

Volume 8, Issue 3 (I)
July – September 2021

ISSN 2394 - 7780

International Journal of
Advance and Innovative Research
(Conference Special)



Indian Academicians and Researchers Association
www.iaraedu.com



University of Mumbai

ONE DAY INTERNATIONAL MULTI-DISCIPLINARY E-CONFERENCE

ON

**“IMPACT OF COVID-19 ON SUSTAINABLE
DEVELOPMENT”**

In Collaboration with

UNIVERSITY OF MUMBAI

ON

20TH APRIL, 2021



Publication Partner

Indian Academicians and Researcher's Association

ABOUT CLARA'S COLLEGE OF COMMERCE

Children Welfare Centre Trust is the meticulous stride of the eminent citizens of the city, who felt the need of having advanced educational institutions in their vicinity. It was formally registered under the Public Trust Act, 1950. The institution is strategically located amidst the rapidly developing locale of Andheri with full-fledged operative Pre-Primary School, Primary School, High School, Junior College, Degree College, B.Ed. College and Law College at Malad (W). Clara's College of Commerce was established in the year 1999 in the memory of Late Smt. Clara Kaul – an eminent educationist. The college has the following programmes:

1. Bachelor of Commerce (B. Com),
2. Bachelor of Management Studies (BMS),
3. Bachelor of Mass Media (BMM),
4. Bachelor of Commerce (Accounting and Finance) (BAF),
5. Master in Commerce (M.Com) (Accountancy).

The aim of the college is to continuously enhance the teaching methods in order to provide students with an opportunity for their all-round development. It also strives for excellence in academics and makes an effort to create an aura that induces passion for learning along with the inspiration for decisive thinking and assessment; and thereby helping them to become the best professionals in the chosen careers.

ABOUT THE CONFERENCE

2020 has been quite an overwhelming year for almost of us. Covid-19 took our world by storm, leaving us to tussle for our well-being and even survival. It was on 30th January, 2020 that the first case of corona was reported in India. This pandemic has not only taken thousands of lives of our near and dear ones, but also the curbing measures levied by the government has the damaging impact on the financial conditions of everyone. Small businesses have suffered huge losses, employees face faced pay cuts or even lost their jobs, and daily wagers practically have lost their source of livelihood and struggled for their survival. Adjusting to new norms, struggling to get the basic necessities, the fear of unpredictable situation added more to the emotional and mental trauma; the effects of this pandemic lockdown has been far more grievous that we can imagine. It has an impact on sustainable development at large. This conference aims to discuss the impact of Covid-19 on Sustainable Development. It is the most important to develop the Post-Covid world. Hence the conference will have thoughtful insights over it.

CHIEF PATRONS

Dr. Suhas Pednekar- Vice Chancellor, University of Mumbai

Dr. Ravindra Kulkarni- Pro-Vice Chancellor, University of Mumbai

Prin. Dr. Ajay M.Bhamre- Dean, Faculty of Commerce & Management, University of Mumbai

Mrs. Shabnam Kapoor- President, Children Welfare Centre Trust

Shri. Ajay Kaul- General Secretary, Children Welfare Centre Trust

INTERNATIONAL ADVISORY COMMITTEE

Dr. Arun Chainit (Bangkok)

Dr. Radhe S. Pradhan (Tribhuvan University, Kathmandu)

Prof. Dr. Ravinder Rena (NMU Business School, North-West University, South Africa)

NATIONAL ADVISORY COMMITTEE

Dr. T.A.Shiware- Chairman, Association of Non-Government Colleges, Mumbai

Prin. Dr. M.S. Kurhade- D.T.S.S. College of Law

Dr. Sangeeta Pawar- Professor, Senate Member, Member of Academic Council University of Mumbai

CMA Dr.Kinnari Thakkar- Professor and HoD of Commerce, University of Mumbai

Dr. Sunil S. Patil- I/C Director, Dept.of Student Development, University of Mumbai

Dr.CA Pradeep Kamthekar- Accounts and Finance Office, University of Mumbai

Dr. Arvind S. Luhar- Chairman, BoS Accountancy, Member of Academic Council, University of Mumbai

Prin.Dr. Ashish J.Dave- Shri. H. K. Commerce College, Ahmedabad, Gujrat

Dr. R. K. Tailor- School of Business and Commerce, Faculty of Commerce and Management, Manipal University

Prin. Dr. Gopal Kalkoti- M.V.M College of Commerce, Chairperson of BoS in Business Economics, University of Mumbai.

Dr. Sybil Thomas- UHV Cell, University of Mumbai

Prin. Dr. Shobha Menon C.L.-Valia College of Commerce, Member of BOS, University of Mumbai.

Dr. Pooja Ramchandani - H.R. College of Commerce & Economics, Member of BOS, University of Mumbai.

CONFERENCE CHAIRPERSON

Prin. Dr. Madhuukar Gitte

CONFERENCE CONVENER

Dr. Babita A. Kanojia

CONFERENCE SECRETARY

Dr.Mamta Rajani

ORGANIZING COMMITTEE

Mr. Amit Bansod (BMS Co-ordinator)

Mr. Faisal Tanwar (BMM Co-ordinator)

Mr. Vijaykumar Makwana (BAF Co-ordinator)

Mr. Reetesh Singh-Asst.Professor

Adv. Minal Sharma-Asst.Professor

Mr. Sameer Gandhi-Asst.Professor

Mr. Shripad Joshi-Asst.Professor

Mrs. Sheryl Cusher-Asst.Professor

Ms. Poonam Lad- Asst.Professor

Mrs. Jisha Varghese- Asst.Professor

ADMINISTRATIVE COMMITTEE

Ms. Neeta Wadhwani

Mrs. Priti Maslee

Mr. Nilesh Wadekar

Ms. Srushti Shedge

KEYNOTE SPEAKER'S MESSAGE



I am delighted to be part of this international virtual conference organised by Clara's College of Commerce on the pertinent theme of the "*Impact of Covid-19 on Sustainable Development*". It's always good to connect with the homeland – India, not only by sharing my research experiences but also learn from other profound academicians and their words of wisdom. Indeed, the conference was organised well. I congratulate the college for bringing some great academic leaders to this forum. The speakers chosen were excellent in their fields of expertise, with lots of insights and thought-provoking ideas. My sincere appreciation to the College Principal and his team.

Prof Dr Ravinder Rena,

Professor of Economics and Internationalization,
NWU Business School,
North – West University,
South Africa

MESSAGE FROM MANAGING TRUSTEE



We are extremely happy to note that Clara's College of Commerce in association with University of Mumbai is going to organise a One Day International Multi-Disciplinary E-Conference on "Impact of COVID-19 on Sustainable Development" on 20th April 2021. We, on behalf of the trust, welcome the academicians, research scholars and participants for this informative conference.

The theme of the conference is very relevant as the sustainable development of various countries is at present come to a standstill due to Covid-19 pandemic. Many challenges and obstacles are being faced by the world in the strategic planning and achieving sustainable development. The impact of this pandemic at global level is very devastating.

This conference is an excellent platform for the researchers and delegates to know the impact of Covid-19 pandemic on various sectors. I am sure that the conference will inculcate the research culture among participants. The discussions in the conference will bring opportunities among the delegates, and research scholars to present and share their innovative ideas, research findings, and recent research in various fields.

The management always encourages its faculty to organise state, national and international level workshops, seminars and conferences on contemporary issues around the world. It also provides sufficient opportunities for the holistic development of teachers and students.

The conference also aims to bridge the gap between the researcher scholars working in academic field and other professionals through research papers presentations and interactions.

We express our best wishes for making this conference inspiring, fruitful and a grand success.

Shri Ajay Kaul
General Secretary
Children Welfare Centre

MESSAGE FROM PRINCIPAL



I heartily welcome all the participants and delegates present for the One Day International Multidisciplinary E-Conference on “Impact of COVID-19 on Sustainable Development” to be conducted on 20th April 2021.

The world has been facing problems such as poverty, hunger, inequality, climate change and water scarcity which can be resolved by promoting sustainable development. Sustainable development refers to the “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*” Sustainable development is now defined in terms of three dimensions viz., economic sustainability, social sustainability and environmental sustainability. United Nations has declared seventeen Sustainable Development Goals (SDGs) in 2015 like zero hunger, good health, quality education, gender equality, reduced inequalities, climate action, and partnership for sustainable development which are to be achieved by 2030.

Global economy has been suffering through slowdown, recession and even severe depression due to this pandemic. Moreover, unemployment and poverty has increased remarkably. Labourers, poor people, small traders, hawkers and marginal class is being severely affected due to Covid-19. Reverse migration process has taken place where lakhs of people have migrated from urban areas to rural areas. Apart from psychological and mental effects, lakhs of people have lost their lives due to Covid-19 pandemic. However, there is a ray of hope because government is tirelessly working on health infrastructure, hospitals and medical facilities. The positive thing is that we have initiated vaccinations for the citizens.

We believe that academicians can certainly contribute with their thoughts and research pertaining to the present pandemic situation. Therefore, the conference aims at creating awareness about Covid-19 pandemic and to evaluate the impact of pandemic on sustainable development. The college has been taking many steps in inculcating and developing research culture by organising various national and international seminars and conferences. I am sure that this conference will provide a path to all the academicians, research scholars, and students to express and exchange their thoughts on the Covid-19 and sustainable development.

I am grateful to the Chief Guest, Guest of Honour, Key Note Speaker, members of advisory board, reviewers, session chairpersons, paper presenters and participants for their cooperation.

My sincere thanks to Shri. Ajay Kaul Sir, Managing Trustee, Children Welfare Centre. This event wouldn't have been possible without the guidance and constant support from the management. My gratitude towards organising committee, all teaching and non-teaching staff and students for their contribution in the grand success of this conference.

Dr. Madhukar Gitte

Principal

Clara's College of Commerce

MESSAGE FROM CONVENER



I heartily welcome all the participants and delegates present for the One Day International Multidisciplinary E-Conference on “Impact of COVID-19 on Sustainable Development” to be conducted on 20th April 2021.

Global crises caused by the pandemic of COVID-19, since early 2020, can compromise the world commitment to the 2030 Agenda for Sustainable Development. The achievement of the Sustainable Development Goals (SDGs) is one of the challenging tasks due to global pandemic. Therefore, we should consider the interdependent implications and recent trends in international development related to sustainability as a useful framework in the post-pandemic recovery period. The impact of the pandemic on society is unclear, long-lasting and difficult to measure, the conference primary aim is to critically analyses and identify the different perspective of Impact of Covid-19 on Sustainable Development regarding the global pandemic’s impact on the achievement of the SDGs and highlights the interdependencies between the goals in light of the new circumstances through.

We believe that the experts, academicians and research scholar can contribute to it and it will have great impact. Through the conference the college has tried to provide a path to all the academicians, research scholars and students to express and exchange their view on the impact of Covid-19 and sustainable development.

I am grateful to the Chief Guest, Guest of Honour, Key Note Speaker, members of advisory board, reviewers, session chairpersons, paper presenters and participants for their cooperation.

My sincere thanks to Shri. Ajay Kaul Sir, Managing Trustee, Children Welfare Centre for his continuous support and guidance. I would like to thanks Principal Dr. Madhukar Gitte for suggesting and organising this conference. My gratitude towards organising committee, all teaching and non-teaching staff and students for their contribution in the grand success of this conference.

Dr. Babita Kanojia

Clara’s College of Commerce
CONVENER

MESSAGE FROM TECHNICAL CHAIRPERSON



Clara's College of Commerce organized one day international multi-disciplinary e-conference on "Impact of Covid-19 on sustainable development on 20th April 2021. I am happy to provide prefix of the virtual conference.

Man has succeeded when he has acquired all that he needs for his physical, moral and spiritual well-being. Human mind is fearful and wonderful. Once you fix your mind on the achievement of given end your mind works towards success. Change brings some amount of frustration and cynicism about the effectiveness of any change. Social infrastructure related to education, health sector, agriculture is the key aspect of sustainable development. Millennium goals and sustainable development goals meet with several challenges of inconsistent health care delivery, poor hygiene and sanitization, funding challenges, regulatory uncertainty and limited manpower with respect to social infrastructure sector. In 2017 India Today magazine an article on health care mentioned 5.4 million jobs by 2025 be created & FOREX by 2020 will be 8 billion dollars as well as India2020-a vision for the new millennium book by APJ Abdul Kalam – former President of India which specifies that by 2020 India will be world's first five economic powers. But the Novel corona virus outbreak across the globe from January 2020 and effect of the pandemic on India from March 2020 with the first wave and consequent lockdowns impacted the Indian economy from organized to unorganized sector, micro and small enterprises, small businesses, tourism industry, education, business houses, retail outlets, supply chain intermediaries, logistics and distributing networks, start –ups business, food aggregators, restaurants and hotel industry, franchisee and merchandising, transport networking business, banking and insurance , malls to entertainment industry, multiplex theatres , kirana stores, vendors and hawkers etc. The economy went in shackles and the process of coping with the crisis for combating the pandemic effect went now after series of lockdown period was getting relaxed. After 10 months of fighting the pandemic with innumerable loss of human life, the pandemic was normalizing and again the second wave of pandemic out broke in the mutation form. The economy is pulled back as the pandemic is devastating the human race, stagnation in the economic reforms with major social imbalance is the cause of the pandemic.

The pandemic is grappling the economy and therefore sustainable development is possible only when the government takes proactive measures to strengthen the weakening sectors and welfare approach through democratic principles of social reforms to uplift every single citizen of the country is the prime responsibility of the government. History is evident of such disasters and pandemic whether natural or manmade which have happened in the past in several countries of the world and in India and the countries have obtained normalcy and have coped with the sprawling situations and the wheels of growth and development have taken place. India too is marching towards handling the crisis in best possible manner to accelerate the economy and progress of states through socialistic welfare pattern.

I extend my greetings and well wishes to the organizing team of the college, the Principal Dr. Gitte and the Convenor Dr. Babita Kanojia for organizing a very thought provoking and important topic of sustainable development in this pandemic times.

DR. SANGEETA PAWAR

Professor and Senate Member,

Department of commerce,

University of Mumbai, Kalina

Mumbai 400098

MESSAGE FROM NATIONAL ADVISOR



The international conference of Clara's College of Commerce in association with University of Mumbai provided an experience unlike other appraisal conferences, offering timely content on Covid situations in multi-faceted way. This year it was through digital/virtual way, allowing the attendees to learn and connect with diverse field affected on the platform of economy in the current situation. I have heard lots many praises from all delegates attended the conference. The presenters were well prepared and the sessions were well attended. Everyone felt that organising committee did a superb job organizing the meetings, selecting thought-provoking topics, and even getting all papers blind review and processed for a journal. Congratulations to the Clara's College for such successful and a memorable conference. You have set a new standard for conference planners. I just want to take a moment to thank you for making it such a stupendous experience. I know you spent many months planning the event--and it showed. The conference was relevant and had a rich experience for all academicians. I especially liked your selection of plenary speakers. Thanks for making the conference so remarkable.

DR. MEGHA S SOMANI

Professor,

Smt. MMK College of Commerce & Economics

Bandra (W), Mumbai

International Journal of Advance and Innovative Research

Volume 8, Issue 3 (I) July - September 2021

Editor- In-Chief

Dr. Tazyn Rahman

Members of Editorial Advisory Board

Mr. Nakibur Rahman

Ex. General Manager (Project)
Bongaioan Refinery, IOC Ltd, Assam

Dr. Alka Agarwal

Director,
Mewar Institute of Management, Ghaziabad

Prof. (Dr.) Sudhansu Ranjan Mohapatra

Dean, Faculty of Law,
Sambalpur University, Sambalpur

Dr. P. Malyadri

Principal,
Government Degree College, Hyderabad

Prof.(Dr.) Shareef Hoque

Professor,
North South University, Bangladesh

Prof.(Dr.) Michael J. Riordan

Professor,
Sanda University, Jiashan, China

Prof.(Dr.) James Steve

Professor,
Fresno Pacific University, California, USA

Prof.(Dr.) Chris Wilson

Professor,
Curtin University, Singapore

Prof. (Dr.) Amer A. Taqa

Professor, DBS Department,
University of Mosul, Iraq

Dr. Nurul Fadly Habidin

Faculty of Management and Economics,
Universiti Pendidikan Sultan Idris, Malaysia

Dr. Neetu Singh

HOD, Department of Biotechnology,
Mewar Institute, Vasundhara, Ghaziabad

Dr. Mukesh Saxena

Pro Vice Chancellor,
University of Technology and Management, Shillong

Dr. Archana A. Ghatule

Director,
SKN Sinhgad Business School, Pandharpur

Prof. (Dr.) Monoj Kumar Chowdhury

Professor, Department of Business Administration,
Guahati University, Guwahati

Prof. (Dr.) Baljeet Singh Hothi

Professor,
Gitarattan International Business School, Delhi

Prof. (Dr.) Badiuddin Ahmed

Professor & Head, Department of Commerce,
Maulana Azad Nationl Urdu University, Hyderabad

Dr. Anindita Sharma

Dean & Associate Professor,
Jaipuria School of Business, Indirapuram, Ghaziabad

Prof. (Dr.) Jose Vargas Hernandez

Research Professor,
University of Guadalajara, Jalisco, México

Prof. (Dr.) P. Madhu Sudana Rao

Professor,
Mekelle University, Mekelle, Ethiopia

Prof. (Dr.) Himanshu Pandey

Professor, Department of Mathematics and Statistics
Gorakhpur University, Gorakhpur

Prof. (Dr.) Agbo Johnson Madaki

Faculty, Faculty of Law,
Catholic University of Eastern Africa, Nairobi, Kenya

Prof. (Dr.) D. Durga Bhavani

Professor,
CVR College of Engineering, Hyderabad, Telangana

Prof. (Dr.) Shashi Singhal

Professor,
Amity University, Jaipur

Prof. (Dr.) Alireza Heidari

Professor, Faculty of Chemistry,
California South University, California, USA

Prof. (Dr.) A. Mahadevan

Professor
S. G. School of Business Management, Salem

Prof. (Dr.) Hemant Sharma

Professor,
Amity University, Haryana

Dr. C. Shalini Kumar

Principal,
Vidhya Sagar Women's College, Chengalpet

Prof. (Dr.) Badar Alam Iqbal

Adjunct Professor,
Monarch University, Switzerland

Prof.(Dr.) D. Madan Mohan

Professor,
Indur PG College of MBA, Bodhan, Nizamabad

Dr. Sandeep Kumar Sahratia

Professor
Sreyas Institute of Engineering & Technology

Dr. S. Balamurugan

Director - Research & Development,
Mindnotix Technologies, Coimbatore

Dr. Dhananjay Prabhakar Awasarikar

Associate Professor,
Suryadutta Institute, Pune

Dr. Mohammad Younis

Associate Professor,
King Abdullah University, Saudi Arabia

Dr. Kavita Gidwani

Associate Professor,
Chanakya Technical Campus, Jaipur

Dr. Vijit Chaturvedi

Associate Professor,
Amity University, Noida

Dr. Marwan Mustafa Shammot

Associate Professor,
King Saud University, Saudi Arabia

Prof. (Dr.) Aradhna Yadav

Professor,
Krupanidhi School of Management, Bengaluru

Prof.(Dr.) Robert Allen

Professor
Carnegie Mellon University, Australia

Prof. (Dr.) S. Nallusamy

Professor & Dean,
Dr. M.G.R. Educational & Research Institute, Chennai

Prof. (Dr.) Ravi Kumar Bommiseti

Professor,
Amrita Sai Institute of Science & Technology, Paritala

Dr. Syed Mehartaj Begum

Professor,
Hamdard University, New Delhi

Dr. Darshana Narayanan

Head of Research,
Pymetrics, New York, USA

Dr. Rosemary Ekechukwu

Associate Dean,
University of Port Harcourt, Nigeria

Dr. P.V. Praveen Sundar

Director,
Shanmuga Industries Arts and Science College

Dr. Manoj P. K.

Associate Professor,
Cochin University of Science and Technology

Dr. Indu Santosh

Associate Professor,
Dr. C. V.Raman University, Chhattisgarh

Dr. Pranjal Sharma

Associate Professor, Department of Management
Mile Stone Institute of Higher Management, Ghaziabad

Dr. Lalata K Pani

Reader,
Bhadrak Autonomous College, Bhadrak, Odisha

Dr. Pradeepta Kishore Sahoo

Associate Professor,
B.S.A, Institute of Law, Faridabad

Dr. R. Navaneeth Krishnan

Associate Professor,
Bharathiyar College of Engg & Tech, Puducherry

Dr. Mahendra Daiya
Associate Professor,
JIET Group of Institutions, Jodhpur

Dr. G. Valarmathi
Associate Professor,
Vidhya Sagar Women's College, Chengalpet

Dr. Parbin Sultana
Associate Professor,
University of Science & Technology Meghalaya

Dr. M. I. Qadir
Assistant Professor,
Bahauddin Zakariya University, Pakistan

Dr. Kalpesh T. Patel
Principal (In-charge)
Shree G. N. Patel Commerce College, Nanikadi

Dr. Brijesh H. Joshi
Principal (In-charge)
B. L. Parikh College of BBA, Palanpur

Dr. Juhab Hussain
Assistant Professor,
King Abdulaziz University, Saudi Arabia

Dr. Namita Dixit
Associate Professor,
Shri Ramswaroop Memorial University, Lucknow

Dr. V. Tulasi Das
Assistant Professor,
Acharya Nagarjuna University, Guntur, A.P.

Dr. Nidhi Agrawal
Assistant Professor,
Institute of Technology & Science, Ghaziabad

Dr. Urmila Yadav
Assistant Professor,
Sharda University, Greater Noida

Dr. Ashutosh Pandey
Assistant Professor,
Lovely Professional University, Punjab

Dr. M. Kanagarathinam
Head, Department of Commerce
Nehru Arts and Science College, Coimbatore

Dr. Subha Ganguly
Scientist (Food Microbiology)
West Bengal University of A. & F Sciences, Kolkata

Dr. V. Ananthaswamy
Assistant Professor
The Madura College (Autonomous), Madurai

Dr. R. Suresh
Assistant Professor, Department of Management
Mahatma Gandhi University

Dr. S. R. Boselin Prabhu
Assistant Professor,
SVS College of Engineering, Coimbatore

Dr. V. Subba Reddy
Assistant Professor,
RGM Group of Institutions, Kadapa

Dr. A. Anbu
Assistant Professor,
Acharya College of Education, Puducherry

Dr. R. Jayanthi
Assistant Professor,
Vidhya Sagar Women's College, Chengalpattu

Dr. C. Sankar
Assistant Professor,
VLB Janakiammal College of Arts and Science

Dr. Manisha Gupta
Assistant Professor,
Jagannath International Management School

Copyright @ 2021 Indian Academicians and Researchers Association, Guwahati
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the IARA. Although every care has been taken to avoid errors or omissions, this publication is being published on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors and publishers, who do not owe any responsibility for any damage or loss to any person, for the result of any action taken on the basis of this work. All disputes are subject to Guwahati jurisdiction only.



Scientific Journal Impact Factor

CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

International Journal of Advance & Innovative Research
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process
SJIF 2018 = 7.363

SJIF (A division of InnoSpace)



CONTENTS

Research Papers

- A STUDY ON BEHAVIOUR OF STUDENTS IN HIGHER EDUCATION TOWARDS ONLINE TEACHING AND OFFLINE TEACHING WITH REFERENCE TO COVID 19** 1 – 5
Mr. Subodh S Barve
- COVID-19 AND THE UN SUSTAINABLE DEVELOPMENT GOALS IN INDIA** 6 – 7
Abhijeet N. Barse
- ANIMATION'S 'LOCKDOWN' PATTERN! THE USE OF ANIMATION IN THE DESI RAP VIDEOS DURING COVID-19** 8 – 11
Dr. Yatindra Ingle
- AN EMPIRICAL STUDY ON INFLUENCE OF WINDOW DISPLAY IN ATTRACTING CONSUMERS INSIDE THE STORE WITH SPECIAL REFERENCE TO YOUTH IN MUMBAI** 12 – 17
Dr Poonam Kakkad and Mr. Bhavesh Singh
- IMPACT OF COVID-19 ON BANKING INDUSTRY** 18 – 22
Ritu Tripathi
- IMPACT OF COVID-19 ON INDIAN RAILWAYS** 23 – 25
Ms. Prabhavati Manjrekar
- COVID-19 PROVES TO BE A BOON FOR LIFE AND HEALTH INSURANCE SECTOR** 26 – 30
Ms. Sonia Bohra
- PSYCHOLOGICAL IMPACT OF COVID – 19 ON MIGRANT WORKERS IN INDIA** 31 – 35
Suneetha Esampalli and Sujani SK
- FACTORS AFFECTING THE CHOICE OF FAST FOOD OUTLETS BY YOUNG CONSUMERS IN MUMBAI** 36 – 46
Prof. Dr. Sulbha Raorane and Dr. Ritu Vashisht
- IMPACT OF COVID-19 ANNOUNCEMENT ON NIFTY 50** 47 – 50
Mr. Shahid Ansari
- IMPACT OF ONLINE CLASSES ON PARENTS OF PRIMARY SCHOOL CHILDREN DURING COVID-19 PANDEMIC** 51 – 55
Ms. Sunita Vinod Gupta

A STUDY ON PRICE PERFORMANCE OF MAJOR INDIAN INITIAL PUBLIC OFFERINGS (IPOS) ON THE LISTING DAY DURING THE FINANCIAL YEAR 2019-20	56 – 58
Prof. Pooja Upadhyay	
ROLE OF B.E.S.T. DURING PANDEMIC SITUATION OF COVID-19 IN MUMBAI	59 – 63
Ms. Snehal M. Darge and Dr. Reshma R. More	
IMPACT OF COVID-19 EPIDEMIC ON ACADEMIC LIFE AND MENTAL HEALTH OF STUDENTS: A STUDY ON PARENTS' PERCEPTION	64 – 67
Shisira Bania and Bandita Biswal	
DIGITAL PAYMENTS: REVOLUTION OF PAYMENT SYSTEM IN INDIA	68 – 70
Prof. Prashant Siddharth Kadam	
POST COVID-19: RECOVERY OF INDIA'S FINANCIAL SECTOR	71 – 75
Mrs. Vanita Agarwal	
A STUDY ON IMPACT OF COVID-19 ON TOURISTS (WITH SPECIAL REFERENCE TO INDIVIDUALS FROM THE STATE OF MAHARASHTRA)	76 – 82
Ms. Shraddha Prakash Chavan and Dr. Surekha Mishra	
A COMPARATIVE PROFITABILITY AND EMPLOYEES COST ANALYSIS OF SELECT NON-BANKING FINANCIAL COMPANIES WITH REFERENCE TO PRE AND DURING COVID-19 PERIOD	83 – 94
Dr. Babita Kanojia and Chetan Devashish Bose	
COVID 19 IMPACTS: 2020 YEAR OF IT & PHARMA	95 – 97
Mr. Shahid Ansari	
INVESTORS' PERCEPTION TOWARDS START-UPS IN INDIA AS INVESTMENT AVENUE	98 – 104
Prof. CA Chandrashekhar Sawant	
AN OVERVIEW ON MARKETING STRATEGY AND ITS TYPES	105 – 107
Dr. S. Tephillah Vasantham	
A SWOT ON THE ALTERATION IN THE CONDUCT OF SERVICE INDUSTRY WORKFORCE AND ADAPTING WITH PRESSURE DURING TELECOMMUTE BECAUSE OF PANDEMIC	108 – 113
Ms. Aarti Amar Ahuja	
AN ANALYTICAL STUDY OF SELF-HELP GROUPS THROUGH MICRO-FINANCE	114 – 118
Somnath M. Kolhe and Prof. J. R Suryawanshi	
MEME MARKETING-THE NEW LANGUAGE OF MARKETING	119 – 127
Mr. Faisal Tanwar	

STUDY THE VIEW OF INVESTOR ON RISK & RETURN IN MUTUAL FUNDS WITH REFERENCE TO ANDHERI	128 – 135
Dr. Babita A. Kanojia and Rithik Arun Gade	
TO STUDY ON E-COMMERCE (ELECTRONIC COMMERCE)	136 – 140
Dr. Mahendra Kailas Sonawane	
INFLUENCE OF COVID-19 ON SOCIAL MEDIA MARKETING AND ITS IMPACT ON BUYING PLAN OF THE CONSUMERS IN MUMBAI SUBURBS	141 – 145
Ashish Mehta	
EDTECH MARKET IN INDIA AMIDST COVID-19	146 – 151
Dr. Parul Singhal	
RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND MENTAL HEALTH OF COLLEGE STUDENTS	152 – 154
Shabana Babulal Tadavi	
PRIVATIZATION OF EDUCATION	155 – 157
Mr. Anand Namdevrao Dandge	
A STUDY ON MUTUAL FUND INVESTMENT BY AN INVESTOR IN THEIR PORTFOLIO	158 – 161
Dr. Babita A. Kanojia and Pratik Bipin Shah	
ROLE OF RELIGION TO CONTROL ENVIRONMENTAL DEGRADATION	162 – 165
Mrs. Ipsita Chakraborty and Dr. P. Ganesan	
START-UP INDIA NEW OPPORTUNITIES IN SELF-RELIANCE AND DEVELOPMENT	166 – 168
Vandana Virendrapal Singh	
DEVELOPING THE PERSONALITY FOR SUSTAINABLE DEVELOPMENT	169 – 171
Mr. Reetesh Singh	
SOCIAL CAPITAL: NEED AND RELEVANCE DURING EMERGENCIES LIKE CORONA PANDEMIC	172 – 178
Dr. Rajesh Harichandra Bhoite	
POSITIVE EFFECT OF COVID -19 ON THE KARIYANAWALA AND BHAJIWAL (FOOD GRAIN RETAILER AND VEGETABLE SELLER) IN MUMBAI BORIVALI WEST ON EKSAR ROAD	179 – 180
Mr. Sameer Shashikant Gandhi	
AN EMPIRICAL STUDY ON UNDERSTANDING NEW CONSUMER BEHAVIOUR PARADIGM FOR ONLINE ADVERTISING FOR THE SUSTAINABILITY OF BUSINESS	181 – 185
Dr. Mamta Rajani and Ms. Simran Rajani	

ECONOMIC IMPACT OF COVID-19 PANDEMIC IN INDIA	186 – 189
Dr. Raj Ankush Soshte	
ANALYSIS OF FINANCIAL PERFORMANCE OF NON-BANKING FINANCIAL COMPANIES IN INDIA	190 – 194
Dr. Shiva Motiram Padme	
IMPACT OF COVID-19 ON THE CAREER PLANNING DECISIONS OF GRADUATING STUDENTS	195 – 198
Mrs. Jisha Varghese	
IMPACT OF COVID-19 ON EDUCATION, SOCIAL LIFE AND MENTAL HEALTH OF SOUTH MUMBAI SCHOOL STUDENTS”- A SURVEY	199 – 205
Dr. Sunita P. Gaikwad	
AN EMPIRICAL STUDY OF SELF-HELP GROUPS AND EMPOWERMENT OF GROUP MEMBERS	206 – 210
Mr. Shigavan Jagadish Hiru and Prof. M. A. Lokhande	
A STUDY ON “CHALLENGES FACED BY EDUCATION SYSTEM & ROLE OF I.C.T. DURING COVID19 CRISIS WITH REFERENCE TO HIGH SCHOOLS AND COLLEGES OF MUMBRA”	211 – 214
Dr. Hiresb Luhar and Mrs Saima Shueb Khan	
THE EFFECT OF DIFFERENT MODES OF ADVERTISEMENTS ON BRAND IMAGERY IN THE CATEGORY OF ELECTRONICS DURABLES WITH SPECIAL REFERENCE TO SELECTED CITIES OF GUJARAT STATE	215 – 219
Javed S. J. Khorajia and Dr. Sejalben Christian	
CHALLENGES OF PUBLIC SECTOR & PRIVATE SECTOR BANKING IN INDIA	220 – 223
Dr. Dattatraya Tambe	
PANDEMIC AND THE FRAGILE LIVELIHOODS AN OVERVIEW OF THE STATE OF DAILY WAGE EARNERS IN INDIA	224 – 227
Vaidehi S Dhamankar	
AN IMPACT OF COVID -19 ON HOTEL INDUSTRY-A CASE STUDY	228 – 236
Prof. Dr. Pratibha A. Jagtap, Prof. Amol M. Ghadge and Ms.Manali Prakash Bhosale	
TO STUDY THE VIEW OF USERS OF DIGITAL WALLET IN YARIROAD	237 - 244
Dr. Babita Kanojia, Vijay Kumar Makwana and Ayesha Anwari	
COVID-19 : CHALLENGES AND OPPORTUNITIES FOR DIGITAL BANKING	245 – 247
Dr. Pratibha N. Jha	
A CONCEPTUAL OVERVIEW OF GOOD AND SERVICE TAX (GST)	248 – 251
Dr. D. R. Panzade	

ISSUES OF SUSTAINABLE DEVELOPMENT OF AGRICULTURE SECTOR IN INDIA

252 – 255

Dr. Gitte Madhukar Raghunathrao

IMPACT OF COVID -19 ON HUMAN LIFE IN 2020

256

Dadaji. V. Sonawane

A STUDY ON BEHAVIOUR OF STUDENTS IN HIGHER EDUCATION TOWARDS ONLINE TEACHING AND OFFLINE TEACHING WITH REFERENCE TO COVID 19

Mr. Subodh S BarveAssistant Professor, Department of Commerce, HVPS, R.J. College of Art, Science and Commerce
Ghatkopar (W) - Mumbai

ABSTRACT

Education is an important pillar of human as well as social welfare. Education process actually begins from our family which is considered to be informal, whereas formal education is imparted by recognised institutions like schools, colleges and universities, professional bodies and so on. Formal education has systematic design and process to deliver to the students. Over the years educational reforms have brought in several changes in all levels of education. Currently, COVID 19 has put forth several challenges before education system all over the world. The pandemic has forced every stakeholder in education to keep education system alive through online teaching methods rather than traditional classroom teaching. New online teaching though looks smarter, but has cropped up several challenges which are still not answered well. This paper is trying to find out the approach of the students in higher education towards online teaching and offline teaching.

Keywords: - Online teaching, COVID 19, Social Welfare

INTRODUCTION

Novel Corona virus is a nightmare in the history of human life as it affected all aspects of human life including education. As per UNISCO report 157 cr. students in around 191 countries across globe have impacted due to closure of educational institutes even in India more than 32 cr. students in schools and colleges have suffered due to closure of educational institutes¹. Till March 2020, an outbreak of CORONA Virus, most of the education from KG to PG was offline. But since pandemic started most affected sector in the economy all over world is education. To get protected from virus infection government of India declared lockdown on 24th March 2020, as a result whole education system became stand still. Considering the broader perspective of virus infection educational authorities in government decided to get start education online in a phase manner for students from fifth standard to PG level, as on date online teaching is still on as COVID 19 pandemic is still going on. Union MHRD ministry India have come up with new guidelines called 'PRAGYATA' to improve quality of education with focus on online teaching. In this period different tools of online teaching and learning have been developed like Google meet, Google Class room, Zoom, YouTube etc. to impart education without losing interest of students in education. The concept of black board was replaced by white board, chalk was replaced by mark up pen and so on. Many students who enrolled abroad for higher education have been cancelling their admissions due to fear of infection. Online teaching looks very buzzing term, but has lot of challenges in Indian context. But, if pandemic is taken as an opportunity, then in 21st century would be an era of digital education in India that can provide education extensively to anybody at anytime and anywhere.

OBJECTIVES

1. To study whether online teaching is better than offline teaching or not.
2. To study whether practical subjects or theory subject can be taught well through online teaching or offline.

RESEARCH METHODOLOGY

The research paper is based on primary as well as secondary data. Primary data has been collected from different categories of students, like commerce, arts, engineering etc. by questionnaire method. The sample size for the study is 255 respondents

Secondary data has been collected through books, journals, government publications, reports of research agencies, newspaper, websites etc. The research is mainly exploratory in nature and analysis is done on the basis of percentage method and observation.

HYPOTHESIS

H0- Online teaching is not a better method of teaching than offline teaching method.

¹ Kritika Sharma," In India, over 32 crore students hit by Covid-19 as schools and colleges are shut: UNESCO", 16th April 2020, <https://theprint.in/india/education/in-india-over-32-crore-students-hit-by-covid-19-as-schools-and-colleges-are-shut-unesco/402889/>

H1- Offline teaching is a better method of teaching than online teaching.

H0- Online teaching is not suitable for practical and theoretical subjects.

H1- Offline teaching is suitable for practical and theoretical subjects.

LITERATURE REVIEW

Simtra Pokrial et.al (2021), different teaching and learning methods should be devised for primary, secondary and higher education. Even teachers and students should get acquainted with online teaching tools.

Dr.Priyanka Dhoot (2020), COVID 19 has encouraged us to make changes in syllabus, collaborations, use best technology and make education internationalised. Use of technology will strengthen the digitalisation of education in India.

Parvat Jena (2020), going for virtual education is the solution to this crisis. Use of technology and tools would meet the educational demands of students. Proper mobilization of resources is required for disadvantage students.

Research Gap

This research paper is finding the utility of online teaching with respect to practical and theoretical subjects during pandemic situation. Whereas, earlier research work is explaining how online teaching requires changes in several aspects of education.

Most online teaching tools used in COVID 19 pandemic:

1. Zoom platform
2. Google meet
3. Google Classroom
4. Google forms
5. Jio meet
6. Microsoft team
7. YouTube

DATA ANALYSIS

Primary data has been on collected from 255 respondents who were the students of FY, SY, TY of Commerce, Art, Science, Engineering and others. They were asked 7 questions on positive aspects and negative aspects of online teaching. Even they were asked to express their opinions on ten questions related to online and off line teaching to judge the inclination of the students towards which method of teaching. The opinions of the respondents have judge on 5 points likerts scale which is as under.

SA= Strongly Agree, A=Agree, N= Neutral, DA= Disagree, SDA= Strongly Disagree

No	Positive aspect of online Teaching	SA	A	N	DA	SDA
1	Better understanding of subject due to audio video effect.	20	89	78	46	22
2	It gives more time for teaching and learning process than offline teaching	46	85	60	41	23
3	Students can communicate with teachers freely	38	90	55	46	26
4	Provides education anywhere and at any time	92	110	32	14	7
5	Online teaching is flexible than off line teaching	56	82	58	35	24
6	Helps to get extra knowledge	41	70	70	43	31
7	Easy to give exams	93	86	50	15	11

No	Negative aspect of online teaching	SA	A	N	DA	SDA
1	Online teaching has increased cost of education	54	51	72	52	22
2	More strain on eyes and mind	132	75	28	15	3
3	Possibility of backache problem	105	86	36	21	4
4	Network issue affects learning process	136	79	29	7	1
5	Students' understanding cannot be judge by teacher due to off the face communication	127	84	20	17	4

6	Quality of education suffers	81	85	67	16	3
7	Students are not attentive in online teaching	107	74	42	16	12

No	Comparative analysis	Offline teaching	Online teaching
1	Which method of teaching would you prefer for Practical subjects?	207	45
2	Which method of teaching would you prefer for theory subjects?	136	114
3	Which method of teaching is cost effective?	123	127
4	In which method of teaching do you enjoy better understanding?	197	54
5	Which method of teaching has reference value for future?	175	74
6	Which teaching develops better teacher - students' relationship?	225	26
7	Where do you get quality education?	207	42
8	Where do you get more attention for learning?	207	40
9	Where do you get more options for learning?	125	118
10	Which teaching helps you to recollect information easily?	141	108

Hypothesis 1

	BOYS	%	GIRLS	%	Total
OFFLINE	906	69	837	72	1743
ONLINE	416	31	332	28	748
	1322	100	1169	100	2491

OBSERVED VALUE (OV)	Expected Value (EV)	OV-EV	(OV-EV) ²	OV-EV / EV
906	925	-19	361	0.39027
416	397	19	361	0.90932
837	818	19	361	0.44132
332	351	-19	361	1.02849
CALCULATED CHI SQUARE VALUE				2.7694

Degree of freedom = 1%, Level of significance= 5% tabulated value is 3.84. Since table value is more than calculated value null hypothesis is accepted i.e. online teaching is not a better method of teaching than offline teaching method.

Hypothesis 2

Subjects	Offline	%	Expected Value	Online	%	Expected Value	Total
Practical Subject	207	82	172	45	18	80	252
Theoretical Subject	136	54	171	114	46	79	250
	343			159			502

Observed value	Expected value	OV-EV	(OV-EV) ²	O-E/EV
207	172	35	1225	7.122093
136	171	-35	1225	7.163743
45	80	-35	1225	15.3125
114	79	35	1225	15.50633
CALCULATED CHI SQUARE VALUE				45.1066

Degree of Freedom = 1%, Level of significance = 5% tabulated value is 3.84. Since table value is less than calculated value null hypothesis is rejected and alternative hypothesis is accepted that is offline teaching is suitable for practical and theoretical subjects.

FINDINGS

- During pandemic to keep education process continued, online teaching methodology has been adopted to which many students seem to be not comfortable. Because 69% boys and 72 % girls are in favour of offline teaching.

2. 82% students' boys and girls feel that practicals should be off line as there is problem in seeing and understanding experiments. Even instruments cannot be handled for science and engineering students. In case of commerce students, practical problems cannot be well understood on small screen. They feel that practical problems solved on the board are better understood. But, 54% students believe that theoretical subjects can be well taught by online teaching methods as there is calculations are involved.
3. 88% students feel that students and teacher's relationship can be well developed by offline teaching only.
4. Around 20% students feel that online teaching is cost effective, but with respect to quality of education, attention and better understanding more preference has been given to offline teaching.
5. Online teaching is not better than offline teaching because of strain on eyes and mind, network issue, backache problem, doubt solving becomes difficult for many students because of no face to face to communication. Even online teaching has increased the cost of education as it requires some gadgets, internet, electricity etc.
6. There are positive aspects of online teaching also where students have affirmations on flexibility in teaching and learning, easy to exams, anywhere and anytime education, better to get extra knowledge and audio -video effect which makes learning interesting
7. Students feel that online teaching and offline teaching have more or less same options for learning, but actually online learning provide more get ways of information.
8. More than 50% students feel that off line teaching helps them to recollect information more easily than online teaching.

RECOMMENDATIONS

1. Though many students prefer offline teaching for both practical and theory subjects, online teaching can be well used for theory subjects.
2. Blended teaching can be better option to exploit benefits of both teaching methods.
3. Online teaching should be promoted as it has reference value as it can be listen in future at anytime and anywhere.
4. Use of live projects or experiments on internet can improve better understanding of students.
5. Notes should be circulated online as it saves cost and papers.
6. Exams of certain marks to be conducted online if they are MCQ /Projects/ Assignments etc.
7. Online lectures should be split in different times to avoid physical and metal strain.
8. Network problem should be resolved to have smooth learning process.
9. Government should provide concession to students for purchase of laptop, PC, Tab, Mobile for educational purpose.
10. To remain safe in this pandemic situation, online teaching should be continued till COVID 19 issue is resolved.

REFERENCES

1. Jena, Pravat. (2020). Impact of Covid-19 on higher education in India. 5. 77-81.
2. Kitchin, Paul. (2005). Online Learning and Teaching: benefits and challenges. Investigations in University Teaching and Learning. 3. 98-99.
3. Singh, Garima. (2016). Challenges for Teachers in the Era of E-learning in India. Scholedge International Journal of Multidisciplinary & Allied Studies ISSN 2394-336X. 3. 14. 10.19085/journal.sijmas030201.
4. Devedra Singh et al. (2020), " Impact Assessment of COVID-19 outbreak on higher education in India ", International Journal of Management, Volume 11, Issue 9, September 2020, ISSN Print: 0976-6502 and ISSN Online: 0976-6510 pp. 429-434
5. Sneha Jain et al (2020)," The Impact of corona crisis on education sector in India", The International Journal of Indian Psychology, Volume 8, Issue 3, July- Sep, 2020, ISSN 2348-5396 (Online) | ISSN: 2349-3429 (Print) , pp 153-160

6. Dr.Priyanka Dhoot (2020), " Impact of COVID 19 on Higher Education in India ", International Journal of Creative Research Thoughts, Volume 8, Issue 6 June 2020 | ISSN: 2320-2882, pp- 1263-1273
7. Yeshe, Nigma et al. (2020), " Impact of COVID 19 on education ", International Research Journal on Advanced Science Hub", Volume 02 Issue 10S October 2020, E-ISSN 2582-4376 , PP- 34 -39
8. Sumitra Pokhrel et al (2021), "Literature Review on Impact of COVID 19 Pandemic on Teaching and Learning", SAGE Higher Education for Future 8(I), pp-134-141

WEBSITES

1. https://www.researchgate.net/publication/342277024_Impact_of_Covid-19_on_higher_education_in_India/citation/download
2. https://www.iau-aiu.net/IMG/pdf/iau_covid-19_regional_perspectives_on_the_impact_of_covid-19_on_he_july_2020_.pdf
3. https://rspsciencehub.com/article_1399_6b9a2c68ed5a0ad13b15104fa4e888d7.pdf
4. <https://ijcrt.org/papers/IJCRT2006171.pdf>
5. <https://ijip.in/wp-content/uploads/2020/08/18.01.021.20200803.pdf>
6. http://www.iaeme.com/MasterAdmin/Journal_uploads/IJM/VOLUME_11_ISSUE_9/IJM_11_09_040.pdf
7. https://www.researchgate.net/publication/297893486_Challenges_for_Teachers_in_the_Era_of_E-learning_in_India/citation/download

COVID-19 AND THE UN SUSTAINABLE DEVELOPMENT GOALS IN INDIA

Abhijeet N. Barse

M.Sc. Economics, Gokhale Institute of Politics & Economics, Pune

ABSTRACT

The sustainable development goals adopted by the UN are one of the most important set of universal goals which are necessary to tackle the urgent challenges facing our world. Due the COVID-19 pandemic the efforts to achieve these goals have been affected. This paper explores the effect of COVID-19 on the achievement of these SDGs in India.

Keywords: COVID-19, Sustainable development goal, health, India

INTRODUCTION:

At the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012 the Sustainable Development Goals (SDGs) were born. The objective was to produce a set of universal goals that meet the urgent political, economic and environmental challenges facing our world.

In 2000 UN started Millennium Development Goals (MDGs), to tackle the indignity of poverty. The SDGs replaced these goals. The MDGs established measurable, universally-agreed objectives for expanding primary education to all children, tackling extreme poverty and hunger, preventing deadly diseases, among other development priorities.

United Nations Member States adopted The Sustainable Development Goals (SDGs), also known as the Global Goals in 2015 as a universal call of action to protect the planet, end poverty and ensure that all people enjoy peace and prosperity by 2030.

The 17 SDGs are integrated. The development must balance social, economic and environmental sustainability. They recognize that action in one area will affect outcomes in others and the SDG's are interlinked.

Countries have committed to fast-track progress for those furthest behind first through the pledge to Leave No One Behind. That is why the SDGs are designed to bring the world to several life-changing 'zeros', including zero hunger, AIDS, poverty and discrimination against women and girls.

This paper tries to see the effect of Covid-19 on the progress of this UN sustainable development goals.

- 1) **Poverty: Up-liftment of poor:** The end of poverty in all forms is the 1st sustainable development goal. The Covid-19 pandemic has affected the informal sector of the economy the most. The role of informal sector in the economic development of the country is very important since majority of the employment in India is in this sector. This sector employs nearly 93% of the total employment in India. The informal sector was already under stress due to major economic decision like the demonetization and implementing of GST in India. The preventive measures in the form of complete lockdown of the economy in March 2020 adversely the informal sector (MSME industries) of the economy. They had to completely shut down the production in many cases because of absence of demand. This prompted a large part of population working in this MSME industries mostly located in the urban areas to migrate back to their home state or native places. Following is the list of major states having the migrants return to them Uttar Pradesh 40.20 Lakh, Madhya Pradesh 18.26 Lakh, Bihar 36.16 Lakh, Orissa 05.03 Lakh, and Rajasthan 18.44 Lakh. This lockdown has pushed a large chunk of this people employed in the unorganised sector into poverty. According to a research conducted by U.S based Pew Research Centre nearly 32 million Indian were pushed out of the middle-income group category earning between 10\$ to 20\$ a day. Also, a majority of the population saw their entire saving wiped out due to this unemployment. Therefore Covid-19 is a serious setback to the achievement of SDG-1: Ending Poverty in all its form.
- 2) **Zero Hunger:** Ending hunger, achieving food security and improving nutrition is the 2nd sustainable development goal. As discussed above majority of the people working in the unorganised sector had to face unemployment and economic hardship due to the Covid-19 induced lockdown. This has also affected the food and nutrition of this people. The government in an historic effort tried to minimise the impact of Covid-19 on nutrition by piggybacking on the already existing Public Distribution System (PDS). Under this the government already supplies the food grains at a highly subsidised cost. But in order to overcome the effect of Covid-19 on the nutrition the government decided to provide additional 2kg food grains per person per month. Along with this various state government also supplied several of food grains at a

subsidised cost to the people. Also, the people eligible under the national food security act were also supplied with food grains. Therefore, the government tried to minimise the effect of Covid-19 on the progress of the 2nd SDG of Zero Hunger.

