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**A REPORT ON IMPACT OF COVID 19 ON CONSUMER BUYING BEHAVIOR TOWARDS
ONLINE SHOPPING IN THANE SUBURBS**

Anand KaleAssistant Professor, Model College

ABSTRACT:

Covid - 19 Coronavirus Pandemic has transformed lives all over the world. It has changed the lifestyles of many people. People adopted changes in daily habits for all of us. Our lifestyle and habits are changing due to the Lockdown phenomenon. Many of our habits like hygiene, interaction, entertainment, travel, food, shopping etc. have changed.

E-commerce (electronic commerce) refers to the activity of electronically buying or selling of products on online services or over the internet . The term was coined and first employed by Dr. Robert Jacobson.

Modern electronic commerce typically uses the world Wide Web for a minimum of one a part of the transaction's life cycle although it's going to also use other technologies like e-mail. Typical e-commerce transactions include buying of online books (such as Amazon) and music purchases (music download in form of digital distribution like iTunes Store), and to a lesser extent, customized/personalized online liquor store inventory services.

For traditional businesses, one research stated that information technology and cross-border e-commerce may be a good opportunity for the rapid development and growth of enterprises. Many companies have invested enormous volume of investment in mobile applications. Online shopping has been growing in no time in India. Online shopping offers fast, easy, money saving and interesting shopping experience, it gives many advantages like 24 hours shopping, Shopping with coupons and huge discounts, shopping from Home, rich product availability and specifications etc. Also now many sites like Amazon, Flipkart, Shopclues, Ajio, PayTm Mall offer some great deals a day or week which you cannot resist like Jaw Dropping Deal, Lightning Deals, PayTm karo, Amazon Lightning Deals, Flipkart offers, Amazon Happy Hours etc.

This research tries to throw light on how the online shopping habits of consumers have changed, especially due to Pandemic. The focus here is on suburban consumers living in Thane and suburbs.

Keywords: E-commerce, Covid, Online shopping

INTRODUCTION :

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

MARKET SIZE

Propelled by rising smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

Smartphone shipments in India increased by ~8% y-o-y to reach 50.0 million units in the first quarter of 2020, driven by positive shipments of all smartphone vendors in the market. Samsung led the Indian smartphone market with 24% shipping share, followed by Xiaomi at 23%.

INVESTMENTS/ DEVELOPMENTS

Some of the major developments in the Indian e-commerce sector are as follows:

- On October 23, 2020, Flipkart acquired a 7.8% stake in Aditya Birla Fashion and Retail, a subsidiary of the Aditya Birla Group, for Rs. 1,500 crore (US\$ 203.8 million).
- Flipkart partnered with PayTM for its annual Big Billion Days Sale event in October 2020, offering customers the convenience of making payments directly through the latter's application with the bonus of receiving PayTM cashbacks over and above Flipkart discounts.
- Infibeam Avenues signed a contract with Oman's second-largest bank, the Bank of Muscat, to process the bank's online card transactions of various payment networks through its digital payment solution—CCAvenue Payment Gateway Service in November 2020.
- In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.
- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to boost user experience.
- In November 2020, Amazon India has opened 'Made in India' toy store, in line with the government's 'Atmanirbhar Bharat' vision. The store will allow thousands of manufacturers and vendors to sell toys driven by the Indian culture, folk tales and toys that promote creative thinking and are locally crafted & manufactured.
- In October 2020, Amazon India collaborated with the Indian Railway Catering and Tourism Corporation (IRCTC) to enable users to book and reserve train tickets on Amazon.
- In October 2020, Flipkart acquired a 140-acre land at Rs. 432 crore (US\$ 58.87 million) to establish their largest fulfilling centre in Asia, in Manesar, Gurgaon, in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19.

- In October 2020, Amazon India invested over Rs. 700 crore (US\$ 95.40 million) into its payment unit, Amazon Pay.

The DeLone and McLean Model stated that three perspectives contribute to a successful e-business: information system quality, service quality and users' satisfaction.

There is no limit of time and space, there are more opportunities to reach out to customers around the world, and to cut down unnecessary intermediate links, thereby reducing the cost price, and can benefit from one on one large customer data analysis, to achieve a high degree of personal customization strategic plan, in order to fully enhance the core competitiveness of the products in company.

RESEARCH METHODOLOGY:

Title: A Report on Impact of COVID 19 on consumer buying behavior towards online shopping in Thane Suburbs

→ Objectives:

1. To study the impact of Covid Pandemic on the online shopping
2. To study the awareness and usage of online payment systems.
3. To study the usage of online shopping in consumers in Thane and suburbs.

→ Sample Size: 165

→ Location : Thane and suburbs

→ Data collection method: Questionnaire

LITERATURE REVIEW:

The impact of online grocery shopping on stockpile behavior in Covid-19

Na Hao, H. Holly Wang, Qingjie Zhou

In this study, we use bivariate probit models to empirically investigate the impact of online purchasing channels on Chinese urban consumer food hoarding.

It suggests that online channels may have diverse impacts on consumers' panic stockpiling behaviors during the extreme situations. Online channels need to develop efficient supply chains to be more resilient to extreme situations.

China Agricultural Economic Review ISSN: 1756-137X

Publication date: 14 August 2020

The early impact of COVID-19 on local commerce: changes in spend across neighborhoods and online

Relihan, Lindsay, et.al

There are two novel contributions from this analysis: exploration of neighborhood-level effects and shifts between offline and online purchasing channels. In our analysis we use approximately 450 million credit card

transactions per month from a rolling sample of 11 million anonymized customers between October 2019 and March 2020. It suggests that: consumers decreased spend on the set of goods and services we define as “local commerce” by 12.8%

THE IMPACT OF COVID-19 ON CONSUMERS: PREPARING FOR DIGITAL SALES

Rae Yule Kim

We examine the pandemic as an accelerator of the structural change in consumption and the digital transformation in the marketplace. Managers might adapt to the digital transformation in the market to recover or even grow further the sales after COVID-19.

Published in: IEEE Engineering Management Review (Volume: 48, Issue: 3, third quarter, Sept. 1 2020)

Data Analysis:

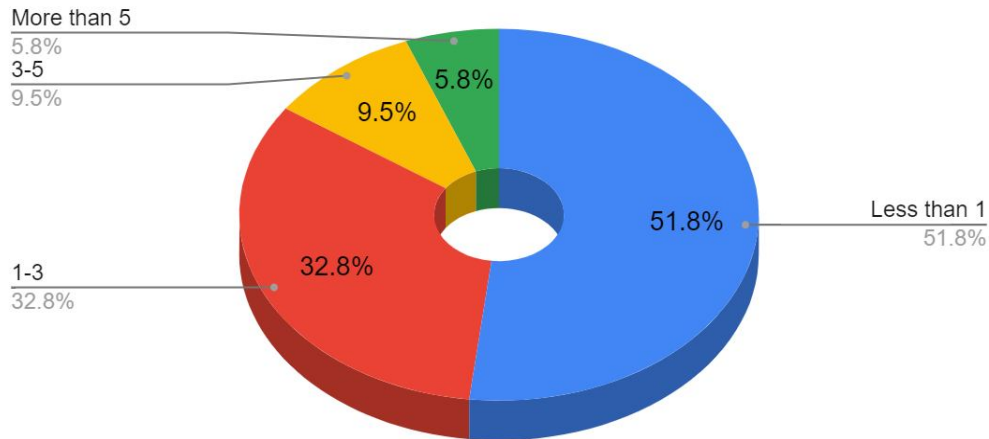
A primary data analysis of 165 respondents living in Thane and suburbs was conducted in the research paper. The conclusions were drawn based on the analysis.

Q. Age		
Categories	Respondents	percentage
15- 25	145	87.88
26- 35	9	5.45
36- 45	7	4.24
45 - 55	2	1.21
Above 56	2	1.21
Total	165	100.00

Among the total respondents 83% were shopping online

Q. How many times a month do you shop online?		
Categories	Respondents	Percentage
Less than 1	71	51.82
1-3	45	32.85
3-5	13	9.49
More than 5	8	5.84
Total	137	100.00

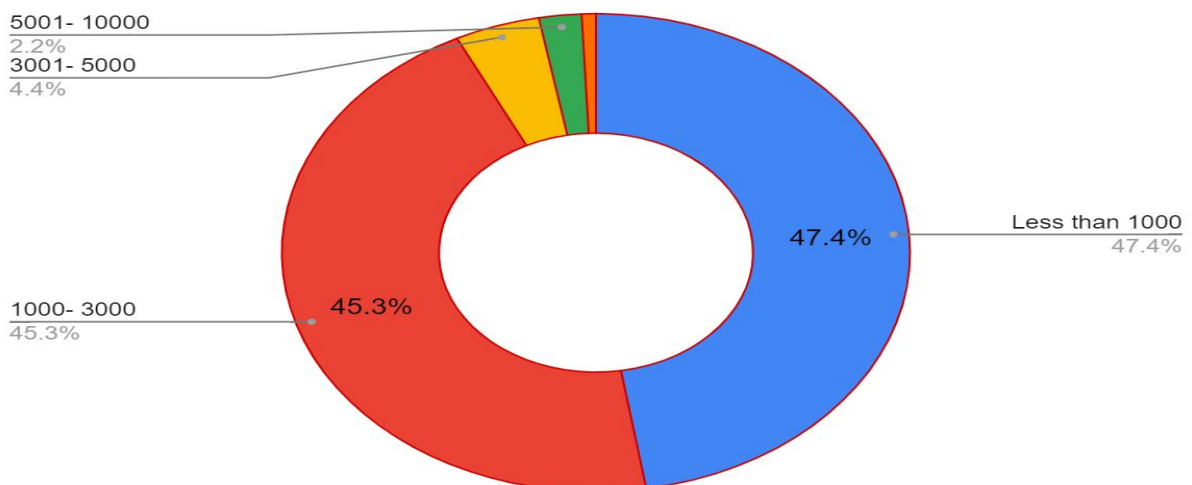
How many times a month do you shop online?



As we can see, the majority of respondents (around 84%) shop around 3 times a month.

Q.How much do you spend on online shopping every month?			
Categories	Respondents	Percentage	
Less than 1000	65	47.45	
1000- 3000	62	45.26	
3001- 5000	6	4.38	
5001- 10000	3	2.19	
More than 10000	1	0.73	
Total	137	100.00	

Q.3 How much do you spend on online shopping every month?



As per the survey Around 90% of respondents spent upto Rs. 3000 every month.

Q.What is your frequent mode of payment?		
Categories	Respondents	Percentage
Cash on delivery	81	59.12
Credit card	5	3.65
Debit card	21	15.33
Gpay, Paytm	20	14.60
Net banking	5	3.65
UPI	5	3.65
Total	137	100.00

The popular Frequent mode of payment is cash on delivery.

CONCLUSION:

- The consumer habits are changing rapidly to adjust the Covid Pandemic.
- Digital and E- commerce platforms are used by many consumers for shopping.
- The categories like fashion which was considered challenging for Digital trade platforms, are also growing becoming popular.
- The Average per capita expenditure of consumers on online shopping is increasing significantly.
- The consumers in suburbs are increasingly using online shopping platforms.
- The consumers, even after covid, are preferring Cash on delivery.

SUGGESTIONS:

- Markets are experiencing growth in sales in suburban areas.
- The e- commerce companies should have focused strategies to target suburban customers
- The online shopping perception is rapidly changing in suburban areas
- The consumers, even after covid, are preferring Cash on delivery, companies should offer some more incentives for online payment.

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ROLE OF COMMUNITY RADIO IN THE DEVELOPMENT OF THE RURAL PEOPLE

Babita JoseAssistant Professor, Model College, Dombivli (East)

ABSTRACT

Community radio played a major role in raising the voice, thoughts, problems and problems of those people without reaching out to the wider community and the media. Community radio has become popular recently and has opened a new platform for people at the grassroots level to participate in their community development programs. Community Radio can help us deal with social, economic, cultural, educational, health, water and sanitation issues and disaster-related problems effectively and strategically. To highlight the importance and effectiveness of community radio in community development in India, this study was conducted on the basis of secondary data. The research is aimed at exploring the value of community radio in India, especially in remote and rural areas.

INTRODUCTION

Community radio serves content that is highly relevant to local audiences, specific but often overlooked by commercial or media broadcasters. Community radio stations operate, are managed, and influenced by the communities they serve. They are nonprofit and provide a way to empower individuals, groups, and communities to tell their stories, share their experiences. Community Radio is not just something which is feeding the people's mind with few people's choices, interests and beliefs, its inception goes back to the logic of providing Voice to the Voiceless, Being a tool of development communication, acceptance of multiple voices and of course giving space to multiple voices- in order to remove the homogeneity of views, ideas and beliefs. Secondly, its focus on covering micro level issues, which are directly, linked with people's lives, increases its importance. The participatory approach makes it different from the mainstream media, as it involves people to talk about their concerns and listen to their voices on Radio.

The aim of the community radio is to create a diversity of voices and opinions on the air through its openness to participation from all sectors, it also encourages open dialogue and democratic process by providing an independent platform for interactive discussion about matters and decisions of importance to the community. It mainly promotes social change and development, good governance and civil society by playing a community watchdog role that makes local authorities and politicians more conscious of their public responsibilities. It is to be noted that the community radio is helping to expand people's capabilities by disseminating information, which ordinary people can use to overcome problems such as hunger and malnutrition. This can help people to achieve a life they value. Farmers are more likely to adopt and implement agricultural messages that help them to meet basic needs such as food and escape a life of poverty

ELECTRONIC MEDIA IN INDIA

In India, broadcasting has been introduced by amateur radio clubs in Calcutta, Bombay, Madras, and Lahore, although the clubs have not yet begun their work, it was broadcast several times in Bombay and other cities. However, the first broadcasting license was issued only on February 23, 1922. Calcutta Radio Club was

probably the first amateur radio club to operate (November 1923), followed by Madras Presidency Radio Club founded on May 16, 1924, and began broadcasting on July 31, 1924. Today, more than 95% of the country's population are covered by AIR broadcasting activities. As the years passed, the AIR slowly introduced commercial broadcast. Today India has quite a large number of commercial channels. For several decades in India, radio has always been having a top – down approach in the sense, the listeners had no choice except to listen to what was broadcast over AIR and the effects of commercialism also could not be underestimated. The industrial and communication revolutions have changed the face of our country. Electronic media captured a vast mass in India and gave phenomenal growth in the last decade, leading to a huge impact on socio-cultural understandings. Thus the impact of electronic media, especially radio and television, has to be seen in the background of our tradition and value-based social structure.

COMMUNITY RADIO (CR) IN INDIA

It is to be observed that many developing countries are using CR to strengthen democracy. In India, All India Radio (AIR), a public service broadcaster has been playing a vital role for decades in providing relevant information to people in remote parts of the country. However, this should be added by a strong community radio organization to ensure greater participation of local communities in the development process. In December 2002, the Government of India announced the policy of licensing Community Radio to establish well educational institutions. In 2003, the State Department of Information and Broadcasting (MIB) from India, has also launched Radio in the field of education by donating to non-profit, non-commercial radio stations in educational institutions at school and college levels. The Department referred to them as 'Community Radio' although the details provided were similar to those known around 'Campus Radio' worldwide. According to the Government of India Act 2002, the first Community Radio Station has been operational since 1 February 2004 at Anna University, Chennai. In November, 2006, the Government of India announced that NGOs and other voluntary organizations could establish and operate FM broadcasting stations. The proclamation amended the previous resolution allowing well-known educational institutions to establish and operate radio stations. Non-profit organizations are only allowed to set up a community service station with a distance of 10-15 km. It should also be noted that political parties and a government-sanctioned organization are not allowed to establish a CR stations. Recognizing the potential use of the medium of radio for the betterment of the community, the MIB announced a policy for the grant of licenses for setting up CR Stations by the educational institutions in December, 2002.

Today, there are more than 28 such stations working in various parts of the country. The CR aims at enhancing participation of the people in the development process and capacity building in rural areas, through education. It provides opportunities to the people to upgrade their skills and enhance their creative talents, besides preserving and promoting the traditional wisdom, knowledge and skills.

The Government liberalized the policy for CR in December, 2006 and decided to grant permission for setting up CR stations to non-profit organizations viz. civil society & voluntary organizations, State Agricultural Universities, Indian Council of Agricultural Research (ICAR) institutions, Krishi Vigyan Kendras, registered Societies and autonomous bodies and registered public trusts.

In India, AIR, the public service broadcaster has been playing a very useful role for decades in providing relevant information to the people in the remotest parts of the country. However, this has to be supplemented by a strong CR movement to ensure greater involvement of local communities in the development process.

OBJECTIVES :

The main objective of this analysis is to explore the importance and effectiveness of community radio in India

On the basis of the general objective, this analysis has following specific objectives;

- To analyse the effectiveness of community radio programs
- To know about the forms and features of community radio
- To explore the development and need of community radio in India
- To understand the significance of community radio in Pandemic

REVIEW OF LITERATURE

This context analysis was interpreted using secondary data collected from national and international literature, journals, books, essays etc. These secondary data have been reviewed for understanding the comprehensive picture of community radio in India

Data Analysis on the basis of secondary data collection**Community Radio in India: Current Scenario**

The Government of India through the national CR forum under the MIB issued guidelines in December 2002. In providing these guidelines, 104 applications were issued for licenses.

The CR approval was a 50 watts transmitter with a peak range of 30m. According to MIB guidelines, educational institutions and farm Radio 51 by agricultural university and Krishi Vigyan Kendra. In under revised policy guideline, 2006 MIB permitted 100 watt stations with 12 km radius of the signal and 30 meter antenna height (CR Policy document, 2006). Till 1 Feb 2012, 991 applications were received, out of which 361 were rejected and in 363 cases letter of intent (LOI) were issued, others applications are in channel.

There are 316 community radio stations currently operating in India. Basically, CR channels were banned from advertising and current affairs and were to be “nonprofit” organizations. However, over time, commercials were allowed at a rate of one rupee per second for up to five minutes. Permissible progress in sports comments, vehicle information and water conditions at disaster and health awareness training events etc.

Number of operational Community Radio Stations in the country

(State/UT wise)

SR. No.	State/UT	No. of operational Community Radio Stations
1.	Andhra Pradesh	7
2.	Arunachal Pradesh	1
3.	Assam	4
4.	Bihar	9

5.	Chhattisgarh	6
6.	Gujarat	10
7.	Haryana	20
8.	Himachal Pradesh	4
9.	Jharkhand	3
10.	Karnataka	22
11.	Kerala	12
12.	Madhya Pradesh	24
13.	Maharashtra	30
14.	Manipur	4
15.	Odisha	19
16.	Punjab	6
17.	Rajasthan	15
18.	Sikkim	1
19.	Tamil Nadu	38
20.	Telangana	11
21.	Tripura	1
22.	Uttar Pradesh	38
23.	Uttarakhand	10
24.	West Bengal	6
25.	Chandigarh	4
26.	Delhi	6
27.	Jammu & Kashmir	2
28.	Puducherry	3
29.	TOTAL	316

Community Radio Programs: Voice of the Voiceless

A truly democratic platform—of the people, by the people and for the people—community radio, in its real sense is meant to create content for the benefit of society as well as individual upliftment and empowerment. Let's take five prominent community radio stations that have truly evolved to become the voice of the voiceless in India.

Radio FTII 90.4 FM, Maharashtra

Having launched in 2006, at the Film and Television Institute of India in Pune, Radio FTII, soon emerged as one of the most prominent community radio stations in the state, highlighting several health-related issues that were ailing the communities. They have conducted many programs like Tuberculosis communication programs, climate change awareness programs, and have also worked on adolescent issues, especially with HIV- AIDs affected youth.

Radio Udaan, Punjab

Born out of the desire to reach out to individuals with visual impairment, Radio Udaan began its flight in February 2014. An online community radio station, the primary objective was to bring together people from all over the world to form an inclusive and empowering community which is free from all stereotypes. Produced and webcast by a group of 30 visually challenged individuals, this station was the brainchild of radio jockey Danish Mahajan. Today, after continuous hard work, Radio Udaan boasts a reach of more than 100 countries to over 20,000 listeners every month.

Apno Radio, 90.4 MHz, Rajasthan

Operating at the frequency of 90.4 MHz, under Banasthali Vidyapith, Apno Radio is Rajasthan's first community radio station. Launched in 2005, with an objective to promote self-reliance and women empowerment, it focuses on several social issues ailing the rural communities of the state.

Vidyavani, 107.4 FM, Maharashtra

Based out of the Savitribai Phule Pune University (SPPU), Vidyavani is a prominent community radio broadcasting in Marathi, English and Hindi, since 2005. As Pune's first community radio, it has been reaching out to communities in and around the city, airing programmes related to civic issues, education, health, etc. As a campus radio station, it also caters to students of 650 colleges, affiliated to the university.

Vasundhara Vahini, 90.4 MHz, Maharashtra

With its primary audience consisting of farmers and villagers, Vasundhara Vahini focuses on various farming-related issues, like sustainable farming techniques, organic farming, new varieties of seeds, updates on the commodity market, weather forecast, various pesticides and medicines, etc.

Like many other radio stations, these Community Radios will also create community-centric programs in their respective interpretations of the universal theme, dialogue, tolerance and peace.

