with their relationships in three core areas namely, work, family, and social relationships. The attempt was made to understand the role of physical activity in the mentioned variables. Teachers have experienced higher levels of distress due to the workload generated from schools & colleges during the lockdown. To take care of the health problems among teachers in the future while in similar situations, it would be very important to facilitate the practice of physical activity at home. Also, teacher training in blended or online educational methods would be important for their innovative work development.

(Teglasi, 2020) deduced the ways in which COVID-19 could have had less impact on teachers' mental health. Given the impact that COVID-19 has had on the education community and continued interest to support & encourage teachers, the Temperament and Narratives Lab at UMD initiated a national survey on teachers. This study's main focus was on exploring the various ways in which teachers are being affected by the pandemic. This study was being conducted by Dr. Teglasi and her team of eight. At this time researchers were able to provide detailed information about the coding process and initial data on teachers' mood states.

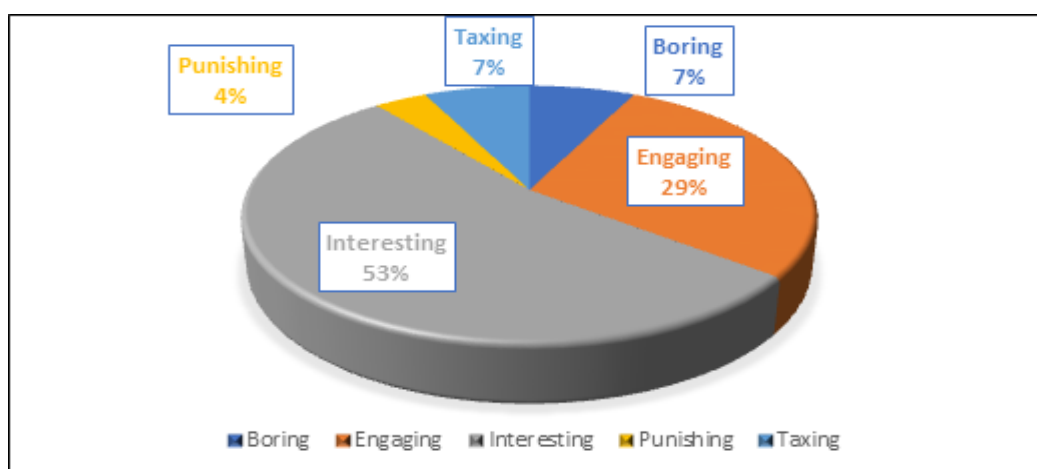
(Thakar, 2021) affirmed, that E-learning is inferior to in-person learning. Technology makes classes less interesting and makes the process of assessing students' reactions to material harder for professors. Traditional education should not be erased by Coronavirus-19 pandemic which has given innovative alternatives. It should be a temporary turn to the high-tech. During this pandemic, it collected even more appreciation for the traditional educational methods to which we would hopefully return soon.

(Khamid & Rahmawati, 2020) explained that there are many advantages and disadvantages to the Work from home (WFH) program. Flexibility in work completion, non-compliance of office hours, no transportation cost in order to travel to the office, minimization of stress levels due to travelling in traffic jams from home to office and office to work, more free time some of the advantages of work from home activity. There are many disadvantages of WFH. They are losing work motivation, to bear electricity and internet costs, data security problems, etc.

(Joshi et al., 2020) found that, the major problems reported while conducting the assessments or during teaching under home environment settings were family interaction, external distraction, and lack of basic facilities. College & School support barriers such as the budget for purchasing advanced technologies, a lack of training, a lack of technical support, a lack of communication, and a lack of clarity and direction were also reported. The difficulties were grouped under a lack of technical support, it included a lack of technical infrastructure, limited awareness of online teaching platforms, coding problems, and security problems. During online teaching and assessments, there are a few teachers' personal problems which were detected such as negative attitude, lack of technical knowledge, integration of course with technology, and absence of motivation.

Data Analysis & Interpretations

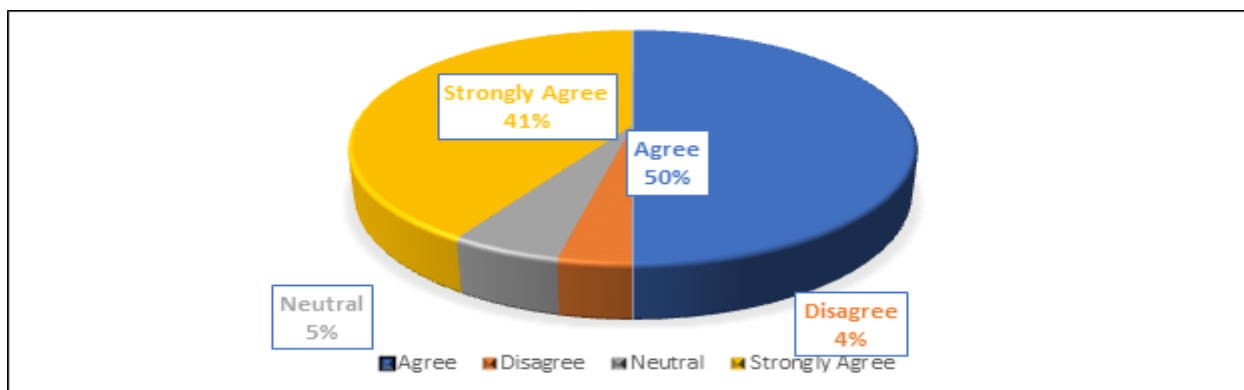
1. Virtual Teaching is



Inference:

When asked about the level of interest towards virtual teaching, the majority of the respondents as high as 82.2% agreed to it. Only around 17.8% disagreed. This shows that the teachers are taking more interest in virtual teaching. Because of different online tools helping teachers to create classroom more creative & interesting. Which helps to boost knowledge about virtual teaching.

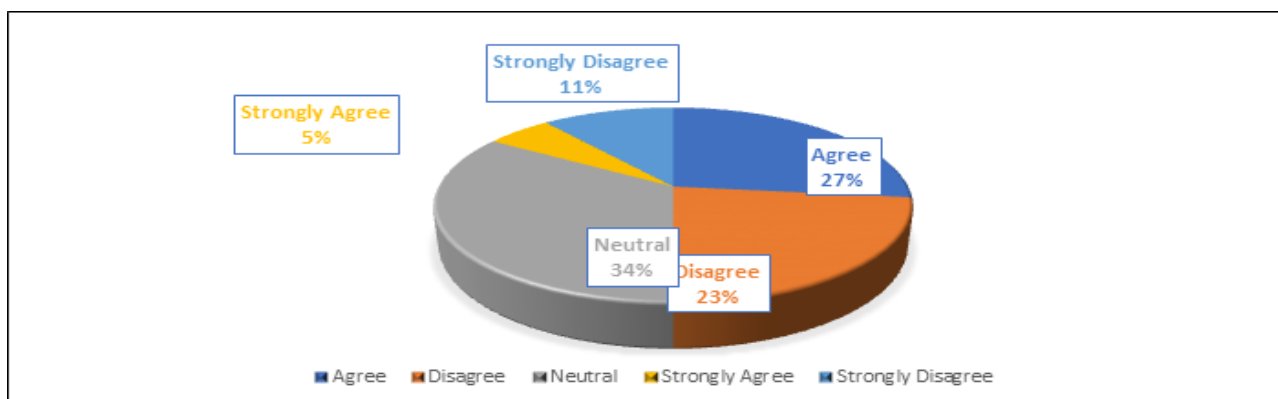
2. We can adopt multiple methods in virtual teaching to make it engaging and interesting.



Inference:

When asked about the adoption of multiple methods during virtual teaching, the majority of the respondents as high as 91.1% agreed to it. Only a few respondents are (8.9%) disagreed. This depicts that the teachers are using different methods to make the classroom more engaging & Interesting. Some respondents are not using multiple methods because of various reasons like lack of computer knowledge, lack of technological knowledge, family as well as technological workload.

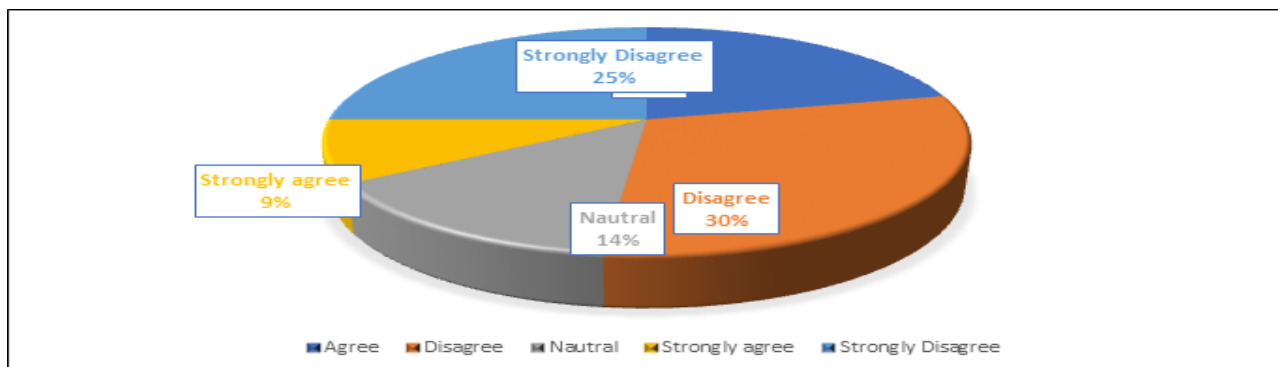
3. Due to virtual form of working, teachers were able to handle their teaching and administrative work in the most efficient manner with any issues.



Inference:

When asked about the handling of virtual teaching as well as administrative work without any issues, majority of the respondents as high as 67.8% disagreed to it. Only around 32.2% have agreed. This depicts that it is very difficult to teachers to handle teaching as well as administrative work effectively while working remotely. Some reasons like over burden, mental & physical illness, long hours of preparation for virtual teaching etc.

4. Teachers spent lesser time during online classes as compared to face-to-face teaching.

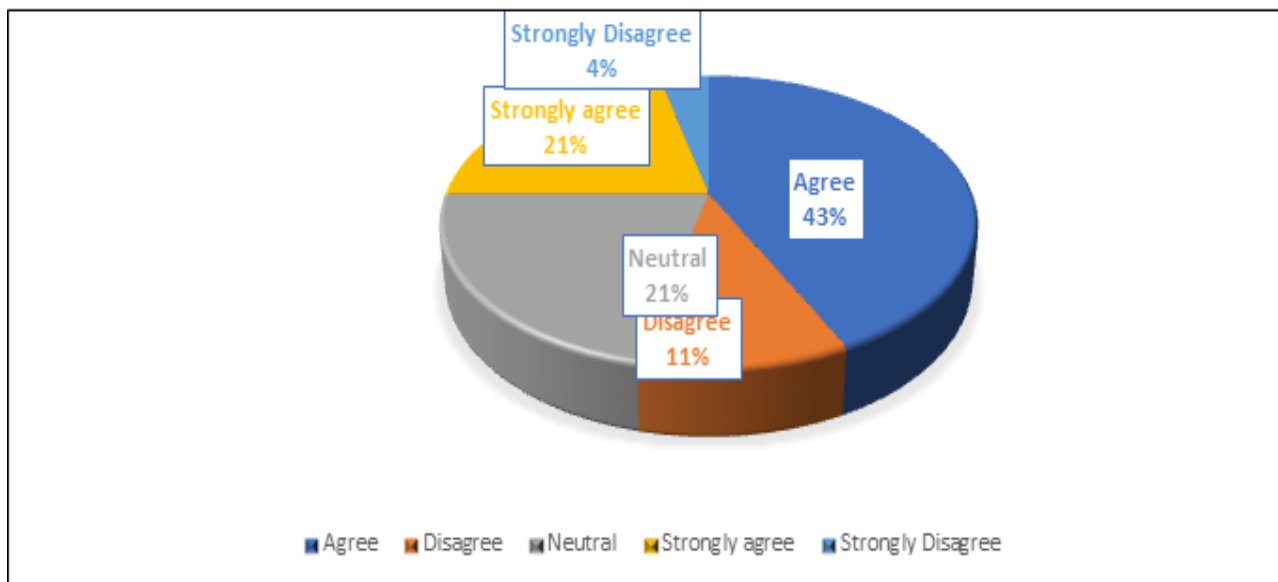


Inference:

When asked about the fewer work hours spending during online classes to face-to-face teaching, the majority of the respondents as high as 69.7% disagreed with it. Only some of the respondents (30.3%) agreed. This depicts

that the teachers take more working hours in virtual teaching as compared to face-to-face teaching. Virtual teaching is taking more time because the teachers have to prepare new PPT's, New digital animated videos, digital study materials, etc.

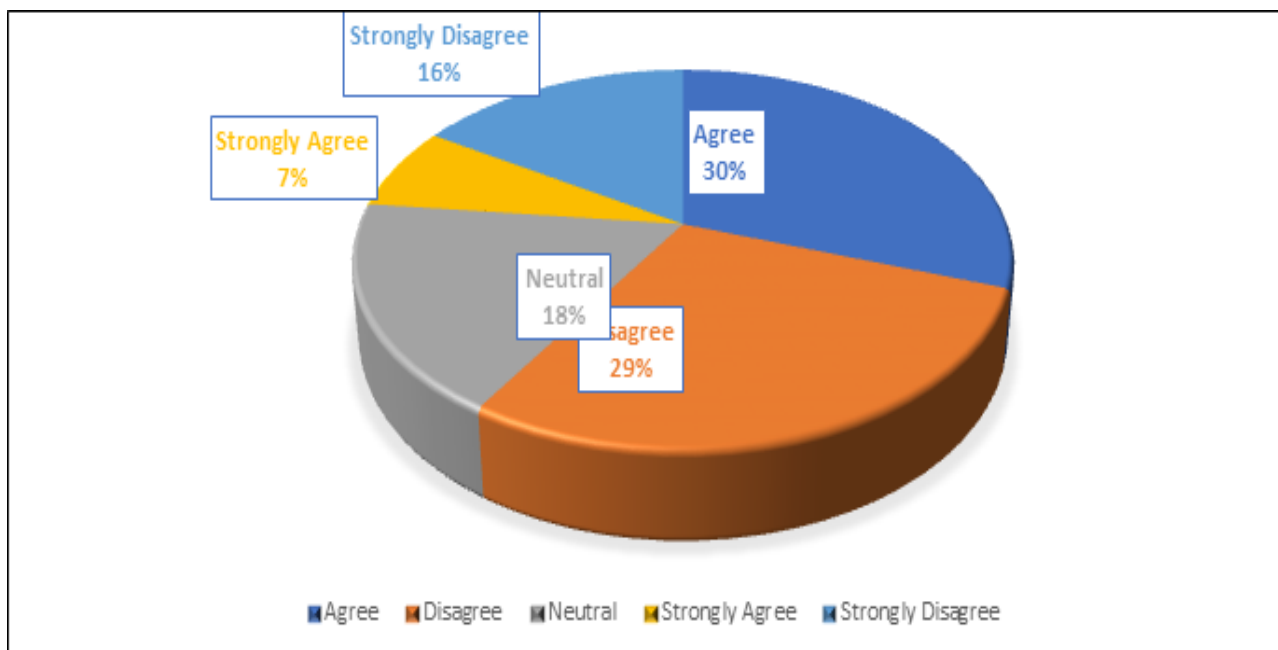
5. **Teachers enjoyed preparing e-content in the most novel manner as there were a variety to choose from. E.g. PPTs, Videos, Charts, Quizzes, Notes etc.**



Inference:

When asked about the enjoyment in preparing e-content in the most novel manner as there was a variety to choose from, the majority of the respondents as high as 64.3 % agreed to it. Only 35.7% of the respondents disagreed. This shows that the teachers are taking efforts and choose innovative methods to prepare their e-content.

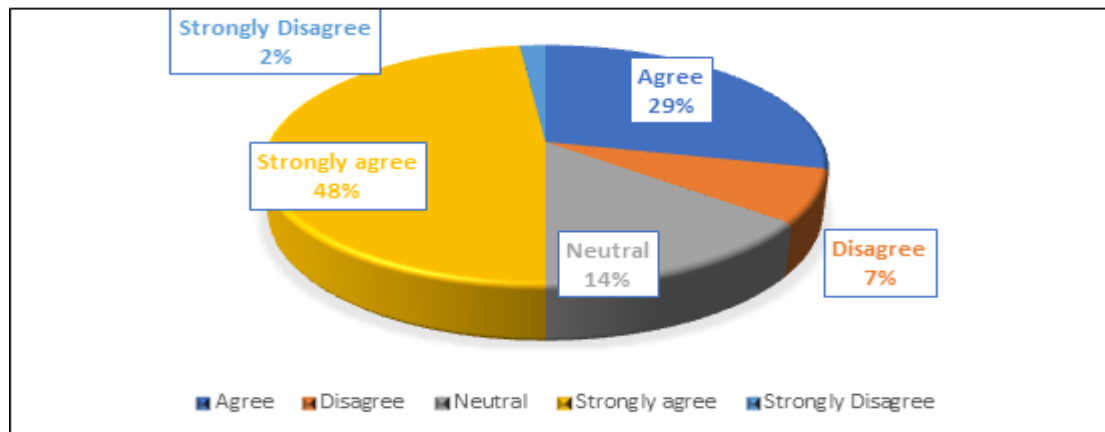
6. **E-content could be made easily by the teachers with the help of technology.**



Inference:

When asked about preparing e-content is easy or time-consuming, 62.6% of the respondents disagreed with it. Around 37.4% of the respondents agreed that E-content could be made easily by the teachers with the help of technology & is not time-consuming. This depicts that the teachers do not find ease in preparing e-content by using various methods. We have different online apps like using Google Forms, Google Classrooms, CANVA, Animaker, Easel.ly, etc. but they are time-consuming.

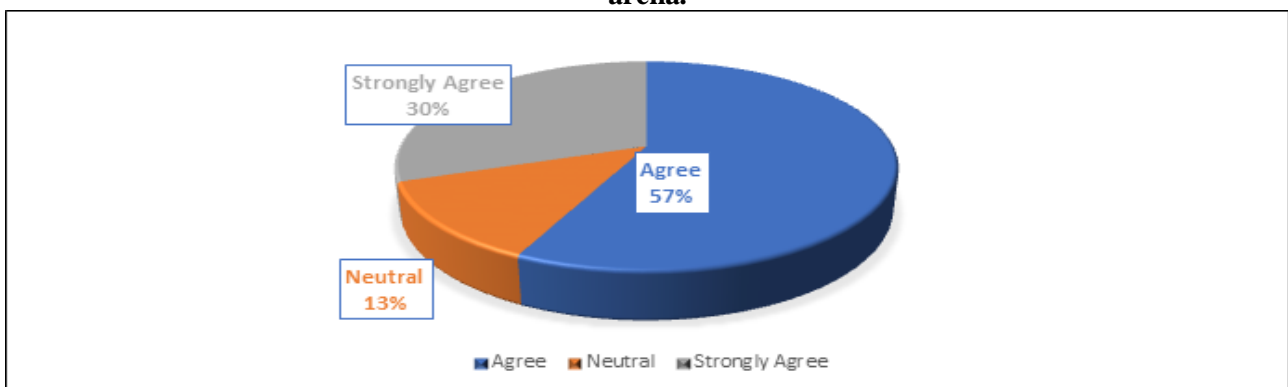
7. Teachers had to put in lots of effort to switch over from chalk talk (traditional teaching) to virtual learning



Inference:

When asked about putting more effort into switching over from chalk talk to virtual teaching, the majority of the respondents as high as 76.8% agreed to it. Only some of the respondents (23.2%) disagreed. This depicts that the teachers put lots of effort into virtual teaching as compare to chalk talk (traditional teaching) teaching. This is because of making innovative & interesting e-content which consumes a lot of time of the teachers.

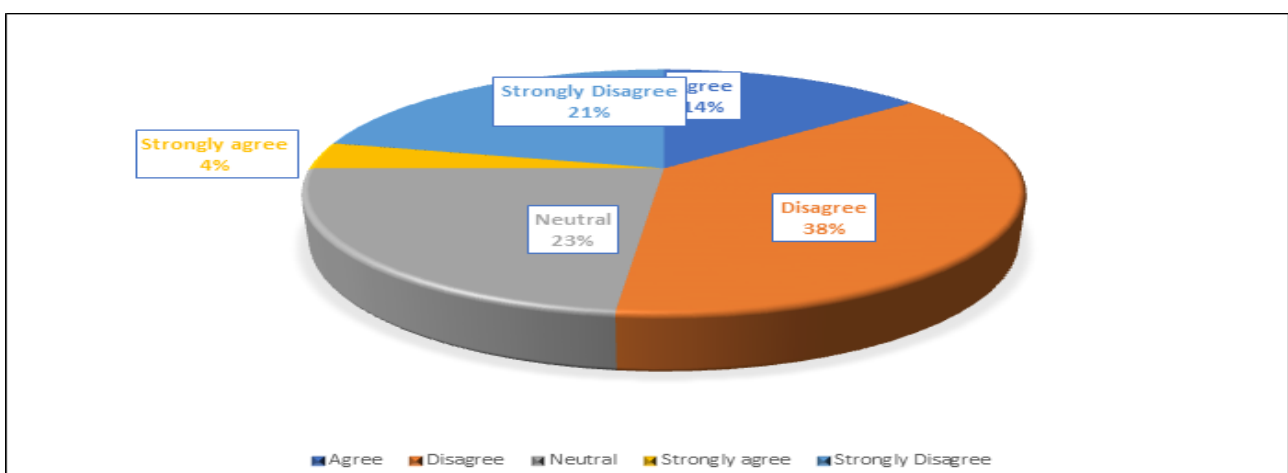
8. Teachers became Tech-savvy which is a boon to teaching arena.



Inference:

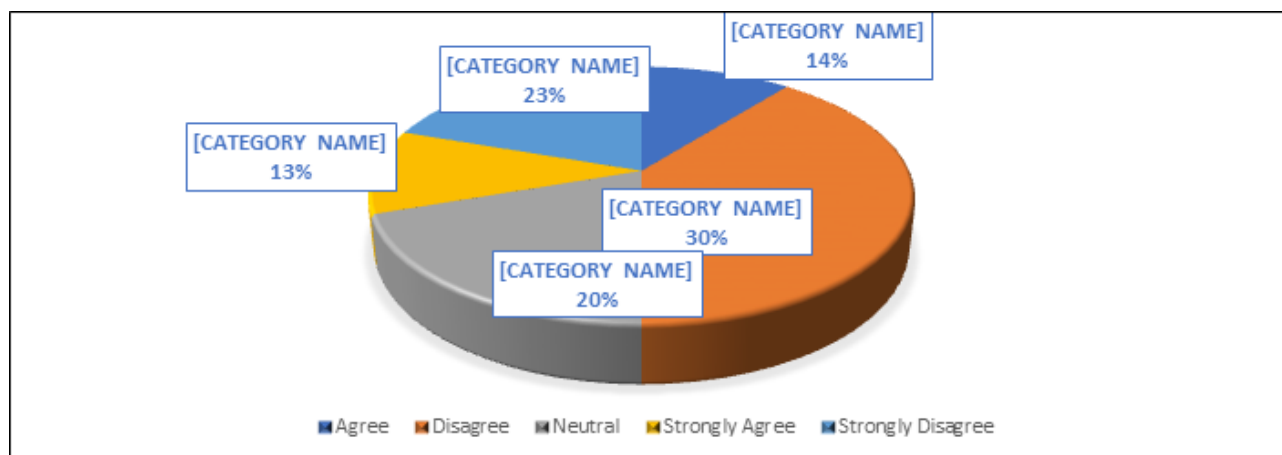
When asked about teachers who became Tech-savvy which boon to the teaching arena, the majority of the respondents as high as 87.5% agreed to it. Only some of the respondents (12.5%) are Neutral. This reflects that the teachers now more engaged with technology and expanded the scope of teaching during this covid-19 pandemic situation.

9. Online mode teaching learning process is more productive than classroom teaching.



Inference:

When asked about the online mode of the teaching-learning process, the majority of the respondents as high as 82.1% disagreed with it & shows that online teaching is not productive at all. Only around some of the respondents (17.9%) agreed. This depicts that the teachers, as well as the learners, are not enjoying the online mode of teaching and it is not productive. Some reasons are lack of interest among students, low attendance of the students, technical problems, etc.

10. Conducting online examination is absolutely easy & effective.**Inference:**

When asked about the difficulty level of conducting an online examination, the majority of the respondents as high as 73.2% disagreed with it. Only around one-fourth of the respondents (26.8%) agreed. This depicts that the teachers are not enjoying the online pattern of examination. They find it difficult to administer. Also, due to bandwidth issues the answer sheets don't get submitted which calls for re-examination. This has increased the teacher's workload. As far as the degree college examinations are concerned preparing MCQs is a big concern for the teachers as it takes a long time.

CONCLUSION:

Virtual teaching is important for the students to grow. Digital technology has become an integral part of both, teachers & students. After careful investigation, it is clear that the answer lies somewhere in the middle. Online teaching should be a good option to meet the needs of students but at the same time, it takes too much time & pressure for teachers to prepare effective lessons & fulfil the needs of students. Teachers put lots of effort to switch over from chalk talk classroom to online classroom. This pandemic situation made teachers more tech-savvy in the teaching arena. Virtual teaching offers flexibility to students that cannot be overlooked. Considering the challenges faced by the students, it is necessary to understand the best way to merge e-learning technologies with the curricula. The pandemic provided school/ college with an opportunity to explore the possibility of e-learning/e-teaching and blended learning. This opportunity can also help the perceptions of both students and lecturers towards virtual learning, which can lead to advancements in higher education. In virtual teaching, some argue that they are better than traditional brick and mortar classrooms, while others believe that they are an improper form of teaching. There is still a need to investigate more effective ways of virtual teaching which will create interest among undergraduate students and improve their attendance.

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A STUDY ON PROBLEMS FACED BY FAMILY BUSINESSES IN SUCCESSION PLANNING

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ABSTRACT

Today Family Businesses are considered to be one of the important drivers of the economy of any country. Family businesses constitute the majority of organizations across the world (Sharma Melin & Novdquist, 2014). It's a fact that family businesses play a significant & fundamental role in the country's economy (Colli, Fernandez-perez & Rose, 2003), they help in the form of employment, social & economic development of countries (Newbaner & Lank, 1998; Laporta, Lopezde silances & Shleifev, 1999; Heck & Staffered, 2001). When we look at various studies in the field of family businesses it seems 60% to 90% of the business worldwide are owned & controlled by families (Family member) (Martiner & Aldrich, 2019).

Though family businesses contribute its major role in economic development of the country it faces many problems and challenges in its arena, succession planning is onsidered to be one of the major problems amongst all. So, the importance of succession planning cannot be overlooked in family business (Astha Sharma et.al.,2013). Ample of research is available on other challenges of family-owned businesses. But succession planning is a bit neglected by the researchers. So, in this study researcher tries to study the problems faced by family members due to lack of succession planning. Data is collected through secondary sources by studying articles, journals, magazines and research papers on succession planning of family-owned businesses. This study seeks to gain a better understanding of what the challenges are that family-owned businesses face as they attempt to transfer their business from one generation down to the next.

Many successful family-owned businesses face problems of sustainable development in the long run of increased business competition due to improper succession planning and inadequate skills of successors. The findings revealed out of this study are the FBs face many problems in succession planning like less involvement of family members in business matters, non-participation of family members in decision making process, lack of leadership skills, unclear Vision, sibling rivalry, nepotism, professionalism, lack of knowledge about new trends in business etc. It is rightly said that if the family business owners decide about their successors in advance will lead to success and progress of the business in the long run hence thereby having increased reputation and loyalty among the customers in the market. So, The researcher tried to suggest the family businesses some strategies to overcome the problems of succession planning.

KEYWORDS: *Family business, succession planning, economy, successors.*

INTRODUCTION

Family business is the most common form of business organizations in every country in the world (Kang & Kim, 2016; J. Lee, 2004,2006). Almost all firms initially begin as family business (J H Astrachan & Shanker, 2003) & proved to be the lifeblood to domestic and global economies in the world. Looking at statistical figures it seems that a substantial number of business organizations worldwide are in form of family businesses (Carlock & Ward,2001).

Family businesses constitute the majority of organizations across the world (Sharma Melin & Novdquist, 2014). It's a fact that family businesses play a significant & fundamental role in the country's economy (Colli, Fernandez-perez & Rose, 2003), they help in the form of employment, social & economic development of countries (Newbaner & Lank, 1998; Laporta, Lopezde silances & Shleifev, 1999; Heck & Staffered, 2001). When we look at various studies in the field of family businesses it seems 60% to 90% of the business worldwide are owned & controlled by families (Family member) (Martiner & Aldrich, 2019)

In the United States of America several studies revealed that more than 50% of organizations are owned by family members (Dumas, 1992 Kets de Vries, 1993, Astrachen & Shanker, 2003) contribution from 30% to 60% of the GDP & job creation (employment) (Astrachen & Shanker, 2003; Dye, 1986)

Some other studies on family businesses suggest that 90% of incorporated businesses in the US are family owned & controlled (Poza, 2010)

In case of Latin America, family businesses contribute nearly 60% of the aggregate GNP (IFERA, 2003) The (PWC, 2012) study highlighted according to European Commission European family businesses generate 1 trillion Euros & nearly 40-50% employment. In India's family businesses contribute nearly 2/3 (60%) to India's

GDP & generate 79%. Private sector employment. (PWC, 2012) The middle east also has more than 80% of all companies' family-owned companies. In East Asia a large proportion of the firm belonging to family business category & contribution 65% to country's GNP (Claessens, Djankov, Fan & Lang, 2002)

OBJECTIVES OF THE STUDY:

1. To study the different problems faced by family businesses in succession planning.
2. To suggest strategies to owners of family businesses to overcome the problems of succession planning.

DEFINITION OF FAMILY BUSINESS:

Any business that is owned and controlled (operated) by an individual, couple or other family members is considered as family business (Getz, Carlsen, & Morrison, 2004). The study of (Zachary, 2011) revealed that family business provides not only income as livelihood to the families but to the labors. The family system provides some additional resources such as space, money equipment and other factors of productions.

All over the world in the academic literature there is no single specific consistent definition of family businesses. However, it is defined on the basis of influence of property and management (Klein 2004, p.3). But according to Stiftung Familienunternehmen (2012) family businesses can be defined in the perspective of two approaches- one is family-controlled companies are those companies which are controlled by a limited number of individuals and necessarily they need to manage the company. Furthermore, family business companies are those which are controlled by a limited number of individuals and at least one of them is participating in the management activities (Stiftung Familienunternehmen 2011, pp 5 f). This definition has a resemblance with IFM Bonn definition that stated family business as a business in which 50% capital is owned by an individual or his other family member (IFM 2014a.). in addition, the definition proposed by (Koeberle- Schmid 2008, p 150), stated that FB in which owners have a great influence or role on Vision, Mission, Goals, Objectives, Strategies and Governance of the organization.

Another definition of (Chua, Chrisman & Sharma, 1999) described family businesses as, "managed and controlled and governed with the intention to shape or form and pursue vision and mission of business". The study of (Ulrich 2011, pp 30-32) defined family businesses as those businesses which are controlled by family members in such way that the ownership is transfer generation after generation.

HISTORY OF FAMILY BUSINESS IN INDIA:

Ref; Yashodhara Basuthkar (Research Associate) June 22, 2020 Family business united.com

In the world its well-established fact that India has a glorious magnificent and rich cultural history of family businesses.

In India especially the joint family system was responsible for survival and growth of these businesses. Family businesses in the world are backbone of every countries economy and presently when we go back to the eighteenth century, India was having agriculture as a primary source of income and livelihood of Indian people. So, the Indian economy was totally based on agriculture. There was a poor growth in manufacturing industries like handicrafts and textiles.

The colonial British rule declined aggressive Indian merchant community as in the period of industrial revolution 1850, India became the great supplier of raw material and a market to Britishers innovative manufacturing units of iron, cotton, steel and chemicals etc. in this transition from mercantile economy to industrial economy the Indian environment gave birth to a few business leaders like Kasturbhai Lalbhai, Tatas', Walchands' and Birlas etc

Later, after Independence these family business units set up their charitable trust and involved in philanthropic work that led to social, cultural and economic progress of the economy.

After post-independence and particularly from 1995-2015, it has been witnessed that family business spreading their tentacles not only in India but across the globe. Some of the family business organizations expanded their business operations across globe.

According to a study of (Bang, Ray & Ramachandran, 2017) 91% of the Indian listed firms are of family firm category and have become a key driving force of the Indian economy.

MEANING OF SUCCESSION PLANNING:

Succession planning is a strategy for identifying and developing future leaders at your company — not just at the top but for major roles at all levels. It helps your business prepare for all contingencies by preparing high-potential workers for advancement. Succession planning is a process by which individuals are scanned to pass

on the leadership role within company. The process ensures that business continues to operate efficiently without the presence of people who were holding key positions as they must have retired, resigned, etc.

RESEARCH METHODOLOGY

To study the variety of problems faced by family businesses in terms to succession planning secondary data is been used for study. Under this secondary source various journals, magazines, articles, research papers, Dissertations, thesis published by different research scholars has been studied to understand the set objectives in detail.

LITERATURE REVIEW

Access to most of the literature which is reviewed in this paper was obtained by consulting academic journals, books, magazines, thesis, dissertation and other sources.

1. **Isnaniati et al(2019)** The researchers examined that succession Process here involves 3 stages followed by the successor of family business in Rice Milling industries of Besar District. The study revealed that process of succession planning is average 78.90% which results less than 50% which states that the approved successor is agreed to replace the founder or manager as a leader of family business.
2. **Ozlem Ozdemir (2019)** The research study examined the nature of family businesses who prefer to have daughters as their successors rather than only sons' in Turkey. The study also highlighted that still today gendered norms are been considered while choosing the successors that means primogeniture – i.e dominating succession process of family business., whereas few of them give preference to talent while selecting a successor and not to gender.
3. **Xinhua Yuvan (2018)** The study by Jau Yang Liu highlighted the succession pattern of Taiwan estimating that only 20% of family businesses can successfully passed down to second generation and only 10 % to third generation. Merely 5% of family businesses in Taiwan has a succession plan which means majority Taiwanese family business face problems of succession and successors which ultimately leads to family split- ups, corporate recession crises and early withdrawals of business operations. Author furthers suggests that to ensure continued and sustainable development of family business it is necessary to make arrangements of correct and proper succession planning.
4. **Predragl Jubotina et al (2018)** This research contributes to a greater extent in expanding research field with a specific group of students with family business background and their complex career decisions, which results with their intentions becoming actions. The importance of this actions is seen increasing in today's societies where businesses of small and medium size are recollecting significance of social and economic stability of different socities.
5. **Evan Lansberg et al (2015)** The study "Influence of Family Relationships on Succession Planning and Training: The Importance of Mediating Factors" explored that commitments of the family business to the quality of manager, owner and successor relationship determines family adaptability and family cohesion on succession planning and successor training. Many organisational factors bears an impact on the degree of family adaptability and cohesion.
6. **Astha Sharma et al (2013)** The researchers have emphasized on relationship which is strong enough that exists between succession planning and performance of small and medium family firms. The study also recommends that organisations must fulfil its responsibilities towards society. Small and medium family firms in order to create brand image and goodwill must contribute towards the society and its surroundings thereby reducing the problems of the people in the said region. All this helps the business to gain sustainability with better outcomes.
7. **Wendy C.Handler (2009)** The research study is concerned with the facts that the study seems to apply with family business issues for future studies. For its applicability qualitative grounded theory approach was used by the researcher and it allowed to access one's depth of experience if given the opportunity. Potential use of the framework act as diagnostic tool for evaluating and implementing experience of succession of next generation family members.
8. **Kevin C. Seimour (1993)** This study concludes that successor training has wide reaching impact on building quality of work relationship among the owner manager and the successor of the family business. According to author there is no association between succession planning and quality of relationship. Significant differences prevails in owner ratings and successor.

PROBLEMS OF FAMILY BUSINESS IN SUCCESSION PLANNING

Family businesses has to face many problems while running the business from two or more generations. Succession planning is the major challenge for family business during its survival. Following are some of the problems identified through secondary source:

1. **Siblings Rivalry:** Sibling's rivalry is one of the most serious problem that witnessed split in the family when a business is in the stage of expanding.
2. **Accommodating and retaining non-family employees.** It seems in family run businesses that all the top-level management positions are occupied by family members that doesn't ensure how someone from outside can excel and advance. This discrimination would make non family employees to move away rather than staying in organisation and work for it.
3. **Non participation of family members in decision making:** In many of the family business majority of the family members are not allowed to participate in decision making process of the business. Hence, the successors are not aware of the skills required for a business thereby creating a problem in succession planning.
4. **Lack of communication:** Lack of open communication and poor willingness to come out of poor communication may create great trajectories for business houses. So, to implement a proper communication system is essential that would avoid misconceptions among internal members who are going to be the successors of business.
5. **Absence of Written documents:** Lack of clarity in written documents about family member's role, responsibilities, positions, salaries, profit sharing, dividends, authorities and retirement plan may affect on harmony in business.
6. **Lack of talent (Nepotism):** No talent but being a part of family, someone run a organisation would ruin a business. One should have necessary skill, ability, acumen and potential to shoulder the responsibility.
7. **Unilateral biased decisions:** To take decisions only in favour of the family members may hurt non family member employees and it may affect on their morale and loyalty.
8. **No training/Poor training to family members:** An Adequate training is a necessity of today's modern business. But quite often it seems the family units make no proper arrangement of essential training to inculcate required skills in employees. In absence of informative training programmes employees may be unaware of organisational goals, objectives, policies, working tasks and procedures, role and responsibilities which effect on the day today affairs of organisational work.
9. **Professionalism:** Professionalism means separation of family emotions from workplace. Emotionally taken decisions rather than what rationally supposed to be taken may disturb all stakeholders of business unit.
10. **Less involvement of young generation in business activities:** Apart from the above major problems' less involvement of young family members in business activities may poses a threat in succession planning.

STRATEGIES TO OVERCOME PROBLEMS OF FAMILY BUSINESS:

In order to have a better succession planning for the family business and to overcome the different problems, family business has to adopt the following strategies:

1. Get together of all the family members once in a month including key people of family business.
2. Taking suggestions from the young generation and implementing the modern technology in business activities which will lead the young generations interest in family business.
3. Continuous involvement of the successors of family business in decision making process of the business activities.
4. Implementing innovative ideas and technologies for the sustainable development of family business.
5. Timely communicating and discussing the important points related to business with the family members especially with the young generation who is going to be the future of family business.

CONCLUSION

John Davis 2016, states that success, reputation and goodwill of a business lies in the hands of a successor so selecting a better successor possessing good skills and knowledge of business will lead to survival and

sustainability of business in the long run. The family-owned businesses are running successfully and contributing at large in the economic development of the country worldwide. Though the family businesses face problems of succession planning at large they can overcome these problems by adopting timely effective strategies which will help the business to identify and get an efficient successor for leading the family business through incorporating ethical and cultural values in them.

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AN EMPIRICAL STUDY OF CONTRIBUTION OF DEHYDRATE ONION INDUSTRIES IN INDIAN ECONOMY BY EXPORTING TO GLOBAL MARKET

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ABSTRACT

The Food Processing Industry in India rests on two strong pillars of the Indian economy - Agriculture and Manufacturing, which are the key sectors of a developing nation. The "Sunrise Sector" as it is being rightly deemed, is currently going through a positive transition, where in policies is being amended, conducive investment eco-system is being created and all efforts to set up the required infrastructure are being made. In this paper we wish to study the contribution of Dehydrated Onion Industries in Indian Economy. Also we are going to discuss some major problems facing by owner of Dehydrate onion industries and some suggestion to develop such policies which in being supply to owner of Dehydrate onion industries. From India major exporting is exported from the Mahuva Taluka of Bhavnagar District of Gujarat State. There are 100 onion dehydration units in India and of it 85 units are located in Gujarat, 10 units are in Maharashtra.

Key Words: Dehydrate Onion, Eco-System, Global Market and Indian Economy.

INTRODUCTION

There are 100 onion dehydration units in India and of it 85 units are located in Gujarat, 10 units are in Maharashtra. Usually at this time dehydration units runs in two shifts but this year, many units are running in one shift. The first dehydration plant was established in 1980, but as an industry, it only started growing gradually after 1984, though a maximum have come up in recent years. The production capacity of the country's dehydration sector is about 60,000 tonnes a year. Mahuva, home to almost 80% of onion dehydration units, finds itself catering more and more to domestic needs, as opposed to export demand. A surge of ready-to-eat and fast foods is expected to take domestic consumption from 25% of Mahuva's dehydrated product to a 100% very soon.

FOOD PROCESSING SCENARIO – GLOBAL & INDIA

The processed food industries are valued at over \$2 trillion dollars globally and consist of over 400,000 businesses. India is the second largest food producer in the world after China. According to government estimates for the fiscal year 2015-16, the country's total food market is valued at US\$39.71 billion and is projected to double in the next 10 years. Overall, less than 10 percent of the total food produced is processed into value added products in India. In comparison, the US and China process 65 % and 23% of their produce, respectively. Similarly, other developing countries such as Thailand, Philippines, and Brazil process as high as 30%, 78%, and 70% of their produce, respectively.