- 3) **Health and wellbeing:** To ensure a healthy life and promote well-being of all at all ages is the 3rd SDG. India's past performance in this sector has not been satisfactory. The average world spending on health as a percentage of GDP in the year 2018 is 9.84 % whereas India spends 3.54 % of India's GDP on health in the same year. The Covid-19 pandemic has put immense stress on the health systems of all the countries around the world. Even countries like USA which spend nearly 16.89% of their GDP on health in 2018 are finding it difficult to deal with the sudden demand for the health infrastructure. In India we faced a lot of constraints since the beginning of this pandemic. There was a shortage of PPE kits and other protective gears necessary for the doctors treating the covid infected patients. There was also an acute shortage health care professional. Many times, the doctors and other health staffs like nurse had to do continuous shift for 24-36 hrs. There was shortage of oxygen, ventilators, other medical devices, etc. But due to the pandemic there is a hope that the trend may change soon. The countries around the world have understood the importance of health infrastructure in the country. India also has one of the lowest doctors per 1000 population of 0.7. Therefore, the situation before developing countries like India is grave. This has been noted at various levels and there is a hope that India and also the entire world will take this problem of health infrastructure more seriously and increase the spending on creating new health infrastructure. Since India has a well-developed vaccine production infrastructure it is dubbed as the pharmacy of the world. This alone shows how much important it is to spend on medical and health care infrastructure, research and development in health sector and also train a sizeable amount of health care professionals in India. This few measure will definitely help India achieve the 3rd SDG.
- 4) **Quality education:** To ensure inclusive and equitable quality education and promote lifelong learning opportunity to all is the 4th sustainable development goal. Education is another most affected area due to this Covid-19 pandemic. The exams for most of the universities and affiliated colleges had to be cancelled in 2020 in India due to the Covid-19 lockdown. Even in the subsequent months the schools and colleges had to be kept closed as a precautionary measure. In most of the cases the lectures are conducted online. This takes away the opportunity of inclusive and equitable chance of education. As the lectures are conducted online in digital format many students don't have access to such technology due to financial of infrastructural constraints. Many students don't own a separate digital equipment like laptop or mobile phones. This effect their chance of equal access to education. In urban areas many schools have created infrastructure to conduct lectures on line. But in rural parts of India there is absence of such infrastructure. Therefore, this leads to double disadvantage to the students in the rural areas. This digital divide has affected the achievement of the 4th SDG of Quality education with inclusive and equitable access.
- 5) **Gender Equality:** Achieving gender equality and empower all women and girls is the 5th sustainable development goal. This is also most severely affected goal due to the Covid-19 pandemic. Due to the lockdown induced by the Covid-19 pandemic all families had to stay at home and many times even work from home. The women working from home had to balance the working along with performing duties of care-giving for the family. As all the member were staying indoor the burden of domestic work also increased on them. This led to serious gender inequalities. There were many cases of domestic violence and harassment of women during lockdown. Even there were reports of assault of women in the covid care centres. Due to this there was a large setback for the 5TH SDG of Gender Equality.

REFERENCES:

- 1) United Nations Development Programme: Human development report 2020
- 2) Countries with The Most Physicians Per Capita, Victoria Simpson July 13 2020 in World Facts
- 3) Inside India's historic effort to distribute food and fight hunger during Covid-19, Devika Chawla, March 26 2020, Invest India.
- 4) COVID-19 and Its Impact on MSME in India, April 2020, Outlook money.
- 5) Khetrapal S, Bhatia R. Impact of COVID-19 pandemic on health system & Sustainable Development Goal 3. Indian J Med Res 2020; 151:395-9.
- 6) World Bank Data.
- 7) <https://www.undp.org/content/undp/en/home/sustainable-development-goals/background.html>

ANIMATION'S 'LOCKDOWN' PATTERN! THE USE OF ANIMATION IN THE DESI RAP VIDEOS DURING COVID-19

Dr. Yatindra IngleUsha Pravin Gandhi College of Arts, Commerce and Science, Vile Parle (West), Mumbai

ABSTRACT

While the pandemic situation has kept the whole of the nation in a lockdown, this hasn't stopped the content producers to stop their production on alternative media. Likewise, this covid-19 lockdown has engaged the rap video producers into 'cartoonization' of rap videos. This study explores the replacement of real human visuals been replaced by cartoons by the Indian rappers in their videos.

Keywords: Rap Music, Cartoonization, alternative media, visuals

INTRODUCTION

Hip-hop has long been viewed as hollow and thoughtless, which has resulted in strong criticism. However, despite being an unconventional and often ignored mode of communication, hip-hop has been influential in establishing and spreading visibility of numerous social movements. When hip-hop gained popularity, it created a sanctuary for the oppressed's voice. In comparison to other genres, it will speak volumes due to its prevalence in youth and popular culture. (Ingle, 2020). With Indian content creators leading online content production spaces, alternative media has facilitated the creation and dissemination of content at no expense. As a result, alternative media has developed into a content industry devoid of monopolies on viewership, audience access, and advertisement of their personality and talent. Alternative media should be described in terms of their peculiarities in terms of content production, distribution, and use. (Olga G. Bailey, 2007)

Domestic film production flourished in the 1980s, fuelled by British youth television and music videos from the electronic culture of New York hip hop. James McNally explored this historical transformation of media, the early history of rap imagery, and the testimonies of early London hip-hoppers to explain how the digital complexities of music video exposed both hip-"talk hops of the rank" and new body speeds that enabled hip-migration hop's from New York to London as a multifaceted mass phenomenon (McNally, 2019)

Despite the fact that the world has virtually ground to a stop as a result of the Covid-19 pandemic's lockdown, television producers are continuing to optimize the appeal of their creations. In the one side, where conventional media entertainment has come to a halt, digital media content providers have jumped in to capitalize on this pandemic situation. The current state of affairs is that real-world videography is being phased out in favour of the use of cartoons in Indian Desi Rap Music Videos. This 'cartoonization' of rap videos is a result of the current lockout scenario, which prohibits outdoor videography. Thus, we examine how content creators shifted their attention to digital graphics and animation, which prompted them to create films.

In its mature state, animation can be the most basic and fluid medium of graphic arts. Since the first Cro-Magnon Picasso hacked grafts on his cave wall, each artist has sought the perfect medium-one that incorporates colour, light, extension, and motion within his canvas. This can be accomplished by the use of an animated video. There are no formal or duration limits. It can hit the absolute in technical realism and can achieve the absolute in abstraction. You should inhale deeply over both. When it is physically challenging to produce the unreal or spectacular, the animator has no difficulty (Jones, 1946). Additionally, the mechanism of its formation, adaptation, and demise is examined. While doing so, it reveals a vital chapter in the little-known early history of electronic synthesized music, alongside its progressive ideas. (2010) (Robertson). By writing text and character movements, a person can play rap music videos to the script's music beat. (Hayashi, 2017)

Numerous assumptions are drawn in light of one's use and fulfilment familiarity of news media. This requires an active society, an effort to balance media usage with desired outcomes, a range of open communication platforms, and a keen understanding of individual needs and interests. "Typically, models of usage and gratuitousness begin with social and psychological criteria that motivate individuals to choose and use particular modes of communication. These studies presuppose that a person will select between contact alternatives consciously in order to fulfil needs, assuming that a need results in a motivation. Typically, studies make hypotheses on whether people use intelligence sources. This indicates that payments or other consequences are expected. (Rebecca B. Rubin, 1986)

You're familiar with hip-hop music videos and you've never looked at YouTube's 'trending' page or other social media website's popular list. Music videos are far more entertaining than other types of media. In this genre

analysis, it was discovered that hip-hop music videos are much more nuanced than previously believed, and the final product is the result of meticulous preparation and several development stages. (Sayre, 2019).

While an artist may have a specific idea in mind for their music video, there is often a large team involved in the creation, production, shooting, editing, and creation of visual effects for the video. (Sayre, Lauren, 2019). This pandemic ushered in a newer concept in which no crew, but rather an individual or a small team was responsible for cartoonizing rap videos.

METHODOLOGY

Due to the fact that making rap video songs entails the use of cartoons, which creates a certain approach for viewers, the content analysis technique was used in this research. Cultivation theory is concerned with television's long-term impact on viewers. The hypothesis suggests that television's threat lies in its capacity to mold the world's fundamental principles and general views, not in its ability to manipulate a single point of view on a particular topic. The hypothesis is predicated on the following concepts: symbolic atmosphere, narrative, television's symbolic role, television's characteristics, cultural model, cultivation of value systems, multidirectional mechanism, and cultural indicators (Mosharafa, 2015). Those rap video songs on produced YouTube's alternative media platform were considered for study.

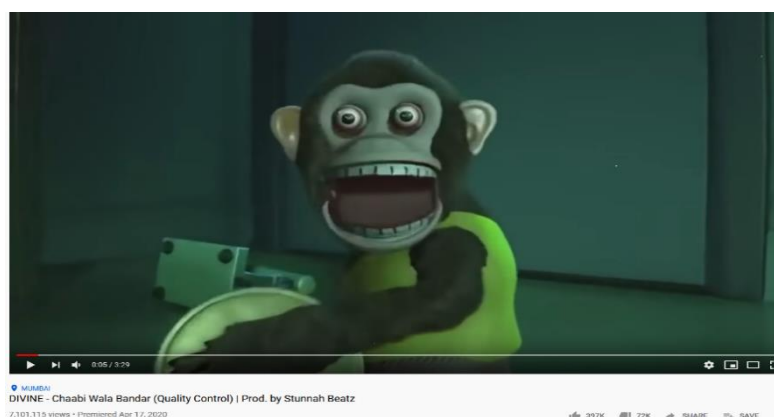
FINDINGS AND OBSERVATIONS

Fig.1.1 – A screenshot of the video song “Khatam Karona” produced on youtube with cartoon characters.



Rappers are the most prominent figures in American popular culture. When "natural" photography does not adequately convey the gravity of a moment, it is only fair that they get the animation treatment. The rapper's chart-topping rap video 'Khatam Korona' featured a series of animated clips. These clips illustrated and described the origins and distribution of coronas. When synchronized with the song's lyrics, these cartoons became more attractive. Via these cartoons, the video emphasized explanation and lyrics clarification. This rap video seemed to be more akin to a video about the corona virus, complete with cartoons.

Figure 1.2: A screenshot of the video song “Chaabi Wala Bandar” from YouTube having cartoonization in its visuals.



Although Rap songs are primarily associated with protest music or music for causes and issues, the rap genre 'Gangsta' adds another layer to music. Here's a diss album (a rap song directed at another rap artist). 'Chabiwala Bandar' was also written in response to another Indian musician. As the rap song implies, "Chabi" (ring) and

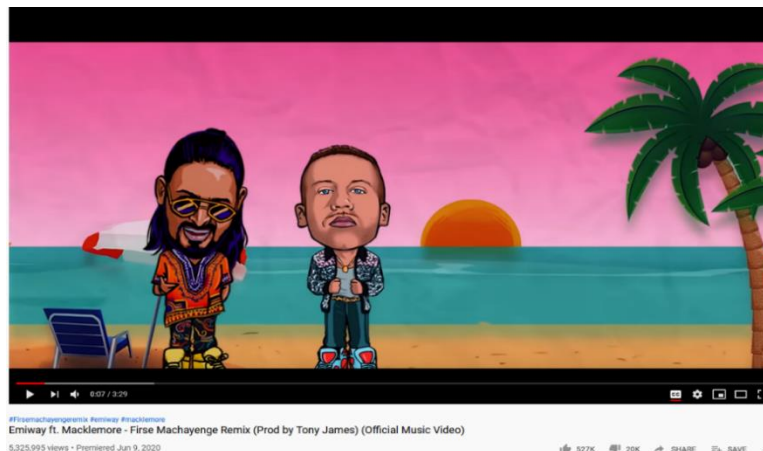
"bandar" (moneky) featured a monkey toy banging on the drums as the string coiled. While this rap song featured a less visible rapper, the majority of monkey cartoons were used in this album. Here, we noted that the video's production required a heavy reliance on animation and cartoons during the lockdown period.

Figure 1.3: A screenshot from the rap song “Kuch Bhi Nah” which had Anime characters and was produced on Youtube.



In terms of cartoonization, some rap videos feature anime characters. E3's 'Kuch Bhi Nah' was one such rap hit. This rap song is about a love story told through the eyes of video anime characters. Another reason for fans to like, comment, and subscribe to the video song on every alternate media channel is the appeal of anime characters and their synchronization with rap and rock.

Figure: 1.4: A screenshot of the rap song “Firse Machayenge” which had the caricatures of the rapper and the DJ in the video than the real shooting being done.



Emiway Buntai remixed and relaunched "Firse Machayenge" once again. Previously, this video featured real-life characters, but this remix focuses exclusively on cartoon-like depictions of rappers. Yet again, this finding demonstrates the importance and indulgence of cartooning during a pandemic.

Figure 1.5: A screen shot from the Rap video song produced by Cartoon Network having the cartoons being animated to follow the tips for not getting sick during the Coivd-19 Pandemic.



Cartoon Network also launched a rap video to raise concern about protection and sanitation in light of the coronavirus pandemic. The local music video, which stars Ben 10, the Powerpuff Girls, and other animated characters, spreads the Be Clean Be Cool message and offers easy, useful advice for children on how to keep healthy and tidy amid the ongoing health crisis. Children can discover how basic precautions such as hand washing, sneezing, and coughing can help avoid illness.

CONCLUSION

Although the lockdown era prevented content creators and videographers from preventing real-world shooting for rap music videos, they did not disappoint and managed to make the best use of cartoons and animations for rap music videos. The producers' dependence on cartoons was observed in this instance. If the rappers attempted to portray themselves in the song, cartoonization filled the vacuum created by the lack of cartoons. Notably, it continued a fantastic trend of hip-hop, in which emcees were not reluctant to work with animators to produce something truly vivid and larger-than-life in the midst of a pandemic lockout. Not only comics, however the popularity of cartoon characters has been instrumental in increasing likes and downloads, as well as subscriptions to YouTube makers or rappers. Here, the narrating animation of the rap videos took precedence over lyric sync or rap songs. The story-telling animation of rap videos, which was inspired by cartoons, contributed significantly to cartoons being a feature of rap songs. Additionally, animated animation explained rap. Thus, the emphasis on cartoons and animators sparked a new movement among Indian Desi rappers and content creators to incorporate 'cartoonization' into rap videos during India's lockdown

REFERENCES

- 1) Fitts, M. (2007). "Drop It like It's Hot": Culture Industry Laborers and Their Perspectives on Rap Music Video Production. *Meridians: feminism, race, transnationalism*, 10.2979/mer.2007.8.1.211.
- 2) Hayashi, M. . (2017). Rap music video generator. *2017 IEEE 6th Global Conference on Consumer Electronics, GCCE 2017*, (p. 10.1109/GCCE.2017.8229189).
- 3) Ingle, Y. (2020). Music and Moniker : Promoting Indian National Movement on Social Media through Rap. *Our Heritage*.
- 4) Jones, C. (1946). Music and the Animated Cartoon. *Hollywood Quarterly Vol. 1, No. 4*, 364-370.
- 5) McNally, J. (2019). Hip-Hop into the Video Age: New York Teenhood, Malcolm McLaren and the British Eye. *Visual Culture in Britain*, 40-63.
- 6) Mosharafa, E. (2015). All you Need to Know About: The Cultivation Theory . *Global Journal of HUMAN-SOCIAL SCIENCE: A Arts & Humanities - Psychology Volume 15 Issue 8 Version 1.0*.
- 7) Olga G. Bailey, B. C. (2007). *Understanding Alternative Media*. McGraw-Hill Education .
- 8) Rebecca B. Rubin, A. M. (1986). Media Use and Meaning of Music Video. *Journalism Quarterly, Volume: 63 issue: 2*, 353-359.
- 9) Sayre, L. (2019). Writing Waves: Vol. 1 : Iss. 1 , Article 17. *Writing Waves Journal*.
- 10) Sayre, Lauren. (2019). The Art of Hip-Hop in Digital Media. *Writing Waves: Vol. 1 : Iss. 1 , Article 17*.

AN EMPIRICAL STUDY ON INFLUENCE OF WINDOW DISPLAY IN ATTRACTING CONSUMERS INSIDE THE STORE WITH SPECIAL REFERENCE TO YOUTH IN MUMBAI

Dr Poonam Kakkad¹ and Mr. Bhavesh Singh²Assistant Professor¹ and TYBMS Student², Nirmala Memorial Foundation College of Commerce and Science, University of Mumbai

ABSTRACT

A successful retailing business requires that a distinct and consistent image be created in the customer's mind that infuses all product and service offerings. Window dressing can help create that positive customer image that leads to successful sales. It not only communicates the store's image, but also reinforces the stores advertising efforts and encourages impulse buying by the customer. Window display is a major factor often overlooked in the success or failure of a retail store. The paper, particularly examines the relevance and influence of window display to attract consumers to enter in store. The main purpose of this paper is to throw a light the most popular elements that draws the attention of consumers to enter the store and make purchase. To study the objectives the researcher has used both secondary and primary data. A total number of 200 respondents were formed as a sample belonging to Mumbai. Data was accumulated through well-structured questionnaire.

Statistical tools like Central tendency, Cross tabulation and Chi Sq test were used to study the objectives and test the hypothesis of the study. The study reflected that There is an association between gender and the most influencing window display feature driving one inside the store. The study revealed that factors like Lights, posters, Graphics and Signage pull the consumers towards the store.

Finally, the paper suggests a few strategies which could be adopted by retailers for sustainable business in the competitive days to come.

Key words: Window display, attraction to enter the shop and buying decisions.

INTRODUCTION

Window display is an art of exhibiting store merchandise in the store window. Window display is evolving as the new mantra in retail store attraction. It enables fast changing of a store from a dull, uninteresting exhibition of wares in the store window to a dynamic form of advertising. Retailers are identifying the importance of window display as it is the first impression and a point of contact between the store and the customer. Developed countries look at window decoration a critical tool of marketing; however, in India, it is still an emerging concept.

Ultimately, the purpose of the window is to sell, but achieving more than just sales, the window can be utilized to create fantasy, wonder and theatre. Thus, the 'five-second rule' applies. Windows exhibitions are the perfect opportunity for stores to create the 'wow-factor' that is so often lacking in retail today.

The ultimate function of a window display is to visually present items available for sale within the represented business. Window displays are one of the vital factors affecting the patronage decision of the customers. Windows serve as silent salesman which communicate with both current and potential customers in the stores.

The design of shop window demonstrations serves to two main objectives; these are introduction of the store and its products. Window displays not only helps in positioning of merchandize to customers, but it can also be used to promote the strategies and images of the store itself.

Thus the store environment can affect the different types and levels of consumers' behaviors. a window display is also considered as a connecting plug between the within the store environment and customers' perspectives from the outside as well as promoting the store's selling strategies.

PURPOSE OF THE STUDY

The purpose of the study is to evaluate the essential factors of window display that attract consumers for taking decisions to enter the shop. The findings of the study will help the retailers to strategies its activities in making the window more presentable and appealing.

OBJECTIVES OF THE STUDY

1. To study the influence of window display on buying behaviour of youth in Mumbai
2. To study the most influential element in window display attracting customers to enter the store.

REVIEW OF LITERATURE

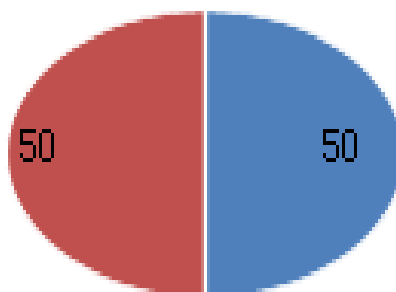
- According to De Toni, Larentis, Mattia and Milan (2011), store image is formed by a set of representations, impressions and convictions in the memory of an individual. Concerning the role of window display, literature reports they do not serve only to position the brand or present products to the public, but also to promote strategies and, mainly, the image of the brand or the store.
- According to Grewal et al. (2017), it is necessary to present Window display information as it helps consumers in decision making, catching their attention to enter the store and closing the purchase.
- According to (Edwards and Shackley, 1992), empirical evidence on the effects of these displays on store entry decisions is sparse. Store window displays are typically used to stimulate consumer perceptions of store/brand images and, ultimately, store entry decisions (Edwards and Shackley, 1992).
- According to Kaltcheva and Weitz, 2006 Studies relating to retail design have been linked with issues on how store environment can stimulate decision in buying the product from the store and buying activities among customer's better store environment also means higher shopping intentions.
- Mower et al. (2012), the role of Window Display is to catch consumers' attention to the interior of the store, and influence their buying behaviour.
- (Lilly 2010, 17) in his study mentions window serve as a silent seller which communicate with both current and potential customers in the stores

RESEARCH METHODOLOGY**Research methodology**

- Data collection and measuring instrument - Both Secondary and Primary method was used the researchers used a self-administered questionnaire to conduct the study.
- Sample unit - Out of the total universe of consumers in India, youth consumers from Mumbai are taken in for the study
- Sample size - The researchers, in the study used a sample size of 200 inclusive of 100 female and 100 male consumers of Mumbai.
- Statistical analysis - The data was analysed using the Statistical Package for Social Sciences (SPSS) software. Various statistical tools like means score, chi square test and central tendency method were used for the study.

DATA ANALYSIS**1. Gender Composition**

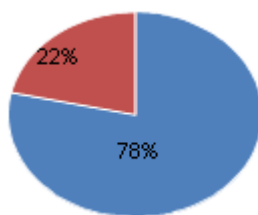
Gender	Frequency	Percentage
Male	100	50
Female	100	50
Total	200	100



In the above diagram, out of 200 respondents 100 respondents are male and 100 respondents are female.

2. Do you pay any attention to any window display of any store?

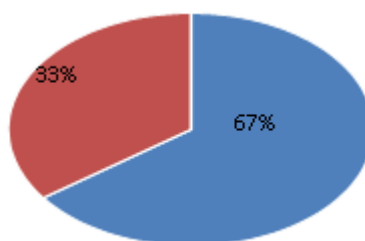
Particulars	Frequency	Percentage
Yes	157	78.5
No	43	21.5
Total	200	100



In the above Pie diagram, it is depicted that out of 200 respondents 78.5% of respondents do pay attention to the window dressing and 21.5% of respondents do not pay attention to any window dressing.

3. What is the most influencing window display feature driving you inside the store?

Particulars	Frequency	Percentage
Lightning	100	50
Posters	42	24.0
Music	15	7.50
Signage	23	12.5
Promotional offers	20	10.00
Total	200	100



In the above diagram, out of 200 respondents 50.00% of respondents like lightning type of window dressing, 24% of respondents like poster type of window dressing and 7.5% of respondents like musical type of window dressing.

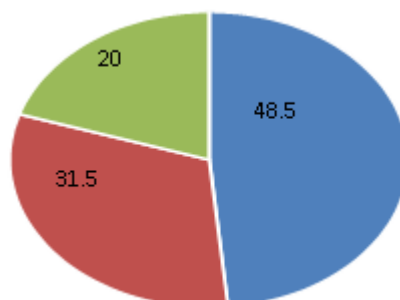
6. Does the window dressing activities made you to visit the store again?

Particulars	Frequency	Percentage
Yes	134	67
No	66	33
Total	200	100

Out of 200 respondents, the data indicates that 67% of respondents have entered the store because of the signage and graphics and 33% of respondents have not entered the store for the same.

7. What you notice the most in window dressing?

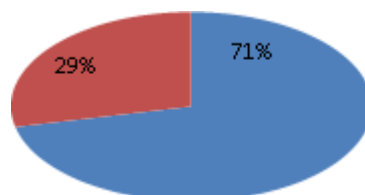
Particulars	Frequency	Percentage
Bold Graphics	97	48.5
Mannequin Styling	63	31.5
Creative product display	40	20
Total	200	100



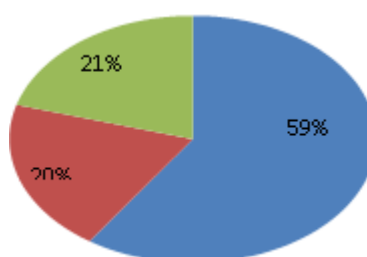
The above diagram out of 200 respondents 48.5% of respondents do notice the bold graphics, 31.5% of respondents notice the mannequin styling and 20% of respondents notice creative product display.

8. Have you ever been put off entering a store due to an untidy or dull window dressing?

Of the total respondent in the survey, 71.5% of respondents gets put off entering a store and 28.5% of respondents do not get put off an entering a store due to untidy and dull window dressing.

**9. What Type of window display do you prefer?**

In the above diagram, out of 200 respondents 54.5% of respondents prefer window display which has promotion with price, 29.5% of respondents prefer the window presentation which has specific product for the current seasons and 16% of respondents prefer window look that is unique and stand out.

**Hypothesis Testing**

H1 = There is an association between gender and the most influencing window display feature driving one inside the store

H0 = There is no association between gender and the most influencing window display feature driving one inside the store

Factors / Elements		Female	Male	Total
outer glimpse of store	Observed	19	39	58
	Expected	29.00	29.00	58.00
	% of chisq	32.0%	32.0%	63.9%
promotional offerings at the entrance (sale/discounts)	Observed	25	14	39
	Expected	19.50	19.50	39.00
	% of chisq	14.4%	14.4%	28.8%
window display setting	Observed	56	47	103
	Expected	51.50	51.50	103.00
	% of chisq	3.6%	3.6%	7.3%
Total	Observed	100	100	200
	Expected	100.00	100.00	200.00
	% of chisq	50.0%	50.0%	100.0%
10.7855235936923 Chi square				
2 df				
0.0045 p value				

In the above table as the p value is less than 0.05 the study rejects the null hypothesis and accepts the alternate stating that **There is an association between gender and the most influencing window display feature driving one inside the store**

H1 = There is an association between gender and window display being a reason to enter a store

H0 = There is no association between gender and window display being a reason to enter a store

		female	Male	Total
Agree	Observed	57	58	115
	Expected	57.50	57.50	115.00

	% of chisq	0.4%	0.4%	0.7%
Disagree	Observed	20	20	40
	Expected	20.00	20.00	40.00
	% of chisq	0.0%	0.0%	0.0%
Strongly agree	Observed	12	15	27
	Expected	13.50	13.50	27.00
	% of chisq	13.5%	13.5%	27.1%
Strongly disagree	Observed	11	7	18
	Expected	9.00	9.00	18.00
	% of chisq	36.1%	36.1%	72.2%
Total	Observed	100	100	200
	Expected	100.00	100.00	200.00
	% of chisq	50.0%	50.0%	100.0%
1.23091787439614 – chi square				
3 df				
0.745598876790102 - p value				

In the above table as the p value if greater than 0.05 the study fails to reject the null hypothesis and accepts the alternate stating that **There is no association between gender and window display being a reason to enter a store. A majority of the youth that is 115 of the total respondents agrees that window display being a reason to enter a store.**

CONCLUSION AND SUGGESTIONS

This study included 200 respondents, comprising of 100 male and 100 females. Window display are used to enhance the display of the store in order to attract the customers. It also gives information about the product and the offers or discounts in the store. It has evolved with time and from posters it has gone digital screens. In this study we have focused on influence of window display on buying behaviour of youth in Mumbai. It also studied the factors which draw their attention in window display. In this research the respondents have stated that the window setting of a store have attracted them more than the outer glimpse or promotional offers or discounts. The lightning and positioning of products have induced them to enter the store.

Many of the respondents have chosen not to enter the store because of untidy or dull window dressing. Window display makes it easy for the customers to choose from entering a store or not to enter the store. As window display attracts the customers, stores should focus on making window more innovative and attractive.

Most of the respondents have shown a positive response towards signage and graphics used by the seller as for window dressing. Bold graphics attract most of the respondents to enter into shop to buy. Mannequin Styling is the second favourite style of window demonstration.

SUGGESTIONS

Suggestions to the retailers are since window display is one of the effective methods of advertising, there should be use of technologies which are eco-friendly, cost effective and higher return. There should be a lot of innovation and creativity in window dressing so that one could make his product stand different in the competitive market. It should also excite the customer to watch out and buy the product. It should also showcase what is the store's speciality so that many people get attracted and get desirous to buy the products

REFERENCES

1. SEN, S.; BLOCK, L. G.; CHANDRAN, S. Window displays and consumer shopping decisions. Journal of Retailing and Consumer Services, v. 9, n. 5, p. 277-290, 2002.
2. SOMOON, K.; SAHACHAISAREE, N. Factors determining window display conveying merchandise's Positioning and style: a case of shopping mall clothing display targeting undergraduate students. Procedia-Social and Behavioral Sciences, v. 5, p. 1236-1240, 2010.
3. GREWAL, D.; The future of retailing. Journal of Retailing, v. 93, n. 1, p. 1-6, 2017.
4. Edwards, S., & Shackley, M. (1992). Measuring the effectiveness of retail window display as an element of the marketing mix. International Journal of Advertising, 11, 193-202.
5. O'CASS, A. Fashion clothing consumption: antecedents and consequences of fashion clothing

involvement. European Journal of Marketing, v. 38, n. 7, p. 869- 882, 2004.

BIBLIOGRAPHY

- <https://www.fibre2fashion.com/industry-article/2578/window-display-the-new-retail-mantra>
- https://en.wikipedia.org/wiki/Display_window
- <https://educalingo.com/en/dic-en/window-display>
- <https://crucialengineering.co.uk/importance-of-window-displays-in-retail->

IMPACT OF COVID-19 ON BANKING INDUSTRY

Ritu TripathiAssistant Professor, NMIMS-NGASCE, Vile Parle, Mumbai, Maharashtra, India

ABSTRACT

It is unavoidable that the novel coronavirus epidemic will have a considerable impact on the economy and society” – China’s president Xi Jinping

The widespread of COVID 19 remains a health and humanitarian crisis affecting businesses and economy worldwide. Its impact is deep and far reaching. Financial institutions including banks are not spared from the effect of COVID-19. Banks are the backbone of any country and hence their failures may lead to multiples issues. This paper gives an insight on the state of banking sector in pre covid period, impact on COVID 19 in the banking sector and the initiatives taken by the RBI and banks in minimizing the impact of the current pandemic.

Keywords: COVID-19, Banking sector, RBI measures, Repo Rate, Working capital, Liquidity

INTRODUCTION

Banking sector is the backbone of an economy. It has undergone a tremendous change since its inception. With nationalization of 14 major commercial banks in 1969 followed by six others in the year 1980, Indian banking system exhibited tremendous growth in extending its reach, coverage & delivery of its financial products during the last decades. Indian banking Industry have witnessed a sea change of innovation with the banking models like payments and small finance banks. RBI’s new measures and policies may help the banks in restructuring of the domestic banking industry.

The online banking, digital payments system in India has evolved tremendously as compared to many countries.

Several investments and developments have been witnessed in the banking industry in last two years. Some of the recent developments in the banking sector includes:

- In FY 2019, The non- performing assets of commercial banks recovered Rs 156,746 Crore (US\$22.42 Billion)
- In October 2019 Government e market signed MOU with Union Bank of India to promote cashless, paperless and transparency in payment system
- Under Pradhan Mantri Yojana deposit stood Rs.1.06 lakh Crore
- In 2019, 32 M&A (merger and acquisition) activities worth US\$ 1.72 billion were recorded in banking and financial services
- Cabinet Committee on Economic Affairs have approved the continuation of the process of recapitalization of Regional Rural Banks. (IBEF, March 2020 “Banking sector in India”)
- WhatsApp started UPI payments service in India on receiving the National Payments Corporation of India (NPCI) approval on November 6, 2020
- The Budget 2019-20, Government proposed Rs. 70,000 crores (US\$ 10.2 billion) to the public sector banks.

OBJECTIVES OF THE PAPER

- To study and understand the banking sector and its contribution to the economy
- To analyze the impact of COVID 19 in the banking sector
- To understand the measures taken by the banks and RBI in minimizing the impact of the current pandemic

RESEARCH METHODOLOGY

- The research has been done carried out using secondary data sources. It is studied on the basis of data available from the Department of Financial services, Ministry of Finance, Government reports, Journals, Reserve bank of India Notifications and Web resources.

LITERATURE REVIEW

Pressure on the Banking system across world is growing. The accumulated defaults and debts are widespread. The current crisis is being compared to the financial crisis of 2008 (IMF Blog Tobias Adrain, Aditya Narain). COVID-19 will change the bank's customer's behavior in India and across the globe. Post COVID-19, it will determine strategy of banking players with segments emerging (CXOtoday, 25 June 2020) corporate loans and personal loans form a large proportion of bank loans. Banks are on a higher risk. Retail business is less affected by fluctuations in the business cycle. Pandemic has a differential impact on the pandemic situation has had a differential impact on the quality of bank assets. It has impacted country's manufacturing, consumption, import and export activities (Desheng Dash Wu, David L. Olson (2020) -The effect of COVID-19 on banking sector. "Banks that aren't structured to offer government guaranteed loans need to figure out how to participate. Those that are, need to scale capacity quickly by training staff to process applications. Lenders should be doing not only sectoral but also individual customer cashflow modelling to proactively reach out to customers with tailored, relevant solution proposals" ("Accenture, Now Next (March,2020) – COVID-19, How banks can manage the business impact.") Banks are the important part of an economy. Banks have focused to maintain critical staffs at the branch and are making the technology robust to deal with the existing crisis (FXStreet 20, December 2020). In order to navigate the current situations banks are promoting the digital banking accessible. ATM are stocked and are made operational. Indian government's stimulus packages are announced to maintain the liquidity and end to end digital advisory and lending capabilities (CXOtoday.com, 25 June 2020). Banks needs to focus on prudent lending, good internal control system and cyber incident reporting. (Mint, Banks must prepare themselves against impact of coronavirus: RBI governor, 5 May2020). From the banking perspective, travel and small lending business loans are hardest hit segment. Banks needs to revise the operational environment and severity of the pandemic should be taken into account with measures to minimize the bad loans (The Economic Times, Coronavirus impact to bring more worries for Indian banks: Fitch, 26 March 2020). Nifty Bank index has plunged 40.1 per cent over the past three months, Target prices have reduced for private and public sector banks, thus slowing the economic growth of a country (Business Standard, 17 April 2020). The financial sector, and banks in particular, are expected to play a key role absorbing the shock, by supplying much needed funding (Acharya & Steffen, 2020; Borio,2020) The financial institutions including banks should take measures to ensure business continuity to sustain the current situation. Some of the measures taken by Banks and RBI are stated below:

MEASURES TAKEN BY THE BANKS TO SUSTAIN THE CURRENT PANDAMIC

- **Maintaining Minimum staff** – During the pandemic, the banks across India have maintained critical staff at their branches so that the queries of their clients can be resolved effectively.
- **Mobile ATM and doorstep Banking** – In order to minimize and complete in the challenging environment, banks are providing non-stop services. Banks are introducing mobile ATM and doorstep banking for senior citizens and any other customers that need additional attention.
- **IT Innovation**– Due to the current pandemic ,financial and banking industry is implanting video collaboration tools ,new messaging tools and updated and advanced software to effectively communicate and interact with the existing and new customers coping with social distancing norms .In order to combat the Social distancing ,digital transformation are gaining momentum .These digital and AI transformation would reduce face to face interaction and would encourage paper less procedure which will definitely help the bank customers

INITIATIVES TAKEN BY THE GOVERNMENT/APEX BANK TO CURB THE EFFECT OF PANDEMIC

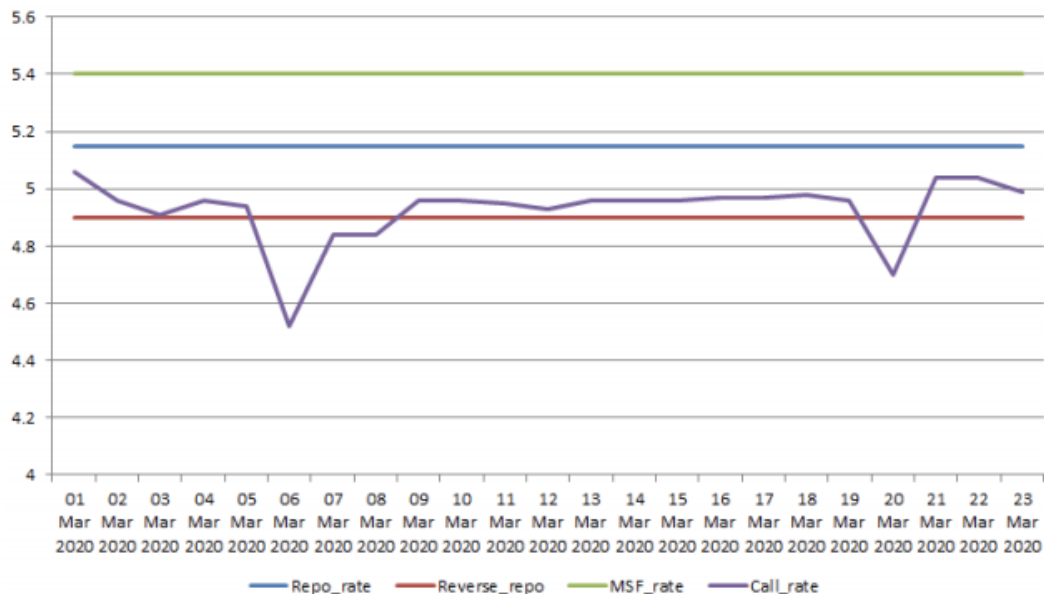
Apex bank is providing all possible steps to minimise the effect of the current pandemic. RBI has provided liquidity in the market by Long Term Repo Operation (LTRO), which provides one-to-three-year lending to banks at the current repo rate and even accepting government securities. Within the period of lockdown, the RBI has slashed the repo rate by 115 bps. on March 27 and infusion of Rs 1 lakh crore liquidity was announced.

Updated On	Repo Rate
22-May-20	4.00%
27-Mar-20	4.40%
04-Oct-19	5.15%
07-Aug-19	5.40%

Liquidity Coverage Ratio (LCR) - Banks are required to maintain LCR of 100 percent with effect from January 1, 2019. Banks were permitted to maintain LCR as under:

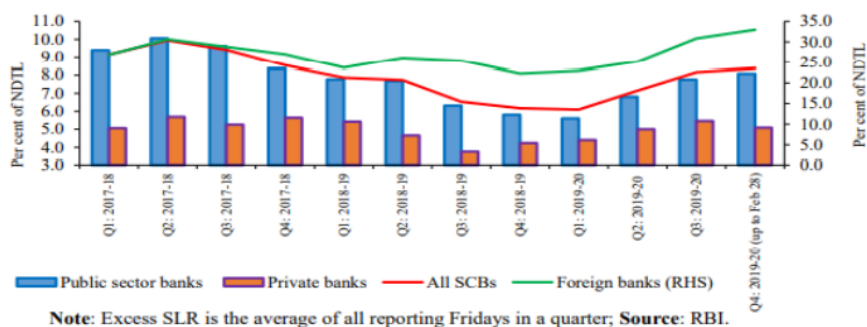
September 30, 2020	80 per cent
Oct 1, 2020 to March 31, 2021	90 per cent
April 1, 2021 onwards	100 per cent

The call money rate vs. RBI's LAF 'corridor': March, 2020



Source: RBI database

EXCESS SLR OF BANKS



Source: RBI 2020

Banks have been facing stress due to the lockdown and reduction in LCR requirement and needs to maintain liquidity and cash requirement.

April 17, 2020 -	Repo rate slashed by 25bps and special finance of Rs 50000 Crore Of NABARD, SIDBI, NHB and changes in NPA Classification
April 27, 2020 -	50,000 crore special liquidity facility for mutual funds.
May 22, 2020	Repo Rate cut by another 40 bps, extending the three-month loan moratorium till August 31 and allocated Rs 15,000 crore to EXIM Bank to support trade

Ease in Working Capital Financing

On May 23, 2020 RBI released the notification wrt working capital financing which states that RBI has extended the deferment period for recovery of interest by another three months, to August 31, 2020.

FINDINGS

- Banks would require restructuring efforts to minimise the huge losses suffered by them.
- NBFCs have recorded the highest debt of Rs 7.98 lakh crore among the various sectors in our economy
- One of the highest number of write-offs are faced in the banking industry which might affect the restricting process
- Government and the banks are taking mitigating strategies in order to control the adversity. The liquidity support initiatives had a favourable impact on the banking industry
- Larger banks including the public sector banks have experienced the stock returns leading to crisis in the banking industry
- The banking industry would require digital tools including virtual collaborations to establish uninterrupted banking operation

SUGGESTIONS

- **Improvement in the customer Services** – Due to current Pandemic ,the customers are shifting their preferences to use online digital channel of operation than visiting the bank branches .Banks should try to give assistance to the elderly customers those who are not familiar with the digital banking services including usage of digital tools and ATM .Thus, the banks should increase customer engagement and at the same time should ensure that cybersecurity and fraud protection tools to protect customers .
- **Credit Management** – COVID-19 has caused disruption to the economy as a whole. Banks can expect an increase in loan defaults in the coming times. Hence, in order to combat the COVID-19, the government has asked to provide the grace period for mortgage and other loan payments to prevent defaults. Government should make efforts to make financial stimulus process quick and easy to deploy
- **Revenue Decrease /Compression** -Due to COVID-19 revenue of the retail and commercial banks have fallen exponentially. Central banks have taken initiatives to mitigate the loss and have taken various steps such as lowering the reverse repo rate,50,000 Crore liquidity support, extended moratorium periods on loan etc. But still banks are unable to stop the overall drop of the revenue. Therefore, banks can focus on cashback and loyalty rewards to encourage spending in sectors that need it the most
- **Model Adjustments** – The COVID-19 will have an everlasting impact on the economy including banks. Hence, banks need to prioritize its projects to ensure allocation of resources etc. Banks need to come up with paperless processes which can ensure client to experience new hassle-free experiences. Banks that have not prioritized their remote working and virtual collaborations should explore establishing elastic operations. Banks should now focus on end to end digital and advisory services in order to combat the current situation and also to manage any unprecedented lockdowns
- **Maintaining Regulatory transparency** – Banking sectors should follow the current Basel capital framework to ensure overall transparency. Clarity should be ensured in treating fiscal measures, including measures directly targeted at borrowers, credit guarantees, payment holidays, direct transfers and subsidies etc.

CONCLUSION

With the ongoing turmoil of COVID -19, there would be tremendous pressure on the banking system to deal with the unprecedented challenges. Experts are reviewing the pandemic as one of the biggest turmoil in the history and the current economic situation is compared to 2008 financial crisis. Policy makers needs to become vigilant to minimise the impact of the shock. Banks needs to deal with natural disasters, operational risk events, and bank stress. Banks need to remain focus in maintaining the ongoing operations, providing buffers well above the Basel minimum standards to manage strains on liquidity and revenue loss from missed loan repayments and encouraging the loan modification to avoid long term damage to the economy

REFERENCES

- IBEF, 22 March 2020 “Banking sector in India”
- RBI Notifications,23 May 2020 –“COVID-19 Regulatory Package”
- Tobias Adrian and Aditya Narain ,31 March 2020 -IMFBlog “Maintaining Banking System Safety amid the COVID-19 Crisis”

-
- Pranjul bhandari & aayushi Chaudhary, 28 March 2020 “RBI’s stimulus: Leaving no stone unturned”
 - The Times of India, 17 April 2020 – “RBI announces fresh measures”
 - Sonali Kulkarni - CXOtoday, 25 June 2020 “COVID-19 and its Impact on India’s banking sector”
 - Rajat Mishra – 29 May 2020 - “What All RBI Did During COVID-19?”
 - S. Mahendra Dev and Rajeswari Sengupta “Covid-19: Impact on the Indian Economy”
 - Desheng Dash Wu, David L. Olson, 28 July 2020 – “The Effect of COVID-19 on the Banking Sector”
 - NowNext, 26 March 2020 - “How banks can manage the business impact”
 - Monish Shah, BFSI-01 May 2020- “Potential Implications of COVID-19 on banking sector”
 - Abir Lal Dey and Arshi Siddiqui, 06 June 2020 – “Covid-19 Response On Banking And Finance: Measures And Reliefs By RBI”
 - Rajat Mishra -Outlook Money, 11 April 2020 – “What all RBI did during COVID -19”
 - BFSI, ET 27 March 2020 – “10 decisions taken by RBI to counter the coronavirus impact on economy”

IMPACT OF COVID-19 ON INDIAN RAILWAYS

Ms. Prabhavati ManjrekarAssistant Professor, Clara's College of Commerce

ABSTRACT

The Indian Railways is an incredible example of a profitable government-run enterprise not only India but for the entire world. Indian Railways have remained an energy-efficient mode of transportation that is well-suited for long-distance travel as well as bulk transport. India's railways are one of the world's largest passenger transporters. Business ethic and a social obligation are one of the major goals of the Indian Railways to provide passenger amenities.

The ministry of Indian Railways has already taken various steps to control the situation. As many countries had started to navigate their return to regularity and accordingly new Indian railways planning requirements are planned. In comparison to the pre-COVID-19 pandemic era, these steps mean a significant reduction in service capability. The government required the Indian Railways to fund all of its revenue expenditures, including pensions, from its own funds. In India, railway authorities, operators, and users face new constraints and obligations. They must rely on a small and changing body of scientific knowledge to make timely decisions. For Indian Railways, the new COVID-19 pandemic has faced major challenges. This research paper presents the Indian Railways and the measures taken by Indian railway, Government initiative and problems faced by the passengers during the COVID 19 Pandemic.

Keywords: COVID 19, Pandemic, Indian Railways, Measures, Government Initiative.

INTRODUCTION:

Indian railway network is recognised as one of the largest railway systems in the world and its largest network is spread over 123236 kms. with 13523 passenger trains and 9146 freight trains. According to Raghuram and Rachana Gangwar (2000), Indian Railways is one of the world's largest and oldest rail transportation networks, dating back more than 150 years, and is affectionately known as the "Lifeline of the Country." "All passenger trains were suspended till April 14, 2020, due to the COVID-19 pandemic. Goods services, on the other hand, have continued, with trains transporting essential goods to various parts of the country. Railway parcel vans are also available for e-commerce companies and other clients, such as state governments, to transport those goods. Medical supplies, medical equipment, food, and other items in small parcel sizes are among them. Apart from these, Railways has taken a number of other measures to assist in the pandemic. Hence this study has made an attempt to analyse the Indian railways measures during the COVID-19 pandemic.

OBJECTIVES:

- To study measures taken by Indian railways and government to control the COVID-19.
- To analyse the problems faced by the passengers while booking the tickets.

REVIEW OF LITERATURE:

Shilpi Bishnoi, Director (2020) in her article examined "Indian Railways should use the current crisis to build a new business model by overhauling its passenger and freight divisions, and there are three areas the railway company should concentrate on now to secure its future."

John Gabriel and Suresh Babu (2005) in the study examined "the effectiveness of passenger reservation services, whether the existing railway reservation system is truly efficient in meeting the needs of the traveling public, and whether any change or modification to the existing system could result in a noticeable improvement in the services. They discovered that the railway was the only organization capable of efficiently and effectively providing maximum passenger reservation services to the public traveling."

Arvind Brame, (2007) in his study examined "Customer complaints are a common occurrence in all industries and the airline industry is no exception. Complaint handling is a critical component of successful development. According to the author, 56 percent of customers are lost as a result of poor customer service. He concluded by emphasizing the importance of employee awareness and a positive attitude and approach in order to win the customer's trust and reduce the number of complaints."

DATA COLLECTION:

The present study is based on secondary data. The required secondary data are collected through Annual Reports of Ministry of railways, articles, White paper on Indian railways published by Railway Ministry, various journals and websites.

ANALYSIS:**Indian Railways:**

Indian Railways plays an important role in the Indian economy and people's lives. Although rail's overall intermodal share of freight traffic is about 35%, it continues to play a significant role in the transportation of bulk commodities like coal, iron ore, cement, and food grains, which are the economic drivers.

The COVID-19 pandemic will have an effect on the national and foreign economies in 2020-2021, which will also have an impact on the transportation sector including Indian Railways. Rail freight had already started to show signs of marginal decline in the third quarter of 2019-2020 due to the slowing down of growth in core sectors of economy. The economic impact of this pandemic shall stay much longer than the pandemic itself.

Measures taken by Indian Railways during COVID-19 pandemic:

Railways possessing remarkable resource mobilisation capabilities and its disciplined manpower have demonstrated agility to supply completely new requirements that stand up in India's fight against COVID-19. Indian railways have played a vital part in maintaining the supply of essential items and helping livelihoods by stepping up the transportation of goods such as food grains, milk, other dairy products, medicines etc.

Indian Railways has used its resources and demonstrated the capability to provide essential services such as hospital beds, medical trolleys for hospitals, quarantine facilities, stretchers, hospital footsteps, hospital bedside lockers, washbasins, ventilators, PPEs like masks, sanitizers, water tanks etc. It has also used its resources to distribute food and rations in different regions.