Community Radio in the Times of COVID-19

Rising to the coronavirus (COVID-19) challenge, community radios (CRs) have been playing a key role in mobilising communities on the margins to protect themselves against the virus and offering locally relevant information. CRs have served as information tools for spreading awareness about safety precautions, symptoms of infection, testing, and quarantine regulations; at another level, they have been debunking fake news circulating on social media and giving alerts on arrival of ration supplies and the return of migrant workers

In its response to COVID-19, community radio station like Alfaz-e-Mewat (AeM) has been broadcasting factual information across 225 villages in Nuh district of Haryana about the spread of the pandemic. The station director, Pooja Murada, revealed that "team AeM has been helping the communities in remote areas during this global health crisis. In the remotest parts of Koraput district of Odisha, Radio Dhimsa, a tribal CR station catering to the Desia (indigenous) community, has been carrying out wide-ranging activities, both on- and off-air, to empower the community to deal with the pandemic. While narrating his experience as the station manager, RJ Uday said that, "Desia people can't understand the information that is conveyed to them through mainstream media outlets because of language and cultural barriers. As a result, vital information remains out of

reach for the community during these trying times. Community radio stations in India have been working against the pandemic at considerable risk and cost to their staff members, with no support from the government.

LIMITATIONS

The limitations of this study are as follows:

- i. Unavailability of primary data to understand the present scenario of community radio in India
- ii. The inadequacy of secondary data for better evaluation

RECOMMENDATIONS

Hard to reach people/community of India can be developed and express their problems and demands through establishing community radio station that will ensure their socio-economic development. However, to spread the blessing of community FM radio, Ministry of MIB needs to:

- Train-up people to manage the system and create contents/programs which will express the views and sufferings of marginalized and vulnerable groups
- Ensure access and participation, diversity, independence and locality, so that member of marginalized group can express their problems and difficulties through community FM radio station
- Ensure multi-use of community FM radio i.e. spreading information of education, health and other nationally important issues.

CONCLUSION:

Community Radio has come a long way from mere symbolic communication tool to currently an instrument of change in both rural and urban landscape. It fills the interstitial spaces of big FM/ AM stations which were not able to address the issues in a more regional and therefore intimate way to send the message across the audience. Though India was late entrant to the CR phenomenon compared to other countries like Bangladesh, Sri Lanka etc. but it is moving on fast track. CR is able to address the diverse variety of culture and regions. In addition, with the number of CRs rising NGOs, universities, social groups are playing a vital role as agencies of its promotion and operation.

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A RESEARCH ON ONLINE LEARNING AND CHANGING DYNAMICS OF EDUCATION

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ABSTRACT

In this research paper we have tried to explore various spheres of online learning. In today's dynamic world, change is the only constant thing. Education Industry is not an exception to this changing and dynamic environment. In the last one year, we have witnessed drastic evolution in the education industry. A journey from hard core brick and mortar classrooms to digitally structured meeting rooms wasn't easy for the students as well as teachers.

In this research paper we have tried to understand hardships and challenges faced by the academicians in the due process of digital learning and the scope and future of online learning in the upcoming years.

Key words: Distance, learning, teaching, evolution, digitally-structured classrooms

INTRODUCTION

Education, a word which mostly brings two things in front of our eyes i.e school and college. Most people think that education is only related to these two institutions, but that is not the correct thought for education.

Education is basically a medium of acquiring skills and knowledge. Education means values, knowledge, skills, critical thinking and problem solving. Education can be said as the process of training people's minds and abilities to acquire knowledge.

George Washington Carver – Education is the key to unlock the golden door of freedom. Nelson Mandela – Education is the most powerful weapon we can use to change the world.

LITERATURE REVIEW

We referred the following research project to support our study:

❑ Name of the Project:

A consumer preference and perception towards online education in Ahmedabad city.

❑ Project Guide of the above mentioned project:

Prof. Bhavik Panchal

❑ Name of the Researchers:

Bhavik Parmar Devang Modh Harish Parmar

Ghanshyam Sarasariya Sujeet Thakur

❑ Project Link:

<https://www.slideshare.net/bhkparmar/a-consumer-preference-and-perception-towards-online-education-in-ahmedabad-city>

RESEARCH GAP

When we reviewed the above mentioned project, we came across the following literature gaps init:

- ❑ The above mentioned project concentrated only on the population of Ahmedabad city
- ❑ The said research project focuses only on online education

STEPS TAKEN TO RULE OUT RESEARCH GAP

- ❑ We have selected a sample size which covers students and teachers from various cities.
- ❑ In our research, we have tried to cover various aspects of online as well as offline learning.

OBJECTIVES OF STUDY

- ❖ To know whether people prefer online education or not.
- ❖ To get acquainted with the effectiveness of offline and online education.
- ❖ To understand the pros and cons of offline and online education.
- ❖ To know how much time people spend on online education.
- ❖ To be aware whether the people are happy with the online mode of examination or not.

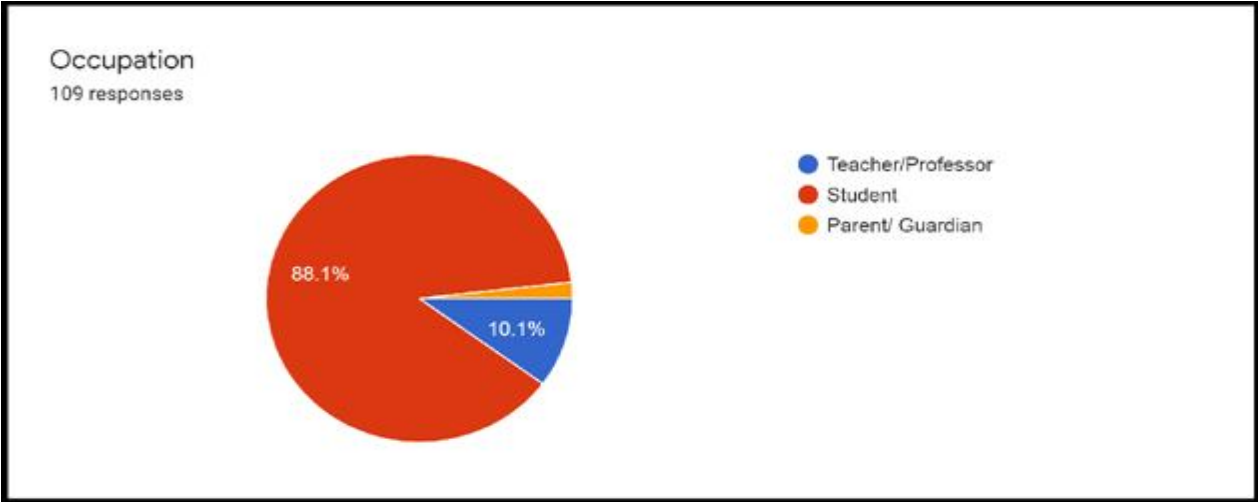
RESEARCH METHODOLOGY

This title was taken by us due to the increase in online education in past years. Moreover, due to the pandemic situation all the institutions moved to online education. We focused on whether the respondents are happy with online education or they prefer offline education only. We used descriptive design of research to get acquainted with views of people from different sections and age groups about the changing dynamics of education. In our research, we have used questionnaire to collect primary data and we have made use of a research project, various websites and reference books to collect secondary data. The questionnaire consisted of various multiple-choice, open-ended and closed-ended questions. The target population of our research project is students, teachers and parents and the sampling method used is convenience sampling. The sample is taken from Dombivli and the sample size is 109 respondents. The analysis tools used by us in the process of research were google forms and MS-Excel.

DATA ANALYSIS AND INTERPRETATION

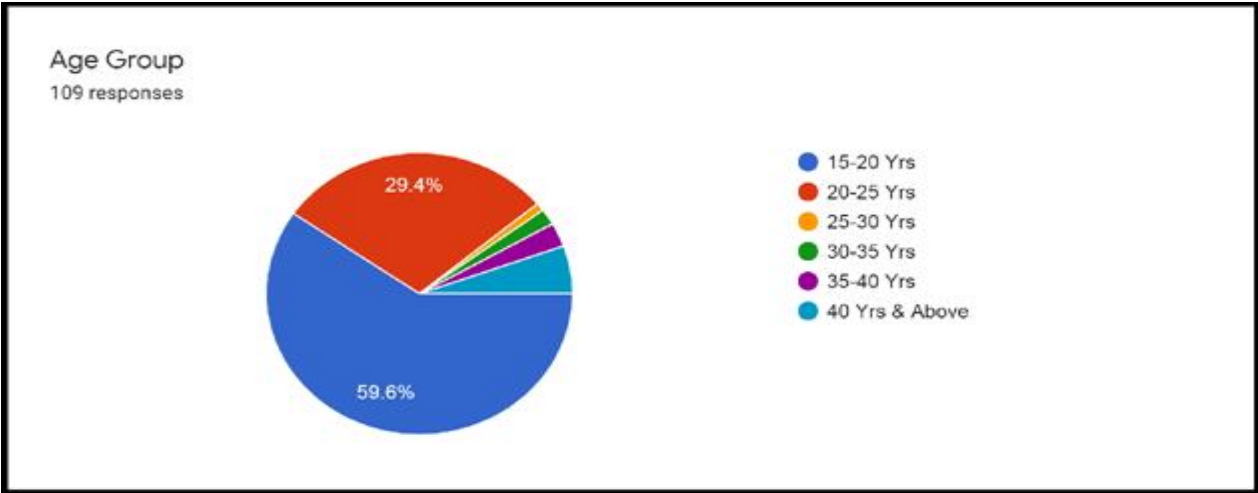
The data collected through the questionnaire is analysed considering each factor under study and the analysis is presented below:

- a) Occupation Profile of respondents



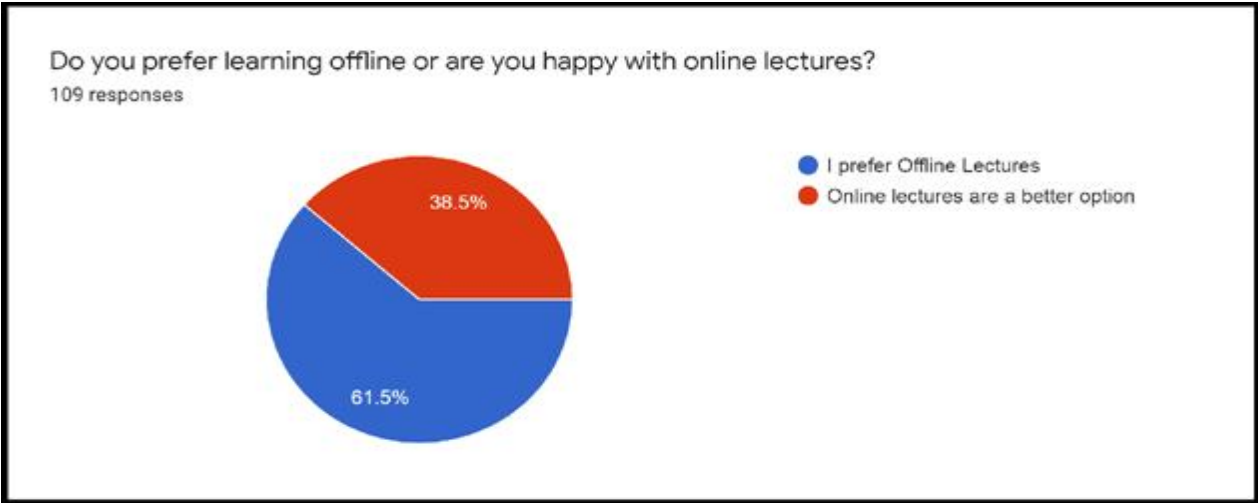
Most of the population belong to the category of students followed by those belonging to the category of teachers.

b) Age Profile of respondents



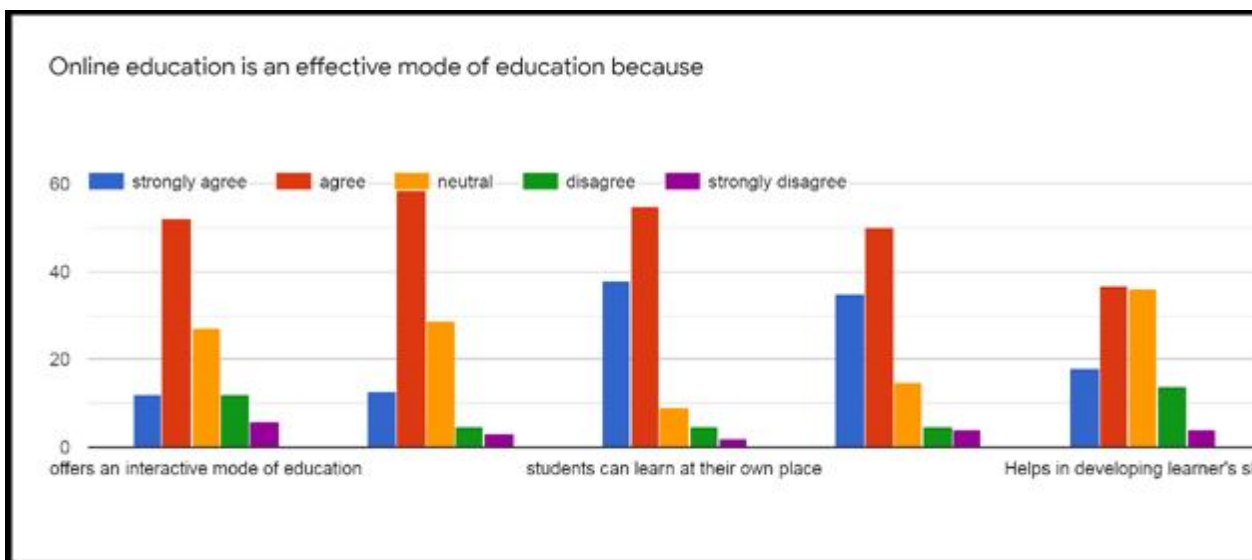
Most of the respondents belong to the age profile of 15-20 years followed by those belonging to the age group of 20-25 years

c) Learning mode preferred by respondents:



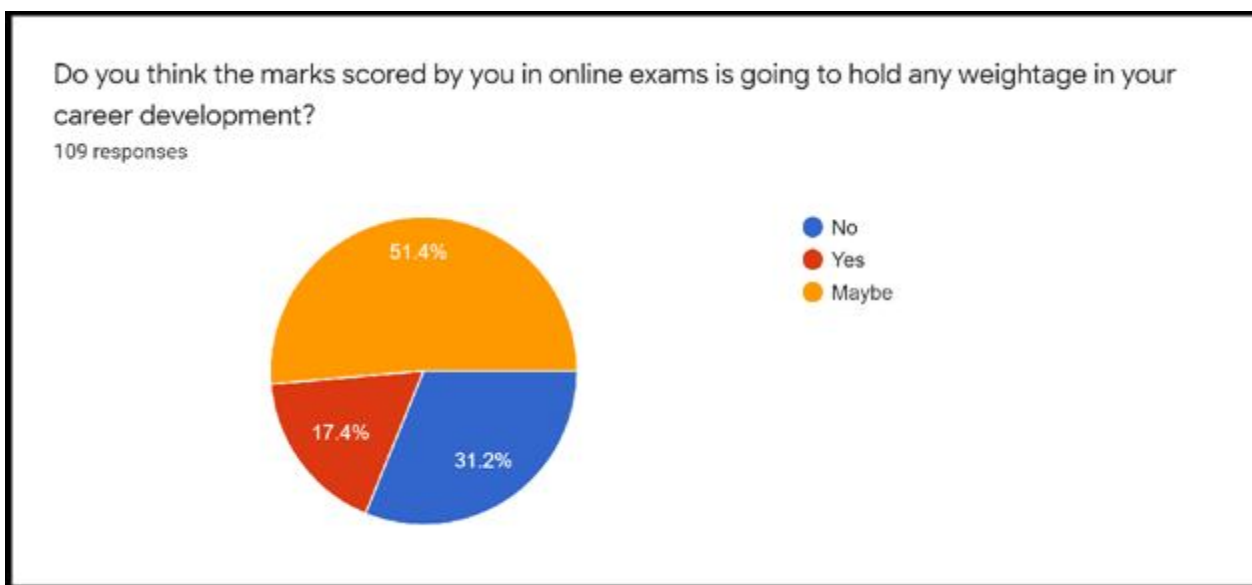
Majority of the respondents prefer offline learning over online learning

d) Reasons of ineffectiveness of online education stated by the respondents:



This question was quoted by us to know what people think about the online medium of learning. In our analysis, we got to know that the majority of the stakeholders agree with the effectiveness of online education.

e) Weightage of marks scored in online examination in the light of career development



Though majority of the respondents are in the favour of online examination but, it can be clearly seen from the above pie chart that a larger part of the population is dicy about the practical weightage of marks scored by the students in the online examinations.

FINDINGS :

Findings and Suggestions

- The questionnaire was submitted by students, teachers and few parents.
- Most respondents preferred offline/ traditional mode of education.

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- On an average, most respondents spend 1-3 hours for distance education.
 - Only a few respondents think that online education is very effective.
 - Respondents who think online education is effective because they have access to information about the course, students can learn at their own place, etc.
 - Many respondents think that online education is not effective due to lack of real time feedback to questions, lack of interaction between classmates, need of perfect computer and internet skills, etc.

SUGGESTIONS WE GOT FROM THE RESPONDENTS:

- ★ Students feel that the learning environment is missing due to which learning online is not much good.
- ★ Students need offline/traditional education for better understanding.
- ★ For more effective online lectures there should be more improved infrastructure.
- ★ It's good for students who are appearing for professional courses.
- ★ Some more efforts must be taken and techniques must be used to make online lectures more effective and interesting for the students.
- ★ But considering the overall scenario, online education is the need of the future.

Therefore, education institutions as well as students need to adapt the changes in education and shift towards online education.

CONCLUSION

The shift from traditional education to online education inspired us to analyze this topic. Through this study we tried to find out the views of people about changing modes of education.

Offline and Online education both has its own pros and cons.

On the basis of data collected, it can be concluded that still people are preferring offline education because it provides close interaction between teachers and students. Teaching styles are designed in such a way that allows shared learning responsibility through students' collaboration with teachers in face-to-face interaction. Offline education produces highly competent students. With classroom environment and other classmates, students learn more effectively in offline education. Moreover, to get knowledge through offline mode of education, students need not have electronic devices nor internet connectivity. Online learning is convenient as online lectures can be attended from anywhere and students need not travel all the way to schools and college. Online education is preferred by students pursuing other professional courses. People also think that online education is good for students of higher standard but not for kids and primary level students. Students can also get learning + earning benefits through online education.

Considering the responses received, it can be concluded that the alternative hypothesis is proved.

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NEW NORMAL: POST COVID ERA HYPERINFLATION: A DISASTROUS CONSEQUENCE

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ABSTRACT

With an outburst and unexpected arrival of pandemic it made everything across the world into standstill. Even an economically strong country got badly hit due to Covid- 19 crises. Country like India is not an exception to this, as a result it is terribly facing challenges in respect of economies. The social and economic life of almost every country around the world became standstill. Various sectors suffered huge losses like aviation, tourism, retail, capital markets, etc. taking charge of the country's GDP growth rate. The crisis has witnessed a shocking mass exodus of a floating population of migrants on foot, amid a national shutdown. Their concerns were mainly the loss of employment, the daily ration and the lack of a social safety net. India needs to rethink its development paradigm and make it more inclusive. COVID 19 has also provided unique opportunities for India. There is an opportunity to participate in global supply chains, multinationals are losing confidence in China. To "do in India" some reforms are needed, one of which is labor reforms.

Keywords: Pandemic, Inflation, GDP: USA and India, Economic policies

OBJECTIVES:

1. To compare the economic performance of the USA and India.
2. To examine the current economic condition of India and possibilities of Hyperinflation.
3. To study the performance of the country with respect to GDP post pandemic.
4. To study about government policies and initiatives to revive the nation's economy.

METHODOLOGY:

Previous research studies to assess the economic impact of epidemics have been based on simulation models. A study done by Jim Probasco (30+ years of experience writing which includes government programs and policy, retirement planning, insurance, family finance, home ownership and loans) to assess the impact of Hyperinflation in the US economy. Brief issued by Indiaspend.com to assess the impact of the inflation and pandemic leading India towards negative economic growth. The policy reformation by the Government of India to revive from the present financial crisis.

MAJOR RESULTS:

In this study, the focus is on assessing the damages caused by COVID-19 in the affected sectors, such as aviation, tourism and the retail, the overall productivity loss and the socio-economic impact of labour hours lost with an analysis of developmental policy and programme implications.

INTRODUCTION:

The COVID-19 pandemic has prompted many countries to implement social distancing, lockdowns, and travel restrictions, resulting in an unprecedented global economic collapse in peacetime. The real-time effects of the

'big lockdown' on employment and consumer spending have been widely documented. However, much less is known about the impact of the crisis on inflation.

The Covid-19 crisis and the lockdowns imposed to slow the spread of the virus have presented a unique challenge to economies, including India. It was a simultaneous supply and demand shock. Restrictions on movement affected supply, while declining jobs, income, and regular business activities affected demand.

Economists are divided on whether the Covid crisis will prove inflationary or deflationary. Early indications, from inflation expectations surveys and now from inflation data, suggest a combination of forces leading to higher inflation. Economists, however, still believe that a collapse in demand will eventually lead to deflationary pressures that will crush any supply-induced inflation. As the forward and backward links in economic activity gradually repair, the supply shock is likely to fade as long as the demand shock persists, pushing core inflation down. The situation of high inflation is to be temporary. As supply chains are reestablished and demand remains weak the inflation will fall sharply to an average of 2.5-3.0% year-on-year in the second half of the year.

HYPERINFLATION

In the world of economics, equilibrium is a theoretical state in which supply and demand are in perfect equilibrium. When the economic balance is out of balance (which is pretty much all the time), we talk about imbalance. One possible cause of imbalance is inflation.

When the imbalance is caused by inflation, the prices of goods and services increase due to the imbalance between supply and demand. The net result of inflation is a decrease in the purchasing power of your money.

Hyperinflation is a situation faced by developed countries in some rare cases, wherein a series of rapid, excessive, and uncontrollable price increases. Indeed, true hyperinflation must reach a high threshold: an inflation rate of 1000% or more per year.