DISCUSSION:

"In last two years, there has been a quantum jump in domestic demand for dehydrated onion. This is mainly due to the fast food culture," says Asgar Chattariya, secretary of the All India Dehydration Association. Additionally, multi-national companies that were once international procurers now buy locally at their India-based operations. The growing demand at home is a blessing for the industry, as export market prices have dipped to \$1500 - \$1800 per tonnes, against \$2,000 - \$2200.

"Usually export market is risky and uncertain as there are other suppliers from countries like China and Egypt," said Asgar Chattariya. Home sales bring certainty. "In the domestic market, there is only one major local supplier – Mahuva." The town produces 50,000 tonne dehydrated onion annually, with white onion getting precedence for exports. According to Chattariya, the past couple of years have seen 10,000 tonne to 12,000 tonne sold domestically. Companies like Pepsi, Nestle, HUL, ITC, Balaji and masala maker Suhana purchase dehydrated white onion – which requires dedicated machinery and cannot be produced by the companies themselves, unlike ginger or garlic. As per some owner of Dehydrate Onion Industries we became to know that in last three years purchase increased from 40 tons to 200 tons annually, i.e. we can say that purchased of dehydrate onion is increased almost 500% in last three years. Mahuva's onion dehydration turnover is approximately Rs 500 crore annually, which includes mostly earnings from exports.

Huge carry-forward and less demand led to decline in dehydrated onion exports from India by almost 50 per cent to 15,000 tonnes this year as against 30,000 tonnes in 2016. Dehydrated white onion products are exported in different forms as slices, kibbled, flakes, minced, chopped, ground, granules or power to Europe, North America and Russia. Onion harvesting and arrival starts from December; thus, dehydration units work only for

three months, to a maximum of five months. According to the industry, last year's exports were good due to lower prices; as a result many importing countries like Russia, Germany, France and USA also have sufficient stocks. "Internationally, Indian dehydrated onion prices are lower than China and Egypt but as consuming countries have sufficient stocks, demand has come down by 50 per cent so far and will not gain much during this year. India's total export may not be more than 40,000 tonnes," said Vitthalbhai Koradiya, managing director of Maharaja Dehydration.

High prices of raw onions have resulted in a fall in shipments of the dehydrated variety from India by 70 per cent during 2015. Dehydration units generally commence production from January and continue till July. About 14,000 tonnes of dehydrated onion have been exported between January and June, against 48,000 tonnes in the corresponding period last year. The sector expects to export 3,000 tonnes more by December from the inventory.

With the high prices mentioned earlier, demand from international buyers this year has been diverted to China and Egypt. Meanwhile, the Centre increased the minimum export price (MEP) of onion by \$175 a tonne to \$425 a tonne last week to ensure adequate domestic supply and contain price rise. As a result, prices at the Lasalgaon mandi near Nashik in Maharashtra fell 10 per cent to Rs 13.50 a kg. "The biggest hurdle we faced this year was the high price of raw onion. It has raised production cost of dehydrated onion, which has made India's dehydrated onion costly in the international market," said Vitthal Koradiya, president, All India Dehydration Association.

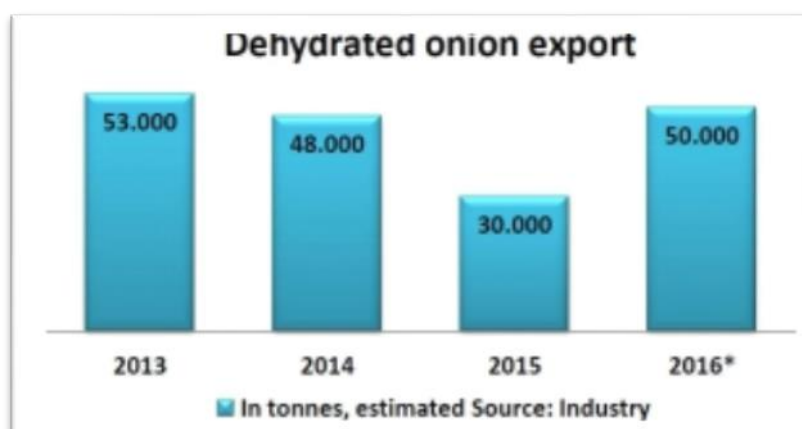
The government has expressed concerns and sought measures to curtail the price rise. The sector has been calling for increased use of dehydrated onions, which can reduce the cost for individual households. When processed, about 10 kg of fresh onions give roughly a kg of dehydrated ones, since the commodity contains around 90 per cent water.

Wholesale prices are between Rs 8 and Rs 14 a kg, unviable for the dehydration sector, which makes profit only when wholesale prices range between Rs 3 and Rs 7 a kg. Wholesale prices have started increasing in view of the marginal fall in domestic production, estimated at 18.92 million tonnes for the 2014-15 crop year (July-June), against 19.4 million tonnes the previous year, according to government statistics.

Industry sources say unseasonal rainfall destroyed much of the current cycle of crop, mainly in Maharashtra and Gujarat. Major producing states are Maharashtra, Madhya Pradesh, Karnataka, Gujarat and Bihar. A higher export duty puts additional cost in shipping dehydration onions. With a 10 per cent export duty, Indian dehydrated onion price stands at \$2650 - \$2750 a tonne. China and Egypt offer at \$2300 - \$2,500 a tonne.

In the year 2015, output has been only 30,000 tonnes. Nearly 17,000 tonnes of this year's production has been exported, while the remaining stock is still with dehydration units. Domestic consumption of dehydrated onion is negligible with just about 5,000 tonnes a year. Only metro cities such as Delhi, Mumbai, Bengaluru, Chennai and Kolkata consume dehydrated onion.

India had exported about 50,000 tonnes in 2016 and the industry is expecting to export about 35,000 – 40,000 tonnes. India is offering dehydrated onions at \$1,650 per tonne while China and Egypt offer it in \$2,000 a tonne. On the other hand, the country is having about 20,000 tonnes of dehydrated onion carry-forward stock unsold with the producers. From the following graph we can see that demand of Dehydrate Onion is consistent.



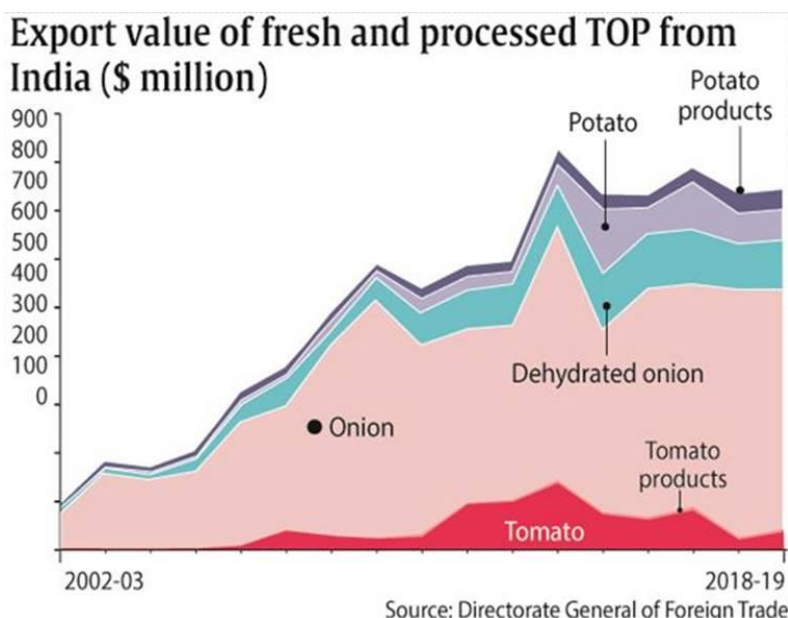
Exports begin in January every year and by June end, the country exports almost 85-90 per cent. Asgar Chhatariya, managing director of Chhatariya Foods said, "As last year onion production was good and domestic

prices were in control onion dehydration had increased to over 75,000 tonnes. After export and domestic consumption, there is about 20,000 tonnes unsold dehydrated onion available with the producers at the opening of the season in 2017."

As per the first advance estimate of department of agriculture, onion production is estimated at 19.73 million tonnes for the year 2016-17, down by 6 per cent from 20.93 million tonnes in 2015-16. Meanwhile, exports of fresh onion have nearly doubled between April-November 2016. According to Agricultural and Processed Food Products Export Development Authority (APEDA) data, in 2015-16, the total exports of onion between April-November was around 6,07,374 tonnes, while in this fiscal, between April-November 2017, the total exports were around 14,63,552 metric tonnes.

Asgar Chattariya, secretary, All India Dehydration Association, said: "Reduced exports have resulted in most of the units running part-time. After May, only a few units have been active."

We can easily understand the contribution of Dehydrated Onion in the Indian Economy. There are two strong pillars of the Indian economy, Agriculture and Manufacturing. Among Agriculture there are mainly three vegetables play main role; Onion, Potato and Tomato. Highest demand in global market is of Onion. In this Paper we are discussing the role of Dehydrate Onion in Indian Economy. From the following graph we can see that Dehydrate Onion is on 2nd Position in contributing Indian Economy.



FINDINGS:

- Huge amount of onion production in Bhavnagar district boosts the dehydration industry.
- Atmosphere required for onion production in Bhavnagar district very appropriate. Due to adequate supply of air and water gives huge production of Onion.
- The government needs to take necessary steps to maintain the quality of onions for world class exports.
- It is imperative to address the issues of power supply required for the dehydration industry.
- The increased convenience of ports in Gujarat has also given a boost to exports. As a result of development of ports like Mudra, Dholera, Dahej, Kandla, exports have become more accessible.
- There is a need for developing and researching the best varieties of onions in India. Indian government should develop a framework for it.

SUGGESTION:

- For the development of the dehydration industry, financial institutions like banks should come forward with adequate amounts of concessional and regular facilities like loans, subsidies.
- The owners of these industries should get the loan subsidy from the government in a timely and regular manner so that their industries can move towards development from the beginning.
- Electricity is an important resource for this industry, then the Gujarat government should provide adequate and cheap supply of electricity to keep this industry functioning and developing.

- In addition, alternative measures and research should be undertaken in view of the limitations in power generation.
- The raw material of this industry is fresh onion. Which is produced in abundance. Arrangements should be made to receive raw materials on co-operative basis instead of private traders.

POLICY-MAKERS CAN:

- Build and maintain adequate food systems and infrastructures (e.g. laboratories) to manage and respond during emergencies
- Enhance multi-sector collaboration among public health, agriculture, horticulture and other sectors to act and respond jointly.
- Increasing focus on nutrition among consumers and focus on safe consumption.
- Think globally and act locally to ensure the food produce domestically is safe for consumption in other nations.

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ROBOTICS IN HR

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Rajaramnagar, Islampur, Sangli, Maharashtra**ABSTRACT**

Robotics plays vital role in every field. Now-a-days Artificial Intelligence technology is used in HR operations. Present research focuses on role of robotics in HR. This research acknowledges with robotics in corporate sector. It was found from the research that use of robots reduces the stress, work load, and time of a human being. The chances of errors decrease. Research has used secondary data source such as books, journals and websites for completion of the work.

Keywords: Robots, Human resources, Artificial Intelligence.

INTRODUCTION

Robotics is one of advanced branch under engineering faculty that deals with construction, operation as well as application of robots. Robots are such instrument/device which carries the sets of instruction given by human. Robots are of two types- autonomous and semi-autonomous from that mostly there are autonomous robots comparatively others.

Artificial Intelligence (AI):

Artificial Intelligence are the skills to tackle learning, language processing, logical/analytical reasoning and logical/analytical reasoning problem-solving.

Artificially Intelligent Robots:

Artificially Intelligent Robots, are combination of capabilities of robots and artificial intelligent. Few years back the robots were not artificially intelligent. For example, the robots in every industry used to carry out the repetitive task. This task are limited and hence repetitive moments are not the artificial intelligent.

OBJECTIVES OF THE STUDY

- To study conceptually worldwide Robotics Technology Developments.
- To know advantages, disadvantages of using robotics in HR.

REVIEW OF LITERATURE

Some reviews were collected and analysed. K. Omer (2018) concluded that Use of robots in organisation has different impact. Organizational robotics have major impact on different theories of the human resources management. Robotic will increase productivity with a higher level of quality as compare to human beings. Matsa & Gullamajji (2019) Incorporation of Artificial Intelligence with HR practices has a good influence on better organizational performance. Robotics Technology has structured analytical and Diagnose capacities which help for improving productivity.

EVOLUTION OF ROBOTICS TECHNOLOGY

In the year 1921, Karel Capek had defined word 'Robot' as an gigantic creature made up of bronze. Firstly, it was invented on the request of the king of Greek gods- Zeus, Talos. Developments and Use of Robotics throughout different years explained below-

Year	Robotic Technology Development and its Uses
1921	Used by Karel Capek, a Czech writer
1939	Elektro, a humanoid robot developed
1941	Three Laws of Robotics are developed: 1) A robot may not injure a human being. 2) A robot must obey orders. 3) A robot must protect its own existence.
1948	First autonomous robot with complex behavior.
1950	Research work done by Alan Turing about the possibility of machines that think, develops idea known as the Turing's Test.
1951	SNARC, First Neuro Vcomputer developed by Marvin Minsky
1954	Digital Robot invented George Devol
1956	Artificial Intelligence Field has explained and accepted at Dartmouth Conference.
1960	Mark I Perceptron, a computer developed by Frank Rosenblatt

1961	Unimate robot for lifting hot pieces of metal used by GM company
1972	PARRY software designed to stimulate a paranoid schizophrenic.
1979	For assembly lines. SCARA, an articulated robot arm is developed
1984	The RB5X, software were developed which learn from its environment.
1985	VR glasses and gloves are used
1986	humanoid robots developed by Honda
1998	Launched Kismet, a robot which interacts with humans emotionally
2000	Use of Robotics by 7, 42,500 industries in world as per UN Report
2007	an industrial robot arm that can grab 120 items per minute developed by Fanuc develops
2010	3D version launched by Google
2015	“Virtual Assistance” Launched by Amazon
2020	Emphasis on Drone industry

HOW ROBOTICS BRAIN WORKS

Computers handle everything of robot. The computer is connected to all parts (like sensor, camera, motors, etc) of the robot and computer itself makes the robot work according to the instructions. For example, to make robot move from one place to other, the computer switches on and off the respective motors. It also has the hold on speed of motors so that it gets in very perfect direction. The programs that control robotic movements can be written in many programming languages. Mostly, robots are reprogrammable. Hence, the behavior of robot can be changed again and again.

ARTIFICIAL INTELLIGENCE IN HRM

Role of robot in HR allows for simpler and more meaningful applications on the user side. Use of robotics help to reduce Boarding processing costs and speed in HR. It helps HR staff to handle tedious, repetitive processes. HR Operations are automatically can be accomplished by RPA by validating new hire data and entering data. It identify data discrepancies and reduces error rates on boarding processes human resources in HR.

These HR robots performs data entry process automatically for new staff, collect and communicate new hire information across different systems and generate essential documents—very fast, without manpower intervention. It also help for compliance process at nearly 100% and conduct automated compliance checks

ADVANTAGES OF ROBOTS OVER HUMAN

Robots can acts and perform multiple tasks that humans cannot perform with high accuracy and speed.

It works consistently 24 hours in a week without pay and food.

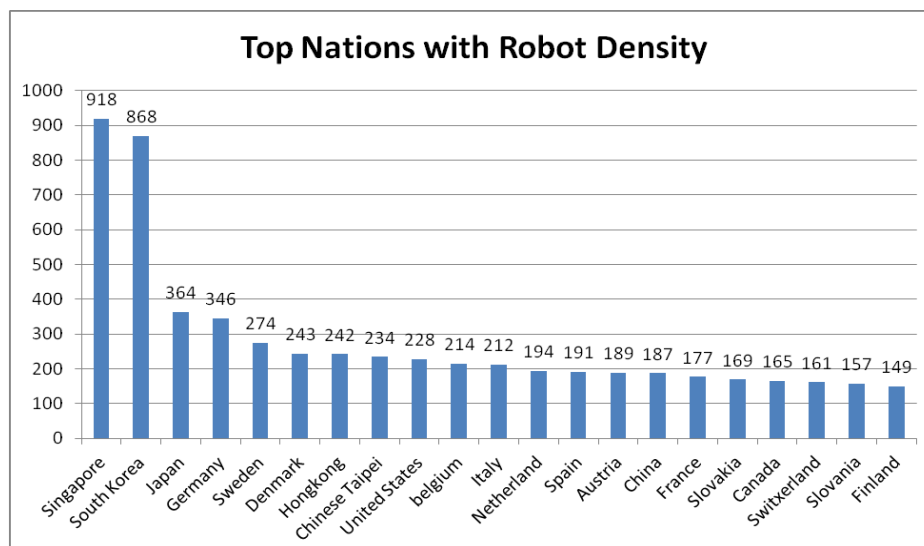
It can perform various tasks such as manufacturing, household, etc.

In industrial sector also, use of robots has several benefits because it assist to produce high quality products with minimum wastage.

Per unit cost minimization is possible due to robotics technology which is low comparatively with human labor.

Major Nations which uses Robot with high Density are:

Robot Density is means numerical measure for use of industrial robots per 10,000 persons employed in manufacturing.



(As per IFR Report 2020)

Some Companies has got results in overall performance of company and efficiency, cost reduction due to HR RPA (Robotic Process Automation) .Some of them is as:

- Global Tax Firm uses 822 internal RPA bots for operating Hr Robots to accelerate and save Cash. Out of that 23 are in HR.
- Ui-Path, Global Software Company that develops a platform for robotic process has slashed by 85% in four months minimized their errors.
- Global IT firm reduced on boarding task time by 90% .Before using HR RPA, repeated human errors experience in processing. But HR RPA solution found as 100% scalable, with new additional advantages.

DISADVANTAGES OF ROBOTICS (RPA SYSTEM) IN HR

Some of the major drawbacks of Robotic Process Automation software are given below:

Increase in Job Losses-If a robots are fully used ,then there will be no need for human input It may results as a major threat to the labor market.

Higher Initial Investment Costs-Investment in RPA system in robotic automation is huge at initial level.

Hiring Skilled Staff-Technical Proficient staff is required to hire for using Robots with RPA in HR

Employee Resistance-As due to advanced technology and as due to job losses, employee may resist to adopt new technology. Existing employees may not have same level of knowledge as required for robotics operation

Process Selection- Human interaction is required for some jobs to complete process. There are limited tasks that you can automate with RPA.

CONCLUSION

Robotics plays an important role in every field. As robotics reduces stress, work load and time it would be more beneficial to use robots. Also using robots in HR can boost the speed of work and with less or no error. So the researcher suggests taking advantage of robots to some extent by making balance with HR aspect.

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ANALYSIS OF PASSION-BASED CAREER IN INDIA

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ABSTRACT

Passion-based careers in India are studies of people in India who make a living by following their passions. There are many things that need to be improved in India so that people can pursue their passions. The data used to analyze the research study was gathered using a Google form. A total of 105 responses were received from the respondents. After surveying the perception of Indian society, the amount of opportunity provided on passion-based careers in India, and the percentage of people who pursue passion as a career, it was discovered that 68% of Indians pursue their passion as a career, with 63.8% agreeing that there is opportunity for passion-based careers in India. It was observed that 77.1% of Indian society believes in study-oriented careers and praises people with successful careers. In India, 81% of the population believes that getting a student loan to pursue a passion is extremely difficult. Because the Indian education system only provides a few extracurricular courses, people prefer to study those courses abroad. There are no comparable studies on this topic because people do not believe it is important to discuss. People should be more eager to engage in such discussions if India is to grow. As the proverb goes, "a thing begun is half done," so this step to study the research will undoubtedly make it easier for people to pursue their passion as a career.

Keyword: Passion, Pursue, Career

INTRODUCTION

In human life, passion has a significant impact. Every one of us has a life passion. Some discover them over time, while others are completely unaware. As we grow older, our careers become a part of our lives, and teenagers begin to prepare for them at an early age.

Building a passion as a career is difficult because it necessitates a great deal of effort and perseverance. People tend to make career decisions based on current trends and future prospects. It is difficult to find people who are eager to follow their passion because they believe it will bring them misfortune in the future because their passion wants to help them earn money for their living. Only a few people have the courage to pursue their passion and make a career out of it, but those with narrow mindsets try to suppress them. India is a developing country, but there are many things that still need to be addressed, changed, and grown. We Indians are still stuck somewhere in our old thought process of only pursuing a career for the sake of earning money. Even if we are dissatisfied with our jobs, we continue to do them for the sake of financial security. Making a career out of our passion keeps us motivated and energized. It gives us the courage to push past our limits and face life's challenges.

A passion-based career is one that is built around your passion. So, have you given yourself time to consider what you enjoy and what you are passionate about? Have you ever considered the meaning of your life? Do you know how many people in India pursue careers based on their passions?

"Passion-based career in India" is a less important topic in India, with few studies, information, and details available. This was the major issue encountered during the research because secondary data was not readily available. Practically all of the information in this topic is derived from primary sources. The research aims to better understand opportunities, learn about Indian society, and study people who are interested in pursuing a passion-based career in India.

Don't you think it would be momentous if India became a country where pursuing a career based on a passion would be a set off to everyone preparing a large scope for job? Pursuing your passion and thus making a career out of it will make people more content in life, resulting in fit health both mentally and physically. People won't get exhausted to do their work and will continue to love their career eternally. As a result, Passion-based career is very beneficial for your life.

REVIEW OF LITERATURE

- **SURVEY CONDUCTED:** The online job portal Monster conducted a survey to determine the percentage of people who pursue their passion in their current job.
- **PASSION HIDDEN FROM FAMILY:** According to a New Indian Express article, half of Indians have a secret passion that they keep hidden from their families.

OBJECTIVE OF STUDY

- To study percentage of people that are towards passion-based career.
- To gain an understanding of the number of opportunities available in India for passion-based careers.
- To learn about Indian society's perspectives on pursuing a passion-based career.

RESEARCH METHODOLOGY:**a) SOURCE OF DATA COLLECTION**

1. **PRIMARY DATA:** This research study is mainly based on primary data. According to the research topic necessities, the researcher created and distributed a Google form primarily using a Likert scale. The respondents provided responses, which were then analyzed as data. <https://forms.gle/qmLNWW5HmtaMA4jt9>
2. **SECONDARY DATA:** The researcher also used secondary data for the study, which included articles and newspapers published on the internet. There was a significant gap between the data required for the study and the data that was available. There was no similar secondary data research to aid in the study, and only a few articles could be used for the purpose of the study.

SIGNIFICANCE OF STUDY

The research assists us in acquiring entrenched perceptions of career, passion, societal views, and their relationship. It also aids in the removal of uncertainty from your mind, removing any doubts you may have about your career choices. The significance of the research is that it assists people in determining a career based on their passion, thereby reducing their life pressures. It makes people aware of the proportion of passion-based jobs available in India as well as the issues that are prevalent here. Anyone, regardless of age or profession, can benefit from the research.

SCOPE OF STUDY

This study focuses primarily on Indians and examines how many of them pursue careers based on their passion. Because it is a broad topic, people from any field can utilize it to their requisite and target.

LIMITATION OF STUDY

- The secondary data was not properly available at the web as per our requisite.
- The respondents were limited as only fewer people from some parts of India filled the form.
- The survey results were influenced to some extent by response bias in the study.

DATA ANALYSIS AND INTERPRETATION

The current research study is centered on the passion-based career in India and to determine the number of people that chose passion as a career. By using set of questionnaires, we collected the primary data. The analysis and the details of the collected data are given below.

Table No.1 contains information about the respondent's demographic profile, i.e., Age.

Table No.1

Parameter	Categories	Percentage
Age	15- 20	53.30%
	21-25	31.40%
	26-30	4.80%
	Above 30	10.50%
Total =105		100.00%

Source: Primary Data

According to Table No. 1, nearly 53.30 % of the 105 respondents were between the ages of 15-20, and nearly 31.40 % were between the ages of 21-30. Around 10.50 % were over the age of 30 and fewer than 4.80 % were between the ages of 26 and 30.

Table No.2 contains information about the Views on Passion-based career.

Table No.2

Views on Passion-based career	Yes	No	Maybe	Total
	%	%	%	%
People know what is passion-based career	84.80	15.20	0	100
Families are aware about child's passion	42.90	12.40	44.80	100

Source: Primary Data

According to Table No.2, nearly 84.80 % of respondents were aware of passion-based careers, while 15.20 % of respondent were not. Approximately 42.90 % of respondents were aware of their child's passion, 12.40 % were unaware of it, and 44.80 % were unsure about it.

Table No. 3, holds details about the respondents' perspectives on the given study research.

Table No. 3

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
	%	%	%	%	%	%
Indian education provides passion-based awareness.	13.30	25.70	34.30	16.20	10.50	100
Indian education system provides passion-based courses.	12.40	33.30	33.30	13.30	7.60	100
In India, there is scope for your passion-based career	16.20	47.60	25.70	8.60	1.90	100
Families support career based on passion.	21	40	25.70	6.70	6.70	100
Career based on passion is important.	48.60	40	9.50	0	1.90	100
Indian society still values education-based careers.	29.50	47.60	21	0	1.90	100
People with successful careers are admired by society.	39	38.10	19	2.90	1	100

Source: Primary Data

According to Table No. 3, 39% of respondents strongly agree that people with successful careers are admired by society, while 38.1% only agree, around 19% are neutral, 2.9% disagree, and hardly 1% strongly disagree.

Likewise, 29.5% of respondents agree that education-based careers are still valued in Indian society, while 47.6% only agree, over 21% are neutral, 0 % disagree, and 1 % strongly disagree.

Career based on passion is important to nearly 48.6% of respondents, while 40% only agree, over 9.5% are neutral, 0% disagree, and 1.9% strongly disagree.

Consequently 21 % of respondents strongly agree that families support career based on passion, while 40 % only agree, over 25.7 % are neutral, 6.7 % disagree, and 6.7 % strongly disagree.

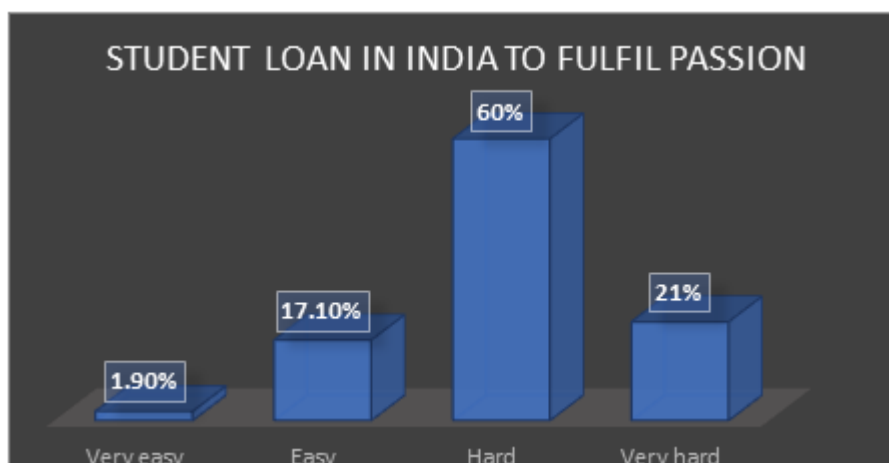
After this, 16.2% of respondents strongly agree that In India there is scope for your passion-based career, whereas 47.6% only agree, over 25.7% are neutral, 8.6% disagree and 1.9% strongly disagree.

Approximately 12.4% of respondents strongly agree that Indian education system provides passion-based courses, whereas 33.3% only agree, over 33.3% are neutral, 13.3% disagree and 7.6% strongly disagree.

Lastly, 13.3% of respondents strongly agree that Indian education provides passion-based awareness, whereas 25.7% only agree, over 34.3% are neutral, 16.2% disagree and 10.5% strongly disagree.

Bar chart no.1 holds details about student loan in India to fulfil passion.

Bar chart no.1

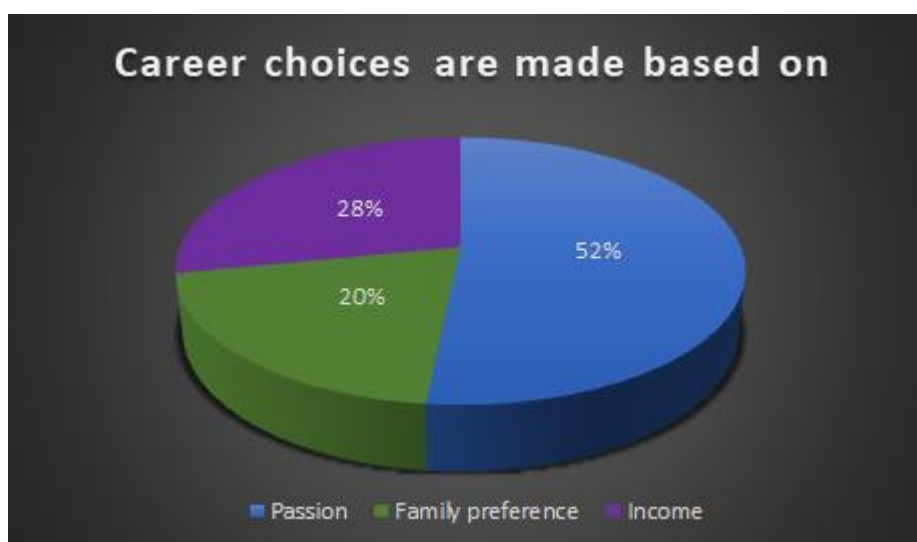


Source: Primary Data

According to bar chart no.1, only 1.90 % believe it is very easy to get a student loan in India to pursue a passion, while 17.10 % believe it is easy. Almost 60% finds it hard, with 21% finding it very hard.

Pie chart no.1, represents information about the factors that influence career choices.

Pie chart no.1



Source: Primary Data

Pie chart no.1 states that 52% of respondents chose a career based on passion, 28 % on income, and 20% on family preference.

Pie chart no.2



Source: Primary Data

Pie chart no.2, tells information about the number of respondents that were aware of their passion

Pie chart no.2 states that 47% of respondents were fully aware of their passion, 49% were partially aware and only 4% were not aware.

FINDINGS

1. 84.80% of respondents knew about passion-based career, and out of which 42.90% of families aware of their child's passion.
2. It was discovered that Indian society values study-oriented career and admire people with successful career; nearly 80% of Indian population believe that passion-based career is important.
3. The Indian education system provides courses and awareness for passion-based career, and most families support them as well.
4. It is difficult to obtain a student loan in Indian, making it difficult for students to pursue their passion.
5. There are a variety factors that influence people's career discission.
6. The majority of people are only vaguely aware of their passion.

SUGGESTIVE MEASURE

The Indian government should raise awareness and provide student loans to help people focus on their passions. The Indian education system should provide more extracurricular courses to encourage people to pursue it as a career. To encourage people to take steps for what they want to do without feeling embarrassed, Indian society's stereotypes about people with good income and success should be eliminated. Families should focus on their children's passions, and individuals should try to identify their own passions ahead of time.

CONCLUSION

The preceding research study was carried out to examine passion-based careers in India. It is possible to conclude that nearly 68 % of people pursue their passion. Indian education provides courses that are based on a person's passion, as well as awareness about them. This study also discovered that 60% of respondents find it difficult to obtain a student loan, which is one of the main reasons they are unable to pursue their passion. Career choices are influenced by family preferences, societal views, income, and a lack of knowledge and guidance. As a matter of fact, we can predict that the scope of passion-based jobs in India will expand as we develop and gain more knowledge.

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TO STUDY THE AWARENESS OF FINANCIAL LITERACY IN INDIA

Rutuja Mahendra Gholap¹ and Dr. Sanjay G Mishra²Student-TYBMS¹ and Principal², Shree L. R. Tiwari Degree College of Arts, Commerce and Science, Mira Road**ABSTRACT**

Financial literacy is essential for making key financial decisions related to saving, borrowing and investment. This study aims to determine characteristics that affect levels of financial literacy in India. With increasing life expectancy, nuclear family set ups and lack of social security system, an individual has to shoulder greater responsibilities to ensure his and his family's financial security. India, being a developing nation, is witnessing a gamut of financial reforms and introduction of new and complex financial products. The success of these financial reforms and attempts for financial inclusion depend upon people's response to such initiatives. This study attempts to understand the level of financial literacy among urban citizens of India. The study reveals the gender gap in the financial literacy and suggests future scope of research to bridge it. Apart from gender, the financial literacy has also been compared across ages, income, marital status and number of children in the household. This is important since the pace of development of the economy also depends upon ability of its nationals to take wise financial decisions. Primary data of 104 respondents was collected for the purpose of the study and was analyzed. It was found that financial literacy among respondents was low and significant differences existed based on sociodemographic and economic factors.

Keywords: Financial literacy, financial decisions, financial security

INTRODUCTION

In today's rapidly advancing world- as numerous complex financial products become available and a greater need to save for retirement arises- the ability to make sound financial decisions is getting increasingly important. Various national and international initiatives and programs funded by organizations like the World Bank, OECD, Deutsche Bank among others have been started recognizing this growing need. Consequently, there has been a proportional increase in the amount of research related to financial literacy and education. However, most studies focus on developed countries and knowledge about levels of financial literacy and its determinants in developing and under-developed countries still remains sparse. Through the use of surveys, regression analysis, and other empirical methods, this paper aims to investigate how demographic and socioeconomic factors affect financial literacy levels and investment behavior among people in India.

But first, the question arises- "What is financial literacy?" As noted by Xu and Zia (2012), "The term [financial literacy] can encompass concepts ranging from financial awareness and knowledge, including of financial products, institutions, and concepts; financial skills, such as the ability to calculate compound interest payments; and financial capability more generally, in terms of money management and financial planning."

On an average, one third of a person's life is spent in learning to build ones earning capabilities while the rest two third is spent on earning money and achieving life goals. This means that it is imperative that an individual has at least basic understanding of money matters. Moreover, in recent years, the role of government and employers in providing financial security is decreasing. This has substantially increased the individual's responsibility in managing the family finances and ensuring lifelong financial security. This paper attempts to study the level of financial literacy in urban India and the gender gap in the level of financial literacy.

According to the 2011 censuses, 74.04% of the total population is literate, but only a few understand the importance of financial literacy. In India the need for financial literacy is getting greater because of the low level of literacy and large section of population which remains out of the formal financial set up. In this context the need of financial literacy has become broader and it acquires greater significance because it could be an important factor in the very access of such groups to finance. India has large sections of people who are resource poor and who operate on the margin. These groups are really vulnerable towards persistent downward financial pressures. Moreover, with no established banking relationships, the poor sections are pushed towards expensive alternatives.

REVIEW OF LITERATURE

1. **A Study on Financial Literacy of Urban India- Naisha Sujan and Swapna Tamhankar:** It is a descriptive research on the financial literacy of urban India. This research has its own set of limitations stemming from its methodology and scope Other dimensions like financial behavior, retirement planning, retirement confidence, factors impacting financial literacy can be taken up by researchers to determine the factors leading to financial literacy.

2. **Financial Literacy and Financial Education in India: An Assessment:** The author in this research has finely looked upon the financial education and financial literacy in India. And also, have given suggestive measures which should be implemented.
3. **Analyzing Factors Affecting Financial Literacy and its Impact on Investment Behavior among Adults in India:** The study also investigates the relationship between the dimensions of financial literacy. Adding to the growing empirical understanding of financial literacy across countries, the study provides an analytical basis for enunciating policy for enhancing financial literacy of youth in India.
4. **Measuring Financial Literacy:** The study presents the OCED financial literacy questionnaire and methodological guidance developed by the International Network on Financial Education. Also, an initial measure of financial literacy to identify national levels of financial literacy which provides a baseline and set benchmarks for national strategies.

OBJECTIVES OF THE STUDY

- › To study the level of awareness of financial literacy in urban India.
- › To study the gender gap in the financial awareness in India.
- › To study various sociodemographic, economic and social factors that could impact the financial literacy.

RESEARCH METHODOLOGY

Sources of the data collection

Primary Data: The researcher in this research paper has prepared the questionnaire based on the Likert scale using the tool google form. <https://forms.gle/N4TUcRYREScfLA3Y7>

Sample Size

To get the information about the study, a survey has been conducted considering number of respondents. A sample size of 104 respondents were collected.

STATISTICAL TOOLS AND TECHNIQUES

Respondents were selected by using random sampling technique. Data has been collected through questionnaire mainly considering various age groups, gender and income. Keeping this view in mind the researcher followed a simple method of selecting respondents – following the method of “Simple Random Sampling”.

SIGNIFICANCE OF THE STUDY

The Indian Government is moving on its way towards financial inclusion, attempting to provide access to organized financial system to every citizen. But a pre-requisite to this financial inclusion is financial literacy of the citizenry. Realizing this fact, the Government and the regulatory bodies like RBI, SEBI, etc. have taken a lot of initiatives to educate all sects of the society. Financial Literacy is the confluence of financial, credit, and debt management knowledge that is necessary to make financially responsible decisions—choices that are integral to our everyday lives. The level of financial literacy may vary with education and income levels, but evidence shows that highly educated consumers with high incomes can be just as ignorant about financial issues as less-educated, lower-income consumers (though, in general, the latter do tend to be less financially literate). And consumers perceive financial decision-making and education as difficult and anxiety-producing.

SCOPE OF THE STUDY

In India, there are also certain erroneous beliefs associated with financial literacy, the most common being the myth that one who is ‘literate’ or ‘rich’ is also ‘financially literate’. Lack of basic financial understanding leads to unproductive investment decisions.

Another myth is that financial literacy is more important for adults. We can achieve the desired results from financial literacy only when we start educating our children. Like many other provocative topics, money is something that kids hear about outside homes as well, which exposes them to wrong perceptions.

LIMITATIONS OF THE STUDY

1. The study undertaken by the researcher is based on primary data, with limited respondents.
2. The secondary data available through sources was not objective specific and was available in bits and pieces.

3. This research has its own set of limitations stemming from its methodology and scope. The financial literacy test administered is taken as an indicator of financial literacy. The sample size of 104 though large is still an inadequate representation of urban India.

DATA ANALYSIS AND INTERPRETATION

The researcher fielded a survey designed to analyze the financial literacy and investment behavior of India. The survey was made available online and was open to responses for 10 days. Only people above the age of 18 were permitted to participate in the survey. 104 people responded within the period. Respondents were asked several questions about their sociodemographic and economic circumstances before being asked a few questions to judge the level of their financial literacy and sophistication.

Table No. 1 provides the information regarding demographic profile of the respondents. It gives the details regarding gender, age, qualification and current work situation of the respondents.

Table No.1 Demographic Profile

Parameters	Category	Frequency	Percentage
Gender	Male	71	68.30%
	Female	32	30.80%
	Total	104	100
Age	18-25	91	87.50%
	26-35	10	9.60%
	36-45	2	1.90%
	46-55	0	0
	Above 55	1	1%
	Total	104	100
Qualification	12th	16	15.40%
	Undergraduate	29	27.90%
	Graduate	43	41.30%
	Post graduate	11	10.60%
	Professional	4	3.80%
	No formal education	0	0
	Others	1	1%
	Total	104	100
Status and Profession	Service	9	8.70%
	Self Employed	7	6.70%
	Looking after home	2	10.9%
	Businessman	3	2.90%
	Student	60	57.70%
	Completed studies (unemployed)	23	22.10%
	Total	104	100

Source: Primary data

Table No 1 indicates that out of total 104 respondents 68.30% were male and rest 30.80% were female. More than 87% of the respondents were between the age group of 18-25 and almost 9% were between the age bracket of 26-35 so it concludes that majority of the survey consisted of young people. Also, approximately 57.70% were of the students and 22.10% were of the respondents had completed their studies but are unemployed. Almost 40% of the respondents had completed their graduation. 27.90% of the respondents were undergraduate and 10.60% of the respondents were post graduated.

Table No. 2 provides the information regarding the annual family income of the respondents also how much percentage of the income they are saving also where they are saving.

Table No. 2 Annual income and savings

Parameters	Category	Percentage
Annual Family Income	Below 5 lakhs	48.10%
	5-10 lakhs	30.80%
	11-15 lakhs	2.90%
	16-20 lakhs	2.90%

	Above 20 lakhs	2.90%
	Don't Know	12.50%
Percentage of Savings	Less than 20%	56.70%
	25-30%	16.30%
	50-75%	9.80%
	Above 75%	1.00%
	I don't save money at all	20.20%
Where do you invest your savings?	Savings Bank	53.80%
	Fixed Deposit	29.80%
	Stock Market	10.60%
	Gold	10.60%
	Mutual funds	5.80%
	Insurance	9.60%
	Real estate	5.80%
	Postal saving schemes	8.70%
	Saving cash at home	41.30%
	Nothing of the above	11.50%

Source: Primary data

Table No. 2 indicates the annual family income out of total 104, 48.10% respondent's family income ranged between 0- 5 lakhs annually, 30.80% respondent's family income ranged between 5-10 lakhs and also nearly 12.50% of the respondents didn't knew their family annual income. Then, the researcher questioned about the percentage of savings from the total income and specifically where do the respondents invest their savings so, out of 104 respondents 56.70% saved less than 20% of their income nearly 16.30% saved about 20-30% and 9.80% saved 50-75% which is incredible, where contrastingly 20.2% didn't save money at all. On the other hand of the investment of the savings majority of the respondents i.e., 53.60% saved their money in a savings bank account, and also nearly 41.30% saved cash at their home. Also, 29.80% of the respondents kept their money in fixed deposit. Approximately 10% of the respondents invested in stock market, insurance, gold and postal saving schemes.