As a precaution, coaches are being adapted to serve as isolation wards. Each coach will have one toilet and one bathroom on board. Mosquito nets have been installed on the windows to make it more comfortable. Oxygen cylinders and medical equipment have installed.

Indian Railways controlling its expenditure by reducing staff cost, rationalising staff and also by making them perform multiple tasks. Indian Railways also reviewed contracts, reduce energy consumption and cut cost in administrative and other areas.

All file work should be transferred to the digital sphere, according to the financial commissioner and all communications should be done via safe e-mails. Indian Railways also instructed to reduce the use of stationery articles, cartridges and other items by at least 50 per cent.

Indian railway annual inspections should be done a silent and low-key affair with the minimum number of staff required. Indian railways have always been ahead of the curve in terms of information technology with nearly all of its freight and passenger activities as well as customer service conducted entirely online.

All outsourced activities such as on-board housekeeping, linen management, station cleaning, elevator and escalator manning, station announcement should be reviewed, condensed and attempts should be made to get them done through corporate social responsibility funds.

Problems faced by the passenger:

1. Long queue at the reservation counters.
2. Bulk number of booking by travel agencies. Due to which passengers won't be able to get tickets.
3. Very a smaller number of tickets and trains are available in the pandemic.
4. Very a smaller number of booking counters are available to booked tickets.
5. Frequent failure of server is a major issue while booking the tickets.

Government Initiative:

1. Indian Railways developed the anti-COVID-19 coach in November 2020 to prevent the spread of coronavirus. Hands-free water tanks, flushes as well as copper-coated handles and locks are included in this anti-COVID-19 coach.
2. The Minister of Railways, Shri. Piyush Goyal declared that tea would be sold in environmentally friendly 'Kulhads' (earthen cups) instead of plastic cups at all railway stations across the country. Currently, tea is

served in 'Kulhads' at over 400 railway stations. The Indian Railways' contribution to a plastic-free India would be this strategy.

3. The Railway Ministry released a policy to improve goods shed facilities at small/roadside railway stations with the aim of increasing terminal capability through private sector participation.
4. Indian Railways has approved a feasibility report for seven bullet train projects, all of which are open to public-private partnerships.
5. Government also given several guidelines time to time to control the spread of COVID-19.

CONCLUSION:

The public's reaction to the Indian Railways' outstanding performance during the COVID-19 crisis has been overwhelmingly positive. Some social media users praised the Railways, calling their efforts "systematic, coordinated and responsive to public needs." The Indian Railways have consistently innovated to provide much-needed relief material during the Covid-19 crisis in India in this manner. It is reasonable to assume that increased freight efficiency and passenger reorganization would allow Indian Railways to accomplish regularity in freight operations, attracting time-sensitive cargo to rail such as fast-moving consumer goods, pharmaceuticals, fruits, vegetables, machine parts, and so on.

By collaborating with e-commerce giants and road logistics providers, Indian Railways can build a powerful supply chain. Apart from various factors, the problems faced by the majority of the passengers are bulk booking of tickets by travel agencies, heavy crowd in the platform.

REFERENCES:

1. John Gabriel, S and Suresh Babu, M., (2005), "Passenger reservation system in the Indian Railways", The Journal of Institute of Public Enterprise, Vol. 28, No. 1, January- March, PP.77-84
2. Arvind Brame, (2007), "Customer Complaints", Vinmaya, Vol.XXI, (2),2007.pp.13-21
3. <https://www.globalrailwayreview.com/article/99820/indian-railways-covid-19-opportunity-overhaul/>
4. <https://www.moneycontrol.com/news/india/covid-19-impact-indian-railways-expects-to-earn-rs-38000-crore-less-in-passenger-revenue-6243271.html>

COVID-19 PROVES TO BE A BOON FOR LIFE AND HEALTH INSURANCE SECTOR**Ms. Sonia Bohra**

LLM Student, Kirit P. Mehta School of Law

1. INTRODUCTION:

India is on the top list of the countries suffering from the coronavirus which has impact on all these sectors in the world including the sector of insurance. The outbreak of this COVID-19 disease has resulted in growth of the awareness of insurance among the people and now people are considering the insurance as a mandatory need in this situation.

The Covid-19 pandemic is creating numerous challenges for the people all over the world. This coronavirus is very contagious and caused numerous deaths all around the world. The demand of health insurance has been increased and there is also growth in the underwriting thresholds of the health insurance. With the growth in the cases of this pandemic IRDAI has made compulsory for all the health insurers to offer Corona Kavach and Corona Rakshak policies for their customers. These policies cover the expenses of hospital as well as medical of coronavirus patients.

This pandemic has a positive impact on the nation as more investments are made in the health plans by the people. The outbreak of this pandemic resulted in the growth of health insurance and life insurance sector.

1.1 REVIEW OF LITERATURE:**1.2 (2020) By Sunil Dhawan -**

The Insurance Regulatory and Development Authority of India (IRDAI) launched new coronavirus health insurance policy which were Corona Rakshak Policy and Corona Kavach Policy. These policies were introduced to safeguard our family in case if we get hospitalised due to this coronavirus. One can get the insurance policy for a premium of below INR 1000. These plans were short term and were also valid until the month of March 2021.

The benefits of these two policies are as follows:

- There will be no immediate impact on no claim bonus on existing health insurance plans.
- There is no need to pay the premium of these policies till lifetime as these policies are short term plans.

The difference between these two policies Corona Kavach and Corona Rakshak is shown below:

- “The Corona Kavach policy is an indemnity-type plan where the hospital bill gets reimbursed up to the sum insured limit subject to terms and conditions”.
- “The Corona Rakshak policy is a benefit-based plan where 100 per cent sum insured is paid to the insured if he/she gets hospitalised as per policy terms and conditions”.

1.3 (2021) Aprajita Sharma –

The first quarter of 2021, under Policybazar, health plan bookings for sum insured of INR 1 crore increased from 9% in the year 2020 to 12.5%. According to the website of Insuretech, sum insured for INR 5 lakh covers the share of 35%. Similarly sum insured for INR 10 lakh and INR 1 crore covers the share of 11% and 15% respectively.

A good traction is received by policies like Max Bupa, Care Health Insurance and Aditya Birla Capital – Policybazaar.

Age	Sum Insured	Monthly Premium		
		Insurer – Care	Insurer – Max Bupa	Insurer – Aditya Birla Capital
		NCB Super Premium Plan	Health Re Assure Plan	Active Assure Diamond
30	5 lakh	607	676	531
30	10 lakh	758	800	660
30	1 crore	1020	916	797

Source: Policybazaar

1.4 (2021) Niti Kiran –

Growth is witnessed in the Life Insurance sector during the month of February 2021, after the decline in the last few months of the calendar year 2020 in this sector.

The first-year premium of life insurers witnessed a growth of 21% during the financial year 2021 of INR 22,425 crores as compared to INR 18,533 crores in the financial year 2020.

Decrease of 26.9% and 2.8% on YoY basis was witnessed during the months of November and December of the Year 2020.



Source: BusinessToday.in

1.5 STATEMENT OF PROBLEM:

What are the challenges faced by health and life insurance sector during Covid-19 pandemic?

1.6 Challenges faced by health insurance sector- In India 18% people of urban areas have health insurance policies while only 14% of people in rural areas have health insurance policies.

- i. **Increase in the percentage of claims** – As the corona cases are increasing, the percentage of claims are also increasing. This results into financial burden on companies under health insurance sector. Insurers are recovering their losses when renewals get expired. However this situation shall slightly change due to the introduction of policies like Corona Rakshak and Corona Kavach by the insurers under IRDAI.
- ii. **Introduction of new policies** –

While several companies introduced policies of Corona Rakshak and Corona Kavach, others are still focused on designing new policies relating Covid-19.

- iii. **Interest rates getting reduced** – The Government of India has reduced the interest rates as well as repo rates on bonds due to rise in the cases of this pandemic. The insurance companies find it difficult to accumulate huge sum of money.

1.2 Challenges faced by life insurance companies – The life insurance sector faced challenges such as –

- i. **Term insurance** – People are not interested in term insurance policies which covers a higher amount due to decline in the revenues. Hence, the purchase of such term insurance policies falls. Medical tests are also compulsory before bringing out more such policies. Many users are unwilling to undergo such medical tests and because of this, sales of such policies are decreasing.
- ii. **Impact of interest rates on long term policies** – Consumers purchase long term policies due to high interest rates. There is decline in the purchase of such policies due to decline in interest rates of such policies.
- iii. **Investment linked policies** – The confidence of the consumers is badly hit on the stock markets due to this pandemic. Due to this it is impossible to predict when this coronavirus shows its impact on the stock markets which will result into uncertainty on buying of such investment linked policies.

1.7 OBJECTIVES OF THE STUDY:

- To know the impact of coronavirus on the life and health insurance sectors
- To study about the digital access and telemedical in the insurance sector
- To study about the challenges faced by the life and health insurance sectors

1.8 HYPOTHESIS:

It is very difficult to cope up with the new normal during the pandemic period. Sanitize yourself several times in a day, washing hands frequently and also wearing a mask every time when you leave the house and so on. We have also noticed many changes in the term insurance and also in the health insurance of the insurance industry. The trends of term insurance are positive, but it is also advisable to others to patiently wait during this pandemic as vaccines are now provided. Only then we will be able to achieve the new normal.

1.9 DATA COLLECTION/RESEARCH METHODOLOGY:

This research paper is based on data which is secondary which are referred by several sources like websites, statutory reports, journals, newspaper articles, etc.

1.10 DATA ANALYSIS:

7.1 The Covid-19 is a boon to health insurance - Many people are hospitalised due to the spread of Covid-19 and high medical expenses of the private hospitals led more people of India to sign up health insurance. During the months of April 2020 till September 2020, demand for health insurance arrived at the top list of the insurance sector. The market share of the top 5 companies which are registered had a positive growth but at different levels. United India Assurance (a government owned company) increased their health premiums of about 58% whereas star health insurance if private company increase its health premium of about 46%. The New India Assurance had a growth of about 5% only. Large portion of the population and migrants specially are not able to have access for health insurance. Any expense arising due to hospitalization can result into poverty. A recent survey showed that over 80% population of India do not have health insurance coverage. In the rural area 85.9% Indians do not have health insurance coverage whereas in urban areas 80.9% Indians do not have health insurance coverage. This survey included both government as well as private insurance companies. This survey also showed that in the government hospitals the average medical expenses due to hospitalization in rural areas was INR 4,290 whereas in urban areas was INR 4,837. But the medical expenses in private hospitals in the rural areas was INR 27,347 where in urban areas was INR 38,822. Hence due to no health insurance coverage as well as high expenses people of India are dependent on their savings and borrowings for the payment of their household medical expenditure. Around 80% of Indians in the rural areas are dependent on their savings for the payment of medical expenses while 13% Indians borrow from different sources. Around 84% Indians in the urban areas are dependent on their savings and incomes where is 9% of Indians borrow for the payment of medical expenses.

7.2 The covid-19 a boon to life insurance – This growth is due to single premium policies as several policyholders don't want commitment to long term investments. There was a growth in life insurance business after a month of arrival of this pandemic. To make people purchase the insurance from their homes the life insurance companies started issuing life insurance policies by tele-medical instead of mandatory physical medical. While people followed the rules of the lock down due to this pandemic, they were still able to access the life insurance coverage. The people of India accepted the digital processes which resulted in the growth of the life insurance industry.

1.11 DISCUSSION/DEPTH OF RESEARCH:**1.12 Indian union budget 2021: Impact on life insurance industry**

- a. Increase in FDI limit** – FDI limit to 74% was revised by the finance minister against the existing limit of 49% which allows more international funds in the insurance sector. Following conditions will be applied on this provision –
- The board of directors as well as key managerial employees should be resident of India.
 - At least 50% of the directors should be independent directors.
 - The general reserve should consist of specific percentage of profit.
 - Inflow of foreign funds will enable insurance companies to grow as well as expand. This will also enable them to introduce innovative insurance solutions as well as in pricing their policies in a competitive

manner. Because of increasing competition in the insurance market consumers can get better products of insurance and also low premiums on the insurance policies.

- b. **LIC IPO launch** – The IPO of LIC shall be launched during the financial year 2021-22 which will make LIC a listed life insurance provider. The inflow of capital shall help LIC to offer enhanced products to their customers as well as activities shall also be streamlined. Better services shall be provided by the LIC which will prove beneficial for the consumers.
- c. **Taxation on ULIPS** – According to the recent changes, the ULIP policies bought on or after 1st February 2021 and the premium paid exceeds INR 2.5 lakhs in a financial year then the capital gains tax shall be applied. If the premium paid is below INR 2.5 lakhs in a financial year, then the ULIPs will enjoy the benefits of full tax saving. If the policyholders make investments in multiple unit-linked plans, then the aggregate premiums of all multiple units linked plans shall be taxable. If such aggregate premium is more than INR 2.5 lakhs on the policies which are sold on or after 1st February 2021 then they will attract capital gains tax. New unit linked policies have implications of tax. No impact of the existing plans will have on the new tax rule. The premium paid is under 10% (policy issued on or before 31st March 2012 then 20%) of the total sum insured then tax benefits shall be enjoyed by them on the maturity of such proceeds. The death benefit will remain tax free. Partial withdrawals and funds which are switched will not be liable for any tax. If the unit-linked plans suffer any type of set-back for the insurers it will result in reduction in the collection numbers of their premium. Thus, they should provide other benefits to attract consumers for investing in ULIPs. If consumers invest in high-ticket unit-linked plans may suffer from new tax implication. Consumers should understand that if their capital gains are more than INR 1 lakh then the tax shall be applied. And if such gains do not exceed INR 1 lakh, then maturity proceeds will be exempted from the tax.

1.13 Digital transformation in insurance sector – Digital platforms like apps and social media have permitted the insurers to engage with their customers directly. Insurers can now provide services to their customers through e-KYC and cloud infrastructure. The digital technology has helped the insurers to serve and understand they are customers better.

1.14 Insurance through Telemedical – Here consumers shall make declaration about their condition of health with a doctor appointed by the insurer on a call and simple questions regarding the conditions of health will be asked by the doctor. Under Tele medical, consumers can purchase health insurance coverage till INR 1 crore and life insurance coverage till INR 2 crores. Correct information shall be provided by the customers to the doctors on a call so that their families do not face challenge during the process of settlement of claims. The process of tele medical is very reliable and is regulated by IRDAI.

1.15 SUGGESTIONS:

- Health insurance policies should be issued by insurance companies to all the people who did not take such policies.
- There should be focus on public workers, sanitation staff, medical staff police etc.
- There should be constant communication between the insurers as well as consumers.
- Awareness of health insurance as well as life insurance must be made among the people especially in rural areas where people are uneducated.
- There should be increase in number of medical infrastructures.
- Welfare of poor as well as daily workers should be addressed more in depth.

1.16 CONCLUSION:

The outbreak of this Covid-19 pandemic is a nightmare which turned into reality. Nobody had expected such type of situation will arise all over the world. The Government of India acted immediately for the allocation of funds resources as well as manpower to fight against this coronavirus by increasing medical treatment mechanisms, testing of patients, isolation, and much more. It is hoped that “there is light at the end of the tunnel and that the tunnel is short”.

1.17 REFERENCES:

1. <https://indianexpress.com/article/business/covid-19-impact-heres-why-insurance-may-never-be-the-same-again-6581731/>
2. https://www.business-standard.com/article/pf/covid-19-impact-here-s-why-insurance-may-never-be-the-same-again-120071000638_1.html
3. <https://www.financialexpress.com/money/insurance/from-term-insurance-to-investment-linked-insurance-how-covid-19-has-impacted-life-insurance-in-india/1996983/>
4. <https://www.livemint.com/money/personal-finance/covid-19-how-it-has-impacted-india-s-insurance-industry-11592387890202.html>
5. <https://www.ibef.org/industry/insurance-sector-india.aspx>
6. https://www.indiainfoline.com/article/general-blog/how-the-corona-pandemic-has-impacted-the-indian-insurance-sector-120110900096_1.html
7. <https://www.irdai.gov.in/>
8. <https://www.businesstoday.in/current/economy-politics/life-insurance-sector-sees-21-growth-in-feb-as-financial-year-end-looms/story/433378.html>
9. <https://www.businesstoday.in/money/insurance/health-insurance-with-rs-1-crore-cover-sees-35-growth-amid-covid-19-fear/story/436212.html>

PSYCHOLOGICAL IMPACT OF COVID – 19 ON MIGRANT WORKERS IN INDIA

Suneetha Esampalli¹ and Sujani SK²¹Head Department of Economics, St. Ann's College for Women, Hyderabad²Head, Department of Psychology, St. Ann's College for Women, Hyderabad

ABSTRACT

COVID–19, the pace spreading pandemic, has compact enormously the physical and mental state of the folks everywhere the world, with every country being affected in otherwise and having its challenges to subsume. In India, the sharp imposition of internment had severe implications on the foremost inclined activity community, the migrant employees, United Nations agency had to face a unique set of challenges. The indispensable migrant employees United Nations agency comprise of around forty million population had lost their resource long and had to maneuver back to their hometowns and villages with no correct suggests that of transportation and meager or no money resources. the chance of being infected with the COVID -19 Virus, with the littered with the pre-existing diseases, with no correct family support and caretaking, abrupt nationwide bans on travel, limitations on understanding quarantine rules, etc. all semiconductor diode to a chaotic scenario and have traumatized them such a lot that almost all of them had suffered psychological problems like worry, anxiety, depression, anxiety disorder, etc.

Key Words: pandemic, mental state, migrant, quarantine, anxiety

INTRODUCTION

COVID–19, the apace spreading pandemic, has compact enormously the physical and mental state of the folks everywhere the world, with every country being affected in otherwise and having its challenges to subsume. In India, the sharp imposition of internment had severe implications on the foremost inclined activity community, the migrant employees, United Nations agency had to face a unique set of challenges. The indispensable migrant employees United Nations agency comprise of around forty million population had lost their resource long and had to maneuver back to their hometowns and villages with no correct suggests that of transportation and meager or no money resources. the chance of being infected with the COVID -19 Virus, with the littered with the pre-existing diseases, with no correct family support and caretaking, abrupt nationwide bans on travel, limitations on understanding quarantine rules, etc. all semiconductor diode to a chaotic scenario and have traumatized them such a lot that almost all of them had suffered psychological problems like worry, anxiety, depression, anxiety disorder, etc.

The uncertainties within the face of internment have resulted in high levels of tension that successively induced socially idle behavior and panic attacks among internal migrant employees. Recent turn tail of stranded internal migrant laborers to railway stations and bus stations, creating desperate tries to travel back to their home states ignoring internment rules, is associate example of this. This invariably resulted within the vicious circle of condition to infection, quarantine, stress, and violation of preventive measures. Anxiety levels area unit so building in these migrant employees, forcing several of them to travel many thousands of kilometers on foot to succeed in their native places with none provision of food or shelter within the transit. As a result, additionally to the adverse effects on physical health, COVID nineteen has given rise to a series of negative psychological feature responses and emotions within the population in danger. Asian countries like Bharat, area unit presently facing the problem of the exponential growth of unfold of transmission of SARS-CoV-2 in overcrowded residences of internal migrants in slum areas of urban cities like Dharavi in metropolis, unfortunate localities of tube cities like urban center rumored a sharp revival of cases of COVID nineteen because of fast of transmission of infections in its migrant employee dormitories, that happened when the initial success within the epidemic containment. Throughout the internment amount of Bharat, in line with the psychosocial problems among migrants throughout COVID-19 listed by the (Govt. of Bharat Ministry of health and family welfare), internal migrant employees area unit littered with high degrees of anxieties and fears because of numerous considerations in COVID pandemic. They have psychosocial support.

OBJECTIVE

- To study the adverse psychological behavior of migrant employees and their development.
- To study the factors chargeable for psychological unwell
- To check the implications of neglected mental state

REVIEW OF LITERATURE:

1. Migrants are unit less acquainted in their new setting during which they quickly live. They're vulnerable to numerous social, psychological, and emotional trauma in such things, emanating from worry of neglect by the local people and considerations regarding the upbeat and safety of their families waiting in their native places. Migrants are unit forced to go away their native places in search of higher opportunities and earnings, typically let go their families. In several instances, the families in native places rely partly or entirely on the money sent by the migrant earning members of the family. Throughout the occurrence of infectious diseases, such as COVID-19, and therefore the restrictions obligatory on routine activities as a part of social distancing norms to forestall the unfold of the illness, voluminous migrant employees tend to maneuver back to their native places. Throughout the worldwide COVID pandemic additionally, several migrant employees used all potential suggests that to succeed in their destinations. Several of them are unit, however, stuck at borders, together with state, district, and national border areas. These are unit the foremost marginalized sections of the society. United Nations agency are unit obsessed with daily wages for his or her living, and in times of such distress, want sympathy and understanding of the society. Immediate considerations sweet-faced by such migrant employees relate to food, shelter, healthcare, worry of obtaining infected or spreading the infection, loss of wages, considerations regarding the family, anxiety, and fear. Sometimes, they additionally face harassment and adverse reactions to the local people. All this imply sturdy social protection. As a direct response, measures to be taken ought to embody, making certain community shelters and community kitchens, creating alternative relief material obtainable, action on the requirement for social distancing, identification of suspected cases of infection and adherence to protocols for management of such cases, swing up mechanisms to change them to succeed in to the relations through phone, video calls, etc. and making certain their physical safety.

2. As governments race to contain COVID-19, it's essential to grasp the actions society will go for mitigate the activity health impact of the pandemic and slump. The COVID-19 epidemic may be a threat to our population, not just for its risk to human life and guaranteeing money distress, however additionally for its invisible emotional strain. Recent days have seen the sharpest economic pullback in fashionable history and a best spike in state. It's inevitable that the worldwide pandemic, combined by the money crisis, can have a fabric impact on the activity health of society. on the far side the negative effects of a conventional economic downswing, COVID-19 presents further challenges—fear from the virus itself, collective grief, prolonged physical distancing, and associated social isolation—that can compound the impact on our collective psyche. As noted by the McKinsey international Institute in Safeguarding Lives and Livelihoods, “Daily reports of accelerating infections and deaths across the globe raise our anxiety and, in cases of private loss, plug United States of America into grief. There's uncertainty regarding tomorrow; regarding the health and safety of our families, friends and cherished ones; and regarding our ability to measure the lives we have a tendency to love.” 3. Since the beginning of the corona virus illness 2019 (COVID-19) pandemic, several people's lives are and still be plagued by this metabolic process virus. It altered daily routines, has crystal rectifier to money concern, and made social isolation. News retailers and social media have centered heavily on the implications of the virus concerning physical health and giving recommendations on the way to preserve physical well-being. These pointers embody carrying masks go into public, social distancing, and limiting outings to solely essential matters. Since the beginning of quarantining, folks are hit with a brand-new reality, one terribly totally different from the very fact they felt comfy in antecedently. However, a problem that has been unmarked is that the mental state decline that has accompanied the pandemic. The sensation of worry and stress are unit traditional human responses once folk's are unit in a very state of danger or threat, and this whole pandemic has caused widespread despair and feelings of vulnerability. Anxiety has unfolded attributable to a good array of considerations, as well as uncertainty of once normalcy goes to come. Worries regarding getting the virus or of one's cherished ones obtaining sick, of however long isolation can continue, and therefore the loneliness caused by this isolation will all result in negative over thinking. to not mention, ceaselessly being bombarded with daily COVID-19 news, a number of that is information and mere rumors, will build someone feel even a lot of out of management and disoriented. This could result in anxiety, fear, stress, depression, and emotional exhaustion. Previous studies evaluated the consequences of quarantining on mental and psychological health, which may be compared with the present state of quarantine. A study was done that evaluated the psychological effects of quarantine with 129 participants. Within the study, it had been found that twenty-eight.9% of participants had symptoms of post-traumatic stress disorder (PTSD), and 31.2% had symptoms of depression. Moreover, the longer the quarantine lasted, the upper the prevalence of the anxiety disorder symptoms. It had been additionally seen that anxiety disorder and depressive symptoms were connected a lot of with those that have had direct exposure to transmissible illness. This study brings lightweight to however COVID-19 will disturb those whose mental state has been affected negatively by the pandemic. Being isolated will cause distress resulting in signs and symptoms of mental decline. in addition, twenty-four studies were collected that documented the

consequences of quarantining, showing that individuals in quarantine have developed symptoms of low mood, stress, anxiety, and depression.

These area unit feelings that almost all folk's area unit presently experiencing, however discussing mental state has invariably been a taboo topic that may cause mental state to be unmarked. Twenty-eight % of oldsters WHO were isolated with youngsters had been diagnosed with anxiety disorder, which may be expected. Parents appear to be battling equalization work-related things with family obligations. To feel shocked by things and feeling a loss of management area unit traditional and may be self-addressed. To lessen the emotions of stress and anxiety, one should begin to handle the issues inflicting these emotions. Methodology The verbal info was collected from the inner migrants in and round the depot of Hyderabad. the non-public information was collected through self-designed form mistreatment PHQ (Patient Health Questionnaire), and therefore the results were derived by SSP (Simple Sampling technique) we have a tendency to used 2 transient screening instruments, i.e., Patient Health form (PHQ) and Generalized disturbance (GAD) to assess depression and anxiety severally.

RESULTS

Indian migrant workers during the covid-19 pandemic have down due to the lockdown imposed in the country, millions of Migrant workers had to deal with the loss of income, food Shortages and uncertainty about their future.

The study enclosed fifty migrant laborers with a mean age of thirty to forty years, and therefore the financial gain of the participants before the imprisonment was 8280 Indian rupees. The bulk of the participants were married (69.4 %). About 3 fourth of the participants (73.5 %) were found to be screened positive for depression on the PHQ (Patient Health Questionnaire), and nearly half of the participants (50 %) were found to be tested positive for anxiety.

Variables	No change (%)	Markedly increased (%)	Can't say (%)
Tension	17	54	19
Frustration	23	57	20
Loneliness	7	62	31
Social connection	24	9	5
Social isolation	15	57	12
Death fear	22	54	6
Appetite	22	2	7
Sleep	26	10	10
Faith in God	28	47	4
Future fear	17	54	8

Source: data collected from migrants by questionnaire

Many of those folks work on daily wages or a set pay, with no job security. Presumably the sole recreation for these folks goes back to their homes, whenever they're free from their work responsibility. They usually keep one's eyes off from their homes for a substantial time (maybe many months or maybe years) and visit their native place solely throughout festivals, marriages, or throughout harvest season. COVID-19 pandemic has brought them to a state of affairs, wherever neither they need any work, nor square measure they able to visit their native places. Consequently, it's expected that the emerging state of affairs can cause plenty of stress and distress among the migrant laborers. Keeping this in mind, this study aimed to gauge the psychological state standing of the migrants UN agency are control within the shelter homes, when the imposition of internment, because of the COVID-19 pandemic. This study suggests that concerning three-fourth (73.5 %) of the participants screened positive for either depression or anxiety.

INTERNAL MIGRANT STAFF

COVID -19 pandemic and also the internment strategy has affected everybody. The impact has been a lot of distinguished on the lives of the migrant workers/laborer's internment brought the lives of migrant staff to a standstill, as neither have that they had any work to try and do nor were they able to travel back to their native places. This is often combined by the very fact that a number of them don't seem to be able to meet their daily

needs because of money constraints. The terribly basic social distancing strategy couldn't be ensured during this population as they principally reside in densely inhabited communities and rooms with borderline house per person. The migrants square measure a lot of susceptible to social, psychological, and emotional trauma in such things, emanating from concern of neglect by the area people and considerations concerning their families prosperity and safety in their native places.

ABSENCE OF FAMILY SUPPORT AND CARETAKER THROUGHOUT THE CRISIS

Migrants belong to the foremost marginalized sections of the society UN agency square measure passionate about daily wages for his or her living, and in times of such distress, would like sympathy and understanding of the community. Immediate considerations the migrant staff face relate to food, shelter, health care, concern of obtaining infected or spreading the infection, loss of wages, considerations concerning the family, anxiety, and fear. Sometimes, they conjointly face harassment and adverse reactions to the area people.

SOCIAL EXCLUSION

Internal migrant staff suffer from a high prevalence of tension, psychotic, and post-traumatic disorders because of socio-environmental adversities, like loss of social station, discrimination. additionally, to the issues created by the pandemic, public health ways like obligatory isolation or quarantine within the Government's temporary shelters on come to their original places and social distancing, increase the sensation of loneliness inflicting mental problems even might cause suicide.

PSYCHOLOGICAL DISTRESS

Poor mental health was found significantly higher among single, unskilled, illiterate daily wage laborers with higher years of migration and lack of housing and sanitation. Loss of income and jobs, insecurities, and social isolation are increasing and are likely to deteriorate the mental health of migrant population which may worsen in post lockdown periods. The concern of being sick, segregated or dying, sense of helplessness, facts of being neglected, nobody to present them any reasonably assurance will cause a mental breakdown and psychological distress, that takes a severe toll on their psychological state and have severe repercussions on their wellbeing within the days to come back. Adding insult to the injury, their family suffers hostility and insecurity, social alienation that may conjointly manifest into severe emotional distress resulting in psychological distress. The longer the quarantine lasted, the upper the incidence of the Post Traumatic Stress Disorder symptoms (PTSD). It absolutely was conjointly seen that posttraumatic stress disorder and depressive symptoms were connected a lot of with people who have had direct exposure to transmissible illness.

BARRIERS TO ASSESS THE PSYCHIATRIC CONSULTATION

The current lockdowns with restrictions on the public transportation systems are inevitably became the social obstacle to access psychiatric consultations. Although online mental health services are made available, only a fraction of the migrant workers, who have access to internet services and smart phones are benefitted from such service provisions.

ECONOMIC CONSTRAINTS BECAUSE OF LOSS OF LABOR

Working in informal occupations square measure guaranteed to suffer from job losses because of restricted or negative industrial growth. Recently, textile industries of Surat town that in the main use migrant staff have declared stoppage of production activities anticipating the loss of export orders and shriveled internal demands Repercussions may be the fast state for lakhs of migrant staff with borderline hopes to urge new jobs in close to future

ABSENCE OF EFFECTIVE LAWS FOR UNORGANIZED SECTOR WORKERS

The unorganized sector migrant workers are not covered by social security or insurance scheme. They are the neglected workforce, with only a few, insufficient legislations are made like 'The Building and Other Construction Workers Act, 1996' to prevent their exploitation.

Even though an occupational disease is distinctly defined as a disease contracted by an employee, that has arisen out of and during the course of employment, at present the debate is going on whether the infection of COVID 19 acquired during work should be considered as an occupational disease or not, making it imperative for the workers to endure the COVID 19 related medical expenses.

Granting partial relaxations in the lockdown, the Government has allowed restarting the factories with a reduced number of workers and some state governments have also granted exemptions from legal provisions, which were originally aimed at protecting laborers in factories, industries, and other establishments. Shortage of workers in urban areas as a result of reverse migration, along with relaxations in basic occupational and industrial health-related laws, has forced the available workers to work for 12 h rather than usual 8 h shift

mainly to boost the production. The longer working hours in the absence of protective welfare legal provisions would also mean a reduction in rest hours and consequential increase in the psychological stress and may lead to occupational mental illnesses.

The public health policymakers, while framing COVID-19 epidemic policy need to pay adequate attention to the psychosocial issues of the internal migrant laborer. Ignorance of the discriminatory impact of the pandemic on the migrant workers will not only hamper our efforts to prevent future spread of COVID-19, but can also magnify pre-existing mental health disparities.

Along with mental health professionals, factory medical officers, general medical practitioners, trained community health workers, should also be integrated with the public mental health services to tackle the upsurge of mental illnesses in the migrant workers.

CONCLUSION

Governments of Asian country and state governments are creating efforts to handle migrant laborers' problems by keeping them at shelter homes and providing them food. However, what quantity this is often serving to the migrants isn't o.k. understood. Each day their square measure media reports of migrant staff traveling to their native places remote from their current location by walking or by sport. Many have succumbed to death when reaching their destination or throughout their journey. There also are reports of a tussle between the various governmental agencies, regarding creating these migrants reach their native places of these factors square measure resulting in severe mental distress among migrant staff.

Thus it's essential to grasp the psychological problems with this marginalized cluster of individuals and take necessary steps to gauge the psychological state of migrant staff living in shelter homes, give phone lines to speak to their families, facilitate lines to hunt help and support, organize no contact cluster substance and a few means that of keeping them sophisticated concerning the facilities being provided, etc. to assure them that the govt. is doing the most effective potential to dole them out of the adverse state of affairs. By taking such measures, the government are building hope and optimism within the precarious migrants and provides some reasonably solace. It becomes imperative for the directors to assess the immediate and future psychological impact on this section of staff and take necessary steps.

The present study suggests that the current COVID-19 pandemic is causing severe anxiety and depressive symptoms in migrants' workers. Therefore, it is equally important to focus on the mental health issues of this vulnerable population. These people's mental health needs must be made an urgent public health priority because social isolation or living in a shelter house can have a significant impact on their mental health.

REFERENCES:

- (1) Psychosocial Issues among Migrants During COVID-19 available online 20 May 2020 as (2020)
- (2) <https://www.mohfw.gov.in/pdf/RevisedPsychosocialissuesofmigrantsCOVID19.pdf> Google Scholar
- (3) Editorial, The Hindu newspaper.9 May 2020 contempt-for-labour-the-hindu-editorial-on- dilution-of-labour-laws available at <https://www.thehindu.com/opinion/editorial/contempt-for-labour-the-hindu-editorial-on-dilution-of-labour-laws/article31538103.ece>. Google Scholar
<https://www.mohfw.gov.in/pdf/RevisedPsychosocialissuesofmigrantsCOVID19.pdf>
- (4) Article -McKinsey national consumer survey by Erica Hutchins Coe and Kana Enomoto , April-2/ 2020
- (5) Sajida Nasser, BS, Pharm.D Student Class of 20-21, 2020-05-13

FACTORS AFFECTING THE CHOICE OF FAST FOOD OUTLETS BY YOUNG CONSUMERS IN MUMBAI

Prof. Dr. Sulbha Raorane¹ and Dr. Ritu Vashisht²

¹St. Francis Institute of Management & Research, Borivali (West)

²N. M College of Commerce & Economics, Vile Parle (West), Mumbai

ABSTRACT

Fast food is one of the growing industries in India mainly in metropolitan cities like Mumbai. Fast foods are preferred due to easy availability, quick food preparation and reasonable pricing. The present study is taken up with the following objectives to study the factors affecting the choice of fast food by young consumers in Mumbai, to analyse the consumption pattern of fast food by young consumers in Mumbai and to study fast food consumption by youngsters in pre and post Covid-19 in Mumbai. Data is collected through primary as well as secondary sources. Secondary data is collected through journals, articles and from earlier studies. Primary data is collected through questionnaire. The sample of 123 respondents is selected using judgement sampling. As it is an exploratory study the sample size is 123, mainly from the age group of 18 to 25. The study found that during Covid 19 youngster's number of visits to fast food outlet have decreased. They are giving more preference to homemade food and balance diet. But they will prefer to eat from fast food outlet after Covid 19. Their frequency to visit these outlets will be reduced and they will prefer to place order and get the parcel at home. In post Covid 19 in case if they will go to outside to eat, they will give more importance to sanitization, social distancing and Hygiene and cleanliness while choosing fast food outlet. Earlier food quality and taste had 1st priority while choosing fast food outlet. The preferences of youngsters have changed because of Covid 19.

INTRODUCTION:

Fast food is one of the growing industries in India mainly in metropolitan cities like Mumbai. Fast foods are preferred due to easy availability, quick food preparation and reasonable pricing. It is an alternative for homemade food. After Liberalization and Globalization in 1991, awareness about western culture has increased in Indian urban areas. Presently this western culture is accepted in Indian urban areas. Fast food consumption is a part of this western culture. Initially it was not accepted by Indian customers, but now fast-food industry is getting customized and growing in India. Due to the changing life style and changing preferences for food by urban Indian customers' particularly young customers it is necessary to study the factors affecting the perception of young customers for consuming fast food and also to analyse the factors affecting the choice of fast-food outlets by young consumers mainly in Metropolitan cities in India. Here we have selected India's number one Metropolitan city Mumbai as geographical area for the study.

OBJECTIVES OF THE STUDY: The present study is taken up with the following objectives:

1. To study the factors affecting the choice of fast food by young consumers in Mumbai.
2. To analyse the consumption pattern of fast food by young consumers in Mumbai.
3. To study fast food consumption by youngsters in pre and post Covid-19 in Mumbai.

REVIEW OF LITERATURE

- **Anita Goyal and N P Singh** in their research paper on 'Consumer perception about fast food in India: an exploratory study' seek to estimate importance of various factors affecting the choice of fast-food outlets by Indian young consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast-food outlets by Indian young consumers. The study indicates that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast-food outlets' attributes are identified based on factor analysis results. Consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen. The study highlighted that there is need to communicate the information about hygiene and nutrition value of fast food which will help in building trust in the food provided by fast food players.

- **Vijay Shree , R. R. Prasad, Sanjay Kumar and others** in their Study on, 'Consumption of fast food among medical students of IGIMS, Patna', found that fast food culture is a vigorously uprising trend among the youngsters and medical students are no exception to it. The study was undertaken with objectives to figure out the prevalence of fast-food consumption among medical students, to study the fast-food consumption pattern by the medical students and to explore various factors contributing to fast food consumption by the students. The study showed that all the respondents consume fast food sometime or the other and the knowledge of fast food was almost universal among the medical students. Despite of a majority being aware of the fact that consuming fast-food leads to many diseases and disability, all the subjects continue to consume fast food, mostly due to reasons of taste, company and to avoid wastage of time **Rajaraman, Giftson; Ganapathy, Dhanraj; Jain, Ashish R** in their research study on, 'Snacking patterns among the adolescents', evaluated the effect of different food products on oral hygiene. Food items can leave varying amounts of debris in the oral cavity after consumption. This debris may serve as a substrate for microorganisms which can lead to poor oral hygiene and the resulting dental problems. **Materials and Methods:** The study group comprises 40 patients divided into four categories with 10 patients in each. The four categories are vegetable category, junk food category, meat category, and chocolate category. This study showed that more awareness is required to educate the adolescents on the ill effects of snacking which predispose to health hazards. Promotion of healthy eating habits and encouragement of regular post oral hygiene measures are the need of the hour.

RESEARCH METHODOLOGY

Research Design: This study is descriptive and exploratory study.

Data Collection: Data is collected through primary as well as secondary sources.

Secondary data is collected through journals, articles and from earlier studies.

Primary data is collected through questionnaire.

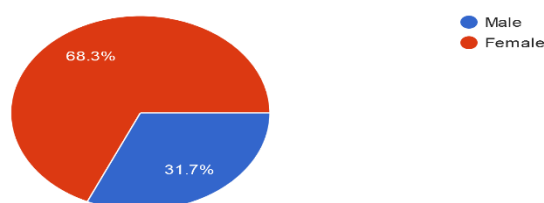
Sample design: The sample of 123 respondents is selected using judgement sampling. As it is an exploratory study the sample size is 123, mainly from the age group of 18 to 25.

Statistical Tools used: For hypothesis testing mean, standard deviations and z values are calculated.

DATA ANALYSIS AND INTERPRETATIONS

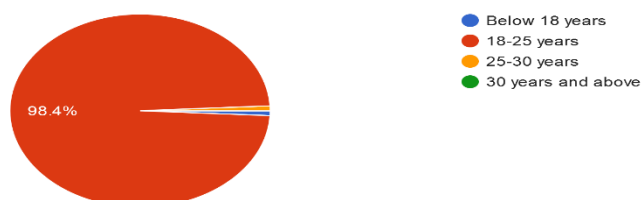
The first question is regarding the respondent's name. The 2nd question onwards analysis and interpretations are as follows-

2. Gender
123 responses



From the above pie chart, we can look into the gender of respondents. 68.3% of the respondents are female and 31.7% of the respondents are male.

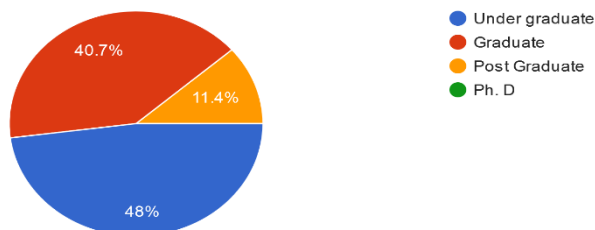
3. Age Group
123 responses



The above pie chart shows, 98.4% of the respondents are within the age group of 18-25 years. The study particularly focus on the fast food consumption habits of the young consumers.

4. Educational Qualification

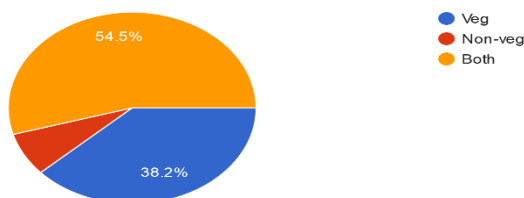
123 responses



The educational qualification of the respondents shows that 48% are under graduate, 40.7% of the respondents are graduate and 11.4% of the respondents are post Graduate.

5. Dietary Preference

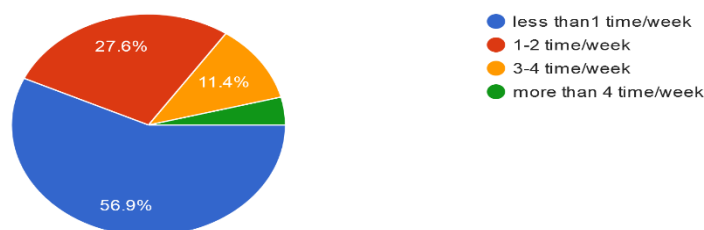
123 responses



The dietary preferences of the youngster's shows that 38.2% are vegetarian, only 7.3% are non-vegetarian and 54.5% prefer both vegetarian and non-vegetarian fast food.

6. What was your frequency of visiting fast food joints in pre-covid 19?

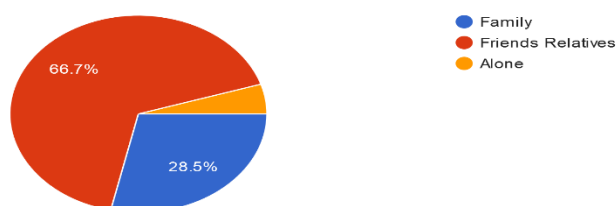
123 responses



The above pie chart shows the frequency of visits to food joints by youngsters in pre-Covid 29 times. 56.9% youngsters used to visit fast food joints less than once time in a week. 27.6% of the respondents 1-2 times in a week and 11.4% 3-4 times/week and only 4.1% used to visit more than 4 times/week.

7. With whom do you prefer to visit fast food joints?

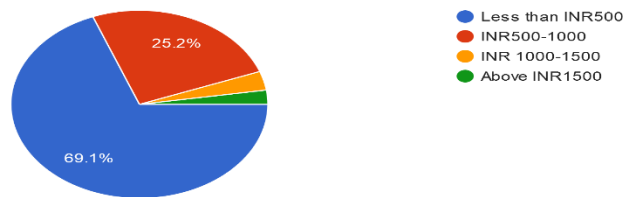
123 responses



When asked about with whom do the respondents prefer to visit fast food joint, 66.7% prefer to visit with their friends, 28.5% prefer to go with their family and only 4.8% of the respondents visit alone.

8. How much amount do you spend per visit to a fast food joint per head?

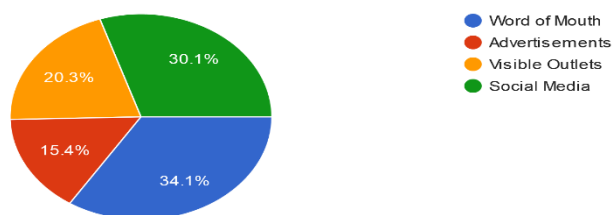
123 responses



When asked about the amount they spend per visit on buying from fast food joints, 69.1% spend less than Rs. 500, 25.2% spend between Rs. 500-1000 and only 5.7% spend more than Rs. 1000 per visit.

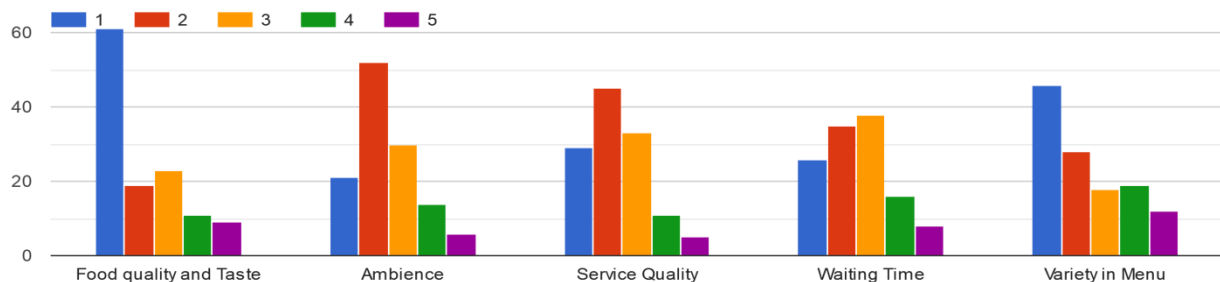
9. How do you get to know about different fast food joints?

123 responses



Regarding the awareness about the various fast-food joints, 31.4% of the respondents come to know through word-of-mouth publicity, 30.1% via social media, 20.3% from visible outlets and 15.4% of the respondents through advertisements.

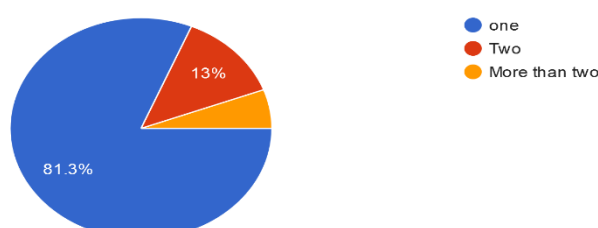
10. Please rank the reason for patronizing a particular fast food joint. (1 is high rank and 5 is low rank)



The above graph shows parameters which matter the most while doing ranking of the fast- food joints. Out of 123 respondents, 60 respondents have given rank 1 to food quality and the taste of the food, second important factor is variety of the menu. More than 50 respondents have assigned rank 2 to ambience followed by the service quality.

11. In a day, how many meals did you replace by fast food in pre covid 19?

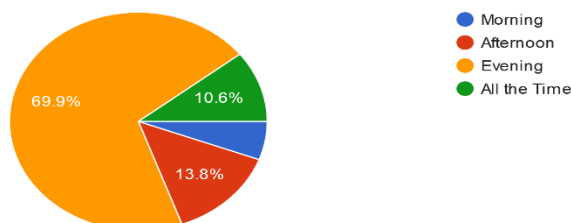
123 responses



The above pie chart shows analysis of the number of meals youngsters used to replace by fast food in pre Covid 19 times. 81.3% of the respondents used to replace one time meal and 18.7% used to replace more than one time.

12. At which time did you prefer to eat fast food in pre covid 19?

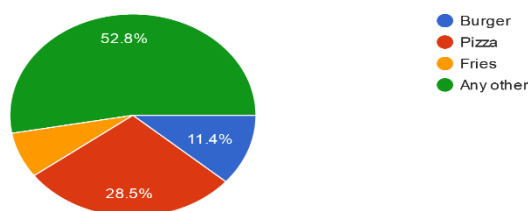
123 responses



The above pie chart shows that 69.9% of the respondents used to eat fast food in the evening time and 13.8% preferred to eat in the afternoon and rest 10.6% of the respondents prefer in the morning and 5.8% of the respondents eat on any time of the day.

13. What do you usually eat at fast food place?

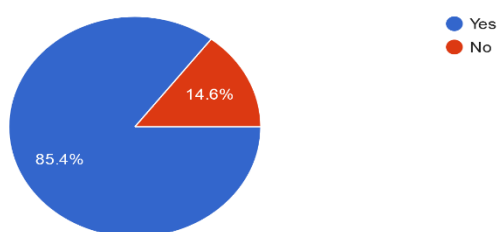
123 responses



When asked about their eating preference at fast-food joints, only 11.4% eat burger, 28.5% prefer Pizza and 52.8% have preference for any other fast food.

14. Do you feel your fast food habit is decreasing during Covid 19?

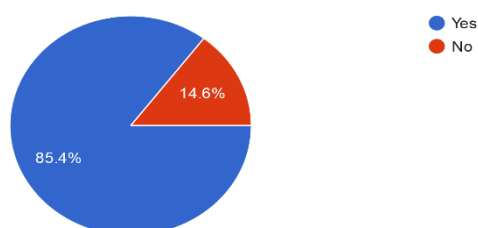
123 responses



When enquired about their opinion about consumption of fast food during Covid-19 time, 85.4% are of the view that fast food eating habit is reducing amongst the youngsters.