According to the US Federal Reserve System (FRS), an annual inflation rate of 2% is "more in line with the Federal Reserve's mandate to achieve maximum employment and price stability."

The inflation rate in the United States in 2019 was 1.81%. The expected rate for 2020 is 0.62% and for 2021 is 2.24%. The highest annual inflation rate in the United States since 2010 was 3.14% in 2011.

Hyperinflation only occurs in very specific circumstances, including a currency crash, after wars, when tax authorities lose control, or when savage populism prevails.

One of the most striking examples of hyperinflation in history occurred after World War I in the German Weimar Republic. Trying to pay for war reparations and at the same time grow the economy, the German government printed so much money that a huge gap between supply and demand developed, along with a rate of inflation. by 322% per month or an annual rate exceeding 3 billion percent in November. 1923

CAUSES OF HYPERINFLATION

- 1) an increase in the money supply not supported by economic growth, which increases inflation, and
- 2) demand inflation, in which demand exceeds supply. .

Obviously, these two causes are related, as they both overload the demand side of the supply/ demand equation.

The increase in the money supply is usually caused by government action such as that which took place in Weimar in 1923. When the government injects money into the economy, hyperinflation can occur. Oftentimes, the pulling effect of inflationary demand occurs mainly because people have more money, which creates a willingness to pay higher prices, which increases demand.

UNITED STATES AND HYPERINFLATION:

United States economy post-pandemic:

- GDP declined 3.5% in 2020, the lowest growth rate since 1946.
- Monthly unemployment peaked at 14.8% in April 2020, after a 50-year low at 3.5% in February.
- Nearly 25 million Americans had unemployment insurance in May, the peak of the pandemic.
- The economy lost 9.3 million jobs in 2020, a 6.1% drop from 2019. This is more than the 3.7% drop from 2008 to 2009 during the Great Recession.
- By the end of 2020, 74% of small businesses reported being adversely affected by COVID-19 and 73% of small businesses reported receiving a loan from the Paycheck Protection Program.
- Before the pandemic, median wages increased 1.2% from 2018 to 2019.
- The United States imported \$ 679 billion more in goods and services than it exported in 2020, an 18% increase in the trade deficit since 2019.
- GDP has grown by 2.1% on average over the last 20 years, but has gone from \$ 21.7 trillion in 2019 to \$ 20.9 trillion in 2020.
- The leisure and hospitality sector was the one that lost the most jobs: 3.7 million (a decrease of 22%). The greatest losses were recorded then in the public sector, with 1.3 million jobs lost (a 6% decrease), and in the education and health services sector, with 1.2 million losses (a decrease of 5%).
- Education, food and lodging services, health care, and arts and entertainment suffered the most negatively.
- The United States' trade deficit with China in the third quarter of 2020 was \$ 75 billion, a decrease of 1% from the same period in 2019.

The table below illustrates the impact of normal annual inflation (2%) and hyperinflation (1000%) on the prices of certain items in the basket of goods and services covered by the consumer price index. (CPI), which is used to calculate the inflation rate in the United States.

Item/Service	2020 Price	2021 Price With 2% Inflation	2021 Price With 1000% Hyperinflation
Cup of coffee	\$2.00	\$2.04	\$22.00

Gallon of milk	\$3.50	\$3.57	\$38.50
Men's shirt	\$60.00	\$61.20	\$660.00
Insulin (vial)	\$95.00	\$96.90	\$1,045.00
55" Television	\$400.00	\$408.00	\$4,400.00
Two BR apartment rent	\$2,000.00	\$2,040.00	\$22,000.00

PERFORMANCE OF INDIAN ECONOMY WITH RESPECT TO GDP POST PANDEMIC

The Indian economy grew 3.1% in the March quarter and GDP growth for fiscal year 20 was around 4.2%. Growth was struggling even before the pandemic hit. Even if we compare India's QoQ growth with that of the United States, we would still have worse, not better, performance.

The point is that there is a decrease everywhere depending on the amount of block they have had. Our number is obviously higher because of the two months of complete blockage that they cannot. Likewise, China has shown growth that may not be the right comparison, as it had slowed down when the pandemic hit them, whereas today they came out of it.

India is doing much worse than most other economies (even South Asia) because we had a more brutal (and unnecessary) blockade with no offsetting public spending. We have also failed to control the spread of the disease, so the decline will likely persist even if the economy breaks down. Before the pandemic, we already faced high levels of poverty and inequality. The blockade will increase existing and significant inequalities," he added.

INDIA AND HYPERINFLATION

After the pandemic disrupted the Indian economy and led to rising unemployment and falling wages, a prolonged period of rising food inflation pushes millions of families to cut food spending, threatening a period of nutritional poverty and malnutrition in children. As households turn to savings due to stagnation or lack of income, economists warn that gross Indian household savings could decline, impacting future consumption and jeopardizing economic recovery. This could lead to lower investor sentiment as India's consumer market shrinks with limited household savings, economists have warned.

After the pandemic that hit India, Prime Minister Narendra Modi's sudden announcement of a total nationwide shutdown disrupted the agricultural supply chain. This led to the spike in food inflation that India has experienced in recent months. A sustained rise in food inflation could have a detrimental effect on India's poor, according to economists, who said rising food prices would put pressure on incomes, which are already very low, and would decrease profits. economic suffering in the country.

The government's policy of increasing fuel taxes has been a major factor in the rise in inflation, economists said, which would negatively impact millions of self-employed Indians and small businesses who, along with tens of millions of Indian workers, the informal sector, were the hardest hit by the economic damage.

The current upward trend in inflation is "in the nature of cost-induced inflation," which is the result of certain bottlenecks in the supply chain and the government's attempt to increase fuel taxes to increase fuel prices.

During the shutdown, between April and June, around 1,500 tonnes of grain were damaged by the Food Corporation of India falls. For comparison, the Food Corporation of India's grain waste would be 2,000 tonnes for the whole of fiscal year 2020.

WILL INDIA FACE HYPERINFLATION?

In an Indian state like Kerala, one of the regions historically most prone to inflation, inflation is under control. The information from fuel, real estate and consumption is positive with an acceptable rebound in inflation, it is not abnormal to live. Also, for fast learners, as we are in the future as well, this spiral may not form as we saw in the early days of our free market. Suppliers and manufacturers have learned a lesson from reckless price increases which, if done too often, can lead to situations that are counterproductive to their goals, even at the risk of mission failure for them, if I can. call you in these early stages of their training.

We could therefore have normal inflation, not hyperactive as we feared. Oil prices due to imported inflation may not pose a threat for some time as there is now an oversupply, which could last for some time. Changing China's economic hegemony could make inflation of other commodities a concern in the future. This can lead to deflationary pressures which could be offset by low interest rates which can bring equilibrium and stability for the future without excessive volatility on the interest rate side. I think things look secure now as violent liquidity traps are not a concern as rate cuts can be slow for that to happen for the foreseeable future. Industrial production peaked in the last quarter and inflation is nowhere in sight. All of this means that there is no fear that instability will increase in the near future.

Presently India is facing the problem of high inflation. The chance to lead to hyperinflation with respect to current development is comparatively low as long as the Indian government continues to act cautiously and make good economic decisions for the country. And our country has a balanced export to that of import. So we are not solely dependent on a single market. Apart from that our country shares good relations with other countries thus can be helped in case of crisis.

RECOMMENDATIONS:

Overcoming basic emergency during pandemic:

- The government should look towards public spending and food distribution
- Government should spend funds appropriately during a pandemic to stabilize the life of citizens of the nation.
- The government is expected to immediately release grain surpluses to the Food Corporation of India by looking after reducing the wastage which they face. Avoid the situation of Hyperinflation in India post pandemic:
- The nation should focus on improving the agricultural sector of the country.

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- Investments in agro based industries, allied activities, health sector, ayurveda as these are the sectors that will be highly in need even during crisis.
 - Export promotion activities by giving tax holidays, subsidies and other benefits.

CONCLUSION

An outburst of Covid 19 indeed dustrubed the economic and social system of the nation but has also given other opportunities to the nation. We can flourish the business and economy going for a digitised way of business. Allocation and spending funds in an appropriate way will help the nation to revive from the crisis the country faced during a pandemic situation. Global marketing and focus on essential sectors can bring the nation's financial state back to normal.

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GROWING WORLD OF OTT MEDIA SERVICE DURING PANDEMIC

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ABSTRACT

The purpose of the study is to analyze the growth of OTT media service particularly during the pandemic. The dependency of the cinema world (both Hollywood and Bollywood) on the various OTT platforms due to the pandemic condition is scrutinized as well. This study will help to understand the changing dynamics of the cinema world. Furthermore, the changing dynamics of the audiences in terms of choosing the OTT platforms over theatres. For this purpose, various OTT platforms are studied like Netflix, Amazon Prime, Disney + Hotstar. Individually, the popularity of these OTT platforms is analyzed as well as their growing demand in India.

The method the researcher has used is content analysis as a detailed study has to be conducted. Moreover, detailed study of the different films and series released during the pandemic is done. This will help in understanding the growth of the OTT media service during the pandemic.

Along with this, the most viewed series and films during the pandemic on OTT platforms is analyzed. Also, the experience of watching new content even during lockdowns would be better understood. Lastly, the future of these OTT platforms in our brand-new apocalyptic society must be pondered upon.

The results suggest that with the growing fear in the minds of the people OTT platforms are the best option provided to us with variety of great content in just one place. Also, in the coming future all these OTT platforms would keep on improvising, and therefore replacing theatres and multiplexes.

Keywords – Netflix, Hotstar, Amazon Prime, OTT platforms, pandemic, lockdown

INTRODUCTION

Over the top streaming platforms is a type of a media service that is made available to the viewers through the internet. The term of OTT is quite similar to subscription-based video on demand service that helps in accessing the films and television content. OTT platforms work with the help of internet on one's phone, laptops or even new smart TVs. They also help in viewing the television content which is broadcasted on television networks. Many a times, this television content is viewed on OTT platforms a day prior to its actual broadcasting time on the TV.

Over-the-top streaming platforms have become such an integral part of our lives that it's hard to imagine a world without them. But different OTT platforms have different stories to tell. Netflix started in 1997 and disrupted the world of DVDs and video tapes. It was the brainchild of Reed Hastings and Marc Randolph which provided service to its members through rental by mail. Initially, Netflix charged its viewers \$15.95 per month, in which the viewers could see up to four movies at a time and no more. Later, Netflix introduced the monthly subscription to its members and started charging them at \$19.95 per month. Netflix has experimented with itself so much that with the period of time that it improvised in terms of its services tremendously. Today, Netflix is

viewed almost everywhere all around the globe and the reason behind its success is consistently delivering good content. Like Netflix, all other OTT platforms emerged and gradually took over the television and theatres.

In India, the fever of OTT platforms rose in 2010 but shockingly it wasn't due to Netflix. Though in 2010 Netflix started its services internationally. Many OTT platforms entered India in 2010 like Ditto TV, Sony Liv, BigFlix. In 2015, Hotstar (now Disney + Hotstar) made its entry and in the following year Netflix entered with a bang. Netflix and Amazon Prime made its international content available to the Indian audiences. And eventually, original Indian content was made on these OTT platforms. With the arrival of 'Sacred Games' on Netflix and 'Made in Heaven' on Amazon Prime the experience of viewing shows in India changed completely. Then eventually, the India content started rising with 'Ghoul', 'Mirzapur', 'Patal Lok', 'Delhi Crime', 'She' and many more.

LITERATURE REVIEW

There are a lot of success stories that contribute to the OTT movement — YouTube, we're looking at you — but one of the greatest stories of the OTT saga is Netflix, the little streaming platform that could.¹

In 2007, everything changed when Netflix went OTT, catching onto the wave of customer demand for untethered, streamed content (it was only some two years earlier that YouTube launched as well — what a time to be alive!). From then on, Blockbuster (despite trying to go OTT a few different ways) was constantly wiping its face clear of Netflix's dust as it sped past.

We all know that Netflix isn't the only big guy out there right now — YouTube has launched its own video creation service, Amazon has gone "prime," Hulu has moved to take over TV, and even the indie-darling Sundance is making a splash out of its festival favorites and more. The world is recognizing the potential of OTT, not just for the big players like Disney (who, after launching Disney+ last year, has already exceeded 28 million subscribers).²

It's also worth remembering that OTT services are still fairly new, and could undergo significant changes as best practices are refined. For example, some experts believe OTT platforms could one day be bundled much like traditional cable packages. In fact, some cable companies offer OTT solutions like HBO Go as part of their premium subscriptions.³

With an OTT video subscription, pricing and packaging is your most valuable strategic tool. It's directly tied to revenue growth through new customer acquisition, increasing the value of existing customers, and/or reducing customer churn. But as it turns out, subscription pricing and packaging can be quite complex.

You can price by number of users or capacity, family plans or group plans, concurrent streams or by device type. You can price by different time periods — daily, monthly, quarterly, annually. You can utilize

¹ <https://www.endavomedia.com/what-is-ott/>

² Ibid 1

³ <https://www.tapjoy.com/resources/what-is-ott/>

promotional models like freemium, free trials or partner offers to hook in customers at no cost. You can discount for multi-year purchase to incentivize long-term use. You can offer special pricing based on related services that users may already be paying for.

When covid-19 shut down the box office, over-the-top (OTT) streaming platforms came to Bollywood's rescue. In July, Sushant Singh Rajput-starrer 'Dil Bechara' made the biggest opening ever on Disney+ Hotstar. This was just one of many success stories of web platforms this year. Can the new audiences stay on in 2021?

Industry and internet search data show viewership on OTT platforms indeed spiked in April, especially in smaller towns and cities. The early effect has not sustained for all platforms alike, but net viewership continues to be much higher than pre-pandemic months.

Paid subscriptions on OTT video platforms grew to 29 million by July, a jump of 31% in just four months, shows the latest estimate available with India Brand Equity Foundation. The increase was 5 million in April alone, the biggest for a single month. ¹

As OTT platforms flourished, the state of Indian cinemas went from struggling to rock bottom. Unable to withstand the long closure and with no government aid, at least 1,500-2,000 single-screen cinemas across India are expected to shut. It hasn't helped that the past eight months have seen over 90 films across languages skip a theatrical release for a digital one, thereby limiting new offerings available for cinema owners.

Even as studios engage in the wait-and-watch game, some have already shut shop. Fox Star Studios, which produced hits such as Sanju and Chhichhore, let go of its staff this year; Universal Pictures ceased its India operations. Still, many production houses have kicked off new projects, certain that theatres will become relevant again. "If there was such a huge uncertainty about demand, people would not be investing and making films," says Andhare. "The best indicator is that every single major star is out there shooting today."

Where films have struggled, web series succeeded, keeping the audience hooked with long-format storytelling. The most talked about releases this year included Mirzapur 2, Scam 1992, Paatal Lok, Panchayat, Special Ops, to name a few. Prabhat Choudhary, a well-known public relations and digital entertainment strategist, sees benefits in the "paradigm shift" in Indian entertainment. Actors such as Jaideep Ahlawat, Divyenndu or Pankaj Tripathi "who were not being fully utilised by Bollywood" are now flourishing.

In the wake of COVID-19, OTT has also presented a unique opportunity for live streaming large events like concerts, music festivals, conferences, and more that would have otherwise been canceled. With a platform like Endavo, creators, event organizers, and businesses alike can deliver their content to a much larger audience with the option to monetize.

Whatever streaming's future holds, it's getting shared OTT, and it's transforming the world. ²

¹ <https://www.livemint.com/industry/media/lockdown-led-push-for-ott-platforms-set-to-carry-on-into-2021-11608102539208.html>

² <https://www.indiatoday.in/magazine/news-makers/story/20210111-win-some-lose-some-1755080-2021-01-03>

RESEARCH DESIGN

Title - Growing world of OTT media service during the pandemic

Aims & Objectives –

1. To analyze the growth of OTT platforms during the pandemic
2. To study the dependency of the audiences for entertainment on OTT platforms
3. To examine the dependency of the entertainment world on the OTT media services

Hypothesis – There has been a tremendous growth in the OTT media services during the pandemic

Limitations – In order to study the growth of the OTT platforms all the content produced during the pandemic in each of the streaming sites won't be analyzed.

Delimitations – The study might be about OTT platforms but many OTT platforms are not analyzed due to the time and words constraint. Hence, many national-level and international-level OTT platforms might get neglected.

Utility – The study can be utilized in the future particularly when these OTT media services would take over the cable TV and theatres.

Methodology: - The method used by the researcher is content analysis. Secondary data collection has been done to analyse the varied OTT platforms and its content during the pandemic.

OBSERVATIONS & ANALYSIS

Netflix's breakthrough moment came in the year 2013 when it aired the Netflix original series 'House of Cards' which went on to run for a record six seasons winning many awards and accolades from all over the globe. In 2015, Netflix produced a war drama 'Beasts of No Nation' which was screened at 72nd Venice International Film Festival, where it won the Marcello Mastroianni Award. Similarly, Hotstar, an Indian subscription-based service started producing its original content like 'City of Dreams', 'Criminal Justice', 'Special Ops' and entered in millions of houses all over the India. With its screening of 'Game of Thrones', Hotstar's members escalated day-by-day. In 2018, when the final season of 'Game of Thrones' aired in the month of April-May Hotstar's subscriptions sky-rocketed as millions of Indians glued to the streaming service for the last season of the legendary fantasy fiction show. Furthermore, while talking about Amazon Prime's popularity we need to mention 'Bosch' which premiered in 2015. Also, its Indian content like 'Mirzapur' (2018) and 'Made in Heaven' (2019) clicked the right chords with the Indian audiences. Hence, it is rightly said that Amazon Prime has better Indian content than Netflix. But in terms of international content, no streaming service can beat Netflix.

During the pandemic the unknown happened. A most-awaited movie of a superstar was released on the OTT platform, Amazon Prime. The film was 'Gulabo Sitabo' which had Ayushmann Khurrana and Amitabh Bachchan started streaming on Amazon Prime Video on June 12. The Shoojit Sircar directorial was the first mainstream Bollywood film to opt for a digital release due to the coronavirus-induced lockdown. A quirky story of a landlord and his tenant gave the audience experience of watching a Bollywood movie after a long tedious

time. This was just the beginning of the many movies to be released on the OTT platforms. Followed by 'Gulabo Sitabo' yet another movie of a superstar released 'Shakuntala Devi', a biopic of an extra-ordinary genius. The movie was well-received by the audiences and praises for Vidya Balan didn't stop for days. Audiences went on social media to praise the film based on human computer and the outstanding performance of Vidya Balan who easily portrayed the character on-screen. On social networking sites like Twitter, Facebook and Instagram the audiences gave their verdict and applauded the film and its story. In February, the audiences got a surprise in the form of the much-awaited sequel of 'Drishyam' starring the legendary Mohanlal. 'Drishyam 2' released in February on Amazon Prime. Much like its first part, the sequel too was spectacularly engaging and intelligent. Critically the movie was well-praised and the audience's reception was equally positive. In fact, it was believed that 'Drishyam 2s' OTT release was a big loss for the theatres.

In this race for the premier of movies during pandemic it is safe to say that Hotstar was the clear winner. Initially, by merging with Disney and providing the plethora of Disney's new as well as old classic movies to its members. And then by releasing the suddenly most-awaited movie of the recently died actor Sushant Singh Rajput 'Dil Bechara'. Erstwhile, a movie that was mocked for its cheap imitation of the classical love story 'A fault in our stars' this one movie was waiting to break all the records. The sad demise of Sushant Singh Rajput was the reason why all his fans or newly-gained fans were waiting to catch a glimpse of the late actor one last time. When the trailer was released it broke all the records and, in a few hours, had over million views. Till this date, the trailer has over 93 million views and the title track has over 107 million views on YouTube. A record Sushant wouldn't have dreamt when he was alive. Upon its premiere through OTT platform Disney+ Hotstar on 24 July, the film registered 95 million views, within 24 hours of its release, which is equivalent to a collection of ₹2000 crores on opening day. As per a report "Crisis Consumption on TV and Smartphones" published by BARC and Nielsen Media in September 2020, the film was noted as "most-viewed film on a smartphone" in India. A survey report from LetsOTT, claimed that the film became the most watched direct OTT release in India. In December 2020, Twitter India released a survey report stating that the film topped the list in most tweeted Indian film of 2020. It was also Google's top searched film of 2020 in India. Similarly, Hotstar released the film of another late actor Irfan Khan 'Angrezi Medium'. Though initially the movie was released in theatre, it hardly ran for a few days since lockdown began soon. Again, the audiences flocked to Disney + Hotstar to catch a glimpse of the genius Irfan Khan for the last time.

On 12 August, 2020, Netflix released 'Gunjan Saxena: The Kargil Girl'. Despite its mixed reviews from the audiences in the initial stages the film trended number one on Netflix for weeks. The film received positive response from the critics with 100% on Rotten Tomatoes but the audience reception was marred by the dark clouds of nepotism. While everyone was praising Amazon Prime and Disney + Hotstar, Netflix dropped a surprise in the name of 'Ludo'. The movie was released in November and was quiet a surprise ride of four different stories connected with each other. The critics gave the movie four stars and the movie went on to trend on number one spot on Netflix for months. Yet another surprise was brought by Netflix in the form of a feminist folk-tale 'Bulbbul'. Though the film had mainly new faces and short length it was quiet a visually stunning sight. It was a mixture of horror, period, fantasy-feminist fiction which was a new genre for Indian audiences. Many found the movie predictable and male-bashing but its cinematography was praised nevertheless. Tripti

Dimri's spectacular performance was praised and noticed. In terms of Indian content, Netflix might have lost the game to Hotstar and Amazon Prime. But Netflix's international content kept on coming and didn't disappoint. The most-awaited part four of the hit Spanish series 'Money Heist' released on April 3, 2020. Fans from all over the world devoured the part four of the series and were left on the cliffhanger as usual. In the time of pandemic, this series worked as a healer to many. The famous song of 'Bella Ciao' was sung in the balconies of Italy to lift the spirit of people arrested in their houses. Speaking of India, 'Money Heist' is one of those rare series that is always trending on Netflix. Another surprise was brought to Netflix members in June when the final season of 'Dark' was premiered on 27 June, 2020. The critical as well as audience response of 'Dark' was astounding. It received 97% on Rotten Tomatoes and it was trending all over the world on Netflix for months. It is rightly considered to be one of the smartest shows on Netflix.