Table No 3 gives the information regarding the level of awareness among the respondents and also allows us to understand the level of awareness of the term "financial literacy" among Indians.

Table no. 3 Awareness about financial literacy

Parameters	Category	Frequency
Aware about the term "financial literacy"	Definitely	18
	Probably	18
	Possibly	16
	Probably Not	49
	Definitely Not	3
	Total	104
Taught about "Financial literacy" & management in schools and colleges		
	Almost always	11
	Often	7
	Sometimes	17
	Rarely	54
	Never	15
	Total	104

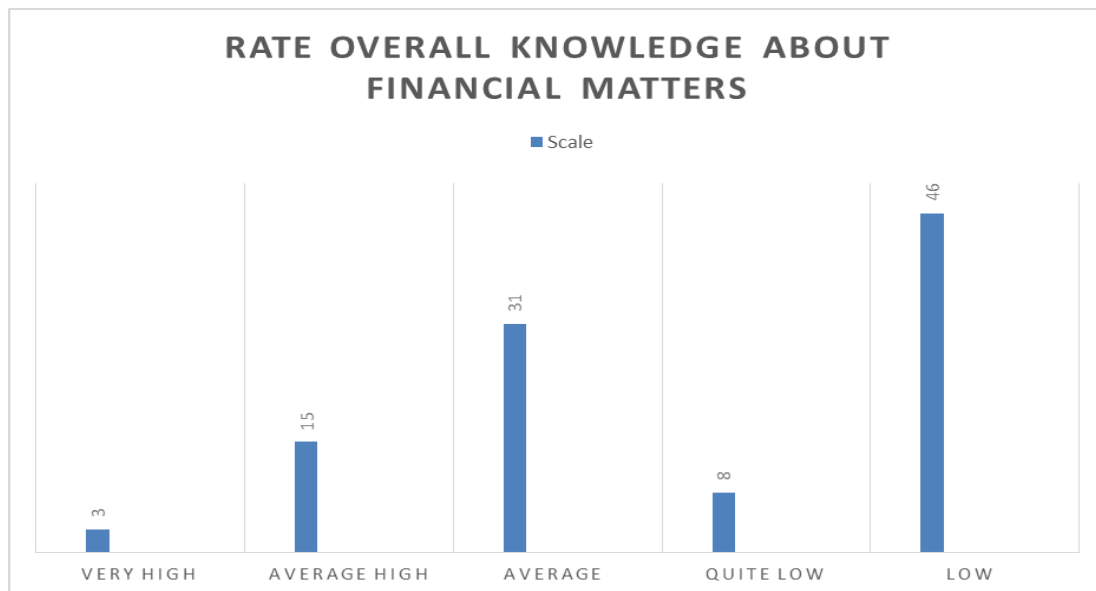
Source: Primary data

Table No. 3 exhibits the level of awareness of the total 104 respondents. So, out of 104 respondents 18 of them definitely believes that they are aware about the term and 18 of believe that they probably know the term. Where 49 out of 104 respondents responded that they probably are not aware of what financial literacy means.

Also, for being neutral on side 16 of 104 respondents responded that they possibly are aware of what financial literacy is. Also, respondents were asked that were they taught about financial literacy and management of money in schools or colleges, out of 104 respondents 54 responded that they were rarely taught about it. 17 respondents responded sometimes they did teach and 11 responded that almost always they were guided about the term. Contrasting 15 of 104 responded that their schools or colleges never taught about what is to be a financial literate.

Graph No. 1 provides the information and rate the overall knowledge about financial matters of the respondents.

Bar Graph No. 1 Financial Knowledge



Source: Primary data

So, the above graph indicates the overall knowledge of the 104 respondents on the scale from very high to low. Out of 104 respondents 46 responded on the low scale about the knowledge on financial matters. 8 responded that they have quite low knowledge, 31 of 104 responded average. From the whole respondents 15 of choose to rate their financial knowledge average high and only 3 responded to have very high knowledge of financially matters.

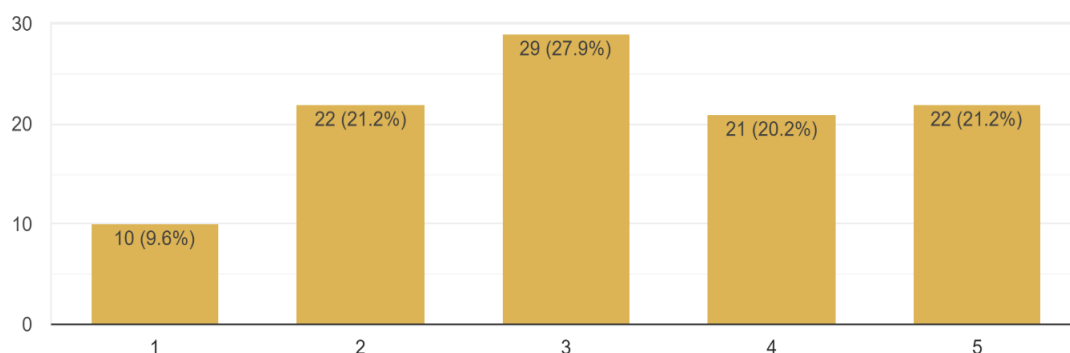
The researcher read out some behavior statements. On which the respondent agrees or disagrees that each of the statement, personally. A scale of 1 to 5, where 1 tells that you completely agree, 3 being neutral and 5 shows that you completely disagree.

Bar graph No. 2 and bar graph no. 3 indicates the information regarding the behavior and attitude of people toward money.

Bar graph No. 2 Financial Behavior and attitude

a) I find it more satisfying to spend than save money for the medium- long term.

104 responses



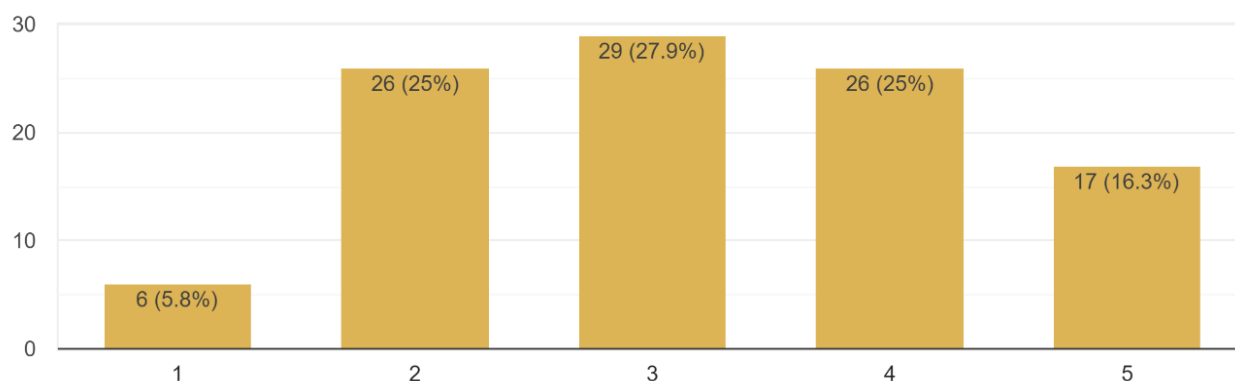
Source: Primary data

From the above Graph No.2, it indicates that 10 out of 104 respondents i.e., 9.6% completely agrees to the statement 'I find it more satisfying to spend than save money for medium-long term'. Where 22 out of 104 i.e., 21.2% completely disagrees with the statement. Where 29 of 104 (2.9%) them being neutral for this statement.

Bar graph No. 3 Financial Behavior and attitude

b) Money is to be spent

104 responses



Source: Primary data

Bar graph No.3, interprets that 6 out of 104 (5.8%) respondents completely agrees with the statement that money is to be spent. 26 out of 104 (25%) agrees where 29 of 104 (29.7%) respondents were neutral about it. 26 (25%) disagrees and 17 of 104 (16.3%) completely disagree with statement.

FINDINGS OUT THE STUDY

1. It was found that men are more financially literate than women. Financial literacy is also affected by age of the individual.
2. It was observed that more than 80% of the respondents belong to the age between 18- 25 which means majority of the survey consisted of the young age of India.
3. As it was observed that majority of the respondents were young age where approximately 57.82% were students.
4. It was noticed that only 17.28% of the respondents knew the term 'financial literacy' and also schools and colleges lack to build the foundation and teach financial literacy from a very young.
5. This survey also recorded that minority of the respondents saved their money and very few around 20.2% of respondent did not saved a single penny. Also, very few people have diversified their investment in different sources.
6. It was also seen that out of 104 only 18 respondents considered themselves a financial literate and 46 of 104 respondents rated their financial knowledge as low.

CONCLUSION

The inferences reached by the study on the influence of several socio-demographic variables in the Indian context also confirm inferences reached by studies elsewhere, to be due to absence of inputs relevant to financial literacy in the general education process. Given the emphasis on education in India, it should be possible to enhance the financial literacy of youngsters relatively quickly through inclusion of relevant material on financial literacy in the general education program of schools and colleges.

SUGGESTIVE MEASURES

The financial education offered by India remains inadequate and practitioners perceive financial literacy levels as unacceptably low particularly in poor communities.

Managing income: Most of the people accumulate piles of cash at their home, rather than using it on investments. Such decisions are a testimony to the lack of financial planning. Thus, the value of the accumulated money never increases.

Financial Literacy in school curriculum: There's no doubt that Indian schools need to make financial education compulsory for all. Over the years, the government has initiated policies to improve unsatisfactory literacy rates. However, all the program initiated have a fundamental problem- a *lack of implementation*.

National Strategy for Financial Education Report 2020- 2025: The Reserve Bank of India has released a document titled "National Strategy for Financial Education Report 2020-2025". The prime strategy includes a "5 C's" approach for increasing financial education in the country. The approach focuses on **C**ontent, **C**apacity, **C**ommunity and **C**ollaboration. The report focuses on creating financially aware and empowered Indians.

So, in closing; in a population of 1.3 billion, emphasis on financial education will make a long-lasting impact. Also, with good financial education would help us in eradicating poverty to some extent. In short, a **financially smart India** would be a **major force** in the world.

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STUDY OF PROBLEMS FACED BY STUDENTS DURING THE ERA OF COVID-19

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ABSTRACT:-

In this research paper, researchers study about the Challenges which face by Students during the lockdown of pandemic covid-19 in India. Covid-19 disease spread all over the world rapidly. Due to Covid-19 most of the students faced problems regarding e-learning like Lack of high speed internet, Conducting Assessment, Poor financial condition, Communication, Restricting cheating instances, Blur Vision of education policy maker, Self Motivation etc. In India many examinations are postponed and some examinations are cancelled due to pandemic of covid-19 crisis this directly affects on students career. Examinations like MPSC, UG, PG are delayed and 10th and 12th are directly Dropped and some exams conducted through online websites and applications like 'Google Forms'. In the time of lockdown period Schools and Colleges conducted online lectures in which students faced lots of problems.

In this research paper we studied about problem faced by student during the era of Covid 19.

Key Words:- Covid-19, Challenges, E- learning.

INTRODUCTION:-

We know education is the base of every economy The education system is one of the most impacted aspects of routine learning and daily life. But the Covid-19 has been effecting badly. Due to Covid-19 the education system globally highly affected. Now in such situations every student getting lots of problems. Higher authority has taken initiative towards online education but still many students are facing lots of problems what about the one who belongs to rural areas. While we appear at the domain of digital learning, it is integral to think about the availability of the right gadgets to each and every pupil for accessing digital content. Not a lot of people in rural India have to get right of entry to private laptops or computers, and cell phone monitors are not conducive to long mastering hours. Also, facts packs and their prices can be a huge deterrent each for instructors as nicely as learners, mainly for live classes. Many students either do not have private laptops/smart phones or they are reachable for a limited time.

Although higher training institutions have been quick to substitute face-to-face lectures with online learning, these closures affected getting to know and examinations as well as the safety and prison fame of international students in their host country. Perhaps most importantly, the disaster raises questions about the cost supplied by way of a college education which consists of networking and social possibilities as well as educational content. To remain relevant, universities will want to reinvent their getting to know environments so that Digitalization expands and enhances student-teacher and different relationships. Distance mastering solutions are containing platforms, instructional applications, and sources that aimed to assist parents, students, and teachers. Digital gaining knowledge of management systems, large open on line course platforms, and self-directed gaining knowledge of content

REVIEW OF LITERATURES:-

- 1) Nanigopal kapasia, Avijit Roy, Pintu Paul, Jay Saha (June 2020) In this research paper author analysis The impact of lockdown amidst COVID-19 on learners of various colleges and universities. During the lockdown period, around 70% of learners were involved in e-learning. Most of the learners were used android mobile for attending e-learning. Students have been facing various problems related to depression anxiety, poor internet connectivity, and unfavorable study environment at home. Students from remote areas and marginalized sections mainly face enormous challenges for the study during this pandemic. This study suggests targeted interventions to create a positive space for study among students from the vulnerable section of society. Strategies are urgently needed to build a resilient education system in the state that will ensure to develop the skill for employability and the productivity of the young minds.
- 2) Claudia Salceanu (June2020) In this research paper author analysis Challenges which is inequity, conceiving educational programs, disinvestment that challenges develop the necessary competencies in future for employees, learning innovation and novelty in teaching methods. Due to the evolution of the COVID-19 pandemic. A sample of 152 students was investigated with an opinion poll regarding their perception. procedure during the isolation period most of the students experienced no difficulties in adapting to the online activity but some students faced different types of difficulties, 75.57% of students are happy with the possibility of attending classes no matter where they are; 74.34% of students fear the

freezing of the school year. Results are discussed in relationship with educational outcomes and future directions of the educational activity during the ongoing COVID-19 pandemic isolation period.

- 3) Pravat Kumar Jena (July 2020) This research paper find out about analyzed the current situation of the pandemic caused with the aid of COVID-19. The global health emergency situation has triggered the confinement of people and with it, the closure of centers and the switch of face-to-face education to on-line education. Faced with these facts, teachers have had to adapt at a dizzying pace now not solely to new methodological approaches, however additionally to their very own confinement, supplying high levels of stress. The cause of this study is to provide a thought that optimizes the work of education specialists in the cutting-edge context of a pandemic through the use of Information and Communication Technologies (ICT) beneath the novel approach of the contributions of neuroeducation in the subject of managing feelings and motivational processes, contributing to significant mastering in students.
- 4) Kunal Chaturvedi, Dinesh Kumar Vishwakarma, Nidhi Singh (2021) Covid-19 has created many challenges and various opportunities. In India education is not fully equipped by digital platforms. The priority should be to utilize digital platforms to create a greater position for millions of young learners in India. Even if the COVID-19 crisis stay longer time, there is no option about to take efforts on maximum use of online platforms so that students not only get their degree in this academic year but also to get knowledge about the future digital oriented environment. The way of "work from home" has greater relevance in such situation to reduce spread of COVID-19. India should develop educational strategies to ensure that all students must have sustainable access to learning. in Indian policies must include various individuals from various backgrounds including remote regions, marginalised and minority groups. If online practice is beneficiary it can be continued after the lockdown.
- 5) Luis Espino-Diaz Gemma Fernandez-caminero, Carmen-Maria Hernandez-Lloret, Hugo Gonzealez-Gonzalez and Jose-Luis Alvarez-Castilio (14 July 2020) This find out about analyzed the current scenario of training in the context of the pandemic caused with the aid of COVID-19. The global health emergency situation has triggered the confinement of people and with it, the closure of centers and the switch of face-to-face education to on-line education. Faced with these facts, teachers have had to adapt at a dizzying pace now not solely to new methodological approaches, however additionally to their very own confinement, supplying high levels of stress. The cause of this study is to provide a thought that optimizes the work of education specialists in the cutting-edge context of a pandemic through the use of Information and Communication Technologies (ICT) beneath the novel approach of the contributions of neuroeducation in the subject of managing feelings and motivational processes, contributing to significant mastering in students. The symbiosis of ICT and neuroeducation can make a excellent contribution to the paradigm shift that is taking location today.

OBJECTIVES:-

1. To know the Problems faced by students in Covid-19 Pandemic.
2. Give valuable suggestions.
3. To know the condition of students.

Problems

- 1) **Lack of high speed Internet :-** When we discuss technology for education, we usually suppose of iPads and Chrome books, and also the variety of apps that students are the usage of to find out, do homework, and take tests. In most U.S. schools, students have to get right of entry to a minimum of one information processing system. But if the corona virus crisis has made something clear, it's that technological know-how is an empty promise besides connectivity. That's why faculties have to begin questioning about providing related devices. We firmly trust that tomorrow's notebooks, tablets, and Chrome books will all be set with cell connectivity the way our telephones are.
- 2) **Conducting Assessment :-** Assessing a student in the appropriate manner is an crucial component of the schooling system. Under everyday circumstances, college students are made to take a take a appear at or exhibit up in an examination on school premises, lamentably that's no longer a possibility now. In online learning, assessing college students thru a Multiple-Choice Question (MCQ) mechanism is on the other hand possible as a stop-gap however proper gaining knowledge of is measured by way of conducting a subjective evaluation this is one of the biggest challenges for regular edtech solutions that are predominantly MCQ based.

- 3) **Poor Financial Condition:-** 80% of college students are financially unstable for the duration of covid-19 lockdown. most of the students are concerned about how they manage their charges during lockdown. Students worried about their day-to-day influence of covid-19 on their monetary condition and mental health. for the duration of lockdown most of the students lost their part time and full time jobs some students reading in different us of a they confronted issues like rant, College fees, learn about substances and lot off. Students on the whole concerned about their future jobs after that can pandemic scenario it is challenging to get job in which they favor some. college students getting schooling loan. earnings of college students from their phase time jobs is reduced in the course of lockdown.
- 4) **Communication:-** Students lack outstanding verbal exchange competencies at some stage in online learning. Teachers provide assignments for bettering inspecting and writing talents however there is a possibility that they may additionally now not be capable to write so convincingly that educators recognize the concept at the returned of their assignments. There are some college students who sense shy to speak with their instructors and friends due to the new model of learning. It would maybe show up due to lack of interest, bad technological skills with apps and video calls or unable to unique themselves through continue to be chats, emails or textual content messages.
- 5) **Restricting Cheating Instances:-** use of Internet and technology is growing day by day. Use of technology is depends on the persons thinking and their use . With the growing of technology, e-learning is also developing. universities and colleges are getting examination through the Internet. In today's world it is not possible to take attention on every students for detection of cheating during examination. it is directly affected on students future and their performance. during the period of lockdown in India some methods or websites are available to determine the cheatings which done during examination. mostly Google forms is used for examination in Maharashtra. during Covid-19 To prevent cheating some options are present their like shuffling of questions, set timer on examination, choose descriptive questions, asks questions in different ways etc. best way is to create an application software specially for examination purpose were some restrictions are allowed during examination like will not use others application software's during exam in Mobile Phones.
- 6) **Blur Vision of education policy maker:-** Education policy is the backbone for every economy or also a country. Growth of every country is depend on their education system and communication of peoples. every decisions about education policy is very important. As per India's new education policy, use of technology is important for every student then the subject is added in education policy like coding languages and personal skills development, due to covid-19 new education policy is not adopted currently. Government of India cancelled the 10th and 12th examination and others exam are postponed. This decision is not better for students future. universities takes examination of undergraduates and post graduates by online method which is not good for students.
- 7) **Self Motivation:-** Self motivation is the biggest part of every student life, without motivation student is just like a person who do not have any aim in their life. Self motivation is very important for self study it creates interest in study or a special skill. In today's pandemic world motivation is very important at positive vibes help to improve life. Self motivation motivate for increasing knowledge today where the schools and colleges are totally closed self study is the only way is remaining for students and develop communication skills.

STATEMENT OF PROBLEMS:-

In today's pandemic word Students have face many problems for learning. It is not possible to get Proper knowledge from schools and colleges they need to do self-study. Students need to learn from their mistakes they need to out of their safe zone. And mostly important develop their communication skills.

This problem is stated as, "Study of Problems faced by Students during the era of Covid-19". This research paper is undertaken to know the challenges faced by students.

RESEARCH METHODOLOGY:-

For research purpose, we used the secondary data. Our total paper is based on secondary data which we have collected from articles, magazines, journals, newspapers and some website

Data collection techniques :- secondary data method is used to perform these research paper..

Secondary data:- For this research paper the data is collected from different kinds of sources.

FINDINGS:-

In this Research researchers find that which types of problems students have face in covid-19 period. Some students have poor financial condition by that problem students do not have proper instruments and study materials. Indian education is not fully equipped by digital platforms. Mostly teachers use online methods. Some students are worried about their postponement of exam. In rural areas students totally lose their education due to non available of mobile phones and instruments. India should develop education strategies to ensure that all students must have sustainable access to learning.

CONCLUSION:-

In this pandemic condition several challenges and varied opportunities are involved Education reach all corners of the nation via digital platforms. Under everyday circumstances college students are made to take a appear at or exhibit up in an examination on school premises, lamentably that's no longer a possibility now in online learning assessing college students thus a multiple choice questions (MCQ) mechanism is on the other hand possible as a stop-gap however proper gaining knowledge of is measured by way of conducting a subjective evaluation this is one of the biggest challenges for regular way of conducting a subjective evaluation this is one of the biggest challenges for regular edtech solutions that are predominantly MCQ based. Students are have only one option this is self study. Students gets education from their own mistakes and learn form them. Students need to improve their communication and many other skills for survive in the world and better life. Students need to take their own decisions in life. And like covid-19 many others disease will come in future we need to prepare for like that disease.

SUGGESTIONS:-

- 1) Government needs to improve education system.
- 2) In ancient times the education system of Indian (Bharat) is very useful for students.
- 3) Students need to do self study and improve their skills.
- 4) Students need to overcome from their safe zone.

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A COMPARATIVE STUDY BETWEEN E-COMMERCE AND TRADITIONAL BUSINESS

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ABSTRACT

People around the world have become progressively busier with their lifestyle so they are looking for the fastest and cheapest way to complete their need that's way e-commerce is emerged. The main benefit of e-commerce is that people get whatever they want without leaving home and finding everything whatever they want. But in traditional businesses people can't get varieties of products and it's a time consuming process. In this research paper researcher collected data from a primary and secondary sources. Primary data collected from the survey of consumer. Due to covid – 19 pandemic primary data collected from Google form. In this research paper we studied that the comparison between the Traditional and E-commerce Business.

Key Words: - E-commerce, Traditional business, Factors affecting, Consumers

INTRODUCTION:-

The most of the countries have wants to invest in e-commerce business in India. Because, India has large and expanding size of e-commerce business and it is ease of doing business. E-commerce has transformed the way of business in India. Because the Indian e-commerce business market is expectedly grow to US\$200 billion by 2026 from US \$38.5 billion as of 2017. But the peoples in India have less interested in e-commerce business, they are interested to purchase the goods from traditional businesses. The traditional businesses are the process of exchanging the goods and services directly this began with the start of human civilization which was namely the barter system. Barter system was exchanging goods for other goods. The recent traditional business exchange the goods and services in monetary form it includes face to face interaction with product customers are able to touch and getting personal experience.

But Now Traditional commerce is losing its importance because of high regard of e-commerce 20years ago, the world wide (WWW) was created and after the use of internet started nobody imagined that it would change the daily lifestyle and the way it would change the way of doing business and create a new opportunities. E-commerce business is also known as electronic business where the transactions take place online. In e-commerce business buyers and sellers don't meet personally.

There are two important facts that are revolutionizing the way we shop. First of all internet connection is accessible for more people around the world and second fact is that mobile devices are makes technology user friendly. Because no matter their age it can be seen that for new generation because technology is part of their daily lives. E-commerce is giving the number of facilities to the customer with the changing lifestyle. The new generation has demand of variety and quality of the product without going to anywhere they are easily access it from home. The buyer just can look the product in photos it makes different experience than traditional shopping where you can try and touch the product. In this environment the communication between buyer and seller is different it is through the comments and reviews made in the e-shop, blogs more usual with the interaction in social media.

REVIEW OF LITERATURE:-

- 1) **Dinesh Chand Gupta, Meenkashi vandil, Naman Agrawal, Kartik Khandelwal (April 2018)**
According to him E-commerce will have a great future specially in India. With the compare to traditional businesses e-commerce is more perfectible for customers. This create more profit for business man online shopping is a new experience and has greatly impacted the daily lives of customers in its short time. It is expectedly grow with the advancement of new technology online shopping has made consumers more effective and efficient in their shopping behavior. Rapidly growth of e-commerce has resulted in a E-transformation in global infrastructure. Internet has change the pattern of doing business.
- 2) **Dulce Jimenez, sade valdes, Marina, Salinas (2019):-** According to them most consumers are habitual with online shopping and the transaction getting easier with the small amount of time and also there are lot of advantage of E-commerce like the creation of new opportunities for businesses, access to global new customers and expansion of new markets. The segment of the population relatively younger population is more involved with the internet with powerful technology this customer's access extensive information with the boom of social media which creates strong tie between social media and e-commerce this creates more and more opportunities for companies and start-ups.

- 3) **Surbhi S (2018)** As per her view e-commerce businesses and traditional businesses both the methods have their advantages and disadvantages. E-commerce is just like a traditional commerce when you log in to the website. You enter into the e-world market where in you choose and purchase the product. You get what you want with a category and specification and you get the results. E-commerce is not suitable for perishable goods and for high-value items, while traditional commerce is not suitable for purchasing software.
- 4) **Ranjeesh Shabjee (2016):-** His research paper involves a study of inability to find the product or services with interest of customers. He explain how E-commerce may be overcome this problems. Where companies offer several product through the internet. Indian E-commerce has face many problems in web marketing because of infrastructural difficulties. Majority of the peoples do not have sufficient knowledge about computer and internet. If Indian marketers take interest in essentials of good websites, they can definitely make success in international markets.
- 5) **Madhurima Khosla, Harish Kumar (2017):-** Their paper provides insight into the evolution of e-commerce in India with special emphasis on B2C e-commerce, which shows tremendous growth in the recent years due to consumer awareness and technologies. The study has also produced certain trends and factors which shall further growth in the e-commerce market in India.

OBJECTIVE:-

- 1) To identify factor which increasing trade on e-commerce.
- 2) To identify the factor which diverse affecting traditional business.

REASONS FOR INCREASING THE E-COMMERCE IN INDIA:-

- 1) **Limitations of Geographical area:-** The lack of geographical area for doing business in India is also one of the reasons for the growth e-business. India is a very large global market. India is 2nd largest country in terms of population. This country is very large in terms of population, so the needs of the peoples are increasing. So people from outside the country come to trade in our country and start doing their business in different ways. Some people do their business online due to lack of geographical area. This has given impetus to e-commerce.
- 2) **Young generation:-** India is that the second largest country within the world within the terms of population. Asian nation has the most important youth population WHO is adopting technology quickly and love looking. Indian youths are comfy victimization technology and preferring to buy on-line. From books and attire to FMCG product, everything is being oversubscribed on-line nowadays. And use various websites for shopping like Amazon, Flipkart, Snap deal etc.
- 3) **Time saving:-** An e-commerce platform is a market where you can buy whatever you want in the shortest possible time. Because we can see that some people in metro cities can't even do shopping due to lack of time so they save their time by using e-commerce platform. Without wasting much amount of time people are by products in smooth way.
- 4) **Availability of products in 24 × 7:-** E-commerce platform is a market where trading is done 24 × 7 hours. So you can buy whenever you want according to your time.
- 5) **Lower cost:-** We all know that the only desire of every customer is to get the best product at the lowest price. So this kind of wish is fulfilled on e-commerce platform. Because, Online business gives a cheapest price of products in high quality and In this platform consumers deals with direct to the Business it means there is no any intermediate in customer and business.
- 6) **Products Replace and return facilities are available:-** In e-commerce business you can't handle the product but if you don't like the product then you can replace it or return it.
- 7) **Varieties of products are available:-** In a time of increasing competition, all products are substitutes for each other. And on e-commerce website, all kinds of products are available to you in one place. So people don't have to go anywhere else. Therefore, e-commerce business has gained momentum.

RESEARCH METHODOLOGY**Research Method:-**

Descriptive method is used in this purpose of the research. As the area of the research is large so it is hard to collect the data so survey method is adopted for the study.

Sampling Method:-

It is not possible to survey (census) all population. It may be time consuming. The process of sampling is selecting units from a set of peoples who are interested in studying the sample we may fairly generalize the results back to the population from the area that they have chosen.

Data is collected from consumer in all over the India. For collecting data the **Simple Random Sampling Method** is used. In the study, we studied consumers in India.

Sample Size:-

Respondents in Amravati	Sample size
Consumers	200 consumers
Total respondents	200 Respondents

Data collection Techniques

Present research was carried out through primary and secondary method of data collection.

Primary Data:

Primary data is the data which is not existed. It is fresh and newly collected data. In this study primary data is collected from the 200 Respondents. And For this study observation as well as questionnaire is used. Among 200 hundred respondents are consumers.

Secondary Data:-

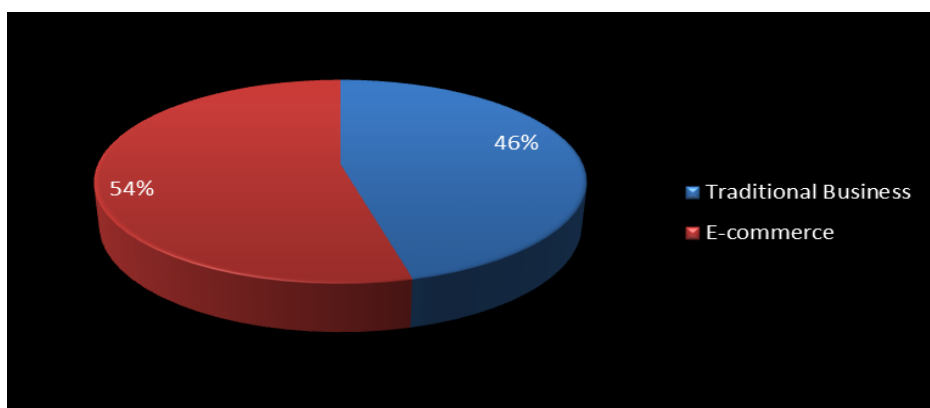
Secondary data is those data, which is already available in the form of Magazines, Research Journals and Books etc. For this research work secondary data has collected from internet and research paper.

Limitation:-

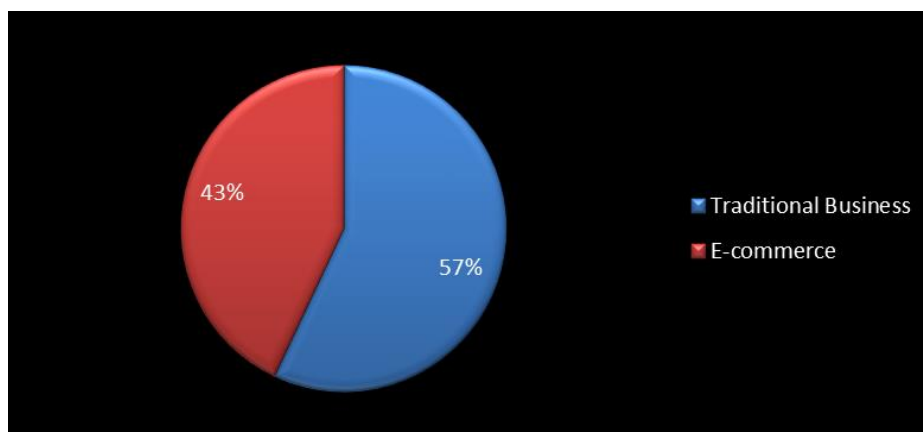
1. Secondary data might be having some errors due to time line mismatch.
2. This research conducted only in India.
3. This study has been completed within short period of time.

Questions:-

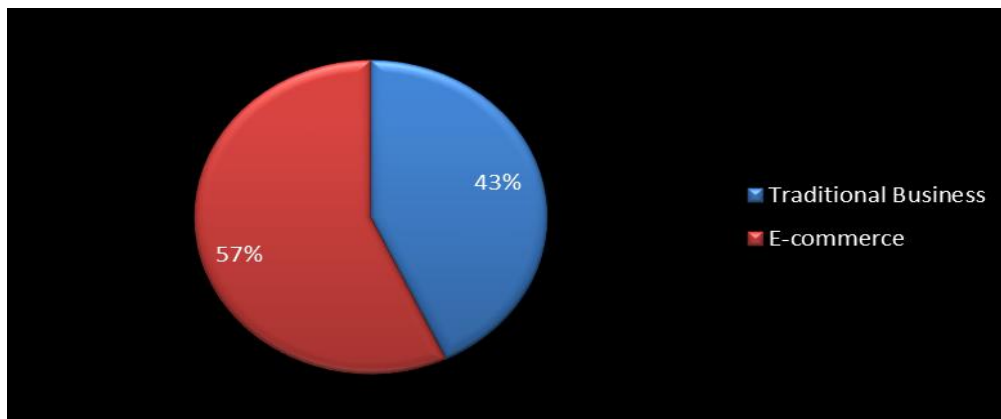
- 1) Which platform would you use to shop?



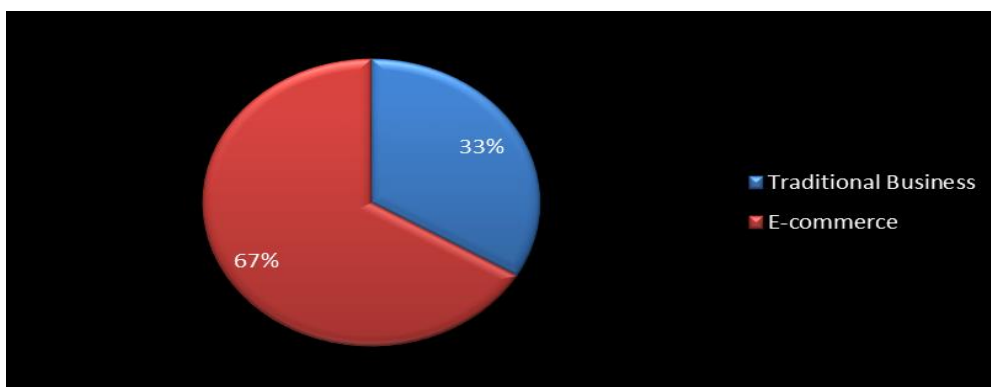
- 2) Which platform is more secure?



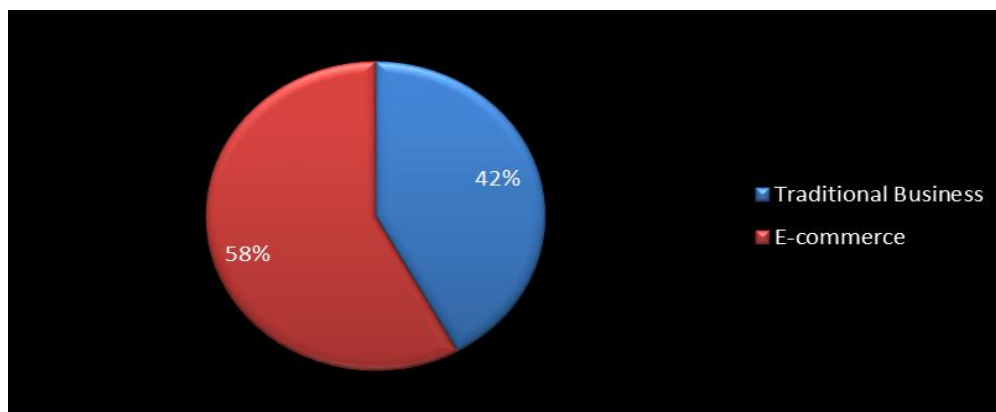
3) On which platform will you get complete information about products?



4) In which do you get variety of goods?



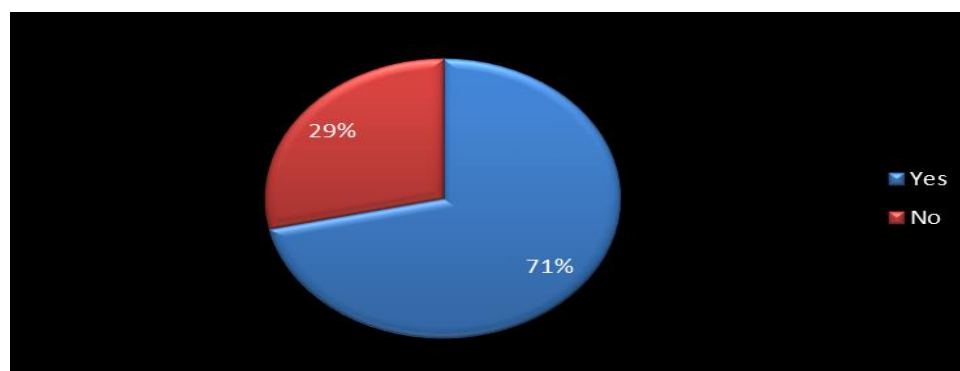
5) Which platform would you ask your friend to use for shopping?



6) Are you satisfied with the services of traditional business?

If yes then, why ____.

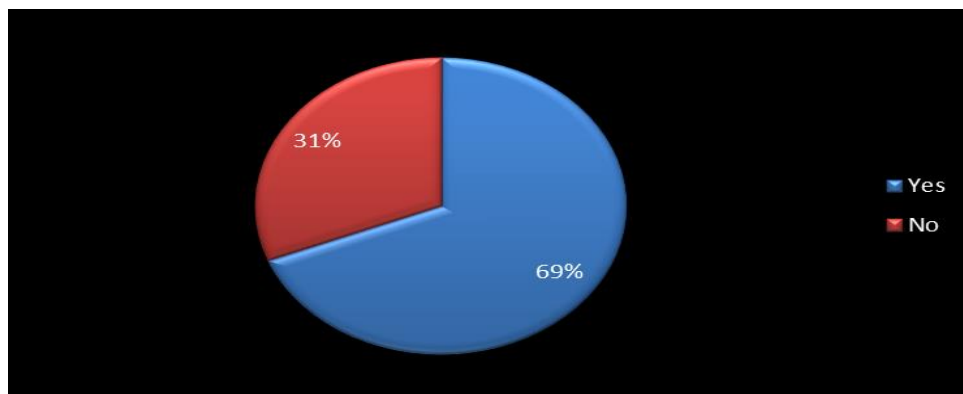
If Not then, why ____.



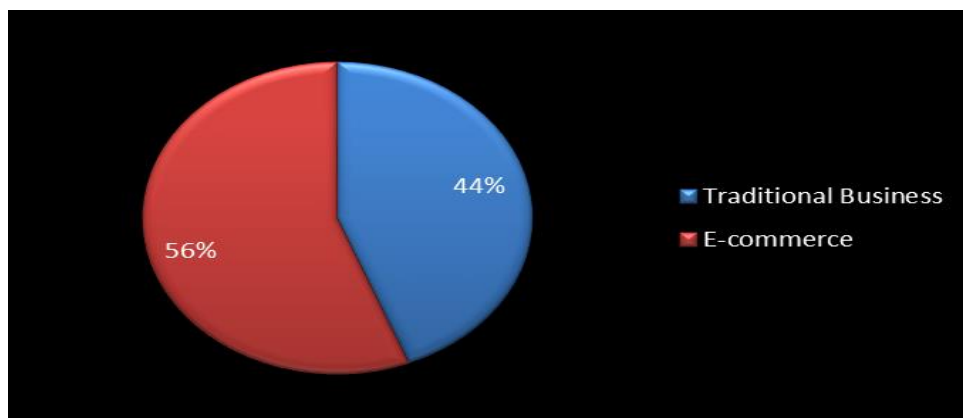
7) Are you satisfied with the services of E-commerce business?

If yes then, why ____.

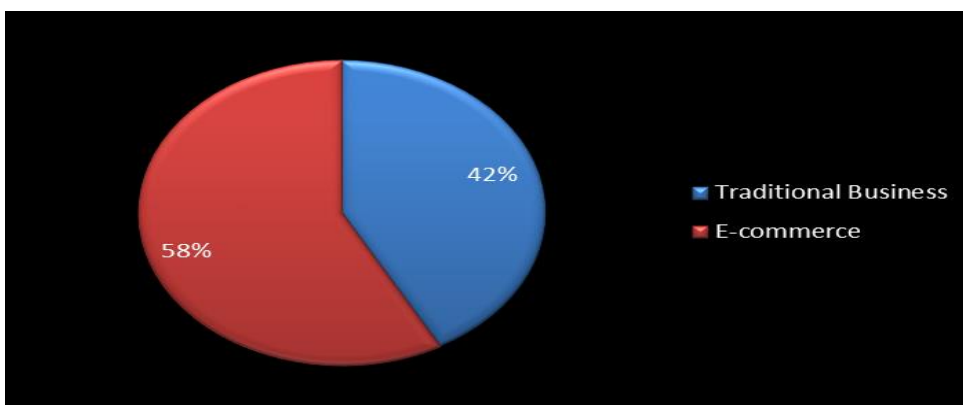
If Not then, why ____.