15. Do you think instead of eating fast food balance diet is good and healthy option?

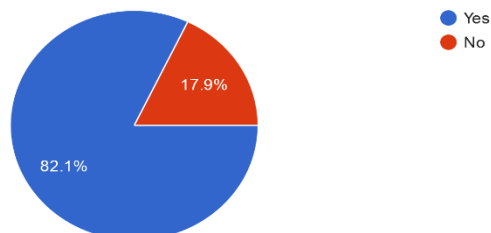
123 responses



The above pie chart shows that 85.4% of the youngster believe that eating balanced diet and healthy food should be preferred over the fast food.

16. Are you eating balance diet during Covid 19 ?

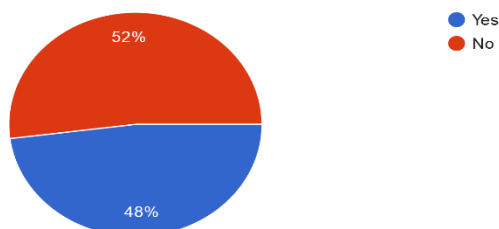
123 responses



The above pie chart shows that 82.1% of the youngsters have started eating balance diet during Covid 19 times.

17. Would you prefer to eat fast food in post covid 19?

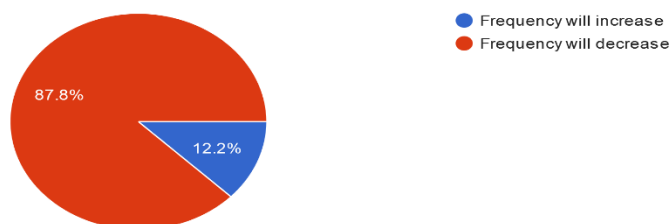
123 responses



When asked about given a preference to eat fast food, when the situation gets normal, 52% of the respondents showed no preference to eat fast food post Covid 19.

18. If yes,What will be the frequency of eating fast food in post covid 19 compare to per-covid 19?

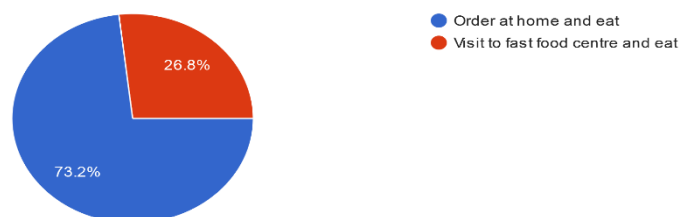
123 responses



87.8% of the respondents reiterate that their frequency of eating fast food in post Covid 19 will decrease compared to Per-Covid 19 times.

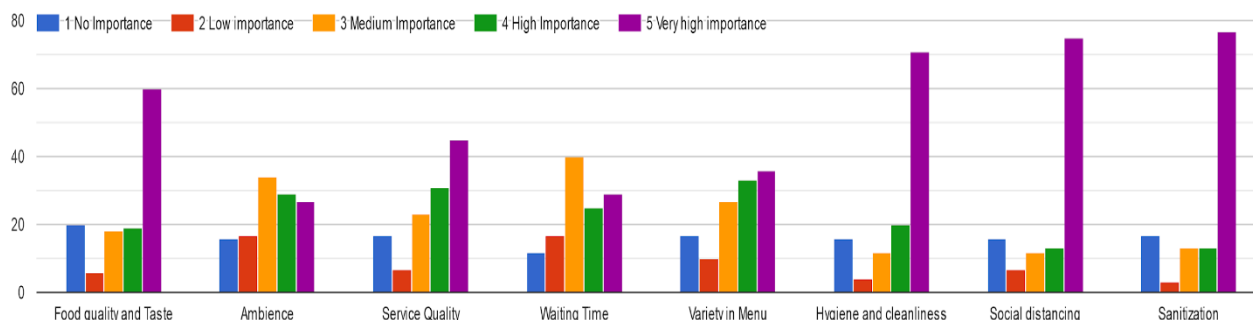
19. At which location you will prefer to eat fast food in post covid 19?

123 responses



Looking at the current situation, 73.2% of the respondents prefer to order and eat fast food at home rather than visiting an outlet.

20. Rank the parameters to which you will give importance while eating fast food in post covid 19.



When we asked the respondents to rank the parameters in order of their importance, while having fast food post Covid 19, Rank 1 was assigned by more than 70 respondents out of 123 to sanitization, followed by social distancing and hygiene and cleanliness.

TESTING OF HYPOTHESIS HYPOTHESIS 1

H₀=While eating fast food, Importance of food quality and taste is less than or equal to average

H₁=While eating fast food, Importance of food quality and taste is greater than average.

Population mean μ	3	
Sample mean \bar{X}	3.77	
Standard deviation σ	1.471420866	
Number of samples N	127	11.26943
Numerator $\bar{X}-\mu$	0.77	
Denominator $\sigma \div \sqrt{N}$	0.130567488	
z score	5.897333323	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value		

5.90>1.65

H₀ is rejected

H₁ is Accepted

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, food quality and taste are important factor while eating fast food.

HYPOTHESIS 2

H₀=While eating fast food, Importance of ambience is less than or equal to average

H₁=While eating fast food, Importance of ambience is greater than average.

Population mean μ	3	
Sample mean \bar{X}	3.299212598	
Standard deviation σ	1.299053139	
Number of samples N	127	11.26942767
Numerator $\bar{X}-\mu$	0.299212598	
Denominator $\sigma \div \sqrt{N}$	0.115272326	
z score	2.595701927	

Alpha value α	0.05	
Critical value	1.65	
z score > critical value 2.60 > 1.65		

H0 is rejected and H1 is accepted.

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, ambience has some importance while eating fast food.

HYPOTHESIS 3

H0=While eating fast food, Importance of Service Quality is less than or equal to average

H1=While eating fast food, Importance of service quality is greater than average.

Population mean μ	3	
Sample mean \bar{X}	3.677165354	
Standard deviation σ	1.379451753	
Number of samples N	127	11.26942767
Numerator $\bar{X}-\mu$	0.677165354	
Denominator $\sigma \div \sqrt{N}$	0.122406549	
z score	5.53210068	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value 5.53 > 1.65		

5.53 > 1.65

H0 is rejected

H1 is accepted

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, service quality has importance while eating fast food.

HYPOTHESIS 4

H0=While eating fast food, Importance of waiting time is less than or equal to average

H1=While eating fast food, Importance of waiting time is greater than average.

Population mean μ	3	
Sample mean \bar{X}	3.37007874	
Standard deviation σ	1.252319433	
Number of samples N	127	11.26942767
Numerator $\bar{X}-\mu$	0.37007874	
Denominator $\sigma \div \sqrt{N}$	0.11112538	
z score	3.330280985	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value 3.33 > 1.65		

3.33 > 1.65

H0 is rejected and H1 is accepted

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, waiting time has some importance while eating fast food.

HYPOTHESIS 5

H0=While eating fast food, Importance of variety of menu is less than or equal to average

H1=While eating fast food, Importance of variety of menu is greater than average.

Population mean μ	3	
Sample mean \bar{X}	3.511811024	
Standard deviation σ	1.356150842	
Number of samples N	127	11.26942767
Numerator $\bar{X}-\mu$	0.511811024	
Denominator $\sigma \div \sqrt{N}$	0.120338928	
z score	4.253079474	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value		

$$4.25 > 1.65$$

H0 is rejected and H1 is accepted.

As Zscore value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, variety of menu is important factor while eating fast food.

HYPOTHESIS 6

H0=While eating fast food, Importance of Hygiene and cleanliness is less than or equal to average

H1=While eating fast food, Importance of Hygiene and cleanliness is greater than average.

Population mean μ	3	
Sample mean \bar{X}	4.023622047	
Standard deviation σ	1.422408905	
Number of samples N	127	11.26942767
Numerator $\bar{X}-\mu$	1.023622047	
Denominator $\sigma \div \sqrt{N}$	0.12621838	
z score	8.109928572	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value		

$$8.11 > 1.65$$

H0 is rejected and H1 is accepted.

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, hygiene and cleanliness are more important factor while eating fast food.

HYPOTHESIS 7

H0=While eating fast food, Importance of Social distancing is less than or equal to average

H1=While eating fast food, Importance of Social distancing is greater than average.

Population mean μ	3	
Sample mean \bar{X}	4.039370079	
Standard deviation σ	1.444208878	
Number of samples N	127	11.26942767

Numerator $\bar{R}-\mu$	1.039370079	
Denominator $\sigma \div \sqrt{N}$	0.128152815	
z score	8.110396013	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value		

$$8.11 > 1.65$$

H0 is rejected and H1 is accepted.

As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, social distancing is more important factor while eating fast food.

HYPOTHESIS 8

H0=While eating fast food, Importance of Sanitization is less than or equal to average

H1=While eating fast food, Importance of sanitization is greater than average.

Population mean μ	3	
Sample mean \bar{R}	4.086614173	
Standard deviation σ	1.43108141	
Number of samples N	127	11.26942767
Numerator $\bar{R}-\mu$	1.086614173	
Denominator $\sigma \div \sqrt{N}$	0.12698794	
z score	8.556829645	
Alpha value α	0.05	
Critical value	1.65	
z score > critical value		

$$8.56 > 1.65$$

H0 is rejected and H1 is accepted. As Z score value is more than critical value null hypothesis is rejected and alternate hypothesis is accepted. Therefore, sanitization is more important factor while eating fast food.

As all above factors are important while eating fast food, it is necessary to find out most important factors while eating fast food. Therefore, in the following table ranking has done for all the factors based on their z test value.

Table 1

Ranking of factors based on Z test value

Factors	Mean Value	Std. Dev.	Z Test Value	Rank
Food quality and taste	3.77	1.47	5.9	3
Ambience	3.29	1.29	2.6	7
Service quality	3.68	1.38	5.53	4
Waiting time	3.37	1.25	3.33	6
Variety in menu	3.51	1.35	4.25	5
Hygiene and cleanliness	4.02	1.42	8.11	2
Social Distancing	4.03	1.44	8.11	2
Sanitization	4.09	1.43	8.56	1

As per above analysis and testing, due to covid 19, in the future people will give more importance to sanitization, social distancing and hygiene and cleanliness while choosing fast food outlet. Earlier food quality and taste had 1st priority while choosing fast food outlet. But now this priority has changed because of covid 19.

FINDINGS

From above analysis and testing following are the findings:

1. 98.4% of the respondents are from the age group of 18 to 25 years. As they are youngsters, almost everybody like to have fast-food. They prefer to have both vegetarian as well as non-vegetarian food from outside.
2. Majority of the respondents prefer to eat fast-food at least once in a week. As they are youngsters more than 65% respondents prefer to visit fast food outlet with their friends. They prefer to have fast food in the evening time. Majority spend around Rs. 500/- per visit.
3. These youngsters get to know about fast food outlets mainly through word of mouth or via social media. z score of 5.90, which is greater than critical value implies that while eating fast food, food quality and taste is the important factor. Before covid 19 they were giving priority to food quality and taste while choosing fast food outlet.
4. During covid 19 their number of visits to fast food outlet are decreased. They are giving more preference to homemade food and balanced diet. But they will prefer to eat from fast food outlet after Covid 19. Their frequency to visit these outlets will be reduced and they will prefer to place order and get the parcel delivered at home.
5. In post Covid 19 in case if they will go outside to eat, they will give more importance to sanitization, social distancing and Hygiene and cleanliness while choosing fast food outlet. Calculation of z test value and ranking of the parameters based on z test value (Table 1) shows that rank 1 is assigned to sanitization, rank 2 to social distancing, hygiene and cleanliness, rank 3 to food quality and taste, rank 4 to service quality, rank 5 to variety in menu, rank 6 to waiting time and rank 7 to ambience. Prior to Covid 19 pandemic, food quality and taste had 1st priority while choosing fast food outlet. The preferences of youngsters have changed because of Covid 19.

CONCLUSION

Fast food is priority food for youngster and they enjoy to eat that food with their friends. During the Covid 19 period their frequency to eat fast-food has decreased but they will not stop eating fast-food in the future. With proper care, hygiene and sanitization and social distancing norms they will prefer to go out and eat fast food. These fast-food outlets can do their business if they will give importance to sanitization, social distancing and hygiene at their outlet. In future the young consumers will prefer to eat fast food at their place, therefore fast delivery of the parcels with due care will also be significant to scale up the business of these fast-food joints.

REFERENCES

- Anita Goyal, N.P. Singh, 'Consumer perception about fast food in India: an exploratory study', British Food Journal, ISSN: 0007-070X, 20 February 2007
- Bahadoran Z, Mirmiran P, Hosseini EF, et al. Fast food consumption and the risk of metabolic syndrome after 3 years of follow-up: Tehran lipid and glucose study. Eur J Clin Nutr. 2013; 67:1303-09.
- Drug Invention Today, Jan2019, Vol. 11 Issue 1, p138-141.
- Myplate. Choosemyplate.gov. United States Department of Agriculture. Retrieved Nov 25, 2015 from <http://www.choosemyplate.gov/>
- Stockton S, Baker D. College students' perceptions of fast food restaurant menu items in health. Am J Health Educ. 2013; 44:74-80.
- Vijay Shree, R. R. Prasad, Sanjay Kumar, Setu Sinha, Sanjay Kumar Choudhary, 'Study on consumption of fast food among medical students of IGIMS, Patna', International Journal of Community Medicine and Public Health, Vol 5 No. 7, 2018.
- <https://www.medicalnewstoday.com/articles/how-fast-food-affects-the-body>

IMPACT OF COVID-19 ANNOUNCEMENT ON NIFTY 50

Mr. Shahid AnsariAssistant Professor, Clara's College of Commerce

ABSTRACT:

The NIFTY 50 is an index diversified across many sectors of the nation's economy. Covid 19 affected not only human beings but also all sectors of the economy. All the stock markets across the globe are highly affected. From approximately index 12000, the index fell sharply to 7500, and then rose again in February to 15000, representing a significant gain for the Nifty 50.

The Nifty 50 doubled in a very short period of time, barely 11 months, or less than a year. Covid 19 announcement and lockdown brought the opportunities and challenges together. Falling Nifty 50, rush to book a profit, then rush to buy a valuable stock at a penny price. This recovery of Nifty 50 was unexpected during this pandemic situation. Some stocks can increase by 100%, 200%, 300%, or even more. The behaviour of the index, buying and selling, top gainer and top loser, and top gainer and top loser were the factors influencing the study of the Nifty 50.

Keywords: Nifty 50, NSE, Sensex, Index, Covid-19.

INTRODUCTION:

At the very first, Covid 19 was announced and a few days later, lockdown was announced by the government of India for the period of 21 days in the month of March 2020. This lockdown continued for more than six months, then unlocking began phase wise. A lockdown means a complete shutdown. People are forced to stay at home except for a few involved in necessary services like health care workers, municipality services and a few essential commodity stores. The reason behind this lockdown was an unknown disease – Covid 19. The year 2020 will be remembered for the global pandemic, which affected everything on this earth.

Like everything, the stock market was also falling. Before the announcement of the lockdown, Nifty 50 was at 12000. On 24th March 2020, Nifty 50 was around at 7500. This continuous falling trend of Nifty 50 during the lockdown forced people to sell their holdings. People sold their stock and booked a profit. Within two months, the Nifty 50 gradually began to rise, which was unexpected, and it eventually reached 15000 in February 2021. From 7500 to 15000, the index is the story from billionaire to beggar and vice versa.

LITERATURE REVIEW:

1. Dr. T C Thomas, Dr. G Sankararaman, & Dr. S Suresh (2020) in the research paper “IMPACT OF COVID-19 ANNOUNCEMENTS ON NIFTY STOCKS” founds that because of Covid-19 Announcements on NIFTY Stocks, financial performance varied among various sectors. The financial sector noted the highest negative return, followed by the pharmaceutical sector. Although all the sectors have reported negative performance, sectors like fertilizers and services provided the highest mean return. During the preceding period, government packages accelerated the stock market.
2. M Pushpalatha, J Srinivasan & G Shanmugapriya (2019) in the study “A Research on Volatility in the Indian Stock Market with Special Reference to Nifty and Selected companies of financial Service Sector of NSE researcher found that there was sufficient proof which indicate the varying volatility which showed sign of clustering, high persistence and predictability. Nifty, NSE Nifty and Nifty 50 of selected companies of financial service sector was weak and moves randomly during the study period. The stock market was regaining efficiently because of improved technology, regulations and retail participation.
3. M Praveen Kumar & N V Manoj Kumara (2020) in his study “Market capitalization: Pre and post COVID-19 analysis” studied Indian stock market behaviors during Covid 19, movement of the stock market during the pre and post Covid 19 situation. Performance of stocks during the spike period and discovered that such drastic movement in the stock market is due to covid 19, and the availability of covid 19 vaccine will stabilize the market. It is also stated that the stock market will be stable after the end of lockdown and Covid 19.
4. Divyang J Joshi & Pratik H Bhavasker (2020) their research publication “Predicting Nifty 50 Movement Use of Advance Decline Ratio” state that volatility in the stock market affects the trading pattern of investors. Prediction of the trade market is very crucial and requires deep analysis and continuous study. An investment advisor helps people with picking up stocks. The Researchers also focused on the

relationship between advance/decline ratio and Nifty 50 movement and how it is useful as a market predictor.

RESEARCH METHODOLOGY:

This study is based on analytical research. All the data is collected from secondary sources like various websites, research papers and publications including the National Stock Exchange. The shares of companies which are indexed on NSE's NIFTY 50 are considered for analysis. The study has considered the impact of three major events on the Nifty 50 and share gainers and losers from the various sectors. The events considered in this study are;

- Announcement of COVID-19 as a global pandemic by WHO
- The Indian Prime Minister has announced a 21-day lockdown for India.
- Phase wise unlocked by the Government of India and state government.

OBJECTIVES:

1. To understand the Nifty 50.
2. To study the impact of covid 19 announcement on Nifty 50(March 2020 to February 2021).
3. To Analyze the top 20Nifty 50 stocks gainers (March 2020 to February 2021).

PROBLEM OF THE STUDY:

Movement in Nifty 50 is directly related to government policies and decisions. People may not be aware of sudden decisions and announcements by the government which lead to unplanned trading in the market. A stable market is an indicator of a stable economy. The government should take into consideration all aspects related to the economy before making a decision.

Nifty 50:

The NIFTY 50 is the National Stock Exchange of India Ltd.'s flagship index (NSE). The Index is focused on the results of a portfolio of blue-chip stocks, which are India's largest and most liquid securities. It is a true representation of the Indian stock market because it includes 50 of the approximately 1600 companies listed on the NSE, captures approximately 65% of its float-adjusted market capitalization, and includes 50 of the approximately 1600 companies listed on the NSE.

The NIFTY 50 index represents the major sectors of the Indian economy and provides investment managers with exposure to the Indian market through a single, productive portfolio. Since April 1996, the Index has been trading and is well suited for benchmarking, index funds, and index-based derivatives.

India Index Services and Products Ltd (IISL) owns and manages the NIFTY 50. IISL is India's first specialized business whose key product is an index.

Impact of covid 19 Announcement on Nifty 50 Movement (March 2020 to February 2021):

On December 31, 2019, the World Health Organization (WHO) announced for the first time on Covid 19 cases reported in Wuhan, China. After this outbreak, very few countries took this matter seriously. The first case of Covid 19 was reported in India on January 27, 2020, but neither the government nor the people were afraid of this disease, and cases continued to rise. On 21st March, 2020, the Maharashtra Government imposed a lockdown till 31st March 2020. Soon, the government of India announced a lockdown for 21 days in the entire country.



The index of Nifty 50 on 13th February 2020 was 12224, 1st March 2020-11374 and on 23rd March 2020 declined to 7590. A sharp decline because of increasing cases of Covid 19 and the lockdown announcement by the Government of India. During the declining trend of Nifty 50, investors sold out holdings and booked a profit. Smart investors purchased the stocks late in the month of March 2020 when the index was at the bottom of the market. Until the end of February 2020, such investors profited more than three times from the market. The movement of the index can be seen in the chart below, which shows that the index has been steadily rising since February 2021. March 2020-7560, April 2020-9870, May 2020-9894, June 2020-10554, July 2020-11287, August 2020-11779, October 2020-12039, November 2020-13167, December 2020-14015, January 2021-14738 and February 2021-15401.

Top 20 Nifty 50 stocks gainers (March 2020 to February 2021):

Company	Price as on 24.3.2020(₹)	Price as on 8.2.2021(₹)	Change in Amount(₹)	% Change
Tata Motors	65.3	310.65	245.35	375.73
JSW Steel	140.7	563.7	423	300.64
Hindalco	88	360.7	272.7	309.89
Vedanta	62.8	246.9	184.1	293.15
Tata Steel	246	885	639	259.76
Adani Ports & Special	277.8	885	607.2	218.57
Grasim Industries	454.7	1444.5	989.8	217.68
Indusind Bank	313.2	921	607.8	194.06
Mahindra & Mahindra	280.7	993	712.3	253.76
HCL Tech	405.8	1187.6	781.8	192.66
Infosys	585.7	1434.95	849.25	145.00
Wipro	180	439	259	143.89
Bajaj Finance	2207.5	5109	2901.5	131.44
Ultratech Cement	3041.6	6860	3818.4	125.54
UPL	298.1	537.25	239.15	80.22
Bajaj Finserv	4510.75	9658.4	5147.65	114.12
Axis Bank	325.45	765	439.55	135.06
SBI	175.5	364	188.5	107.41
Indiabulls Housing	96.65	198.4	101.75	105.28
TCS	1654.2	3277.55	1623.35	98.14

Source: NSE

FINDING & SUGGESTIONS:

It has been discovered that the state and central governments' covid 19 announcement and lockdown had a negative impact on all Nifty 50 stocks. As soon as the lockdown was imposed, stocks were sold out at a profit because of the decline in the index and repurchased the same stocks at a lower price when the index started to move upward. Lacs of DEMAT A/cs were opened for trading during the lockdown. in the index of Nifty 50 highly influence people. During such a time, people should buy more stocks with strong fundamentals and hold them for a longer period of time for a better return, with the advice of their financial advisor.

CONCLUSION:

The study's findings show that the Covid 19 announcement is not the only factor influencing the Nifty 50. Lockdown and continuous extension brought the index of Nifty 50 to 7560 in the month of March 2020. This also pushed the economy of the country toward recession. In the year 2008, during the recession, investors gained about 150% of their stock value within 18 months. In the year 2020, within nine to eleven months, it can be seen clearly that stocks gained more than 300%. It is always advisable to keep investing in such situations and hold those stocks for a longer period. Ups and downs in NSE Nifty 50 are normal during such an emergency and the government always takes corrective measures to boost the economy. It is also expected that the index will move to 30000 within the next five years.

REFERENCES:

1. Dr. T C Thomas, Dr. G Sankararaman, & Dr. S Suresh, "IMPACT OF COVID-19 ANNOUNCEMENTS ON NIFTY STOCKS, ISSN-2394 5125, Vol 7, Issue 13, 2020.

-
2. M.Pushpalatha, J. Srinivasan, G. Shanmugapriya, “A Research on Volatility in the Indian Stock Market with Special Reference to Nifty and Selected companies of financial Service Sector of NSE, ISSN-2278-3075, Vol 8, Issue 12S, 2019.
 3. M Praveen Kumar & N V Manoj Kumara “Market capitalization: Pre and post COVID-19 analysis”, ISSN 2553 2557, 2020.
 4. Divyang J Joshi & Pratik H Bhavasker “Predicting Nifty 50 Movement Use of Advance Decline Ratio”, ISSN 2249 555X, Vol 1, Issue 3, 2011.
 5. <https://www.moneycontrol.com/indian-indices/nifty-50-9.html>
 6. <https://www.nseindia.com> <https://www.ndtv.com/>

IMPACT OF ONLINE CLASSES ON PARENTS OF PRIMARY SCHOOL CHILDREN DURING COVID-19 PANDEMIC

Ms. Sunita Vinod GuptaAssistant Professor, Department of Information Technology, SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai, India

ABSTRACT

The prevalence of the COVID-19 pandemic has affected almost all industries including the education sector. Due to the closure of schools and colleges, all the stakeholders are greatly affected as it has caused a halt to the education system. To overcome this problem, the government has taken various ICT initiatives and allowed online classes for students to continue their education in this challenging time. This transition has created additional difficulties for parents as they have to manage the studies of their children along with their work at home. The study presented was designed to assess various difficulties faced by parents of primary school children at home during a pandemic. Using Google Forms, data were collected from 40 parents of primary school children. Three categories of difficulties are identified in this study: problems related to a child's performance during online classes; managing work and child's study together; new types of worries and stress related to online classes. The finding from studies confirms that parents are facing difficulties and are worried about the performance of their children. They are finding difficulty in managing their work and child's study and have developed some sort of anxiety related to this new normal way of learning for their children.

Keywords—COVID-19, online classes, ICT initiatives, parents' difficulties, school closure

INTRODUCTION

Coronavirus disease 2019 is a serious illness caused by a novel coronavirus. Now it is called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). Illness ranges from a common cold to more severe illnesses. It has been first reported in Wuhan city, China in December 2019. On 11 March 2020, WHO declared it as a pandemic that is attacking societies at their core. It is not only human crises but, economic and social crises as well [1]. As of 31 March 2021, there have been 12,85,40,982 confirmed cases of COVID-19, including 28,08,308 deaths globally reported to the WHO [2]. In India, 1,22,21,665 people have been infected and 1,62,927 deaths have been reported as of 31 March 2021 [3]. SARS-CoV-2 spreads mainly through respiratory droplets, contaminated areas, and airborne transmission. To control this pandemic, most countries have imposed partial or complete lockdown. The impact of this lockdown was quite significant on many sectors such as aviation, tourism, fashion, etc. The education sector was no exception.

Schools and colleges have been temporarily closed in most of the COVID 19 affected countries affecting several million students. In India, during the second week of March 2020, schools and colleges were closed temporarily to contain the spread of coronavirus. According to a UNESCO report [4], more than 91% of the world's students have been affected by the COVID - 19 pandemic impacting more than 157 crore students across 191 countries. In India, approximately 32 crore students have been affected by the lockdown imposed by the government. This sudden closure of colleges and schools compelled the government to initiate instant remote teaching and learning to ensure students were active in this disease outbreak. Subsequently, face-to-face teaching-learning has been replaced with e-learning or distance learning for time being. Physical classes have been replaced by online classes. However, in developing countries like India, there are many difficulties in implementing this e-learning or online classes concept because of many difficulties such as less literacy, no smart devices for online presence, weak internet connectivity, limited knowledge of information and communication technology (ICT), limited e-content [5]. But to continue learning and to promote and strengthen e-learning various ICT initiatives [6] have been undertaken by the government. UNESCO is also supporting these countries to lessen the impact of school closures and to facilitate the continuity of education for all students through remote learning [4,7].

E-learning has become a need of the hour due to school closure. It is offered as a substitute for classroom learning at the time of the pandemic. But this transition has impacted students, teachers, and to great extent parents. Parents are playing the role of teachers at home. Every home is now a school and every parent is a teacher. Parents are facing a tough time as they are working from home and simultaneously taking responsibility for their children's learning through online classes [8]. Hence, this paper aims at studying the impact of online classes on parents.

OBJECTIVES

The research objective of this paper is as follows:

- To understand various ICT initiatives taken up by the government to support and facilitate remote learning.
- To study various difficulties faced by parents of school children due to online classes during a pandemic.
- To study the impact of online classes on these parents.

ICT Initiatives to support e-learning

The Ministry of Human Resource Development (MHRD) has undertaken several initiatives to address the challenge of distance learning. These initiatives can be accessed by students, teachers, researchers, and lifelong learners to widen their horizons of learning. PM eVidya was announced on May 17, 2020, to offer equitable multi-mode access to online/digital/on-air education. Some of these initiatives are covered in this section [6].

Digital Infrastructure for Knowledge Sharing (DIKSHA):

DIKSHA is the national platform for school education that leverages existing digital infrastructures keeping teachers in the center [6,9]. This is designed for classes 1 to 12 students and can be accessed through a web portal and mobile application using smartphones and other devices anywhere and anytime [6,9]. It offers engaging learning material, aligned to the prescribed school curriculum, to teachers, students, and parents [10].

Swayam Prabha TV Channels:

These channels are an effort to reach and support those students who don't have internet access. High-quality educational programmes by MHRD are telecasted by 32 channels. Live interactive sessions of experts using Skype are telecasted on these channels. Private operators like Airtel and Tata Sky are also airing educational video content to reach maximum students. To provide multimodal delivery, these contents are also available in DIKSHA to ensure asynchronous usage by anyone, anywhere, anytime [6].

E-Pathshala:

E- Pathshala is an online learning platform designed for grades 1 to 12 students in multiple languages such as Hindi, English, Sanskrit, and Urdu. The e-textbook and e-resources can be accessed by students, teachers, educators, and parents using the web portal or mobile app. The portal has more than 600 digital books and 3,500 audio and video content [6,11].

National Repository of Open Educational Resources (NROER):

NROER is a collaborative platform that brings together students, teachers, educators, and parents [6,12]. This platform hosts e-resources such as books, videos, interactive modules for students and teachers in multiple languages. Nearly 17,500 e-content is available on this portal [6].

Radio Broadcasting:

This initiative will help students who are staying in remote areas with no connectivity to the internet as well as those who are visually impaired [6,13]. This is designed for grades 1 to 5. Doordarshan is used to telecast lectures for students and at the same time, audio lectures are broadcasted through radio. Activity-based learning is focused on using this initiative.

For the differently-abled:

This initiative considers differently-abled students and one DTH channel is dedicated to these students. This channel is operated in sign language for students with hearing impairment. The study materials have been developed in sign language and Digitally Accessible Information System (DAISY) for students with visual and hearing impairments and are available on National Institute of Open Schooling website and YouTube [6, 14, 15].

Manodarpan:

This initiative is launched by MHRD to monitor and promote mental health issues and concerns of students and teachers as well as provide psychosocial support to them for their well-being and mental health during conditions like COVID 19 and beyond. The website has an Advisory for psychosocial support & mental health promotion for school and college students. The website also has many advisories for teachers to follow during the lockdown on how to make use of interactive online classes, peer learning, etc. [16,17].

Research gaps

E-learning has become very important during this global crisis. Despite having many difficulties in implementing e-learning concepts, India has adopted online learning very effectively giving new opportunities and challenges to stakeholders involved in the teaching-learning process [5]. This e-learning or online learning

has affected all stakeholders positively and negatively. On the positive side, e-learning has increased the bonding between children and parents as they are spending most of the time together. They are involved in a collaborative learning environment [8]. But this involvement requires parents to be with their children all the time as children is coping up with this new way of learning creating additional responsibilities on their shoulders. It has become difficult for parents to manage both work and e-learning or online classes for their children. This has changed parents' schedules and daily life greatly. Hence, this paper is finding all the difficulties faced by parents during this pandemic.

Methodology

Hypothesis:

This study was carried out with the assumption that there is no impact of online classes on parents. Parents are not facing any difficulties with this new form of learning. To prove this hypothesis, a survey was conducted using Google Forms.

Data Collection:

To understand the impact of online classes on parents during a pandemic, a survey was carried out. Parents of primary school children are selected for this study. 40 such parents have participated and filled the survey form. Google form was created to take their responses. The questionnaire consists of a demographic section as tabulated in Table 1 and various questions to study the impact of online classes on parents.

TABLE I. DEMOGRAPHIC INFORMATION

Variables	Responses	Percentage
Gender	Male	42.5%
	Female	57.5%
Age	25-35	62.5%
	36-45	35%
	Above 45	2.5%
Qualification	Post-Graduation	27.5%
	Graduation	42.5%
	HSC	20%
	SSC	10%
	Lower than SSC	0%
Occupation	Job	50%
	Business	2.5%
	Home Maker	47.5%

ANALYSIS:

About 85% of parents have reported that their children are unable to sit for the entire duration of online classes and they don't pay attention in the class if parents are not accompanying them (77.5%). With phones in their hands, children are doing other things during and after their online classes like playing games or watching YouTube videos (32.5% of parents responded). 65% of parents agreed that their children are not accepting online classes and demand physical classes from parents and sometimes from teachers during online classes. When asked about parents' daily routine with online classes, 72.5% agreed that managing work and online classes are difficult tasks as they are too busy teaching their children and helping them complete assignments and worksheets. 92.5% of parents sit with their children during online classes. 87.5% of parents agreed that they help their child to respond to questions asked by the teacher during classes. It has become difficult for children to learn subjects in 30 to 45 minutes duration, so parents have to teach the child all the concepts again after online classes (85%). and sit with the child to complete the worksheet and assignment (77.5 %). With online classes new type of anxiety and stress has been developed in the parents (72.5%) related to their child's performance compared with other children of class (72.5%); difficulty in reading and writing from mobile phone or laptop, strain on eyes, and other health issues (62.5%); deadlines for worksheets and assignment submission (65%); internet connectivity issues (82.5%) during classes and especially during online assessments. 72.5% of parents feel that still there is no progress in their child's performance and they prefer offline classes more when compared with online classes. Further analysis is tabulated in Table 2.

TABLE II. DIFFICULTIES/WORRIES OF PARENTS

Demographic		Difficulties/worries faced by Parents		
		Child's Performance	Changes in daily routine	Stress and Anxiety
Gender	Male	76.47%	82.35%	76.47%
	Female	56.52%	65.21%	69.56%
Qualification	Post-Graduation	90.90%	90.90%	90.90%
	Graduation	52.94%	82.35%	70.58%
	HSC	62.5%	37.5%	62.5%
	SSC	50%	50%	50%
	Less than SSC	No record	No record	No record
Occupation	Job	75%	90%	75%
	Business	0%	0%	100%
	Home Maker	57.89%	57.89%	68.42%

Hypothesis Testing:

Referring to the analysis section it is cleared that there is an impact of online classes on parents of primary school children. Analysis of received data revealed that the following categories of difficulties or worries are affecting parents:

- Child's performance during online classes
- changes in the daily routine of parents
- a new type of anxiety and stress due to online classes

CONCLUSION

COVID-19 pandemic has impacted the educational sector immensely. It has raised various challenges for all stakeholders of educational systems. However, this pandemic has forced us to explore ICT-based initiatives to support learning and to understand the importance of technology in the education sector. To continue learning and support the right to education act, numerous initiatives are promoted by the government. Though advantageous, e-learning has negatively impacted the parents as their roles have changed tremendously due to this outbreak. The study of this sample proves that online learning for small kids is a challenging task. In India, e-learning or online learning will still be a challenge as parents are with different educational and economic backgrounds. There is still a long time to resume physical classes, so additional steps need to be taken by the government, teachers, parents, and students to promote this new way of learning and at the same time maintaining the wellbeing of students. A new curriculum should be made suiting this global crisis considering all aspects and problems of all stakeholders. Parents from all backgrounds should be involved in designing a new curriculum during this crisis.

REFERENCES

- [1] "Everyone Included: Social Impact of COVID-19 | DISD." [Online]. Available: <https://www.un.org/development/desa/dspd/everyone-included-covid-19.html>. [Accessed: 02-Apr-2021].
- [2] "WHO Coronavirus (COVID-19) Dashboard | WHO Coronavirus Disease (COVID-19) Dashboard." [Online]. Available: <https://covid19.who.int/>. [Accessed: 02-Apr-2021].
- [3] "India: WHO Coronavirus Disease (COVID-19) Dashboard | WHO Coronavirus Disease (COVID-19) Dashboard." [Online]. Available: <https://covid19.who.int/region/searo/country/in>. [Accessed: 02-Apr-2021].
- [4] "School closures caused by Coronavirus (Covid-19)." <https://en.unesco.org/covid19/educationresponse> (accessed Apr. 06, 2021).
- [5] S. K. Mathivanan et al., "Adoption of E-Learning during Lockdown in India," Int. J. Syst. Assur. Eng. Manag., 2021, doi: 10.1007/s13198-021-01072-4.
- [6] MHRD GOI, "Digital Education India Report," no. June, 2020, [Online]. Available: https://mhrd.gov.in/sites/upload_files/mhrd/files/India_Report_Digital_Education_0.pdf.

-
- [7] "In India, over 32 crore students hit by Covid-19 as schools and colleges are shut: UNESCO." <https://theprint.in/india/education/in-india-over-32-crore-students-hit-by-covid-19-as-schools-and-colleges-are-shut-unesco/402889/> (accessed Apr. 06, 2021).
- [8] S. Bhamani, A. Z. Makhdoom, V. Bharuchi, N. Ali, S. Kaleem, and D. Ahmed, "Home Learning in Times of COVID: Experiences of Parents," J. Educ. Educ. Dev., vol. 7, no. 1, p. 9, 2020, doi: 10.22555/joed.v7i1.3260.
- [9] "DIKSHA - National Digital Infrastructure for Teachers | National Portal of India." <https://www.india.gov.in/spotlight/diksha-national-digital-infrastructure-teachers> (accessed Apr. 03, 2021).
- [10] "Home." <https://diksha.gov.in/> (accessed Apr. 03, 2021).
- [11] "ePathshala| Learning On The Go." <https://epathshala.nic.in/index.php?ln=en> (accessed Apr. 03, 2021).
- [12] "NROER - Page - About." <https://nroer.gov.in/home/page/5774f5f316b51c03ba38f30d> (accessed Apr. 03, 2021).
- [13] "Edtech: Covid-19 Lockdown: Maharashtra education dept turns to TV, Radio to reach rural students, Government News, ET Government." <https://government.economictimes.indiatimes.com/news/education/covid-19-lockdown-maharashtra-education-dept-turns-to-tv-radio-to-reach-rural-students/75176349> (accessed Apr. 04, 2021).
- [14] "Pandemic's introduction to edutech reducing education disparity amongst the differently abled." <https://timesofindia.indiatimes.com/blogs/voices/pandemics-introduction-to-edutech-reducing-education-disparity-amongst-the-differently-abled/> (accessed Apr. 04, 2021).
- [15] "What is Daisy | Daisy Forum of India." <https://daisyindia.org/home/what-is-daisy/> (accessed Apr. 04, 2021).
- [16] "Manodarpan." <http://manodarpan.mhrd.gov.in/index.html> (accessed Apr. 04, 2021).
- [17] "'Manodarpan' initiative for mental health support to students launched | DD News." <http://ddnews.gov.in/national/manodarpan-initiative-mental-health-support-students-be-launched-today> (accessed Apr. 04, 2021).
-

**A STUDY ON PRICE PERFORMANCE OF MAJOR INDIAN INITIAL PUBLIC OFFERINGS (IPOS)
ON THE LISTING DAY DURING THE FINANCIAL YEAR 2019-20**

Prof. Pooja UpadhyayAbhinav Degree College of Arts, Commerce and Science

ABSTRACT

The Initial Public Offering (IPO) Market in India always has ups and downs in beginning from offer price to listing price. IPO is one of the largest sources of funds for the any issuer company but for the individual investors it can be risky investment, it is because market behavior is not known especially in volatile market. Pricing performance of the IPO is influenced by so many factors. To evaluate those factors and to aware individual investors the researcher has studied the under-pricing and under-pricing in the short run duration from the offer price to listing price, The study also tries to analyze the factors influence by the pricing performance of the IPO. To get possible explanation for the short run factors like, Offer Price, offer date, listing date, listing price, method of issue, Age, Industry, and oversubscription of IPOs are considered.

Keywords: Initial Public Offering, Under-pricing, Oversubscription

INTRODUCTION

An Initial Public offering is the first sale offer for the public. An IPO is generally issued for the purpose of raising fund by any new company or the existing one. An Issuer company can approach the public directly to raise capital and can fix their offer price freely with the help of the role of Book- Running Lead Manager (BRLM). The issue price will be determined by the issuer company on the basis of market demand for the offered equity shares. Regarding this the company has to provide disclosure of the offer documents as per the Issue of Capital and Disclosure Requirement Regulation Act, 2009 (ICDR). Issuer Company can issue IPO through the Fixed Price Method (Public Issue through Prospectus) and Book Building method.

1.1 Fixed Price Issue: Fixed price also called as issue through prospectus. This method of price mechanism is very widely use. The shares have been issued by the company with special documents which called as prospectus. Prospectus is the documents where everything mentions about issue like, notice circular advertisement and so on. Fixed price consists fixed number of shares and with fix price at premium, par or discount and also for new issue. Fixed price method consists offer price which already known from investors in advance. Securities offered known only after the closure. 100 percent application support blocked amount. Reservation of fixed price method, 50 percent of the securities offered are reserved for applications which should be below Rs. 2 lakhs and the balance for higher amount applications.

1.2 Book Building Method: In Book Building Method 20 percent price band is offered by the issuer company within whom investors are allowed to bid and the final price is determined by the issuer company only after closure of the bidding. Demand for the securities offered by Issuer Company, and at different prices, is available on an actual time basis on the BSE website during the bidding period. 100 percent application money is supported by Blocked Amount. For the reservation 50 percent of shares offered are reserved for Qualified Institutional Buyers QIBS, 35 percent for non-Retail investors and 15 percent for Retail Investors.

1.2.1 PROCESS TO BE FOLLOWED BY ISSUER COMPANY BEFORE, DURING

1. The Issuer Company should have to appoint merchant banker.
2. The Issuer Company should have to specify the number of securities to be issued.
3. The issuer company should register with more than one stock exchange.
4. The Issuer Company should also select association which is listed as underwriter with the SEBI in IPO process. Issuer Company appoints a broker who provide guarantee to the all investors. Broker place all the order through the Application supported by Blocked amount (ASBA).
5. After then issuer company make a prospectus documents, in that document everything has written already about number of allotments, issue price, details about issuing company and everything about application process. But for that anyone can apply but their employee will not get reservation.
6. The prospectus prepared by the issuer company should be submitted to the SEBI before 30 days of submission to Registrar of company (ROC).

7. The issuer company should submit the offer document with the ROC.
 8. When the issuer company issue IPO in open market for the public, then investors can apply directly.
 9. After that through the broker or investor can directly fill the all information and they will get a confirmation message and application number.
 10. Investors have to pay 100% Application Money.
 11. After that through the broker or directly, investors will get all information about subscription to the registrar, closure of the issue etc.
 12. After that whoever's application reject, they will get refund their application money within 3 days directly in their bank account
 13. The share investors have a right to get such securities in d-mat or dematerialized form.
 14. As per the SEBI guidelines securities can be traded through only d-mat account.
 15. Allotment of securities to the investors should make within fifteen days of the closure of the issue date otherwise the company has to pay 15 % interest to the investor.
- 1.3 Listing Day Performance:** The Listing Day price and performance of Initial Public Offering (IPO) can be considered in the 2 different terms i.e., **under pricing** and **overpricing**. When the IPO offer price of the issuer corporation is less than the price listed on stock exchange, it is known as underpricing. However, if the price listed on stock exchange is lower than the issue price, it is known as overpricing. The investors can earn more profit in the case of underpricing.
- 1.4 IPO Pricing Factor:** The shares may have been under-priced to boost demand but there are so many other factors; Quantitative factors includes the company financial position its current sales, expenditure, earnings and cash flow, An IPO price that reflects a Price Earnings Ratio, The size of the current and near-future market, The Marketability of the company's stock in the current economic. Whether company under-priced or overprices, once the IPO debuts the company becomes a publically traded entity owned by its shareholders. Shareholder demand will determine the stock's value in the open market going forward.

OBJECTIVE OF THE STUDY

- 1) To study the Method and process of the IPO.
- 2) To analyze the factors influencing price Performance of IPOs.
- 3) To analyze listing day performance.

RESEARCH METHODOLOGY OF STUDY

- 1.1 Sampling Design:** For the research purpose the Random sampling method has been used where study has taken 10 companies representing various industries which is listed in Bombay Stock Exchange (BSE) in the period of April 1st 2019 to March 31st 2020. The study includes the data set of 10 IPOs, among them only 3 adopted fixed pricing issue method, while the rest were book building method.
- 1.2 Data Collection:** The study has taken only secondary data for the analysis, which is collected from the various web sources, like SEBI, BSE, Money control, magazines, journal etc.
- 1.3 Scope of the study:** The study will help to aware investors about the pricing method and process of IPO so that they can select proper script and also, they can evaluate the price on listing day for the minimizing further risk.

DATA ANALYSIS AND INTERPRETATION

Table No. 1 Major IPOs during the Year 2019-20 and their Performance on listing day

Name of the IPO	Issue Duration	Listing Date	Issue Price	Listing Price	Method	Performed
SBI Cards & Payment Services Ltd	2-5 March 2020	16-Mar-20	755	661	BB	Overpriced
Indian Railway Catering & Tourism Cor Ltd	30 Sept- 3 Oct 2019	14-Oct-19	320	626	BB	Underpriced
Ujjivan Small Finance Bank Ltd	2-4 Dec 2019	12-Dec-19	37	58.75	BB	Underpriced

Mangalam Global Enterprise Ltd	15-20 Nov 2019	27-Nov-19	51	53	FP	Underpriced
Spandana Sphoorty Financial Ltd	5-7 Aug 2019	19-Aug-19	856	825	BB	Overpriced
Affle (India) Ltd	29-31 July 2019	8-Aug-19	745	926	BB	Underpriced
CSB Bank Ltd	22-26 Nov 2019	4-Dec-19	195	275	BB	Underpriced
Wonder Fibromats Ltd	22-29 July 2019	6-Aug-19	89	93	FP	Underpriced
IndiaMart InterMesh Ltd	24-26 June 2019	4-Jul-19	973	1180	BB	Underpriced
Par Drugs & Chemicals Ltd	3-8 May 2019	16-May-19	51	52.9	FP	Underpriced

Sources: www.moneycontrol.com

Data Interpretation: In above table out of 10 BSE listed companies, 7 companies have used Book Building Issue method and 3 companies have used fixed price method, where SBI card and Spandana were opened at lower price than offer price and remaining were opened at higher than offer price on the listing day respectively, and also presents the comparison of issue price and listing price, where maximum stock has reported positively.

FINDINGS

- 1) The finding stated that, SBI Card IPO falls down on the listing day. It disappointed the investors as the grey market premium has dropped to zero level, where the issue was only subscribed 26.54 times on the final day, the major reason for the falls in premium due to coronavirus fear and directly affect the consumer spending and its hit the companies.
- 2) The study found that, IRCTC issue was subscribed 112 times on the final day. This IPO has become most successful in last 2 due to following reasons; like High Brand, advantage of being monopoly.
- 3) Ujjivan small Finance bank Issue was subscribed 165.68 times. The researcher found that ujjivan small finance bank have maximum Net Interest Margin (NIM), i.e. 10.8% because they provide loan very nominal amount with high interest rate, with high margin and as compare to other banks this bank Gross NPA was 0.9% and Net NPA was 0.3% on that time investors get attached more and due to more demand, the issue was getting under-priced.
- 4) The study stated that, manglam shares was not subscribed (1.28 times), that much good it might be due to minimum application order was Rs. 102000 and the stock was under-priced but not performed good on the listing day also the spandana sporty also made weak debut due to grey market falls and poor subscription (1.05 times).
- 5) As per the secondary sources' researcher has found that, Affle India ltd and CSB Bank made good debut on listing day due to maximum subscription, (Affle- 86.48 times, CSB- 86.91 times).
- 6) The study also stated that, wonder fibromats and Par Drugs were opened more than offer price but due to minimum subscription and maximum application order the stocks made weak debut.
- 7) The Study Finding also stated that, IndiaMart IPO one of the successful IPO during the year, due to strong strength and demand like, strong network, a large number of listing of product and services, a cost-effective platform.

CONCLUSION

The analysis of the data under the study concluded that, IPOs of various companies adopting Book building method faces positive effect on the price, whereas the over subscription of the stock faces more profit on the listing day. Minimum application order and other environmental crises also affect the demand of the stock. The analysis will help us to find out whether the stocks are underpriced or overpriced. The research study further concluded that the well reputed company gains more demand due to their positive strength.

REFERENCES

- Ambily, Krishna, Aswathy&Balakrishnan (2016) A study on Performance of IPOs under NSE from issue price to last trading price in the year 2013-2015" Global Journal of Finance and Management. ISSN 0975-6477 Volume 8, Number 1 (2016), pp. 43-48 © Research India Publications [http:// www.ripublication.com](http://www.ripublication.com)

ROLE OF B.E.S.T. DURING PANDEMIC SITUATION OF COVID-19 IN MUMBAI

Ms. Snehal M. Darge¹ and Dr. Reshma R. More²¹Research Scholar, PES, Dr. Ambedkar College of Commerce & Economics, Wadala, Mumbai²Research Guide, Assistant Professor, Department of Accountancy, Bhavan's Hazarimal Somani College, Chowpatty, Mumbai

ABSTRACT

Mumbai is the most densely populated city of India, which stands as a major cause for the inadequate transport system. Most of the population in Mumbai rely on public transport system for their routine commutation. Mumbai local trains and B.E.S.T. are the two major lifelines for the Mumbaikars. During the pandemic situation of Covid-19, a lockdown was declared due to which there was imposed restriction over the transport sector. Trains were terminated for an indefinite period of time to avoid the spreading of diseases. But Essential sectors and Frontline workers had been working throughout the pandemic situation and there, the problem aroused for physical transportation of this workers. In that situation, with huge pressure on the requirement of public transport, B.E.S.T. (Brihanmumbai Electric Supply and Transport) came forward to provide transportation for essential workers with taking into consideration all the precautions of SOP as declared by the government. The current paper is an attempt to examine the contribution of B.E.S.T. during the pandemic situation of covid-19 in Mumbai.