CONCLUSION

The pandemic opened new doors of opportunities for the OTT platforms all over the world. Because of the abundant releases happening on different OTT platforms at the same time the audiences didn't miss the theatres during the lockdown. The show business was still open and audiences relished the new content probably at lower prices sitting comfortably at home. So, it would be safe to say that majority of the audiences might have shifted their interest from theatre to the number of streaming services. Also, at the same time if the streaming services keep on bringing in new and original content on its platforms the audiences would not feel the need to step outside for entertainment. As the pandemic does not cease to exist, it is safe to say that the OTT media service will grow bigger and better.

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**A STUDY ON STUDENT'S PERSPECTIVE ON THE EFFECTIVENESS OF USING E-LEARNING
DURING THE COVID ERA**

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ABSTRACT:

Post covid-19, the world will be a different place. There will be visible changes across a range of behaviours, from shopping and eating out to travel. The impact of the pandemic has already been felt on the education sector too. The impact of covid will be here for a long time. This pandemic has enabled mankind to adjust in all spheres of life. Also, it has given rise to push to the digitalization of the education sector. The pandemic has forced a shift away from teaching-learning in traditional settings with physical interactions to a more virtual space. This study emphasizes how assessment and delivery methods employed during the covid era can influence the effectiveness of online education, as well as the benefits and constraints experienced in e-learning. A survey was employed to investigate the opinions and experiences of students involved in online education. Various factors that affect the effectiveness of online education were studied to provide insights on the major challenges, benefits and limitations faced. Among the findings, major problem areas were identified, and suggestions were proposed on how identified problems can be minimized.

KEYWORDS: E-Learning, Online Learning

INTRODUCTION:

One of the most memorable days in the history of India during the 21st century, was the 1st phase of lockdown was announced by the Prime Minister on March 25, 2020, for 21 days, which was novel for the Indians. However, considering the magnanimity of the situation, the Indian Government has been extending the lockdown period in different phases. Considering the extreme situation in Maharashtra state, extensive lockdowns and curfews were enforced along with various social distancing measures in place. All of this created confusion and uncertainty about the resuming of education among other activities. In all the phases of lockdown, the educational institutions throughout the nation have never got any relaxation to start their educational activities. Thus, pandemic Covid-19 significantly impacted the education sector.

The Covid-19 pandemic taught the entire society how necessity is the mother of invention by allowing educational institutions to adopt online learning and introduce a virtual learning culture. The lockdown has compelled many educational institutions to cancel their classes, examinations, internships etc. and to choose the online modes. The teachers assigned work to students via internet-delivered lectures video conferencing using different Apps like Zoom, Google meet, Facebook, Youtube, and Skype etc. All the interaction were conducted using WhatsApp groups of guardians, teachers, students, and parents. The adaptation and integration of technology in classroom teaching has been one of the biggest challenges. Educators have been compelled to upgrade their technical skills to create better and more engaging lessons in a short period. Several institutions took initiative to train and develop the technical skills of teachers so that education can be continued through an alternate medium. This is how e-learning became the new normal even in the remotest part of the nation.

IMPACT OF COVID ON HIGHER EDUCATION:

1. The pandemic led to the postponement of various activities like admissions, examinations, entrance tests, and lectures conducted by the Universities and the colleges.
2. Covid-19 led to an acceleration of the adoption of digital technologies to deliver education.
3. It encouraged all teachers and students to become more technology savvy and improved the use of electronic media for sharing information by making use of WhatsApp, Google Drive and Microsoft office tools, etc.
4. Covid had both positive and negative impact on research also. On one hand, it has made it impossible for fellow researchers to travel and collaborate with co-researchers. On the other hand, they got acquainted with technological methods to improve their research work and got ample time for their professional development.
5. At many levels, the students were promoted to the next class considering the past performance.
6. It severely affected the examinations and assessment. Most of the entrance exams, college and university level exams were postponed due to lockdowns. This uncertainty created anxiety among students, especially those appearing for boards and the final year graduate students.
7. Many entrance tests, job recruitments, campus selections were cancelled. Graduates also suffered as there were no new recruitments in the public sector and overseas. Joblessness and delay in the Post-graduation admission process was a major cause of anxiety among the graduates.

CHALLENGES FACED IN E-LEARNING SCENARIO:

1. The affordability of technology-aided learning is a major concern, considering a large number of students from below poverty income group who can barely afford books and admission fees.
2. Technology brings in a lot of health hazards with it. Increasingly doctors are recording many of their patients mostly students struggling with vision and concentration-related problems because of prolonged gadget use.
3. The young eyes and brains are at constant risk which is a serious concern for parents.
4. Challenge in conducting extracurricular activities like sports, music, art etc.
5. Lecture duration was reduced, so completing the course was difficult for the teachers.
6. Tools like auto-correct and spell-check are spoiling the skills of the children to a certain extent.
7. The creativity in assignment submission and activities is gradually diminishing due to increased dependence on the internet.
8. The interaction in offline mode of education is absent altogether in the online environment due to the low data connectivity speed and other technical difficulties faced by the students and teachers.

9. The zest for listening to lectures online has declined significantly as the contents are easily available on Youtube and other websites.
10. Lack of quality and uniformity in the materials distributed to students.
11. Limited or no access to e-library for reference.
12. Conducting, monitoring and assessment of examinations is yet another challenge faced by the authorities.
13. Limited devices at homes result in students skipping lectures.

OBJECTIVES OF THE STUDY:

- To highlight the impact of Covid-19 on the higher education sector.
- To examine the challenges in the e-learning scenario.
- To analyse the effectiveness of e-learning from students' perspective.

LIMITATIONS OF THE STUDY:

- The sample is of limited size and composition.
- The survey was conducted online, as a result, the genuineness of the responses cannot be verified.
- Limited questions were asked.

METHODOLOGY OF THE STUDY:

As the government had imposed the lockdown in the whole country and to protect the safety measures and regulations, the data was collected on the basic online survey using google form and are collected from various authentic websites. Some journals and e-contents relating to the impact of COVID-19 on the educational system are referred to.

HYPOTHESIS:

H₀: Students prefer the online mode of education and are likely to accept it after the pandemic ends.

H₁: Students do not prefer the online mode of education and are not likely to accept it if it is continued after the pandemic ends.

RESULTS AND DISCUSSION

Chart 1. Shows the classes in which the respondents were studying. A total of 112 students participated in the study out of which the majority of the respondents which is 61.6% were studying in Graduation, 23.2% were studying in high school, 12.5% were studying in Post-graduation, while the remaining 2.7% were in secondary school.

Currently studying in
112 responses

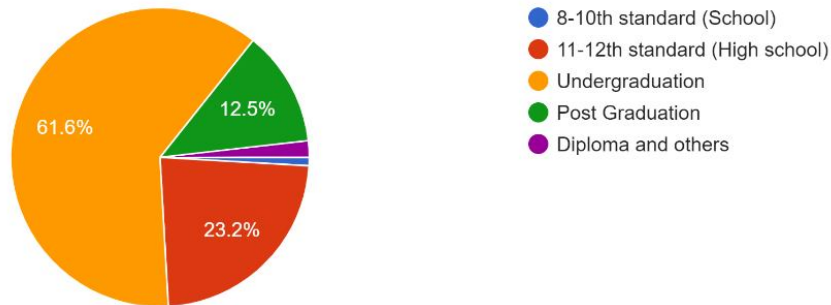


Chart 2. Shows the duration for which respondents were taking online classes. Which majority or 60.7% of the respondents have been taking online classes for less than a year and 36.6% for up to 2 years and 2.7% of the respondents have been taking online classes for more than two years.

For how long have you been attending online classes
112 responses

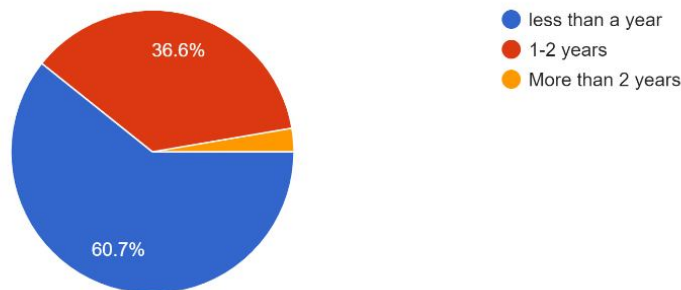


Chart 3. Shows the frequency of respondents attending online classes. Which majority or 68.8% of the respondents attend daily whereas 20.5% of students attend an online lecture about 2-3 times a week and about 10.7% occasionally or seldom attend the lectures.

Your frequency of attending online lectures
112 responses

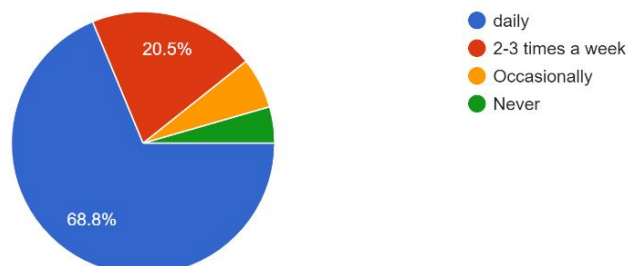


Chart 4. Shows the respondents reasons for not attending online lecture regularly: Majority of the students or 56.3% cited lack of Wi-Fi or poor data connectivity, 36.6% reasoned disturbance at home, 33.9% as limited scope for interaction with classmates and teachers, 22.3% of respondents thought the content was anyways available on Youtube, and 14.3% could not attend regular lectures as their timings clashed with that of their siblings.

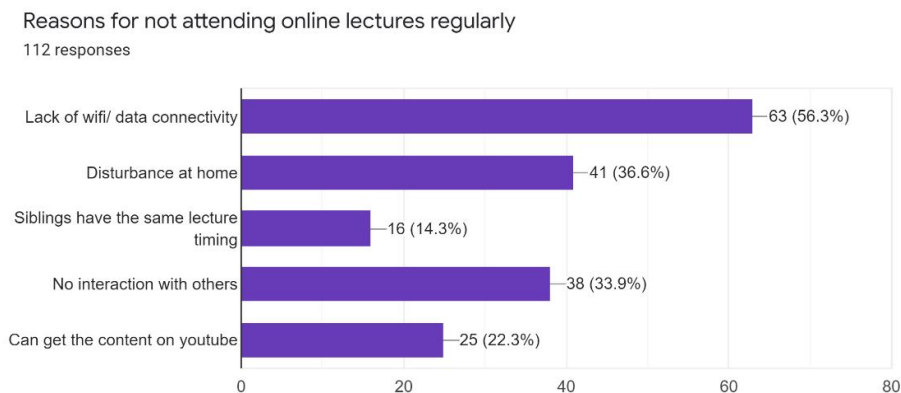


Chart 5. Respondents were asked for their subject preference for online learning. The majority of students or 40.2% preferred studying theory subjects online, 35.7% of them did not prefer any, 23.2% preferred both theory subjects and practical subjects through online mode and only 10.7% preferred only learning practical subjects through online mode.

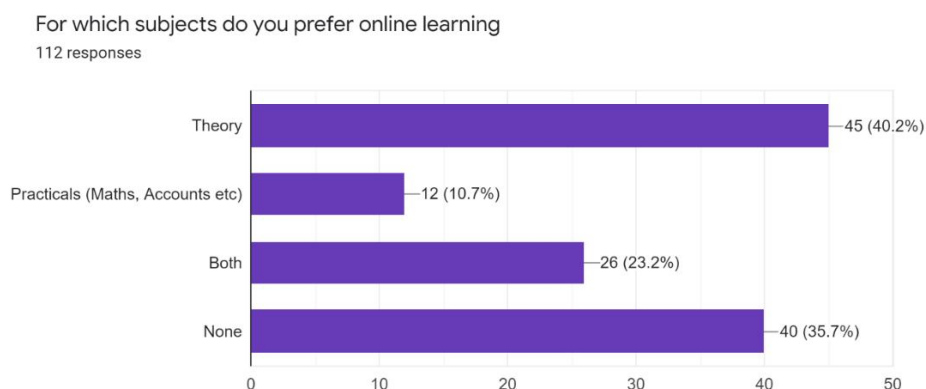


Chart 6. Shows student's reasons for preferring online education. 66.1% of students preferred online mode as it saves a lot of travelling time, 35.7% favoured online education as it gave them the flexibility to do other activities as well, 26.8% supported online education it offered the flexibility of time, 15.2% preferred it as there is no interaction required unlike offline education, 6.3% felt its online mode is effective than offline education.

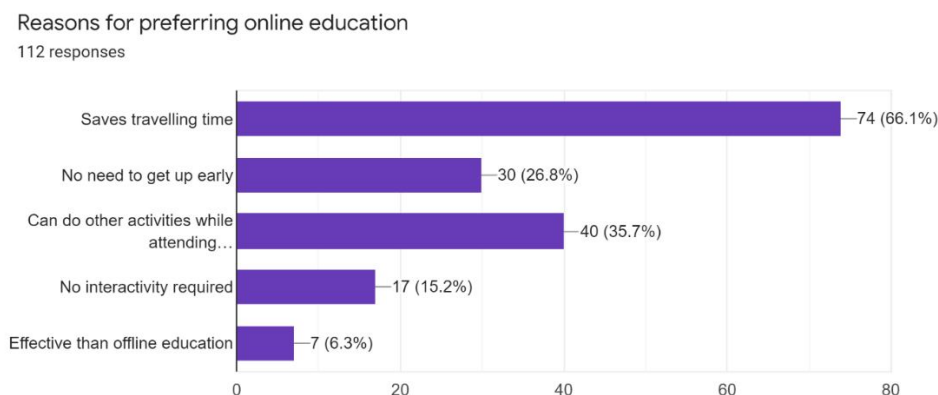


Chart 7. Students were asked whether online lectures were effective. The majority of the students which is a total of 49.1% students did not find online lectures effective, 38.4% of them had a neutral opinion, and about 27.7% of students opined that online lectures were effective.

Do you find online lectures effective?

112 responses

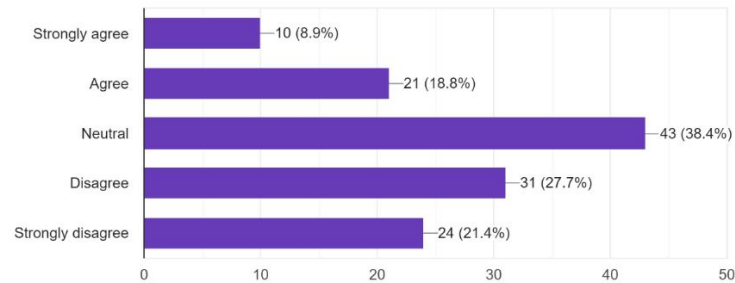


Chart 8. Respondents were asked about the reasons for the effectiveness of online education, 40.2% respondents answered none, 35.7% reasoned comfortable seating environment at home, 21.4% suggested well-planned lectures by teachers, 18.8% preferred the quiet atmosphere than the classroom disturbance, 13.4% found the online lectures effective due to the audio and visual aids used.

Reasons for effectiveness of online lectures

112 responses

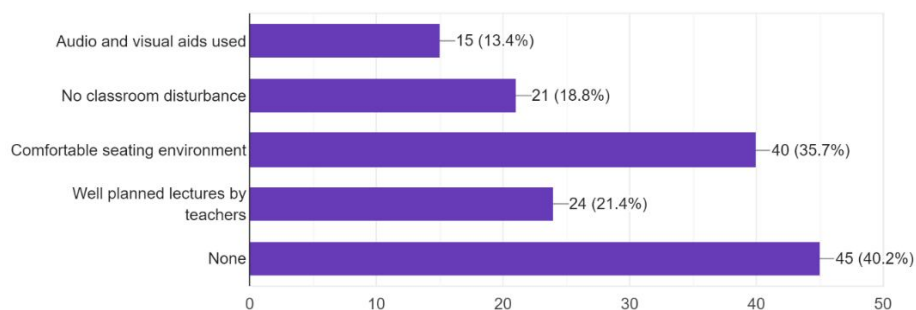


Chart 9. Students were asked whether they preferred to make and submit their assignments online. 58.9% of students found it comfortable, 28.6% were unsure about it and 12.5% were not comfortable submitting assignments online.

Do you prefer submitting your assignments online

112 responses

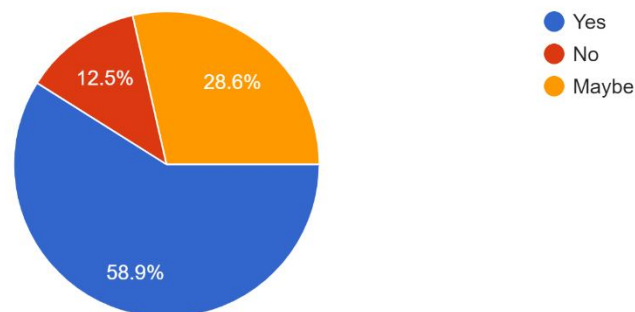


Chart 10. Respondents were asked about the reasons for preferring to submit assignments online. 45.5% of the students suggested that online assignments are easy to make, 41.1% of them indicated that it saved time, 33.9% reasoned that it provided them with the opportunity to be creative, 26.8% of students did not have any specific reason, and 19.6% students found online assignments interesting and challenging to make.

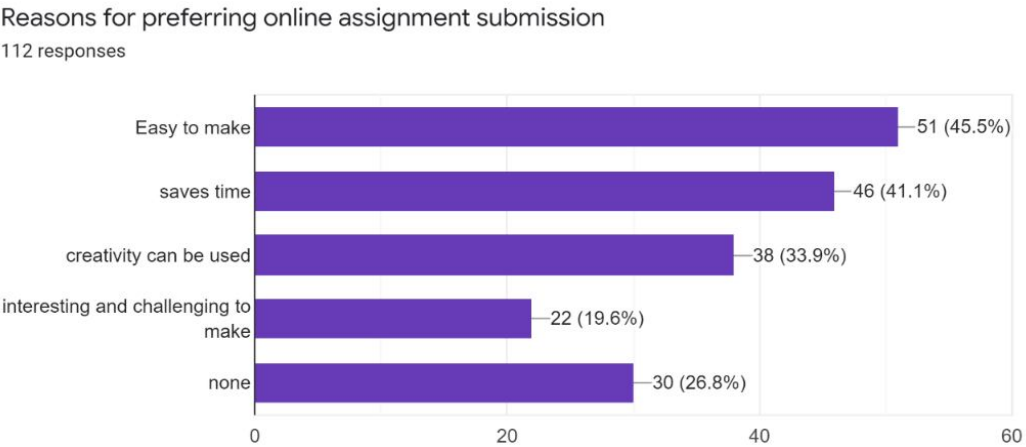


Chart 11. Respondents were asked about the reasons for not preferring online assignment submission. 50.9% of them opined that it caused back pain or strain on the eyes, 33.9% suggested they preferred writing over typing, 27.7% said it took longer time to make online assignments, 15.2% of the respondents were not used to computers.

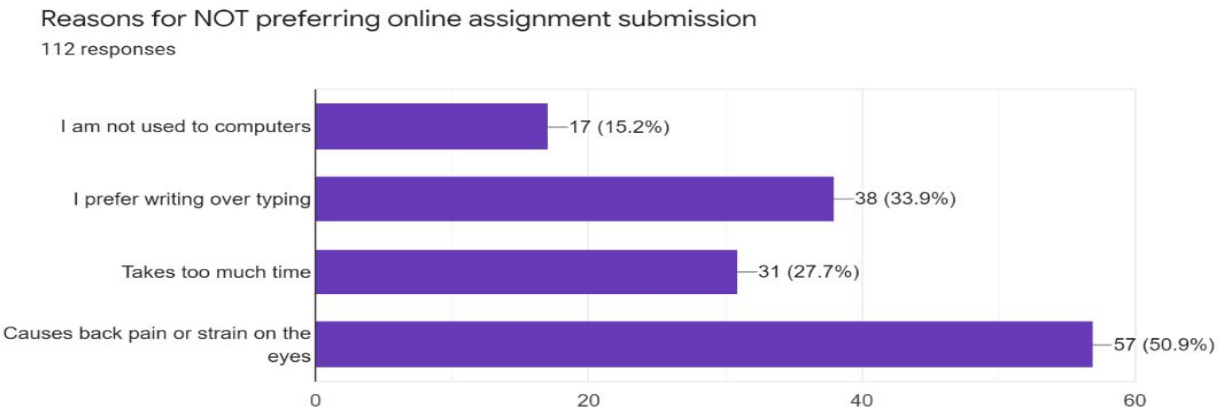


Chart 12. Shows whether students preferred online examinations. The majority which is 47.3% of the students said yes, 37.5% responded sometimes, and 15.2% said no.