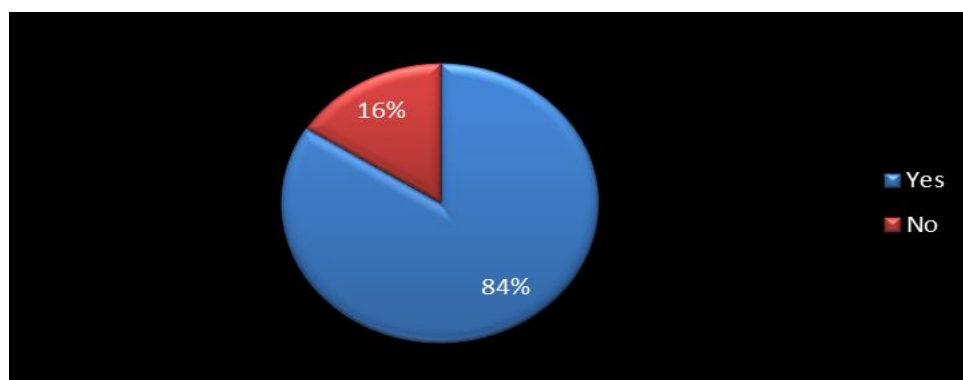
8) On which platform will you get the cheapest price and best quality items?



9) Which platform do you currently use for shopping?



10) Do you think e-commerce platform offers varieties of products then traditional business?



Hypothesis Testing

For this hypothesis researcher collected non parametric data.

i.e. verbal data therefore, descriptive statics method is used for calculating, mean, mode and median for this hypothesis testing researchers consider some assumption they are as follows

1) i.e. let the answer 'Yes' be considered by 1 for numeric value

2) 'No' be considered by 2 for numeric value.

Therefore our values are : -

'Yes' is denoted by 1

'No' is denoted 2

Total No. of respond is 200.

Among them 168 are respondent Yes

And rest 32 are respondent No.

So, here our hypothesis is

H₁= Consumers are getting varieties of products on E-commerce platform.

Mean	1.16
Standard Error	0.025988
Median	1
Mode	1
Standard Deviation	0.367526
Sample Variance	0.135075
Kurtosis	1.507758
Skewness	1.868898
Range	1
Minimum	1
Maximum	2
Sum	232
Count	200

Here, our mean is 1.16; mode is 1 and median also 1

And total number of Count 200

Conclusion: here the large number of respondent i.e. 168

Answered Yes and therefore over null hypothesis is rejected and we can say that Consumers are getting varieties of products on E-commerce platform that is alternative hypothesis H₁ is expected.

FINDINGS:-

- 1) In this research paper we found the trend of e-commerce is increasing day by day with the changing of culture and nature of people. Researcher conducted a survey for this research paper. Following are the findings.
- 2) In this research paper, our 1st finding is the 54% that is 108 consumers said that they used E-commerce for shopping and 46% that is 92 consumers said that they used Traditional platform for shopping.
- 3) In 2nd finding is the 56.5 % that is 113 consumer said they are secure with the traditional platform and 43.5% that is 87 consumers said they are secure with the E-commerce platform.
- 4) In 3rd finding is the, 57 % that is 114 consumers said that they are getting correct information about the products on E-commerce platform. 43% that is 86 consumers said that they are getting correct information about the products on traditional platform

- 5) In 4th question we find out the 33.5 % that is 67 consumers said that the variety of goods are available on traditional platform and 66.5% that is 133 consumers said that the variety of goods are available on E-commerce platform.
- 6) In 5th questions we found 57.5% that is 115 consumers said that they are suggested their friends for using the E-commerce for shopping. And 42.5% that is 85 consumers said that they are suggested their friends for using the traditional business for shopping.
- 7) when we asked 6th question about satisfaction towards services of Traditional businesses so we find that 72% of consumers said Yes because in our Indian business culture customers is like a king and therefore every shopkeeper pays equal attention & importance to every customer. Shop owner gives every detail information about the product and lean the customers taste and preferences therefore Indian people more prefer traditional way for shopping. And some people said that traditional platforms is secure, and because of its exchangeable, bargaining and more secure and convenient compatible by E-commerce. 28% of consumers said they are not satisfied with traditional business because of limited product variety and customer services, discount and various types of reasons.
- 8) when we asked 7th question about satisfaction towards services of E-commerce so we find that 69% consumers said yes because cheapest price and good quality, varieties of product at one place and the biggest advantage is or cross checking and variety that is available all across the platforms. Everything is just one click away and Business to Customer deals. 31% consumers said they are not satisfied with E-commerce because in e-commerce business some product are default and not check the quality before purchase and chances of fraud is high.
- 9) In 8th question we see the 56% that is 112 consumers said the e-commerce platform provide best quality of product at Cheapest price. 44% that is 88 consumers said the traditional business platform provide best quality of product at Cheapest price.
- 10) In 9th question we see the currently 58% that is 116 consumers use E-commerce platform for shopping and 42% that is 84 consumers use Traditional platform for shopping. We find out the in E-commerce platform young generation of people is more interested to shopping.
- 11) In 10th question we asked do you think e-commerce platform offers varieties of products then traditional business so the 84% that is 168 consumers Said that yes and only 16 % that is 32 consumers said no.

CONCLUSION:-

Based on this research, most customers are more habitual with online shopping and purchasing process getting easier with the passage of time. Also there are lots of advantages of e-commerce. In this research paper we can see that after upcoming a World Wide Web (WWW) internet connection is becoming accessible for more people around the world. After that Traditional business losing their performance because after coming internet services most of the businesses open their business in only way it means E-business/E-commerce. Lower cost, time saving, varieties of products are available and young generation, limitation of geographical area this type factor are helps to increasing E-commerce in India. In this paper I collected survey for consumer, I find the most of young generation is more attract towards e-commerce because of e-commerce offers a lot of discounts and its less time consuming. And most of consumer said varieties of product are available and they get complete information about product and they said cheapest price and good quality of product are available and currently they use to shop on e-commerce platform. In short consumers are more interested to buying goods on e-commerce platform.

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INNOVATION: ONLY WAY TO SURVIVE**Shantanu D. Choudhari**Student- B. Com 2nd Year, Prerna Institute of Commerce, Amravati, Maharashtra**ABSTRACT**

If it wasn't for innovation then we might be living cavemen's life. Innovation made us who we are right now. Innovation covers a wide spectrum of the area but a specific method is famous (start-up). Innovation can be used for solving any problem regardless of its background, all you need is knowledge & skill. In this era of the pandemic, businesses are going bankrupt only innovation can save them from completely getting out of the market. The author has mentioned the need for innovation. Further, the process of innovation is described. Then the reason why is innovation only way to survive. A lesser-known part of emotional innovation is also mentioned. The author in this paper has highlighted the ways of emotional innovation.

Keywords: - innovation, survive, covid-19, emotional.

INTRODUCTION: -

Humanity came a long way from using stone tools, to cheating death with medical science. We can see that innovation is a pioneering tool for every achievement. Innovation is using skills and knowledge to solve problems and introducing better ways to execute. History tells us that the one who failed to innovate has lost its existence. Innovation paves way for the future. India once was an innovation marvel. Our architecture, statues, paintings, literature, science are some examples of innovation. India perfected the method of diamond mining. The handloom industry in India is a symbol of innovation. Man used to travel in search of food, then we discovered different continents soon mode of transportation innovated now we are sending rovers and drone 300 million km away on Mars. Our body is incapable of sustaining flight but now we can fly where birds can't even think of. Innovation while having tough competition is the best of its kind. Innovation has saved lives. In this dark era of pandemics, only innovative ones will survive. The statement survival of the fittest can relate to whoever innovates their businesses, can have their businesses running.

'We innovate by starting with the customer and working backward. That becomes the touchstone for how we invent.' - Jeff Bezos

REVIEW OF LITERATURE: -

1. Dr. Harmeet Matharu¹, Dhanalakshmi², The Role of Innovation and Creativity in Development of Entrepreneurship, International Journal of Science and Research, February 2017: In this research paper the author has mentioned the importance of innovation and creativity, forms of innovation. They also have highlighted successful entrepreneurs, what they have found is entrepreneurs are well aware of their duties. They have suggested that innovation should be widespread. Government should adopt innovation.
2. Julia Kylliäinen The importance of innovation- what does it means for businesses and our Society? Apr 26, 2019: In this research paper the author has mentioned the economic growth effect of innovation. She also has highlighted innovation reduces poverty, hunger, sickness. What she has found is innovation increases productivity. She has suggested that micro-changes are necessary to bring big change.
3. Sang M. Lee, Silvana Trim, Innovation for creating a smart future: In this research paper the author has mentioned organizational value creation. They also have highlighted the global wellbeing index, smart future. They have suggested creating jobs with a longer life cycle.
4. Katerina Y. Kozludzhova Understanding customer needs – The key to innovative success ISSN 1314-7242, Volume 12, 2018: In this research paper the author has mentioned understanding customer needs for successful innovation. He also has highlighted the need for a model for understanding and defining customer needs for successful software innovation. What he has found is the table to understand customer demand. He has suggested introducing software companies for innovation.
5. Sara Gallager Time, risk and innovation 10 October 2015: In this research paper the author has mentioned innovation in a detailed and descriptive way. They also have highlighted methods of brainstorming. What they have found are the struggles that innovator might get stuck. They have suggested multiple brainstorming, with multiple techniques.

OBJECTIVES: -

1. To identify need of innovation.

2. To understand process of innovation.
3. To check relationship between life and innovation.

NEED OF INNOVATION: -

1. Dynamic world: - Our world is dynamic and we face new challenges and obstacles at every step. Overcoming those problems requires an innovative mindset. We can't sit back and do nothing.
2. Developing nation: - To cop up with the developed nations developing nations need to innovate their protocols. To deliver the living standards experienced by people living in developed nations we need to innovate our way of work.
3. Achieve milestones: - Human on Moon is the biggest example of innovation. There are certain patches in time where conditions are favourable to achieve milestones like this. Humanity started innovating from discovering fire and inventing wheel to now holding computer more powerful than the computer that landed on the moon in your hands.
4. Competitive advantage: - Incorporate world companies are engaged in the continuous battle of cutthroat competition. To make more profit companies invest heavily in the R&D of their product. Thereby having a competitive advantage. Better the deal higher sale and to have better deal constant innovation is required.
5. Solve social problems: - Our nation is plagued by various problems. Digitalization, skilled workforce are some examples that we need to solve innovatively. Billions of dollars from a countries budget can be saved if innovation is applied. Developing nations have the advantage as they already have examples of developed nations.

PROCESS OF INNOVATION: -

1. Identification of problem: - First step to solve any problem is to identify it. By identifying a problem, we can highlight it and bring it to the notice of other people.
2. Search possible solutions: - With the help of a team brainstorm possible solutions to the problems. The key is more versatile ideas more possibilities of a perfect solution.
3. Make it a challenge: - To get the best ideas to form your team, make it personal and challenging. Group discussions are best suited for this task.
4. Find possible solutions: - Among the possible solutions separate promising ideas.
5. Build a model with similar ideas: - Build a prototype of the outcome. Keep it flexible as more and more improvements can be done by analysing its performance.
6. Evaluate if the model works in the real world: - Check whether the prototype works and is it suitable to work in the real world.
7. Patent: - If everything is fine then applying for the patent.
8. Improve: - Keep on improving the model as per suggestions and requirements.
9. Implement: - Implement it on large scale in the real world.

INNOVATION FOR SURVIVAL: -

1. Competition from robots: - Automation & robot integration is proving fatal towards the job market for humans. Progress and development are necessary but it is tampering the employment rate. We need to find a way in which humans don't lose their jobs to machines and we still improve technology.
2. Competition from other entities: - The traditional competition that individuals have faced right from the beginning is heaven for innovation as individuals constantly try to win over the competition. If a company stops innovating its product it will eventually die off. A famous example is of Nokia cell phones, after having almost 30% market share at their peak they plummeted and vanished for few years as they failed to innovate and improvise their product.
3. Pandemic: - Due to lockdown most businesses suffered severe problems like the unreliability of the supply chain. Businesses like hospitality and tourism were doomed but a new trend of work holidays is becoming famous. Newer ways are being introduced constantly to tackle this abnormal situation. The businesses that innovate are making profits but the ones who don't are shutting down.

4. High unemployment rate: - India needs innovation as its ally more than any other country right now. The workforce India will have in the next decade will dwarf the total population of most countries. To feed that much workforce and not to pay opportunity cost India needs to innovate and think of ways to employ.
5. Chance: - Innovation is a chance and way for human to prove their abilities. Every human is unique so are his talents, so if he doesn't use his talent to innovate somebody else will surely do it. Innovation is a way for a human to prove his worth and improve his dignity.
6. Armed forces: - The armed forces face odds almost every time. They are the master innovators. They have multiple times proven presence of mind and innovation towards improving their techniques of combat. Their lives and national security lie in the power of their innovative techniques.

EMOTIONAL INNOVATION: -

1. Disagreements: - Humans are social as well as independent beings so disagreements are common but we are not taught how to handle them. Especially in the case of suppression of lower power individuals by higher power once. It is relatable to employees being exploited by seniors. Our lives don't just revolve around work innovation is also required to solve disagreements among family.
2. Trust upon performance: - One of the most sophisticated organizations on our planet US Navy Seals selects their candidates on the grounds of trustworthiness rather than their performance. An occupation that requires sheer physical and mental strength promotes based on trust (that would be beneficial in long run) but incorporate environmental performance is the sole ingredient for promotion. (Note: Trust is referred to as the willingness to be loyal towards an organization in unfavorable situations.)
3. Digitalization killing joy/emotion: Humans are part of nature and it is proven that the more connected a person is to nature more healthy, innovative, and joyful he becomes. Digitalization is separating humans and encouraging to increase screen time. People are getting more and more stubborn, insensitive, and dry in emotions that depression is skyrocketing and is also haunting young ones.

WAYS OF EMOTIONAL INNOVATION: -

1. Delayed communication: - Once engaged in a heated argument a better way to communicate is to write. It gives enough time to think and rephrase the statement.
2. Time for alone rational thinking: - Humans are getting more and more involved in engaged schedules. The spare time is engulfed by smartphones or any other thing. We came alone in this world and will leave alone but we are not giving ourselves enough time to evaluate our priorities.
3. Influencers: - In the era of social media influencers, we need to decide whether we want to follow a trendy lifestyle or follow a rather stable, wise human. The library is full of bio & autobiography.
4. Discipline: - The most important factor of accomplishing anything is discipline same goes for emotional stability. These are few but innovation is a infinite ocean of opportunities.

RESEARCH METHODOLOGY: -

Observational trials, secondary data will be used for this research. Due to pandemic survey or census is not possible.

DATA COLLECTION TECHNIQUE: -

This research was carried out using secondary data as previous research on similar topic.

SECONDARY DATA: -

Secondary data is that data which is already available in the form of magazine, research journal, books etc. For this research paper secondary data was collected from internet and research papers.

LIMITATIONS: -

1. Due to limited time primary data is excluded in this research paper.
2. Secondary data might have some errors due to time line mismatch.
3. This study was completed within short period of time.

FINDINGS: -

1. Innovation is the only way to survive.
2. Start-ups are the factories of innovation but due to pandemic large no start-ups were acquired, and it is observed that as soon as a start-up is acquired the innovation rate drops.

3. Indian education doesn't promote complex thinking.
4. Innovation is not only bound to businesses and start-ups it is a tool for solving everyday life problems.
5. Trust among the team is more important than anything else.

SUGGESTIONS: -

1. Case study-based education system should be introduced in graduation.
2. Start-up culture can be boosted by educating people about innovation.
3. Young minds should be encouraged to solve national problems.
4. Businesses should not focus on ending competition, contrary they should focus on improving their product and services. Success will follow.
5. Working holidays should be implemented where ever possible. It will improve job satisfaction.

CONCLUSION: -

Innovation is a tool to improve our lives, the more we use it the better our living standards will be. There has been industry giant that was disintegrated as they failed to innovate. A greater threat to mankind may come and we may not be capable to sustain it if we fail to innovate our way of livelihood. Innovate -> survive -> sustain -> repeat.

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BITCOIN: AN INNOVATIVE CURRENCY

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ABSTRACT:

Abstract: The 21st century is booming drastically with the help of technology. Everything is getting digitalized day by day. So why not the currency? Currency cannot be left behind. Paper currency is bound to the past things. Therefore, in the upcoming years, virtual currency will start taking hold over the financial systems all over the world. Interest in cryptocurrencies has blossomed since the arrival of Bitcoin in the year 2009. Since 2009 more than 1600 cryptocurrencies have entered into circulation. Bitcoin is the most successful one as compared to the other cryptocurrencies. The paper concludes that cryptocurrencies can bring a massive change to the future of money as well as the financial system of each country. Bitcoin is a digital currency that is in a decentralized format backed by peer-to-peer networking and cryptography to maintain its integrity. There is no intermediary to monitor the transactions. It was invented by Satoshi Nakamoto in the year 2009 as a private cryptocurrency to be exchanged over the internet through the use of a peer-to-peer network. This research paper focuses on the novel experience about Bitcoins that how other countries are emerging in the digital payment fields in the form of Bitcoins. It showcases on the digital platforms for trading other cryptocurrencies including Bitcoins. The research paper also states some salient features about and how it will emerge as the leading virtual currency in the upcoming years. As many countries all over the world have started using Bitcoins, India should also start adopting Bitcoins for the future growth and development of the country.

Keywords:- Bitcoins, Cryptocurrency, Virtual currency, Cryptography.

INTRODUCTION:-

After the invasion of Bitcoin by Satoshi Nakamoto in the year 2009, cryptocurrencies increased popularly throughout the world. The unique features of Bitcoins have grabbed much attention from the users. Cryptocurrencies are nothing but digital wallet apps referred to as a medium of exchange. It uses cryptography to control the transactions and to verify the transfer of assets. Cryptography is a process of converting ordinary plain text into an intelligible text and vice versa. It is the method of storing and transmitting data in a particular form so that only those for whom it is intended can read and process it further. Here the sender knows what he means to say and the receiver knows what he needs to understand. Bitcoins can be easily stored in digital wallet apps on computers as well as on your smartphones. There are many other cryptocurrencies including Bitcoins they are as follows, after Bitcoins many blockchains were created they are termed as alternatives which are known as ALTCOINS. The altcoins include Neo, Litecoin, the other main form of cryptocurrency are tokens/d apps cryptocurrencies which include civic {CVC} bit degree {BDG} and we power {WPR}. Right now, we have more than 10000 altcoins in existence. They are alternate versions of Bitcoins with minor changes, so they got the name as ALT coins. Ethereum and Neo are examples of altcoins, but they are different from Bitcoins. They both can build their application. The token d apps are unique from another cryptocurrency. They do not have their blockchain, so they are dependable on the apps that are decentralized applications. The wallet stores relevant information such as secure private keys used to access Bitcoin addresses and carry out the transactions, so they are very fewer chances of hacking Bitcoins making it smooth for functioning. There are different crypto as well as Bitcoin wallet app in the cryptos Wazir X app is the best broadly exchange platform for cryptocurrencies. Not every crypto App trades in various currencies but the Wazir X app trade with all cryptocurrencies and coins using your national currency. It is one of the safest is dealing with Bitcoin Ethereum ripple and many more than 100 other cryptocurrencies are exchanged on this app making it be number one app. Bitcoin wallet apps include coinbase ledger, Robinhood, CoinSwitch Kuber which accept bitcoins. Bitcoin continues to be the leader of the pack of cryptocurrencies in terms of market capitalization, use as a base as well as popularity.

RESEARCH METHODOLOGY:

The research is based on its objectives which focus on the opinion towards Bitcoins as the leading and preferably used cryptocurrency. The research is collected by both the data i.e. Primary Data and Secondary Data. The primary data consists of students, graduates, undergraduates, and postgraduates as well includes both male and female. The area consisted of western, central suburbs, south and central Mumbai, and thane as well.

The information is categorized according to the questionnaire made by the google form and the secondary data is collected through different articles, journals, and websites.

OBJECTIVES:

- 1) To understand the novel experience about bitcoins.
- 2) To analyze the futuristic view of bitcoin.
- 3) To study the digital platform of bitcoin trade

HYPOTHESIS:

H1: Bitcoin is the most successful virtual cryptocurrency all over the world...

H0: Bitcoin is not the most successful virtual cryptocurrency all over the world.

SCOPE OF THE STUDY:

The scope of the study is limited for my topic. The research is about bitcoins being one of the successful innovative cryptocurrencies. It also showcases the digital platform trade. The research states that how bitcoins are blooming and emerging in the technological world as the leading digital currency all over the world. There is tremendous scope for further research in this area which includes further investigation and new variables.

LIMITATIONS OF STUDY

1. The transactions are irreversible
2. Lack of consumer protection because there are no central authorities, behind it
3. No financial stability as prices keeps on fluctuating.
4. For the tools and techniques, google Forms is used for collecting data.
5. The sample size is very small

Sample size:

The sample size for the research has 37 responses collected by questionnaire method. The survey has been completed with the help of google forms.

LITERATURE REVIEW

As the world is growing digitally the cryptocurrencies are also functioning immensely in the digitalized payment modes, cryptos are trending and will enhance in the upcoming years. The prices these years have touched a high spike as companies have also started accepting payments in Bitcoins. The Tesla company founder as well as the CEO, the renowned foreign investors in Bitcoins Elon Musk in February announced that he has invested 1.6 billion dollars in Bitcoins and accepts Bitcoins as the payment in the USA.

{PHADKE, 2021} mentioned certain advantages in the world of cryptocurrencies which are as follows. 1} No intermediary required: There is no central authority to monitor the transaction or decide the prices of the Bitcoins the prices depend on the market forces of demand and supply as the demand rises the price rises, and as the supply rises the price falls as there is a limited supply of 28,000 million Bitcoins in the world. 2} No geographical barrier: The miners can connect from anywhere and everywhere in the world to trade Bitcoins or to mine bitcoins. 3} Fewer charges: As there is no intermediary to control, the charges are very little to function the transaction of Bitcoins. 4} Fast transactions: Different cryptocurrencies have different timings of transactions, but it is as low as 4 secs to a maximum of 10 minutes.

{Nishad, 2021} the crypto analyst and a wallet investor predicted that the price of Bitcoin will cross over \$ 1, 00,000 by 2030, he made this prediction based on 2020 data, when the price of 1 Bitcoin was \$10,723.

{Mathew & Verma, 2021} stated that the Indian Government planned the law to ban cryptocurrency favors digital currency backed by the RBI. Cryptocurrencies are unnerving Indian investors to unofficially hold around \$ 1.5 billion approximately up to 10 crores in digital currencies. So, the government is deciding that rather than banning the cryptos, India will adopt the cryptos as digital currencies in the upcoming years.

One can convert Bitcoin into cash and transfer it to one's bank account, you can sell Bitcoin cryptocurrency exchanges such as coin base or Kraken. This is the process you can exchange cryptos for cash. The coinbase or Kraken are crypto exchanges on which one can buy and sell cryptocurrency.

{Mihindukulasuriya, 2021} states that Sandeep Nailwal co-founder of Polygon, a company working on blockchain solutions announces to run a covid relief campaign for providing funds for oxygen cylinders, and

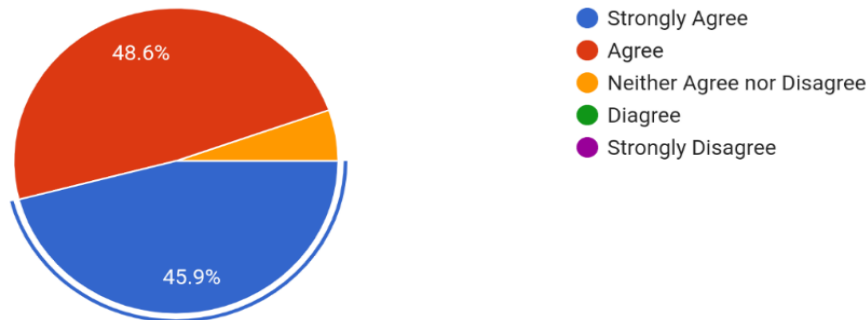
probably vaccines. Other cryptocurrency and blockchain industry professionals have started providing funds to India for a fight against covid - 19. The amount of total donations made is around Rs.22 crore till now which includes one bitcoin worth Rs 40, 00,000 which was funded by an Australian cricketer Brett Lee to help India to purchase oxygen supplies. Pat Cummins also donated \$50,000 to India for covid relief funds in the form of cryptocurrencies. Therefore the cryptocurrencies are expanding in different ways.

According to {www.ETBFSI.com, 2021} as cryptocurrency acceptance is in demand all over the world, Australians are all set to receive their 'wages' in the form of bitcoins. As there is a sudden increase in the prices of bitcoins ie from \$22,000 in December to \$60,000, hence the Australians are planning to receive or pay the entire salaries in the bitcoins only. Miami city is paying part of the wages to workers in bitcoins. They distribute the wages based on their regular percentage pay which is converted to bitcoin and send to their respective wallet named Satoshi Bitcoin Lighting wallet. The wallet is free for Ios and android and has currently 10,000 active followers worldwide.

Data Analysis:-

1. Bitcoin is the fastest growing virtual cryptocurrency which has a potential of changing the world financial systems

37 responses

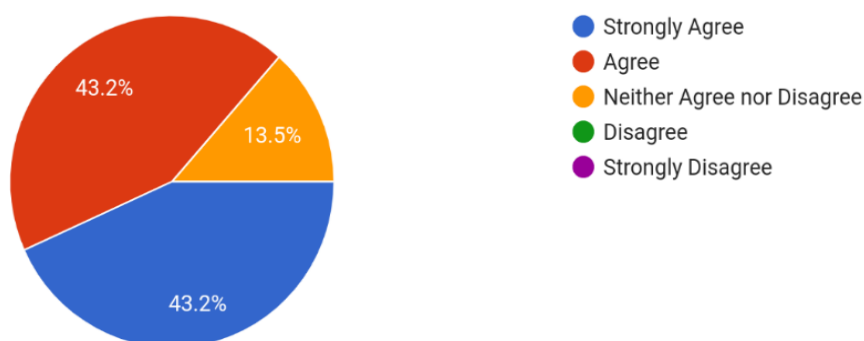


1. Among all the other cryptocurrencies it is mostly preferred all over the world so

Almost more than 90% of respondents have agreed with the statement.

2. The prices of bitcoin is expected to be approximately \$1,00,000 by 2030 on the basis of 2020 data.

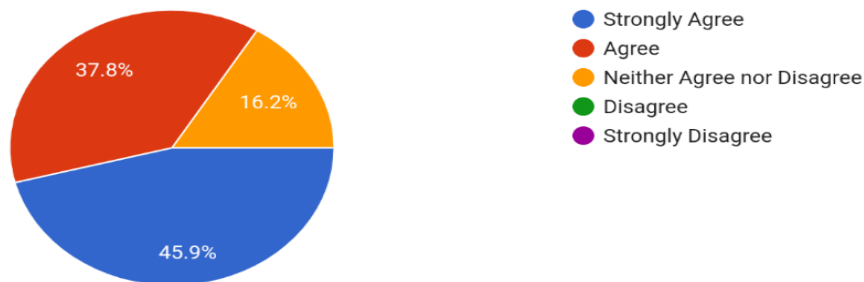
37 responses



2. The prices of bitcoins had a high spike in 2020 even though the covid-19 pandemic so it is predicted that it may rise in the upcoming years so many 86.4% have agreed and the remaining are not sure so they have neither agreed nor disagreed for the same.

3. Benefits of cryptocurrency like no intermediary , low transaction charges, quick transactions are far more than when compared to its limitation of transactions are irreversible.

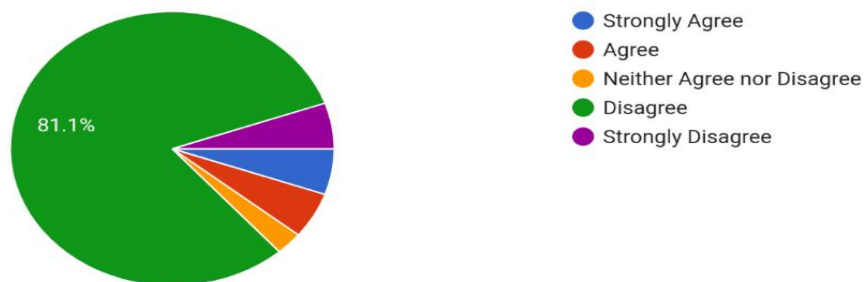
37 responses



3. The advantages of cryptos are more as compared to the disadvantages so leaving 16.2% of respondents rest have agreed with the statement.

4. The prices of Bitcoins are always steady and has no fluctuation observed.

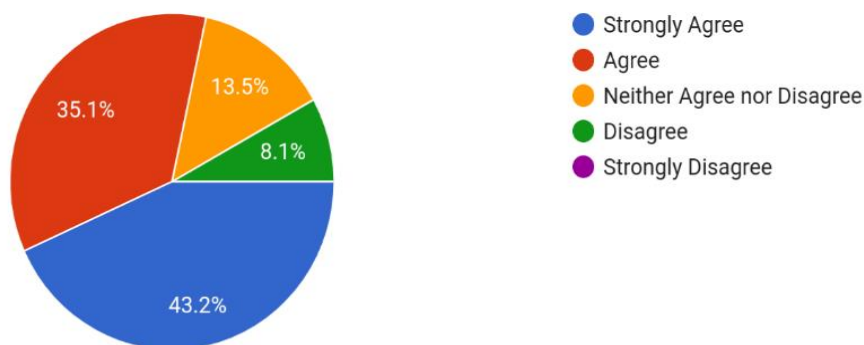
37 responses



4. The price keeps on fluctuating as per the demand and supply forces so this is a false statement so the majority ie 81% have disagreed with the statement.

5. Transaction in cryptocurrency are safe and acceptable all over the world.

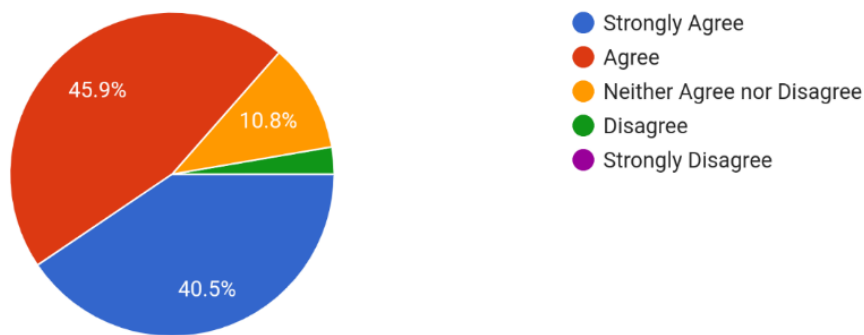
37 responses



5. As it is in the decentralized format it safe for transactions and thus accepted all over the world so the majority of respondents have agreed.

6. Cryptocurrency has become parallel currency as one can easily transfer/gift crypto coins across the globe.

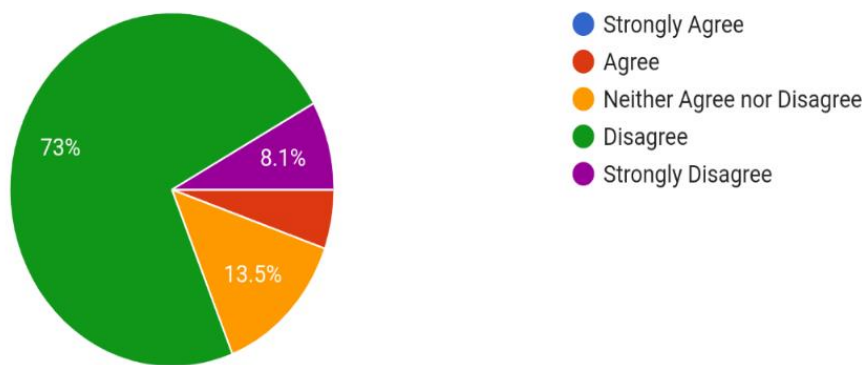
37 responses



6. People also gift crypto coins at the wedding ceremony or any other function outside India so it is a mixed responses statement some have agreed, some have neither agreed nor disagreed, some have disagreed.

7. Bitcoins have high regulations and make it difficult to deal in.

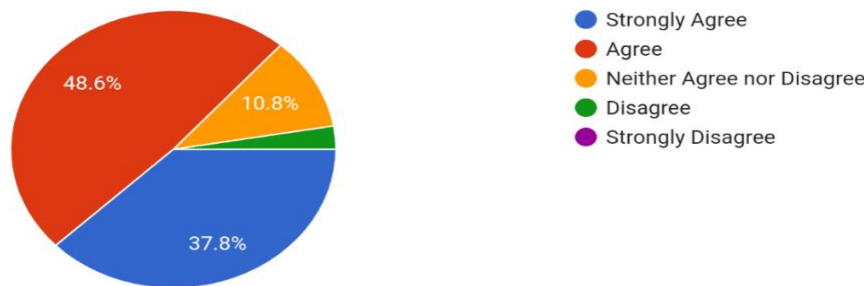
37 responses



7. It has little or no regulation at all so as this is a false statement more than 80% have disagreed.

8. Australia has started paying wages in the form of bitcoins is a positive move.

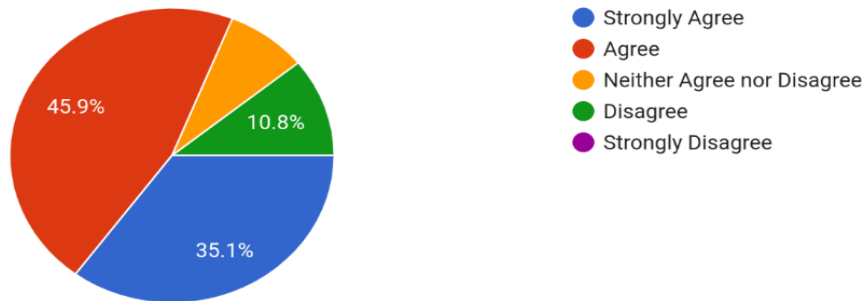
37 responses



8. The Australians have started paying wages in bitcoins majority of respondents so have agreed.

9. Reserve bank of India is now planning to favor transactions in cryptocurrency which was banned in 2018.

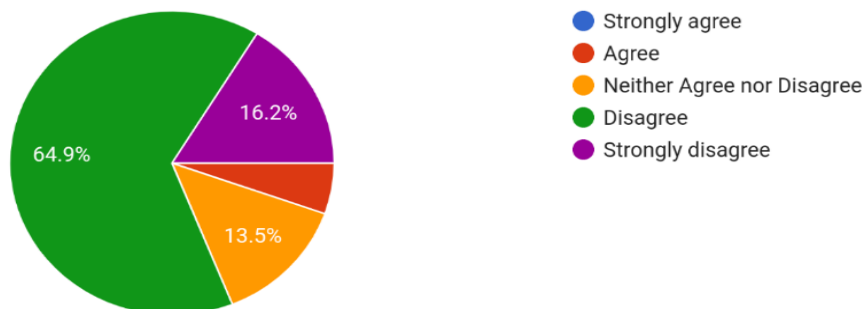
37 responses



9. As every country around the globe has started accepting cryptocurrency so now India is also planning to accept the cryptos now so those who are not aware have disagreed the rest have agreed and the respondents who are not sure have voted neutral.

10. Australian cricketers are not comfortable making donations through bitcoins towards combating covid-19 situation in India.

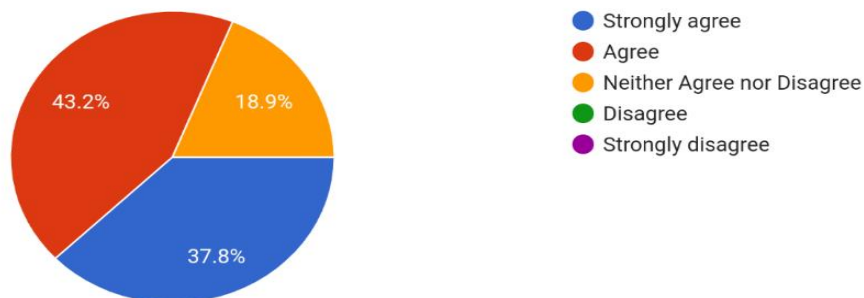
37 responses



10. Brett lee has donated 1 bitcoin to India for oxygen suppliers to fight against the covid -19 Situation so this is a false statement so the majority of respondents have disagreed

11. Wazir X is the most preferred crypto as well as bitcoin wallet.

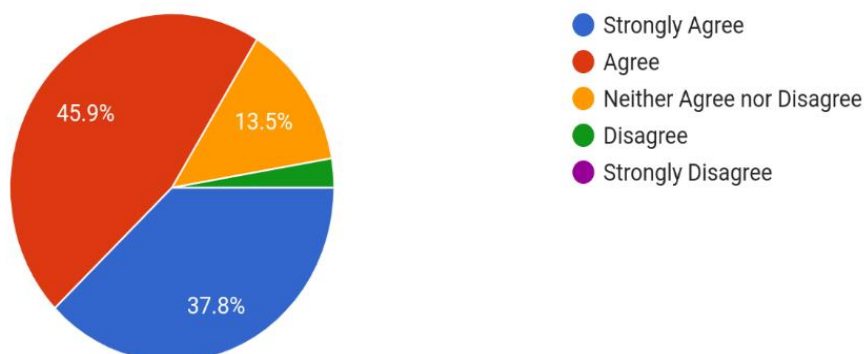
37 responses



11. It is the only app that helps in trading the other cryptos as well as bitcoins so 80% of respondents have agreed rest are neither agree nor disagree respondents.

12. Bitcoins can be converted into cash through banks.

37 responses



12. More than 80% of respondents have agreed with the statement.

SUGGESTIONS:

- 1) Bitcoins can be used as an alternative method of fundraising.
- 2) Bitcoin is volatile before investing in Bitcoin do certain research about data and then invest.
- 3) The current scenario suggests that there is a lot of opportunities available in the field of cryptocurrency and Bitcoin is the front runner. However, the technology needs to be properly utilized so that we can see a new future of cryptocurrency which is recognized and accepted globally. That means a single global currency that is borderless without any exchange rates.

CONCLUSION:-

The concept of cryptos despite being new is a subject that has increased attention all over the world. Bitcoin as an option can overcome the challenges of both gold standard and fiat currencies as well. The Bitcoin ecosystem has grown increasingly including service providers, Bitcoin exchanges, payment processing, purchasing online goods and services, etc. The prices of Bitcoin are now on Yahoo finance, Google finance, and Bloomberg. India has a total of seven crypto exchanges trading and more than 7 million people have invested in it, therefore, India should accept Bitcoins more widely. Cryptocurrencies are still the driving forces in financial innovation but this innovation will soon continue to develop at a rapid pace taking it to the next level in the financial sector. In 2021 Bitcoin became a great asset many of them became millionaires which boosts the growth of Bitcoins. In short, crypto is trending right now and they are growing. The research concludes that people are willing to explore the technology and are open to adopting cryptocurrencies provided they get some assurance that the underlying virtual currency has some authority bagging and hence will have some stability in its value. So bitcoins can be the future of the financial system as well as the future currency to be accepted.

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RESEARCH ON THE APPLICATION OF OPEN-SOURCE SOFTWARE IN DIGITAL LIBRARY

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ABSTRACT

The presented paper helps us to provides a general history and description of open-source software. As far as the construction of digital libraries is concerned, using OSS is a good way to take hold of the key software development technology, which mainly includes the significant improvement on the open source software systems, the integration of multiple open source software systems and the integration of open source software and other technologies, In the implementation of open source system (OSS), the attention should be paid to aspects such as, the rule of license usage, comparative study of license, the importance of standardization as well as ways of managing the legal risks.

Keywords: Use of Digital libraries; Computer software; use of Information services; License type;

1. INTRODUCTION

The feature of the software or technical world over the past decades has been the rise of Open-Source Software (OSS) including using and developing OSS-names like Google, eBay and Facebook

[1]. In recent times, such increasing used challenges of faced with the traditional & maintain emerging formats, balances between traditional and upcoming or advance technologies and building new information management procedures and processes [2]. The outbreak of the web, the internet and information communication technology in general has provided wide opportunities.

For those who are working in library and information professions in terms of higher education. In this paper we have provided useful information about software for educational institutions introducing about digital library concepts.

2. OPEN-SOURCE SOFTWARE

Open-source software is computer software that has its underlying 'source-code' made available to user under a license. The Open source was first evolved during the 1970s with Richard Stallman, from MIT who coined the term "free software". Richard and others, were increasingly dissatisfied with the restrictions of proprietary software vendors, and tendency for more and more necessary software to be proprietary (closed source) [3]. Proprietary or closed software, owned by individual or company. Fig.1 shows the software taxonomy. The commercial firms tend to restrict access to their source code in order to protect their intellectual rights/ property. The copies of the 'binary' are made publicly available; even tough the 'source-code' is not usually made public. Richard's vision was two-fold: which encouraged more software developers to make their source code "open", and helps to create a completely open-source software platform –which is based on the UNIX design/architecture and philosophy.

Open-source software (OSS), is the software where the code is released with the binary. Users and developers can be licensed to use and modify the code, and to distribute any improvements which they make. However, the term 'free' was often misunderstood to mean as 'no cost'. Hence 'open-source software' was coined as a less contentious and more of 'business-friendly' term. According to the Richard Free Software Foundation (FSF), 'free' should not be misunderstood as "free-of-charge" but rather need to be meant as the user's freedom:

- To study how the program actually works and to adapt it to a specific requirement or as per the need.
- To redistribute copies of the original or of the modified program.
- The freedom to improve the program as per convenience and release your improvements to the public so that the whole community would be benefitted by it. The access to the source code is a pre-condition for this module. Ref:(www.gnu.org/philosophy/free-sw.html).