Keywords: Public Road transport, B.E.S.T. service and Covid-19 - Pandemic

1. INTRODUCTION

Road transport is the most conventional and connectivity mode of transport network. It is very commonly used in day-to-day life in a city like Mumbai. Mumbai, the largest commercial city in India, that functions not only as the capital of the Maharashtra State but also remains as the gateway to India for foreign trade. All the modes of transport network namely Rail, Road, Air and Water are widely diversified and developed in Mumbai which helps to interconnect the neighbouring regions. Mumbai is effectively connected to the neighbouring district Thane, Raigad & Palghar district. The region that comprises the part of these four districts is known as the Mumbai Metropolitan Region. A large number of people commutes daily from these neighbouring districts to Mumbai for employment, business, education, health and other purposes. Mumbai is ever busy city and never stands still, but it came to a halt all of a sudden due to an unprecedented situation, a major outbreak of Covid-19 pandemic all over the world. Daily affairs of Mumbai were blocked due to the lockdown announcement of the government as a preventive measure to control the spread of the Covid-19 virus, the transport sector no exception to it. During lockdown Office's, factories were shutdown, work from home culture was adopted, the online teaching-learning process was also adopted to ensure safety and smooth functioning in the academic sector. Basic goods and services viz. Food, health department, public welfare department and defence forces were still on, to meet the daily requirement of peoples. In lockdown Flights and trains were suspended for an indefinite period. Therefore, road transport was the only option that came forward to facilitate the movement of goods and passengers during those emergency periods. During those pandemic situations, the role of B.E.S.T. and M.S.R.T.C. was very significant.

B.E.S.T. is known to be the second lifeline of Mumbai city but, during lockdown when there was a halt in Mumbai local trains, then B.E.S.T. was the only lifeline that could help in the movement of those eminent servicers. It was working according to SOP (protocol) made by the government to avoid the spreading of Coronavirus. B.E.S.T. had been taking precautionary measure for its commuters during travelling viz. Maintaining social distancing, regular sanitisation of buses, wearing of a mask was made compulsory to the employees as well as the passengers, hand gloves were provided to staff for contactless service. B.E.S.T. had taken utmost care and precaution to ensure safety and security of their employees by providing masks, hand gloves, sanitiser and also induced motivation of the employees by paying per day covid allowance to those employees who had been attending the service keeping their life at risk, during the pandemic situation. B.E.S.T. also had/has announced 50 lakhs rupees insurance cover for their employee's security. The present paper will take an effort in analyzing the contribution of B.E.S.T. pertaining to the safety and security of the passenger very specifically when the other major public transport network i.e., Mumbai local trains came to a halt during the pandemic condition.

2. REVIEW OF LITERATURE

- Bandyopadhyay S. (2020)¹ in his article “Public transport during a pandemic” highlights that overcrowded public transport increase risk of spreading viral diseases. He also mentions that crowd can be maintained with restriction of a number of passengers in public transport but it was not a permanent solution. He also noticed that in the city like Mumbai peak hour rush is more in public transport and it's a need to tackle this issue by searching for an alternate solution.
- Anjuman Ara M K Ahmed and et. el. (2020)² in their article “A Study on Passengers Satisfaction Towards B.E.S.T. (Brihanmumbai Electric Supply and Transport) Bus Services with Special Reference to Mumbai City” measures passengers satisfaction level towards the service provided by B.E.S.T. Also, they try to find out the purpose of using BEST service by passengers. Authors conclude that frequency, fare, travel time and punctuality are crucial factors influence passengers' satisfaction level.

3. OBJECTIVES OF THE STUDY

The aim of the paper as follows:

- To study the role of B.E.S.T. in the Covid-19 Pandemic.
- To examine the perception of passenger towards services provided by B.E.S.T. during the Covid-19 Pandemic in Mumbai.

4. HYPOTHESIS

H₀: There is no significant difference between the perceptions of passenger about service provided by B.E.S.T. before the pandemic and during the pandemic of Covid-19.

H₁: There is a significant difference between the perceptions of passenger about Service provided by the B.E.S.T. before the pandemic and during the pandemic of covid-19.

5. RESEARCH METHODOLOGY

The present study is based on primary and secondary data also. The primary data was collected by a questionnaire which was circulated among commuters of Brihanmumbai Electricity Supply and Transport (B.E.S.T.) who travelled during the pandemic. The random convenient sampling technique was adopted for the collection of information. The secondary data were collected from the official website of B.E.S.T, books, journals, research papers, and the internet, etc. The collected data were compiled and analysed for the study. To test the hypotheses, tools such as average, percentages and 'T' Test is applied with the help of statistical package software. The data was represented in the form of tables.

6. FINDINGS AND DISCUSSIONS

6.1 Contribution of BEST in Pandemic

The Covid-19 had brought a stagnant situation worldwide, all people of the world are stuck and were lockdown in their home. This virus had been spreading across the world. It spreads like wildfire. In India the first case of COVID-19 arose in Thrissur district of Kerala on 30th January 2020. To control the spread of COVID-19 in India, the Government of India announced a 21-day nationwide lockdown on March 25, 2020, which had been extended till 30th May. All private, commercial, educational and government sectors were asked to shut. The Coronavirus outbreaks are disrupting the livelihood of people due to lockdown in India. In the pandemic situation of Covid-19 in Mumbai, B.E.S.T. provides the following services other than its regular service.

- Mini Buses were converted into Ambulance for Covid patient
- Buses were used to provide food at the quarantine centre.
- Buses were used to provide food for migrant workers.
- Free services were provided to Covid warriors.
- Point to point service for essential staffers.

6.2 Demographic and Other Information

The present study attempted to find out the significant difference between passengers experience before and during the pandemic of Covid-19 in Mumbai. And also tried to find out the satisfaction level of passengers over SOP maintained by B.E.S.T. In the present study, 40 respondents were taken on a random and convenient sample basis.

The demographic profile of respondents is summarized below:

Table 1: Demographic Information

Sex	Location		Total	Age Group				Total	%
	Within Mumbai	Outside Mumbai		18-30 Yrs.	31-45 Yrs.	46-60 Yrs.	Above 60Yrs.		
Male	08	08	16	04	07	05	00	16	60
Female	17	07	24	17	05	02	00	24	40
Total	25	15	40	21	12	07	00	40	100
%	62.5	37.5	100	52.5	30	17.5	00	100	-

Source: Primary Data

Above table no.1 shows that there are 40 respondents 24 are female and 16 are male in the ratio of 60:40. In the same table, we show that there is 62.5 percent of respondents are from within Mumbai and 37.5 percent of respondents are from outside Mumbai. As also see that 52.5 percent of respondents are from the 18-30 years age group, 30 percent respondents are from 31-45 years age group and 17.5 percent respondents ate from 46-60% age group. Here no one is from above 60 years age group.

Table 2: Use of Mode of Transport Before and During Pandemic in Mumbai

Mode of transport	Before Covid-19 pandemic		During Covid-19 pandemic		Changes	
	In No.	In %	In No.	In %	In No.	In %
Walk	02	05	03	7.5	+01	+2.5
Bus	06	15	21	52.5	+15	+37.5
Taxi	02	05	03	7.5	+01	+2.5
Train	26	65	08	20	-18	-45
Rickshaw	00	00	01	2.5	+01	+2.5
Other	04	10	04	10	00	00
Total	40	100	40	100	00	00

Source: Primary Data

The above table no.2 shows that before the Covid-19 pandemic around 65 percent of respondents preferred to travel by Train, 15 percent respondents travelled by Bus, 10 percent respondents travelled by other modes, 5 percent respondents travelled by walk and 5 percent respondents travelled by taxi. During the Covid-19 pandemic, 20 percent of respondents prefer to travel by Train and 52.5 percent respondents travelled by Bus, 10% respondents travelled by other modes, 7.5 percent respondents travelled by walk, 2.5 percent respondents travelled by rickshaw and 7.5 percent respondents are travelled by taxi. The table also shows that 37.5 percent increase in bus passengers and 45 percent decreased train passengers. During the pandemic of Covid-19 it was a huge change in the preference of travel by bus and train during the pandemic of Covid -19.

Table 3: Level of satisfaction about SOP guidelines maintained by B.E.S.T. during Pandemic

Parameters	Level of satisfaction about SOP guidelines maintained by B.E.S.T.				
	Highly Satisfied (%)	Satisfied (%)	Moderate (%)	Dissatisfied (%)	Highly Dissatisfied (%)
Social Distancing	01 (2.5)	23 (57.5)	12 (30.0)	03 (7.5)	01 (2.5)
Sanitising of Bus	02 (5.0)	23 (57.5)	12 (30.0)	01 (2.5)	02 (5.0)
Wearing of Mask by passenger	06 (15.0)	25 (62.5)	07 (17.5)	01 (2.5)	01 (2.5)
Wearing of Mask by Driver and Conductor	10 (25.0)	23 (57.5)	05 (12.5)	01 (2.5)	01 (2.5)
Ticket fare	18 (45.0)	21 (52.5)	00 (0.0)	00 (0.0)	01 (2.5)
Drivers and	04	27	08	00	01

Conductors co-operation	(10.0)	(67.5)	(20.0)	(0.0)	(2.5)
Frequency of Buses	05 (12.5)	23 (57.5)	10 (25.0)	02 (5.0)	00 (0.0)

Source: Primary Data

The above table no 3 shows the level of satisfaction about SOP guidelines followed by B.E.S.T. during the pandemic of covid-19. Details of it as follows.

It shows that out of 40 respondents 01 is highly satisfied with the social distancing maintained during the pandemic of covid-19, 23 are satisfied, 12 are moderate, 03 are dissatisfied and 01 is highly dissatisfied. It shows that 60 percent of respondents are satisfied more than the dissatisfied around 10 percent of the respondents.

With sanitizing of a bus during the pandemic of Covid-19, 02 respondents are highly satisfied, 23 are satisfied, 12 are moderate, 01 are dissatisfied and 02 is highly dissatisfied. It shows that 62.5 percent of respondents are satisfied with sanitizing of bus and 7.5 percent of respondents dissatisfied with the same.

With the wearing of a mask by passengers during the pandemic of Covid-19, 06 respondents are highly satisfied, 25 are satisfied, 07 are moderate, 01 is dissatisfied and 01 is highly dissatisfied. It shows that 77.5 percent of respondents are satisfied and 5 percent of respondents are dissatisfied respondents.

With wearing of a mask by Driver and Conductor during the pandemic of Covid-19, 10 respondents are highly satisfied, 23 are satisfied, 05 are moderate, 01 is dissatisfied and 01 is highly dissatisfied. It shows that 82.5 percent of respondents are satisfied and 5 percent of respondents are dissatisfied.

With ticket fare of B.E.S.T. during pandemic of Covid-19, 18 respondents are highly satisfied, 21 are satisfied and 01 is highly dissatisfied. It shows that 97.5 percent of respondents are satisfied with fare and 2.5 percent of respondents are dissatisfied with the same.

With Drivers and Conductors co-operation during the pandemic of Covid-19, 04 respondents are highly satisfied, 27 are satisfied, 08 are moderate and 01 is highly dissatisfied. It shows that 77.5 percent of respondents are satisfied and 2.5 percent of respondents are dissatisfied.

With a frequency of buses during the pandemic of covid-19, 05 respondents are highly satisfied, 23 are satisfied, 10 are moderate and 02 are dissatisfied. It shows that 70 percent of respondents are satisfied and 5 percent of respondents are dissatisfied.

6.3 Hypothesis testing

The study further investigated the perception of passenger about service provided by B.E.S.T. before the pandemic and during the pandemic of covid-19

Table 4: Results of 'T' Test Analysis

Variables	Travel by BEST before pandemic		Travel by BEST during pandemic		df	T	P
	Mean	SD	Mean	SD			
Frequency of Buses	2.48	0.78	2.43	0.87	39	0.33	.743
Crowded in the bus	2.45	0.75	2.38	0.81	39	0.52	.608
Travel time	2.65	0.80	2.55	0.68	39	0.73	.472
Fare	2.13	0.82	1.83	0.75	39	2.76	.009
Route & connectivity	2.28	0.82	2.18	0.81	39	1.00	.323
Safety & security	2.23	0.92	2.15	0.74	39	0.57	.570

Source: Calculated with the help of SPSS software.

As per table no 4 shows that the 'T' test was applied to find out the significant difference between the perception of passenger about service provided by the B.E.S.T. before pandemic and during the pandemic of Covid-19 with the use of variable mentioned in above table no.4 and the interpretation was same as follows.

- Frequency of Buses: "There was a not a significant difference in the frequency of bus before pandemic (M= 2.48, SD= 0.78) and during pandemic (M= 2.43, SD= 0.87) conditions; $t(39) = 0.33$, $p = .743$ " accepted Null hypothesis.

- Crowded in the bus: “There was a not a significant difference in the Crowded in the bus before pandemic (M= 2.45, SD= 0.75) and during pandemic (M= 2.38, SD= 0.81) conditions; $t(39)=0.52$, $p = .608$ ” accepted Null hypothesis.
- Travel Time: “There was a not a significant difference in the Travel Time before pandemic (M= 2.65, SD= 0.80) and during pandemic (M= 2.55, SD= 0.68) conditions; $t(39) =0.73$, $p = .472$ ” accepted Null hypothesis.
- Fare: “There was a significant difference in the Fare before pandemic (M= 2.13, SD= 0.82) and during pandemic (M=1.83, SD= 0.75) conditions; $t(39)=2.76$, $p = .009$ ” accepted Alternate hypothesis.
- Route & Connectivity: “There was a not a significant difference in the Route & Connectivity before pandemic (M= 2.28, SD= 0.82) and during pandemic (M= 2.18, SD= 0.81) conditions; $t(39)= 1.00$, $p = .323$ ” accepted Null hypothesis.
- Safety & Security: “There was a not a significant difference in the Safety & Security before pandemic (M= 2.23, SD= 0.92) and during pandemic (M= 2.15, SD= 0.74) conditions; $t(39)=0.57$, $p = .570$ ” accepted Null hypothesis.

CONCLUSION AND SUGGESTIONS

The pandemic situation of Covid-19 has drastically affected our daily life especially the impact on travelling habits. People have changed in their travelling mode during this situation, also adopted the culture of wearing a mask, keeping themselves hygiene to abstain Covid-19. In the initial period of this pandemic, B.E.S.T. was the only option available for regular travellers in Mumbai city and they had provided as good as possible service in that situation. ‘International labour organisation also appreciated the efforts of B.E.S.T. during the pandemic situation of Covid -19 situation in Mumbai’³. Here we conclude that there is no significant difference between the experience of the passenger before the pandemic and during the pandemic of Covid-19 in Mumbai.

SUGGESTION:

Throughout the outcome of the study, we find out some factors are required for improvement in better service in the future and also in the questionnaire we asked about suggestions and the same are summarized as under

- To increase the frequency of buses.
- To manage the crowd with proper social distancing in the buses.
- There is a need for route connectivity with changes and increases in existing routes. B.E.S.T. should provide more routes direct buses and also provide connectivity to Railway and metro stations.
- Provide proper training to the Drivers and conductors to handle a situation like a pandemic.
- To award and reward for motivation of staff who provides service in this pandemic situation of Covid-19.

REFERENCES

Articles/ Books:

1. Bandyopadhyay S. (2020). Public transport during pandemic. Clean Technologies and Environmental Policy (2020). 22:1755–1756 <https://doi.org/10.1007/s10098-020-01958-0>
2. Anjuman Ara M K Ahmed and et.al. (2020). A Study on Passengers Satisfaction towards Best (Brihanmumbai Electric Supply and Transport) Bus Services with Special Reference to Mumbai City. International Journal of Advance and Innovative Research, Volume 7, Issue 1 (V): January - March 2020 Part – 2.
3. Health and Wellness at Work: Guidelines for an integrated health testing approach under VCT@WORK– Geneva: ILO 2020, ISBN: 9789220315897
4. Malhotra N. (2004). Marketing Research. Person Education, New Delhi.

Web sources:

- <https://www.bestundertaking.com>
- <https://portal.mcgm.gov.in>
- <https://www.maharashtra.gov.in>

IMPACT OF COVID-19 EPIDEMIC ON ACADEMIC LIFE AND MENTAL HEALTH OF STUDENTS: A STUDY ON PARENTS' PERCEPTION

Shisira Bania¹ and Bandita Biswal²¹Research Scholar, Dr. P.M. Institute of Advanced Study in Education, Sambalpur University, Odisha, India²Research Scholar, Department of History, Sambalpur University, Odisha, India

ABSTRACT

The present investigation aimed to assess the mental health and academic life of students during the COVID-19 epidemic in India as perceived by their parents. Data collected through a self-developed web-based online survey by using Google form. The non-probability snowball sampling technique was used for data collection. A total number of 224 parents of students studying in different colleges of Odisha, India was responded to the rating scale between 10.07. 2020 to 15.08.2020 during the lockdown period in India. Irrespective of gender and age, the results show that, majority of the parents accepted that students' study life was affected because of COVID-19. Around 59.82 % of parents agreed students were in worried often and every time they study. Although mental health problems of students such as loneliness, stress, anger, depression, irritability are not much serious as per the perception of parents, 67.85% of parents reported that students were panic and fear about the future of their academic life.

Keywords: - Mental Health, Parents, COVID-19 epidemic.

1. INTRODUCTION

Across the globe, pandemic influenza is widely considered to be one of the leading public health threats, currently facing the world today. (World Health Organisation [WHO], 2020). There have been numerous pandemics over the past century, most notable among them are “Bubonic Plague (1346-1353), HIV/AIDS Pandemic (2005-2012), The Spanish flu (a strain of the H1N1 influenza virus; 1918-1920), Russian flu (H2N2 or H3N8, 1889-1890), Hong kong flu (H3N2, 1968-1969), a second Russian flu pandemic (H1N1, 1977-1978), Swine flu (H1N1, 2009-2010), Zika Virus Pandemic (2015-2016) (Blishe, 2005; Crosby, 2003; Doherty, 2013; Honigsbaum, 2014; Morens & Fauci, 2017; WHO, 2010)” (Taylor, 2019) and at present Covid-19 (the Novel Corona virus).

Corona virus disease 2019 (COVID-19) caused by the novel Corona virus strain SARS-CoV-2 is a worldwide pandemic which has been declared a public health emergency of international concern by World Health Organisation (WHO). COVID-19, a cluster of acute respiratory illness with unknown causes, was first identified in Wuhan, Hubei Province, of China during December 2019 and it was started to spread across the globe. (Zhao & Huang, 2020). In India, the first case of the 2019–20 corona virus pandemic was reported on 30 January 2020, originating from China. On 22 March 2020, India observed a 14-hour voluntary public curfew at the instance of the Prime Minister Sri Narendra Modi. Further, on 24 March, the prime minister ordered a nationwide lockdown for 21 days. On 14 April, the prime minister extended the ongoing nationwide lockdown till 3 May and which is extending.

2. MENTAL HEALTH AND COVID-19 PANDEMIC EPIDEMIC- LITERATURE REVIEW

Research studies across the world revealed that “During any epidemics, the number of people whose mental health is affected tends to be greater than the number of people affected by the infection” (Reardon, 2015). Past tragedies have shown that the mental health implications can last longer and have greater prevalence than the epidemic itself and that the psychosocial and economic impacts can be incalculable if we consider their resonance in different contexts (Ornell et al., 2020). Shigemura et. al, (2020) reported that patients infected with COVID-19 (or suspected of being infected) may experience intense emotional and behavioural reactions, such as fear, boredom, loneliness, anxiety, insomnia or anger, etc. Wang et al., (2020) conducted an online survey on Chinese people and found that approximately half of the interviewees classified the psychological impact of the epidemic as moderate to severe, and about a third reported moderate to severe anxiety. Roy & Sinha (2020) reported that the COVID19 disease is not only has infected people in the body but the impact it has on people's minds is tremendous. Yuan et al. (2020) found that mental health problems of parents of hospitalized children during the epidemic were more serious, and the anxiety and depression were more obvious. The challenges and stress they experience could trigger common mental disorders, including anxiety and depressive disorders, and posttraumatic stress disorder, which in turn could result in hazards that exceed the consequences of the 2019-nCoV epidemic itself.

3. RESEARCH GAP

The pandemic has caused strong feelings such as sadness, fear, anxiety, helplessness, uncertainty, loss of interest and hopelessness among students. However there found a dearth of systematic empirical research studies investigating the effect of college COVID-19 on mental health

of students. Studies conducted so far are based upon studying general population, patients, and person infected with corona virus also many studies suffer from methodological shortcomings, and lack of ecological and population validity. The effect of COVID-19 on mental health and academic life of students requires to be examined empirically as per the perception of parents.

4. OBJECTIVES OF THE STUDY

1. To study the impact of Covid-19 on academic life of students as perceived by parents.
2. To study the impact of Covid-19 on mental health of students as perceived by parents.

5. MATERIALS AND METHODS

This cross sectional, observational study was carried out in the state of Odisha, India during the lockdown period declared by the Government of India. Data collected through a self-developed web-based online survey by using Google form. The non-probability snowball sampling technique was used for data collection. A total number of 224 parents of students studying at different colleges of Odisha, India was responded to the questionnaire between 10.07. 2020 to 15.08.2020 during the lockdown period in India. From 224 respondents, 180 were male and 44 were female respondent. As per the respond of parents, 20 students were studying in class XI and XII, 48 were studying in graduation 1st year, 42 were studying in graduation 2nd year, 90 were studying in graduation final year and 24 were studying in post-graduation.

The questionnaire link was sent through social media such as e-mails, WhatsApp, Face book. Upon receiving and clicking the link, the participants were automatically directed to the study information and informed consent. After they accepted the survey, they filled out the personal details like gender and their classes. Then a series of questions arose sequentially, which the participants had to answer. It was an online study. Participants with access to the Internet could take part in the study.

The online self-reported questionnaire developed by the investigators contained eight questions to be rated in the 4-point Likert scale format. Different dimensions of mental health problem such as stress, worries, fear, anxiety, loneliness, anger, depression, and irritability were asked to parents to rate on a four-point Likert scale ranging from never, rarely, often and every time.

Descriptive statistics have been used in the study to analyse the findings. Percentage and Bar diagrams have been used to estimate the results of the study.

6. RESULT

6.1 Impact of Covid-19 on academic life of students

The first issue of this investigation was to know how the academic life of students was influenced by the COVID-19 pandemic. Figure 1 shows that 79.14% of parents perceived that students' academic life was affected because of COVID-19. Among them 48.69 % of parents agreed that it was extremely affected; 30.43 % of parents agreed that it was affected a lot; 12.17 % agreed that it was a little affected, and 8.70% of parents agreed that it was not affected at all.

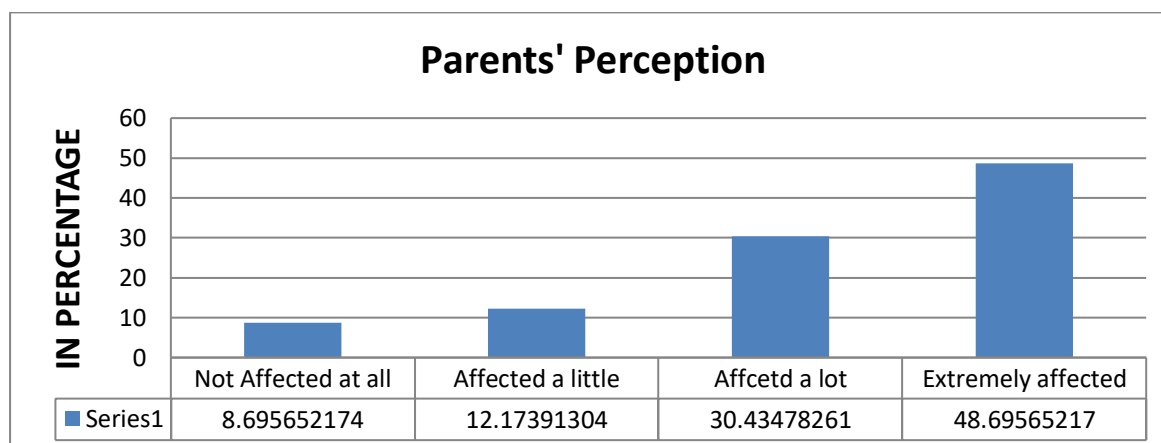


Fig-1 Bar Graph on perception of parents relating to impact of Covid-19 on academic life of students.

6.2 COVID-19 and worries among students about their academic career

By posing the enquiry whether students were worried about the future of their academic career, figures 3 shows that 37.5 % of parents were agreed that students were always worried about the future of their academic career. 22.32 % were often worried; 26.78 % were rarely worried, and 13.39 % of parents reported that students were never worried about the future of their academic career.

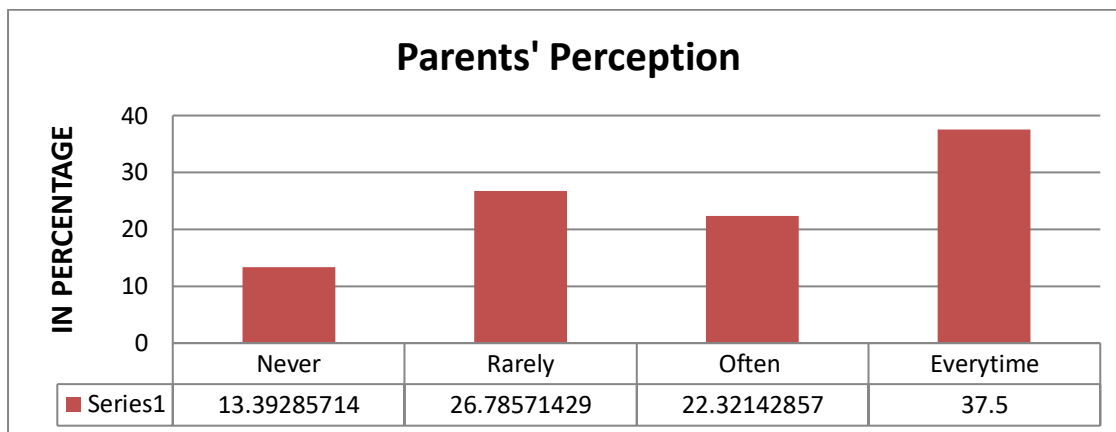


Fig-2 Bar Graph on perception of parents relating to worries of students about the future of their academic career due to COVID-19

6.3 COVID-19 and stress among students about their academic careers

As per figure-3, 59.82 % of parents perceived that students were in stress about their academic careers often and every time. 28.57 % of parents perceived that students were in stress every time. 13.40 % of parents perceived that students were never in stress about their academic careers.

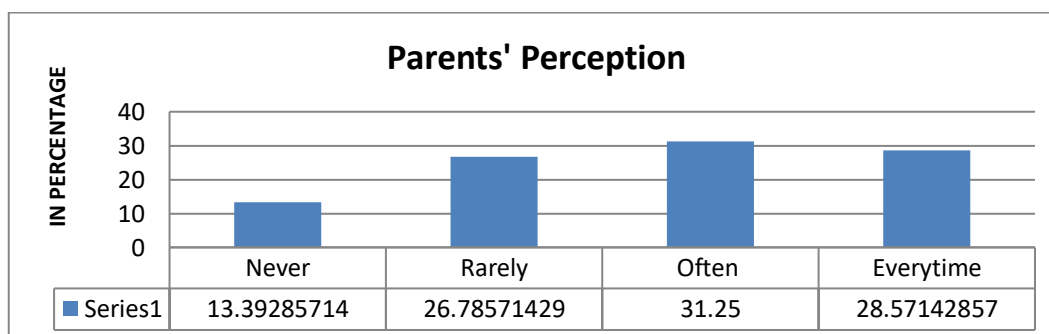


Fig-3 Bar Graph on perception of parents relating to worries of students their academic career due to COVID-19

6.4 Other aspects of mental health of students during COVID-19 pandemic

Attempt has been made in this study to investigate the impact of COVID-19 pandemic on mental health of students as per the perception of parents. It was found that mental health of students was not much serious; expect 67.86% of parents reported that students were panic and fear about the future. 58.03 % of respondents reported students were never and rarely feel loneliness after lock down; 66.07 % respondent reported that students never and rarely feel anger after lock down declared by Government of India; 48.22 % of respondent agreed that students feel angry often and always due to social and physical distance; and only 17.85 % parents believed that due to loneliness, they irritated to family members.

Table 1: Mental Health of students during COVID-19 pandemic as per the perception of parents

Sl. No	Items	% of responses on various mental health issues (N = 224)	
		Never and rarely	Often and Every time
1.	Feeling of Loneliness	58.03	41.97
2.	Feeling of Anger	66.07	33.93
3.	Feeling of Depression	51.78	48.22
4.	Panic and Fear about future	32.14	67.86
5.	Feeling of Irritability	82.14	17.85

7. CONCLUSION

Many studies conducted so far evaluated the mental health of hospitalized children, patients, corona infected people and general people. There is no study till date that evaluated the mental health perspectives of students during the COVID-19 pandemic. The rate at which the Corona virus spread to various regions in India has caused central and state governments to shut down educational institutions and schools as a precautionary measure resulting in study interruption. As a result, many board exams, university exams, college exams, the entrance were postponed which create not only uncertainty, worries among parents but also impacted on their mental health. The findings of the study revealed that academic life of students is affected; they are in worries and stress about their academic life. However mental health problems of students such as loneliness, anger, depression, irritability is not much serious.

REFERENCES

- Banerjee, D. (2020). The COVID-19 outbreak: Crucial role the psychiatrists can play. *Asian Journal of Psychiatry*, 50, 102014. <https://doi.org/10.1016/j.ajp.2020.102014>
- Bao, Y. Liu, J. J., Huang, X., Shi, J., & Lu, L. (2020). Mental health considerations for children quarantined because of COVID-19. *The Lancet Child & Adolescent Health*, 4(5), 347-349.
- Ornell, F., Schuch, J. B., Sordi, A. O., & Kessler, F. H. P. (2020). "Pandemic fear" and COVID-19: mental health burden and strategies. *Revista Brasileira de Psiquiatria (Sao Paulo, Brazil : 1999)*, 00(00), 1-5. <https://doi.org/10.1590/1516-4446-2020-0008>
- Reardon, S. (2015). Ebola's mental-health wounds linger in Africa: health-care workers struggle to help people who have been traumatized by the epidemic. *Nature*, 519(7541), 13+. Retrieved from https://link.gale.com/apps/doc/A404276279/AONE?u=oregon_sl&sid=AONE&xid=07af1c79
- Roy, D., & Sinha, K. (2020). Cognitive biases operating behind the rejection of government safety advisories during COVID19 Pandemic. *Asian Journal of Psychiatry*, 51, 102048. <https://doi.org/10.1016/j.ajp.2020.102048>
- Shigemura, J., Ursano, R.J., Morganstein, J.C., Kurosawa, M., & Benedek, D.M. (2019) Public responses to the novel 2019 coronavirus (2019-nCoV) in Japan: mental health consequences and target populations. *Psychiatry Clin Neurosci*. 2020 Feb 8. doi: <http://10.1111/pcn.12988>.
- Taylor, S. (2019). *The Psychology of Pandemics: Preparing for the Next Global Outbreak of Infectious Disease*. Cambridge Scholar Publishing; UK.
- Wang C, Pan R, Wan X, Tan Y, Xu L, Ho CS, et al. Immediate psychological responses and associated factors during the initial stage of the 2019 coronavirus disease (covid-19) epidemic among the general population in China. *Int J Environ Res Public Health*. 2020 Mar 6; 17(5). pii: E1729. doi: <http://10.3390/ijerph17051729>.
- World Health Organization. (2020). *Mental health and psychosocial considerations during the COVID- 19 outbreak*, 18 March 2020 (No. WHO/2019-nCoV/Mental Health/2020.1). World Health Organization.
- Yuan, R., Xu, Q. hui, Xia, C. cui, Lou, C. yan, Xie, Z., Ge, Q. min, & Shao, Y. (2020). Psychological status of parents of hospitalized children during the COVID-19 epidemic in China. *Psychiatry Research*, 8(April).<https://doi.org/10.1016/j.psychres.2020.112953>
- Yang, Y., Li, W., Zhang, Q., Zhang, L., Cheung, T., & Xiang, Y. T. (2020). Mental health services for older adults in China during the COVID-19 outbreak. *The Lancet Psychiatry*, 7(4), e19.
- Yuan, R., Xu, Q. H., Xia, C. C., Lou, C. Y., Xie, Z., Ge, Q. M., & Shao, Y. (2020). Psychological status of parents of hospitalized children during the COVID-19 epidemic in China. *Psychiatry research*, 112953.
- Zhao, N., & Huang, Y. (2020). Chinese mental health burden during COVID-19 outbreak: a web-based cross-sectional survey. *Asian Journal of Psychiatry*, 102052. <https://doi.org/10.1016/j.ajp.2020.102052>

DIGITAL PAYMENTS: REVOLUTION OF PAYMENT SYSTEM IN INDIA

Prof. Prashant Siddharth KadamDepartment of Accountancy, Sonopant Dandekar Arts, V.S.Apte Commerce and M.H.Mehta Science College,
Palghar

ABSTRACT

The government of India introduce “digital India programme “as flagship programme with vision to make India digitally empowered and knowledgeable society. So that cash should not be used for payment transaction. Technically digital payments are defined as use of digital instruments for any payments. In this technological era both sender and receiver of the money use smart phone and computer with high speed of internet. This paper discusses about digital payments methods used in India and recent trends in use of digital payment methods.

INTRODUCTION

Payment made through digital modes is known as digital payments. under digital payment system both receiver and sender of money use digital mode to send and receive money, this is also called as “electronic fund transfer “digital payments means any amount of fund transfer from any account by way of debit card, credit card, unified payment interface (UPI), instant mobile payment by mobile, mobile application for funds transfer, deposit and withdraw money from automated teller machine (atm), amount transfer to contact number from wallet application and, direct deposits or withdrawal of funds. Operational payment under electronic fund transfer is based segment of payment system.

OBJECTIVE OF THE STUDY

To find out trend, issue and opportunity of digital payments in India.

SOURCES OF DATA

All information in this paper based on secondary data which is collected from RBI websites, books and online journals.

PAYMENT SYSTEMS SEGMENTS

There are two payment segments used for payment system

- A. corporate payments or instruments covered under systemically important financial market infrastructure (SIFMI),
- B. Retail payments.

A. SYSTEMICALLY IMPORTANT FINANCIAL MARKET INFRASTRUCTURE (SIFMI)

multilateral system of among all financial banks and institution including system of operation used for purpose of recording receipts and payments, clearing payments, settlement of transaction, clearing the payments, derivatives, stocks and securities and other monetary transaction is known as “financial market instruments “. financial market infrastructure generally refers to systemically important payment systems for securities settlement systems (SSSS), central securities depositories (CSDS), trade repositories (TRS) and central counter parties (CCPS) facilitate the recording, settlement, and clearing of financial transactions. Under systemically important financial market infrastructure (SI-FMI) segments include four instruments of payments:

1. RTGS 2.CBLO 3. Government securities 4.forex clearing

1. **RTGS:** it's real time money transfer system, where one bank to another bank money transfer on gross and real time basis, therefor it is called as “real time gross settlement system” (RTGS). real time means time when the processing instruction received by the bank or financial institution and gross settlement means transfer the instructed gross amount form one bank account to another bank account. RTGS facility commonly used by bank customer to transfer money from bank account to another bank account within banking hours. High volume of money transfer through RTGS directly controlled by reserve bank of India. More than 1 lakhs branches of Indian bank managed RTGS facility in India

RTGS facility use by bank customer by two ways

- online, through mobile and internet banking
- offline by depositing money in the bank

2. **CBLO:** Clearing corporation of India Ltd. (CCIL) developed and introduced in 2003 collateralized borrowing and lending obligation (CBLO) as money market instruments. collateralized borrowing and lending obligation (CBLO) represents terms and condition of a loans for obligation between lender and loan given collateralized borrowing and lending obligation (CBLO) is a money market instrument developed by CCIL (clearing corporation of India Ltd.) which is introduced in 2003 by Indian government. CCIL binds borrowers and lenders in the terms and condition of loan. it also does not impose physical money transfer of respective funds from borrower to lender or vice versa.
 3. **Government securities:** The state government and central government issued one debt instruments called as “a government security (G-sec)”. Indian governments sell their bonds and securities to raise the capital for infrastructure projects and for military projects. These investments work same as way as a corporate debt issue.
 4. **Forex clearing:** the term” foreign exchange is called as ‘forex’. In simple it is the transaction of foreign currencies with different countries against each other. In India, clearing corporation of India (CCIL) which was started in 2002 settle the forex transactions
- B. Retail payments:** Various digital instruments used for retail payment segment, those are (1) card payments, (2) paper clearing and (3) retail electronic clearing. The tools used for the payments of different categories are given below-
1. **Debit and credit cards:** Debit card, credit card and others cards offer by banks and financial institute are more convenient, secured, safe control payment method. Variety of banking cards offers by banks to make payments systems fast and cashless. Now these cards are secured by 2 factor authentication that is authentication by OTP (one time password) and authentication by pin (permanent identification number). Worldwide some companies make banking cards which are used nationally and internationally for payment for examples master card, visa, Rupay. Fast and safe payment by banking cards in store, on internet save customers and business man time and money and helps business to expansion.
 2. **Unstructured supplementary service data (USSD) (*99#):** Based on unstructured supplementary service data (USSD) channel, banks and financial institution introduce for customer offline mobile payment on mobile “*99# payment service “. *99# service is for mobile banking transaction which no need internet connection data, it used only basic features of mobile. Banking customer use facility by dialing *99# from their mobile, these common number across tsp (telecom service provider) transact through an interactive menu display on the mobile screen. there are many more key services offered on mobile display by dialing *99# which include set UPI pin, change UPI pin, balance inquiry, mini statement of last 5 transaction, sending amount by using mobile number, bills payment and another services host by bank. Currently *99# services offered by all GSM (the global systems for mobile communication) and 41 leadings banks in 12 different language including Hindi.
 3. **Aadhar enabled payment system (AEPS):** Based on unique identification number allows Aadhar card holder for financial transaction on Aadhar card authentication is called as “Aadhar enabled payment system (AEPS) “. By using AEPS Aadhar card holder avails facility of fund transfer, to make payment, balance enquiry of their account, cash deposits, cash withdrawal and other service host by bank
 4. **Unified payments interface (UPI):** Unified payment interface system empowers the banking customers to operate many accounts from mobile by downloading single android application. Under this system. Customer connect their many banks account to mobile application use that application for receipt and payment. Every bank provides separate UPI for each account for android, windows and IOS mobile platform.
 5. **Mobile wallets:** It is digital format cash. Bank customer avails this facility by link their credit card and debit card information to mobile application. By using mobile, customer can easily transfer their money from account as well they use for payments. mobile wallet helps the customer to pay by using smartphone, tablet or smart watch instead of carry plastic money like debit card and credit card. Some private companies and bank also provide mobile wallet application like Paytm, mobikwik , jio money , airtel money, icici pocket etc.
 6. **Point of sale:** its sales place where payment needs to pay by ways of debit card and credit card, generally point of sales may be mall, big markets, city centers etc. point of sales is area or a checkout counter where customer complete a transaction. Under point of sales, for transaction necessary condition merchant has to fulfill

B. internet connection

C. hand held device with debit or credit card

7. **Internet banking:** It is also called as “online banking “. Almost banks provide online banking services for their customer. Under online banking customers access their account and use other banking services through internet. Now a day from mobile, laptop, desktop customer can easily avail this service.
8. **National electronic fund transfer (NEFT):** NEFT is national payment system Facilities bank to transfer money from one account to another bank account. Customer can transfer up to Rs. 2,00,000 by NEFT. This facility uses by individual, corporate companies, firms, vendors. now a days, to avail NEFT no need to go bank physically for NEFT, NEFT facility take by customer by using e-banking or internet banking.
9. **Electronic clearing system (ECS):** Electronic clearing systems (ECS) helps the customer to make the payment on time electronically. ECS facility helps the customer to pay light bill, phone bill, instalment of credit, instalment on housing loan and others loans, make on time on fixed date electronically and automatically. To avail this facility customer has maintain bank balance on specific date payment. This facility used by banks, government department, loan providing institution for receiving payment.
10. **Immediate payment service (IMPS):** Immediate payment service provides by bank for instant funds transfer from one account to another account within few minutes. To use this facility, customer has to download banks own application in mobile, tablet, laptop or desktop. By using banking application customer can easily transfer their fund any time at any account instantly.
11. **Mobile banking:** Now a day’s mobile act as remote control of bank account. Android (software) mobile used everywhere in India. This android software accesses many mobile payment application, banking application, mobile wallets application. With the help application customer, no needs to cash physically, by use of mobile customer pay money at anywhere at any time.
12. **QR codes for payments:** One of the best electronic fund transfer systems by used of contact less qr codes scanning from mobile. Banks with the help UPI creates QR codes electronically for those customers who have debit card credit card. For the payment receipt of amount customer has to scan QR code. After authentication process payment done within seconds.

Trends during 2018-2019 and 2019-2020: Due to revolution in mobile software prices of mobiles drastically reduce. Now good quality android software mobile easily affords by customer as well as all the banks has their own android software and also system to support to other company payment software. This revolution in payment software increases use of non-cash transaction very fast, secured and easy to use.

1. The use of debit card and credit card for transaction has drastically reduce in year 2019 – 2020 as compared to year 2018-2019.
2. Use of UPI well grown in 2019-2020 in continuity year 2018-2019. Customer used UPI as safe and faster payment system.
3. The volume of paper less transactions show slow growth in year 2019-2020 as compared to year 2018-2019

CONCLUSION

Digital payment systems make payment easy and fast in India. there is no need to withdraw money from bank branch, ATMs and no need to carry any card or bank details. Now a day’s many mobile apps available online which are provide services free of cost for payments and transaction are secured through OTP and/or password. Perhaps there is possibilities hacking banking information from hackers. People are need to take all possible measures to protect bank account and do not disclose their bank details to unknown persons.

REFERENCES

- http://cashlessIndia.gov.in/digital_payment_methods.html
- <https://www.mymoneystore.in/digital-payments/>
- https://niti.gov.in/writereaddata/files/step-by-step%20presentation%20on%20digital%20payments_english.pdf

POST COVID-19: RECOVERY OF INDIA'S FINANCIAL SECTOR

Mrs. Vanita AgarwalResearch Scholar, Shri JYT University (Rajasthan) & Assistant Professor, Pravin Gandhi College of Law

INTRODUCTION

India's financial sector is broadly diversified and it is undergoing speedy expansion, with regards to both such as growth and development of existing financial sector reforms and entering of more start-ups in this market. This financial industry includes banks, non-banking financial Co.s (NBFC), mutual funds, insurance companies, cooperatives, pension funds and other financial entities. New entities like payment banks are now allowed by the banking regulator and they are now added to the financial sector. However, India's financial sector is mainly the banking sector having total assets more than 64 % of commercial bank accounts which are controlled by financing industry.

This entire economy is at halt due to this covid-19 pandemic. It has a great impact on the financial sector and banking sector of India hence many emergency relief measures are taken by the Indian Government, RBI.

Key words: Financial Sector, Mutual Funds, Insurance Companies, Cooperatives, Pension Funds.

OBJECTIVES OF THE STUDY:

The main objectives are as follows: To understand-

- The impact of covid-19 on the financial sector of India
- The measures taken during covid-19 pandemic under this sector
- The recovery prospects in financial sector post covid-19 pandemic
- The initiatives taken by the government to boost the economy of India

HYPOTHESIS:

- India has a strong Banking and Insurance sectors which makes the country a vibrant global economy. The Insurance sector gave a positive response to the relaxation given under foreign investment rules and many foreign companies announced their future planning, with an intention of increasing control, may be with the help of entering into some joint venture. It will impact by increasing in the joint venture deals between foreign companies and Indian companies. By 2028, Globally India can stand at fourth rank in private wealth sector.
- An Indian association dealing with mutual funds like AMFI aims at increasing AUM till INR 95 lakh crore (US dollar 1.47 trillion) and also the accounts of investors may reach INR 130 million, may be by the end of the year 2025.
- The Indian mobile sector may get an increase up to 150% "Compound Annual Growth Rate (CAGR)" for reaching US dollar of 4.4 billion by the year 2022, whereas these mobile transactions estimate to reach INR 32 trillion, which amounts to USD dollar 92.6 billion during that period.

REVIEW OF LITERATURE:**Muthoot Finance Limited¹ -**

- It is a gold financing company. The company offers foreign inward money transfer services, insurance broking, gold loans, foreign exchange services, home loans, microfinance, personal loan, windmill power generation, collection services, instant money transfer services, white label automated teller machine, domestic money transfer services etc.
- It is a non-banking financial company (NBFC) which provides loan i.e., financing against the collateral of gold jewellery. During this pandemic, it made a record of total income INR 54,310 million (US dollar 736.52 million) within the first half of financial year 2021. This company was awarded in the year 2020 with Dhanam BFSI award.

Bajaj Finserv Limited² -

-
1. ¹ www.muthootfinance.com
 2. ² www.bajajfinserv.in
-

- This company is a holding company for several financial services businesses. It promotes financial services like insurance and wealth management, finance, via investment made under its subsidiaries as well as joint ventures (JVs).
- During this pandemic it made a record of total income of INR 11,690.55 crores (US dollar 1.59 billion) within half year ended September 30, 2020. In the year 2020, it also launched Bajaj Finserv health app for providing healthtech solutions.

ICICI Prudential Life Insurance Company¹ -

It comprises customers of about 26 million. It is a joint venture between ICICI Bank Limited

And Prudential Corporation Holdings Limited. It also provides health insurance, pensions, life insurance to individuals as well as groups.

During this pandemic it made a record of total income INR 3,504.35 billion (US dollar 4.81

Billion) within the half year ended September 30, 2020. The assets under management also reached INR 1,814.92 billion (US Dollar 24.61 billion) on September 30, 2020. To make Provisions of customer centric protection as well as savings products to the customers of NSDL payment Bank, ICICI Prudential Life Insurance entered an agreement of corporate agency with NSDL payments bank during September 2020. It also launched ESG fund which is an open-ended equity scheme and LiGo, a chat box service for its policyholders on Google assistant.

To offer Life Insurance products to its customers, ICICI Prudential Life Insurance and RBLBank entered into a bancassurance partnership in December 2020.

RESEARCH METHODOLOGY:

This research paper is based on data which is secondary which are referred to by several sources like websites, statutory reports, journals, newspaper articles, etc.

STATEMENT OF PROBLEM:

The Indian financial sector has severe adverse impact from covid-19 pandemic and sustaining this covid-19 pandemic is a very challenging task.

Impact of covid-19 pandemic on the banking sector of India-

This sector was one of the worst hit during this pandemic. Financial Markets as well as consumer's sentiments were impacted due to this pandemic and also concerns of the ongoing liquidity and situations of the lockdown. The branches of the banks remained open during this pandemic which posed risk to the health of the employees as gathering of many people result to the spread of this virus.

Implementation of the schemes given by the government was done by all the banks through transfer of DBTs to the beneficiaries. The banking system of India had been under capitalised and was affected with bad loans in spite of few successes. The slowdown in this sector led to many losses of jobs which resulted in rise of NPAs and loss in the production could result in NPAs from SMEs as well as corporate.

Impact of covid-19 pandemic on the Financial Market and Institutions -

As there is country-wide lockdown, there is an increase of the risk in the financial sector. Many firms are not being able to make the payment of their dues and also there is excessive disruptions in the demand and supply and increase in the corporate delinquencies as well as there will be increase in the level of NPAs during this pandemic.

There is a possibility of an increase in the default in NBFCs because they lend to the MSMEs (Micro, Small and Medium Enterprises) sector who are also facing financial crisis while making recoveries. Deep financial stress shall be faced by micro-finance sectors such as NBFCs and MFIs who provide good support to several small and micro enterprises all over the country. Poor people are served by these Micro Finance Institutions (MFIs) with services like credit and savings. Fall in the repayment rates will result in insolvency of these institutions. Several customers of microfinance institutions operate in many micro and small enterprises and also in the short-term borrowings. There is a fall in their revenues due to the lockdown. Several loans of MFIs are provided in cash and during this lockdown, if borrowers repay, collecting these payments is still a serious problem.

¹ www.iciciprulife.com

DATA ANALYSIS:**Pradhan Mantri Garib Kalyan Yojana¹**

Financial assistance for INR 500 per month from the month of April to June 2020 were given to 20.6 crore women PMJDY account holders.

INR 50 lakh insurance cover to each person was given such as doctors, nurses, paramedics, and sanitation staff which were involved during this pandemic outbreak. During the month of November, 2020 around 156 claims were paid.