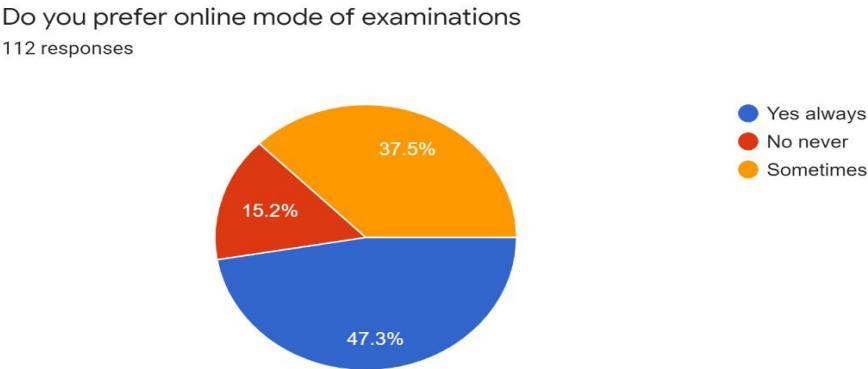


Chart 13. Shows the reasons for preferring online examinations. 52.7% of the responses suggested the convenience of giving exam from home, 44.6% found the paper pattern easy in online mode, 29.5% found online exams convenient due to the lesser time duration, 24.1% preferred online exams due to lack of direct supervision.

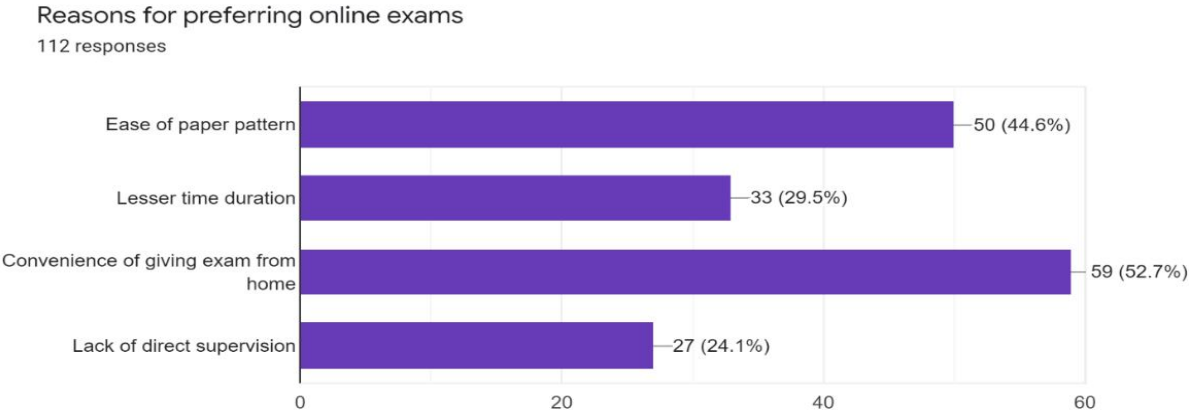


Chart 14. Students were asked the reasons for not preferring online exams. 50.9% cited technical glitches as a reason, 33.9% suggested lack of concentration while giving exams due to home environment, 23.2% stated lesser scope of creativity as the questions were objective type, 20.5% said it was limited devices at their homes due to which they did not prefer the online examination pattern.

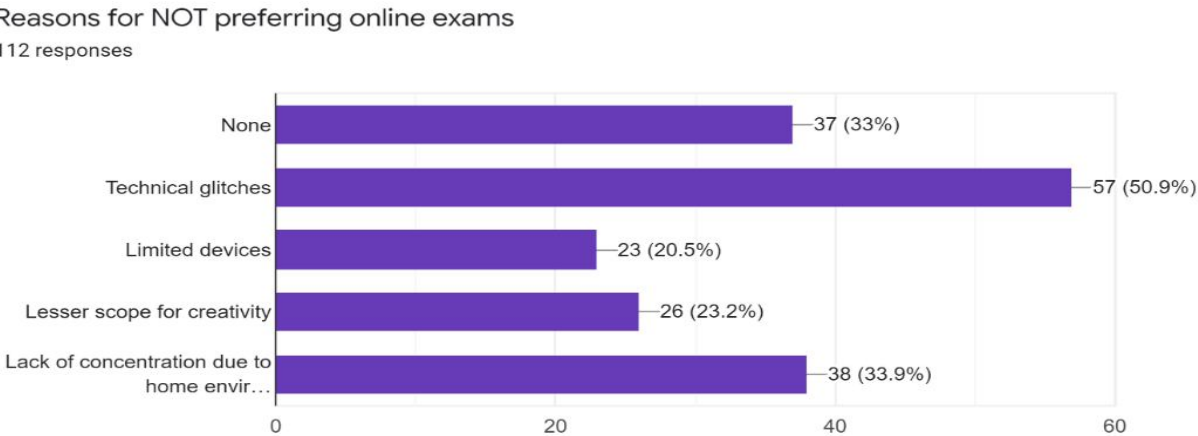


Chart 15. Respondents were enquired whether their results showed improvement due to the online exam format. The majority which is 71.4% agreed to the question and 28.6% disagreed with it.

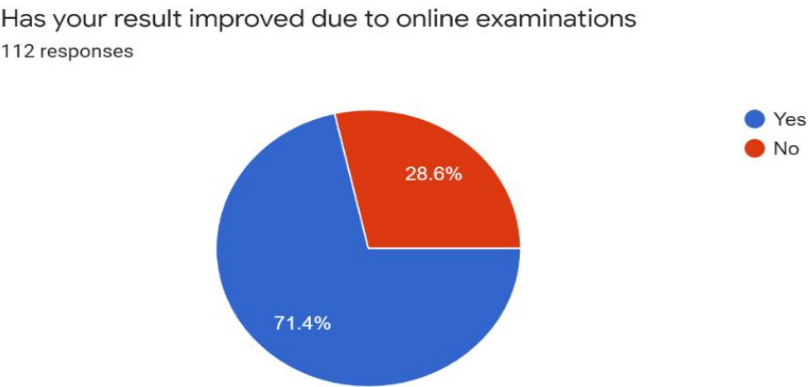


Chart 16. Respondents were asked to state the reasons for their improvement in results. The majority of the respondents which is 74.1% stated Multiple choice based questions are easy to answer, 35.7% reasoned the extra study time, 25.9% stated their results improved due to the possibility to cheat, and 13.4% stated that they had a better concept clearance in online learning.

Your reason for improvement in result

112 responses

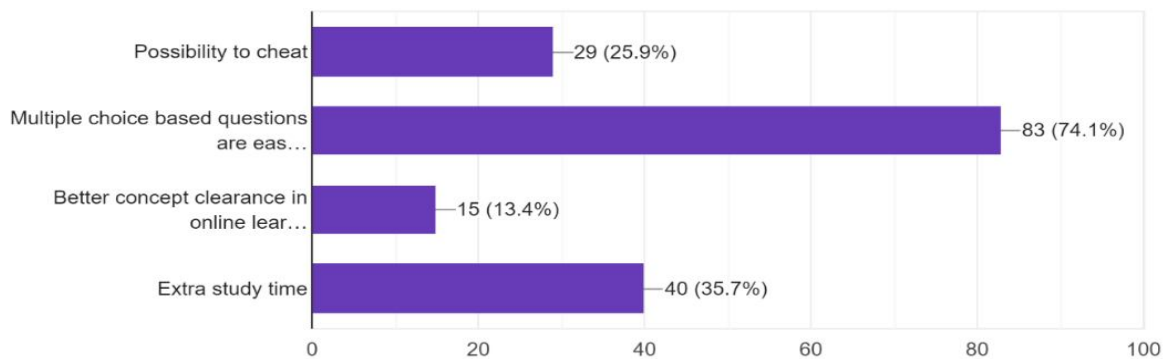


Chart 17. Students were questioned if their technical skills had improved due to online education. 35.7% agreed to it, 28.6% were neutral, 22.3% strongly agreed, 13.4% however disagreed and 11.6% disagreed. So, the majority which is 58% agreed to the improvement of their technical skills due to online education.

Do you feel your technical skills have improved due to online education

112 responses

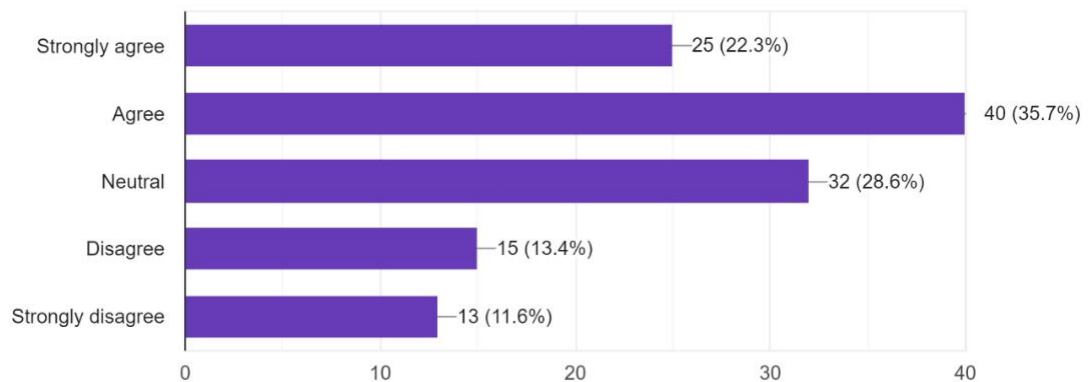


Chart 18. This shows whether the students missed the physical interaction in online education. The majority which is about 75% of them agreed to it and 17.9% were neutral about it and 12.5% disagreed with it.

Do you miss the interaction with classmates and teachers in online education?

112 responses

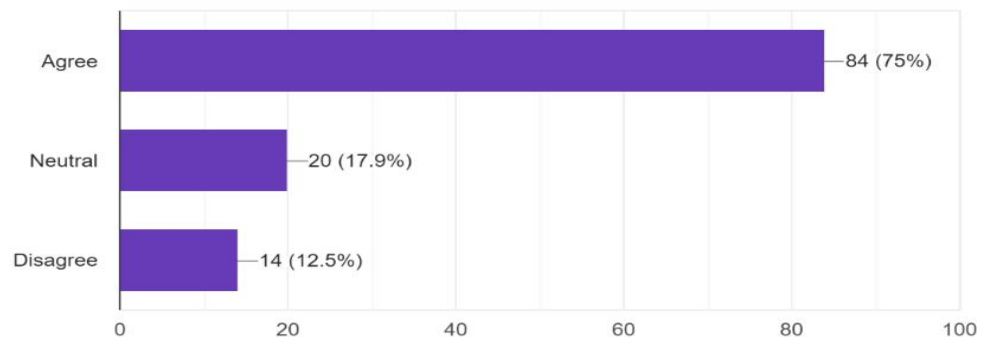
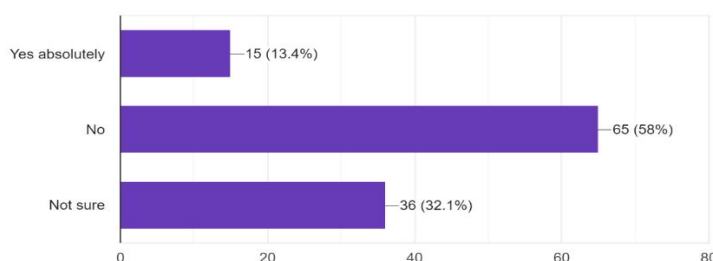


Chart 19. Students were asked if they would prefer online education even after the pandemic situation ends. The majority which is 58% of the students would not prefer it, 32.1% were still unsure about it and 13.4% said yes.

Would you prefer online education permanently?
112 responses



FINDINGS:

1. The majority of the students were attending online lectures daily.
2. The major reason for not attending online lectures was the lack of Wi-Fi or poor data connectivity.
3. Students preferred to study theory subject in online mode.
4. The biggest reason for liking the online mode of study was that it saved their travelling time.
5. The majority of the students were comfortable in making and submitting assignments online.
6. The majority of students preferred online examinations, the present pattern of choice based questions.
7. The computer skills of students have improved to some extent.
8. Most of the students missed the physical interaction in online education.

CONCLUSION AND SUGGESTIONS

Based on the student's perspective on various aspects of the online education system taken up during the covid era the hypothesis is rejected. There is a limited likelihood that students will prefer to continue with the same pattern of teaching and learning even post the pandemic.

The abrupt shift to online education due to pandemic pointed out many deficiencies in our system of teaching-learning. Even if the COVID-19 crisis stretches longer, there is an urgent need to take efforts on maximum utilisation of online platforms so that students not only complete their degree in this academic year but also to get ready for the future digital-oriented environment. Post pandemic the New normal in education will be the usage of Learning management systems, blended learning environments in Higher education institutions, enhanced usage of soft copy of reference materials and notes, rise in virtual meetings and e-conferencing, enhanced digital literacy. Also, better assessment techniques must be devised. Content delivery and assignments must be trickier and more creative to retain the interests of the students.

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IMPACT OF PANDEMIC; COVID 19 ON SOCIAL AND CULTURAL ENVIRONMENT

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INTRODUCTION

Man was in his ambitious journey marching towards his mission with long term vision. He was running with wheels attached to his life moving with the hands of clock. All dream chasing people were in their highest speed to catch up what they were wishing for. And the International News struck the entire world with never heard term before 'COVID 19'.

OBJECTIVES :

- ☐ To know the impact over social and cultural life of Indians families .
- ☐ To understand impact of pandemic w.r.t. social and cultural environment over the Business world.

Key words : Pandemic , Lockdown, Social activities, Restrictions on festival celebrations, Loss of business to Many engaged in festive related items.

Methodology : Primary data and secondary data
Primary data : 94 respondents survey

Secondary data : Reading articles, discussion with persons around, Listening to the discussions among expert persons on channels

The impact of Pandemic and following Lock down:

The situation following Pandemic did not spare any area, sector, section of the society. The sudden halt to all activities made every one think over;

- What happened?
- How it spread?
- Why all nations are suffering?
- What were the symptoms?
- When it was observed first?
- Which measures are beneficial to keep away from it?
- What is exact treatment?
- When will be the vaccine available?

The impact over social and cultural life of Indian families :

- ☐ We all observed the changes, transformations in the overall routines of personal life and the Business world.
- ☐ Our social life got affected well beyond imagination.

- The office, the classrooms encroached the homes. The Work from Home concept entered life of those who never did it before.

The prominent negative effects :

- The cultural activities had to be performed with limitations and restrictions.
- Indians are quite social in nature. All over the year in the different seasons we have season related celebrations. Shravan is the most auspicious month in which each day has its importance having religious activities to perform. People remained at home doing rituals possible at home level. The Indians have a long heritage of performing pooja/ worships on special occasions like Vatpurnima, Shravani Somvar, Ganpati festival Navratri, Dashhara, Diwali. Indian families enjoy these occasions and festivals visiting each other, visiting temples, going on pilgrimage. All had to adjust to the time they could not change in any way.
- **Social gatherings were restricted.** Strict lock down made people locked inside four walls which *made some persons nervous* as could not meet the near dear ones they used to visit often. This affected them psychologically.
- Some having quite active social life went into **little depression stage**.
- Locking inside homes *made some persons inactive, lazy*.
- **The productivity** seen at the office workplace was not experienced working from home.
- Along with Economic, Legal and Regulatory, International environment, our social and cultural environment **witnessed unpredicted changed scenario**.

Positive effects observed :

- People were happy getting **more family time**.
- Absence of Travelling to workplace **saved energy and cost**.
- **Interaction within family members improved**.
- The old forgotten albums with memorable moments were enjoyed together **refreshing the family bonds**.
- Since no maids were called due to lockdown and precautionary measures, **family worked together** trying cooking, cleaning and maintenance work.
- So many prepared family videos and uploaded on social media. People this way tried their best to keep engaged and **keep themselves motivated in negative fearsome situation**.
- Videos were prepared of recipe making, Yog and other useful fitness tips, any skill showcasing talents and were uploaded on social media giving people **opportunity exploring their hidden talents**.
- Some came forward voluntarily to extend helping hand to those in need of medical aid, other household things. **Humanity was experienced irrespective of caste, religion, community**.
- Out of concern some socially responsible citizens arranged food for the poor who lost their daily wages.

- Many more donations were received in the form of ready food, grocery items, medicine kit, masks, sanitizers.
- **Police force and Medical staff received appreciation from all sections of the society.** The call of Prime minister to clap for these untiring staff serving the community even in these contagious spread of COVID 19 was implemented with overwhelming response from the citizens.
- The families realized how much less requirements we have to keep life going on. **Unnecessary spending was avoided.** Families especially understood the **importance of savings.**
- Humanity service was observed everywhere as every one was experiencing the uncertainty in daily life.
- Social media became more active giving **moral support to each other.**
- People who lost jobs tried their hands on something they can do to earn some living. This is how **many became small entrepreneurs, self employed.**
- People **practiced Yog, exercises, meditation** at home to keep physical and mental health intact.

Impact of pandemic w.r.t. social and cultural environment over the Business world :

There are many small scale, medium and big scale business people whose business is based on the festive occasions. The Lockdown following pandemic situation everywhere affected the movement of material and people. Markets were closed down. Strict restrictions were imposed on the people for not to come out of home unnecessarily. No celebrations and no gathering of people was allowed. Gradual Unlock liberalized some restrictions but not completely.

Negative effects :

- Indian festivals and some unique occasions raise demand for certain items in the market. Prolonged pandemic and following lockdown directly affected the demand and supply of such articles.
- Indians are quite religious and has heritage of performing religious worships. That requires flowers, garlands, scented sticks, cotton, coconut, fruits, nutmegs, campher, rangoli etc. The stores were closed, the temples were closed. The demand and supply both affected adversely.
- The services of Guruji chanting mantras and performing poojas did not get call from the people during lockdown.
- Marriages were postponed. So **Marriage hall and caterers** lost so much seasonal business.
- The festive occasions and celebrations also give rise in demand for clothes, accessories, cosmetics, jewellery and many more things. All such business units lost quite a good amount of business.
- New **bookings of homes, vehicles having festive offers** came to standstill as purchasing power of people got seriously affected.
- **The small vendors** selling flowers, garlands, diya, rangoli could not do any business and had tough time during lockdown.

- **The sweet marts** lost a good amount of business as they get good seasonal business especially during festival celebrations.
- **Photography business** got adversely affected as no one gave them a call to catch thememorable moments.
- **Ladies parlour** do very good business in marriage seasons and festival seasons. Lockdown and restrictions over social gatherings no much business they could do.
- **Demand for grocery rises during festive seasons.** Grocers though had regular business as they come in essential services, lost some business due to no social events took place as usual.
- The labour force that had come from other states returned to their native place in absence of income. Migrants to cities had difficulties in returning back in absence of public transport.

Positive effects :

- The businessmen who never took the **digital marketing** seriously, started doing business online.
- Business community having small scale business learnt how to use technology to survive in their business.
- Door to door delivery even the small grocers started taking orders over phone calls.
- People never ordered vegetables, fruits online before, started **ordering online** giving business to vendors.
- Many used **social media** more in this period to advertise their products and services.
- The **mask making business** was done from home having sewing machine at home.
- Some needy ladies started **preparing tiffin to the families** affected by pandemic and the elderly people not having maids at such times.
- Some started selling items of need at such situations. Masks were seen hanging at the stores which never sold these things before.
- Demand for **Health insurance policies** noted good rise.
- The **Sanitizers business** was on peak due to sudden demand from all sections of the society and business units.
- **Sanitizer stands** were in good demand for keeping sanitizers at the doorsteps of all business units, shops, banks, hospitals, schools, societies.
- Sanitizing Services doing sanitization of the premises were continuously engaged getting calls from societies, schools, banks and other offices where patients were detected. Even as a precautionary measure sanitization was done.
- **Hand wash products** were sold with highest demand during this period.
- **Digital payments** were preferred to avoid exchange of notes and to do online shopping.