The Open-Source Initiative (OSI) is the steward of the Open-Source Definition (OSD) and its part is to function and review, approve licences conforming to the OSD. Many different licences satisfy the OSD, but different types of obligations they impose can vary quite widely. The Open-source Initiative has developed 10 different criteria to determine whether a licence for software is open source.

1. Free redistribution: The software to be available to developers for distribution without payment for.
2. Source code: The soft to be distributed with the source as well as publicly accessible

3. Derived works: The license must allow alterations and derived works, and must also allow them to be distributed under the same terms as the license of the original software.
4. Integration of author's source code: Includes distribution of "patch files" which is used to recreate derived works to be permitted.
5. No discrimination against individual or groups: the license must not discriminate against any person or individual or group of persons.
6. No discrimination against fields of endeavour: It may not restrict the program from being used in a business, or from being used for any genetic research.
7. Distribution of license: the rights attached to the code or program must apply to all the individual whom the program is redistributed again without the need for execution of an additional license by those parties.
8. License must not be specific to product: license rights should not depend on the software that is being distributed with the other particular software.
9. License must not restrict other software: the license must not place restrictions on other software that is distributed along with the licensed software.
10. License must be technology-neutral: No provision of the license may be predicated on any individual/personal technology or style of interface.

3. USE OF OPEN-SOURCE SOFTWARE IN DIGITAL LIBRARY:

With OSS and proprietary software becoming increasingly interwoven. Most of giant corporations such as IBM believe it enables them to make use of a worldwide community of developers to improve their products, technology and services. Few industry commentators have suggested that OSS will lead to a more competitive software industry. Currently over 67% of web-servers run open-source software called Apache. Most of the websites and email systems run on OSS. World widely, around 30% of infrastructural computers run on Linux/GNU, an open-source operating system.

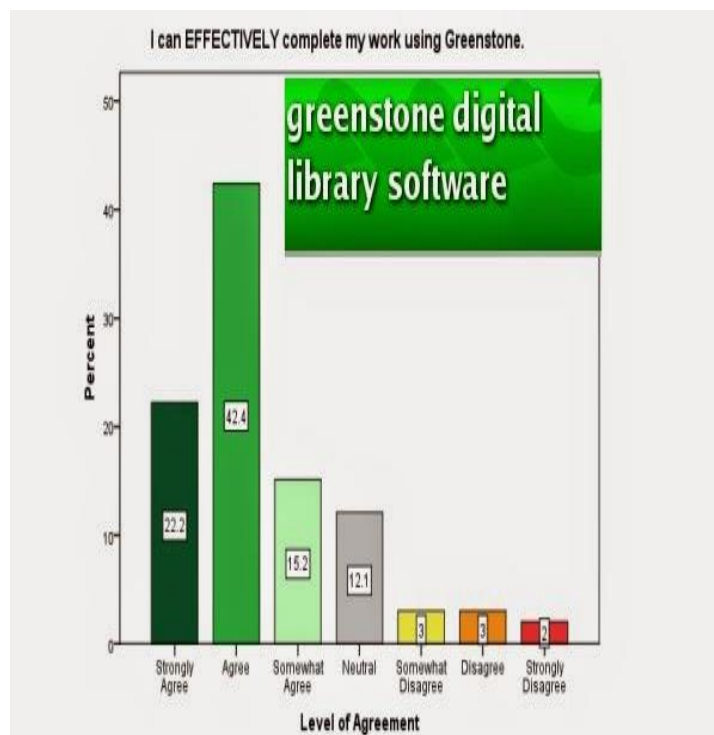
In recent days, digital libraries provide an integrated set of services for capturing, modifying, cataloguing, storing, searching, protecting, and retrieving information, which provide a coherent organization and convenient access to typically large amounts of digital data. The OSS Library consists a number of library-related projects. This range mainly from simple scripts to produce statistics to integrated library systems to institutional repository software. Such as CDS ware, developed by CERN; and Fedora, developed jointly by the University of Virginia and Cornell University, with funding from the Andrew W. Mellon Foundation. Fedora -The Flexible Extensible Digital Object and Repository Architecture – is an open-source digital object repository management system which “demonstrates how distributed digital library architecture can be deployed by using web-based technologies, including XML/JS and Web services [4]. This article describes D Space, E-Prints and Greenstone Digital Library Software which is all widely used OSS for digital library.

3.1. Greenstone

Greenstone is software for creating and distributing the digital library collections. It provides thereby a new way of organizing information and publishing it on the web or on CD-ROM. Greenstone is produced at the University of Waikato by the New Zealand Digital Library Project in the early 2000s, and provides a suite of open-source software for building and distributing digital library collections. Greenstone is now being operationally developed and distributed among co-operation with UNESCO and the Human Info non-governmental organization. It is an open-source, multilingual software, where in issued under the terms of the GNU (General Public License). The Greenstone Digital Library runs under UNIX and Windows and ultimately aims to provide for ease of users to create files using varying formats, e.g., PDF, Postscript, MS-word or ft. There are mainly six stages in developing a digital library using GSDL:

- Collect information. (2) Description the data. (3) Configure the collection. (4) Build the collection. (5) View of the collection (6) Working with existing collection Greenstone constructs full-text indexes from the text document, and from metadata elements such as title and author. Indexes can be searched for particular words, by different Boolean combinations, or phrases and results are ranked by relevance or sorted by a metadata element. There are several different ways for user to find information, although they may differ between collections depending on the metadata available and the collection design. The system is widely used internationally- the first few responses to a call on the Greenstone mailing list for testers for a newer version of software came from India, Pakistan, USA, Australia, Indonesia, The Netherlands and Canada. Nowadays, Greenstone 3 is a complete redesign and re-implementation of the original Greenstone

digital library software and incorporates all the features of the existing system, and is backward compatible, that is, it can build or created and run-in existing collections without alteration. It is written in JAVA and it is structured as a network of numerous independent modules which communicate using XML. There are examples of libraries around the world that have implemented GSDL are provided over the website (www.greenstone.org); these include Human Rights in Argentina, Kyrgyz Republic National Library, Philippine Research, Educational and Governery Information Network and the Sudan Open Archive.



3.2. E-Prints

E-Prints is also one of the example of open source software for institutional repositories. It is managed and developed at the University of Southampton by the Electronics and Computer Science department and is freely available as open-source software under the GNU General Public License (GPL). E-Prints was initially designed to create a pre-print institutional repository for scholarly research, but it is now being used for other material including reprints, technical data or reports, conference publications or in other means of electronic communication. On website (www.eprints.org) this Open source system is described as “ flexible platform for building high quality/value repositories”. It is recognized as one of the easiest and fastest way to set up repositories of research literature, scientific data, student theses, and project reports, multimedia, teaching materials, scholarly collections, digitized records, exhibitions and performances”. E-Prints is written in Perl, and require installation of the Apache web server and number of Perl modules, and uses the MySQL database as a back-end development. It was developed through GNU/Linux and is intended to run on any UNIX-like system. E-Prints has been installed and is running in over 200 repository systems world widely. Most repositories hold only electronic publications, but a number have been developed particularly to support research outcome. These include the Southampton Crystal Structure Report Archive, National Aerospace Laboratories Institutional Repository, and the IU Bio Software Archive.

3.3. DSpace

DSpace is yet another- most popular open source application for digital library system designed to capture, store, index, preserve, and redistributes the intellectual output of a university’s research faculty in digital formats. It was first developed jointly by Hewlett Packard Laboratories and Massachusetts Institute of Technology libraries.

DSpace is an OAI compliant application that can be downloaded from the DSpace Web site under BSD source license. Like E-Prints repositories, DSpace repositories can be used for archiving eprints and other digital information however, DSpace places an emphasis on preservation of all types of digital information, including Reports, journal papers Conference posters, Videos, Images. The DSpace architecture consists of 3 layers: the application layer; the business layer; the storage layer. The application layer covers the interface to the systems,

the web and user interface and batch loader, in particular. The business layer contains the DSpace specific functionality, the workflow, content management, administration, search and browse modules. The storage layer is implemented using the relational database management system using Postgres SQL. Each module has a well documented API and all coding is in the Java programming language. Other technology include a web server and Java servlet engine, Jena, OAICat (from OCLC). The system is available on Source Forge.

4. OSS SOFTWARE LICENCES ISSUES

4.1. OSS and Software Security

To increase the reliability of code and security of code, OSS depends directly on the programmer's competency, experience and professional methodology such as peer review, testing, quality audits, alpha and beta versioning etc. However, for the library's quality expertise is scarce and may often have to developed to adequately cope with the increased responsibilities that OSS-based systems will require. Access to source code can lead to advantage to an attacker who can try to develop more elaborate attacks on the open source code or steal the confidential data. For example by malicious developers who could install backdoors or other undesirable functionalities which may result in massive data losses in data library.

4.2. OSS and Software Licences

Most countries' copyright laws have for a generation or more protected computer programs by literary works for copyright purposes. The holder of copyright in original software has the exclusive rights include to reproduce the copyrighted work. Nowadays, Open Source Software (OSS) scope is all set to increase numerately. There are many different types of OSS licences.

5. CONCLUSION

The development of OSS in digital library should follow the basic idea which is openness, collaboration and development. Open source does not mean to save an institution the large amount of money and the real costs in the OSS's application involve licences fee, development fee and maintenance fee. However, one of the biggest advantages of the open source model is that all users of the product have the ability or potential to contribute to its development, so long as the required open source talents exist on staff.

ACKNOWLEDGEMENT

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ATMANIRBHAR BHARAT: A MOVE TOWARDS VIBRANT INDIA

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ABSTRACT:

This research depicts insights of 'Atmanirbhar Bharat Abhiyan'. It focuses on the impact of Atmanirbhar Bharat Abhiyan on the Indian economy. It also discusses the 'Make in India' Movement. Boycotting Chinese goods and banning Chinese app is securing and protecting the data of Indian users. It will help reduce India's digital dependency on China. 'Atmanirbhar Bharat' is the vision of the 'Make in India' movement which was announced by our Honorable Prime Minister Shri. Narendra Modi on 12 May 2020.

Keywords: Covid -19, self-reliant, Make in India Movement, Vibrant India.

INTRODUCTION:

The term Atmanirbhar Bharat means self-reliant India. 'Atmanirbhar Bharat' is a phrase in Hindi that was coined by the Prime Minister of India, Shri. Narendra Modi. For the economic development of India, the central government of India stresses 'Make in India' during and after the Covid-19 pandemic. The main motto of 'Atmanirbhar Bharat' is to make the country, its citizens & entrepreneurs independent and self-reliant.

Atmanirbhar Bharat especially focuses on the 5 pillars of self-reliant India and move towards a vibrant India. These pillars are as under::

1. Economy
2. Infrastructure
3. System
4. Demography
5. Demand

The economy brings a quantum jump and not incremental changes. Infrastructure heralds modern India. The system is Technology-driven to fulfill the dream of the 21st century. Demography enhances our capacity for further demography. Demand creates optimum usage linked with the supply chain.

India had become extensively dependent on imports from many countries. During this Covid-19 pandemic crisis imports from all over and exports came to a standstill. The transportation of goods and services was stopped. After seeing many financial and economical problems, Indian Prime Minister Narendra Modi Ji introduced a program called 'Atmanirbhar Bharat'. Prime Minister Modi Ji's vision is to make India digitally independent and self-reliant. This will happen by producing products in India and spread awareness of the 'Vocal for local' movement and Also support the 'Make in India' movement.

During the pandemic, the nation waited for address from Prime Minister Shri. Narendra Modi Ji. On 2nd May 2020 while addressing the nation Modi Ji said that getting anxious, fatigued, and exhausted was not the last option. We faced a lot of challenges during pandemic, and we are going to face much more crisis after the pandemic. So, Modi Ji introduced the next phase to build and empower modern India which consisted of a self-reliant move that led to the 'Atmanirbhar Bharat Movement'. It especially helps by transforming crisis into opportunities.

Atmanirbhar Bharat Abhiyan promoted various creative and innovative products invented by India. It primarily focuses on import and export that is the import of our country will decrease and export will increase. So, it mainly implicates our economy and helps to strengthen the economy. The trade deficit can also be reduced as a result of this. The export will help to earn more foreign currency and also encourage foreign investment in India. The 'Atmanirbhar Bharat Abhiyan' package is a motivated Indian citizen. it's a close step to help small businesses and manufacturers.

RESEARCH METHODOLOGY:

To study the "Atmanirbhar Bharat: A move towards Vibrant India" selection criteria is precise research on the various aspects focusing on the importance of the movement called Atmanirbhar Bharat. Both, Primary and Secondary Data are considered for this research. Details about the primary data and secondary data are as under.

Primary data: The primary data was collected from 76 people with the help of a survey conducted through Google form. Most of the respondents were students, employees, professors, and working professionals who knew the topic.

Secondary data: The secondary data was collected from several articles, websites, and essays. It also, Includes writers and Indian citizen reviews on Shri. Narendra Modi Ji's new program of Atmanirbhar Bharat and the growth of creative, innovative products, enterprises, and small businesses, merits of banning Chinese apps in the Indian economy and move towards vibrant India.

Objectives:

1. To understand the need for India to be self-sufficient.
2. To analyze the balance of payment position of India during last one year.
3. To study the impact of the 'Make in India' movement.

Hypothesis:

H1: Atmanirbhar Bharat movement will positively impact the Indian economy.

H0: Atmanirbhar Bharat movement will harm the Indian economy.

Scope of the study:

In this research, we get information about the various steps taken by the Indian government towards making India truly vibrant and introducing Atmanirbhar Bharat. It also deals with the vision of the Prime Minister of India Shri. Narendra Modi Ji to make India independent and self-reliant. The research paper also explains how India should reduce digital dependency on China. It also discusses the Indian Prime Minister's efforts of going 'vocal for local.'

Limitation of the study:

1. Due to less competition in the market the quality of production may decline.
2. As the Indian government decided to increase the trade tariff it may affect the other country as they may also increase the rate of the tariff.
3. As the covid-19 pandemic has impacted all over the globe, many countries started preparing for future pandemics by diversifying the supply chain.

Sample size:

The sample size of my survey is very small as only 76 people have responded to the questionnaire.

The survey is done through Google form which is the tool to collect primary data.

Google form contains 10 questions.

REVIEW OF LITERATURE:

According to (Sharma, 2020) the idea of Atmanirbhar Bharat existed when the entire world was facing a pandemic situation due to covid-19 and thus India had come up with the idea of a self-sufficient country. The aim was to strengthen the economy by promoting domestic production, improving startups, supporting employments, reviewing supply chains, and encouraging people for that sake the government had announced a special economic package of Rs. 20 lakh crores under the Atmanirbhar Bharat Abhiyan. By considering some factors India can become a self-sufficient nation. As our nation has many skilled youngsters, entrepreneurs who can build up startups. Also, India has great opportunities and numerous resources with highly skilled people. We can together make India a self-reliant nation in the upcoming years. Manufacturing Personal Protection Equipment (PPE) kit has already set a big example. PPE manufacturing industry has established a new market which is worth Rs. 10000 cr. In two months of its initial stage of the business, it has made India a strong nation and India is now the world's second-largest supplier of PPE kit.

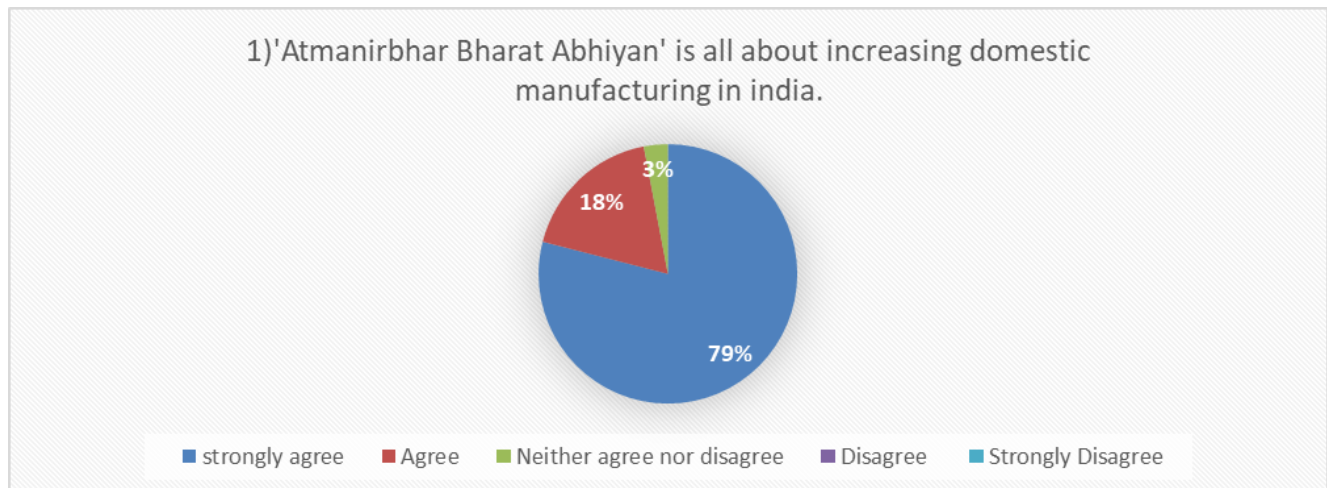
(The Economic Times, 2021) This article focuses on the idea of a self-sufficient India respectively. This shows the impact of the make in India term which boosted the Indian economy with many employment opportunities, which developed the manufacturing sector, that decreased the number of imports and increased the number of exports on the other hand. The success of this initiative is observed in a very short period. The domestic, as well as international companies, are now ready for manufacturing units in various parts of India. This will create a new job for Indian people which will directly impact the Indian economy. If the Indian economy grows, it will get a better infrastructure as well. So, all together it will help to raise the economy in the Information

technology (IT) sector, power sector, and infrastructure sector. In the India current situation, the medical and oxygen supply is deficient in India. In order to convert nitrogen generators to oxygen generators, demonstrated units have been set up by the Indian Institute of Technology, Bombay. This plan has tested 96% successful and can use this technique to generate oxygen which will lead to a decrease in the import ratio of oxygen because the manufacturing plants are in the country itself. There is another example of reliance industry limited which has started producing medical liquid oxygen and now has become India's largest producer for liquid oxygen. 11% of India's total production of medical liquid oxygen is now produced by the Indian Institute of Technology, Bombay.

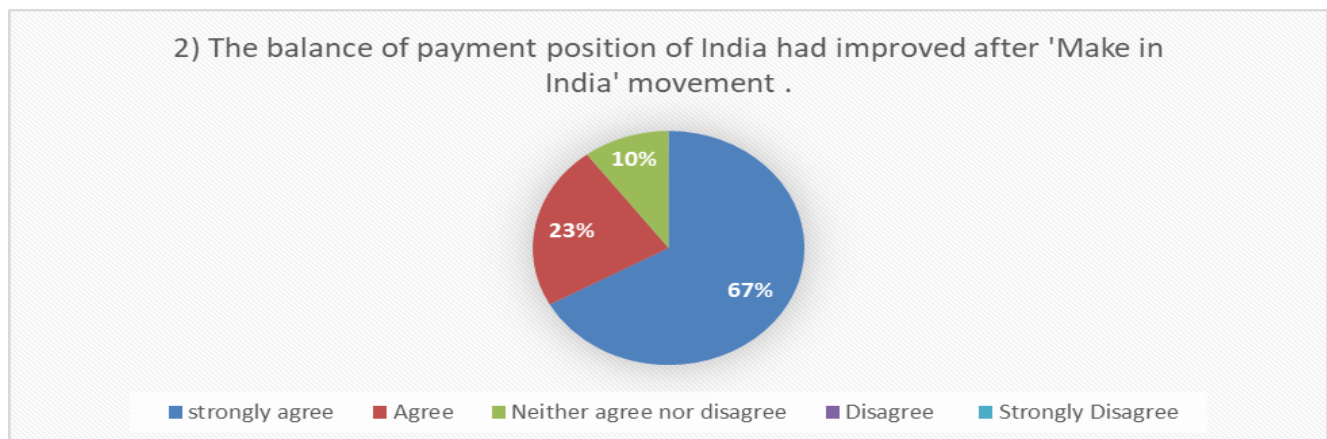
India has started manufacturing a large number of vaccine production within the country itself which ultimately, helped our country to grow economically as we are manufacturing the product within the country and not are dependent on any other countries. During the pandemic disasters, India not only produced vaccines but also taken a great step to drive vaccination campaigns all over the country. India became the fastest country for vaccinating the Indian people. PM Narendra Modi said that made in India vaccine is also an example of Atmanirbhar Bharat and now India has become capable enough to serve medicines and vaccine dosages outside the country.

(Business Insider India, 2021), the export policy is rooted in Atmanirbhar Bharat. This article focuses on the objective of Atmanirbhar Bharat to enhance the export. Atmanirbhar Bharat Abhiyan which was 10.17 billion last year has increased now to \$30.21 billion in April this year. The Atmanirbhar Bharat Abhiyan, indicated export growth by 60.29% from last financial year and also increase the growth of export in commodities like gems and jewellery, leather, electronic goods, oil meals, the marine product, chemical raw materials, etc.

Data Analysis:

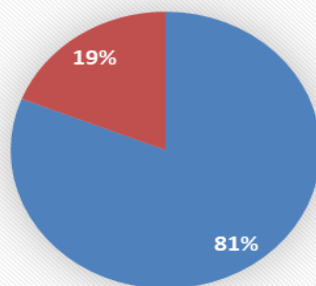


- 1) 79% of the respondents are voted for strongly agree. 18% of the respondents are voted for agreeing. Boosting domestic manufacturing and export under the Make in India movement and Atmanirbhar Bharat.



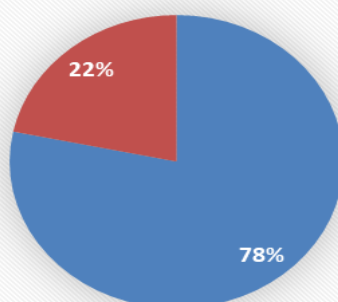
- 2) 67% of the respondents voted for strongly agree. 23% agree and 10% neither agreed nor disagreed. Increasing the export by manufacturing the products in India, so that our balance of payment will increase and the import will decrease.

3) Development of Covid-19 vaccine is a major step towards "Atmanirbhar Bharat Abhiyan"



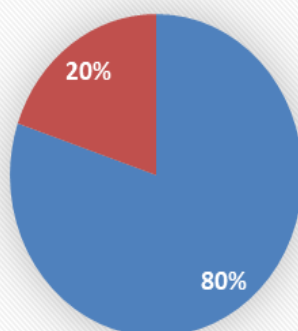
- 3) 81% of the respondents are voted for strongly agree. 19% of the respondents are voted for agreeing. Made in India vaccines are a symbol of Atmanirbhar Bharat.

4) During the coronavirus pandemic, India started manufacturing PPE kit and now is the second largest world supplier of PPE kit.



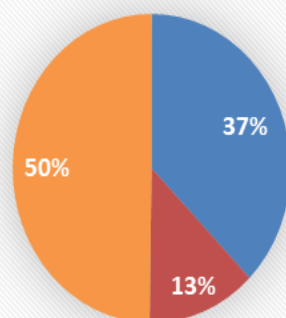
- 4) 78% of the people are voted for strongly agree. 22% of respondents voted for Agree. PPE manufacturing industry was establishing a new market which was worth Rs. 10000cr. In two months of its initial stage of business. This has made India a strong nation.

5) Small scale industries and start-ups have got boost due to 'Make in India' movement.



- 5) 80% and 20% of the respondents are voted for strongly agree and agree. The impact of 'Make in India movement' will boost the Indian economy which will establish employment opportunities, new visions, ideas.

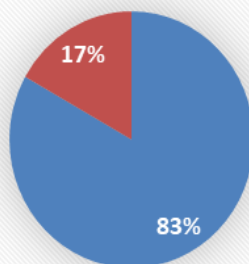
6) India has started producing raw materials for the vaccines after the USA denied to send the materials to India



■ strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree ■ TOTAL

- 6) 37% of the respondents are voted for strongly agree. 13% of the respondents agreed. India started manufacturing a large number of vaccine production with the country itself, the Indian vaccine – Covaxin, Covishield.

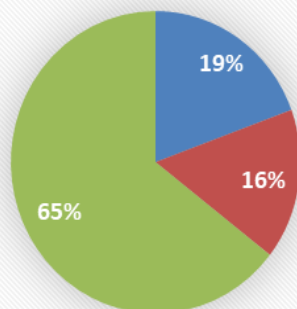
7) PharmEasy, CRED, ShareChat, Gupshup are some of the successful start-ups in India.



■ strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree

- 7) 83% of the people are voted for strongly agree. 17% of respondents are voted for agreeing. Since the government banned Chinese apps Indian developers launched their new apps in India.

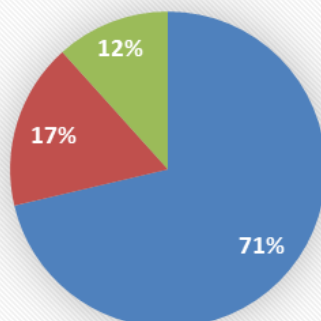
8) India's self-reliant policies aim to be protectionist and intends to cut India off from the rest of the world.



■ strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree

- 8) 65% of the respondent are voted for neither agree nor disagree. 19% of the respondent are voted for agreeing. 16% of the respondent strongly agreed.

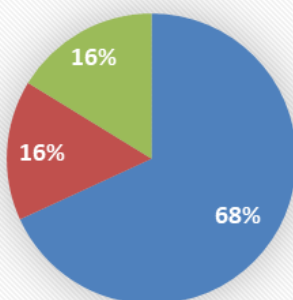
9) Atmanirbhar Bharat will help in decreasing Indian imports.



■ strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree

- 9) 71% and 17% of the respondent are voted for strongly agree and agree. 12% of the people are voted for neither agree nor disagree. As we are focusing on import substitution and increasing the export by manufacturing in India.

10) Atmanirbhar Bharat Abhiyan helps to strengthen the economy and also helps to reduce trade deficit.



■ strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree

- 10) 68% of the respondent voted for strongly agree. 16% of the respondent are voted for agreeing. 16% of the respondent are voted for neither agree nor disagree. This Abhiyan primarily focuses on import and export that is the imports of our country will decrease and exports will increase. So, it mainly implicates our economy and helps to strengthen the economy and helps to reduce the trade deficit.

Hence,

H1: Atmanirbhar Bharat movement will positively impact the Indian economy, has been proved.

H0: Atmanirbhar Bharat movement will harm the Indian economy, which has been rejected.

SUGGESTIONS :

- 1) Indians must buy made-in-India products to an optimum extent.
- 2) Indians should encourage local producers by buying their goods in order to support the 'Vocal of Local' movement.
- 3) Promotion of the 'Make in India' movement should be enhanced by investing in India and Indian startups which will empower investments in India.

CONCLUSION:

Atmanirbhar Bharat movement pledges to deliver benefit to every citizen of India. The primary aim of this Abhiyan is to create a country self-sufficient. Atmanirbhar Bharat is an advanced version of make in India movement. Atmanirbhar Bharat Abhiyan is the movement to empower the Indian citizen and economy. As per the primary and secondary database, the overall conclusion of this research is the objective of Atmanirbhar

Bharat is to enhance the export and it also helps to decrease import. The Atmanirbhar Bharat Abhiyan promoted various creative, innovative products and ideas invented by India. This movement aims to motivate Indian citizens and closed steps to help small businesses, startups, enterprises, and manufacturers like CRED, Pharmeasy, Gupshup etc. The employment rate will increase as more Indian startups launched their idea and innovation. India's GDP and mainly supply chain will improve. The main focus of the Indian government was to reduce dependence on other countries for services, goods, technology, and revenue. It emphasized domestic resources to resist foreign interference, as it was stressed that the dependence on the imported goods and services. Also, India started manufacturing the vaccines and exporting the vaccines to other countries by which we are generating revenue by exporting. The Atmanirbhar Bharat Abhiyan promoted various creative, innovative products and ideas invented by India. The main thrust of Atmanirbhar Bharat is also to make India an economy that is self-reliant and self-sufficient.

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A STUDY ON SOCIAL MEDIA MARKETING AND CONSUMER PERCEPTION TOWARDS SELECTED SOCIAL MEDIA WEBSITES

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ABSTRACT

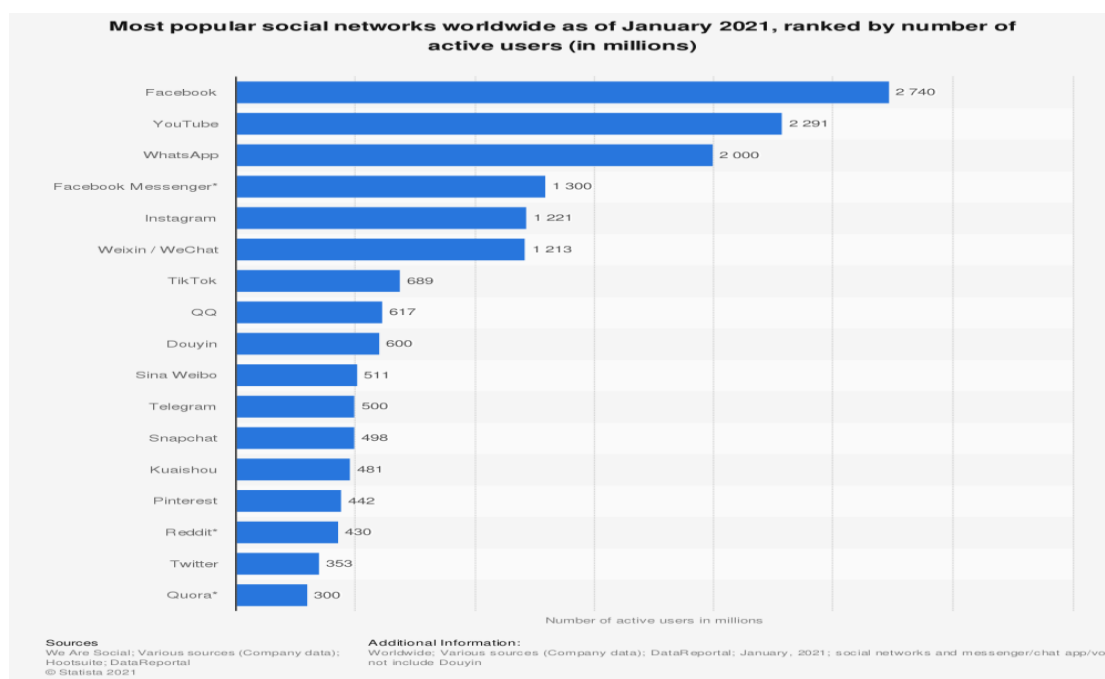
Social Media is the magic word for the online marketers. Social media is used as a one of the most essential online marketing tool by the marketers. As it has specific features which attract the marketers most. The basic thing of marketing is Segmenting Targeting and Positioning and the social media provides it in a proper required format which in return creates a great impact on consumer perception and motivate towards purchase. Innovative technology such as Artificial Intelligence make the marketing task much better to target the potential and prospects. This research study tries to explore the social media techniques used by marketers for marketing communication and its impact on consumer perception.

Key Words: Social Media Marketing, Marketing Communication, Marketing Tools, Consumer perception

INTRODUCTION

Social Media is technology which allows to share information, idea, online communities and socializing virtually. It is described as the user generated content were the users text post or comment on others content, post photos, post videos etc. Social Media has given a new platform for each and every particular to have his identity online. Social Media websites such as Facebook, Twitter, Instagram, LinkedIn, Tumblr, Weibo etc. Few social media websites with their users are as follows, Facebook has 2.6 Billion registered users, Instagram has 1.074 billion, LinkedIn has 740 Million. LinkedIn website is used by the professionals, used specially for the recruiting in a professional jobs.

Social Media Marketing is the marketing communication activities performed on social media website. Social media gives the ready platform for the companies to identify, select and try to reach the selected prospects. Identifying the need of marketing communication and the increasing demand of companies, social website technologies has continuously went on upgrading as per the requirement. This technology provides facility to identify the potential customers and to target them. For targeting it can be done specifically using different demographic parameters such as age, gender, income, education as well as geographic parameters such as your country, state, district, locality (i.e. location), educational college location, job location, business firm location etc. All the information provided makes the marketers task easy to target a group of target customers depending on age, gender etc.



Source : Statista2021

Above graph shows total number of active users of social media in millions.

REVIEW OF LITERATURE:

Researcher Gulzar Asma & Maqbool Misbah in their study try to investigate the potential of social media marketing as a digital marketing tool and how this is affecting to customer perception and converting them from prospects to customer. Researcher suggest social media marketing has a positive impact which motivate customer to follow brand which lead to purchase intension. In other way the negative impact effect the involvement of the consumer.

The study explores the relationship between intention factor and buying behaviour on social media. The study reveals that perceived value is the factor that creates impact on consumer buying behaviour on social media. Hence, the researcher suggest that in marketing strategy the marketers should focus on perceived value and make consumer aware the perceived value of the product during social media ads. To increase the customer involvement positive reviews of customers on social media also creates positively impact on buying behaviour.

The researcher Bindia Daroch in the study tried to identify customer reaction towards social media ads and the factors that influence their perception towards ads. The study reveals that ads attract users to purchase products even they are not plan to purchase or require the product. Factors that influence customer are : information provided, recall of product, interactivity, visibility and planning.

FACEBOOK :

Facebook is the first social networking website which started in the year 2004. Facebook monthly active users are 2.7 billion, 25 - 34 is the age group which is largely used that is 26.3%, 44% are female and 56% are male users. It went on developing its technology as per the need of an hour. Its features like live broadcasting from the users Facebook Page, Creator Studio updates and Messenger into the Page Inbox made having an effective features which attract the users most. Facebook provides special features for marketers such as Call to action button : It is the feature which provides other sub features like Booking appointments, Making a reservation, Contacting your businesses via email, phone, or chat, Downloading an App and Making a purchase , Royalty-free music : It allows user to add music to the video while creating video content creation, Updates to live video : It provides facility to live broadcast from the facebook page, Facebook Watch Party updates : Live screening of the prerecorded videos that facebook host, Creator Studio updates : It is used to create and manage the contents and ads on facebook and provides the analytics for follow up of loyal followers and regular visitors, Facebook Pages to Watch feature : This feature allows to track of their competitor , Export your Facebook Page Reports : It provides facility to export the data on your device for further study and analyzing the data, More visibility for Facebook Groups : It gives benefit to add groups tab to the home page.

Facebook generates revenue mainly from the advertisements, by mid of 2020 there were 9 million active advertisers. Engagement rate of this advertisements are as follows Alcohol : 0.12%, Fashion : 0.03%, Financial service : 0.11% , Food and beverage : 0.10%, Health and Beauty : 0.05%, Higher Education : 0.15%, Home Decor : 0.06%, Hotels and Resorts : 0.13%, Influencers : 0.12%, Media : 0.05%, Nonprofits : 0.12%, Retail : 0.08%, Sports Teams : 0.18%, Technology and software : 0.02%. Higher Education, Sports Teams, Hotel and Resorts are among the high engagement rate advertisers. The Median of engagement rate is 0.09%. These advertisements post are generally are photos, links, Videos and the Status among which links and photos are highly preferred by the advertisers for post.

INSTAGRAM:

Instagram was started in the year 2010 later taken over by Facebook. Instagram as 1 billion monthly active users, it has high users of 22 - 34 age group, from all users 57% users are female were as 43% users are male. As compared to Facebook, Instagram has more female users. Instagram introduced more new features in the year 2020 in order to fulfill requirement of advertiser and for the easy and convenient for users to shop.

Instagram has a feature to reach selected users and target and provide required information for further user action. Instagram has the following features for advertisers such as Video post : It allows to post 60 seconds video and along with this you can add filter for location, users etc., Live Video: It provides live video streaming feature using which you can go live and the followers get push button using it they can watch video, like it, share it or comment after live video is completed it gets stop streaming but you cannot save the video, IGTV : it is app in instagram which provides marketer to upload a video up to an hour, Stories Feature : It is just like snapchat it has users add clips of photos or videos and it is displayed for 24 hours for users, Promote : Promote feature allow user to convert its post into promotional add and where to send which means which area users to be send and for whom it should be visible, Ads Manage : which facilitate user to create multiple platform ads and can be used on instagram as well as Facebook and more such platforms, Engaging ad formats : it provide user facility to connect with customer and build relationship and manage it.

Engagement rate of all industry advertisement on Instagram per post is 1.22%. As compared with Facebook engagement rate on Instagram is higher than Facebook. 90% of US marketers feel Instagram is most important social media platform for influencer marketing. The top most two effective content type are through posts 78% and through 73%.

TWITTER:

Twitter was started in 2006, it has 187 million active users. Among users largest users are of 30 - 49 age group that is 44% of the total users. Among 187 million users 32% are female and 68% are male users. Twitters mainly provides services are news and social networking.

Twitters features for marketers are as follows Keyword targeting : you can reach and target the users who have used a particular word or hashtag in the last seven days on other social media like Facebook such facility is not possible, Tweet engager targeting : it is another way to target the interested customers in this feature the marketers identify and target the recent users who saw the tweet or engaged with it, Tailored Audience : Birdsong Analytics tool provide the feature to download any list of followers of any twitter account and create your own target audience list, Low cost per click : Price of click is based on auction and the people willing to pay hence, marketers feel the pricing on twitter is cheap because of less competition.

Twitter engagement rate of all industries per tweet is 0.045% the engagement rate was stable consecutively for three years. Engagement rate of this advertisements are as follows Alcohol : 0.081%, Fashion : 0.030%, Financial service : 0.066% , Food and beverage : 0.064%, Health and Beauty : 0.030%, Higher Education : 0.091%, Home Decor : 0.030%, Hotels and Resorts : 0.040%, Influencers : 0.043%, Media : 0.008%, Nonprofits : 0.063%, Retail : 0.031%, Sports Teams : 0.066%, Technology and software : 0.027%. Higher Education, Financial service, Food and beverages are among the high engagement rate advertisers. The Median of engagement rate is 0.045%.

LINKEDIN:

Linkedin is specially designed and for professional use and it is world's largest professional networking site. It is used precisely for business purpose for recruiting and customer acquisition. Linkedin has 722 million users globally, 92% of B2B marketers use it for organic content distribution over the network. 14 million jobs are listen on it, 80% of the linkedin members drive business decision and on this platform every minute 3 people are hired.

Linkedin features for marketers is as follows : Creating company profile : Its free to create a company page by creating you reach the global audience, Finding targeted customers : you can select to which business we want to target, LinkedIn Analytics : It provides a facility to evaluate the efforts taken on it, Lead generation forms : It automatically populates based on the member's LinkedIn profile data.

SOCIAL MEDIA ADVERTISING AND CONSUMER PERCEPTION:

By the late of 2019 the average price paid by the marketer for ad, seen by thousand users, went on decreasing and down by 30% every year on the other side users are clicking less which is also decreasing by 0.6% every year. Because of post in the form of videos and stories the more and more people are seeing ads and it attracts and engages the users with marketers. Among private and public social post or feeds, 52% of feeds receive the response from the public social feeds. Social media advertisements which are weak create less response, with in a second users are clear with their attitude and decision to follow it or not.

In 2020, social media gained 490 million users in this year it was 13.2% increase were as in previous year it was 7.2%, 90% of internet users use social media. 44.8% of the global internet users use social media for searching brand information, 56% of girls and women between age group 16 to 24 do research on social media.

57% of users follow a brand on social media advertisement to learn and get information about new product while 47% follow brands to stay up to date with company news and information. On social media consumers after following brands they engage with it in various ways such as visiting website, downloading apps and even buy the product. 91% consumers after engaging with brand they visit website or app, 89% buy the brand and 85% recommend the brand to a family or friend. On the other hand reasons why consumer do not follow a brand on social media are 49% consumers say because of poor quality of product or support, 49% for poor customer service, 45% consumers unfollow as the content is irrelevant and 45% feel because of too many ads they do not follow the brand. Consumers like contents in ads to engage with such as, 68% consumers prefer images, 50% like videos and 30% prefer text based post.

CONCLUSION:

Facebook is the first social networking website with highest active monthly users and LinkedIn has minimum users. All the networking websites as there is high competition they provide variety of attractive features for marketers such as picture post, video post, status or story, live streaming and many other, which increases the marketing communication. Most vital in the social media marketing is the engagement rate for Facebook Higher Educational post as well as Hotel and Resort have highest engagement rate were as for Twitter it is Higher Education and Financial service. Customer prefer posts like videos and stories which increase more chances of customer and marketer engagement. Customers follow ads to get more information and stay updated with latest updates.

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E- WALLETS & UPI: A FUTURISTIC APPROACH TOWARDS DIGITAL INDIA

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ABSTRACT

This Research Paper examines the awareness level of people of different areas in India about e-banking facilities like E-WALLET and UPI and how much usage of these apps has increased in day to day life after demonetization. The present study is conducted to get more information about the use of e-banking facilities for different purposes post demonetization in India. The demonetization resulted in huge growth in digital payments/transactions. With the government initiative such as Digital India and growth in use of mobile and internet are means to epidemic growth in use of digital payment. This transformation towards digital payments benefits in more transparency in transactions which empowers the country's economy and help the country to grow. The survey is conducted among all age group and income group of people male/female both. The objective of this research paper is to study the positive impact of Digitization on payment system. The present paper focuses on the analysis of the adoption level of these digital payment systems by customers of all groups. In this survey we have almost 160+ respondents. The survey was done on rural as well as urban customers of both public and private sector banks. It is observed that urban female youth have higher awareness and usage of e-banking whereas rural women have noticeable awareness about e-banking but level of using digital banking is very low. Further stepwise data is collected to determine the factors that contributed in creating awareness and use pattern of e-banking. Finding of the study are helpful for banks to improve their e-banking facilities, making their websites user/customer friendly and improving awareness/ knowledge and usage of e-banking.