Atma Nirbhar Bharat Abhiyaan

The Honourable Prime Minister of India announced a package of INR 20 lakh crore which is equivalent to 10% GDP of India on 12th May, 2020. Following measures were also announced as a part of this package such as -

1. **Emergency Credit Line Guarantee Scheme (ECLGS)** was launched on 23rd May 2020. This scheme supported micro small and medium enterprises and other business Enterprises to meet their operational liabilities and restart their business during this pandemic.
2. **Partial Credit Guarantee Scheme 2.0** was launched on 5th May 2020 for providing portfolio guarantee to purchase bonds, commercial papers, with a rating of AA and below which are issued by NBFCs/HFCs/MFIs/ public sector banks.
3. The government also gave approval of a 2% interest subsidy scheme for **Mudra Shishu Loan** account holders under the Mudra Yojana to help the small businesses overcome their difficulties which were created due to lock down during this pandemic.
4. Additional emergency working capital funding for the farmers through NABARD- Special refinance facility of INR 30,000 crore was sanctioned to RRBs as well as cooperative banks during this covid-19 pandemic by NABARD. NABARD provided INR 90,000 crore through normal refinance route During the month of December, 2020 INR 25000 crore were distributed from this special facility
5. INR 5000 crore which was the balance amount under SLF, was allocated to NABARD by RBI for small NBFCs and NBFC-MFI. INR 650 crore from this balance amount was distributed by NABARD till Jan, 2021.

DEPTH OF RESEARCH:**Recovery Measures taken to boost the Banks/NBFCs/MSMEs -**

1. **PSBs to make Additional Credit Expansion-** INR 70,000 crore of upfront release, and additional liquidity as well as lending of an amount of 5 lakh crore to the PSBs by way of an capital(upfront). It may prove to be beneficial to the small traders, corporates, MSMEs, retail borrowers etc
2. For the benefit of all borrowers, banks have passed rate cuts through MCLR reduction
3. By direct link of repo rates with interest rates there is reduction in EMI for vehicle, retail loans and also housing loans.
4. PSBs have mandated to return the loan documents within the period of 15 days of closure of loan to reduce the harassment and bring efficiency. This will prove beneficial for the borrowers who have mortgaged their assets.
5. Loan applications are tracked online of customers such as housing, working capital, limit enhancement, renewals, retail, MSMEs etc. This will reduce the harassment faced by the customers and shall also increase the transparency.
6. OTS policy shall be issued by the banks for the benefit of MSMEs as well as retail borrowers for settling their overdues. This is a checkbox approach-based policy and shall help in increasing the transparency.
7. More encouragement should be given for the credit purchase of consumption goods vehicles and houses- NHB should give HFCs a help for rupees 30,000 crore. The "Partial Credit Guarantee Scheme" should be

1. ¹ https://economictimes.indiatimes.com/news/economy/finance/government-announces-2-per-cent-interest-subsidy-for-small-borrowers-under-mudra-yojana/articleshow/76566596.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

monitored in each and every bank during the purchase of NBFCs/HFCs assets till INR 1 lakh crore. Banks shall monitor the prepayment notices issued to such NBFCs.

8. To avoid repetitive processes NBFCs shall be permitted for using Aadhar authenticated Bank KYC. Important changes should be made in Aadhar regulations as well as PMLA rules.
9. Pending dues of GST for making refund in favor of MSMEs should be made may be in the period of 30 days at present but later it can be made within 60 days of the date of application all GST refunds should be paid.
10. Amendments related to MSME Act shall move towards single definition.
11. This incident shall be made within 30 days on recommendations like marketing, technology, delayed payments, ease of credit etc.

SUGGESTIONS:

The leading companies of the financial sector should focus now on these priorities to plan their recovery path such as:

- Technology and productivity improvement
- Recognising the expectations of the customers and improving engagement of customers
- Emphasis on social responsibility and the purpose of social responsibility
- Improvement in risk management.

Motivation is not the problem; the financial sector companies' real problem is the capacity as well as capability. Ongoing lockdown have disturbed the normal working and project life cycles. Virtual mode and remote working will help the financial sectors in making work more flexible.

CONCLUSION:

1. For the betterment of bond's domestic market, RBI and MOF dealing in Indian finances will work together for making them conducive for investors as well as bond issuers and also facilitate the increased trading for the price discovery.
2. "Companies (Share Capital and Debentures Rules) 2014" is amended by this government and this amendment removes the requirement for creating DRR- debenture redemption reserve for some specified companies.
3. SEBI will operationalise the Depository Receipt Scheme 2014. This will increase the access of foreign funds by ADR/GDR in the Indian companies.
4. With the consultation of SEBI and RBI, the government is trying to develop "Credit Default Swap Markets".
5. KYC procedure shall be simplified for the improvement of the market access for foreign investors which includes FPIs.

REFERENCES:

1. <https://www.moneycontrol.com/news/business/six-early-trends-in-financial-sector-that-point-to-gradual-recovery-post-covid-19-6205291.html>
2. <https://www.ibef.org/industry/financial-services-india.aspx>
3. www.muthootfinance.com
4. <http://www.ficci.in/sector-details.asp?sectorid=102>
5. <https://home.kpmg/xx/en/blogs/home/posts/2020/03/six-considerations-for-financial-institutions-in-dealing-with-the-impact-of-covid-19.html>
6. https://economictimes.indiatimes.com/news/economy/finance/government-announces-2-per-cent-interest-subsidy-for-small-borrowers-under-mudra-yojana/articleshow/76566596.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

-
7. <https://bfsi.economictimes.indiatimes.com/news/financial-services/budget-2021-a-progressive-and-forward-looking-one-for-financial-services-sector/80662056>
 8. <https://www.rbi.org.in>
 9. <https://rmoneyindia.com/research-blog-traders/rbi>

A STUDY ON IMPACT OF COVID-19 ON TOURISTS (WITH SPECIAL REFERENCE TO INDIVIDUALS FROM THE STATE OF MAHARASHTRA)

Ms. Shraddha Prakash Chavan¹ and Dr. Surekha Mishra²¹Research Scholar and ²Research Guide, D.T.S.S. College of Commerce, Malad East, Mumbai

ABSTRACT

Our World is suffering with Covid-19 Pandemic since the year 2020. All sectors have faced a huge rise and fall situation during this Pandemic. As per 2020 News Reports, the Covid-19 Pandemic has hit the Tourism sector the most. With restrictions to travel and norms for safety, many places that lived only on Tourists got affected a lot. Tourism business would revive only if tourists start believing that situations are better for travel. From April 2020 till March 2021, the situations seem to be the same. Fear for safety and other related factors are making a tourist pay due attention for planning trips, be it local or international. The paper focuses on what a tourist from Maharashtra actually feels / felt about visiting places in the current Covid-19 situation and what are the factors that may influence or put an impact on a tourist's decision for travel. The study will also show whether Covid-19 has put a positive impact or a negative impact on the minds of tourists in Maharashtra.

Keywords: Covid-19, Maharashtra, Impact, Tourists

INTRODUCTION:

Tourism is when an individual wants to spend some time away from his home for recreation, relaxation and pleasure or also making use of commercial provision of services at the destinations chosen by them. The individual who decides to go on this journey and enjoy Tourism is known as a “**Tourist**”.

Maharashtra is a state that is widely spread out in 36 districts. Each district promises some beautiful places to visit and hence Maharashtra is said to have some of the best Tourist Destinations. Majority of the people who live in the cities of Maharashtra have their natives also from the rural Maharashtra. The state witnesses and expects highest number of tourists at religious destinations during festive and holiday seasons but with the spread of Covid-19, this enthusiasm of tourists wasn't justified.

The Covid-19 Pandemic showed its presence in India during February 2020. Considering it as any regular curable disease, people then, did not worry roaming around. As soon as fatal news came in sight, people were shattered. Everybody wanted to be at their home towns but government restrictions did not allow to do so and in order to curb the spread, a National Lockdown was announced. Slowly all businesses started to shut and loss in every sector was observed. The Lockdown stopped movement of people. Many places in Maharashtra solely lived on the visits by Tourists. Hotels/Accommodation & Restaurants, Tour Guides, Travel Agents, Transport service providers and small vendors at tourist destinations lost their daily earnings and suffered.

This paper focuses on what impact has Covid -19 put on the minds of the Tourists from the state of Maharashtra. It also attempts to find out what are the possible factors that affects a Tourist's decision on travel & tour after Covid-19 restrictions end. The study will bring out the level of readiness to explore destinations by a Tourist from Maharashtra.

LITERATURE REVIEW:

The World Economic Forum (2020) writes that as per the International Air Transport Association (IATA), Airlines throughout the world are expected to lose \$84 billion in 2020, more than three times the loss made during the Global Financial Crisis. Majority of the airlines are seem to be underground. Hotels and Motels are shut due to fewer tourists and it is seen that many of the five-star and four star hotels are being turned into quarantine centers. Restaurateurs are facing higher operating costs because of social distancing, hygiene and sanitation-related costs. In such a situation of crisis, the most challenging task for tourism industry is to sustain.

World Tourism Organization (UNWTO)-2020 states that the international tourism has declined by 60-85 per cent in 2020 due to the Covid-19 pandemic and that has resulted in the revenue loss of \$910 billion to \$1.2 trillion along with placing a large section of livelihoods at risk.

Economic Times (November 2020) reported the loss that was seen in Maharashtra Tourism due to Covid-19 Pandemic. The report says that only 10 per cent of Hotels in Konkan were booked during the festive season of Diwali whereas every year the number of tourists in Maharashtra had advanced bookings made for the season. Maharashtra Tourism Development Corporation (MTDC) used to have Diwali season bookings jam packed at Ganpatipule, however, the number of tourists visiting MTDC tourist accommodation at MTDC's Konkan Division showed a downward curve due to the Pandemic. The pandemic time was very difficult for Sindhudurg

& Raigad district tourism. Tourism professionals are worried as the outlook for tourism economy recovery remains highly uncertain.

RESEARCH METHODOLOGY:

(I) Objectives of the Study:

- 1) To understand the difficulties faced by Tourism sector in Maharashtra due to Covid- 19 Pandemic.
- 2) To find out the impact of Covid-19 on Tourists (with special reference to individuals from the state of Maharashtra).
- 3) To find out if Tourists are still willing to explore destinations in the current Covid-19 situation if government restrictions are relaxed or removed.
- 4) To find out Government initiatives that focus on rebuilding Tourism sector post Covid-19.

(II) Hypotheses of the Study:

- 1) **HO:** Tourists feel Covid -19 has affected Tourism.

H1: Tourists feel Covid -19 has not affected Tourism.

- 2) **HO:** Covid -19 has put a negative impact on the minds of a Tourist with regards to a safe trip.

H1: Covid -19 has not put a negative impact on the minds of a Tourist with regards to a safe trip.

- 3) **HO:** Tourists are still ready to explore destinations if Covid -19 restrictions are removed.

H1: Tourists are still not yet ready to explore destinations if Covid -19 restrictions are removed.

(III) Data Collection:

Primary Data is collected from individuals (tourists) who belong to the state of Maharashtra.

Secondary Data is collected from websites, blogs, online research papers & e-books.

(IV) Research Tool:

Questionnaire was used for the survey. (Google form)

(V) Sample size:

The sample size was 50 individuals (tourists) who belong to the state of Maharashtra.

DATA ANALYSIS AND INTERPRETATION OF THE SURVEY (PRIMARY DATA):

1) Age–

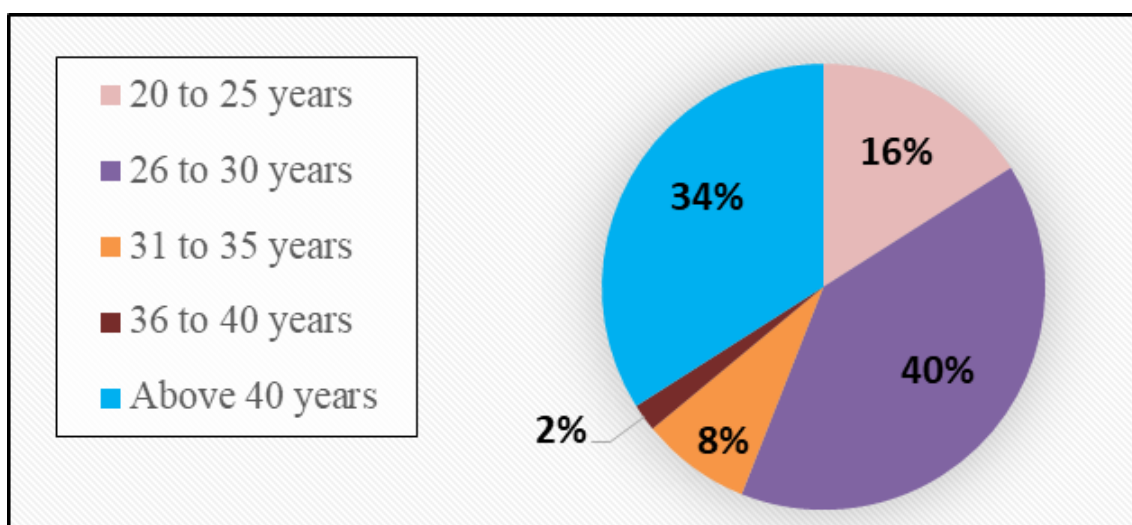


Chart No -1

Interpretation: The survey conducted had respondents/tourists from various age categories. Maximum respondents (40 % of the total respondents) belonged to the age group of 26 to 30 years; followed by 34 % respondents above 40 years of age. 16% respondents belonged to the age group of 20 to 25 years. Only 8% were from the age of 31 to 35 years and the least, i.e. 2% were in from 36 to 40 years.

2) Gender–

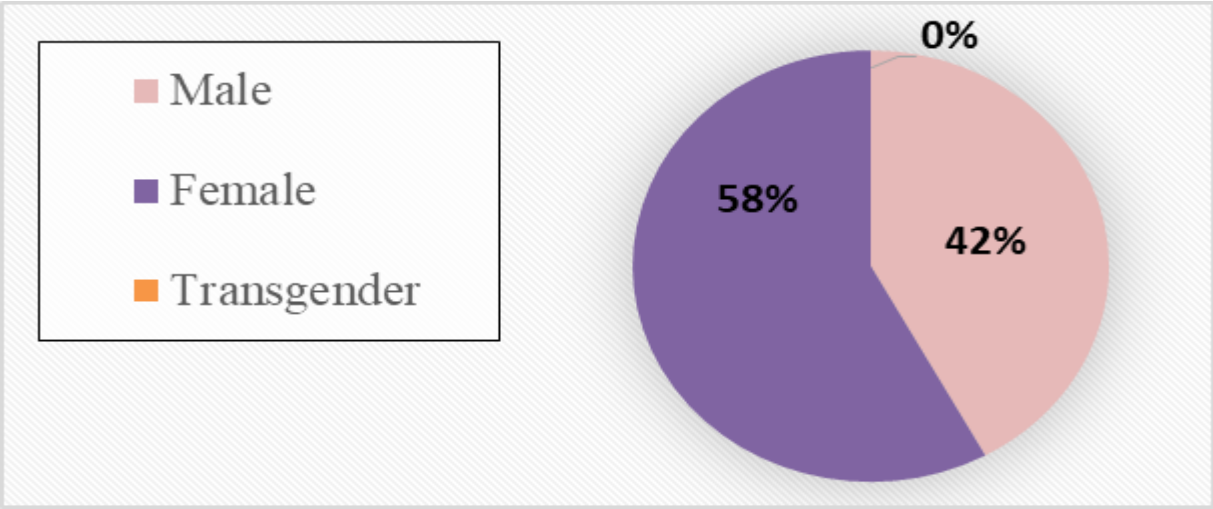


Chart No -2

Interpretation: 58 % respondents were Female and 42 % respondents were Male. No respondents were from the Transgender category.

3) How often in a year did respondents go on outings or trips with friends/ family/ colleagues -?

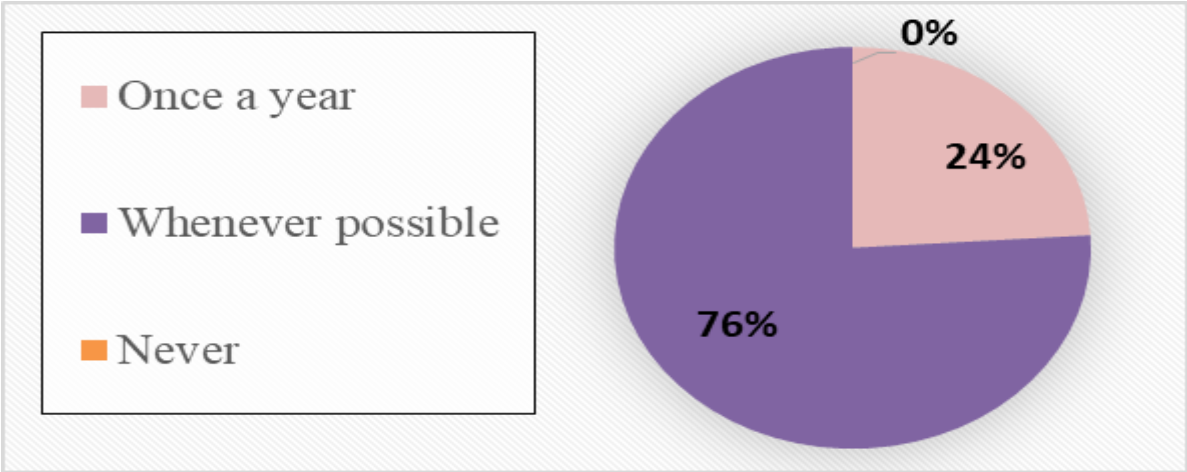


Chart No -3

Interpretation: 24 % respondents went for outings or trips with friends, family or colleagues at least once a year. 76 % respondents expressed that in a year they went for outings whenever it was possible for them.

4) Planned trips in 2019 year, but could not go because of Covid -19 -

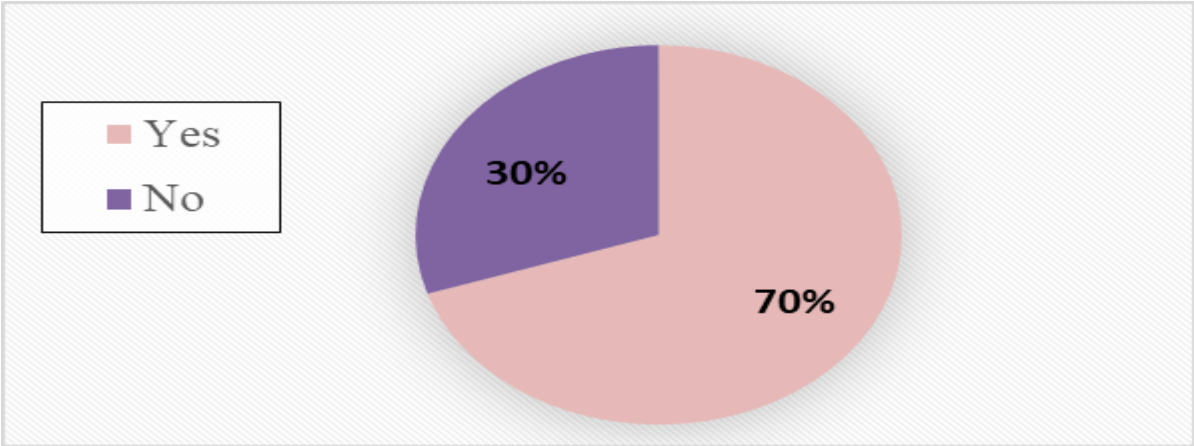


Chart No - 4

Interpretation: It was found that 70 % of the tourists (respondents) had planned a trip in the year 2019 but due to the Pandemic they could not go for it and the trip was cancelled

5) Fear with regards to safety to go on outings during 2020-

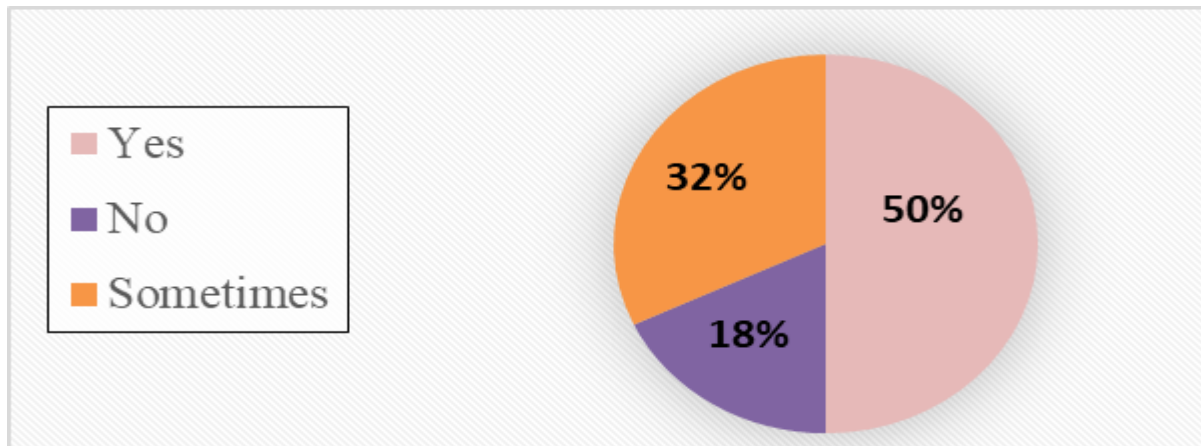


Chart No -5

Interpretation: 50% of the respondents had a fear of safety during the year 2020 when it came to going for outings. 18% of the respondents did not fear for their safety whereas 32 % respondents expressed that the fear of being safe came into their minds only sometimes.

6) Visit to any tourist destination except Native place between April 2020 to March 2021-

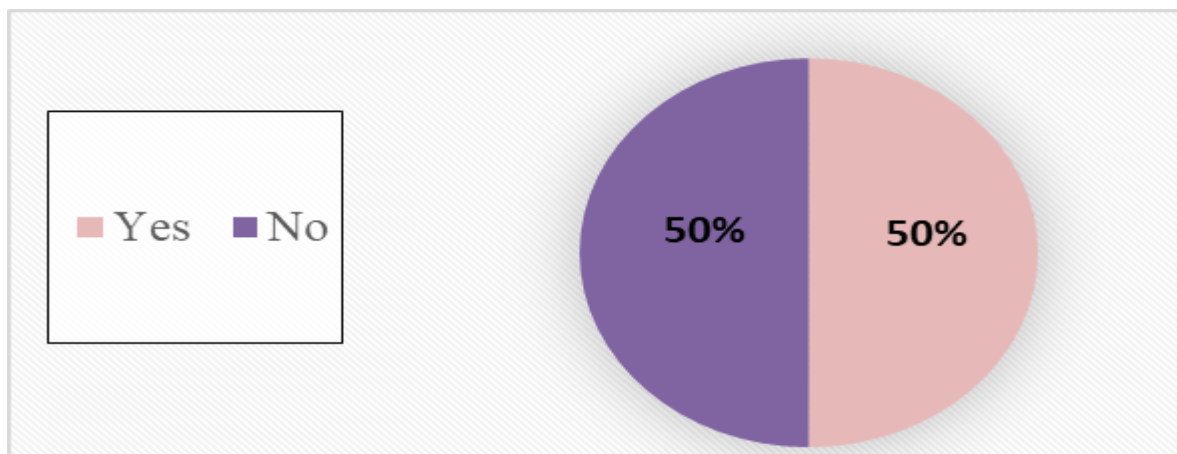


Chart No - 6

Interpretation: Exactly half the respondents, i.e., 50% of the people visited Tourist destinations except their Native place during the Covid-19 Pandemic.

7) Preference to go for a trip amidst the Covid-19 restrictions-

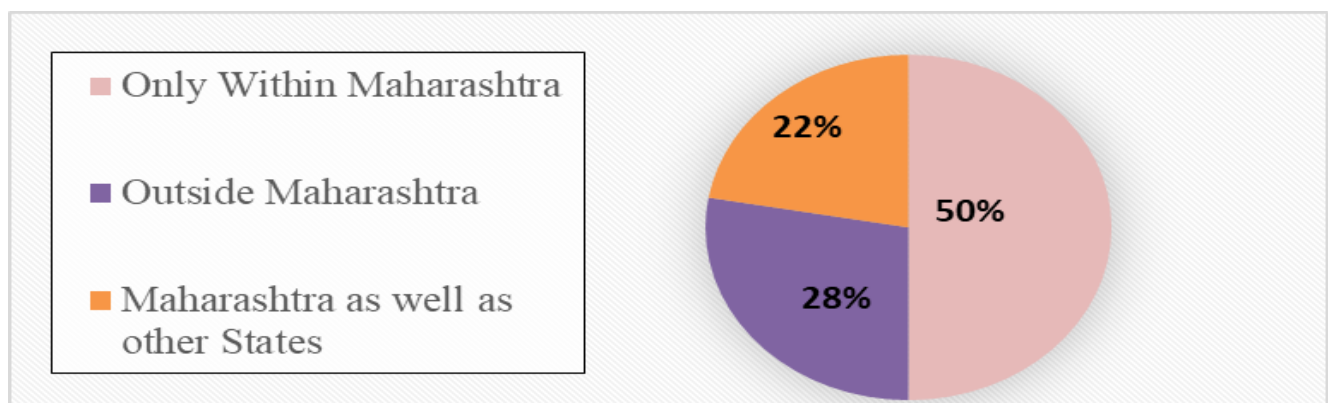


Chart No -7

Interpretation: 50% respondents preferred going for a trip only within the state of Maharashtra during the Covid-19 restrictions. 28% respondents preferred to go outside the state whereas 22% respondents preferred a trip in both, within Maharashtra as well as other states.

8) Reasons that stopped the tourists from planning a trip during Covid-19-

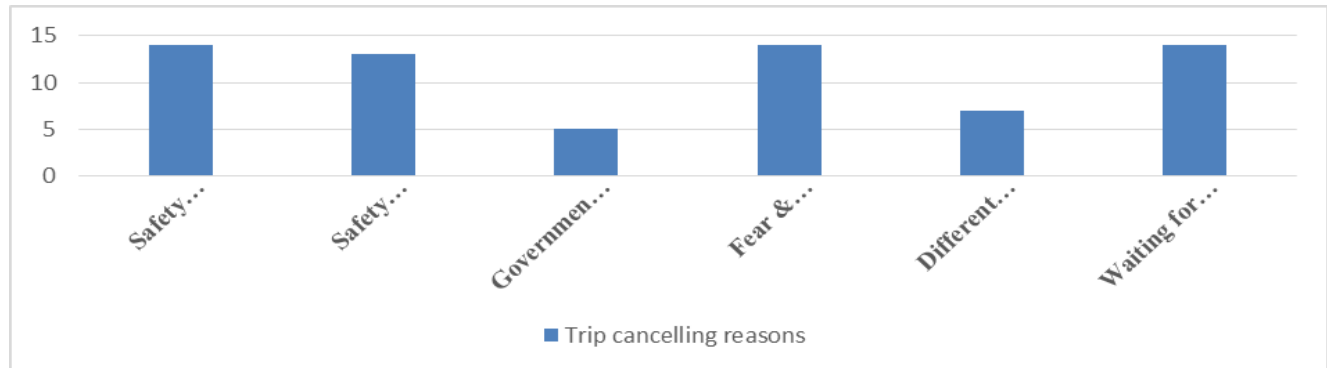


Chart No -8

Interpretation: Maximum respondents (41%) did not plan for trips during Covid-19 due to the fear and concern by Family members regarding the Pandemic, 41% respondents felt Safety issues at Hotels/Accommodations at destinations and again, 41 % respondents did not plan trips because they were waiting for Pandemic to phase out. 38% respondents were doubtful about safety precautions taken by transportation services. Only 14% tourists avoided to plan a trip because of Government /state border restrictions. 21% respondents were doubtful about the changing rules at different tourist destinations and hence did not plan a trip.

9) Current Covid-19 situation bothers from travelling to tourists' destinations-

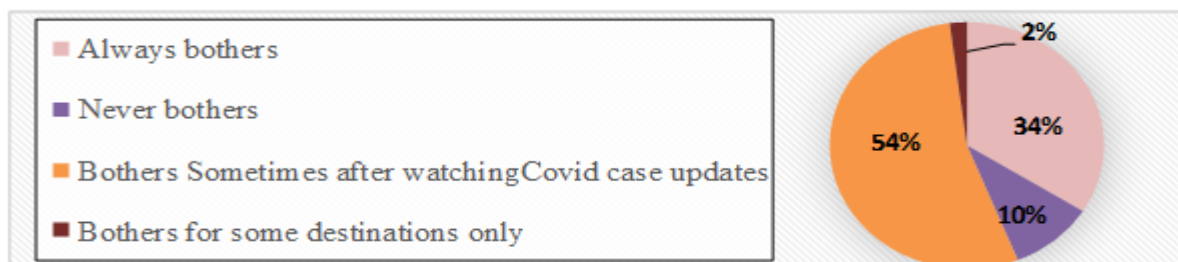


Chart No -9

Interpretation: Maximum respondents, i.e., 54% tourists agree that travelling to tourist destinations in the current Covid-19 situation bothers them only because of constant Covid case updates. 10% respondents say that current covid-19 situation does not bother them from travelling whereas 34% say that it always bothers them. Only 2% tourists are bothered with situations of some destinations.

10) Ready to explore / go for trips with proper safety measures if Government removes restrictions of travel & tour.

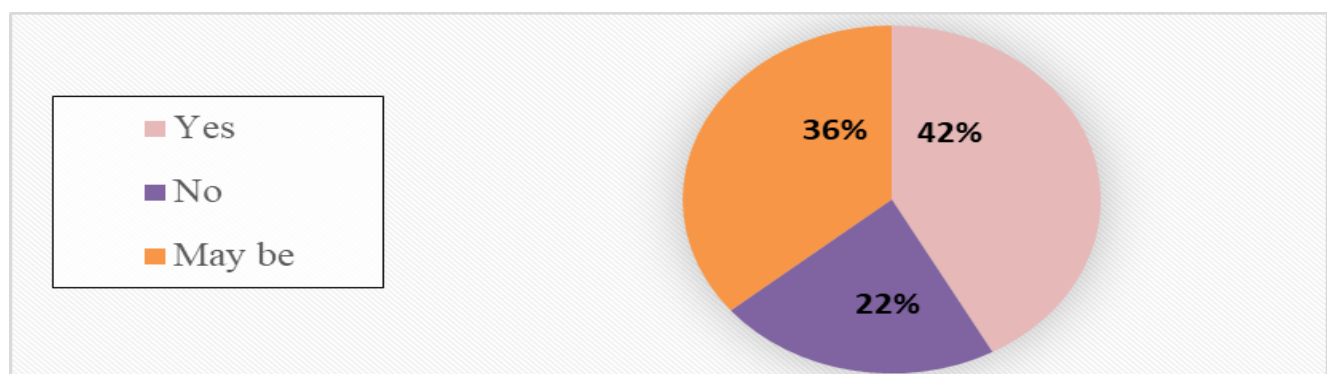


Chart No -10

Interpretation: Maximum, i.e., 42% respondents (tourists) are ready to explore destinations in today's Pandemic situation if Government removes all restrictions for travel and tour. Only 22% respondents firmly say that they are not yet ready and 36 % are confused at the moment, whether to travel yet or not.

11) Tourism is one of the sectors that is highly affected due to Covid-19-

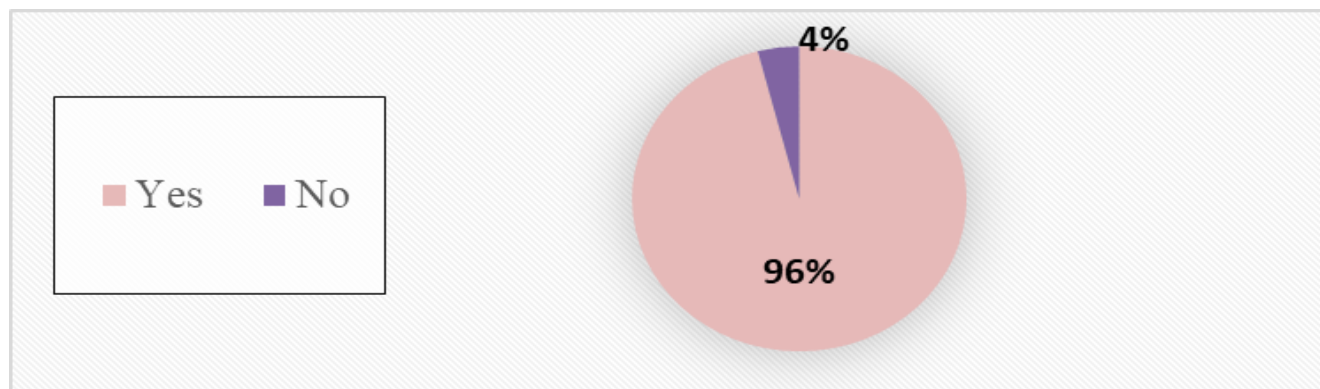


Chart No -11

Interpretation: 96 % respondents, i.e., 48 tourists out of 50 agree that Tourism is one of the sectors that is highly affected due to the Covid-19 Pandemic.

FINDINGS AND CONCLUSION:

- 1) **According to Chart No. 11** of the survey analysis, maximum Tourists believe that Tourism is one of the sectors that is highly affected due to the Covid-19 Pandemic. **Hence, H1** (Tourists feel Covid -19 has not affected Tourism) is **proved to be rejected**.
- 2) **From Chart no. 5, 7 and 8**, it can be concluded that tourists have in their mind a fear for travelling and exploring destinations in this Pandemic due to various reasons and Safety is the biggest concern for them. Safety was one of the reasons that half of the Tourists preferred travelling only within the state of Maharashtra. Hence, **H1** (Covid -19 has not put a negative impact on the minds of a Tourist with regards to a safe trip) is **proved to be rejected**.
- 3) **According to Chart No. 6,9 and 10**, it can be concluded that maximum respondents are not bothered by the Current Covid-19 situations, many have visited tourist places as soon as restrictions were removed and also many are ready to explore destinations by taking proper safety measures if Government restrictions are removed today.

Hence, **H1** (Tourists are still not yet ready to explore destinations if Covid -19 restrictions are removed) is **proved to be rejected**.

Amongst all the sectors that are affected because of the Covid-19 Pandemic, the tourism industry has faced the hardest hit throughout the world. It has affected sectors like hospitality, travel agencies, tour operators, transportation services, etc. Therefore, it is no surprise that tourism in India post Covid has witnessed a rushing decline during the year 2020-2021. **But from the above survey** we see that Tourists from Maharashtra are almost ready to start exploring destinations provided all safety measures are taken into consideration. It is only the fear of being infected and death after looking at constant fatal updates from media which stops tourists from travelling again. This fear will take a long time to go because of the negative impact made on the minds of individuals and unless they come up from this, the tourism industry will take a long time to see the upward curve.

The Government of India and state governments have noticed this and are playing a crucial role to revive the tourism sector. **Maharashtra government** has announced that the state will organize 20 cultural festivals to promote tourism keeping all the COVID-19 protocols in mind. State tourism minister Aditya Thackeray is up with different initiatives in order to uplift the urban and rural tourism in Maharashtra post Pandemic. Recovery in the sector is now seeming possible as people have the will of stepping out and travelling. A simple and complete focus is required on the cleanliness and sanitization of properties that will build up confidence and interest to travel in the minds of a tourist.

The tourism sector contributes nearly 10 per cent to Maharashtra's Revenue and shows itself as one of the biggest employment generators for the state. Tourism can revive itself if the concerns of tourists are entertained

and fulfilled. Tourism would be nothing without a tourist and hence focus should be made on the requirements asked by them and making them believe that their safety is not at risk and only then can the industry be on its own, again.

WEBLIOGRAPHY:

1) **Primary Data:** Google form

2) **Secondary Data:** Data retrieved on 13 April 2021

- <https://economictimes.indiatimes.com/news/international/business/international-tourism-could-decline-by-60-80-in-2020-un/articleshow/75669933.cms>
- <https://react.etvbharat.com/english/national/state/maharashtra/covid-shadow-on-maharashtra-tourism-industry/na20201116083759965>
- <https://www.financialexpress.com/lifestyle/travel-tourism/impact-of-covid-19-on-travel-and-tourism-industry-and-ways-of-recovery/2183029/>
- <https://www.india.com/travel/articles/maharashtra-to-organize-20-cultural-festivals-to-boost-tourism-4401717/>
- <https://travel.economictimes.indiatimes.com/news/destination/states/maharashtra-brings-out-new-initiatives-for-tourism-sector/79338810>
- un/articleshow/75669933.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

A COMPARATIVE PROFITABILITY AND EMPLOYEES COST ANALYSIS OF SELECT NON-BANKING FINANCIAL COMPANIES WITH REFERENCE TO PRE AND DURING COVID-19 PERIOD

Dr. Babita Kanojia¹ and Chetan Devashish Bose²¹Assistant Professor & Research Guide, HOD (Commerce)-Clara's College of Commerce, Mumbai²Assistant Professor & Research Scholar, KES Shroff College of Arts and Commerce, Mumbai

ABSTRACT

Non-Banking Financial Companies (NBFCs') play a vital role in converting savings into investments. The study scrutinizes Profitability and Employees Cost of select Non-Banking Financial Companies. The researchers have selected Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited based on the total assets valuation. The study is Quantitative in nature and centred on secondary data. SEBI prescribed financial reports have been utilised for the purpose of data analysis. The researchers have used t-Test and ANOVA test for concluding all its findings. It is observed that there exists no significant difference in Net Sales, Net Profit and Employees Cost of Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited, for pre and during Covid-19. However, there is a significant relation for Net Sales, Net Profit and Employees Cost among the select Non-Banking Financial Companies. The comparative analysis signifies that, Bajaj Finance Limited has maximum Net Sales and Net Profit followed by Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. The Employee cost of Bajaj Finance is highest followed by Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. The Entrepreneurs and managers may study the strategies of market leaders of NBFC's for undertaking effective decision. The study will also guide various stakeholders in taking appropriate decision before investing at NBFC's.

Key Words: Covid-19, Non-Banking Financial Companies and Profitability

INTRODUCTION

Covid-19 a global pandemic is not only taking lives of people but also curbing the economy. The Growth and survival of every economy have oppressed due to this global pandemic. All countries of the globe are struggling to make their economic activity normal. However, it's becoming more challenging for economist to bring a balance between saving human lives and uplifting economic at the time due to Covid-19. Non-Banking Financial Companies play an important role in rising economy.

Non-Banking Financial Companies

The nation's financial services sector contains capital markets, insurance sector and Non-Banking Financial Companies (NBFCs'). NBFCs' include Asset Finance Company, Investment Company, Housing Finance Company, Loan Company, Mortgage Guarantee Company, etc. They are registered under Indian Companies Act, 1956 unlike banking firms registered under Banking Regulation Act, 1949. NBFCs' help to mobilise the saving into investment and shape a strong economy. As per the IBEF report, India's Asset Management Industry is among the fastest growing in the world.¹

Covid-19

Change is dynamic and constant. Covid-19 an unexpected change has made the whole world to stay within the limits of their house. It has taken lives across the world, however there's lot more to come if it's not taken seriously. It has gifted the economy with unemployment, inflation, low production, decrease in demand and loss to various sectors of the economy. Sustaining employability and profitability will be biggest challenge in near future.

Profitability

Every company has a motive to earn profit directly or indirectly. Managers make strategies to tackle various problems related to Human Resource, Marketing and Finance in there day to day operations. However, Covid-19 pandemic has made everyone to restructure their plans and strategies for maintaining their profitability. The survival and growth of any company largely depends upon its profitability.

Review of literature

The articles listed below have been reviewed for the problem understudy. Here, researches have tried to cover all the key elements of the study.

Non-Banking Financial Companies & Economy

Carmichael, J., & Pomerleano, M. (2002) have established the contribution of Non-Banking Financial Companies in Economic growth. They provide those financial services where banks may not function efficiently.²

Nazneen, Afroze & Dhawan, Sanjeev. (2018) have pointed that NBFCs' play a key role in developing Infrastructure and Road Transport in India. They serve the unbanked entrepreneurs and retail customers at large.³

Kamalaveni S. (2016) has studied NBFC's as a fast-emerging segment of financial system. They give advances to small-scale traders, wholesalers and self-employed people. The services are diversified and broadened by Non-Banking Financial Companies.⁴

Non-Banking Financial Companies (NBFCs)

Profitability

Kumar, Suneel & Hosmani, A. (2019) have highlighted an important fact that NBFCs' contribute almost 24.3% of GDP, which is better as compared to banks. NBFCs' bridge the gap of increasing financial needs, hence supplementing the role of organised bank.⁵

Muniappan, Nandhini & Samy, N. (2019) state that NBFCs' are integral part of Indian Financial System. They concluded that the overall economic stability and growth of Non-Banking Financial Companies can be achieved through long term investment plan, diversified investment, customer centric financial products, etc⁶

Research gap

The articles and online books reviewed by the researchers have helped to undertake "A Comparative Profitability and Employees Cost Analysis of Select Non-Banking Financial Companies with Reference to Pre and during Covid-19 Period"

Objectives of the study

The researchers have concluded following objectives for the study undertaken,

1. To analyse the effect of Covid-19 on the Net Sales of select Non-Banking Financial Companies
2. To examine the impact of Covid-19 on the Net Profit of select Non-Banking Financial Companies
3. To study the influence of Covid-19 on the Employee Cost of select Non-Banking Financial Companies
4. To study the profitability rank based on the Net Sales and Net Profit of select Non-Banking Financial Companies

Research problems of the study

The idea of our study serves to formulate following problem for "A Comparative Profitability and Employees Cost Analysis of Select Non-Banking Financial Companies with Reference to Pre and during Covid-19 Period",

1. To study, examine and associate the impact of Covid-19 on Profitability and Employee Cost of the select Non-Banking Financial Companies

Hypotheses of the study

In the light of literatures review, research gap, research objectives and research problem, the researchers have formed following hypotheses for the study undertaken,

Hypothesis 1

H₀: There is no significant difference in the Net Sales of select Non-Banking Financial Companies for per and during Covid-19

H₁: There is a significant difference in the Net Sales of select Non-Banking Financial Companies for per and during Covid-19

Hypothesis 2

H₀: There is no significant difference in the Net Profit of select Non-Banking Financial Companies for per and during Covid-19

H₁: There is a significant difference in the Net Profit of select Non-Banking Financial Companies for per and during Covid-19

Hypothesis 3

H₀: There is no significant difference in the Employees Cost of select Non-Banking Financial Companies for per and during Covid-19

H₁: There is no significant difference in the Employees Cost of select Non-Banking Financial Companies for per and during Covid-19

Hypothesis 4

H₀: There exist no significant relation for the Net Sales among select Non-Banking Financial Companies

H₁: There exist significant relation for the Net Sales among select Non-Banking Financial Companies

Hypothesis 5

H₀: There exists no significant relation for the Net Profit among select Non-Banking Financial Companies

H₁: There exists significant relation for the Net Profit among select Non-Banking Financial Companies

Hypothesis 6

H₀: There exists no significant relation for the Employees Cost among select Non-Banking Financial Companies

H₁: There exists significant relation for the Employees Cost among select Non-Banking Financial Companies.

Research methodology of the study

Type of research

The study includes financial data related to Net Sale, Net Profit and Employee Cost. Therefore, the present study is a Quantitative research. It is an ex post facto research, as the effect of Covid-19 on profitability and employee cost of select Non-Banking Financial Companies are to be studied.

Sources of data collection

The data collected for analysis are secondary in nature. It includes article, books and financial records. However, it in order to draw reliable conclusions, financial record prepared on the guidelines of SEBI are taken into consideration for analysis.

Sampling

The study is based on the top three Non-Banking Financial Companies list in NSE or BSE website based on its Total Assets Valuation. Therefore, no sampling method is followed for the research.

SR. NO.	NON-BANKING FINANCIAL COMPANIES	TOTAL ASSETS (₹ IN CRORE)
1	BAJAJ FINANCE LIMITED	138,003.57
2	SHRIRAM TRANSPORT FINANCE CORPORATION LIMITED	114,128.64
3	MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED	74,071.21

Reference period of the study

The study includes quarterly reports on financial performance of Non-Banking Financial Companies. In order to analyse the impact of Covid-19, the study includes data form July 2019 to December 2021. The data is divided into two sections. The first section includes data for pre Covid-19 period, from quarter ending September 2019 to quarter ending March 2020 and the second section includes data for during Covid-19 period, from quarter ending June 2020 to quarter ending December 2020.

Tool and techniques of data analysis

Excel has been used as a tool for data analysis of the study undertaken. ANOVA test & t-test techniques have been applied for concluding effectively and arriving at constructive suggestions.

Significance of the study

Non-Banking Financial Companies act as a booster to support various business of an economy. They also provide loans to entrepreneurs, households and other stake holders. The study will put a light on the various aspects of profitability, which affects the functioning of Non-Banking Financial Companies. The current research will help government, economist, entrepreneurs and employees to understand the effect of Covid-19 on the profitability of Non-Banking Financial Companies. It will also determine the best practices followed by market leaders in order to minimise the negative effect of global pandemic on their operations.