Primary data collection : Responses total 94

Age group

Age group	responses	%
18 to 30	58	61.70%
30 to 50	29	30.9%
Above 50	7	7.4%

1. How was your personal experience during Pandemic following Lock down ?94responses

	Responses	%
Felt locked inside four wallsFelt	62	66%
Felt happy for more time with family	32	34%

2. Did you miss the social life as all were restricted to move out ?94 responses

	Responses	%
Yes	78	83%
No	16	17%

3. Did your 'work from Home' (if student; did your attending lectures from home)affected family ?94 responses

	Responses	%
Yes	33	35.1%
No	35	37.2 %
To some extent	20	21.3 %
NA	6	6.4 %

4. Did you miss the company of your colleagues and social life at workplace whileworking from home? (if student did you miss the company and face to face interactions with friends and teachers?)94 responses

	Responses	%
Yes	72	76.6 %
No	5	5.3 %
To some extent	17	18.1 %

5. Did Pandemic and following Lock down affected your psychological and emotionalbalance?94 responses

	Responses	%
Yes	32	34 %
No	28	29.8 %
To some extent	34	36.2 %

6. Did you miss the happiness that you get from cultural celebrations?94 responses

	Responses	%
Yes	73	77.7 %

No	8	8.5 %
To some extent	13	13.8 %

7. Did you feel lonely any time with no one to interact with the one you are more comfortable to share? 94 responses

	Responses	%
Yes	35	37.2 %
No	21	33 %
To some extent	28	29.8%

8. Does Social media like what's app, facebook, instagram kept your social contacts alive? 94 responses

	Responses	%
Yes	67	71.3 %
No	7	7.4%
To some extent	20	21.30%

9. Did you do less shopping due to no chance to attend any function? 94 responses

	Responses	%
Yes	75	79.8%
No	11	11.7%
To some extent	8	8.5%

10. Do you think that this Pandemic and Lock down situation affected the business of many whose business activities were related to the social and cultural activities? 94 responses

	Responses	%
Yes	90	95.7%
No	3	3.2%
To some extent	1	1.1%

11. Do you think that this pandemic has resulted in cultural shifts? (like celebrating occasions online, only close limited relatives at marriages) 94 responses

	Responses	%
Yes	73	77.7%
No	4	4.3%
To some extent	17	18.%

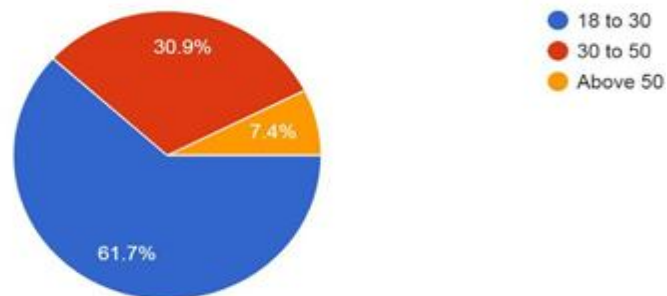
12. Do you think it will take some more time to get to normal conditions? 94 responses

	Responses	%
Yes	80	85.1%
No	0	0
May be	14	14.9%

FINDINGS AND CONCLUSION :

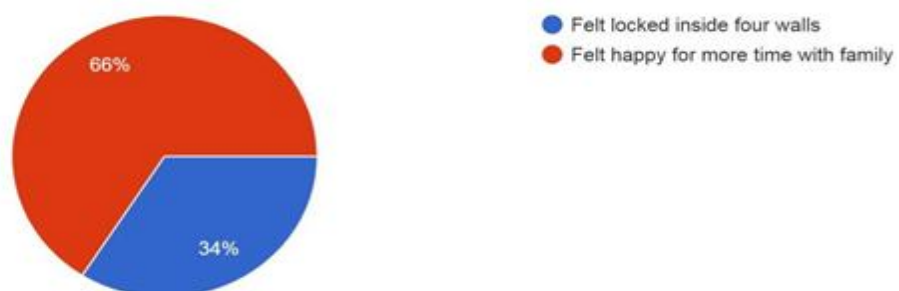
- People realized the importance of savings as the income of many got affected.
- Families realized how to get adjusted with whatever is available in such tough times.
- Cultural events like pooja, marriages were done with very less budget due to restriction on number of guests. This saved so much money of the host families.
- Technology came to help to get connected and even for getting necessary things online.
- Many started doing business online.
- 'Health is wealth' was realized once again.
- Enquiry for Family health insurance cover was done by many.
- Digital payments got momentum.

Age group
94 responses



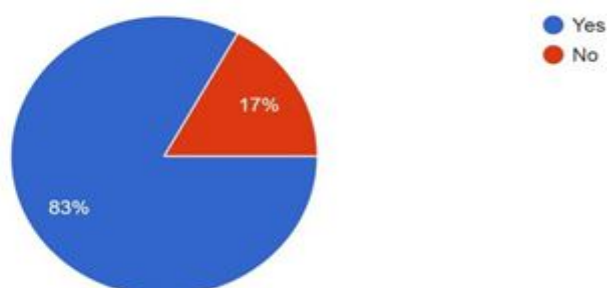
1. How was your personal experience during Pandemic following Lock down ?

94 responses

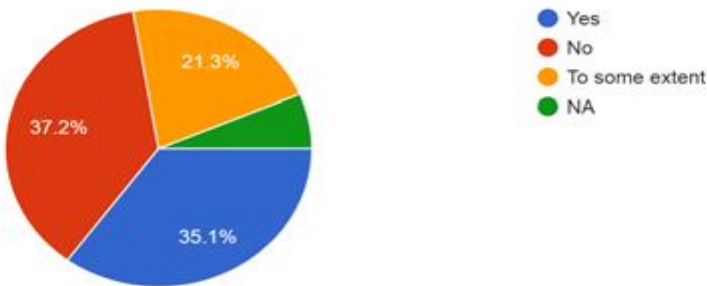


2. Did you miss the social life as all were restricted to move out ?

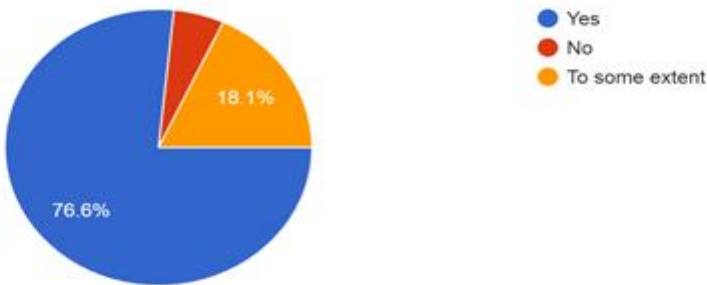
94 responses



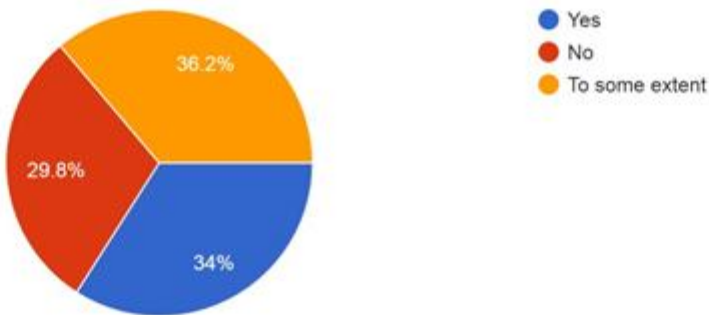
3. Did your 'work from Home' (if student; did your attending lectures from home) affected family ?
94 responses



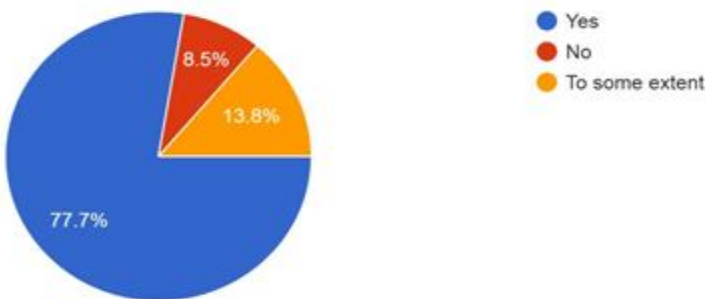
4. Did you miss the company of your colleagues and social life at workplace while working from home? (if student did you miss the company and fa... to face interactions with friends and teachers?)
94 responses



5. Did Pandemic and following Lock down affected your psychological and emotional balance?
94 responses

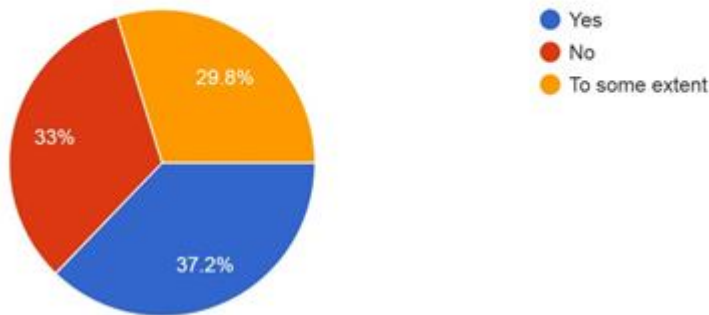


6. Did you miss the happiness that you get from cultural celebrations?
94 responses



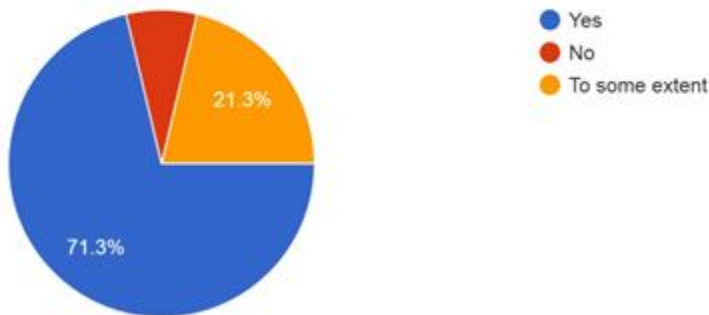
7. Did you feel lonely any time with no one to interact with the one you are more comfortable to share?

94 responses



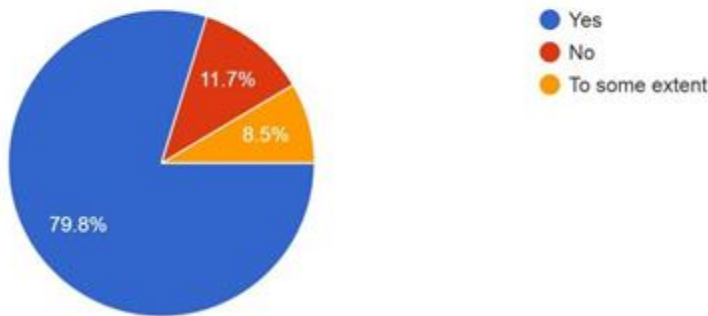
8. Does Social media like what's app, facebook, instagram kept your social contacts alive?

94 responses



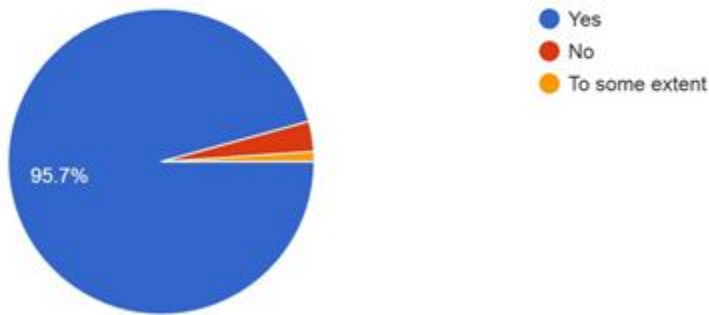
9. Did you do less shopping due to no chance to attend any function?

94 responses

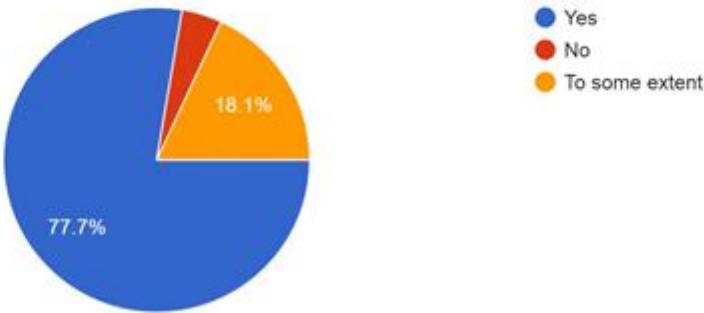


10. Do you think that this Pandemic and Lock down situation affected the business of many whose business activities were related to the social and cultural activities?

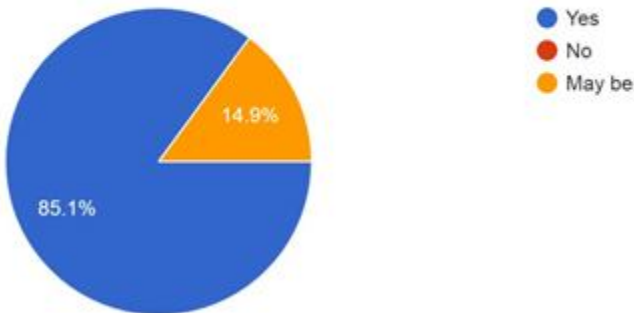
94 responses



11. Do you think that this pandemic has resulted in cultural shifts? (like celebrating occasions online, only close limited relatives at marriages)
94 responses



12. Do you think it will take some more time to get to normal conditions?
94 responses



DIGITAL TRANSFORMATION

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INTRODUCTION

Digital transformation is dynamic, it is not static. It means that, it changes according to the situation and according to the need of the people. Digital transformation is closely related with innovation because without there can't be digital transformation. Now, digital transformation is needed in every sector to enhance growth, development, to increase quality as well as to gain goodwill.

The spread of covid has forced the government to impose lockdown which further forced everyone to adopt digital transformation. Even prior to the pandemic, technology was increasing at a pace but the spread of novel coronavirus and lockdown situation accelerated various sectors to look for digital solutions so that organizations could continue their functions and serve customers/clients as per their demands and requirements.

These are the following digital transformation happened in 6 major sectors: -

1. **Business sector:** - The business sector adopted work from home culture and started virtual meetings and conferences to stop the spread of the virus. The business sector also started using digital marketing strategies to survive in the competition as well as to gain profit during the pandemic situation.
 2. **Education sector:** - All the educational institutes remained closed. Teaching in the classroom was not possible therefore the institutes adopted online teaching method. Various educational apps and sites were invented for this purpose.
 3. **Agriculture sector:** - In order to increase sales, farmers used various sites and apps to sell their products as well as to gain profit.
 4. **Health sectors:** - Doctors were busy in treating covid patients. But there were other patients also who were having various health problems. In order to solve their problems and to make people aware about the virus, doctors organized various virtual meetings and online sessions.
 5. **Tourism sector:** - In the beginning of the pandemic, no one preferred travelling unless there is an emergency. But as the cases started decreasing, tourism industry started promoting various tourism opportunities as well as various offers to promote tourism and to gain profit.
 6. **Banking sector:** - During covid period, many people have started cashless transactions and online transferring of funds has also increased
- **Methodology:** - The main topics of research are digital transformation in Business sector and digital transformation in Education sector. The main population for the research are employees and students. The information is collected through survey data and through online question distribution.

ANALYSIS

According to survey conducted among the employees only 40% of them responded and they said digital transformation in the business sector has both positive as well as negative effect. According to them, digital transformation is beneficial because it increases new business opportunities by enhancing efficiency and productivity. They also say that the work from home culture has increased their focus and now they are able to spend more time with their family and it is more cost saving on food and travel expenses as well as on rent. They also say that during the covid period, the number of websites has increased in order to provide services and products to customers at their fingertips.

But on the other hand, employees also say that it is a challenging task for both the organization and employees as the organization has to identify better ways so that it will enable the employees to work. At the same time, it is challenging for the employees also because they have to adjust according to new work environment. It becomes difficult for the management to continue the business and to take corrective measures to run the business smoothly in any situation.

Digital transformation in education sector: - According to the survey conducted, most of the students i.e., 78.6% of the students have liked this digital transformation in the education sector. 12.2% of the students believe that digital transformation has created employment whereas 36.6% of the students believe that it has provided great opportunities, 2.4% believe that there is rise in blended learning and 48.8% of the students say that this digital transformation in education sector has: -

- Created employment
- Increased blended learning
- Provided great opportunities

According to survey responses for negative impacts of digital transformation, 14.3% of the students said they face problems like poor net connectivity, 16.7% said they have technical issues and other 16.7 said there is an increase in health issues. 52.4% said all of these problems occur to them.

SUGGESTIONS: -

From the business sector view point: -

- The management should not give monotonous schedule of working to the employees.
- Rather that it should be challenging and the management should also involve workers participation.
- The management must appreciate their workers as well as they should arrange various challenging competitions, research, brain storming and motivational sessions and they should also provide holidays on Saturdays and Sundays. Suggestions from the view point of education sector: -
- Many students liked digital transformation in the education sector.
- In order to develop more interest and keep them motivated, the college must arrange various online cultural programs, competitions and webinars so that students can get better experience and also gain knowledge.

CONCLUSION: -

Digital transformation has both positive and negative effects. Digital transformation is not going to halt, it is going to change as per the situation and need of the people. We saw that there was digital transformation in major sectors during the pandemic period but according to the survey of employees from business sector, it is found that the digital transformation has both positive and negative impact on the employees. The students from the educational sector have liked digital transformation but there are both positive as well as negative effects on students as well.

IMPACT OF DIGITAL MARKETING ON INDIVIDUALS PURCHASING DECISION

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ABSTRACT

Digital Marketing is also considered to be one of the popular and growing trend in the field of marketing. As India is moving towards the newly concept of Digital India there has been an advent growth in the field of technology, we are slowly but shifting towards accepting the new concept of Digital Marketing. Today many Indian retail sectors are moving towards online shopping or E- shopping. One of the classical example is of D-Mart which is considered to be the most popular and growing retail sector in India, it has already started with the online shopping website which is popularly known as D- Mart Ready which gives an option for the consumers to place their order online and the order will be delivered on the door step. This gives an option for the consumers who may willing to do only online shopping extensively and may not willing to visit the store and purchase the product.

My study will generally focus on the extensive use of E- commerce websites such as Amazon, Flipkart and what makes these websites unique and to what extent consumers uses these websites to purchase the products. It will also focus on understanding the consumers' needs and preferences and why there is an extensive growth in digital Marketing and to what extent it is effecting the consumers purchasing power. My study will also focus on the future and immense growth Digital Marketing in the nearer future. The research method used for my research topic will be quantitative as well as qualitative method. The data collection method will be of Primary Data as well as Secondary data. The sample size for my research topic will be of 100 and understanding to what extend the consumers use digital marketing as platform for online shopping.

Key Words:

- *Understanding the Concept of Digital Marketing and its growing popularity in the field of Marketing.*
- *Digital Marketing with reference to E-commerce Website, one of the fastest growing industry.*
- *Growing trend of E- commerce website especially during the pandemic situation.*
- *To understand why consumers are extensively using Digital Platform for purchasing the products.*
- *To study the future of Digital Marketing in India.*

INTRODUCTION

There are different forms of communication and medium through which the communication is taking place throughout the world. There are various forms of media, such as Print Media, Electronic Media, Folk Media and as well as New Age Media which is popularly known as Digital Media. Print Media generally comprises of Newspapers, Magazines and Pamphlets. Print media and Folk media are said to be one of the oldest or traditional form of media. Then we focus on Electronic Media which are being broadly categorized as Radio and Television. The next important point is the New age media which is known as Internet and it is being

further divided into Web 1.0 that is the Internet era after Liberalization, Globalization and Privatization brought in a major change in the World Wide Web and the next important concept is Web 2.0 that is the latest advent or an important change that is taking place right now.

In the era of digitalization, we have entered into the new world called Digital Marketing. Marketing is considered to be an important part in any business organization from the future perspective. Earlier we were only exposed to traditional form of marketing wherein we could witness ads on newspapers, television, pamphlets, television, billboards, radio etc. Although these form of Marketing still exist in our Indian society, but slowly and steadily we are moving towards new platform of Marketing which is known to be Digital Marketing/ E- Marketing. Today almost all the organization whether a small or large organization, Digital Marketing is immensely growing and gaining lot of popularity among Indian Consumers. This is with special reference to E- Commerce website, wherein consumers are constantly using E-commerce apps to buy different product of their choice. We are exposed to too many types of E-Commerce websites that cater variety of product of their choice and that too at wide range of price starting from 100 rs to 10,000 Rs. Although the price differentiation mainly depends upon what kind of product the consumers are going to opt for.

INTRODUCTION TO E-COMMERCE WEBSITE

Electronic commerce or e-commerce (sometimes written as e-commerce) is a business model that lets firms and individuals buy and sell things over the internet. E-commerce operates in all four of the following major market segments:

- Business to business
- Business to consumer
- Consumer to consumer
- Consumer to business

E-commerce is the buying and selling of goods and services over the internet. E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. Almost anything can be purchased through e-commerce today.

E-commerce has helped businesses establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. For example, the mass retailer Target has supplemented its brick-and-mortar presence with an online store that lets customers purchase everything from clothes to coffeemakers to toothpaste to action figures.

By contrast, Amazon launched its business with an e-commerce-based model of online sales and product delivery. Not to be outdone, individual sellers have increasingly engaged in e-commerce transactions via their own personal websites. Finally, digital marketplaces such as eBay or Etsy serve as exchanges where multitudes of buyers and sellers come together to conduct business.

ADVANTAGE & DISADVANTAGE OF E-COMMERCE WEBSITES: -

E-commerce offers consumers the following advantages:

-
- Convenience. E-commerce can occur 24 hours a day, seven days a week.
 - Increased selection. Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere. E-commerce carries the following **Disadvantages**:
 - Limited customer service. If you are shopping online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member, this is not a typical practice.
 - Lack of instant gratification. When you buy an item online, you must wait for it to be shipped to your home or office. However, retailers like Amazon make the waiting game a little bit less painful by offering same-day delivery as a premium option for select products.
 - Inability to touch products. Online images do not necessarily convey the whole story about an item, and so e-commerce purchases can be unsatisfying when the products received do not match consumer expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.

GROWTH OF E- COMMERCE WEBSITES IN INDIA DURING COVID-19

In the late 2000's India was moving towards the technology era, there was also a rapid growth in the usage of Internet. India saw a major shift and a change in the telecommunication sector, as there was a rapid growth in telecommunication sector and many telecommunication companies were venturing into the market. The Market also saw a huge shift in the advent of smart phone era. Different mobile phone companies have started with the trend of smart phones that brought a huge difference in the Cellular Industry. Today we are being flooded with too many E-commerce websites such as popularly known as Amazon, Flipkart, E-Bay, Snap Deal, Myntra and many other websites. These websites have a wide variety of target audience and caters to various products in the market.

Enter the novel coronavirus which causes a highly infectious disease Coronavirus disease (COVID-19) that has infected more than 4 lakh people worldwide. Since it spreads primarily through contact with an infected person (when they cough or sneeze) or when a person touches a surface that has the virus on it, the best way to guard against it is to stay at home. This has increased online shopping usage, globally. In India, it has led to a rise in the number of FTUs or first-time-ecommerce-users in India, who had been so far inhibited to shop online. The SARS outbreak that infected over 2700 people in 2002, too is known to have dramatically changed people's shopping habits as they were afraid of shopping outdoors

The E-commerce website has seen a rapid growth on online shopping as consumers was started moving from offline shopping to E- shopping/Online shopping. There were many E-commerce websites who shifted their focus from selling off non-essential goods to essential products. Some of popular websites such as Amazon, Fipkart which made a huge amount of profit during the pandemics. There would be several reasons why consumers had to make a shift from offline shopping such as buying products from D Mart, Big Bazar and

focussed towards purchasing products from online shopping is one of the major reason is of the fear that had caught up in the minds and hearts about Covid and how much that virus would be dangerous.