Keywords E-wallet, UPI, Digital Payment, Demonetization, Digital India

INTRODUCTION

The banking sector is the lifeline of today's modern economy. It is one of the important pillars of the financial sector, which plays a very important role in the functioning of an economy. It is very important for economic development of any country that its financial requirements of trade, industry and agriculture are met with higher degree of faithfulness and responsibility/duty. Thus, the development of a country is integrally linked with the development/growth of banking sector.

The government's decision to ban Rs. 500 and Rs.1, 000 notes on November 8, 2016, to restrain black money and terrorism financing through fake/feigned notes has called up mixed reactions. Demonetization has affected the daily lives of millions of peoples, which includes small sector domestic workers, small traders, farmers etc.

In the study, track way demonetization has led to the expeditious/quick adoption of e-wallets, and credit and debit cards as a means of payment. Such digital payments have in a large way replaced cash transactions at least in urban areas and somewhat in rural as well. Many economists and socio-political researchers also believe that the country's way to digitization was smoothened and the time to achieve a cashless society has been compressed.

The path toward digitization in India started with the e-procurement start-ups, such as FlipKart, Jabong, and Snapdeal etc. These e-tailors helped begin the process of taking/influencing customers to online channels in the country. Most of these e-tailors conduct the major proportion of their business through cash, but what they did do and is continuing to do is familiarize people with the convenience of online channels and cash less transactions. While there is no evidence of e-tailors benefiting after about 86 percent of the currency in circulation by value in India was withdrawn, business at large fintech companies, popularly called e-wallet firms, have grown. According to media reports, including in the Economic Times, transactions in e-wallet companies had increased by more than 700 % in the first few days after demonetization occurred.

Slowly, but surely, digital transaction is becoming popular. Not just in India, but in other countries as well; despite the fact that, the rate of acquisition is different. In countries, such as the US and Netherlands, a large proportion of the transactions are through digital/online modes of payment, while in others, such as Italy, cash retains on prime position. In India, many people in rural areas and the informal sector do not aware about/ do not have bank accounts. About 43% lack access, according to different reports and surveys, despite the government's efforts to improve financial involvement. Even those who have bank accounts may not have easy approach to a physical branch or may hang back before using a bank account because of a lack of familiarity

and knowledge about usage. However, the internet and the sharing economy cannot be wished away in our country or across. As internet connectivity increase, the digitization of the economy is legitimate.

As a part of Digital India movement, government of India also highlighted on digital payment system. To give boost and better encampment of digital payment system government also setup number of new modes of digital payment under National Payments Corporation of India (NPCI). It is an umbrella organization for all vend in India.

It facilitates fund transfers, payments, horse trade of securities. These value-added services made banks —virtual, where physical presence can be omitted. Banks provide following e-banking facilities

1. Viewing account balances
2. Viewing recent transactions
3. Downloading bank statements in pdf format
4. Viewing images of paid cheques
5. Ordering cheque books
6. Downloading periodic account statements
7. Downloading different apps for M-banking, E-banking etc.
8. Fund transfers
9. Third party payments, paying bills
10. Investment purchase or sale
11. Loan solicitation and transaction, EMI payments
12. Register utility billers

UPI:

Unified Payments Interface (UPI) is a system that empowers different bank accounts into a single mobile application of any participating bank; merged several banking features, logical fund routing & merchant payments into one hood. It also serves to the co-worker collect request which can be scheduled and paid as per requirement and comfort. Every Bank provides its UPI App for Android, Windows and iOS mobile platform.

MOBILE WALLETS

A mobile wallet is a path to carry cash in digital pattern. You can tie-up your any card information in mobile device to mobile wallet application or you can transfer money online to E-wallet. In lieu of using our physical plastic card to make transactions, we can pay with your smartphone, tablet, or smart watch any device. An individual's account is required to be associated to the digital wallet to load money in it. Most of the banks have their own e-wallets and some private companies e.g. Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc.

LITERATURE REVIEW

Pawan Kalyani (2016) in their paper “An Empirical Study about the Awareness of Paperless E-Currency Transaction like E-Wallet Using ICT in the Youth of India” presented the use, pros and cons of virtual wallets especially in India. He also provides information on certain issues being faced by the E-Wallet companies. Other problems like data security, smart phone issues, and market penetration and user acceptability were also discussed.

Poonam Painuly and Shalu Rathi (2016) in their research paper “Mobile wallet: An upcoming mode of business transaction” have analyzed that with help Mobile Wallet business transactions would be take place easily and also concluded that business sectors like banking, retail, hospitality etc., are making use of wallet money and mobile payment instruments including contactless and remote payment in the customers –business and customers to customers areas

Prof. Trilok Nath Shukla (June 2016) in his paper, “Mobile Wallet: Present and the Future” has examined about different types of mobile wallet, its working, merits and demerits. He also concluded that mobile wallets provide many opportunities to businessmen and digital businesses to engage more consumers.

RESEARCH OBJECTIVES

1. To study the effect of demonetization on digital payment.

2. To study the consumers perception towards E-Wallets & UPI.
3. To study the difference between growth in different mode of digital payment before, during and after demonetization.

HYPOTHESES OF THE STUDY

- H0 - There is no contribution of E-wallets and UPI in Digitalization of India.
- H1 - There is a significant contribution of E-wallets and UPI in Digitalization of India
- H0 - There is lack of awareness of the use of E-wallets and UPI amongst Individuals.
- H1 - There is adequate awareness of the use of E-wallets and UPI amongst Individuals.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

This research is primarily a Case Study research to be developed through Descriptive methods by involving the participants as users of E-wallets & UPI.

SAMPLE SIZE

Primary data will be collected from 167 respondents who will be the users of E-wallets & UPI, located in Mumbai.

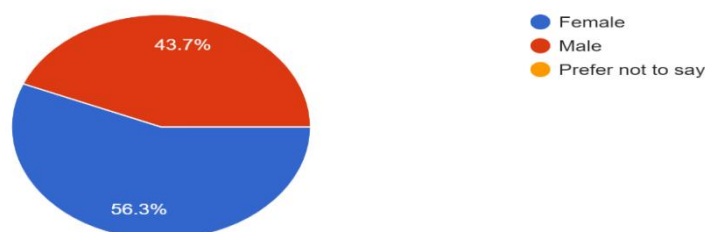
DATA COLLECTION METHODS AND INSTRUMENTS

This research shall use primary data as well as secondary data. Primary data is mainly in quantitative form. The primary data shall be collected through Survey Method. The survey will be conducted through a Questionnaire as instrument of data collection. Secondary information shall be collected through authentic reports, journals, books, manuals, research reports, newspapers and available online sources.

DATA ANALYSIS AND INTERPRETATION

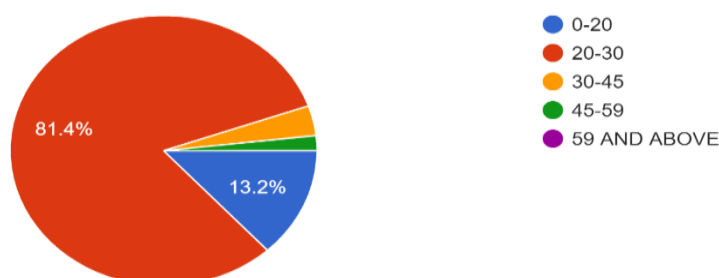
The collected data of 167 respondents has been analyzed and presented through Pie Charts and Bar Graph

GENDER
167 responses



Out of 167 respondents, 56.3% were the females while 43.7% were the male. As per the survey, females responded more than males.

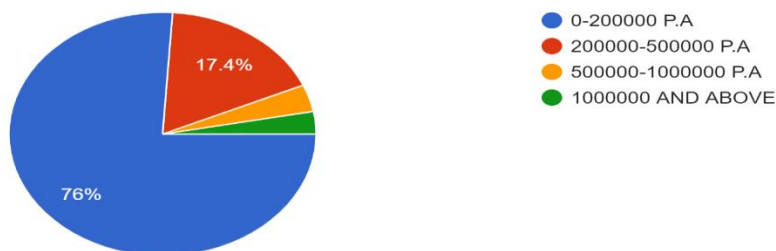
AGE GROUP
167 responses



Among the 167 respondents, 81.4% people were from the age group of 20-30 years. Whereas very few people were from age group 45-59 years. And a small group of people around 13% were from 0-20 year age group. It shows that our young generation is more familiar with digitalization.

INCOME GROUP

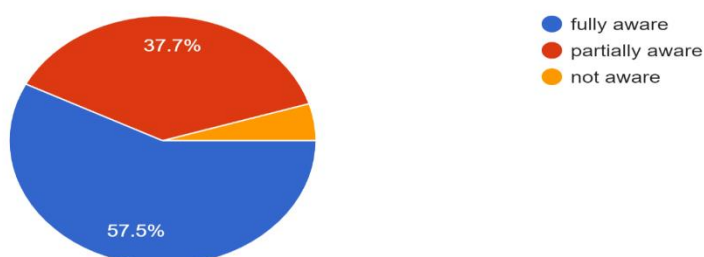
167 responses



As we talk about income group of people more than 75% of respondents are from 0-200000 pa. Income group. 17 percentages of people are from 2-5lac pa. Few are above 5lac pa. Income group.

Are you aware of functions of e-wallets and UPI?

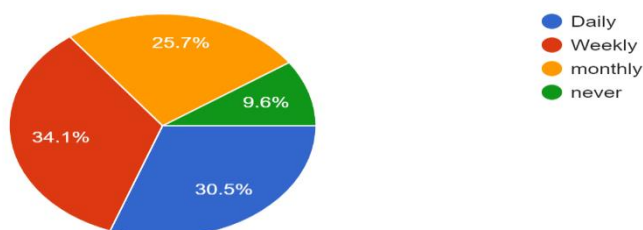
167 responses



When we did the survey we got to know that more than 55% of respondents are fully aware about the functioning of e-wallets and UPI. Rest 37.7% of people is partially aware and few are unaware of digital banking system.

How often do you use E-wallets & UPI

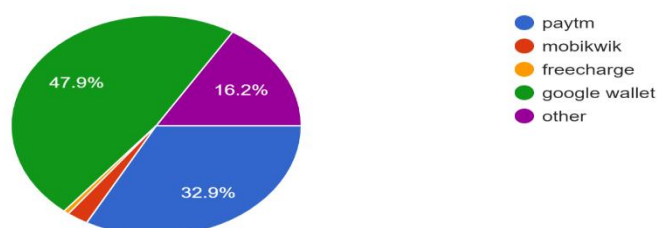
167 responses



According to the survey it's almost used by all people whether it is daily, weekly, monthly. There are 9.6% of people who have never used digital banking system.

which E-wallet do you prefer most of the time?

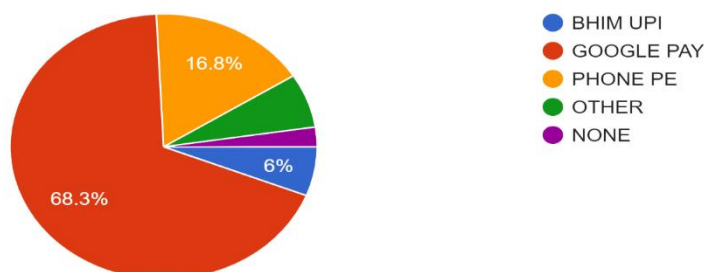
167 responses



This shows that people love to use google wallet as compare to other wallets. After Google wallet respondents second choice is Paytm. Rest prefers/uses other apps.

which UPI app you prefer the most while transacting online?

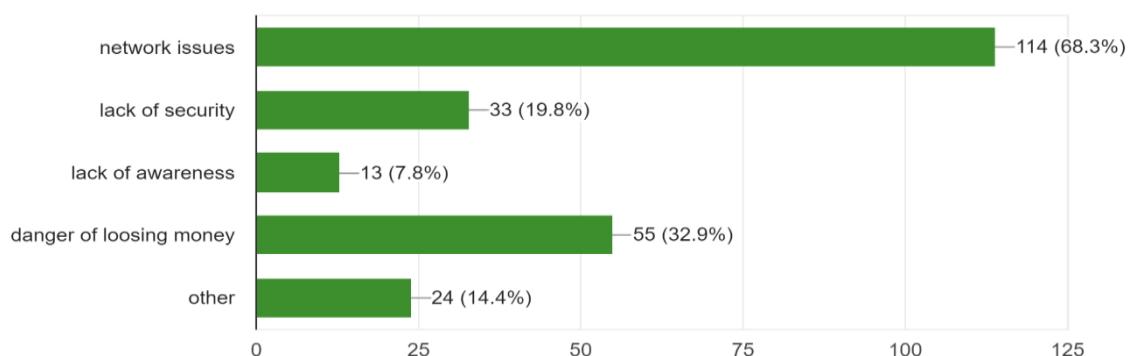
167 responses



If we talk about UPI'S respondent's choice is Google pay. More than 65% prefers Google pay over any other app. than few prefers BHIM UPI /PHONE PE.

what difficulty you feel while using E-wallet/UPI?

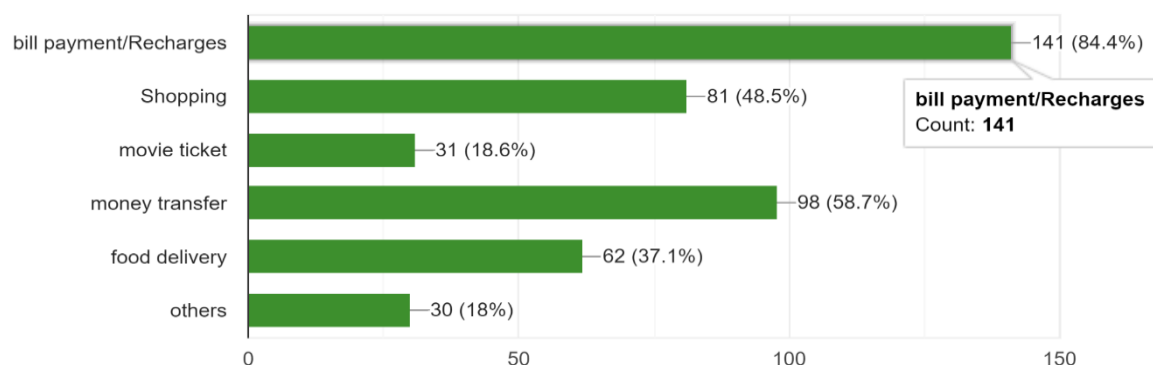
167 responses



As per this statistic nearly 70% people are facing network issue while transacting this leads to danger of losing money and lack of security as well. There are people who are not aware of digitalization of banking system.

your purpose of using E-wallets & UPI?

167 responses



Most of the people (around 85%) use these apps for bill payments and recharges. Large number of people uses these facilities for shopping/movie ticketing/money transfer/food delivery etc. around 18% people uses these for other purpose.

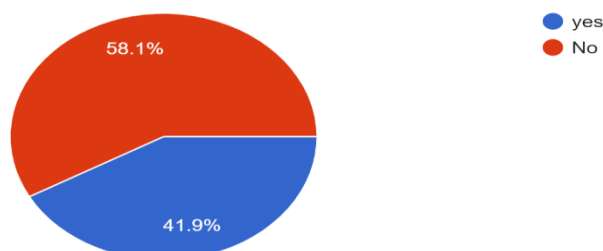
According to you which is more reliable?



It can be clearly seen that people's choice is UPI over E-wallets. They found UPI transactions more reliable, time saving, speed, available. Respondents found UPI more convenient and they get more rewards/offers and discounts over E-wallet applications.

Do you feel safe while you provide your bank information to any app?

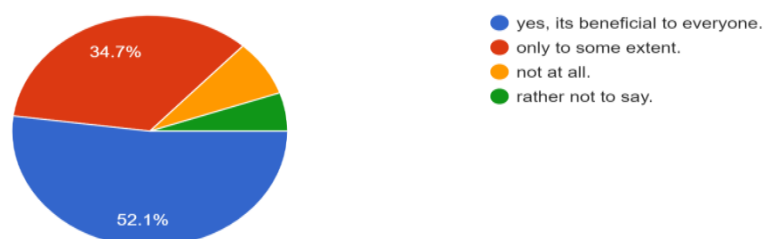
167 responses



The most important question arises is of safety. Here in India people don't feel safe transacting online. They are not comfortable giving their bank information due to lack of security in Indian banking system. There are many fraud cases related to hacking / fake calls and many more. Due to all these people now a days are not comfortable giving their bank information to any other apps.

According to you, in this COVID-19 SCENARIO the digital facilities which are provided by various banks are beneficial or not?

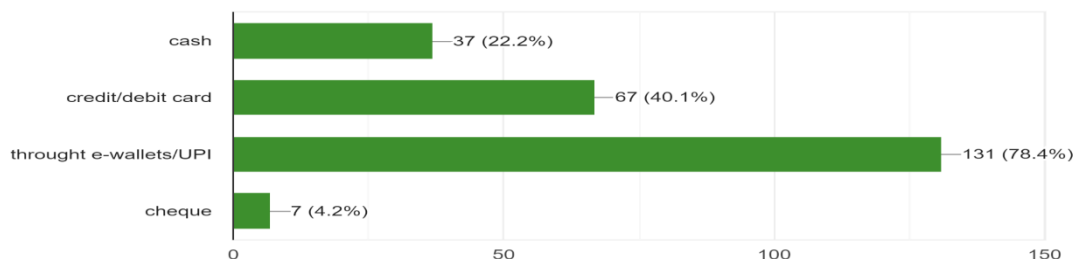
167 responses



If we talk about the current scenario, according to me it's very helpful and too much beneficial because more and more cashless transaction may help India to fight against covid-19. In survey also nearly 85% respondents agree to this. They also find it beneficial.

what is your mode of payment in this COVID-19 situation?

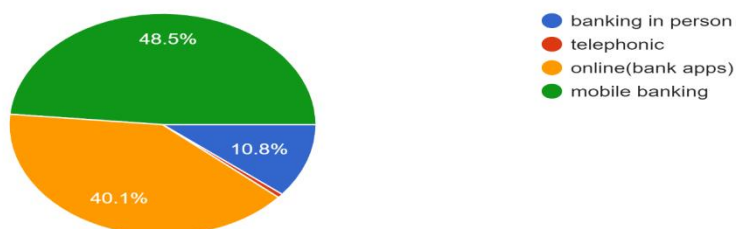
167 responses



Due lack of security and awareness around 22% respondents using their mode of transaction as cash which is also not safe to some extent as per covid-19. Rest 78% is familiar with e-wallets /UPI. Nearly 40% are using cards to transact which is safer than cash transaction.

which mode of banking is more comfortable to you?

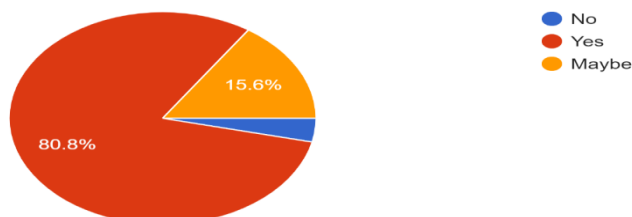
167 responses



Nearly 90% of respondents are using online/ mobile banking as their mode of banking. 0.3% is with telephonic and nearly 11% are with banking in person.

according to you banking sector adopting these digital technologies will help india to grow in future?

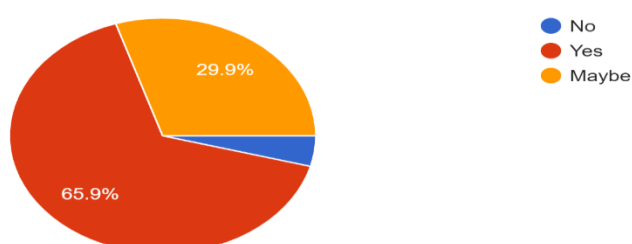
167 responses



According to me as well as the respondents YES the digitalization in banking sector will definitely help India to grow in nearby future. Very few people are not agreeing with this statement and around 16% are not sure. It will surely help India to become developed country in near future.

Do you think E-wallets & UPI helps in making India fully Digital

167 responses



As per survey, 66% of people are agreeing with this statement. Rest 30% is not sure. And there are people who thinks that these things will not help in making India fully digital in any which way.

LIMITATION OF THE STUDY

- Study is limited to respondents who will be available during survey in the Mumbai.
- Sample size will be 167 respondents.
- Many respondents are from age group 21-30 thus it does not cover all age group.
- Due to Covid 19 and Lockdown offline survey is not possible.

FINDINGS

1. 60% rural people do not have ATM. It restricts them to use e-banking services
2. 90% swipe machines are far from the reach of rural people.
3. 83% of rural people are unaware about digital transaction.
4. The awareness level about e-banking is more in urban areas in compare to rural areas.
5. The use of e-banking services in urban areas is more than rural areas.
6. After demonetization awareness about e-banking is significantly increases in both rural and urban areas.
7. Rural people are facing difficulty in using banking sites due to lack of infrastructure or education.
8. Payment through mobile increased by 13%
9. 63% people are happy with demonetization.

CONCLUSION

If we talk about conclusion of demonetization, in one word it's successful.

We can elaborate in detail as;

1. Many people get to know about working of banking system for the first time.
2. Reduced cash transactions will impact reduced generation of black money (kaaladhan).
3. Sleepless nights for all illegal business holders, they are always scared about modi's next move.

As per the survey people do think that after demonetization the term digitalization came in to existence. This is because after demonetization people do not had any other option for transacting and this lead India to cashless economy to the certain extend. People believe that this digitalization in banking sector will help India to grow in near future.

We also concluded that people aren't sure with the security provided for transacting, they still feel unsafe because there are many fraud cases hacking cases they have fear of losing money hence they hesitate to provide their bank information to any other app.

SUGGESTIONS

According to the survey, what we have concluded that people are afraid of losing their money and they do not trust online banking that means there is lack of security.

That means the security for online banking should increase and awareness among people should be spread. On online fraud there should be strict punishment so that people will not hesitate using digital system. Apart from this, awareness campaign on local level should be done.

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A COMPARATIVE STUDY OF CUSTOMER'S SATISFACTION TOWARDS DIGITALIZATION IN PRIVATE AND PUBLIC BANKS IN THANE DISTRICT

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ABSTRACT

Economic globalization has triggered competition and created an environment of rapid change with the help of information and technology. At present banks are acknowledging cost of gaining a new customer is considerably higher than the cost of maintaining current customers, and therefore put a higher emphasis on customer satisfaction. Customers expect high-quality, quick and efficient services from banks. To fulfil customer's satisfaction, it is essential for banks to adopt digitalization. It is interesting to study customer satisfaction with public and private sector banks' services. Study conducted for customers of public and private banks in Thane district. A convenient sampling approach is used to collect a random sample of 120 customers. The statistical tools are applied at 5% level of significance. Study conclude that private sector banks are favoured by the majority of customers because they place a higher customer satisfaction and relationship building with their customers. According to customer's opinion about Digitalisation in private banks has higher satisfaction level then public banks

Key Words: Public Banks, Private Banks, Digitalisation, Customer's Satisfaction.

INTRODUCTION

The banking sector in India is emerging as a highly competitive field. As a result they are facing enormous challenges of attracting new customers and retaining the existing ones. Among the banks only consumer oriented banks are highly profitable. Customer satisfaction varies from consumer to consumer and bank to bank. That means satisfaction depends on psychological aspects, mental set up of the consumers and individual segments. Besides, consumers' expectation plays an important role in this regard. An ideal means to conquer the consumers mind is to provide speedy and quality services to them at a competitive price. The attraction, retention and building strong customer relationships through quality services must be at the heart of the modern banking system.

The Digital Banking definition is banking done through the digital dias, doing away with all the paperwork like cheques, pay-in slips, Demand Drafts, and so on. It means availability of all banking activities technology automated. Digital Banking gives you the opulence of freely available and performing all conventional banking activities 24*7 without having to personally go to a bank branch to get your job done.

While some segments that were directly hit by the COVID19 outbreak have dragged down the usage of the digital payment, some new sections have also emerged

Meanwhile, India's central bank, the Reserve Bank of India, has urged the general public to use the non-cash and contactless mode of payments (like NEFT, IMPS, UPI, and BBPS). It has also ensured that these modes are available round the clock to facilitate fund transfers, purchase of goods/services, payment of bills, etc.

At this backdrop, the main focus of this paper is to analyze the data collected from the customers to understand their different banking services.

RATIONALE AND GAP ANALYSIS

After conducting a review of researches done by various professionals a gap have been identified. The researchers had studied the aspects of internet banking, its introduction, its development, adoption by the customers, consumers perception about this service, its success and security related issues. But a very few researchers had studied the digitalisation service with respect to the private and public banks. This gap had been identified and it handled to the present research being undertaken

LITERATURE REVIEW:

- **Dr. (Smt.) Rajeshwari M. Shettar**(June 2019) in her article "Digital Banking An Indian Perspective" The study found that, digital banking is having enormous potential to change the landscape of financial inclusion.
- **Rajsee Joshi ,Ritika Goel,Shraddha Garg**(Jan 2019) in their article "A Study on Customers' Perception on Adoption of Digital Banking in Indian Banking Sector. The study establishes the fact that customers are

in the process of getting acclimatised with the notion of digital banking and that despite all the challenges, their perception towards digitalization is fast changing.

- **S.V.Mohana sujana** (Aug 2018) in his article "Digitalization In Banking Sector" As per this study Digital Banking is the most preferred door step service which has been accepted by the account holders who are educated as they find the services are easy to access and saves their time.

OBJECTIVES OF THE STUDY

1. To study Customers Satisfaction levels of Web Designing, Customer services and Assurance of transactions due to digitalization.
2. To understand the Customers Satisfaction levels of between Private and Public Banks.

HYPOTHESIS:

Null Hypothesis H₀₁: There is no significant difference in the Ease of Internet Banking due to Web designing across preferred Banks of the respondents.

Alternate Hypothesis H₁₁: There is a significant difference in the Ease of Internet Banking due to Web designing across preferred Banks of the respondents.

Null Hypothesis H₀₂: There is no significant difference in the Customer Services through Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H₁₂: There is a significant difference in the Customer Services through Internet Banking across preferred Banks of the respondents.

Null Hypothesis H₀₃: There is no significant difference in the Assurance of transactions through Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H₁₃: There is a significant difference in the Assurance of transactions through Internet Banking across preferred Banks of the respondents.

Null Hypothesis H₀₄: There is no significant difference in the Overall satisfaction for Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H₁₄: There is a significant difference in the Overall satisfaction for Internet Banking across preferred Banks of the respondents.

RESEARCH METHODOLOGY:

Research Design- A research design is the arrangement of conditions for collection and analysis of data that aims to connect pertinent to the research purpose with the current economy. The research design is the theoretical framework within which research is held. This research was descriptive in nature.

Descriptive research: The research undertaken is a descriptive research as it was concerned with specific predictions, with narration of facts and characteristics concerning Digital banking service provided by Public and Private Bank.

Sample Size: A sample of minimum 120 respondents were selected from various areas of Thane district.

Tools of Analysis: In this research the tools of analysis used will be percentages. SPSS software would be used to conduct Anova, Reliability analysis and Hypothesis Testing.

LIMITATIONS OF STUDY:

Study is conducted for 120 respondents. Convenience sampling method is used to collect data. Respondents in Thane city are considered for collection of primary data. Area of study and small sample size are limitations of the study.

ANALYSIS OF DATA:

Customer information related to the study of "Banking Transactions through Internet Banking" is collected through a detailed structured Questionnaire. Data related to the Demographics is rated, classified and presented in the following table:

		Frequency	Percent
Gender	Male	59	49.2
	Female	61	50.8
Age Group	Up to 25 years	37	30.8

	26 to 35 years	36	30.0
	36 to 45 years	28	23.3
	46 to 55 years	2	1.7
	More than 55 years	17	14.2
Educational Qualification	Up to HSC	4	3.3
	Under-graduate	0	0
	Graduate	22	18.3
	Postgraduate	60	50.0
	Professional	34	28.3
Occupation	Government Service	26	21.7
	Private Service	57	47.5
	Self-employed	11	9.2
	Pensioners	0	0
	Others	26	21.7
Annual Income	Up to Rs 5 lacs	56	46.7
	Rs 5 to Rs 10 lacs	23	19.2
	Rs 10 to Rs 20 lacs	25	20.8
	More than Rs 20 lacs	1	0.8
	Not Applicable	15	12.5
Preferred Bank	Private Bank	67	55.8
	Public Bank	53	44.2

The above table indicates that out of 120 respondents, 59 are Male, while 61 are Female respondents. Out of 120 respondents, 37 are aged up to 25 years, 36 are aged between 26 to 35 years, 28 respondents are aged between 36 to 45 years, 2 are aged between 46 to 55 years and 17 respondents are aged above 55 years.

Out of 120 respondents, 4 have studied up to HSC, 22 respondents are Graduates, 60 are Post graduates and 34 have a Professional degree. Out of 120 respondents, 26 are in Government Service, 57 respondents are in Private service, 11 are Self-employed respondents, none are Pensioners and 26 fall in the category 'Others' which include Homemakers, Students, Retired non-pensioners etc.

Out of 120 respondents, 56 have an Annual Income of up to Rs 5 lacs, 23 respondents have Annual Income between Rs 5 lacs to Rs 10 lacs, 25 respondents have Annual Income between Rs10 lacs to Rs 20 lacs and 1 respondent has an Annual Income above Rs 20 lacs. 15 respondents responded and 'Not Applicable'.

Out of 120 respondents, 67 responded 'Private Bank' as their preferred Bank, while 53 responded 'Public Bank' as their preferred Bank.

CRONBACH'S ALPHA TEST:

Test of reliability of scale: This test is used for validation of likert scale used in the questionnaire.

To validate the scale in this study Cronbach Alpha test is applied. Test is applied for all 110 respondents. Following table represents the results of the test:

Variable Name	No. of subgroups	Cronbach's Alpha	Result
Web Designing	4	0.728	Scale is reliable and accepted
Customer Services	6	0.768	Scale is reliable and accepted
Assurance	3	0.713	Scale is reliable and accepted

Above results indicate that Cronbach Alpha value is 0.724, 0.768 and 0.724 for the respective variables. It is more than the required value of 0.700. Hence the test is accepted. Conclusion is **scale is reliable and accepted**.

Descriptive Statistics:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Web Designing	120	20.00	96.00	67.93	14.24
Customer Services	120	40.00	100.00	77.41	13.70
Assurance	120	60.00	100.00	81.55	9.84
Overall Satisfaction	120	52.89	96.67	75.63	9.27

Above results indicate that mean satisfaction score for Web designing is 67.93 per cent. It is least among three variables. For Customers Services towards digital services mean score is 77.41 per cent. Mean score for Assurance of digital services is 81.55 per cent. Overall satisfaction is 75.63 per cent.

HYPOTHESIS TESTING:

Null Hypothesis H_{01} : There is no significant difference in the Ease of Internet Banking due to Web designing across preferred Banks of the respondents.

Alternate Hypothesis H_{11} : There is a significant difference in the Ease of Internet Banking due to Web designing across preferred Banks of the respondents.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

ANOVA					
Web Designing					
	Sum of Squares	df	Mean Square	F	p-value
Between Groups	2620.457	1	2620.457	14.355	.000
Within Groups	21541.010	118	182.551		
Total	24161.467	119			

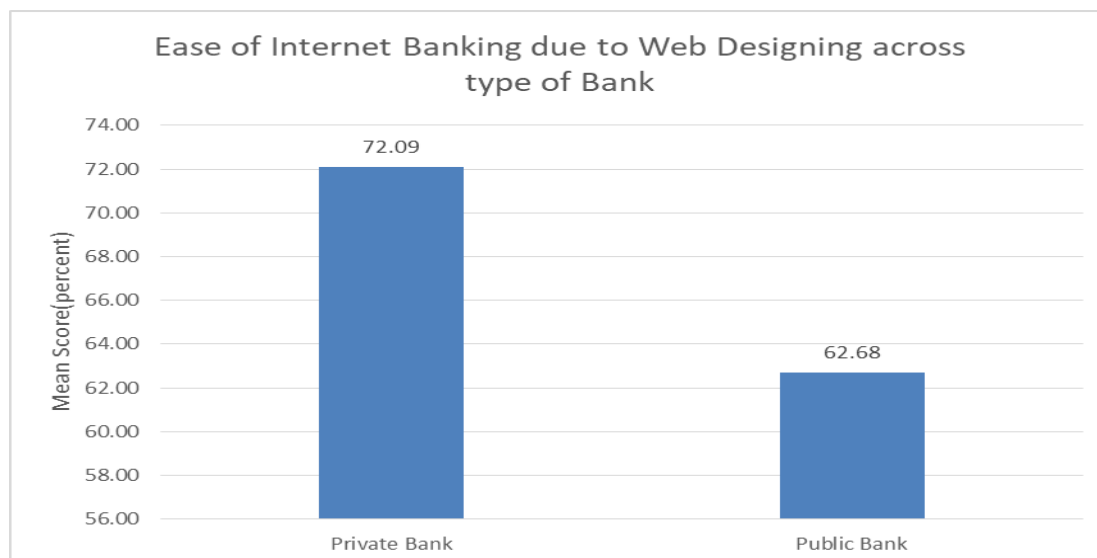
Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in the Ease of Internet Banking due to Web designing across preferred Banks of the respondents.

Finding is that the Mean Score for Ease of Internet Banking due to Web designing is significantly different across the preferred Bank of the respondents. It is higher in the Private Banks as compared to the Public Banks. This can be observed in the following table:

Report			
Web Designing			
Que-7 Type of bank	N	Mean	Std. Deviation
Private Bank	67	72.0896	11.18540
Public Bank	53	62.6792	15.98289
Total	120	67.9333	14.24912

The above table indicates that the mean score for the Ease of Internet Banking due to Web Designing is highest at 72.08 percent for Private Banks, while it is the lowest at 62.67 percent for the Public Banks as the preferred bank of the Customers. This can also graphically be represented in a Bar chart as follows:



Null Hypothesis H_{02} : There is no significant difference in the Customer Services through Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H_{12} : There is a significant difference in the Customer Services through Internet Banking across preferred Banks of the respondents.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

ANOVA					
Customer Services					
	Sum of Squares	df	Mean Square	F	p-value
Between Groups	1486.738	1	1486.738	8.411	.004
Within Groups	20856.873	118	176.753		
Total	22343.611	119			

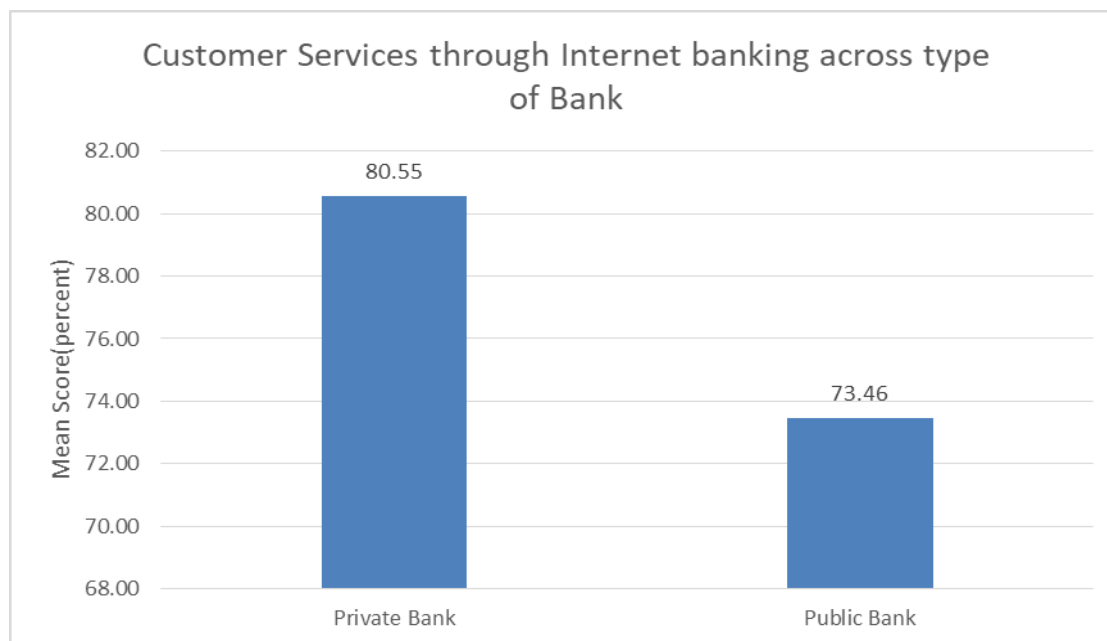
Interpretation: The above results indicate that calculated p-value is 0.004. It is less than 0.05. Therefore F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in the Customer Services through Internet Banking across preferred Banks of the respondents.

Finding is that the Mean Score for Customer Services through Internet Banking is significantly different across the preferred Bank of the respondents. It is higher in the Private Banks as compared to the Public Banks. This can be observed in the following table:

Report			
Customer Services			
Que-7 Type of bank	N	Mean	Std. Deviation
Private Bank	67	80.5473	11.15542
Public Bank	53	73.4591	15.59315
Total	120	77.4167	13.70261

The above table indicates that the mean score for the Customer Services through Internet Banking is highest at 80.54 percent for Private Banks, while it is the lowest at 73.45 percent for the Public Banks as the preferred bank of the Customers. This can also graphically be represented in a Bar chart as follows:



Null Hypothesis H_{03} : There is no significant difference in the Assurance of transactions through Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H_{13} : There is a significant difference in the Assurance of transactions through Internet Banking across preferred Banks of the respondents.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

ANOVA					
Assurance					
	Sum of Squares	df	Mean Square	F	p-value
Between Groups	1146.848	1	1146.848	13.031	.000
Within Groups	10384.925	118	88.008		
Total	11531.773	119			

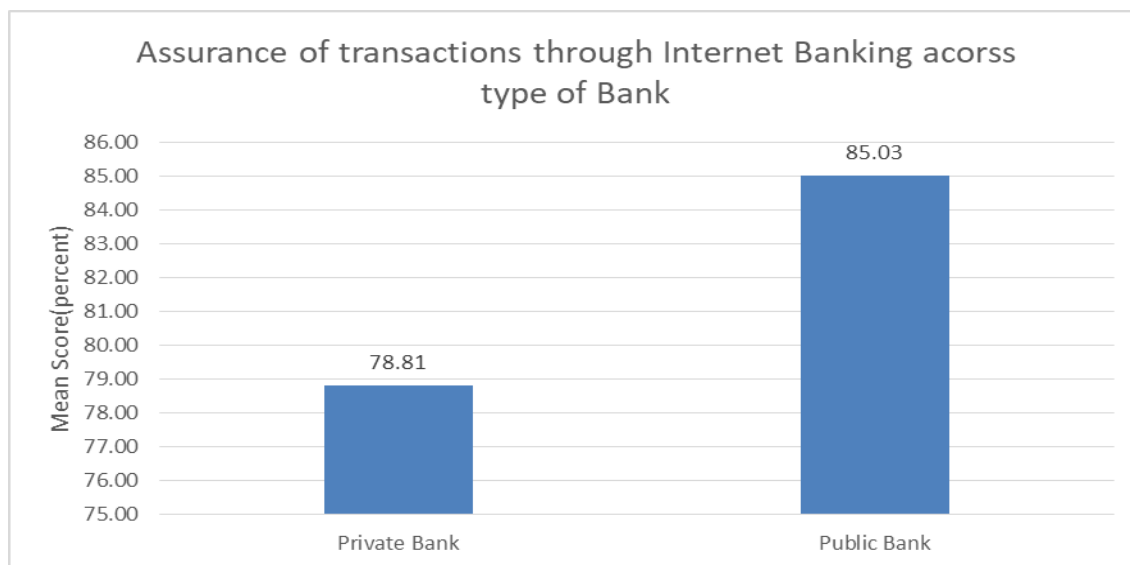
Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in the Assurance of transactions through Internet Banking across preferred Banks of the respondents.

Finding is that the Mean Score for Assurance of transactions through Internet Banking is significantly different across the preferred Bank of the respondents. It is higher in the Public Banks as compared to the Private Banks. This can be observed in the following table:

Report			
Assurance			
Que-7 Type of bank	N	Mean	Std. Deviation
Private Bank	67	78.8060	10.88200
Public Bank	53	85.0314	7.02925
Total	120	81.5555	9.84407

The above table indicates that the mean score for the Assurance of transactions through Internet Banking is highest at 85.03 percent for Public Banks, while it is the lowest at 78.80 percent for the Private Banks as the preferred bank of the Customers. This can also graphically be represented in a Bar chart as follows:



Null Hypothesis H_{04} : There is no significant difference in the Overall satisfaction for Internet Banking across preferred Banks of the respondents.

Alternate Hypothesis H_{14} : There is a significant difference in the Overall satisfaction for Internet Banking across preferred Banks of the respondents.