Scope of the study

The following point listed below indicates various scope of the study,

1. Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited are selected for the study based on its assets valuation
2. The study covers only 18 months of financial data, which is divided into 9 months of financial data for pre Covid-19 period and 9 months of financial data for during Covid-19 period
3. The study includes data related to Profitability and Employee Cost
4. It will provide profitability position to select Non-Banking Financial Companies based on the financial performance

Limitations of the study

The restrictions drawn are centred on the objectives, data groups and scope of the study,

1. Secondary data is used for the study
2. Only three Non-Banking Financial Companies are considered for the study
3. The study covers only three aspects of financial data, they are Net Sales, Net Profit and Employee cost

Ata analysis

BAJAJ FINANCE LIMITED

t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	6158.543	5812.74
Variance	167408.6	4986.08
Observations	3	3
Pearson Correlation	-0.81011	
Hypothesized Mean Difference	0	
Df	2	
t Stat	1.279277	
P(T<=t) one-tail	0.164579	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.329159	
t Critical two-tail	4.302653	
t stat < t critical		
H0 is not rejected		

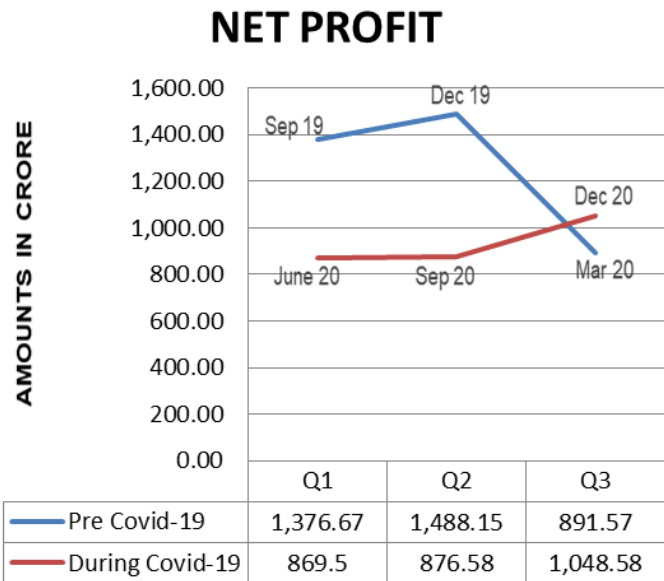
NET SALES

	Q1	Q2	Q3
Pre Covid-19	5,696.63	6,303.56	6,475.44
During Covid-19	5,887.36	5,746.97	5,803.89

t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	1252.13	931.5533
Variance	100609.6	10283.96
Observations	3	3
Pearson Correlation	-0.9777	
Hypothesized Mean Difference	0	

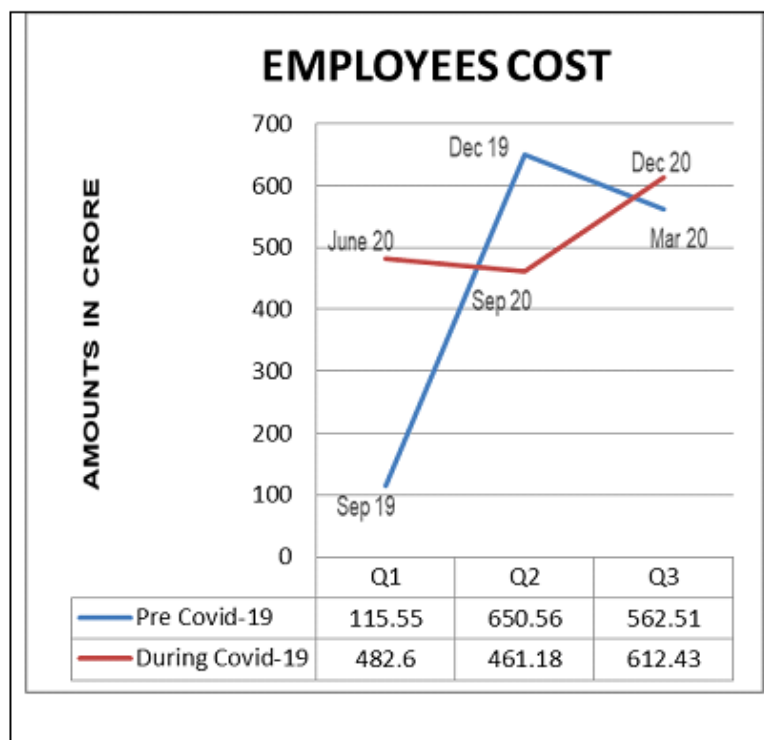
df	2	
t Stat	1.33192	
P(T<=t) one-tail	0.157195	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.314391	
t Critical two-tail	4.302653	

t stat < t critical
H0 is not rejected



BAJAJ FINANCE LIMITED

SHRIRAM TRANSPORT FINANCE CORPORATION LIMITED



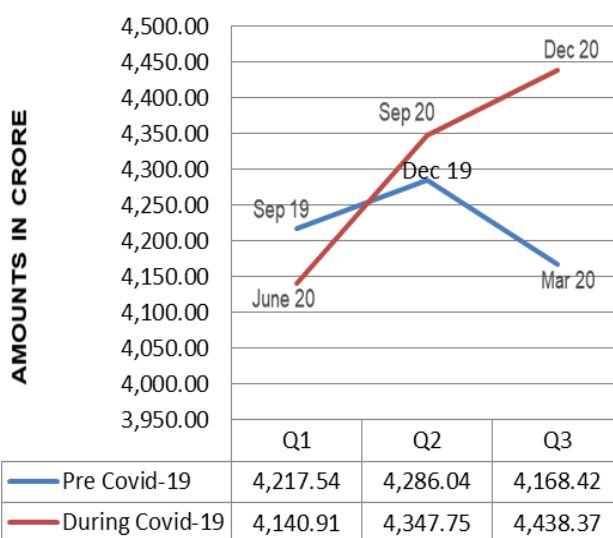
t-Test: Paired Two Sample for Means

	Pre Covid-19	During Covid-19
Mean	4224	4309.01
Variance	3489.915	23246.2
Observations	3	3
Pearson Correlation	-0.20542	
Hypothesized Mean Difference	0	
df	2	
t Stat	-0.84398	
P(T<=t) one-tail	0.243768	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.487536	
t Critical two-tail	4.302653	

t stat < t critical

H0 is not rejected

NET SALES



SHRIRAM TRANSPORT FINANCE CORPORATION LIMITED

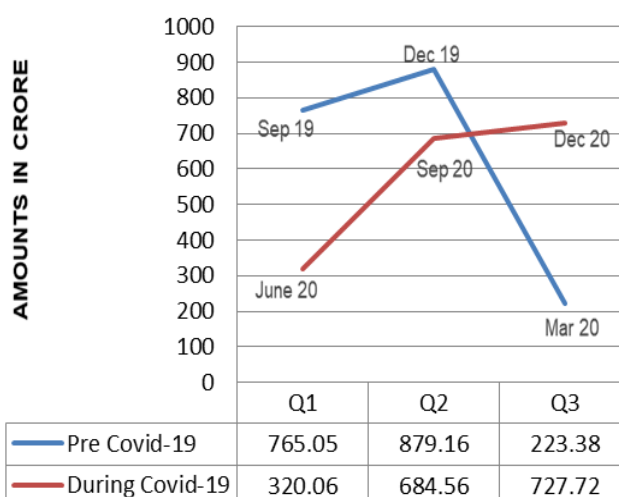
t-Test: Paired Two Sample for Means

	Pre Covid-19	During Covid-19
Mean	622.53	577.4467
Variance	122745.8	50151.62
Observations	3	3
Pearson Correlation	-0.44084	
Hypothesized Mean Difference	0	
df	2	
t Stat	0.15871	
P(T<=t) one-tail	0.444238	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.888475	
t Critical two-tail	4.302653	

t stat < t critical

H0 is not rejected

NET PROFIT

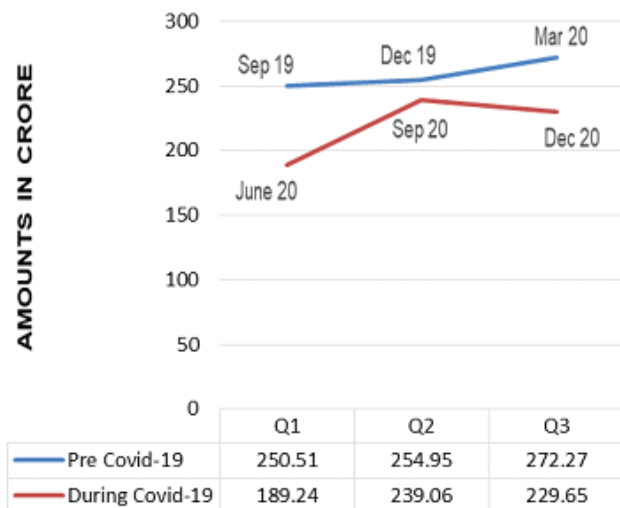


MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED

t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	259.2433	219.3167
Variance	132.1989	700.5914
Observations	3	3
Pearson Correlation	0.513444	
Hypothesized Mean Difference	0	
df	2	
t Stat	3.031842	
P(T<=t) one-tail	0.046871	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.093743	
t Critical two-tail	4.302653	

t stat < t critical

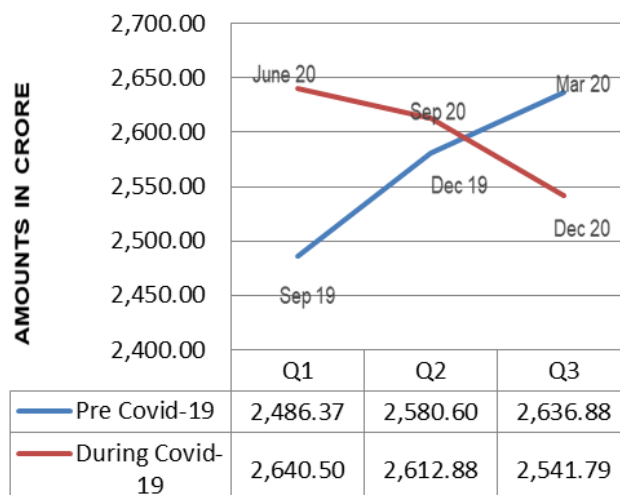
H0 is not rejected

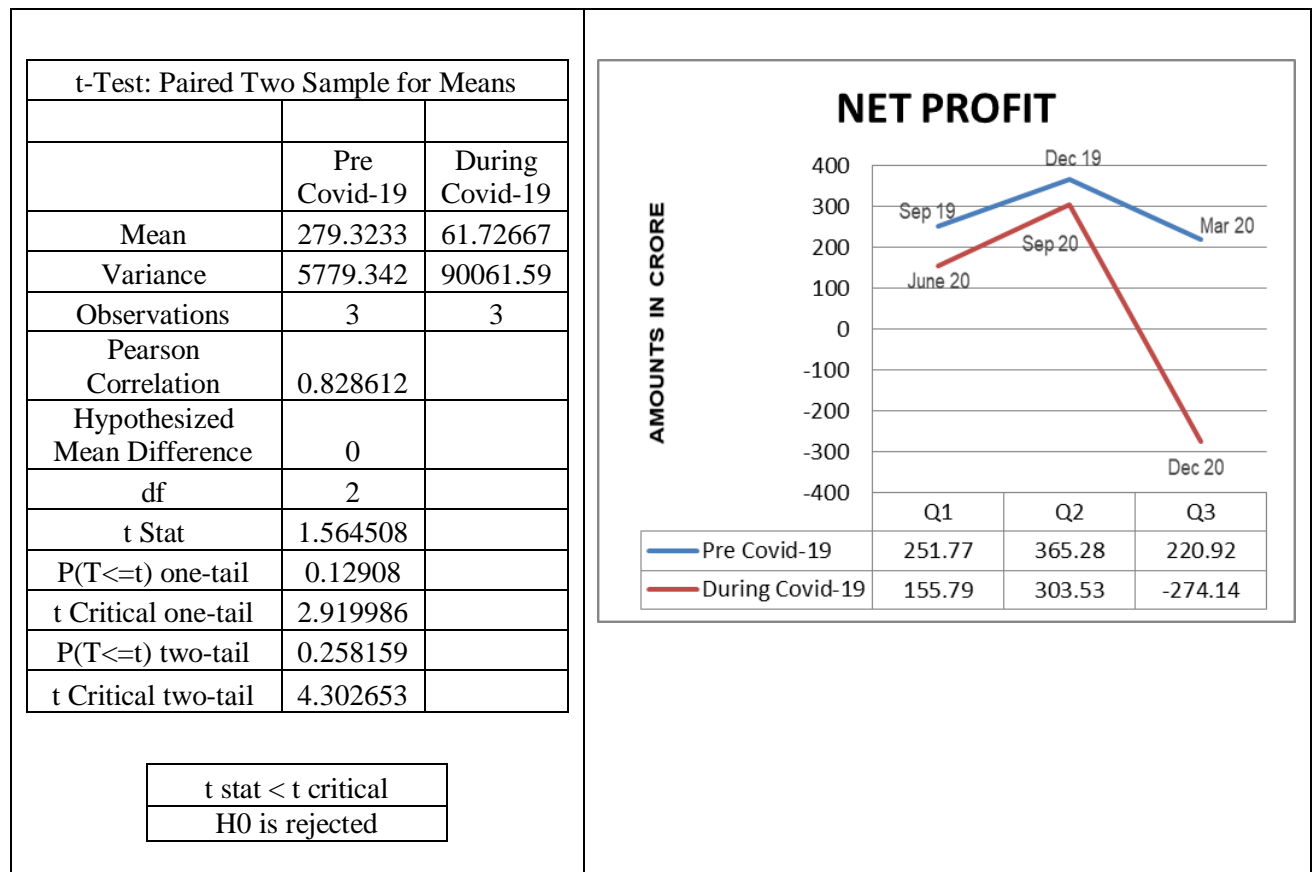
EMPLOYEES COST


t-Test: Paired Two Sample for Means		
	Pre Covid-19	During Covid-19
Mean	2567.95	2598.39
Variance	5783.332	2593.386
Observations	3	3
Pearson Correlation	-0.92356	
Hypothesized Mean Difference	0	
df	2	
t Stat	-0.42307	
P(T<=t) one-tail	0.356696	
t Critical one-tail	2.919986	
P(T<=t) two-tail	0.713392	
t Critical two-tail	4.302653	

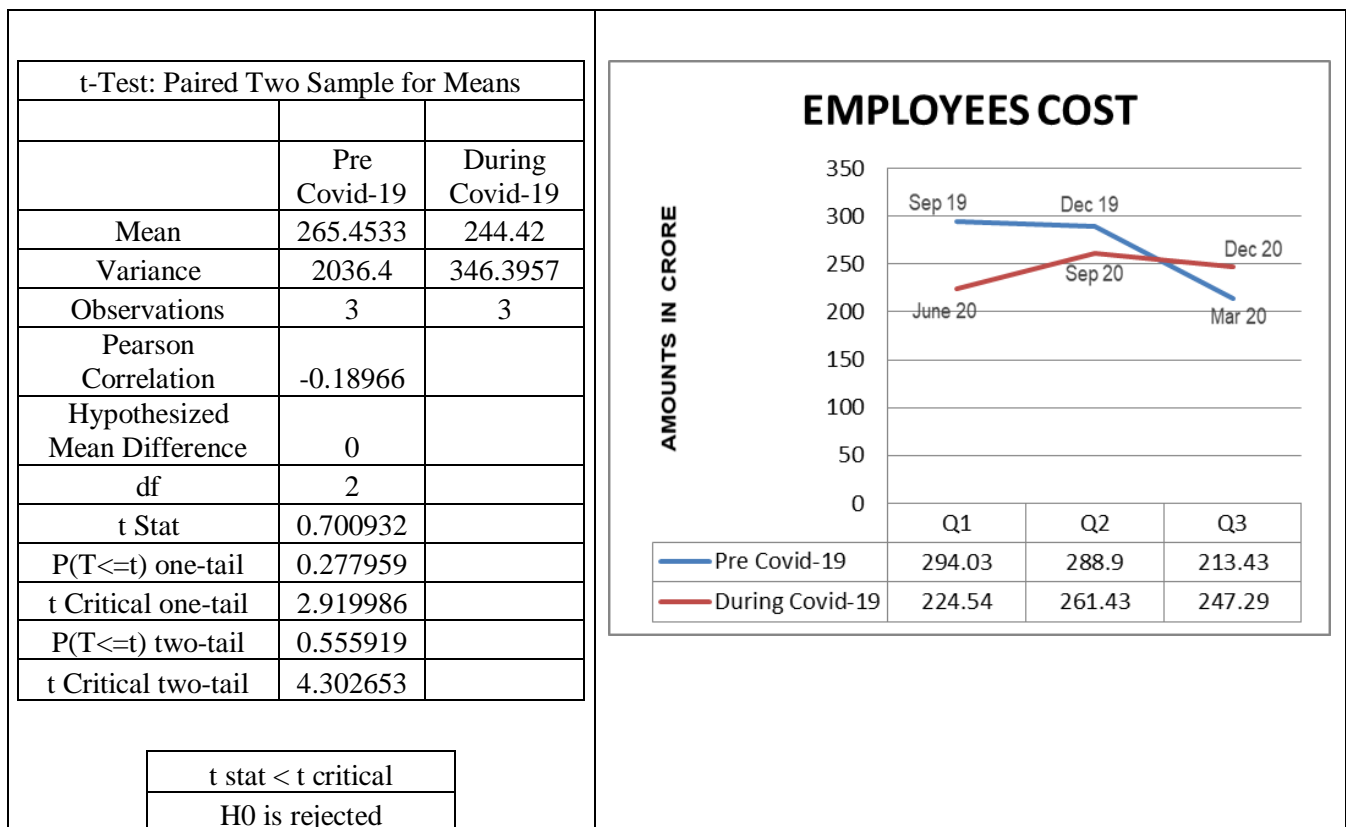
t stat < t critical

H0 is not rejected

NET SALES


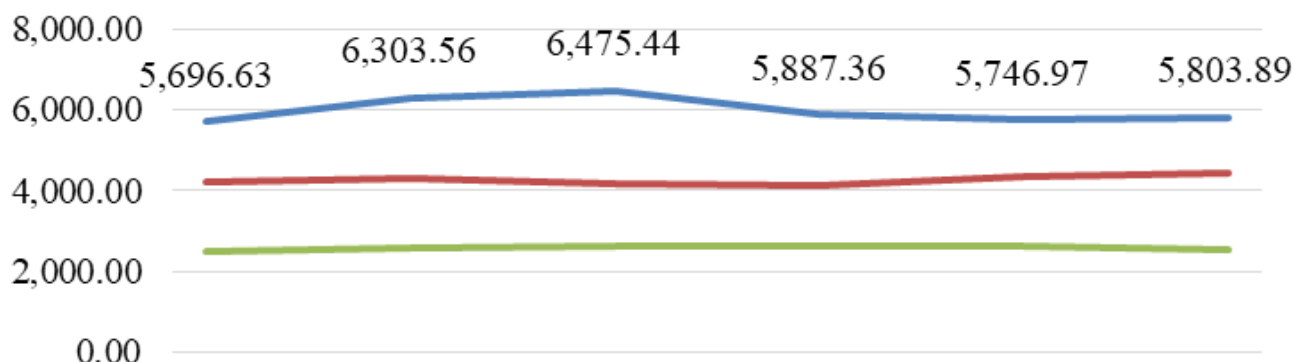


MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED



COMPARATIVE ANALYSIS

COMPARATIVE ANALYSIS- NET SALES



	Sep-19	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
BAJAJ FINANCE LTD.	5,696.63	6,303.56	6,475.44	5,887.36	5,746.97	5,803.89
SHRIRAM TRANSPORT FINANCE CORPORATION LTD.	4,217.54	4,286.04	4,168.42	4,140.91	4,347.75	4,438.37
MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD.	2,486.37	2,580.60	2,636.88	2,640.50	2,612.88	2,541.79

ANOVA: SINGLE FACTOR

SUMMARY				
Groups	Count	Sum	Average	Variance
BAJAJ FINANCE LTD.	6	35913.85	5985.642	104831.8673
SHRIRAM TRANSPORT FINANCE CORPORATION LTD.	6	25599.03	4266.505	12862.45739
MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD.	6	15499.02	2583.17	3628.66528

ANOVA

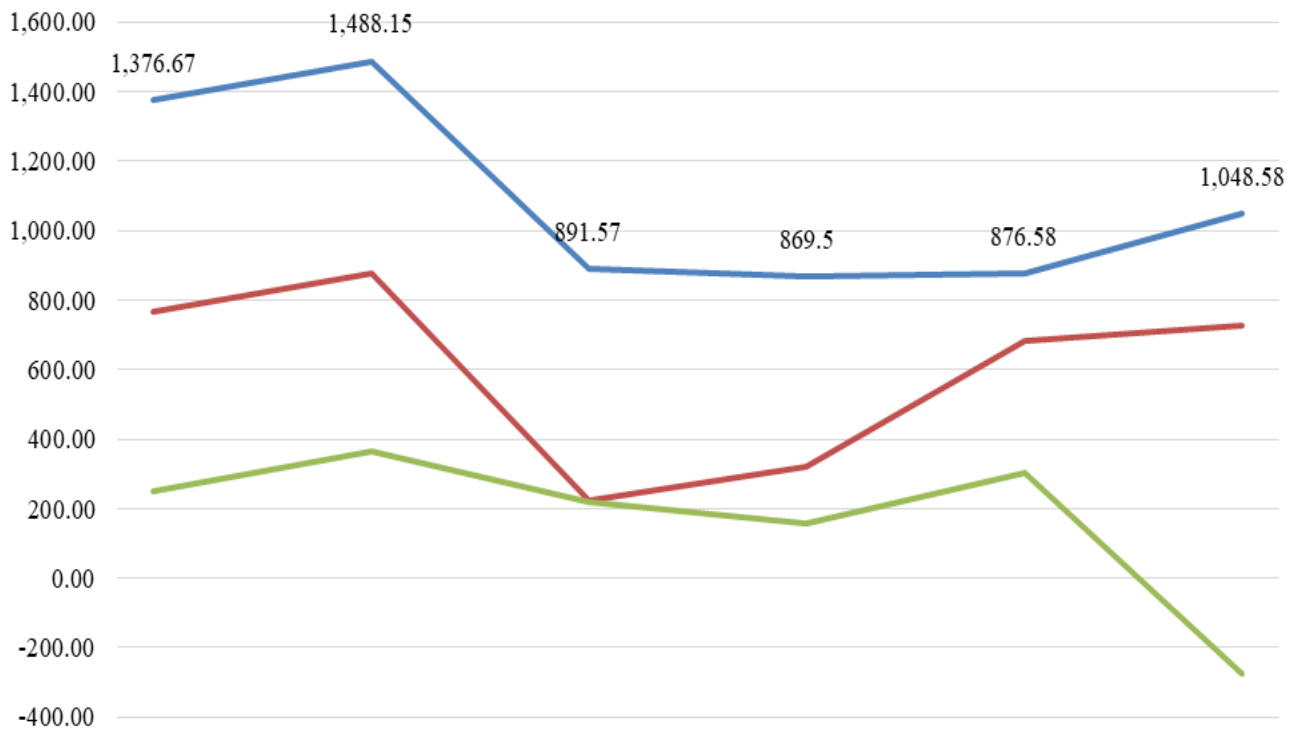
Source of Variation	SS	df	MS	F stat	P-value	F crit
Between Groups	34731722.09	2	17365861	429.4122916	5.75443E-14	3.68232
Within Groups	606614.9496	15	40441			
Total	35338337.04	17				

F stat > F crit

H0 is rejected

COMPARATIVE ANALYSIS

COMPARATIVE ANALYSIS- NET PROFIT



ANOVA: SINGLE FACTOR

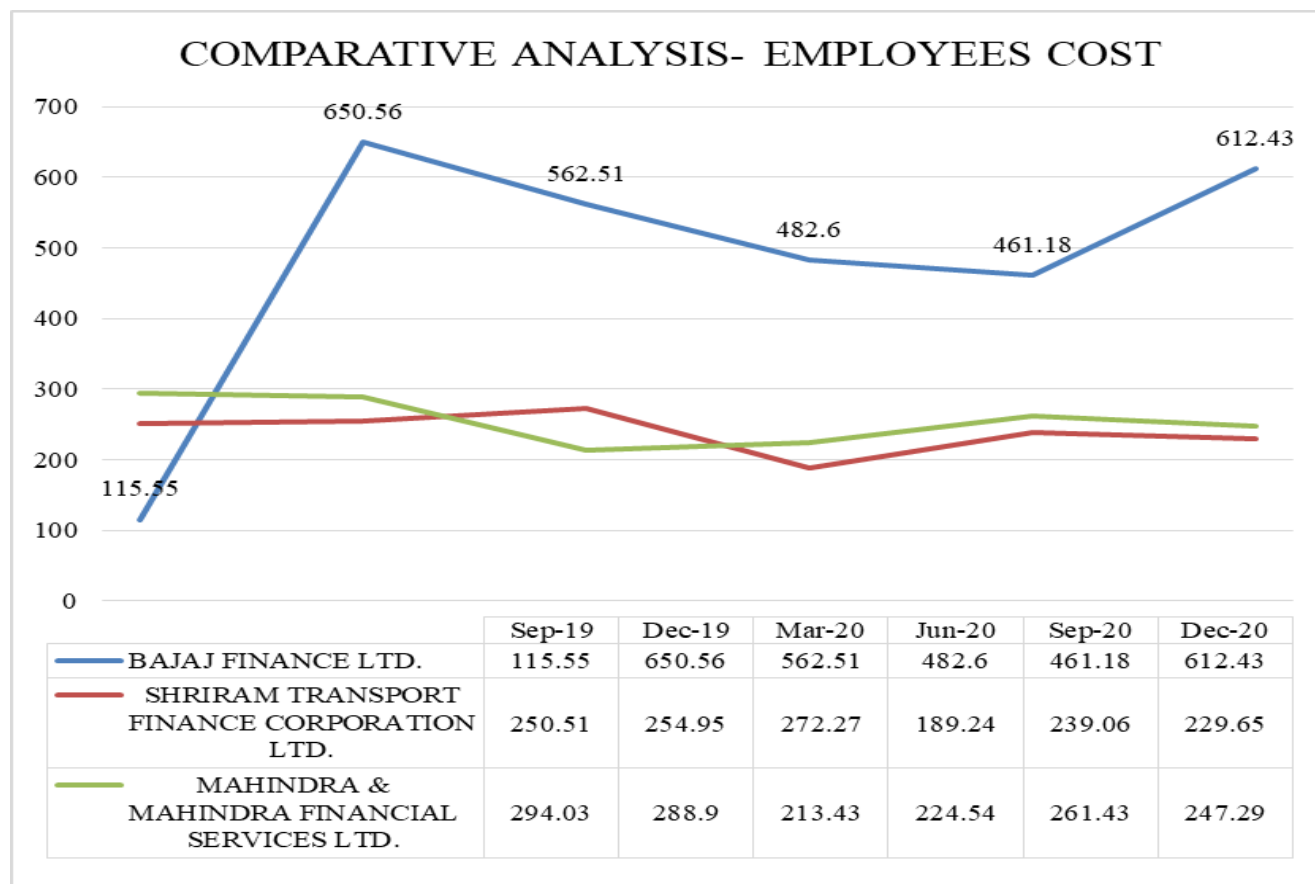
SUMMARY				
Groups	Count	Sum	Average	Variance
BAJAJ FINANCE LTD.	6	6551.05	1091.842	75188.24
SHRIRAM TRANSPORT FINANCE CORPORATION LTD.	6	3599.93	599.9883	69768.73
MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD.	6	1023.15	170.525	52540.87

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2550365.713	2	1275183	19.37008	6.97E-05	3.68232
Within Groups	987489.1445	15	65832.61			
Total	3537854.857	17				

F stat > F crit
H0 is rejected

COMPARATIVE ANALYSIS



ANOVA: SINGLE FACTOR

SUMMARY				
Groups	Count	Sum	Average	Variance
BAJAJ FINANCE LTD.	6	2884.83	480.805	37323.44
SHRIRAM TRANSPORT FINANCE CORPORATION LTD.	6	1435.68	239.28	811.3578
MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD.	6	1529.62	254.9366667	1085.838

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	219191.9217	2	109595.9608	8.383033	0.003597	3.682320344
Within Groups	196103.1665	15	13073.54443			
Total	415295.0882	17				

F stat > F crit

H0 is rejected

FINDINGS AND CONCLUSIONS

After applying appropriate tools and techniques, the researchers have concluded their finding in the below statements,

1. There exist no significant impact of Covid-19 on the Net Sales of Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. Hence, the first null hypothesis is not rejected.

2. There exists no significant effect of Covid-19 on the Net Profit of Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. Hence, the second null hypothesis is not rejected.
3. There exists no significant difference in the Employees Cost of Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited for pre and during Covid-19. Hence, the third null hypothesis is not rejected.
4. There exists significant relation for Net Sales among Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. Hence, the fourth null hypothesis is rejected.
5. There exists significant relation for Net Profit among Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. Hence, the fifth null hypothesis is rejected.
6. There exists significant relation for Employees cost among Bajaj Finance Limited, Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited. Hence, the sixth null hypothesis is rejected.
7. Net Sales of Bajaj Finance Limited is at peak among the select Non-Banking Financial Companies, followed by Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited.
8. Net Profit of Bajaj Finance Limited is maximum among the select Non-Banking Financial Companies, followed by Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited.
9. Employees of Bajaj Finance Limited is supreme among the select Non-Banking Financial Companies, followed by Shriram Transport Finance Corporation Limited and Mahindra & Mahindra Financial Services Limited.

REFERENCES**Website**

1. <https://www.ibef.org/industry/financial-services-presentation>

Book

2. Carmichael, J., & Pomerleano, M. (2002). *Development and regulation of non-bank financial institutions*. ProQuest EBook Central <https://ebookcentral.proquest.com>

Articles

3. Nazneen, Afroze & Dhawan, Sanjeev. (2018). A Review of Role and Challenges of Non- Banking Financial Companies in Economic Development of India: ISSN 2146-4138. *International Journal of Economics and Financial Issues*. 8 (6), pages 90- 98.
4. Kamalaveni S. (2016). A Study on Selected Non-Banking Financial Companies (NBFCs) in India: ISSN 2249-555X. *Indian Journal of Applied Research*. 6 (6), pages 442- 444.
5. Kumar, Suneel & Hosmani, A. (2019). Financial Performance of Non-Banking Financial Companies (NBFCs) in India: ISSN 2455-3662. *EPRA International Journal of Multidisciplinary Research (IJMR)*. 5 (11), pages 57- 62.
6. Muniappan, Nandhini & Samy, N. (2019). Performance of Non-Banking Financial Institutions in India: ISSN -2348 0653. *International Journal of Business and Administration Research Review*. 1 (23), pages 111-114.

COVID 19 IMPACTS: 2020 YEAR OF IT & PHARMA

Mr. Shahid AnsariAssistant Professor, Clara's College of Commerce

ABSTRACT

When the lockdown was declared in March 2020, all industries had hit their bottom. Lockdown entails a complete shutdown of all systems, with the exception of a few life-sustaining necessities. Every sector listed on the stock exchange in March 2020 had a top-to-bottom tale.

The pharmaceutical industry was operationally involved in providing supplies required during the lockdown, such as medicines, PPE kits, masks, sanitizer, hand wash, daily essentials products, and so on. At the same time, the IT sector backs the economy by providing the support system for all required software, hardware and data facilities. A large section of service sectors has started to work from home and depend on information technology. Continuous considerable growth of more than 100% in stocks of these sectors can be seen on the stock exchange. Divi's Laboratories, one of the pharma companies, was the outperformer and stands first as gainer. The story of large cap stock Nifty 50 (IT & Pharma sector) has changed in the month of December 2020. Now it is bottom to top on the stock exchange.

Key Words: COVID 19, NSE, IT, Pharma, Nifty 50.

INTRODUCTION

An uninvited guest for the year 2020 was waiting somewhere in China, Wuhan City. This uninvited guest, Covid 19, landed in our own country in January 2020. Covid 19 is an infection disease that the people of India warmly welcome with a lamp, torch, and bell ring. Covid 19 came along with some gifts like lockdown, recession, unemployment, illness, death, starvation, walks for thousands of kms etc. for someone and wealth, fortune, prosperity, business, opportunities, growth for others.

On the one side, significant segments of society were experiencing financial hardship and were unable to meet basic needs. On the other hand, a few market sectors began to make significant profits. Consumer demand in the information technology and pharmaceutical sectors has skyrocketed. All companies began to work from the comfort of their own homes. Working from home has become the latest norm, with schools, universities, and other organisations adopting it.

During the first few months following the announcement of Covid 19, pharmaceutical products such as sanitizer, handwash, masks, soaps, and immune boosters dominated the market. Fear of the spread of Covid 19 infection pushed the pharmaceutical industry to new heights, with sales exceeding expectations at a time when other industries were suffering losses.

REVIEW LITERATURE

1. Nayyereh Ayati, Parisa Saiyarsarai & Shekoufeh Nikfar, 2020 "Short- and long-term impacts of COVID-19 on the pharmaceutical sector" in their research found that COVID-19 may be seen as a once-in-a-century golden opportunity for the pharmaceutical industry, as it boosts demand for prescription drugs, vaccines, and medical devices. This is one of the most visible short-term effects of the COVID-19 outbreak, but it has both short and long-term consequences.
2. Ranjit Barshikar, 2020 "Covid 19 – Impact and new normal for pharmaceutical industry (Part – I)", Covid-19 has the potential to disrupt the global supply of finished products as well as active pharmaceutical ingredients (APIs). China and India are the world's largest suppliers of finished dosage products and API. Factory closures in China and logistical delays at ports as a result of Covid-19 steps may have an effect on API development and shipping. With the coronavirus spreading globally, the Pharmaceutical industry will have serious impact on costing. API imports from Indian manufacturers have been a significant cost savings for global pharmaceutical companies, but the outbreak in China and the spread of Covid-19 to the EU may restrict supplies to global manufacturers, increasing overall costs for global manufacturers and importers, and thus affecting consumers. At the organisational stage, there is clearly an effect in the form of operations being slowed down due to delays in activities, social distancing, wearing face masks all the time, sanitization, and having a small workforce, among other things. As a result of all of this, efficiency suffers. However due to pandemic situation, pharmaceutical products are in great demand & Pharmaceutical Industry is seeing silver lining in growing demand & business.

3. M K Ganeshan & Dr. C Vethirajan, 2020, "COVID-19: IMPACT OF INFORMATION TECHNOLOGY INDUSTRY IN INDIA", The steps taken to combat the pandemic, such as extended lockdown and mobility limits, are likely to have an immediate effect on businesses in the service sector, according to their research. Technology firms have mobilized tools by in case workers in a safe workspace from home to execute their contracts to report the challenges. IT companies in India provide a wide variety of services to businesses in almost every industry. The global pandemic is expected to have a direct effect on consumers in the retail, travel, transportation, manufacturing, energy, and hospitality sectors. Others, such as banking and insurance, will be affected. According to India, IT companies will need to determine the effect of providing company services in these sectors on their operations. Similar income, non-financial asset impairment, predicted credit loss, hedge accounting, and going concern were all affected.
4. Andrew Schaefer, Sid Nair & Devon MacMurray (2020), in the research "Covid 19: Technology Sector Perspectives", found that Technology will continue to play a major role in the COVID-19 pandemic. A variety of variables can have a different effect on each organisation. This scenario could play out in two waves for technology: the present, more important wave, which has immediate implications as a result of the pandemic and self-isolation steps, and a potential shift in how customers and businesses communicate with technology.

OBJECTIVES

1. To study the effect of Covid 19 on IT & Pharma sector during Covid 19 Period.
2. To know top ten stock gainer, large stock Nifty 50 of IT & Pharma sector during Covid 19 Period (till December, 2020).

RESEARCH METHODOLOGY

This study is based on analytical research. All the data is collected from secondary sources like various websites, research papers and publications. The Top ten stock gainers of the IT & Pharma sector are considered for analysis. Gains of stock are considered from the lockdown period to December 2020 as study is restricted to the year 2020 only.

IT & PHARMA SECTOR DURING COVID 19 PERIOD

The adoption of emerging technology has increased as a result of Covid-19, which bodes well for the IT market. The pandemic has boosted the outlook for pharma stocks, as investor attention has turned to Covid 19-related opportunities. The new pandemic has also helped the margins of the top four companies with the decline in travel and other overhead costs, Credit Suisse analysts wrote in a study published on December 15, 2020.

The pandemic has boosted the outlook for pharma firms, as investor attention has turned to covid-19-related opportunities. The fact that the sector was undervalued at the start of 2020 has also helped. Nonetheless, the long-term viability of the covid portfolio's contribution will be a crucial metric to watch in the future. Furthermore, the pharmaceutical industry was immediately classified as an essential service, resulting in less disruptions as a result of the lockdown. The financial performance of pharma companies has been encouraging this fiscal year.

It is clear that Covid 19 created a different environment and market for business opportunities for various sectors, particularly IT and Pharma. The returns on stock depends on turnover and expenses. The higher the profit, the return. During the period of covid 19, companies not only made a lot of money, but the value of their stocks went up a lot as well. Operating and non-operating expenses of all the sectors have decreased because of work from home, layoffs of marketing employees, no office rental payment, less electricity bills etc. are the few added advantages during the lockdown.

Top ten stock gainer, large stock Nifty 50 IT & Pharma sector during Covid 19 Period

Name of the company	Stock's gain (%) (29.12.2020)
Divi's Laboratories	105%
Dr Reddy's Laboratories	80%
Cipla	73%
Infosys	71%
HCL Technologies	65%
Wipro	57%
Asian Paints	51%
JSW Steel	41%

Sun Pharmaceuticals Industries	37%
Tata Consultancy Services	36%

FINDINGS & SUGGESTIONS

Dr. Reddy's Laboratories, Cipla, Infosys, HCL Technologies, and others are among the top ten companies with a wide stock of Nifty 50. In a post-covid world, Divi's Laboratories, a leading manufacturer of Active Pharmaceutical Ingredients (API), has found a sweet spot. Because of the increasing demand for services and goods, both stocks are expected to benefit more in the future.

The Covid 19 situation persists in the country, and cases are increasing on a daily basis, favouring the IT and pharmaceutical sectors in capturing the market. The situation is not as it was during the initial phase of lockdown. The economy is on track and at its peak. Investors can look for investment opportunities in these sectors. The vaccination process has already started, which further creates the market for the pharma sector, leading to gains in the stock valuation. IT sectors either directly or indirectly support the vaccination process, work from home is still in demand, data consumption is still high, the whole education system is IT based, software and hardware are in need time. These sectors should look forward to further expansion and development.

REFERENCES

1. Nayyereh Ayati, Parisa Saiyarsarai & Shekoufeh Nikfar, "Short- and long-term impacts of COVID-19 on the pharmaceutical sector", DARU J Pharm Sci (2020) 28:799–805, 2020.
2. Ranjit Barshikar, "Covid 19 – Impact and new normal for pharmaceutical industry (Part – I)", Journal of Generic Medicines, 2020.
3. M K Ganeshan & Dr. C Vethirajan, "COVID-19: IMPACT OF INFORMATION TECHNOLOGY INDUSTRY IN INDIA", 2020.
4. Andrew Schaefer, Sid Nair & Devon MacMurray, "Covid 19: Technology Sector Perspectives", 2020.
5. <https://www.livemint.com/>
6. <https://www.nseindia.com/>

INVESTORS' PERCEPTION TOWARDS START-UPS IN INDIA AS INVESTMENT AVENUE

Prof. CA Chandrashekhar SawantSIES College of Commerce & Economics, Sion (East), Mumbai

ABSTRACT

A startup is a company formed by talented entrepreneur with their innovative business ideas to develop a new unique product or service or to improve existing product or service and bring it to market. Startups add value to society by the unique product or service which is actually solving the problems faced by public at large for example OLA, Uber Cabs have solved the problem of getting cabs anywhere at any time needed. Indian startup has gained a lot of popularity from the past few years. This is the result of combined efforts of the government support and pool of young talent in India, so it is very important to know the investor's perception about investing in startups. The present study analyses the startups investment avenue in relation to investor's awareness and problems. Investor's perception has been studied on the basis of factors like motivate entrepreneurs, diversifying investment portfolio, better return, professional management, etc. This study is very important in order to judge the investors' perception in a market like India, where the competition increases day by day due to the entry of large number of players with different financial strengths and strategies. This studies will be helpful to startup companies to know the factors which are influencing and preventing investors from investing in Startups. The scope of study is to increase awareness of investors towards considering Startups as an investment avenue.

Key words: Startup, Investor's perception, Investment Avenue, Factors influencing and preventing

INTRODUCTION:

A startup is a company formed by talented entrepreneur with their innovative business ideas to develop a new/unique product or service or to improve existing product or service and bring it to market. With small area of operations and right product /service the success rate could be high with possible chance for expansion. Startups add value to society by the unique product or service which is actually solving the problems faced by public at large for example OLA, Uber Cabs have solved the problem of getting cabs anywhere at any time needed. Its funding initially is done by founders and their friends and families. Startups are small companies with bright future to play significant role in economic growth of the country as they create more jobs as compared to large scale companies and creation of jobs means more employment and more employment means an improved economy by raising the standard of living. There are three stages to development of any startups viz. beginning or the seed phase, growth phase and market launch phase. Seed phase is when the business has not been yet established i.e., it may be still a prototype, or might have just started with the business taking baby steps. Growth phase is when the startup is scaling different levels of sales, more than what it did at seed phase, indicating such increase would lead the startup to grow and flourish and make them capable of entering new markets and attract potential investors to develop the scales of business. Market phase is when the startup enters into a competition with potential rivals who have similar products and also enter the stock exchange, get themselves listed, make IPOs and gradually enter into secondary markets.

In this era of globalization and competition, the success of Startup is determined by the market performance of its product or service. This is the result of combined efforts of the government support and pool of young talent in India. Startups requires lot of funds to expand so there should be an initiative from government and Startup Companies to educate the investors and making them aware about Startups and how they can invest in Startups through different modes.

REVIEW OF LITERATURE: -

IJFME (2019) in its research paper titled “**A study on issues and challenges of startups in India**”, states that with the Indian government is taking efforts to increase GDP rate of growth by its liberal policies and by promoting entrepreneurship. ‘Make in India’ is one of the great opportunities for the Indian startups.

Grant Thornton (2016) in “**Startups India - An Overview**”; states that one of the major challenges that startups face is funding, finding appropriate talents, lack of effective branding, lack of mentoring etc. While opportunities are abundant like demographic factor for example India's vast population, government support, increasing internet usage, rising number of global incubators etc.

Suniti Chandok (2016) in a research paper titled “**India the world's fastest growing startup ecosystem: A Study**” about India's startup ecosystem based on initiatives like Startup India, make in India etc., states that the success of Startup India depends on faster and easier registration process, funding's for patent etc. It also says

that for development of startups in India, encouragement in forms of incentives, tax holiday, proper funding from investors in India as well as foreign investments are required. In order to facilitate foreign investors' investment, foreign exchange regulations are required to be in tune with investors need.

The Sunday Guardian, a newspaper website, published an article titled “**What the future holds for India's startup ecosystem**” stated that there is also a visible geographical shift in how new startups originate. In 2017, as many as 20% of the new startups are estimated to have emerged in smaller cities.

KK Shetty (2017) published a research paper on “**Impact of Venture Capital Financing on Startups in India**”, wherein he concluded that as compared to growth of Indian economy the venture capital financing on startups in India was much less as compared to USA and China.

Sharifi Omid & Hossain Karbalaee (2015) in research paper titled “**Understanding the financial challenges faced by startups in India**” stated the various financial challenges faced by the Startups in India. The major findings are major leap in technology have led investors to raise the bar keeping in mind the importance of the subject and the research gaps therein.

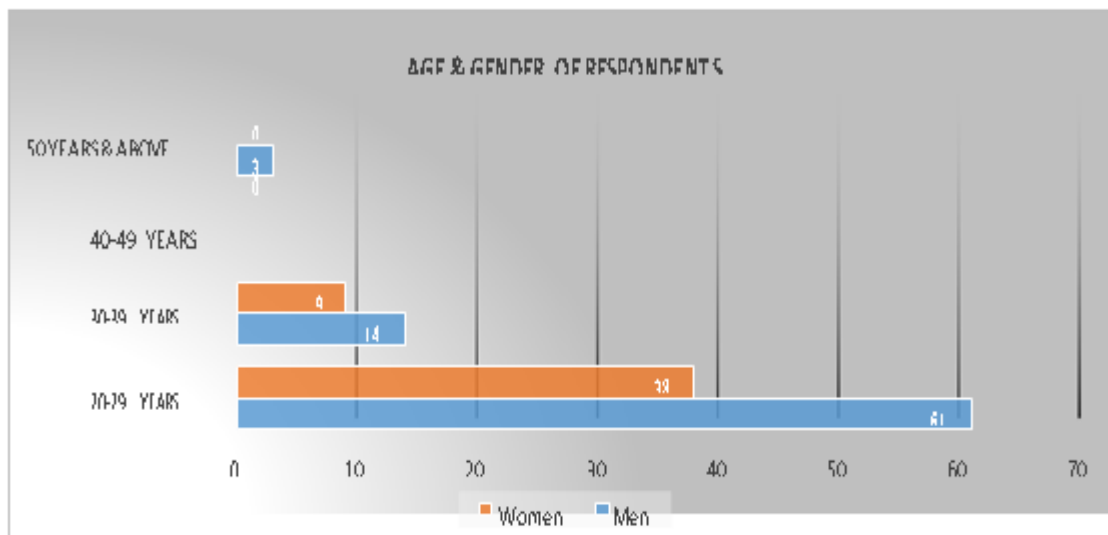
OBJECTIVES:

1. To analyze the factors influencing investors to invest in startup.
2. To analyze the factors responsible for preventing investors to invest in startup.
3. To make investors aware of startups as an avenue of investment.
4. To suggest suitable measures to enhance the level of awareness and to formulate measures to protect the interests of the investors

Research Methodology: This research is based on primary data collected through questionnaire and secondary data collected through publication, journals, and newspapers.

The aim of this research paper is to analyse investors' perception towards start-ups in India as Investment Avenue. The study is a detailed analysis in Mumbai. (Region)

The questionnaire was sent to 150 People. Out of 150 people only 125 responded to the questionnaire. Random sampling method was used to select peoples. The study was restricted to region; hence does not provide accurate information on universal basis.

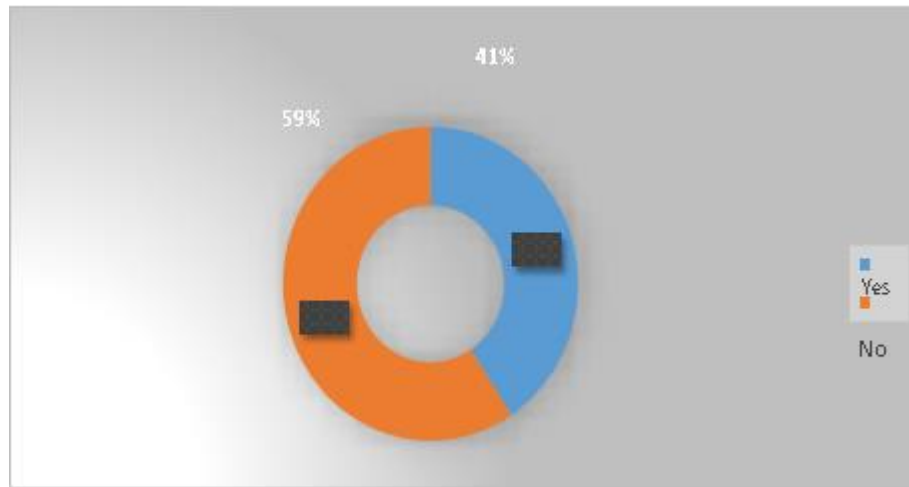


Data Analysis

Out of 125 respondents, respondents of age group 20-29 years were 99(female- 38; male- 61), respondents in age group of 30-39 were 23(female-9; male- 14), remaining 3 male respondents were from the age category of senior citizens. There were no respondents in the age group 40-49 years.

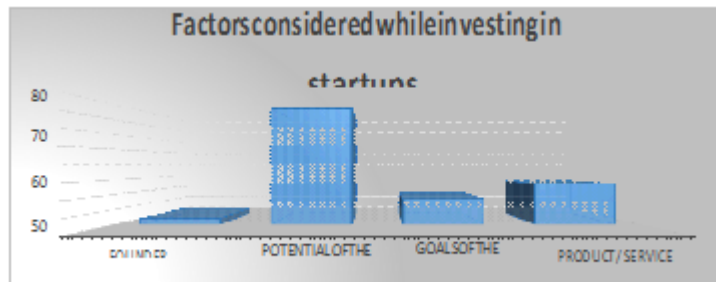
When studying about investments it is important to establish a relation between source of income and preference for a certain investment avenue. Out of 125 respondents, majority respondents were from the category “salaried”, it accounted for 44% i.e., 55 respondents. A major chunk of respondents from were professionals, they accounted for almost 28% i.e., 35 respondents. 17.6% of respondents were from service. 6.4% of the respondents were homemaker, rest 4% belonged to business.

Invested/Investing in startups



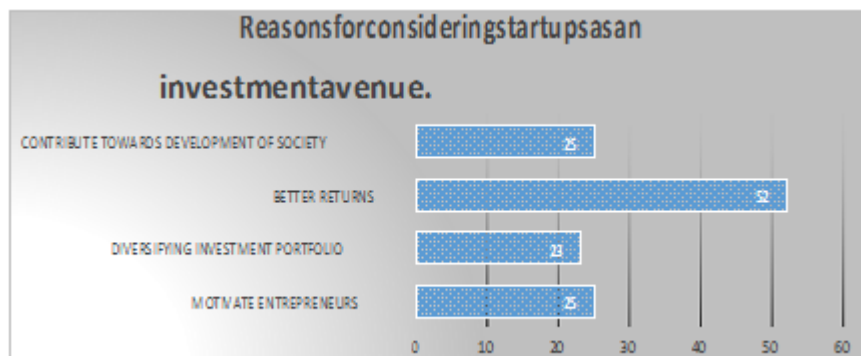
The ratio of respondents not investing in startups to investing in startups is 74:51, i.e., 59.2% of the respondents do not invest in startups, while the rest of the respondents forming 40.8% of the total respondents invest in startups. Of these respondents, no. of respondents who invested in startups were 51, of which 35 were male and 16 were female. Other respondents who do not invest in startups comprised of 74 respondents, where 43 male and 31 female respondents.

Factors considered while investing in

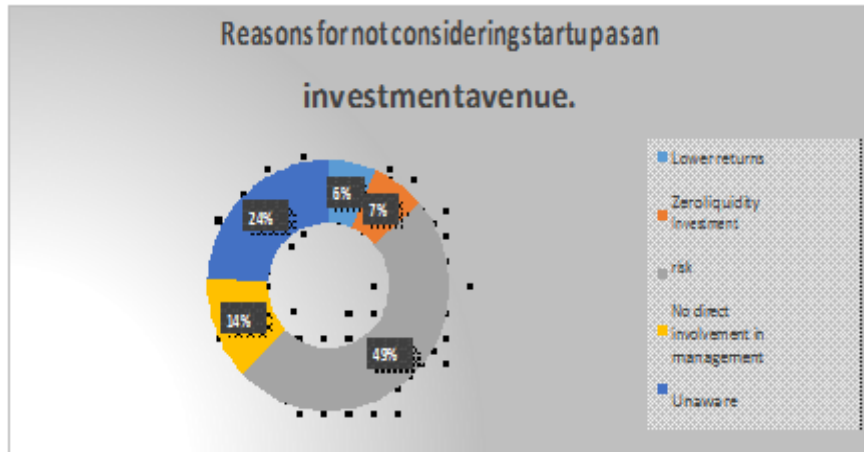


Out of 125 respondents, 77 i.e., 61.6% respondents said that they would consider the potential of the business carried on by the startup as a factor, 27 forming 21.6% of total respondents consider the product or service provided by the startup as a factor to consider investing in that particular startup. 13.6% i.e., 17 respondents considered the goals or objective of the startup as an aspect for considering investing in such startups. The least no. of respondents i.e., 4 respondents out of total forming 3.2% of total responses said that they consider the founder of the startup as a reason to decide whether to invest in a specific startup or not.