In many nations including India, people will continue to adhere to social distancing measures and be avoiding crowded places for retail therapy post the Covid-19 pandemic. If we see the current condition when many businesses are open but the footfall to retail stores remains down. That's due both to social distancing measures and changed consumer preferences. Customers have realized that with the advent of AI and chat bots, shopping online has become a more convenient and safer option. The popping online messages, getting an advanced shipping notice, and then taking delivery are the way to go. In fact, COVID-19 has resulted in a more permanent shift to online retailing over brick-and-mortar retail. Even many brands have announced store closures and a host of post-purchase surveys also show that consumers are more elated and satisfied with e-commerce experiences.

Gone are the days when millennials or youth opted for e-commerce. The pandemic has made every age group shop online not only in India but also in the world. In India, for instance, cash withdrawals have fallen sharply during the pandemic. Simultaneously, though, the use of the Indian online payment platform, UPI, has risen dramatically. A leading e-commerce website's recent sales figures ably show the uptick in online shopping. In 2020's second quarter, the e-commerce giant showed a 40% year-on-year increase in net sales. That equated to a financial boost of more than USD 88 billion.

GROWTH OF ONLINE SHOPPING TREND AMONG THE CONSUMERS DURING PANDEMIC (COVID-19)

The Covid-19 pandemic situation had brought in a drastic change in everyone's life. It also brought in a drastic change in all the sectors including IT sectors, Automobile sectors, Retail sectors etc. Certain sectors have seen a tremendous growth in their business such as Automobile sectors, Retail sectors and even banking sectors. Consumers slowly and steadily has started accepting the new normal life post the covid situation and the online shopping site has given a huge platform where people coming from different strata are using the online platform for shopping purpose. During the Covid-19 situation, consumers has also shifted their focus from shopping from large retail shops such as D mart, Big bazar and Nature's basket to local retail shops. There was a huge surge seen in the business of local retail shops which made huge amount of profit.

During the pandemic, majority of the consumers preferred both the methods for shopping. The population was completely divided into Offline shopping and Online shopping. There was a growth in the online retail sector drastically as customers preferred social distancing and hygiene one of the main reason that many people have cited during the pandemic. Till date if we talk about shopping, majority of Indian consumers prefer off line shopping wherein they believe they can use their 5 senses before purchasing product.

As per the research conducted through online, its being found that there was a drastic change seen on online shopping as customers started moving from offline shopping from online shopping and also to a certain extent a shift has been seen towards local retail shops. One of the biggest advantage that was seen in the large retail shops was that retail shops such as D mart, Big Bazar which is again being situated in Malls were shut down over a brief period of time. This acted as a boon to both E-commerce websites and as well as local retail shops.

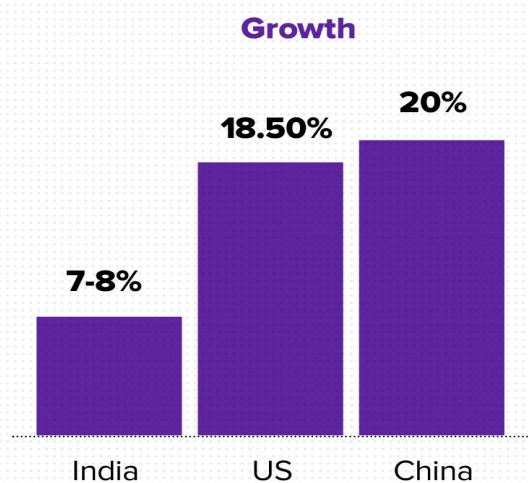


There has been a major change in the purchasing power during the Covid-19 situation and even after post Lockdown was lifted. During the lockdown, the salary of many employees do got effected but there were being many companies which adopted to the concept of Work from home which made the lifestyle of an employee's quite easy. This to a certain extent did not effected the purchasing product from online and hence there was a huge growth seen in an online shopping sector. The economy of our country do got effected and especially the GDP, but there were many sectors which made quite a decent amount of profit.

FUTURE OF E-COMMERCE WEBSITE

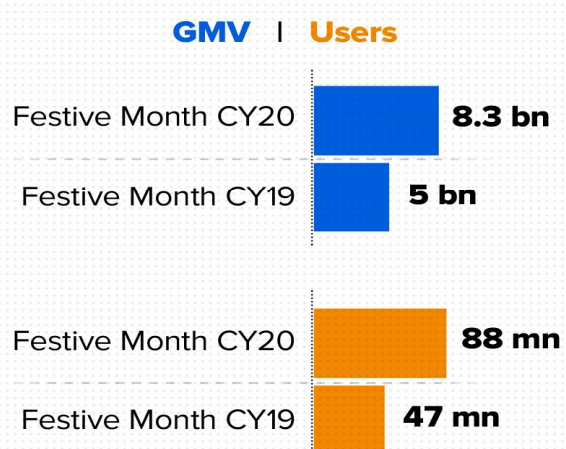
Ecommerce sales are estimated to have risen by only 7-8% in 2020, compared to almost 20% in China and the United States, whose governments made full use of contactless buying options to prop up the economy even while enforcing shutdowns to battle the Covid-19 outbreak, according to Forrester Research.

AROUND THE WORLD: E-COMMERCE GROWTH IN 2020



Source: Forrester Research

2020 INDIAN E-COMMERCE FESTIVE BONANZA



Source: RedSeer Consulting

There will be a further growth on E-commerce websites as customers prefer to do online shopping even after the lockdown has being lifted. Many of the Online shopping sites such as Amazon, Flipkart, Big Basket, Groffers have seen a tremendous amount of growth even after the lockdown is being lifted.

CONCLUSION

As per the research and findings, in the current scenario there has being a drastic growth in Digital Marketing. In the world of Digital Era, there has being an immense growth in the digital platform and many small organizations are investing their money towards online platform. Digital platform is such a platform where all the strata of various population comes under one roof which makes digital platform stands apart from other media. It makes shopping quite easy by just clicking a button and the product will be delivered to the doorstep. In past one year, lot of things have changed and customers are focusing towards the health and hygiene and even government has been coming with lot of precautions a guideline to prevent from Covid.

Lastly today lot of retail shops have moved into online platform from offline platform. One of such example is DMart, which is focussing towards growing the business towards online platform which is also popularly known as “ D Mart Ready”. Once the lockdown was lifted from many part of the states in India, the offline retail sectors started gaining immense popularity once again. Lastly to conclude the research, it is being correctly said that India which is being considered to be the Third World Nation by many first world country is slowly moving towards “Digital India”.

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3. (<https://www.indianretailer.com/article/multi-channel/eretail/e-commerce-during-covid-19-the-long-lasting-boom-in-retail-industry.a6724/>)
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ONLINE LEARNING AND CHANGING DYNAMICS OF EDUCATION

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ABSTRACT

The effectiveness of online learning varies amongst age groups. The general consensus on children, especially younger ones, is that a structured environment is required, because kids are more easily distracted. To get the full benefit of online learning, there needs to be a concerted effort to provide this structure and go beyond replicating a physical class/lecture through video capabilities, instead, using a range of collaboration tools and engagement methods that promote "inclusion, personalization and intelligence"

INTRODUCTION:

- The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom.
- As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms.
- Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay.

RESEARCH PROBLEM:

In the current scenario of Lockdown ,With this sudden shift away from the classroom in many parts of the globe, some are wondering whether the adoption of online learning will continue to persist post-pandemic, and how such a shift would impact the worldwide education market.

OBJECTIVES:

1. Enhance the quality of learning and teaching online.
2. Meet the learning style or needs of students.
3. Improve the efficiency and effectiveness.
4. Improve user-accessibility and time flexibility to engage learners in the learning process.
5. To analyse the characteristics of teacher's teaching styles.
6. To mediate between content and resources of presentation.

HYPOTHESIS:

positive impact on their Perceived Usefulness of online learning of the students.

METHODOLOGY:

Primary data collected through Google form. The questionnaire used for the study will be designed by the researcher and self administered to the teachers and collected at the spot after been dully completed by the teachers. The questionnaire consisted of two sections. Section a will be designed to collect data to personal

variables of gender, age The other section B will be focused on the study objective. The questionnaire shall have items on indicators of variable to require the opinion of respondents. The statements shall have items on indicators of variable to require the opinion of respondents. The statements shall be tabulated on a four(4) scale basis of Most of the time, sometime, rarely and never.

LIMITATION OF STUDY:

1. Students are not allowed in this study.

a. How my Study works?

Interactive whiteboard technology replaces a number of traditional teaching devices, including the classic projector and whiteboard. Once a teacher learns how to work effectively with an interactive whiteboard, no time need be lost on looking for a green-colored dry-erase marker that still has ink, trying to squeeze extra information onto a crowded whiteboard, spending precious minutes drawing or writing on the board, or searching for missing transparent projector slides. A well-used interactive whiteboard allows teachers to prepare whiteboard notes prior to a lesson, providing the benefits of a well-organized projector presentation. The technology also enables teachers and students to interact with visualizations and information displayed on the board in real-time.

b. Online Learning Platforms Provide Real-Time Feedback

Online courses are well-known, but online learning isn't just for remote learners. Online learning platforms can play an important role in modern, technology-equipped classrooms as well. These platforms can provide a space for tracking learning content and student assignments in real-time. With a click, a teacher can see which students have completed a given assignment at any time. Certain types of assignments, such as math problems, can be evaluated in real-time. Others, such as essays or written responses, can be automatically screened for plagiarism with an online learning platform.

This instant feedback gives teachers important metrics for evaluating class performance as a whole. It also provides a way for teachers to track the development and learning progress of individual students. The end result of this real-time feedback is more efficient class administration by teachers.

c. Use of Smart Devices Builds Real-World Job Skills

Well-applied smart devices for learning creates an environment where students are tasked with completing assignments with the aid of such devices. This turns out to be excellent practice for the types of tasks that are expected of employees in many modern jobs. While classic classroom tasks such as hand-drawing and hand-writing still have their place, most jobs expect employees to complete tasks using computers, typing, and taking advantage of computational functions available on devices.

Students who have performed similar tasks during their education will enjoy a smoother transition into completing tasks at work. This is related to the notion that technology in the classroom will be a critical step in closing the job skills gap.

d. Technology Reduces Paper Waste

Though not specifically tied to improved learning, the use of smart technologies to aid in learning can significantly reduce the impact of education on the environment. Traditional learning media include paper textbooks, paper workbooks for completing assignments, and loose-leaf papers for completing additional work and taking notes.

Proper use of smart devices can significantly reduce the paper used in all of these areas. In a world where resources are becoming more scarce, we all have a responsibility to conserve when we can.

VARIABLES

In the present study teaching style, components and technology variables like , academic stream, technology were considered as independent variables and teacher effectiveness was considered as the dependent variable

ANALYSIS OF STUDY:

It is clear that this pandemic has utterly disrupted an education system that many assert was already losing its relevance. Following are my observations that changing the online learning and changing the dynamics of education

Tools of the Study

The researcher will collect primary data in the field work. Researcher will use various tools like Interview and Sampling Method.

Data Collection Procedure

Data was collected through Random Sampling Method on selected colleges. Primary and Secondary sampling method also used to collect the data. Some of data also collected through Google forms. After that data will stored in excel for data analysis.

Data Analysis

The data will properly analyze with the use of Ms-Excel. The researcher will use statistical techniques such as frequency distribution, averages, percentages, comparison, and cross-tabulation etc which is applicable at the time of research to analyze the primary data. Graphs and charts will also be prepared to support the analysis of the primary data wherever necessary.

graph

Table gives the list of then junior colleges of arts, commerce and science from where the data for the present study was collected. The following is the list of the colleges. List of Junior colleges

Sr.No.	Name of the college
1.	DKVC Junior College
2.	JJ ACADEMY College
3.	Kamaladevi Junior College
4.	Poddar College
5.	RKT College

6.	SIES College
7.	M.S College
8.	Fr. Agnels Junior College
10.	RKT College
11.	Seva Sadan College
12.	Oxford Junior College
13.	Poddar Junior college
14.	RCT's Rotary College
15	Pragati Junior College

List of senior colleges

Sr.No.	Name of the college
1.	KMP College
2.	JJ ACADEMY
3.	Kamaladevi College of Arts, Commerce & Science
4.	SST Degree College
5.	RKT College
6.	SIES College
7.	M.S College
8.	Bharat College
10.	RKT College
11.	Seva Sadan College
12.	Oxford Degree College
13.	Poddar Senior college
14.	RCT's Rotary College
15	Pragati Senior College

The third stage of sampling involved the selection of teachers from these colleges through the incidental sampling technique. Initially teachers included in the research were 30 Out of which google forms had to be discarded due to incomplete information and hence were unsuitable for the study as incomplete data cannot reveal the true characteristics of the sample .

Table shows the number of teachers included in the study the number of discarded forms and the final sample size.

COLLEGE TYPE	SUB-STRATUM	Response rate	Wastage rate	Incomplete information
Type of Self Finance	JUNIOR COLLEGE	70%	30%	30%

management colleges	SENIOR COLLEGE	60%	40%	40%
	Total	130%	70%	70%

Table 3.4 shows that the response rate was 130.% which is high. The wastage rate of forms on account of incomplete information was 70%

Which was found to be small as the researcher conducted the data collection personally and all Instruction to be followed for the filling up of questionnaires were clearly explained to the teachers.

SAMPLING

Sampling is the act, process or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristic of the whole population.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster 1985) 13 ,when dealing with people, it can be defined as a set of respondents (people) selected from a larger population for the purpose of a survey.

The purpose of sampling is to draw conclusions about populations from samples, to use inferential statistics which enables us to determine a population's characteristics by directly observing only a portion(or sample) of the population. We obtain a sample rather than a complete enumeration of the population.

Techniques of Sampling

Statistical sampling techniques are the strategies applied by researchers during the statistical sampling process.

The inferences drawn from the sample about a population are based upon the theory of probability. To ensure the validity of these references, an element of randomness has to be introduced in the selection of the sample.

The nature of the population and the type of information require for the study determine the type of sampling.

The two major types of sampling in quantitative research are as follows.

1. Probability sampling
2. Non-probability sampling

In probability sampling, the sample is selected in such a way, that each unit within the population or universe has a known chance of being selected.

It is this concept of "known chance" that allows for statistical projection of characteristics based on the sample to the population. The units of population in probability sampling are not selected at the discretion of the researcher but by means of certain procedures which ensure that every unit of a population has a fixed probability of being included in the sample. Such a method is also called random sampling.

In non-probability sampling, the units are selected at discretion of the researcher. Such samples derive their control from the judgment of the researcher. The sample selected is called a judgment or purposive sample. The difference between non- probability sampling and probability sampling is that non- probability sampling does not involve random selection whereas probability sampling does. There are many different sampling techniques

which researchers choose to suit their own particular needs and resources. The different types of sampling techniques are as follows:

1. Simple Random Sampling.
2. Stratified Random Sampling
3. Systematic Sampling.
4. Cluster Sampling
5. Incidental Sampling.
6. Purposive Sampling.

In order to carry out statistical analysis of the data, scoring is a prerequisite so as to enable quantification of the responses. For the purpose of the present study, a five point scale was adopted. The scoring was done using multiplicative model suggested by Victor Vroom

The response categories and the scoring pattern are as follows :

Response category	Most of the time	Sometime	Rarely	Never
Junior College	89.28%	13.8%		
Junior College	72.4%	27.6%		
Junior College	51.7%	48.3%		
Junior College	65.5%	31.2%		
Junior College	48.3	44.2%	3.2%	
Junior College	75.2%	24.2%		
Junior College	62.3%	17.3%	13.8%	
Junior College	72.7%	27.8%	12.5%	
Junior College	46.4%	39.2%	13.8%	3.6%
Junior College	53.5%	35.6%	10.3%	4.7%
Junior College	57.3%	25.9%	13.2%	5.7%
Junior College	75.9%	17.9%	7.6%	2.3%
Junior College	75.6%	25.3%	1.3%	1.6%
Junior College	64.3%	28.3%	3.6%	3.6%
Junior College	65.3%	17.5%	9.2%	2.4%
Junior College	75.3	20.7	1.3%	3.4%

FINDINGS:

- A changing education imperative
- The importance of disseminating knowledge is highlighted through COVID-19
- The challenges of online learning
- How is the education sector responding to COVID-19?

SUGGETIONS:

1. Hundreds of digital education tools have been created with the purpose of giving autonomy to the student, improving the administration of academic processes, encouraging collaboration, and facilitating communication between teachers and learners.
2. Hundreds of digital education tools have been created with the purpose of giving autonomy to the student, improving the administration of academic processes, encouraging collaboration, and facilitating communication between teachers and learners
3. Educational technology provides practice and strategies for reducing individual differences or strategies and practices which help teachers to teach according to individual differences of the learners.
4. Scientific foundation of education which is the main force of development of the theories of teaching and instruction is providing by educational technology.

CONCLUSION:

The significance of the online courses varied greatly depending on factors such as the teaching style of individual professors, the subject matter, the number of students and the level of the course. Particularly when it comes to the science students, they need more practical rather than theory. Distraction while studying can change the student's mind. The existing literature which recognizes the importance of the discussion forum in terms of building a "learning community". This study identifies several characteristics of interactions of the online lectures of courses which constitute a change in the nature of online education

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Bateson, C. D., (2006), 'Doing Business after the Fall: The Virtue of Moral Hypocrisy', *Journal of Business Ethics*, 66: 321 – 335

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Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

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Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

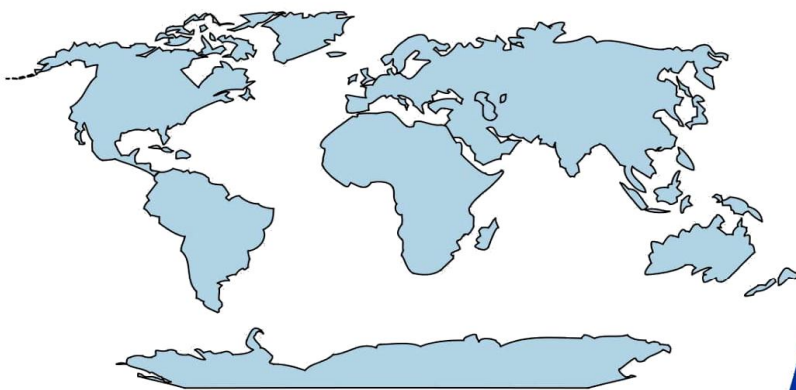
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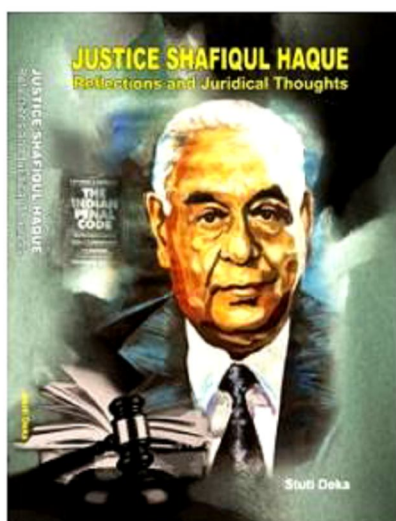