To test the above Null Hypothesis ANOVA is obtained and F-test is applied. Results are shown in the table below:

ANOVA					
Overall Satisfaction					
	Sum of Squares	df	Mean Square	F	p-value
Between Groups	347.009	1	347.009	4.138	.044
Within Groups	9894.986	118	83.856		
Total	10241.995	119			

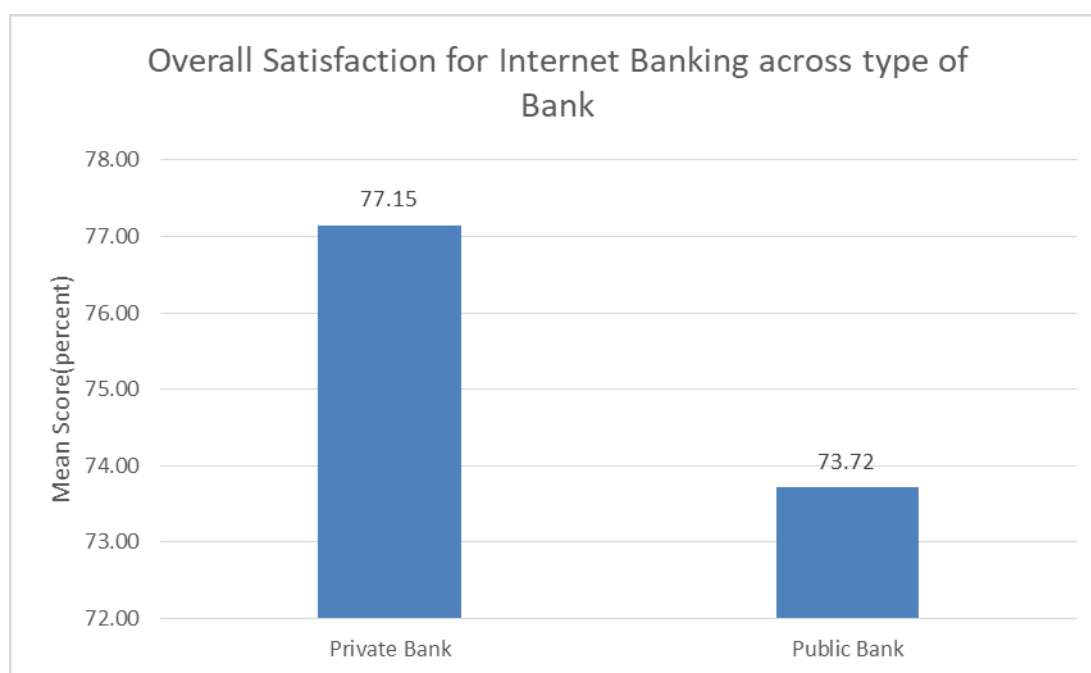
Interpretation: The above results indicate that calculated p-value is 0.044. It is less than 0.05. Therefore F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference in the Overall satisfaction for Internet Banking across preferred Banks of the respondents.

Finding is that the Mean Score for Overall satisfaction for Internet Banking is significantly different across the preferred Bank of the respondents. It is higher in the Private Banks as compared to the Public Banks. This can be observed in the following table:

Report			
Overall Satisfaction			
Que-7 Type of bank	N	Mean	Std. Deviation
Private Bank	67	77.1476	10.51956
Public Bank	53	73.7232	7.05929
Total	120	75.6351	9.27724

The above table indicates that the mean score for the Overall satisfaction for Internet Banking is highest at 77.14 percent for Private Banks, while it is the lowest at 73.72 percent for the Public Banks as the preferred bank of the Customers. This can also graphically be represented in a Bar chart as follows:



CONCLUSION:

It is evident that lockdown led to a sudden increase in the number of transactions of almost all the digital modes under our consideration during its initial phase (the period when people were restricted, sufficient goods and services were unavailable). However, such momentum were not neutralized but went on for all the different digital modes, though the growth was not similar in all case. Most banks in the country offer Digital Banking services today, and these have become an intrinsic part of banking. The true Digital Banking meaning is a transformation!

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EMERGING ISSUES AND CHALLENGES OF AUTOMOBILE INDUSTRY: A POST GST STUDY

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ABSTRACT

Indian automobile industry is among the maximum a success & budding manufacturing industry in the post liberalization era. The auto industry has capability to develop and end up a prime contributor for the financial development and employment introduction. The Indian authority has recognized too the importance of automobile industry within the Indian economic system and is currently operating on automotive challenge plan 2026 to be at par with the splendid international locations of the world. The authority of India has planned to put into effect GST in production area in India.

Keywords: GST, Automobile Sector, Economic Development, Growth.

INTRODUCTION

Goods and Service Tax is expected to put off the cascading impact of taxes it gives them a whole lot wanted stimulant for monetary boom in India by reworking the present base of indirect taxation closer to the loose go with the flow of goods and services. Automobile place has been sitting tight for this change with any luck. However, as GST prepares to be taken off with distinct changes and adjustments, there appears to a sense of absence of success over the esteem affix contrasted with the passion it had ingrained inside the underlying draft. But, the entire esteem chain of automobile industry vouches for GST beliefs for acquiring simplicity of operating collectively the kingdom. In India it's far developing quick and the development design appears to have an inexpensive relationship with the modifications associated strategies the ones impacted both nearby request layout and in addition change. India is global most important within the motorcycle business developing engine cycles, motorcycles and mopeds mainly of motor limits beneath 200cc. The motorcycle auto industry in India has evolved at an irritated yearly development rate of over 15% amid the most recent 5 years and Indian motorcycles agree to absolutely the maximum stringent discharge and fuel productiveness gauges sorted round the arena. India is the 2nd largest bikes maker in world and the world's main maker is situated in India. India is the biggest tractor maker, the fifth largest auto industry automobile maker and the 13th biggest maker of visitor autos on the country. The car business as of now utilizes greater than 30 million individuals both specially and by using implication. The automobile auto industry is a major workforce generator at the OEM processing plant that makes the cars, within the inbound car part and co-ordinations auto industry which makes & conveys segments and frameworks and the out bound co-ordinations and service provider arrange that gives, maintains up and disperses the automobiles. Every automobile introduced, produces optional and tertiary workforce. The commercial auto industry produces work of 13 people for each truck, 6 people for each auto and 4 humans for every 3 wheelers and one character for motorcycles. It's far vital to value the section's multiplier impact on financial motion. On the off hazard that the business creates in step with its potential, it can produce work of more than 35 million individuals with the aid of 2020.

POSITIVES & CHALLENGES OF THE GST LAW RELEVANT TO THE AUTOMOBILE SECTOR

1. **Automobile Rates** - Excise duty at automobiles is divided into 4 slabs, wherein the lowest tax fee is relevant to small automobiles. By GST implementation, the taxes levied with the aid of the centre like excise obligation and nation ranges taxes like income tax, road and registration tax would all be subsumed into one. Assuming that the proposed tax rate of 18-20% is customary, the automobile charges are expected to decrease. The automobile prices are relied upon to be more affordable and therefore will make request. Despite the reality that regardless it remains to be checked whether there can be a double evaluation shape for little and widespread automobiles.
2. **'Single Market'** - The overall consistence hassle is required to diminish and convey parcel more talent in operations. From the direct rate implement the entire country will be treated as 'single marketplace' and could upload to operational efficiencies. One ought to expect the logjam at check submit, and so forth gets disposed of.

CHALLENGES

1. **Valuation disputes** - The automobile commercial auto industry has seen critical query under focal extract valuation like: deal under the cost for show off entrance, attention of country industrial merchandising subsidies held via the manufacturer, post-deal rebate deductibility from the incentive beneath extract, the valuation for demo automobiles, treatment of PDI expenses as well as else merchant repayments,

recuperated business charges from merchants etc., and offers thru advertising businesses and commonality to intrigue. The version GST regulation proceeds with the concept of 'trade esteem' that is a favoured measure however the forces for dismissal of the alternate esteem are huge, and could set off noteworthy valuation debate. At present, merchant motivating pressure plans are not difficulty to VAT, but as an alternative there are problems on immaterialness' of administration rate on traders, contingent upon the phrases of every plan. Presently, merchant motivating pressure plans aren't issue to VAT, however rather there are problems on pertinence of administration check on merchants, contingent upon the phrases of each plan.

2. **Employment Working** - The working system is the backbone for car industry operations. The version GST regulation treats 'work' as an administration and looks to maintain up current extract systems for the activity working exchanges, i.e. Non-taxability of employment work alternate and giving credit to the important to provisions to work labourer, 180 days' circumstance for bringing lower back products after career work, and so on. Anyhow, some greater clearness is required within the calculated shape for workforce else will constitute a check.
3. **Credit on vendor tooling** - It's far a normal practice in the automobile auto industry for traders to create apparatuses/moulds for fabricate of elements of automobiles. Generally, the duty for apparatuses is exchanged to the OEMs, and the price is also recouped from OEMs. Be that as it is able to, the devices are bodily located within the service provider's processing plant for produce of elements. Underneath the version GST law; which means of 'capital merchandise' spreads simply those products which are applied at the place of job of deliver of merchandise. Consequently, most effective items which can be used within the place of work of OEM seem to be eligible for GST credit inside the OEM's hands. This definition might pose a undertaking to the OEMs in availing credit relating to gear placed inside the premises, on which fee is recovered with the aid of the companies. This may possibly bring about boom inside the fee of tooling and the fee for manufacture.
4. **Time of deliver for charge** - Currently, underneath the excise regulation, responsibility is paid at the time of elimination of the automobiles synthetic. VAT is paid while sale of automobiles. The model GST regulation specifies that the supply period of products will be on the earliest of: date of removal of goods, date of which goods are made to be had to recipient, date of invoice, receipt date of price with appreciate to the deliver, receipt date of products as proven in the books of money owed by means of recipient. Underneath the present regulation, receipt of enhance in the direction of deliver of goods isn't a taxable occasion, both beneath primary excise and VAT regulation.

AUTO INDUSTRY CONTRIBUTION TO GDP

Auto industry is said to be the engine of growth in most advanced countries, including in china and India today. Indian auto industry which become at its nascent degree at the start of the twenty first century has now turn out to be a massive auto industry that contributes majorly to boom and improvement of Indian economy. As consistent with the current facts, the auto industry's turnover is expected to be equal to 7.1% of usual GDP about 26% of auto industry GDP about 49% of producing GDP. The industry employs 29 million workforces, without delay and indirectly, and contributes to 13% of excise sales for the authorities. The automotive assignment plan 2010-20, a joint record of the authorities and auto industry has projected that the auto industry's turnover would growth from us\$ 34 billion to US\$ 145 billion, investment by them \$35-40 billion (Rs. 160,000 -180,000 crores) & 25 million task might can be created within 10 years. The car auto industry's contribution to GDP might rise from nearly 5% to 10%, thus making it a greater driving pressure of the economy. As envisaged, the industry has made essential investments to acquire the objectives set. The industry has made investments of Rs. 80,000 crores in the remaining 3 financial years. However, on the modern degree of increase, the auto industry is predicted to be just over US\$110 billion, a shortfall of approximately 25%. The auto industry turned into growing on the right region till financial year 2018 to gain the goals set in amp 2016. But, the auto industry witnessed tough years, fy119 and fy20, in which the segments throughout the industry witnessed de-boom, wearing nearly 60% surplus production capacity. The cutting-edge trade in coverage environment and customer sentiments have brought the auto industry out from the bottoms seen during the last monetary years. The government diagnosed the reality that automobile auto industry was one of the maximum taxed industries in India and the excessive taxes were performing as a deterrent for boom of the auto industry. Hence, in the intervening time budget 2018-199 excise duties on all products across various segments inside car auto industry had been decreased.

The changes to the excise responsibilities were as under: excise responsibility on small automobiles, industrial cars, two wheelers and 3 wheelers changed into reduced from 12% to eight% excise responsibility on (different

passenger automobiles) of engine capacity not exceeding 1500 cc turned into reduced from 24% to 20% excise obligation on (other passenger automobiles) of engine ability exceeding 1500 cc turned into decreased from 27% to 24% excise duty on SUV's engine capability exceeding 1500 cc become decreased from 30% to 24% this decreased responsibility shape regime turned into further prolonged till December 2014 in June 2014, earlier than the overall finances 2014-15 changed into announced in July 2014. Even after the reduced duties on motors, the industry is fantastically taxed. For each Rs.100 that the four-wheeler automobile industry (apart from small automobiles) collects from the patron, the government collects approximately Rs.81 from the patron in the shape of diverse taxes such as excise duty, sales tax, avenue tax and service tax. While for every Rs.100 that the four-wheeler automobile auto industry (small automobiles) collects from the client, the authorities' collects about Rs.58 from the customer in the form of diverse taxes. The taxes levied are at fuels as well. The auto industry today employs approx 29 million workforces both directly as well as in a roundabout way. Auto-industry is major employment generator within OEM which manufactures these automobiles, inside the inbound automobile issue and logistics auto industry which produces & delivers components as well as structures & outbound logistics provider network that sells, continues and distributes the automobiles. Each automobile creates, generates secondary & tertiary employment. The industry generates employment of thirteen men and women for each truck, 6 men and women for each car and four individuals for every 3 wheelers and one individual for 2-wheelers, its miles vital to comprehend the sector's multiplier impact on monetary interest. If the industry produces as according to its capability, it is able to generate employment of over 35 million humans by way of 2016.

LITERATURE REVIEW

Agarwal (1988), states the importance of car component in Indian financial system. It has called interest to alternate and import amid the yr. It introduced up issues and description of Indian car segment in financial system. It expresses that Indian automobile part may be made focused by way of bringing down the assessment charges, reducing the cost and via picking up economies of scale. This articles expresses that Indian car segment has an extraordinary outline in Indian financial system.

Jagan Mohan Rao (1993), in his research paper on the Indian automobile tyre industry studied the budgetary exam. He concluded that use of settled resources used in this industry and the shares are quite huge which factor is being omitted.

Vishnu kanta Purohit (1998), in 'productiveness in Indian industries: an exam of firm size and profitability' inspected the connection among length and benefit in Indian organizations. The exam features the accompanying two everyday conclusions. Proper off the bat, but the ordinary advantage of firms does not appear to exchange essentially with their size and the inconstancy of gain costs decays with estimate. Additionally, the everyday development prices of companies don't appear to shift altogether with their size however the inconstancy of improvement charges because it had been. The examination additionally investigates the factors that determine profitability. Apart from the dimensions, the model likewise tests for the effect of age of the firm and improvement in offers on profitability at both smaller scale and complete scale levels. The research infers that they chose ventures and companies have attempted endeavours to construct profitability through unique manner incorporating increment in estimate thru growth and entering into higher innovation.

Raghunatha Reddy and Padma (2005), of their investigation, an endeavour has been had to reflect on consideration on the effect of mergers on corporate execution. It analyzes the pre and submits merger operating execution of the partnerships related to merger to understand their financial features. Specific studies on proportion fee execution proposes that shopping firm for the most component profits effective returns preceding assertion, but much less that the marketplace portfolio in the put up progressions period through and huge and investigation of the pre and publish merger running execution of the acquiring firm.

Dr. Shailesh N. Ransariya (2013), Indian automobile industry is feeling the warm temperature of the global retreat. Subsidence and economic emergency has settled on purchasers to put off their desire on shopping new automobiles. This got contemplated in the execution of agencies crosswise over businesses. Automobiles section noticed gives of 24 76,221 for the 1/2 yearly as in opposition to eighty-two,780 a yr in the past, decay of 7. Nine%. It has been determined that there are crucial effects of world emergency on profitability of chose gadgets of automobile industry. There may be no noteworthy effect of worldwide emergency on liquidity of selected devices.

Neeraj kumar, Dr. Kuldip kaur (2016), present research is an industry to test the size and profitability relationship inside the Indian car industry. The observational affirmation on length and advantage is huge and

indicated types in comes about; few introduced positive and few terrible connections among size and profitability. To interrupt down the relationship, the immediately relapse show has been utilized at some stage in the years 1998 to 2014 and similarly cross-sectional. For benefit, percentage of internet advantage to add up to deals turnover and share of internet advantage to internet resources similarly to working capital has been utilized whilst firm size is spoken to with the aid of upload up to deals turnover and internet sources. The exam located combination comes approximately; time-arrangement investigation established the fantastic courting and move-vicinity examination established that there exists no connection between firm length and profitability.

RESEARCH OBJECTIVES

- 1) To examine the implementation of GST of Indian automobile industry
- 2) To examine the increase of automobile sector in India
- 3) To examine the tax levied on unique class of motors

RESEARCH METHODOLOGY

This research compiles a post GST study on the automobile industry, so, the researcher has obtained the data of some leading automobile industries of India through the various sources like internet, annual reports, etc. Thus, the research method for this study will be based on the secondary data analysis method.

DATA ANALYSIS

Table showing the different types and rate of taxes levied on the Automobile Sector.

Category	Excise Duty	CST	NCCD	Infra. Cess	VAT	Total
Small Cars(Petrol) under 4m- Engine < 1200 cc	12.5%	2%	1%	1%	12.5%	29%
Small Cars(Diesel) under 4m- Engine < 1500 cc	12.5%	2%	1%	2.5%	12.5%	30.5%
Small Cars under 4m- Engine > 1200 cc(P)/1500cc(D)	27%	2%	1%	4%	12.5%	46.5%
Mid-size cars- Length > 4m, Engine < 1500 cc	24%	2%	1%	2.5%	12.5%	42 %
Mid-size cars- Length > 4m, Engine > 1500 cc	27%	2%	1%	4%	12.5%	46.5%
SUVs- Ground Clearance > 170mm	30%	2%	1%	4%	12.5%	49.5%
Hybrids	12.5%	2%	1%	4%	12.5%	32%
Electric	6%	2%	NA	NA	12.5%	20.5%
Buses	12.5%	2%	1%	NA	12.5%	28%
Trucks						
Three wheelers	12.5%	2%	1%	NA	12.5%	28%
Two wheelers	12.5%	2%	1%	NA	12.5%	28%

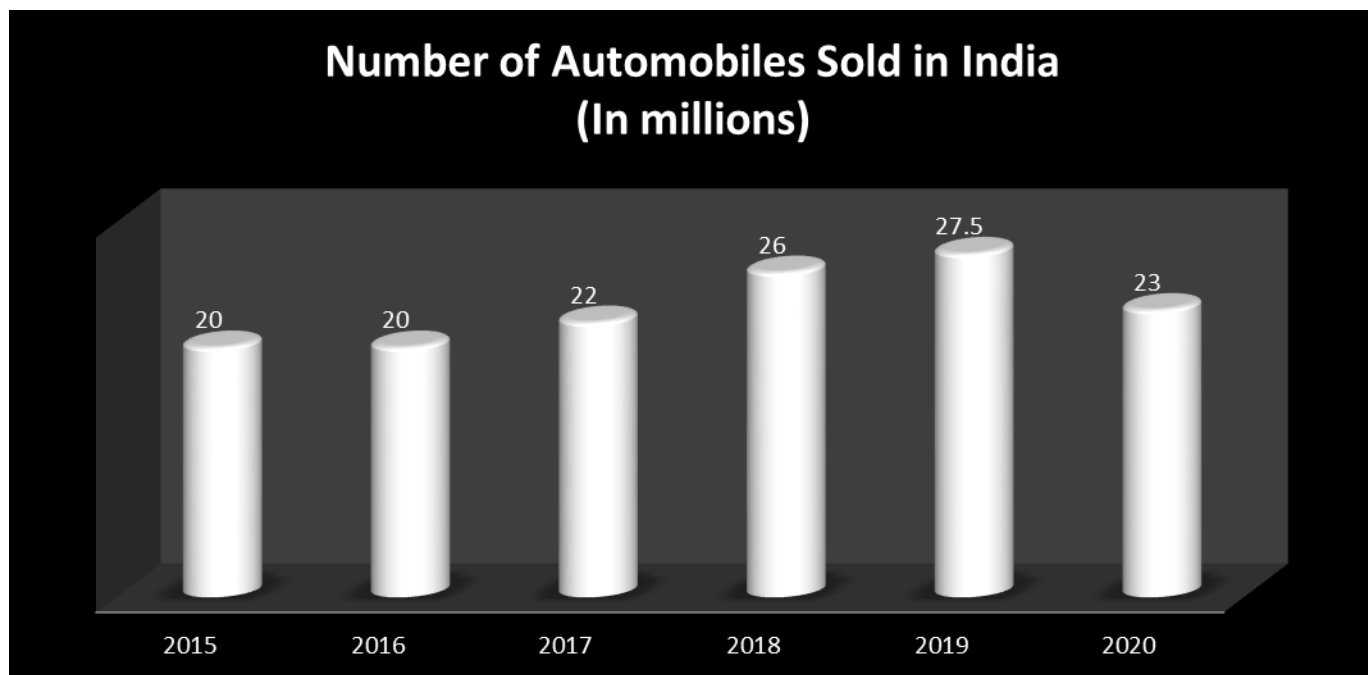
(Source- Union Budget,2017, SIAM)

Table Showing year wise sales in Indian Automobile Sector.

Sr.	Year	Sales in Million Rupees
1	2015	20
2	2016	20
3	2017	22

4	2018	26
5	2019	27.5
6	2020	23

(Source: Society of Indian Automobile Manufacturers)



Source: Society of Indian Automobiles Manufacturers

The automotive manufacturing industry comprises production amid commercial automobiles, passengers' cars, and three and two wheelers. • Two wheelers are by far the most popular form of automobile in India. Taking an 80% share in 2015-16 • 20 million automobiles produced in FY20 • Total production volume grew at a CAGR of 7.36 per cent between FY15-20. The above data shows that the automobile market of India is growing in the post GST era.

IMPACT OF GST ON THE AUTOMOBILE INDUSTRY

The two costs charged to the give up purchaser on automobile and bicycles proper now are extract and VAT, with an everyday consolidated fee of 26.50 to 44% that is higher than the ordinary quotes of 18% and 28% below GST. There is growth news for shippers & merchants and they might have the capability of guarantee for GST paid at merchandise imported/bought, they now are ineligible saying the extract duty & VAT paid. The extract paid at inventory change could be secured with the aid of IGST beneath the GST law. Growth was given for supply of products will likewise be stressed underneath GST. GST would assist the producers in acquiring car elements at a much less high-priced cost because of a more desirable production network aspect beneath GST. The final merchandise and organizations rate quotes had been pronounced for the distinctive form of automobiles. Of route the GST on auto and bicycles are kept below 28% sections and a rundown of cess to be imposed on a change type of automobile has additionally been proclaimed by means of the Indian government. Cess has been levied on numerous styles of automobiles jogging from 1 to 15%. We've got made data graphic for a comprehension of numerous cess prices related on various type of automobiles. There's a huge measure of disarray at the existing time on how much various things will price after implementation of GST and car are considered one of them. One-of-a-kind makers are putting 4th pre-GST rebates yet some aren't. This makes perplexity for an ability patron as to which automobiles will get less luxurious and which of them gained. At the same time as the GST proposition seems to be helpful normally, little automobiles wouldn't witness pretty a chunk of an adjustment in costs after GST, even as extravagance automobiles will get much less luxurious. With a particular stop intention to clean the disarray and permit you to decide whether to purchase at the existing time or preserve up, here is a general ruin – up of what the up and coming GST shape preserve for every class in the automobile element.

SUGGESTIVE MEASURES

If the government's purpose is to construct the offer of assembling inside the GDP of the financial system from a predicted 15% to 25% with the purpose that commercial auto industry receives a wonderful lift, a part of car industry can't be not noted and the auto industry has officially made speculations to accomplish this goal and

have expanded the potential to levels that would be anticipated to accomplish the aim. The industry calls for the authorities to help by means of giving it an environment that encourages improvement. At the same time as the auto business is targeted on creating volumes in the extraordinary sections to collect development, it is in mild of a valid difficulty for the authorities to precede with the lower extract prices as this could assist build volumes and collect extra responsibility income. Excessive duty rates and resulting high expenses of cars have a hurtful impact of bringing down volumes, bringing down gross expense accumulations and finally bringing down development in the car component. The government should encourage a beneficial area for development of automobile industry via characterizing advantageous long haul association for hypothesis. Because of the tough technique condition in the country wherein examine fees on motors are getting changed each year and government is arranging FTA's in which custom obligations are in all likelihood going to descend, numerous worldwide groups that had plans to enter the marketplace have slowed down the arrangement and are presently considering other growing markets, as an instance, china and brazil.

CONCLUSION

The execution of GST, costs moves from the basis state to the usage kingdom due to that extraordinary financial motion is needed to broaden and it can count on a vastly improved GDP improvement that should push interest for car crosswise over lessons. Impact of obligation falling will escape that could lower standard fee of car growing as all checks on enter paid are counterbalanced with the yield duty of GST.

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AN ANALYSIS OF RISK AND RETURNS OF HYBRID MUTUAL FUND SCHEMES FROM 2016 TO 2020

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ABSTRACT:

The Hybrid Funds primarily deals in both equity and debt instruments. It is considered to generate moderate returns at moderate risk. It is a suitable choice for investors who want to take invest in equity funds but with the cushion of debt instruments. Hybrid funds generate returns that are slightly higher than debt funds. The funds chosen for the study are related to Hybrid Mutual Fund Schemes. The data of 5years from 2016 to 2020 are being analysed. The top 5 Schemes are chosen from 3 categories of Hybrid Funds namely Hybrid Aggressive Fund, Hybrid Balanced Fund, and Hybrid Conservative Fund. The parameters used for the study are average returns, benchmark returns, standard deviation, beta, Sharpe ratio, Treynor ratio, and R-square Ratio. The study concludes that the average returns of the fund are around 9% to 10% with a standard deviation of 7% for the risk. The average Beta value of the fund is 0.85 indicating less risk in the funds. The R-Square value of 61% indicates an average correlation with the benchmark index. The Sharpe and Treynor ratio for the funds are positive indicating returns above the risk-free rate of returns

Key Words: Risk, returns, Hybrid schemes, mutual funds

INTRODUCTION

Mutual fund investments are subject to market and so investors are urged to read about the schemes before investing in any fund. There were numerous schemes in the market and investors were in a fix about which ones to choose. Securities exchange board of India guidelines of 2014 has made this choice very simple now. The schemes in the market were divided into 5 broad categories namely Equity, Debt, Hybrid, Solution-oriented, and Others.

Equity Oriented funds primarily invest in equity instruments. They are considered risky as they are linked with the market fluctuations and have the capabilities of generating good returns but at high risk. Debt Oriented funds primarily invest in debt instruments and are considered low-risk investments but they also generate low returns compared to equity funds. The Hybrid Funds primarily deals in both equity and debt instruments. It is considered to generate moderate returns at moderate risk. It is a suitable choice for investors who want to take invest in equity funds but with the cushion of debt instruments. Hybrid funds generate returns that are slightly higher than debt funds.

CONCEPT OF MUTUAL FUND:

- a. Mutual funds – A mutual fund is a fund established in the form of a trust to raise money from the public or a section of the public through the sale of units under one or more schemes for investing in securities.
- b. Hybrid Mutual Fund Schemes: This is a fund that invests in a combination of shares and debt funds. It is an amalgamation of equity and debt funds. Aggressive Hybrid funds invest 65-80percent in equity shares and the rest in debt instruments. Balanced Hybrid funds invest 50 percent in equity shares and 50% in debt instruments. Conservative Hybrid funds invest 33% in equity instruments and 67% in debt instruments.
- c. Benchmark Returns – It is the returns of the VR BAL TRI i.e. Value Research Balanced Total Returns Index designed to represent the performance of the funds investing in a combination of equity and debt instruments.
- d. Beta – It is the measure of the stock volatility in comparison with the market returns or benchmark returns. The Benchmark returns are considered as having a beta value of 1.
- e. Standard Deviation- It is the degree of deviation from the mean returns or average returns. Higher standard deviation means more deviation or volatility in returns and a Lower standard deviation means less deviation or volatility in returns.
- f. Sharpe Ratio- It is the excess returns earned over the risk-free rate of return per unit of the risk taken as per standard deviation. It was developed by Nobel laureate William Sharpe in 1964. It is known as a risk to volatility ratio. Formula Sharpe Ratio = (Portfolio returns-Risk free rate of returns)/Standard Deviation.

- g. Treynor Ratio- It is the excess returns earned over the risk-free rate of return per unit of the risk taken as per beta value. It was developed by Jack Treynor in 1964. It is known as the reward to volatility ratio. Formula Treynor Ratio = (Portfolio returns-Risk free rate of returns)/Beta
- h. R-Square Value: The R-square value measures the degree to which the fund's performance is correlated to the benchmark index. It is reported as a number or percentage between 0% to 100%. A number between 0% to 40% indicates low correlation to benchmark, 40% to 70% indicates average correlation to benchmark and 70% to 100% indicates high correlation to the benchmark Formula R-square value = Square of Correlation. Correlation = Covariance between Benchmark index and Portfolio ÷ (Standard deviation of Portfolio × Standard deviation of Benchmark)

LITERATURE REVIEW:

(Sharma, 2016)

The paper discusses the nexus between holding period, risk, and returns of the mutual funds. It aims to study the maxim that a long investment time horizon leads to better returns and reduced risk. The study was done by examining the performance of 19 selected mutual fund schemes of the Unit Trust of India. The study period was from 2010 to 2015. The performance was studied based on the Sharpe ratio performance indicator. Monthly, Quarterly, Half-yearly, and Annual Return. The authors conclude that if the investment period increases three times (monthly to quarterly) the returns also triple. If it is half-yearly then the returns increase four times. If it is an annual time horizon then the returns increase ten times. The time horizon increase also increases the risk for the funds. If the time horizon increases by three times then the risk increase by 100 %. Both risk and returns move in an upward direction with an increase in time horizon.

(Rani., July 2012)

The authors did a comparative analysis of 29 open-ended growth-oriented equity schemes. The period of the study was from 2005 to 2011. The objective was to examine the performance of the schemes with their benchmark index to find out the underperformance or overperformance of the scheme. The tools used for portfolio performance analysis were Sharpe, Treynor, Jensen, R-square value, Beta, and Standard deviation. The study concluded that 48% of the selected schemes have outperformed the Index. The Sharpe ratio and Treynor ratio for all the schemes were positive indicating outperformance over risk-free rate of returns. The Jensens Alpha was positive for 65% of the schemes indicating returns generated over and above the benchmark returns of the scheme.

(Jusoh, 2012)

The authors examined the fund characteristics and fund performance of the selected Malaysian Mutual fund schemes. The study was conducted on 69 Malaysian equity mutual fund schemes representing 44 conventional funds and 25 Islamic funds. The study was conducted for a period of five years from 2005 to 2009. The Fund characteristics studied were Risk, Fund Size, Management Expense Ratio, Turnover Ratio, and Fund age. The study used the tool of regression analysis to analyse all the factors of the study. The authors concluded that Fund size and turnover do not influence fund performance. Management expenses, risk, and Fund age have an influence on the fund's performance. The study also concluded that high-risk funds generate high returns. Active funds and funds which spend on research tend to do better than passive funds. The funds which are very new tend to perform better than their older counterpart.

OBJECTIVE OF THE STUDY

1. To examine the performance of Hybrid Mutual Fund Schemes on the basis of risk and returns parameters of the scheme in relation to their benchmark index
2. To examine the performance of select Hybrid Mutual fund schemes using a portfolio performance evaluation model namely Sharpe, Treynor, and R-square.

RESEARCH METHODOLOGY

The funds chosen for the study is related to Hybrid Mutual Fund Schemes. The data of 5 years from 2016 to 2020 are being analysed. The top 5 Schemes are chosen from 3 categories of Hybrid Funds namely Hybrid Aggressive Fund, Hybrid Balanced Fund, and Hybrid Conservative Fund. The top 5 funds were based on their Asset under management as on 1st April 2021.

The funds chosen for the study are as follows

Table 1 : Names of the Scheme and Type of Fund

Names of the Scheme and Type of Fund		
Sr.No	Name of the Scheme	Type of Fund
1	SBI Equity Hybrid Regular	Hybrid Aggressive
2	HDFC Hybrid Equity	Hybrid Aggressive
3	ICICI Prudential Equity And Debt Fund	Hybrid Aggressive
4	ABSL Equity Hybrid 95 Fund	Hybrid Aggressive
5	DSP Equity and Bond	Hybrid Aggressive
6	ICICI Pru Asset Allocator	Hybrid Balanced
7	UTI Children's Career Fund	Hybrid Balanced
8	UTI Retirement Benefit Pension Fund	Hybrid Balanced
9	Franklin Pension Fund	Hybrid Balanced
10	Kotak Asset Allocator	Hybrid Balanced
11	ICICI Pru Reg Savings Fund	Hybrid Conservative
12	HDFC Hybrid Debt Reg	Hybrid Conservative
13	UTI Regular Savings	Hybrid Conservative
14	SBI Debt Hybrid Regular	Hybrid Conservative
15	ABSL Regular Savings	Hybrid Conservative

(Source: Compiled from data gathered from Value research and AMFI website)

The parameters used for the study are average returns, benchmark returns, standard deviation, beta, Sharpe ratio, Treynor ratio, and R-square Ratio.

Secondary data is collected from the Association of Mutual fund companies in India (AMFI) and Value Research Website.

SIGNIFICANCE OF STUDY:

1. The study is useful for the investors who wish to invest in Hybrid Mutual Fund Schemes.
2. The paper will help in understanding of the risk and returns ratio needed to analyse the mutual fund schemes.

LIMITATIONS OF THE STUDY

1. The study is confined to Mutual funds investment.
2. The study is confined to Hybrid Mutual Fund Schemes under the category of Hybrid Aggressive Fund, Hybrid Balanced Fund and Hybrid Conservative Fund
3. The study is limited to 5 year period from 2016 to 2020.
4. The parameters chosen are only indicative and the investors should use their discretion before investing in any scheme.

ANALYSIS AND INTERPRETATION OF DATA:

Table 2: Summary of Risk, Returns, Beta and R-square

Summary of Risk,Returns,Beta and Rsquare					
Sr.No	Name of the Scheme	Returns	Risk	Beta	Rsquare
1	SBI Equity Hybrid Regular	11.55	10.73	0.92	98%
2	HDFC Hybrid Equity	11.06	10.96	0.88	82%
3	ICICI Prudential Equity And Debt Fund	10.96	9.62	0.87	61%
4	ABSL Equity Hybrid 95 Fund	9.09	11.26	0.72	80%
5	DSP Equity and Bond	12.39	12.04	0.98	84%
6	ICICI Pru Asset Allocator	11.96	2.78	0.95	51%
7	UTI Childrens Career Fund	7.94	6.48	0.63	45%
8	UTI Retirement Benefit Pension Fund	7.47	8.19	0.59	43%
9	Franklin Pension Fund	8.02	4.43	0.64	67%
10	Kotak Asset Allocator	12.44	7.75	0.99	26%

11	ICICI Pru Reg Savings Fund	9.88	2.95	1.07	82%
12	HDFC Hybrid Debt Reg	8.23	4.84	0.89	45%
13	UTI Regular Savings	7.57	4.28	0.82	49%
14	SBI Debt Hybrid Regular	8.49	5.43	0.92	41%
15	ABSL Regular Savings	8.31	6.92	0.9	61%
	Average Returns	9.69	7.24	0.85	0.61
	Benchmark returns VR Bal TRI	12.59	8.30	1	

(Source: Computed from data gathered from Value research and AMFI website)

Table 3: Frequency Distribution of Returns and Risk data

Frequency Distribution of Returns and Risk					
Average Returns	No. of Schemes	%	Risk	No. of Schemes	%
More than 9.69	8	53%	Less than 7.24	8	53%
less than 9.69	7	47%	More than 7.24	7	47%
Total	15	100%		15	100%

(Source: Computed from data gathered from Value research and AMFI website)

As per the data in Table 2, It is observed that all the funds have performed below the Benchmark Index of 12.59. The returns of Kotak Asset Allocator and DSP Equity and Bond schemes are 12.44 and 12.39 respectively which are near to the benchmark index.

As per table 3, It is observed that 8 funds have performed better than the Average returns of the category and 7 funds have underperformed.

As per the data in Table 2 ,It is observed that 10 out of 15 (67%)funds have risk lower than the benchmark index of 8.30 and only 5 out of 15 (34%) funds show risk level above the benchmark index. The five funds which are riskier than the benchmark index are ICICI Prudential Equity And Debt Fund, SBI Equity Hybrid Regular, HDFC Hybrid Equity, ABSL Equity Hybrid 95 Fund, DSP Equity and Bond

As per Table 3,It is observed that 8 funds out of 15 (53%) have risk less than average risk and 7 out of 15 (47%) funds are riskier than the average risk .

Table 4: Frequency Distribution of Beta and R-square data

Frequency Distribution of Beta and R-square data					
Beta	No. of Schemes	%	R-square	No. of Schemes	%
Beta <1	14	93%	>70%	5	33%
Beta =1	0	0%	40% to 70%	9	60%
Beta >1	1	7%	< 40%	1	7%
Total	15	100%		15	100%

(Source: Computed from data gathered from Value research and AMFI website)

As per the data in Tables 2 and 4, It is observed that 14 out of 15 (93%) funds have a beta value of less than 1 which means less risky funds. The beta value of only 1 fund is more than 1 which is considered a risky fund. The fund which is considered the riskiest of all is ICICI Pru Reg Savings Fund as per the beta parameters.

As per the data in Tables 2 and 4, It is observed that 5 out of 15 (34%) funds have an R-square value of more than 70% showing a High Correlation with the benchmark index. There are 9 out of 15 (60%) funds showing R-square value between 40% to 70% which indicates an average correlation of the returns with the benchmark. There is only one fund having an R-square value of less than 40% which shows a low correlation with the benchmark index. The fund which has the lowest correlation is the Kotak Asset Allocator fund.

Table 5: Ranking of the Scheme on the basis of Sharpe and Treynor Measure

Ranking of the Scheme on the basis of Sharpe and Treynor Measure					
Sr.No	Name of the Scheme	Sharpe Ratio	Rank	Treynor Ratio	Rank
1	SBI Equity Hybrid Regular	0.52	5	6.05	4
2	HDFC Hybrid Equity	0.46	7	5.76	5
3	ICICI Prudential Equity And Debt Fund	0.52	6	5.7	6
4	ABSL Equity Hybrid 95 Fund	0.27	14	4.28	7

5	DSP Equity and Bond	0.53	4	6.5	2
6	ICICI Pru Asset Allocator	2.15	1	6.28	3
7	UTI Children's Career Fund	0.3	13	3.08	10
8	UTI Retirement Benefit Pension Fund	0.18	15	2.48	14
9	Franklin Pension Fund	0.46	8	3.17	9
10	Kotak Asset Allocator	0.83	3	6.52	1
11	ICICI Pru Reg Savings Fund	1.31	2	3.62	8
12	HDFC Hybrid Debt Reg	0.46	9	2.5	13
13	UTI Regular Savings	0.37	11	1.91	15
14	SBI Debt Hybrid Regular	0.46	10	2.7	11
15	ABSL Regular Savings	0.33	12	2.56	12
	Average Returns	0.61		4.21	
	Benchmark returns VR Bal TRI	0.79		6.59	

(Source: Computed from data gathered from Value research and AMFI website)

As per Table 5, It is observed that the Sharpe ratio of all the funds is positive which indicates that they provide more returns than the Risk-free rate of returns. The Sharpe ratio of 4 out of 15 (27%) funds is more than the Benchmark index of 0.79. There are 11 out of 15 (73%) funds that show a Sharpe Value of less than 0.79 showing poor performance as compared to the benchmark index.

As per Table 5, It is observed that the Treynor ratio of all the funds is positive which indicates that they provide more returns than the Risk-free rate of returns. The Treynor Ratio of all the funds is below the Benchmark index of 6.59 indicating that all the funds have performed below the benchmark index of the funds. The two funds which have performed closer to the Treynor benchmark index are Kotak Asset Allocator and DSP Equity and Bond at 6.52 and 6.50 respectively.

It is observed that the ranking of Sharpe and Treynor is similar in 11 out of 15 (74%) cases as both the ratios indicate returns to the risk taken. Sharpe ratio shows returns to the total risk taken and Treynor ratio shows the relation of the returns to the systematic risk.

Table 6: Number of schemes in each parameter as per Ranking

Number of schemes in each parameter as per Ranking							
Category	Parameters	Returns	%	Risk	%	Beta	%
Hybrid Aggressive	Rank 1 to 5	3	60%	0	0%	1	20%
	Rank 5 to 10	2	40%	0	0%	3	60%
	Rank 10 to 15	0	0%	5	100%	1	20%
Hybrid Balanced	Rank 1 to 5	2	40%	2	40%	3	60%
	Rank 5 to 10	0	0%	3	60%	0	0%
	Rank 10 to 15	3	60%	0	0%	2	40%
Hybrid Conservative	Rank 1 to 5	0	0%	3	60%	1	20%
	Rank 5 to 10	3	60%	2	40%	2	40%
	Rank 10 to 15	2	40%	0	0%	2	40%
	Total	15		15		15	

(Source: Computed from data gathered from Value research and AMFI website)

As per table 6, it is observed that 3 out of 5 (60%) Hybrid Aggressive funds and 2 out of 5 (40%) Hybrid Balanced Funds are ranked in the Top 5 funds as per returns parameter. No funds of the Hybrid Conservative fund have featured in the top 5 rankings in terms of returns indicating lower returns as compared to Aggressive and Balanced Funds.

As per table 6, It is observed that 2 out of 5 (40%) Hybrid Balanced funds and 3 out of 5 (60%) Hybrid Conservative Funds are ranked in the Top 5 funds as least risky funds as per the standard deviation of the funds. All the funds of Hybrid Aggressive funds are considered highly risky.

As per table 6, It is observed that 1 out of 5 (20%) Hybrid Aggressive funds, 3 out of 5 (60%) Hybrid Balanced Funds, and 1 out 5 (20%) of the Hybrid Conservative Fund are ranked in the Top 5 funds as least risky funds as per the Beta value of the funds. All the funds of Hybrid Aggressive funds are considered highly risky.

Table 7: Number of schemes in each parameter as per Ranking

Number of schemes in each parameter as per Ranking							
Category	Parameters	Sharpe	%	Treynor	%	R-square	%
Hybrid Aggressive	Rank 1 to 5	2	40%	3	60%	4	80%
	Rank 5 to 10	2	40%	2	40%	1	20%
	Rank 10 to 15	1	20%	0	0%	0	0%
Hybrid Balanced	Rank 1 to 5	2	40%	2	40%	0	0%
	Rank 5 to 10	1	20%	2	40%	2	40%
	Rank 10 to 15	2	40%	1	20%	3	60%
Hybrid Conservative	Rank 1 to 5	1	20%	0	0%	1	20%
	Rank 5 to 10	2	40%	1	20%	2	40%
	Rank 10 to 15	2	40%	4	80%	2	40%
	Total	15		15		15	

(Source: Computed from data gathered from Value research and AMFI website)

As per table 7, It is observed that 2 out of 5 (40%) of Hybrid Aggressive funds, 2 out of 5 (40%) of Hybrid Balanced Funds, and 1 out of 5 (20%) of the Hybrid Conservative fund are ranked in Top 5 funds as per Sharpe Ratio indicating good returns on the funds.

As per table 7, It is observed that 3 out of 5 (60%) of Hybrid Aggressive funds and 2 out of 5 (40%) of Hybrid Balanced Funds are ranked in the Top 5 funds as per Treynor Ratio indicating good returns on the funds. It is observed that 4 out of 5 (80%) of Hybrid Conservative funds are ranked in the lowest category indicating the poor performance of the funds.

As per table 7, It is observed that 4 out of 5 (80%) of Hybrid Aggressive funds and 1 out of 5 (40%) of Hybrid Conservative Funds are ranked in the Top 5 funds as per the R-square Ratio indicating a High Correlation of those funds with the benchmark returns.

CONCLUSION:

Investors seek regular income for their investments. Hybrid funds provide the investor with the scope to invest both in equity and debt instruments. The Hybrid funds provide moderate returns of debt instruments and the volatile returns of the equity instruments. It is suitable for investors who stay invested for a period of more than 3 years. The study concludes that the average returns of the fund are around 9% to 10% with a standard deviation of 7% for the risk. The average Beta value of the fund is 0.85 indicating less risk in the funds. The R-Square value of 61% indicates an average correlation with the benchmark index. The Sharpe and Treynor ratio for the funds are positive indicating returns above the risk-free rate of returns. In terms of category, the Hybrid Aggressive funds tend to provide higher returns but with high risk. The balanced funds provide moderate returns but with more risk and Conservative funds provide lower returns with lower risk. Hybrid Aggressive funds have a higher Sharpe, Treynor, and R-square value indicating better returns and better correlation with the benchmark index. The hybrid balanced fund has a positive Sharpe and Treynor value but a lower R-square value indicating positive returns but with an average correlation with the index. The investor, therefore, has a choice to be aggressive, balanced, or conservative in the style of investment.

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EFFECTS OF TECHNOLOGICAL ADVANCEMENT IN THE FIELD OF QUALITY DEVELOPMENT OF HIGHER EDUCATION DURING COVID-19 PANDEMICS

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ABSTRACT:

Successful implementation of Information Technology in Higher Education Institution can improve over all operation of the organization. It plays vital role from the time of inquiry of course in a particular stream & his admission to result and placement. It is helpful for all the stake holders of HEI. It can reduce the complexity and increase the efficiency of all stake holders of the HEI. It helps improve teaching learning environment within and even outside of campus.

This study is focused on finding out the challenges and obstacles faced in deployment of Information Technology in Higher Education institution . It is aimed to find out the difficulties faced by the teachers, students, management and other stake holders in efficiently use of IT in their work using IT in HEI . Studying the obstacles in deployment of IT in Higher education institution will assist the stakeholders of HEI to overcome these barrier and successfully implement & use the technology in future .

This study will investigate the reason behind the various challenges and problem faced by the teacher, student management associates in IT deployment in Higher Education Institutions and understanding the Psychological and cognitive barriers in the implementation of IT in HEI . The major obstacles in deployment of IT in HEI has come out from available literature review is lack of infrastructure , low speed internet , lack of motivation from stakeholder , lack of proper training , unavailability of IT tools , lack of technical expert in organisation , poor administrative support .

Keywords: Power of Transformation, Chi-Square Analysis, Operational Software, Enrolment Ratio, learner-centric system, Rubrics

A. INTRODUCTION:

Higher education system is a major contributor to the development of any country. Strong and practical higher education system leads the country's progress, growth, cultural development, social harmony. After Independence, India's education system has improved greatly and many educational institutions have been established, in which many institutes have overwhelmed their success at the world level. The essential characteristics of QUALITY MANAGEMENT designed for the educational Institutes are:

1. Every stakeholders of the Institute only take care of the quality issues.
2. With in the Institute every stakeholders must require training
3. Every stakeholder of the Institute is familiar with the necessities of the QUALITY MANAGEMENT.
4. Suggestion should be collected from each & every concern departments
5. All concern departments focus on student's need satisfaction & increase the productivity of total system.
6. All Concern departments should interact & fix the common problem
7. Decision made on the base of best option rather than any favoritism.

Objectives of the Study

1. Based on the study, we intend to study the impact of deployment of Technology (IT) with all its advancement in infrastructure and facilities on the education system.
2. To analyze the effect it has on the overall Revenue and cost of the Institute.
3. To identify the stakeholders (HEI Management, Teachers, Student and Parents) perception in implementing IT tools in functioning of HEI.

Hypothesis of the Study:

H0₁: There is no effect on infrastructure & facilities (such as Online Library, Accounting, and Learning Management System, attendance for Students and Faculties, Store Management) after development of IT on education system.

H1₁: effect on infrastructure & facilities (such as Online Library, Accounting, and Learning Management System, attendance for Students and Faculties, Store Management) after development of IT on education system.

H0₂: There is no significant effect on Review and cost of the institute after development in IT.

H1₂: Significant effect on Review and cost of the institute after development in IT.

H0₃: there are no significant changes in perception of HEI Management, Faculty and Parents after development of IT.

H1₃: Significant changes in perception of HEI Management, Faculty and Parents after development of IT.

Significances of the study:

1. Understanding the perception of students regarding their campus experience.
2. Dissatisfied students never talks positive about Institutes or refers others.
3. This survey helps to understand the strong areas of an institute & the areas where they should put more efforts
4. Such survey is useful to make strategic planning for the top management.

B. LITERATURE REVIEW:

Abu-sharar (2007) stated that satisfaction is an affective factor. Thus student satisfaction comes from his/her real life expectations or experiences: it is a personal view based on individual experience, knowledge, expectations & perception. Anand krishnan (2006) stated that the idea of customer satisfaction depends on student's expectation & experience. However, these concepts are depending on the working methodology of the institutes. Ashton (2007) advocates the role of quality education in nation Infrastructure. That is why he said proper educational process, goals, administrative changes are required. Augustus, Longbottom, and Chourides (2007) defined TQM in educational sector depends on student's attitude towards the learning activities. If students are happy with the learning activities implemented by the Institutes; that institute has the best TQM implemented in their campus. The vision of education is not only to provide more knowledge or to train them but also change their behaviour & perception by Astin (1993) ; a key outcome of TQM is a quality education system by (Baker, 1995), and a proper mechanism should be designed to implement the TQM in educational Institutes by (Bapat, 2006).

C. RESEARCH METHODOLOGY:

Research Design: Descriptive Research Design is used in this Thesis

Factors for Thesis: This thesis is based on 6 factors like 1. Effectiveness of IT deployment in different departments (Admission , Finance, Administration, HRM, Academic, Research/ Publication, Examination, Accommodation, Library, placement Departments) 2. Use of IT tools enhances the efficiency of an Institute 3. Understanding the reasons for IT deployment like facilitate internal process, facilitate managerial decision making, create convenience for stakeholder, information intensity, pressure from competitors 4. Finding challenges for successful deployment of IT like cost, Un co-operative attitude, Technical expertise, security & privacy, Complexity of IT, Inadequate of training, Inadequate of infrastructure, vendor support, Top management support, Inter departmental support 5. Finding overall benefits that are witnessed because of IT deployment like Managing operational cost, Speed of decision making, Resource optimization, Operational efficiency, Convenience, Student Service 6. Judge the effects of IT deployment for different departments

A. Admission departments:

B. Academic department:

C. Admission Department:

D. Finance Departments:

E. Examination Departments:

F. Placement Department:

G. HRM Department:

H. Library Department:

I. Accommodation departments:

J. Research /Publication Department:

Secondary Data: Book, Journal, Magazine, Internet

Primary Data: Population: In Jharkhand there is near about 25 UGC approved Universities & 350 colleges run smoothly; from this large pool researcher selects total 20 colleges & universities are selected for conducting his research. List of College & Universities are given below:

1. Vinoba Bhave University
2. XISS, Ranchi
3. XLRI, Jamshedpur
4. Xt. Xavier's College, Ranchi
5. TATA College, Chibasa
6. TMH school of Nursing, Jamshedpur
7. Tathagat Teacher's training College, Jharkhand
8. Graduate College
9. S P Mahila College, Dhanbad
10. RVS Engineering College
11. B A Engineering College
12. Singbhum Homoeopathic Medical College
13. Awadh Dental College
14. Reajendra Medical College
15. ARKA JAIN University
16. Netaji Subhas University
17. Usha Martin University
18. P K Roy Memorial College
19. Primary Teachers Education college
20. National Institute of Technology, Jamshedpur

Sample Size: From each college there are 10 students & 10 officials (1 teaching or Non-teaching staff from every departments like Admission ,Finance, Administration, HRM, Academic, Research, Examination, Accommodation, Library, placement Departments) are selected as a sample; that is why total 400 samples are selected for this entire research process. Mainly students, staff (teaching & Non-Teaching) are selected as a sample for this research

Sampling Plan: Non- probability sampling technique

Sampling Design: Convenience and Judgemental sampling techniques

Data Collection: Personal, internet and Telephone based methods are used to collect data. But in every case Questionnaire is used to collect data from the sample.

Types of data analysis: Chi-square Test is used to analyze the data

Scaling Technique: Liker is used in this research project. In this checklist score 5 for excellence and 1 is for very poor performance. As well as awarding a grade for each indicator it is important to award an overall grade for each indicator and an overall institutional grade for the quality of the entire institute.

Tools of Data Analysis: Pie-charts, bar charts, excel and SPSS are used to analyze the collected data.

FINDING & DATA INTERPRETATION:

Question 1: Measuring effectiveness of Technology deployment in different departments of an Institute

- i) 60% respondents say technology deployment in admission department help them to work more efficiently; 10 % respondent can't find any difference & 30 % respondents think because of technology deployment their efficiency reduces
- ii) 72% % respondents say technology deployment in administration department help them to work more efficiently; 5 % respondent can't find any difference & 23 % respondents think because of technology deployment their efficiency reduces
- iii) 90% % respondents say technology deployment in finance department help them to work more efficiently; 5 % respondent can't find any difference & 5 % respondents think because of technology deployment their efficiency reduces
- iv) 65 % respondents say technology deployment in HRM department help them to work more efficiently; 10 % respondent can't find any difference & 25 % respondents think because of technology deployment their efficiency reduces
- v) 55 % respondents say technology deployment in Teaching department help them to work more efficiently; 5 % respondent can't find any difference & 40% respondents think because of technology deployment their efficiency reduces
- vi) 60 % respondents say technology deployment in Research & Publication department help them to work more efficiently; 30 % respondent can't find any difference & 10 % respondents think because of technology deployment their efficiency reduces
- vii) 85 % respondents say technology deployment in Examination department help them to work more efficiently; 12 % respondent can't find any difference & 3 % respondents think because of technology deployment their efficiency reduces
- viii) 75 % respondents say technology deployment in Accommodation department help them to work more efficiently; 15 % respondent can't find any difference & 10 % respondents think because of technology deployment their efficiency reduces
- ix) 82 % respondents say technology deployment in Library department help them to work more efficiently; 5 % respondent can't find any difference & 13 % respondents think because of technology deployment their efficiency reduces
- x) 70 % respondents say technology deployment in Placement department help them to work more efficiently; 15 % respondent can't find any difference & 15 % respondents think because of technology deployment their efficiency reduces

Question: 2

Total perceived value generated by the deployment of technology in educational institutes

1. Managing Operational Cost: 70 % respondents say technology deployment in Educational Institutes help to reduce operational Cost; 5 % respondent can't find any difference & 25% respondents think because of technology deployment operational cost increases
2. Speed Of Decision Making: 80 % respondents say technology deployment in Educational Institutes help to increase the speed of decision making; 10% respondent can't find any difference & 10% respondents think because of technology deployment speed of decision making decreases
3. Resource Optimization: 60 % respondents say technology deployment in Educational Institutes help to increase the process of resource optimization; 20% respondent can't find any difference & 20% respondents think because of technology deployment the process of resource optimization decreases
4. Operational Efficiency: 65 % respondents say technology deployment in Educational Institutes help to increase the process of operational efficiency; 10% respondent can't find any difference & 25% respondents think because of technology deployment the process of operational efficiency decreases
5. Convenience: 80 % respondents say technology deployment in Educational Institutes help to increase convenience for employees & other stakeholders ; 10% respondent can't find any difference & 10% respondents think because of technology deployment the convenience for employees & other stakeholders decrease

6. Service to Students: 85 % respondents say technology deployment in Educational Institutes facilitate student service ; 10% respondent can't find any difference & 5% respondents think because of technology deployment the process of student service gets complicated.

Question: 3

Why Management decides to go for deployment of Technology in their respective Organizations

30% respondents say facilitates internal process is the prime reason for deployment of technology in their respective organization, 25% respondents say facilitates managerial decision making is the main reason for deployment of technology, 20% respondents say to create convenience for the stakeholders is the main reason for deployment of technology, 15% respondents say information intensity is the prime reason for deployment of technology & 10% respondents say pressure from competition is the prime reason for deployment of technology in their Institutes

Question: 4

Challenges that are being faced in successful deployment of Technology in Institutes

Factor: 1

Installation Cost: 85% respondents say installation cost for new technology is so high, 10% respondents can't have any idea regarding this ,where as 5% respondents thinks installation cost never be out of reach for them

Factor: 2

Uncooperative attitude of Users: 60% respondents take technological leapfrogging as a threat for their job, 5% respondents have no idea about this matter where as 35% respondents eager to work or know the technological changes

Factor: 3

Technical expertise:

55% respondents think they don't have enough technical expertise to cope of the new technological changes, 15% respondents are indifferent in this concern, where as 30% respondents they have the technical expertise to deal with the technical challenges

Factor: 4

50% respondents think privacy & Data security are under threat because of technological deployment, 15% respondents have no idea regarding this, and 40% respondents think privacy & Data security is protected under technological leapfrogging.

Factor: 5

Infrastructure:

60% respondents think Institutes don't have enough infrastructures to support technological deployment, 20% people have no idea in this concern, 20% respondents think their Institutes have enough Infrastructures to support the new technological changes.

Factor: 6

Vendor Support: 55% respondents say they are not receiving much vendor support for maintaining their technological aids, 10% respondents have no idea about this matter, 35% respondents say they are receiving enough vendor support for maintain their technical tools

Factor: 7

Top Management Support

65% respondents think top management support is biggest concern during implementation of new technology, 15% respondents have no idea about this concern, 20% respondents think they are receiving continuous management support during implementation of new technology.

CONCLUSION & RECOMMENDATION:

This implementation of new technologies comes into existence because of dynamic nature of modern industry. But on the same time it should be observed that students should match the expectations of the industry when

they finish their course work. A major concern area in the technical education is transferring of knowledge. A main goal in this area of education is to prepare students for flexible adaptation to the new problem setting. Training should help students to transfer what they have learned to the new situation. This knowledge transfer depends on

1. How well the original learning with example would be understood.
2. How much time the students devote to ensure effective learning.
3. Students need to understand how & when to put knowledge to use.
4. Relevant knowledge sometimes helps to organize the information in a desired manner.
5. Very often learner realizes the difference between usable knowledge & less organized knowledge, so during implementation of known knowledge in an unknown situation; students make mistakes.

The mantra of success depends on the:

1. Demonstrate of superb teamwork & collaboration skills
2. Managing people's skill & finances.
3. Use the technology to deliver quality in education
4. Excellent course structure, practical assessment techniques help the student to grow.
5. Customizing the education system if possible.
6. Educational Institutes should enjoy the challenges to raise their bar to provide quality education.

It also help teachers to practice consistently across the service which leads sharpen their skills Useful framework, strategies help to minimize the manpower turnover. This contributes to an understanding & consistency of good quality assessment practice. Now it is the time to draw specific conclusion to impart quality in the educational system.

1. Now it is the time for transition in the way management science is currently taught in the classroom & will require teachers to alter their way to teach.
2. Institutes pay more attention to build the opportunity for collective capacity for management educators & provide customize training models to enhance their skill
3. The course design would be aligning with industry practice, national policies, content focused & example oriented.
4. Professional learning in digital platform, through social networking & user generated content platform hold promise.
5. An Institute design a development plan for each & every student. It may be short & long-term. Teachers & student both should work together to achieve that goals.
6. These should be increasing attention to create opportunities for students to learn, grow & explore themselves.

In this field of education all factors like infrastructure, syllabus, domain knowledge of the educators, industry-institute relationship etc. are changing in rapid space in India. A great deal of progress is achieved in a short period of time & much more work in this field is currently in progress.

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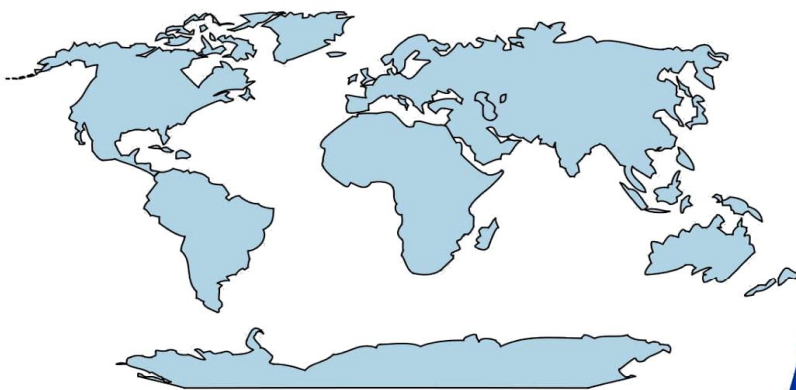
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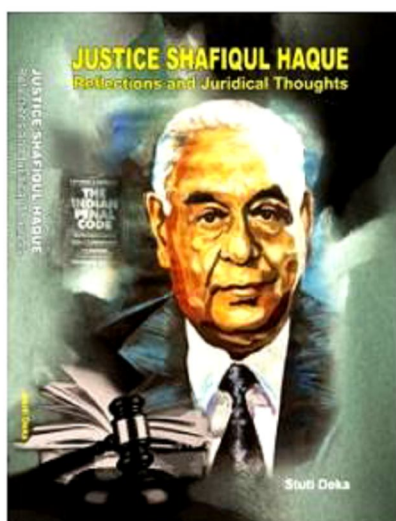


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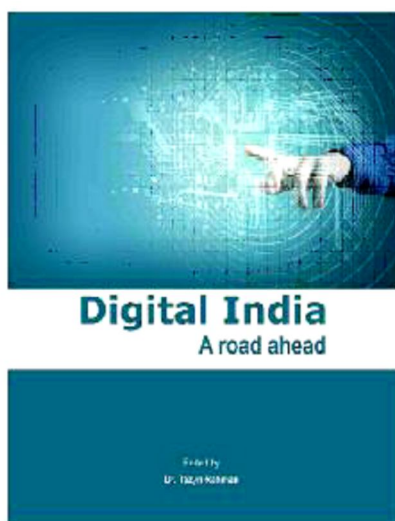
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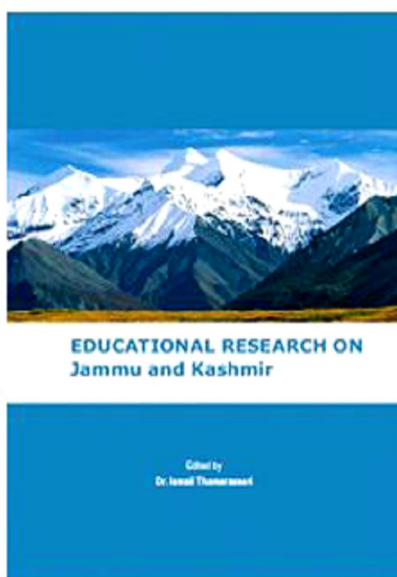
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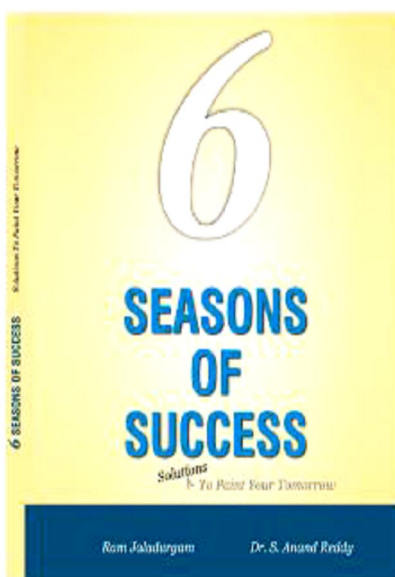
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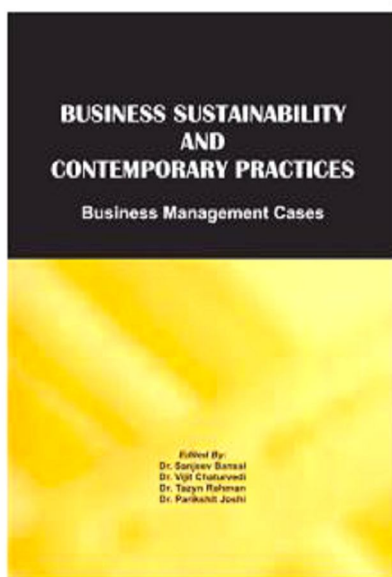
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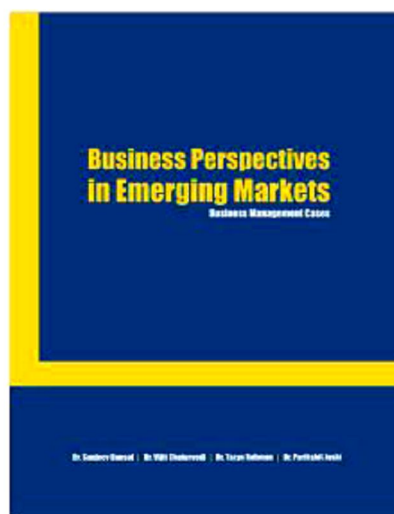
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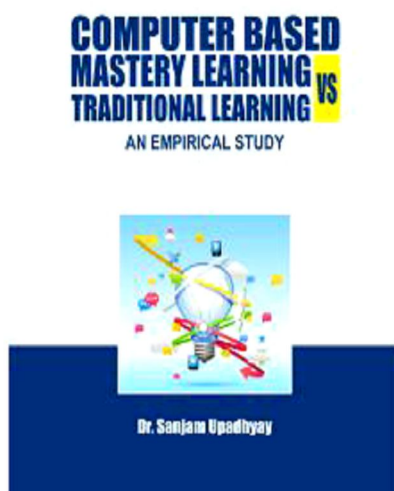
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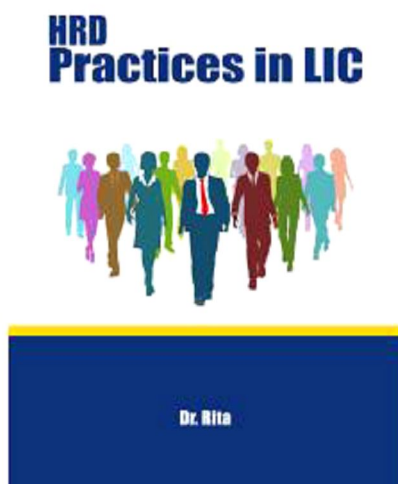
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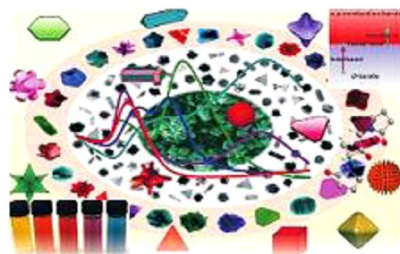
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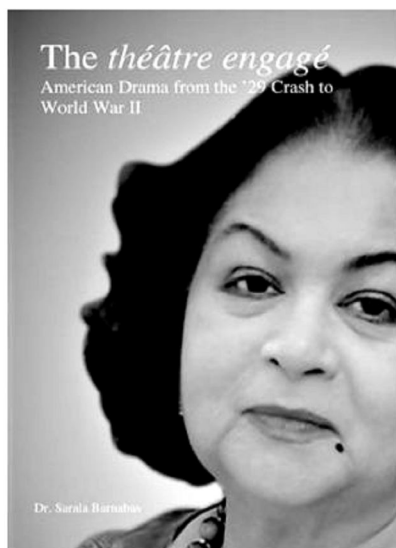
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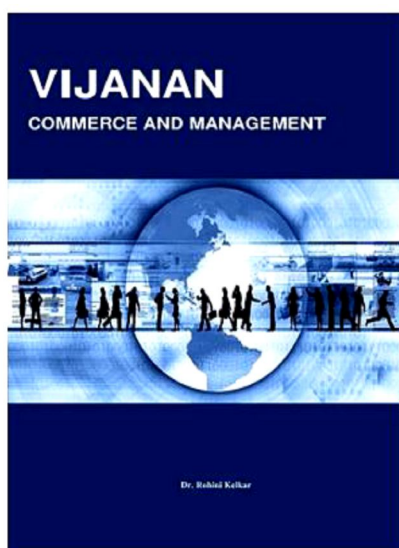
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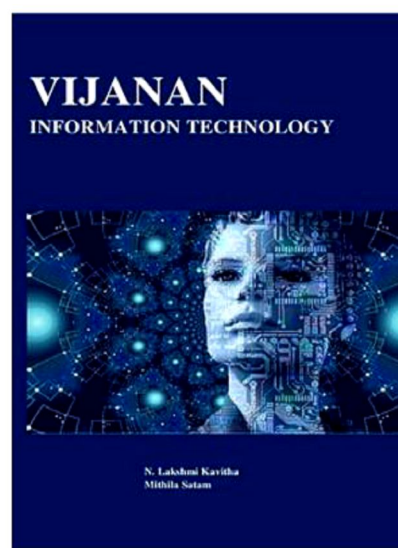
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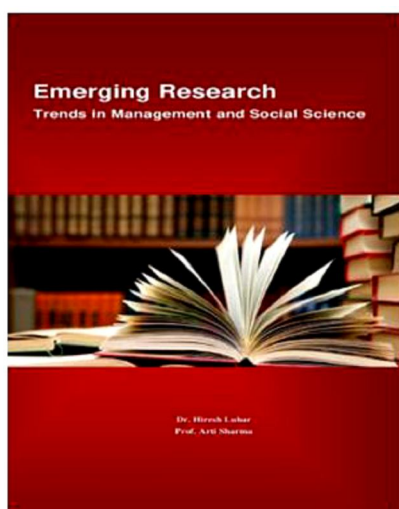
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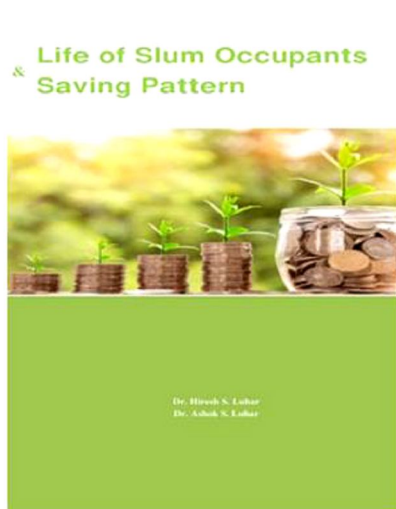
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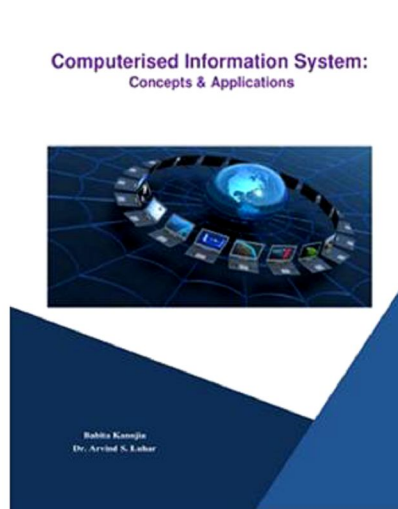
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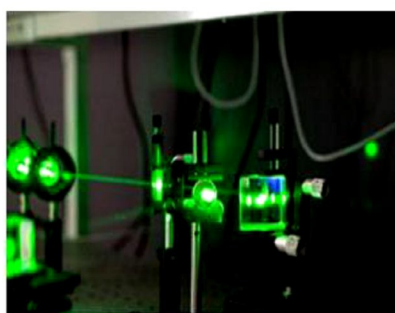


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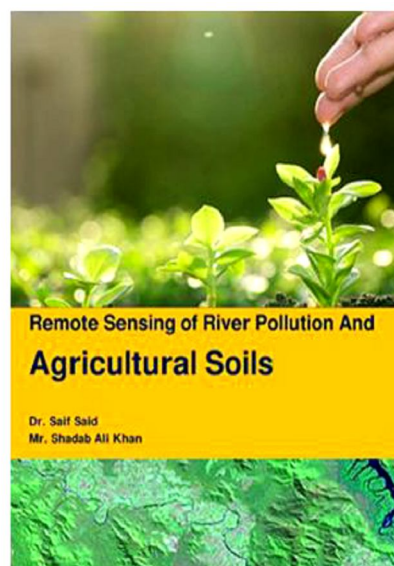
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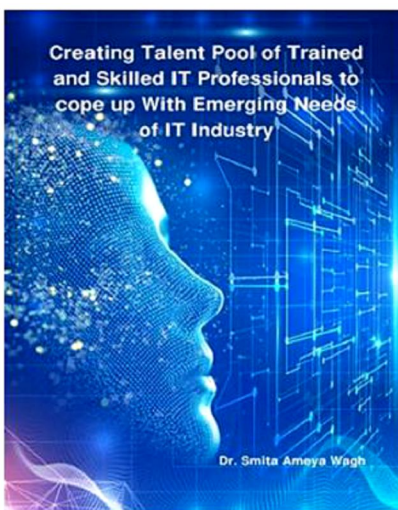
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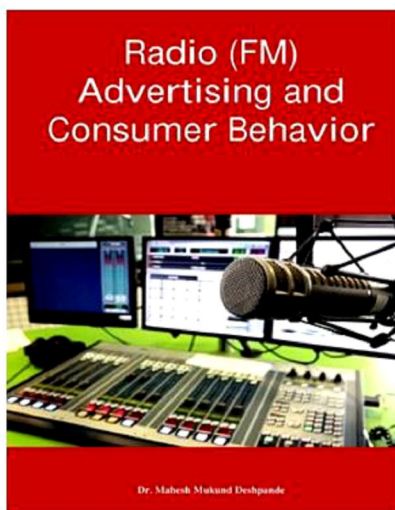
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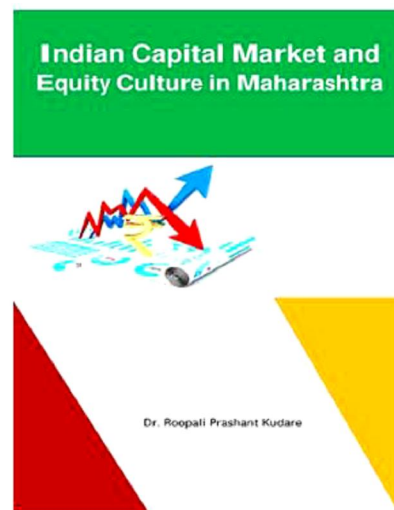
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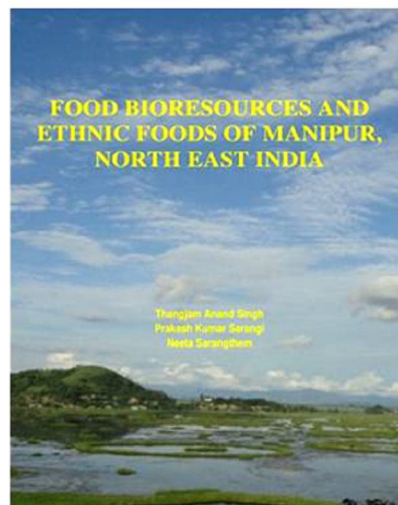
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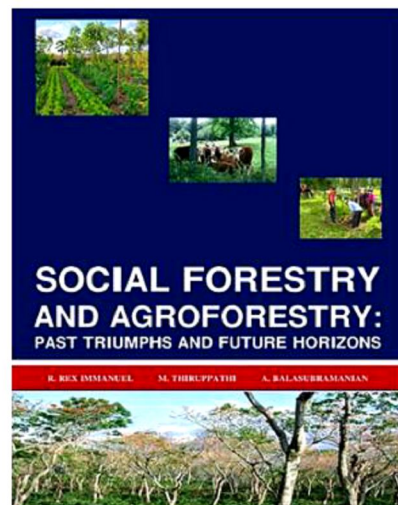
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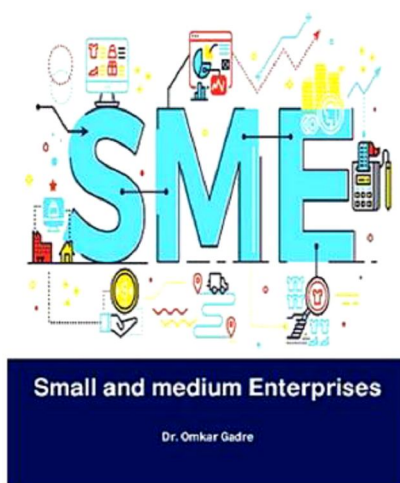
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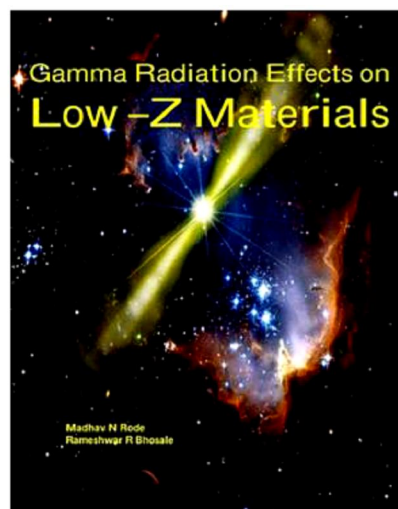
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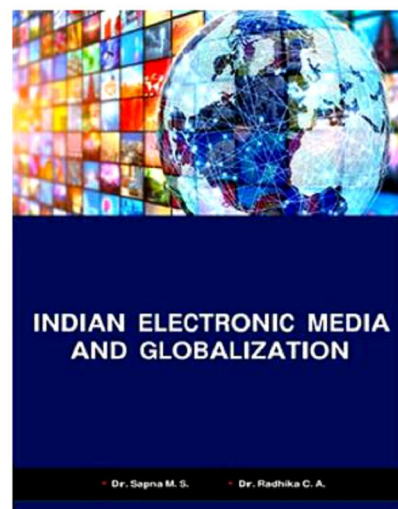
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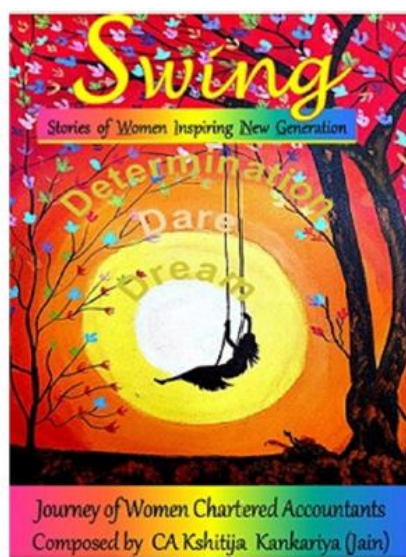
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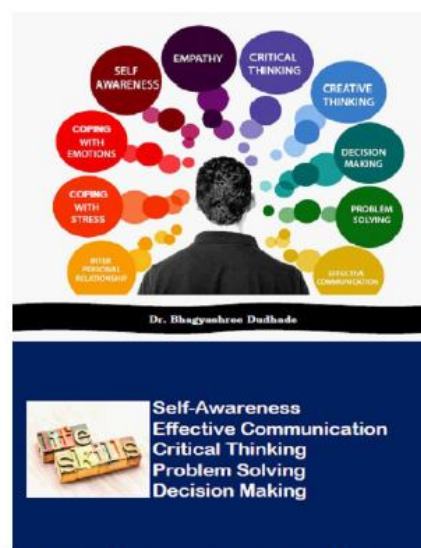
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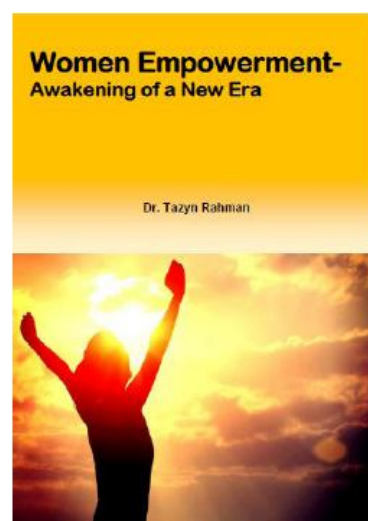


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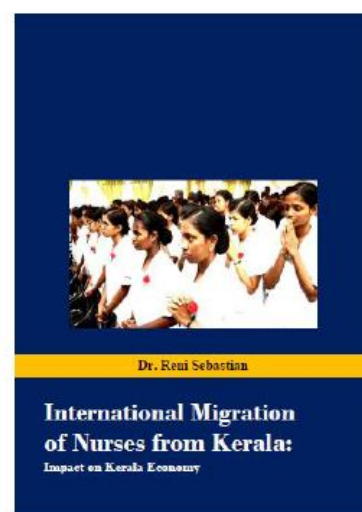


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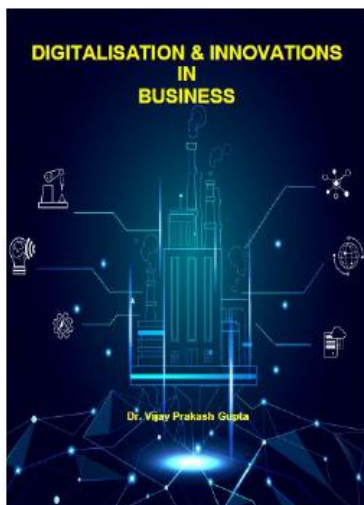


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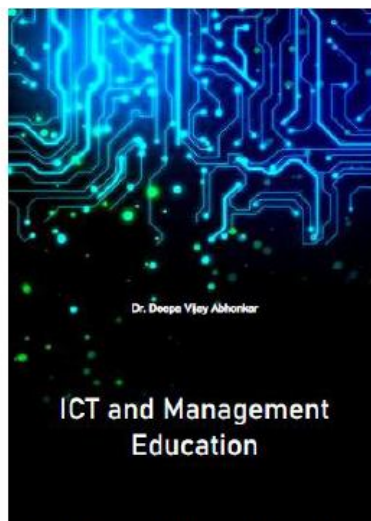
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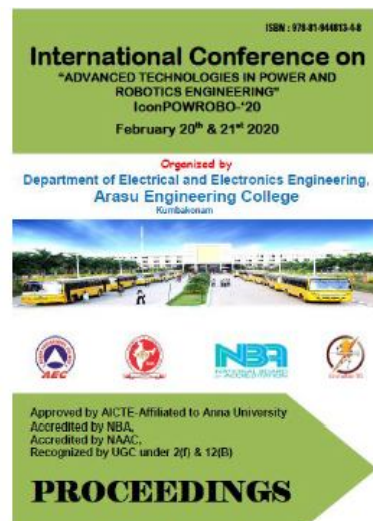
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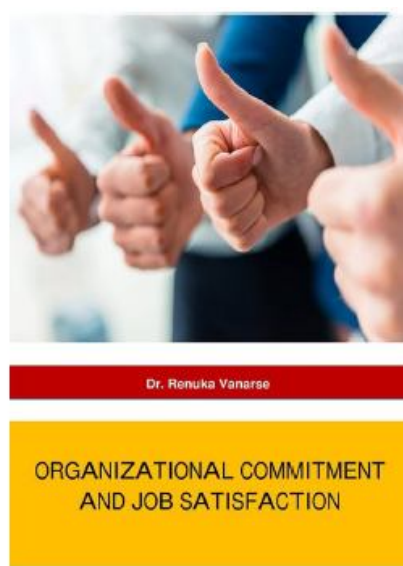
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