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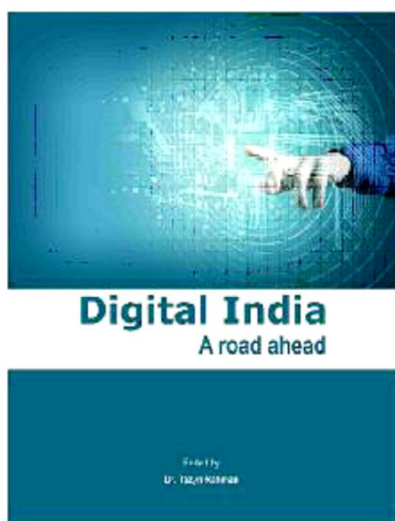
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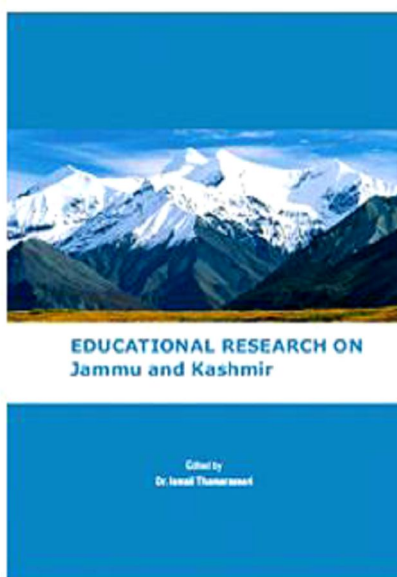
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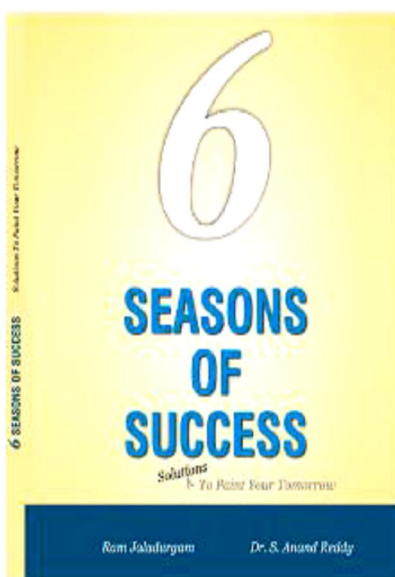
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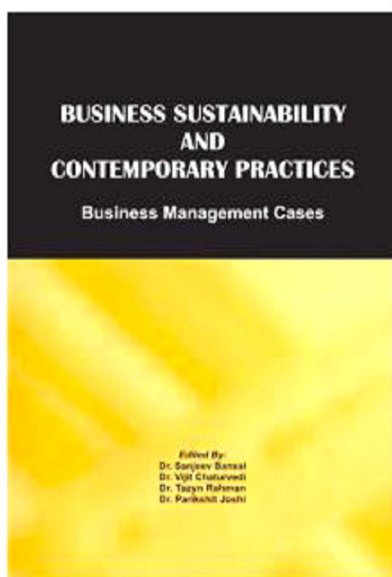
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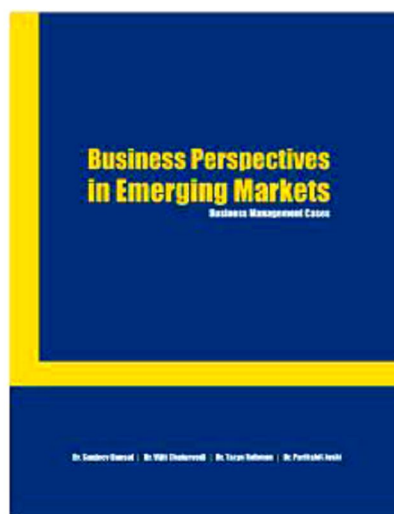
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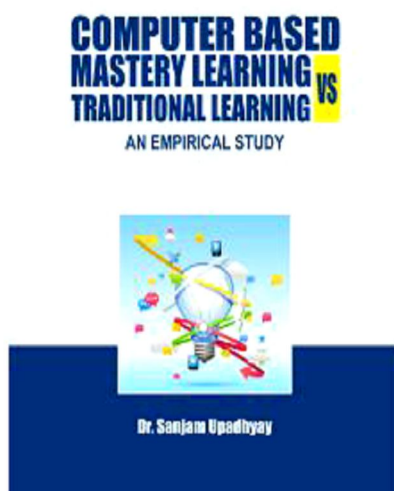
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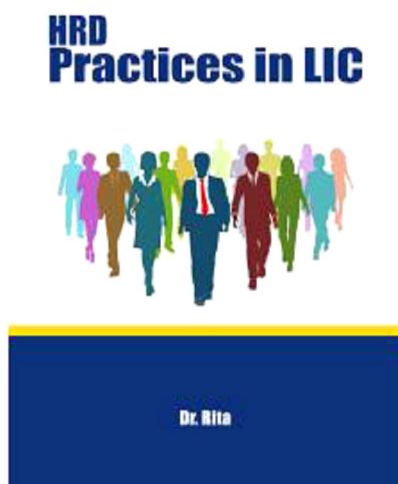
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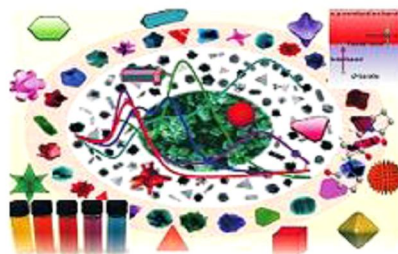
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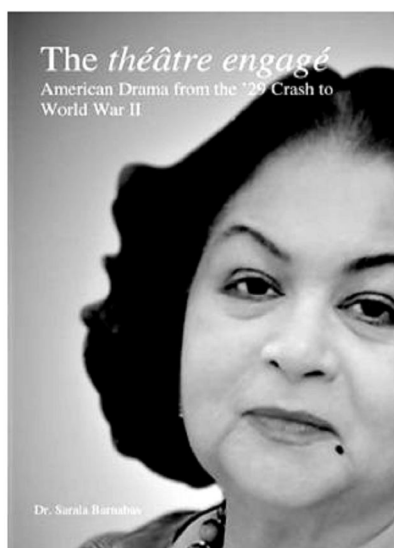
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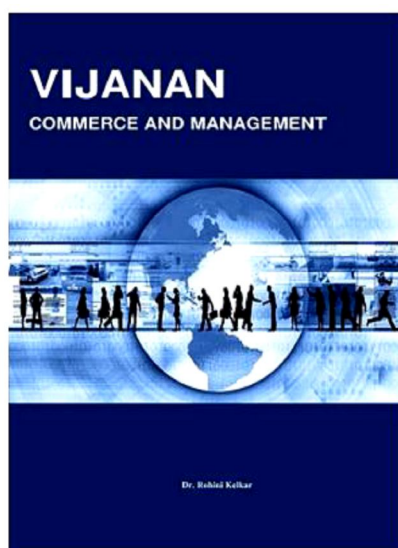


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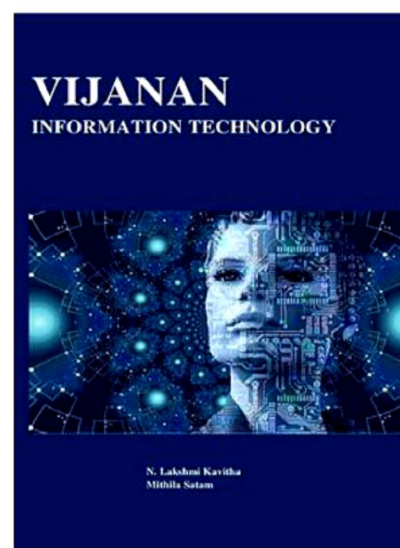
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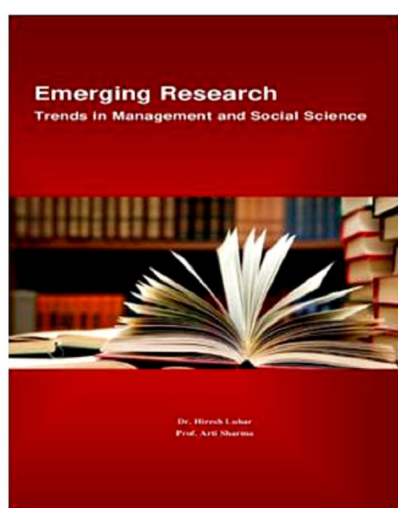
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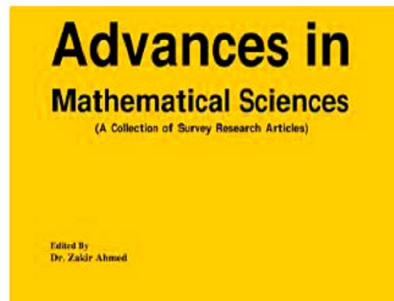
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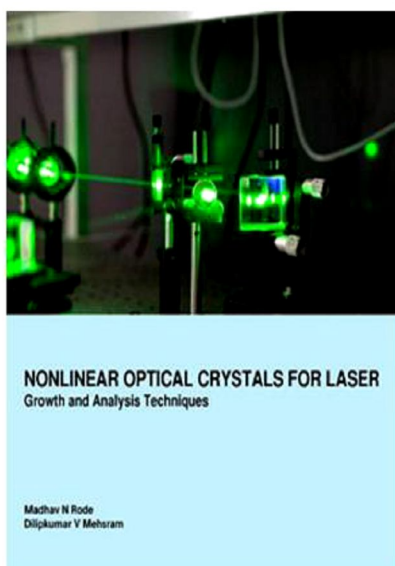


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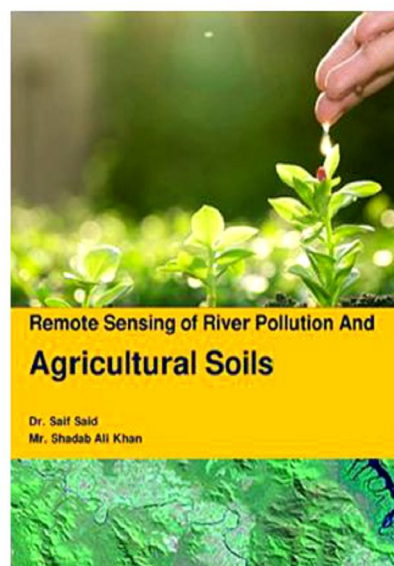
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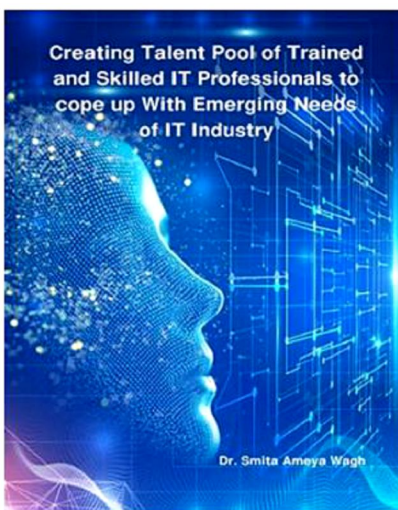
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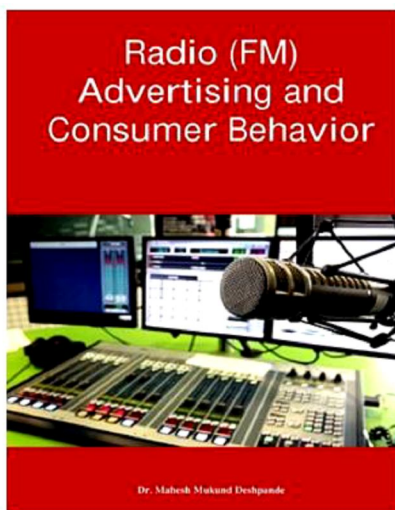
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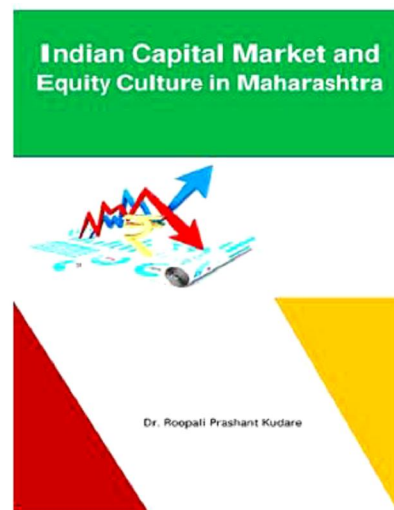
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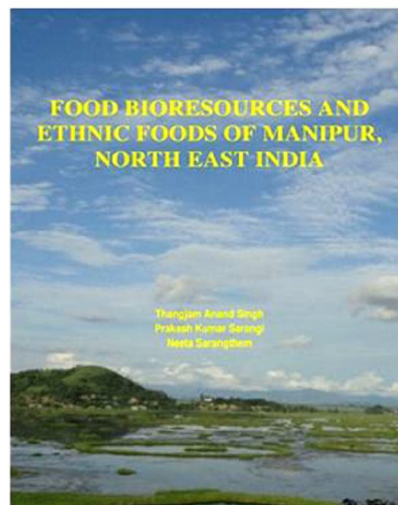
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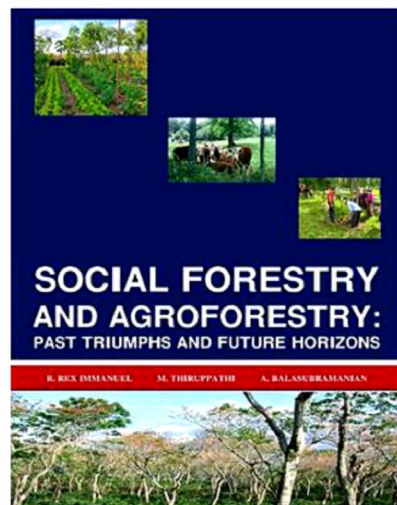
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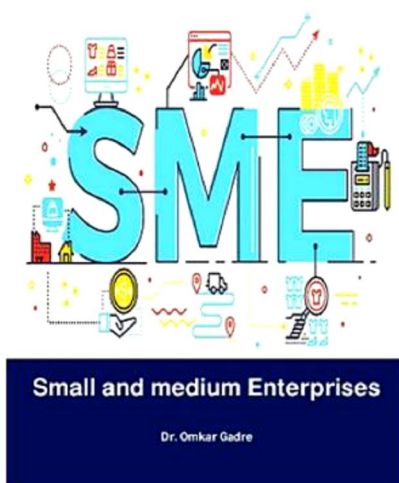
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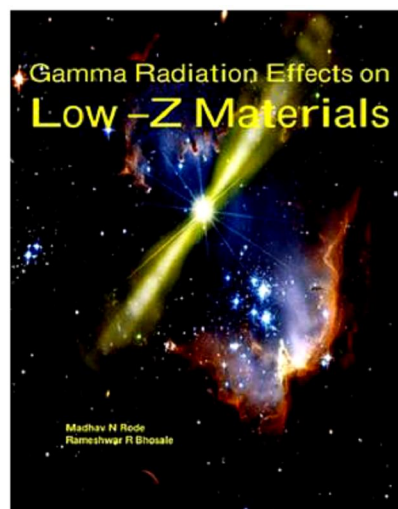
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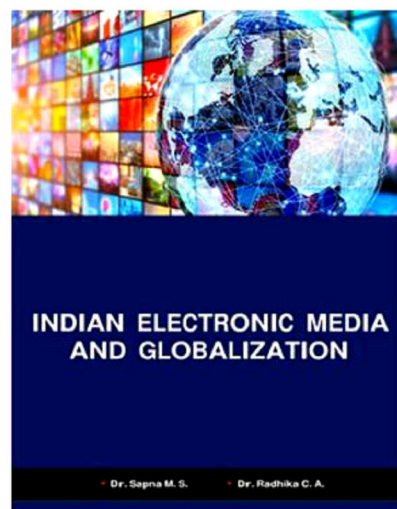
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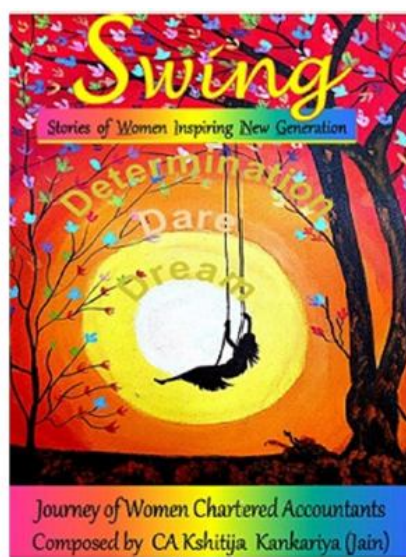
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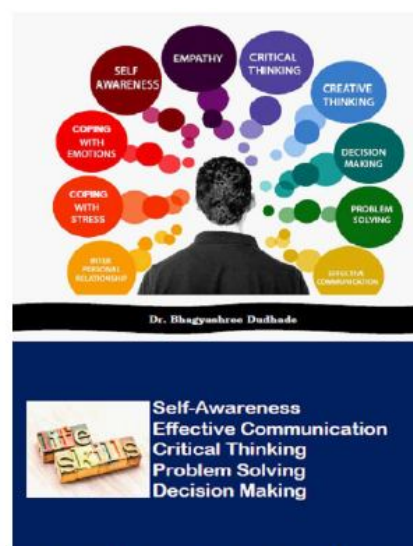


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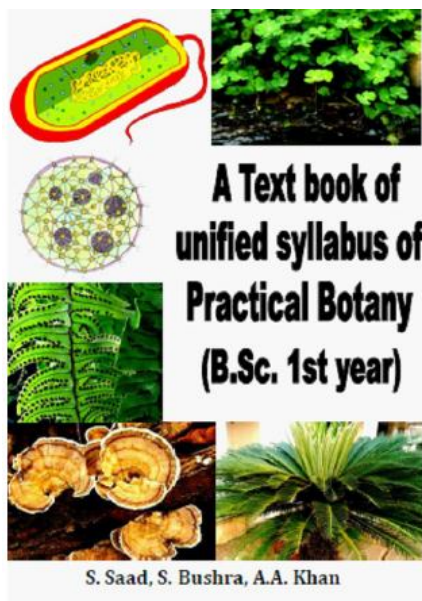
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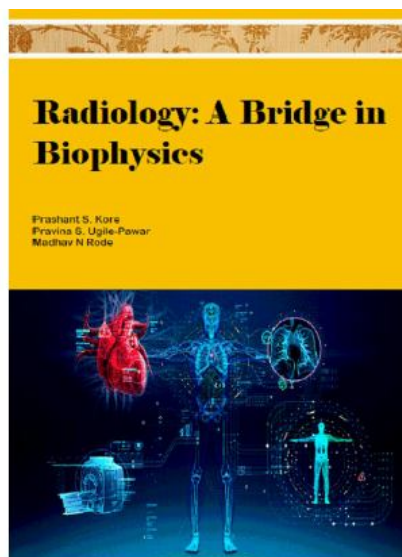
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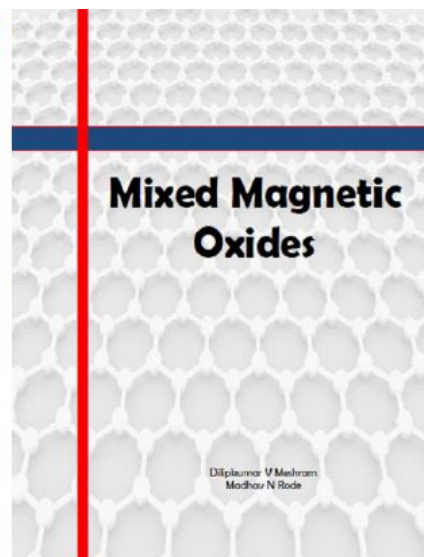
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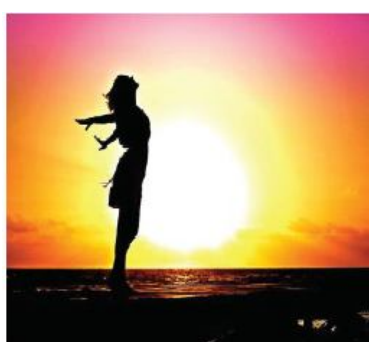
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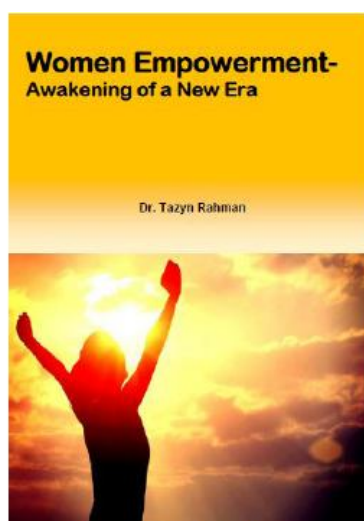


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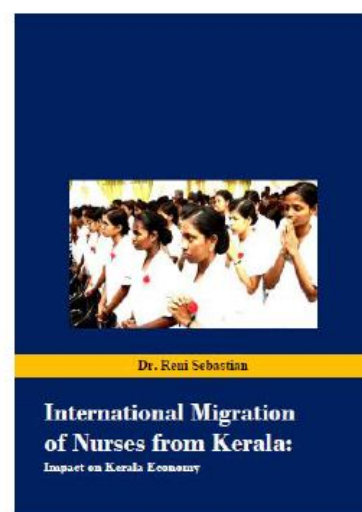


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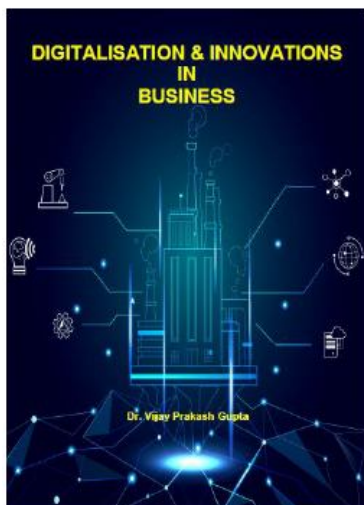
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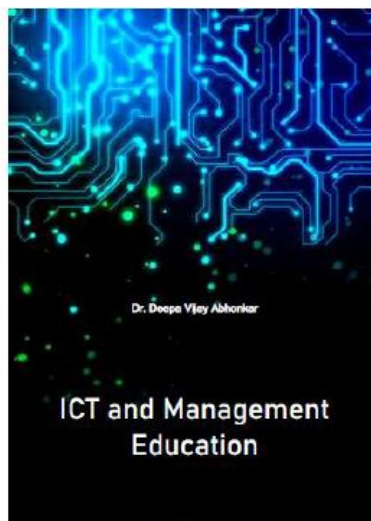
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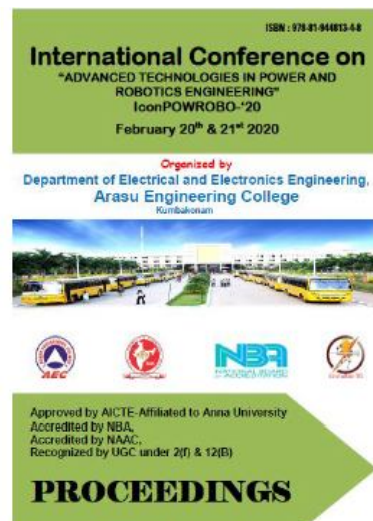
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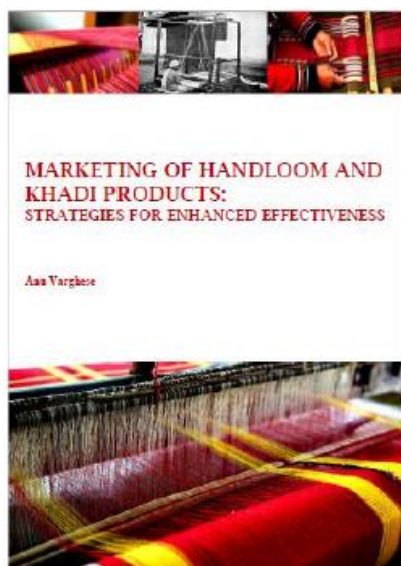
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