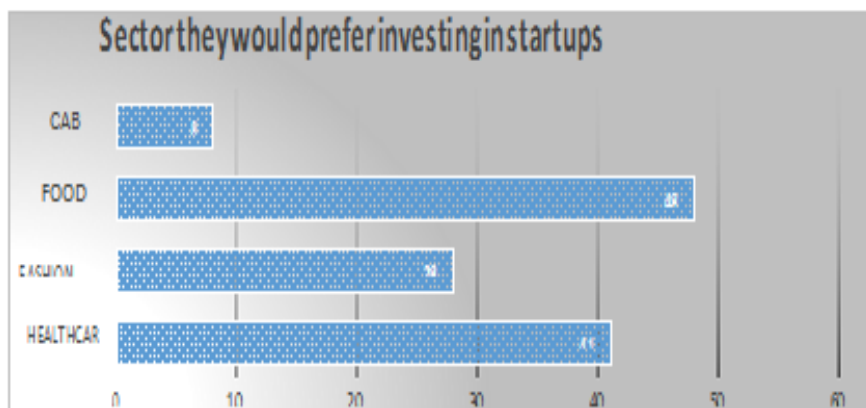
Reasons for considering startups as an investment avenue.



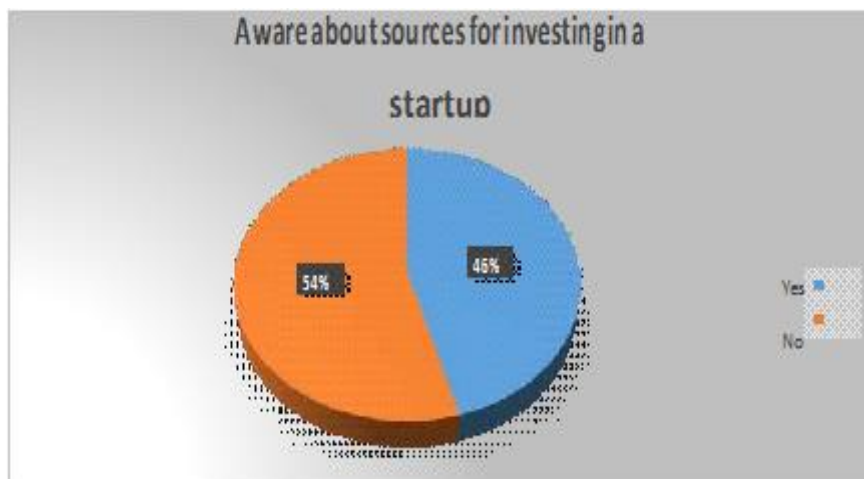
18.4% of the respondents, comprising 23 of total respondents out of 125 respondents said they invest in startups for diversifying their investment portfolio, 20% of respondents forming 25 of the totals, said they prefer investing in startups as a matter to motivate entrepreneurs, other 20% of the respondents i.e., 25 in numbers said they consider investing in startups in order to contribute towards society or giving back to society. Majority of the respondents i.e., 41.6% consider investing startups for better returns.



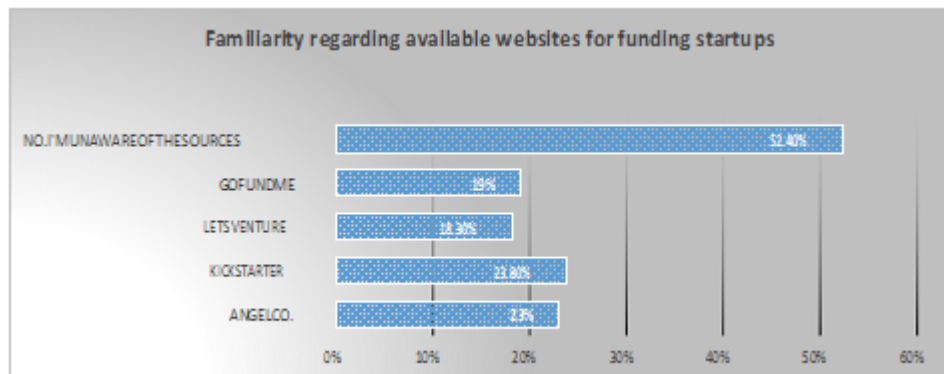
48.8% of respondents said they do not prefer to invest in startups due to investment risk, 24% of the respondents do not invest in startups due to lack of awareness about investing in startups. 13.6% of the respondents prefer not to invest in startups as there is no direct involvement in management for small investors in startups. 7.2% of respondents prefer not to invest in startups due to zero liquidity, liquidity refers to the ability to quickly convert an investment portfolio to cash with little or no loss in value. Rest 6.4% said they do not prefer to invest in startups due to lower returns when compared to other securities.



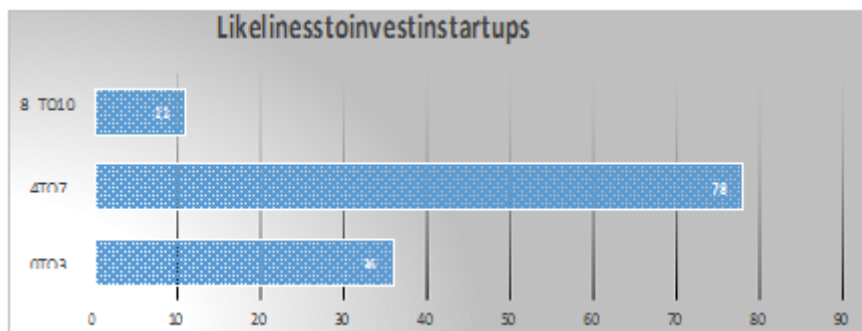
6.4% of respondents i.e., 8 respondents out of 125 respondents would invest in a startup based on cab services. 22.4% of respondents forming 28 of total respondents prefer investing in fashion-based startups. 32.8% of respondents i.e., 41 respondents said they would prefer investing in a startup based on HealthCare. Remaining 38.4% of respondents i.e., 48 respondents prefer investing startups based on food delivery.



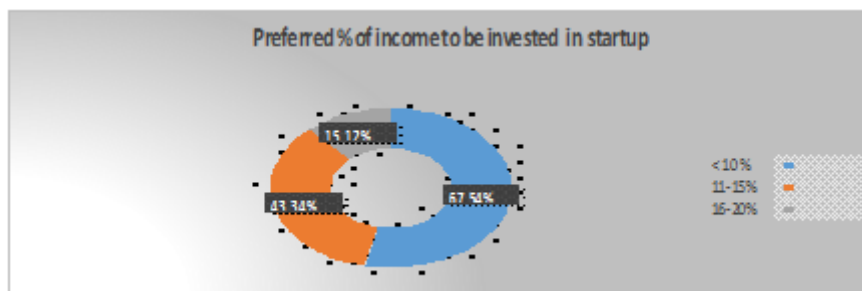
We can observe that majority of the respondents i.e., 45.6% or 57 respondents are aware about sources through which they can fund or invest in a startup. 68 respondents or 54.4% of respondents know or have idea of how and through which sources they can fund or invest in startups.



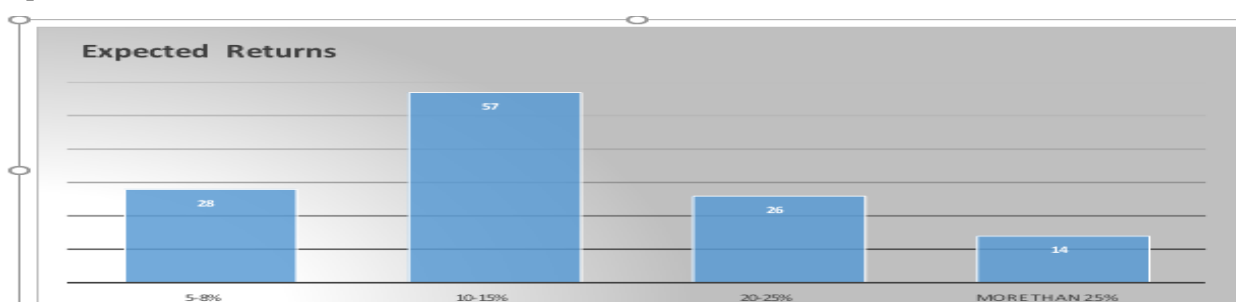
Majority of the respondents are unaware of the websites that are most commonly used by startups for crowd funding such as Angel Co., Kickstarter, and Gofundme etc.



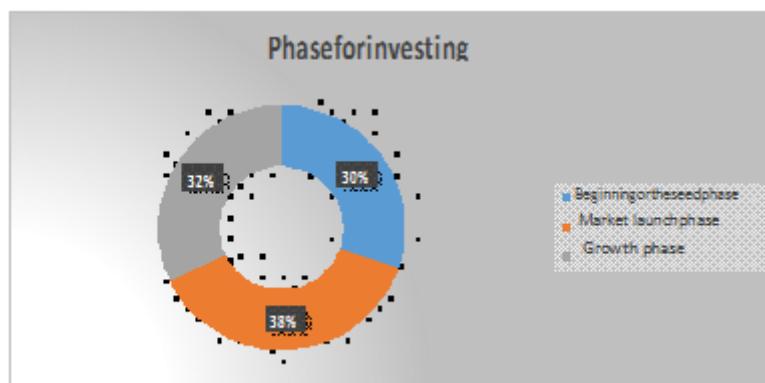
The above chart shows the willingness or likelihood of an investor about investment in a startup on the scale of 0 to 10. Where 0 is the least and 10 is the most. 62.4% of respondent i.e., 78 respondents said they are likely to invest 4-7 on a scale of 10, showing that there is a bit of scope for startups as an investment avenue. 28.8% of respondents i.e., 36 respondents were likely to invest 0-3. The least no. of respondents i.e., 8.8% that is 11 respondents accounted for the scale 8-10, showing lack of awareness thereof regarding investment in startups.



The above data shows the percentage of income that the investors would like to invest in startups. The majority of the investors are likely to invest less than 10% of their total income, this category forms almost 53.6% of respondents i.e., 67 respondents out of total 125 respondents. 34.4% of the respondents would prefer investing 11-15% of their total income. Only 12% of respondents i.e., 15 respondents would prefer to invest 16-20% of their income. This shows how startup is an untapped source for extra income like any other investment. More exposure to startup as an investment avenue is required for giving a push to individuals to invest more in startups.



Majority of respondents accounting 45.6% of the respondents expect a return of around 10-15% from investment made by them, 22.4% of respondents expect a return of 5-8% from their investment. 20.8% of respondents expect a return of 20-25% from their investment. 11.2% of respondents expect a return of more than 25% from their investment in startup.



37.6% of respondents feel that they are most likely to invest in a startup at market phase, since at this phase the startup has already established itself in the market and sustained competition. 32% of respondents are most likely to invest at growth phase, as the startup displays its potential in markets the most at this stage. The least percentage of respondents i.e., 30.4% of respondents are likely to invest at seed phase, the least percentage of respondents may be due to the huge volume of risk associated with the startup usually at this stage as the business idea can either be successful or get flunked when introduced, these respondents are most risk averse.

FINDINGS: -

Investors are mainly unaware of how startups are an investment avenue. Investors refrain from investing in startups due to various number of reasons like uncertain returns, zero liquidity, investment risk, no direct involvement in management and lack of knowledge about startups as an investment avenue. 24% of respondents are unaware of startup as a viable investment option, this may be due to no direct contact with the entrepreneur at seed stage. Almost 48.8% of investors abstain from investing in a startup due to high investment risk. A major chunk of respondents forming 54.4% of total respondents are unaware of sources through which they can invest in startups. It shows that the startups do not have the ability to reach their potential investors. Most startups lookout for huge funds from Venture capitalist, they do not consider retail investors as a potential source for obtaining finance. There are limited number of websites that play the role of mediator between a potential investor and entrepreneur. The availability of such websites may facilitate more flow of funds into startups.

SUGGESTIONS: - Following are suitable measures to enhance the level of awareness and to formulate measures to protect the interests of the investors

1. Educate potential investors about Startups and their Business Model.
2. Educate Investors that Investment in Startups need not be huge, it can be in small amounts through venture capital firms.
3. Educated on how to invest in startups through venture capital firms at seed/market phase of Startups.
4. Advertisement encouraging Startups investment Avenue as it is done for Mutual fund as "Sahi Hai" to create awareness and trust in Startups.
5. Government should provide financial and technical supports to Startup on regular basis.
6. Investment in Startups should be allowed as deduction under section 80 C of Income Tax Act ,1961 up to maximum of Rs. 150000.
7. Government can take efforts to bring a standardized platform like SEBI or any other institution to facilitate, educate and keep an overlook on investments that can be made through such institutions.
8. Investors must be educated that almost all investment avenues give a typical return of maximum 12-15%, whereas when invested in long term startups can yield higher returns.
9. Startup entrepreneurs can pitch in their business ideas in a lucrative and simple manner that every investor can understand and can use social media and other sources to reach out potential investors.

CONCLUSION: -

New technologies often create new opportunities that startups take advantage of. Covid-19 pandemic has also given many opportunities to Startups in different sectors. India is the third-largest start-up ecosystem on the planet. There have been more than 49,000 start-ups launched in the country that have raised a combined total of more than \$51 billion from 2008 to 2018. Still, Investors are reluctant to consider startups as an investment avenue. This is due to the stereotypical thinking that investments can be made only in the forms of Fixed deposits, PPF, Mutual Funds, LIC, NSC, Gold and stock markets. Startups are on a roll after various government programmes like Startup India, Make in India and the Prime Minister's recent announcement of Rs. 20 lakh crore economic package under the 'Aatma Nirbhar Bharat Abhiyaan', and other state government initiatives like Maharashtra State Innovative Startup Policy 2018 where, Start-ups that qualify for the eligibility conditions in Maharashtra and who are registered with the State portal will be entitled to receive grants and financial assistance, Mumbai FinTech programme etc. With proper infrastructure, funds and work force a startup with an idea can flourish and prosper and provided greater returns to investors. Of our total respondents, almost 36% of the persons who invest in startups are from the age group 20-29 years showing us that the youngsters are investing in startups, when banked on such opportunities, they can yield a good return for startups as well as investors. Also due to lack of a path for investing, most are unaware. It's a high time Startups and Government should make a move to motivate and educate investors to direct their investments into Startups.

REFERENCES:

1. https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/state_startup_policies/Maharashtra_State_Innovative_Startup_Policy_2018.pdf
2. <https://www.sundayguardianlive.com/culture/future-holds-indias-startup-ecosystem>
3. <https://sg.inflibnet.ac.in/handle/10603/231113>
4. https://www.academia.edu/41487163/INDIAN_STARTUPS
5. <https://ventureburn.com/2016/08/key-challenges-opportunities-tech-startups-emerging-markets/>
6. <https://yourstory.com/2019/08/startups-take-to-venture-debt-as-it-gains-traction>
7. <https://economictimes.indiatimes.com/definition/debt-finance>
8. Book - The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
9. https://www.granthornton.in/globalassets/1.memberfirms/india/assets/pdfs/the_indian_startup_saga.pdf (Author: Sabrina Korreck) Article title: The Indian startup ecosystem: Drivers, challenges and pillars of support
10. [https://www.orfonline.org/research/the-indian-startup-ecosystem-drivers-challenges-and-pillars-of-support-55387/\(Author: Dr Suniti Chandiok\) ,Article title: India the world's fastest growing startup ecosystem: A Study Website: amity.edu](https://www.orfonline.org/research/the-indian-startup-ecosystem-drivers-challenges-and-pillars-of-support-55387/(Author: Dr Suniti Chandiok) ,Article title: India the world's fastest growing startup ecosystem: A Study Website: amity.edu)
11. <http://www.iosrjournals.org/iosr-jbm/papers/Conf.17037-2017/Volume-2/9.%2050-54.pdf>
12. <https://amity.edu/arjtah/pdf/vol1-2/10.pdf>
13. <https://cleartax.in/s/startup-funding>

AN OVERVIEW ON MARKETING STRATEGY AND ITS TYPES

Dr. S. Tephillah VasanthamAssistant Professor, Department of Business Administration, The American College, Madurai

ABSTRACT

The current globalization market has made associations to believe to be of their activities as a way to deal with stay genuine. Advancing framework has become a critical instrument all throughout the planet for any relationship to remain in a genuine market environment and was more grounded. Aremu and Lawal (2012) believes framework to be an illustration of asset assignment decisions made all through an organization. This exemplifies both needed targets and feelings about what are acceptable and most essentially unsuitable techniques for accomplishing them. Aremu and Lawal, (2012) express that methodology recommends the assessment of the market and its environment, customer buying conduct, genuine activities and the need and limits of publicizing center individuals. Publicizing framework henceforth can be portrayed as a strategy by which a firm undertaking to show up at its target business areas.

Keywords: Globalization, advertising methodology, advancing framework, estimating technique.

INTRODUCTION

Exhibiting method starts with measurable reviewing, in which needs and viewpoints and competitors' things are assessed and continues through into publicizing, progression, scattering and where material, customer upgrading, packaging, arrangements and appointment. Exhibiting method should focus on passing on more conspicuous motivators to customers and the firm at a lower cost (Chiliyaet al, 2009). Owomoyela et al, (2013) moreover consider displaying to be a strategy for giving a quality thing that satisfies customer needs, offering moderate expense and taking part in more broad scattering and back it up with convincing headway procedure. Displaying system is a basic fundamental of Industry's ability to invigorate its slice of the pie and cut off the impact of the resistance. Little and medium endeavors (SMEs) are the main thrust of economic improvement and progression all around, Nigeria exhaustive. By their real nature, SMEs include the most down to earth and credible vehicle for self-supporting mechanical new development (Oyebamiji, kareem and Ayeni. 2013). SMEs in non-modern countries, like Nigeria are endeavoring to get by under genuine conditions both local and around the world. Oyebamiji, kareem and Ayeni (2013) track down that Small and Medium Enterprises (SMEs) in Nigeria have not performed honorably well and thus have not accepted the typical fundamental and vivacious part in the financial turn of events and headway of Nigeria. They note that the situation has been of unprecedented concern to the public position, people, directors, and trained professionals. These troubles could be a result of seen ineffective advancing strategy which is adversely affecting the organization's execution, thin quality, shopper reliability and profitability.

SORTS OF STRATEGY

Perspectives (Liet al, 2000). In any case, the arrangement is that exhibiting procedure gives the street to utilizing the resources of a relationship to achieve its set destinations and objectives. Advancing system is described as in a given market zone, the real assignment of resources for assisting attempts with winning advantage. Goi (2005) describe publicizing framework as the game plan of the displaying contraptions that associations use to seek after their advancing objections in the goal market; the view which was before conveyed by (Gronroos, 1999, and Osuagwu, 2006). Therefore, the limit of exhibiting system is to choose the nature, strength, bearing, and participation between the advancing mix segments and the environmental factors in a particular situation. As shown by (owomoyela, et al, 2013), the mark of the progression of an organization's elevating system improvement is to set up, structure, protect and keep up its high ground. Managerial judgment is critical in adjusting to biological dubiousness and weakness in fundamental displaying. Lin (1993) as referred to in Long-Yi and Ya – Huei, (2012) proposes that advancing strategy can be apportioned into four unique approaches to investigate that: (1) Dual-arranged promoting methodology: using practical and eager thing name, easy to recall, and assessing to think about the cost of organization and quality course, mental segments and competitors' costs. (2) Rational promoting method: the usage of valuable solicitations of an ordinary position, consider after-bargains organization, ensures, movement and foundation joined by the thing factors. (3) Emotional advancing framework: the energetic appeal to discover, emphasis on real thing shape, concealing arrangement, the use of enthusiastic thing names, and so on memory, respect for thing packaging and naming. (4) Maintenance advancing approach: clients are more stressed over cost and quality, it isn't fitting to use a lot of exhibiting methodology, producers can improve thing packaging and naming, give a clear name for recall, consider the quality position and competitor assessing during esteeming. Lin (1993) allotments

publicizing strategy into four segments, that is twofold orchestrated, practical, enthusiastic and low consideration, particular thing types with different advancing framework, so the manufacturer's displaying technique can be isolated into five areas which is the choice of target market, thing approach, assessing method, channel methodology and promoting framework. He uses a total of 29 requests to measure new thing displaying framework and seven centers Likert scale is used to evaluate. Right when the business nonattendance of competition, the business execution would be better regardless, when associations are not thoroughly market-driven, the display will have a more radiant introduction (Kohli et al., 1993). Past examinations have set up associations between the promoting methods and execution (Owomoyela et al., 2013; Shoham, 2002; Theodosiou & Leonidou, 2003). Leonidou, Katsikeas and Samiee (2002) propose an examination wherein a meta-assessment was moreover prompted to survey the associations between the exhibiting approaches and execution.

THING STRATEGY

Kotler and Armstrong (2006) describe a thing as anything that can be offered to a business opportunity for thought, acquiring, use, or use that may satisfy a need or need. They further portray a client thing as the thing bought by the last purchaser for singular usage. Customers buy things a large part of the time, with mindful masterminding, and by taking a gander at brands reliant on worth, quality and style. Borden, (1984) believes a to be as about quality, plan, features, brand name and sizes. Mohammad et al, (2012) also express that the thing is the real appearance of the thing, packaging, and marking Information, which can moreover affect whether buyers notice a thing accessible, review it, and buy it. Past investigators have indisputably suggested that thing impacts through and through influence business execution (KazemandHeijden, 2006; Kemppainen, Vepsäläinen, and Tinnilä, 2008; Ogunmokun and Esther, 2004; Owomoyela et al, 2013),

ASSESSING STRATEGY

Kotler (2007) describes cost as a cost of making, passing on and propelling the thing charged by the affiliation. Zeithaml (1988) is of the view that cash related cost is one of the components that sway consumer's impression of a product's regard. Cost can be communicated as the genuine or evaluated assessment of a critical thing which is up for exchange; some describe it as proportion of money paid for thing (Kotler et al, 2005). In the examinations of Colpan, (2006); Doole et al., (2006) and Owomoyela et al, (2013) they set up colossal association among cost and business execution. The worth you set for your thing or organization accepts a gigantic part in its engaging quality.

3. Promotion strategy

Zeithaml et al. (1995) depict progression as a segment of express effort to ask customers to educate others with respect to their organizations. According to Duncan (2005), progression is the route in to the market trade cycle that talks with present and potential accomplices, and the overall population. Each firm or store should extend itself into the work of communicator and promoter. Hakansson (2005) moreover reports that progression appears as an issue of how to make an ideal mix of publicizing specific gadgets to get a thing's message and brand from the creator to the buyer. Borden, (1984) portrays headway as arrangements progression, publicizing, singular selling, promoting and direct displaying. Kotler, (2007) finds that Promotions have become an essential factor in the thing displaying mix which includes the specific blend of publicizing, singular selling, bargains progression, promoting and direct publicizing instruments that the association uses to seek after its publicizing and exhibiting objective. Past explores (Amine and Cavusgil, 2001; Francis and Collins-Dodd, 2004) have set up enormous association among progression and business execution.

SPOT STRATEGY

Jones, (2007) portrays a place as any way that the customer can get a thing or get assistance. Bowersox and Closs (1996) give allocation as another name for place. As demonstrated by them, it is the third segment of the advancing mix, and it encompasses all decisions and contraptions which relate to making things and organizations open to customers. Kotler and Armstrong (2006), also describe spot or allotment as a lot of related affiliations drew in with the route toward making a thing available for use or use by purchasers. Spot strategy calls for convincing apportionment of things among the advancing channels, for instance, the wholesalers or retailers (Berman, 1996). Owomoyela et al, (2013); Amine and Cavusgil, {2001}; and McNaughton, (2002) agree that the spot tremendously affects business execution.

PACKAGING STRATEGY

Packaging is a fundamental portion of the "displaying mix" for a thing. It is the "most conservative kind of publicizing" and is of explicit importance at the retail store, as the group is the maker's last chance to convince the customer to purchase the thing (Sajuyigbe et al, 2013). Packaging is an essential publicizing strategy to

glamorize thing to pull in the consumer's thought. Sometimes packaging is basic to the point that it cost more than the genuine thing

Publicizing IS the most invigorating of all business sports. It is the heartbeat of each compelling business. It is constantly changing considering the impact of information, the expansion of development, and the forcefulness of contention, at all levels and all finished.

CONCLUSION

All business frameworks are publicizing strategy. Your ability to think clearly and well about the most perfect exhibiting frameworks, and to constantly change and update your activities, is the path into the inevitable destiny of your business.

Fortunately, like all business capacities, advancing can be learned via preparing, experimentation, and continually submitting mistakes. The key is to test, test, test. Moreover, whatever exhibiting framework is working for you today, paying little mind to how.

BIBLIOGRAPHY

1. Doole, I., Grimes, T., and Demack, S. (2006). An exploration of the management practices and processes most closely associated with high levels of export capability in SEMs.
2. Marketing Intelligence and Planning, 24(6), 632-647
3. Goffin, K., and New, C. (2001). Customer support and new product development. International Journal of Operations & Production Management, 21(3), 275-301.
4. Goi, C. L. (2005). Marketing Mix: A Review of „P“. Journal of Internet Banking and Commerce, 10. [13]. Grönroos, C. (1999). From Marketing Mix to Relationship Marketing: Towards A Paradigm Shift in Marketing Management Decision, 32(2), 4-20
5. Jayaraman M and Wong C.H (2008). Relationship between marketing mix strategy and consumer motive: An empirical study in major TESCO Stores. UNITARE E- JOURNAL.4 (2), 41- 56.

A SWOT ON THE ALTERATION IN THE CONDUCT OF SERVICE INDUSTRY WORKFORCE AND ADAPTING WITH PRESSURE DURING TELECOMMUTE BECAUSE OF PANDEMIC

Ms. Aarti Amar Ahuja

Research Scholar, Shri. Jagdishprasad Jhabarmal Tibrewala University

ABSTRACT

Before it was the society who used to shape the working, now with the flare of the pandemic it is the virus who decides the working of individuals. With this taking place the individuals working has changed, before they used to go to office for work but now, they have to work from home. Real communication has changed into virtual communication. This has led to the rise of the stress factor amongst the employees as they have to be available on their toes for the work. The lives have changed completely. With the help of this paper, the researcher is trying to outcast the change that has taken place in the organizations and the lives of the employees and trying to deal with stress. The study is conducted using the Convenience Sampling Method among 100 respondents consisting of working males and females of age group 20 to 60 years. The area covered is from Bandra to Borivali (Mumbai). The collected data is tested using a percentage method and is arranged in required using graphs and charts.

Keywords: Pandemic, Real Communication, Virtual Communication, Stress

INTRODUCTION

There is a continuous rise in the pandemic that is taking place. Rather than stopping it is going on increasing. Now, with the recent news and the new strains that are found in the world everything has almost come to halt. The day is not that far that almost will get converted to everything and will be halted. Since the lockdown, everyone is telecommuting in all the sectors of the industry. The organizations are shut and everyone is working from home. Before there was face to face communication that used to take place but now, it is just the virtual communication since a year that is taking place. If we talk about the work before it was that individuals mostly used to finish the work at home and be at peace in their home but now since the pandemic and working from home the individuals have to be available all the time and on their toes. Before the stress level was not that high and now the stress level has risen. They are in a lot of stress and trying to cope up with the pressure. There is no work life balance that exists since the flare up of the pandemic but the employees are trying to adjust with it. Since, the community has entered into the digital world, there are a lot of online platforms that are available for communication e.g.: Zoom, Microsoft Teams, Google Meet etc. Now the meeting, conferences, presentations happen using this. One thing positive about the pandemic and being at home and working from there is that you get time for your family and get to be at home. There is a lot of flexibility experienced by the employees at work. There is no such working culture or restrictions that are experienced by the employees. There is also training that is provided to the individuals so that they get acquainted to the new changes that are taking place and most of the employees are adjusted to it already. Talking about the communication that is happening through the virtual world and also due to pandemic as you cannot travel, this reduces the work of it, and leads to no travelling and social distancing.

REVIEW OF LITERATURE

Dr. Jolly Sahni(2020), the examination presumes that the COVID-19 Pandemic has unquestionably made a frenzy and dread among individuals including the undeniable degree of stress and difficulties while telecommuting (WFH). This has upset the psychological prosperity and calls for consideration of experts and chiefs. The discoveries of the examination support the thought that there is a critical requirement for psycho-social help, local area support, administrative help and a successful arrangement of hierarchical help. Since, not many examinations have contributed to the effect of Covid-19 on far off representatives telecommuting; the discoveries of this investigation are important and have critical arrangement suggestions. **Mahmud Hamid(2020)**, Coronavirus has affected our way of life from various perspectives. Medication on the way out soon. However, the world should go on. For a little non-industrial nation like Bangladesh, it is difficult to secure the business area for a more extended period. The economy goes down for this pandemic quickly. Thus, to save the economy, Bangladesh and furthermore numerous different nations needed to open its business area. However, Covid is still around us. We as a whole need to live and work with Covid. Thus, to limit the danger government forces' new ordinary' decides that all need to follow. When there are any new guidelines or any progressions forced in the association representatives needed to acknowledge those changes. Now and again workers concur on that and here and there they don't. However, their sentiments and responses are essential to quantify. Since, supposing that worker's responses to changes are negative that may wind up as a hindrance to

execution. As indicated by this research representative, response to changes has a huge negative impact on their presentation. Yet, this exploration is based on a pandemic circumstance so we as a whole needed to acknowledge these progressions for our security. For the pandemic changes, representatives needed to change them for wellbeing purposes. Be that as it may, with the exception of pandemic change, different changes happened in the associations where pioneers can step up and keep up and handle representatives as per changes or include workers in changes.

OBJECTIVES

1. To study the impact of Corona Virus on the working of the employees
2. To study the shift of communication from real world to virtual world due to pandemic
3. To learn the pressure and its coping in the lives of employees due to telecommute that is taking place due to pandemic

STATEMENT OF THE PROBLEM

Despite that there are a lot of changes that are taking place and people are adapting to changes. There are individuals who do not like the changes that are taking place and are facing difficulties and also sometimes there is lack of training that's taking place.

HYPOTHESIS

H1: There is a positive shift of communication amongst workforce from real world to virtual world taking place due to pandemic

H0: There is a negative shift of communication amongst workforce from real world to virtual world taking place due to pandemic

H1: Employees working from home are adapting to pressure and the work changes arising due to pandemic

H0: Employees working from home are not adapting to pressure and the work changes arising due to pandemic

SCOPE OF THE STUDY

This research paper will help understand change in the lives that has taken place due to pandemic and also the stress arising due to it and dealing with it.

LIMITATIONS

- Study is restricted to (Western Suburban) Mumbai region from Bandra to Borivali
- The outcome obtained from this learning cannot be totally comprehensive to other area or city
- It focuses only on shift of communication and also the stress taking place in the lives of the employees arising due to Pandemic
- Study has imposed age restrictions and will consider respondents between 20-60 yrs of age
- Study is only restricted to working individuals comprising of male and female

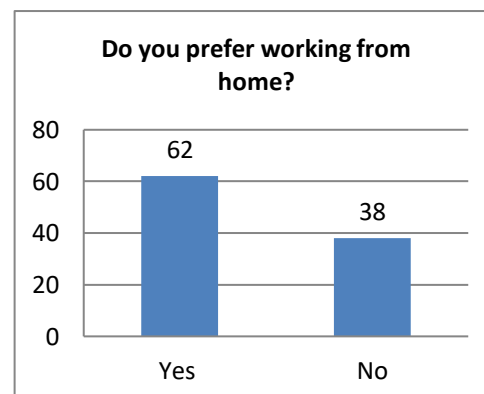
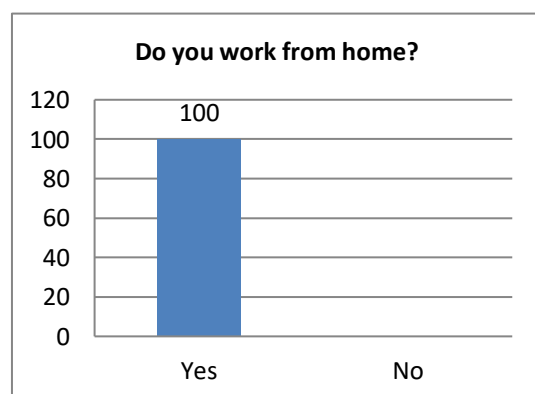
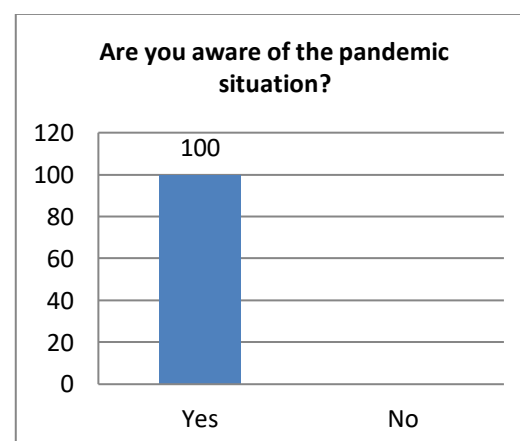
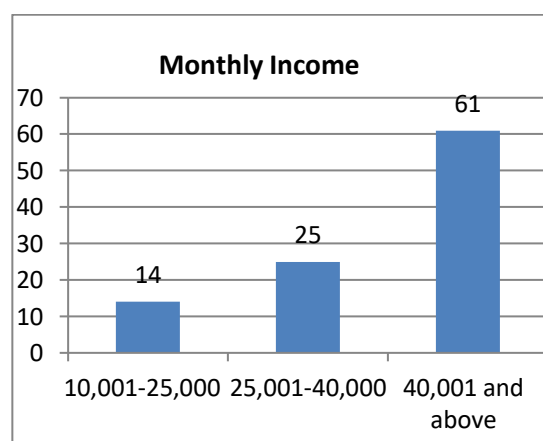
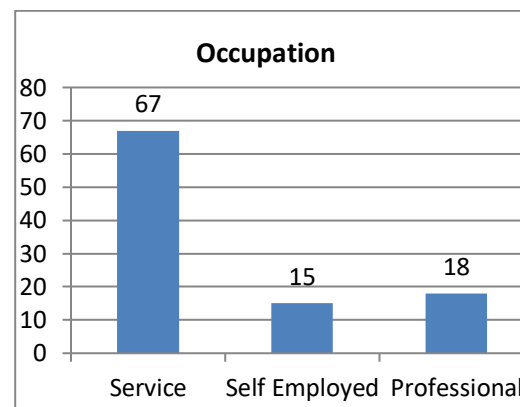
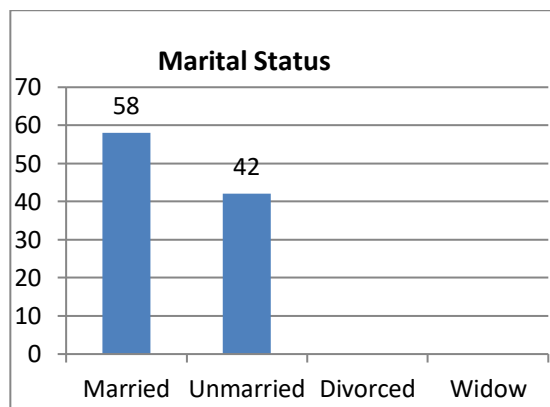
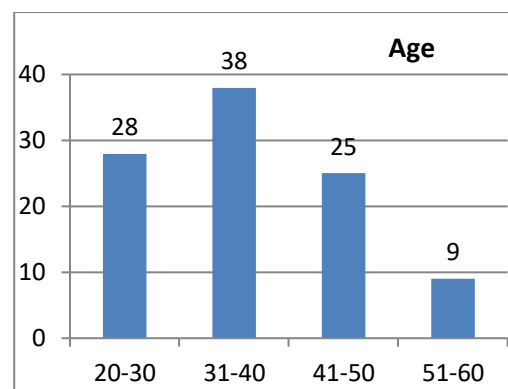
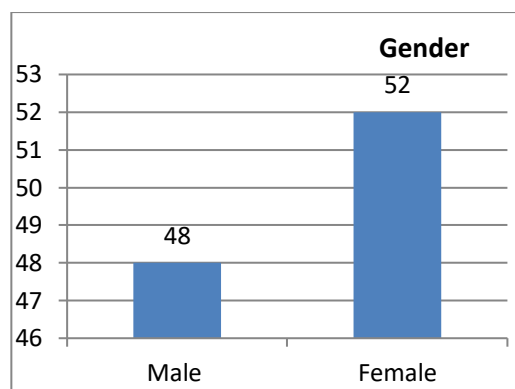
RESEARCH METHODOLOGY

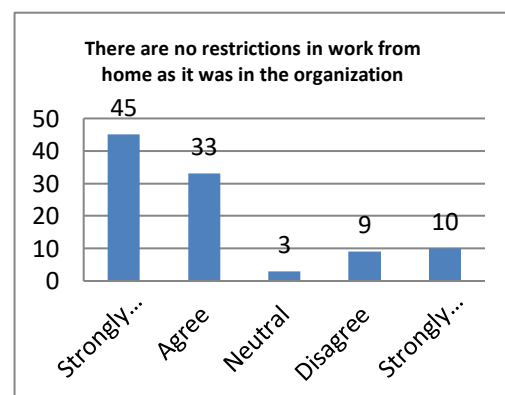
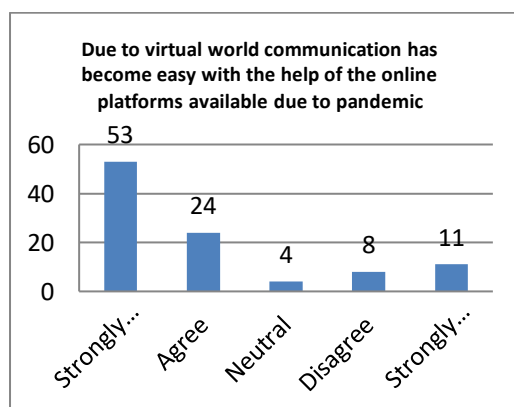
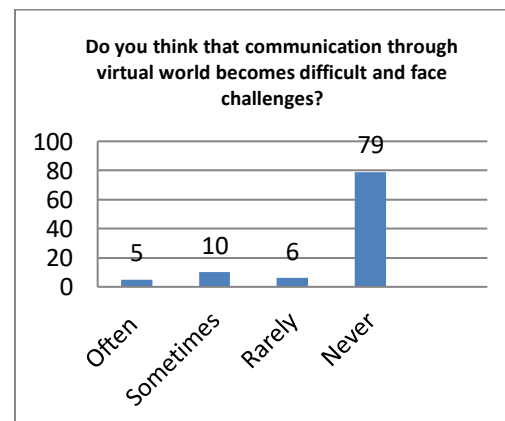
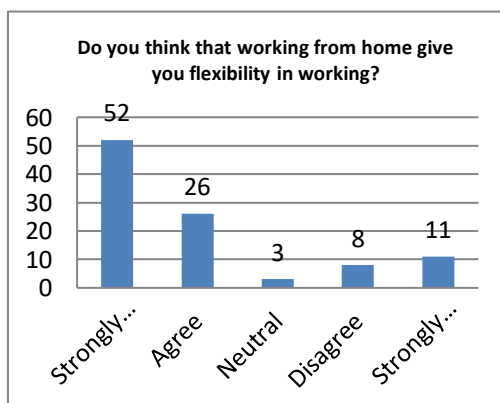
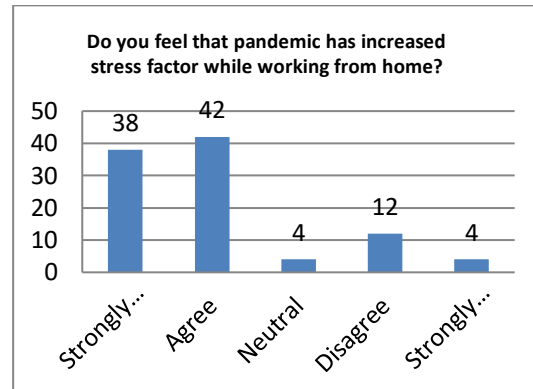
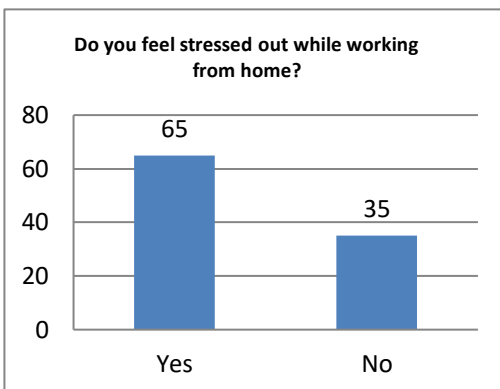
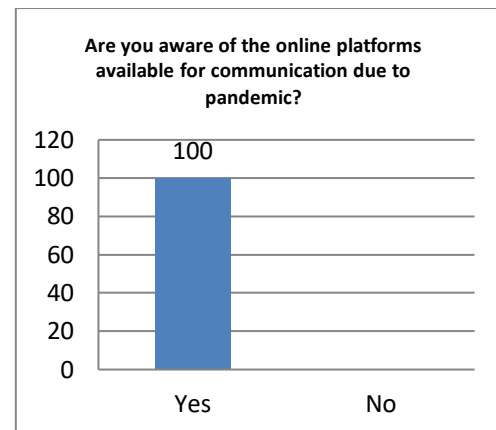
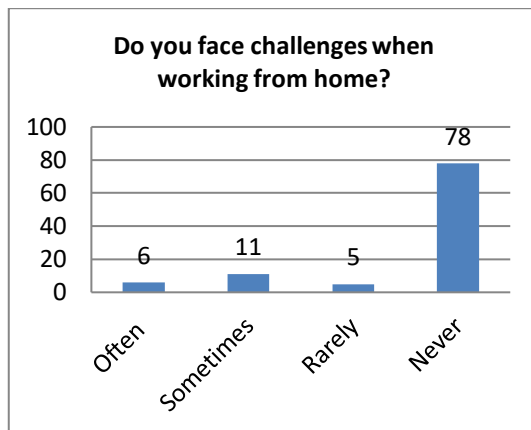
This study is conducted on the basis of Primary and Secondary research data collected

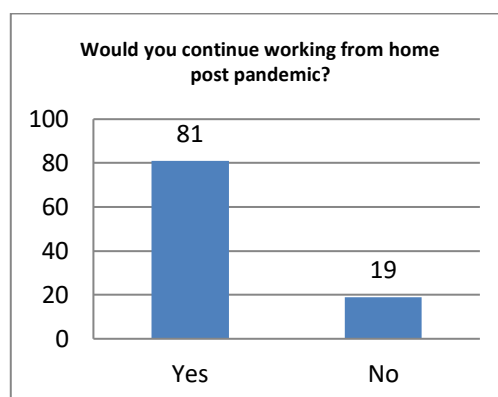
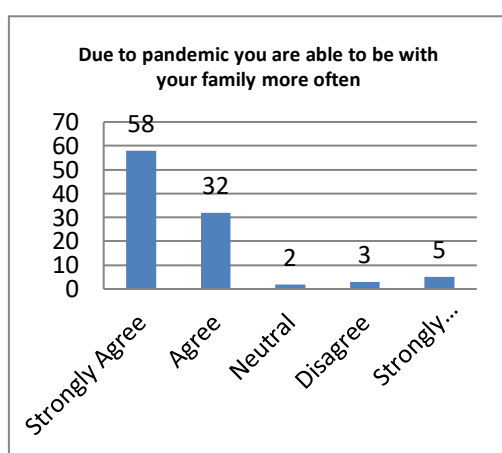
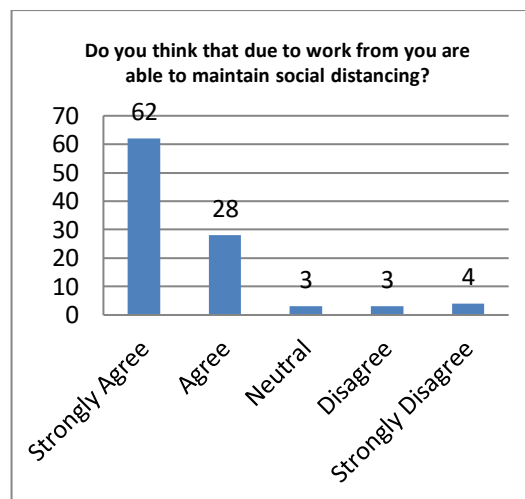
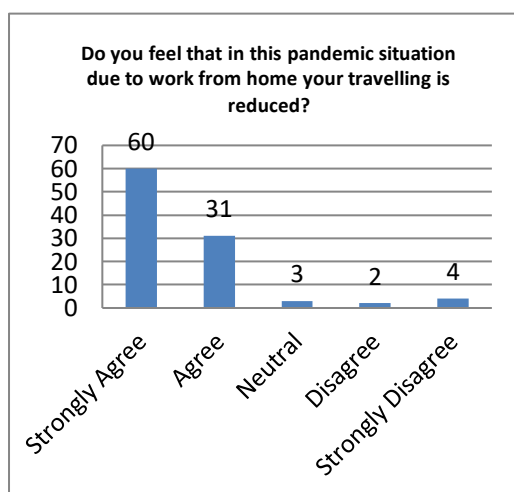
- **Primary source** is used to collect data through structured questionnaires, personal observations and pondering, interviews and surveys.
- **Secondary data** like research papers, newspapers, journals, online reviews, online apps, magazines, testimonials were referred

ANALYSIS AND INTERPRETATION

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







From the above graphs which are made based on the survey conducted by the researcher it proves that there is a change in the behaviour of the employees taking place and also the impact of the pandemic. From the graphs we can say that due to work from home for the employees communication has become very easy due to the virtual world. The stress that there are experiencing with the help of pandemic there learning to deal with it and handle pressure. Due to this they are able to maintain social distancing and flexibility in working and are able to be with the family.

SUGGESTIONS

- Employees need to be updated with the online applications used for communication
- Employees who are less versed with the use of technology should try and learn and adapt to the new changes taking place rather than being reluctant
- Employees should be given training and more attention who still find difficult adjust in the work from home environment
- Employees should be aware of the new dynamic rules that the organizations shall adopt

-
- Employees should also be aware of the rules and regulations of working that the government implements for work from home
 - Employees should take care of their physical health and should control their psychological emotions that shall take place because of pandemic and work from home

CONCLUSION

With this the researcher can conclude that pandemic has changed the lives of the employees and also the way they work. This has led them to learn pressure and its coping. This pandemic has also led them to control their emotions and have led them spend time with their families. This has provided them flexibility for work. The pandemic has controlled the lives but due to this the positive side is that the employees have adopted and are trying to cope with it.

REFERENCES**Research Papers:**

- Dr. Jolly Sahni(2020). Impact of COVID-19 on Employee Behavior: Stress and Coping Mechanism During WFH (Work From Home) Among Service Industry Employees. International Journal of Operations Management, 1(1), 35-48
- Mahmud Hamid(2020). Impact of Coronavirus (COVID-19) and Employees' Reaction to Changes on Employee Performance of Bangladesh. THE International Journal of Business & Management, 8(8), 34-43

Websites:

- <https://www.verywellmind.com/the-stress-of-working-from-home-4141174>
- <https://www2.deloitte.com/ua/en/pages/human-capital/articles/impact-of-covid-19.html>

AN ANALYTICAL STUDY OF SELF-HELP GROUPS THROUGH MICRO-FINANCE

Somnath M. Kolhe¹ and Prof. J. R Suryawanshi²¹Research Scholar and ²Research Guide, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra State**ABSTRACT**

The Indian Microfinance Sector has witnessed a phenomenal growth over the past few years. In India, microfinance is provided majorly through two models- the SHG-Bank Linkage Model (SHG) - BLM and Microfinance Institution (MFI) - Bank Linkage Model. It has been observed that after joining in Self-Help Group under the microcredit programme, important changes have been brought in poor people life regarding of social mobility, awareness and skill development. Among these initiatives, the Self-Help Group (SHG) movement, which is getting wide spread all over the third world, has become the prominent one. In this background the paper attempts to study the progress made under the SHG-Bank Linkage Model in India during the last decade.

Keywords: Micro-finance, Self-Help Groups, Empowerment.

INTRODUCTION-

Micro-finance is a hard term to define precisely. Are a self-help group gives money to someone to buy a cycle rickshaw, it is considered micro finance if a commercial bank does the same thing, it is not considered micro-finance. In India, the term is generally understood to mean small loan given to the poor by the NGOs to start small business. The world over, microfinance is synonymous with the Grameen bank in Bangladesh, micro-finance arose in direct response to the failure of the nationalized commercial banks to cover to the needs of the poor and the marginalized. Mohmmad Yunus, started research on effective delivery of credit to rural poor, which later grew into mammoth micro credit program under the brand name of Grameen bank. In 1983 after testing success. The project was converted into an independent bank by government legislation.

On the other hand, the concept of the self-help groups gained significance especially after 1976 when Prof. Mohmmad Yunus of Bangladesh began experiment with micro credit and self-help groups. The strategy made a great revolution in Bangladesh in poverty eradication by empowering the poor. Significant of SHGs concept can be depicted by considering historical events. Grameen bank of Bangladesh, the brain child of prof. Yunus can be referred to be the precursor of the modern self- help group or micro- credit group. NABARD defines it as, "a homogeneous groups of rural poor voluntarily governed to save whether the amount they can conveniently save out of their earnings and mutually agree to contribute to a common fund to lead to the members for meeting their productive and emergency consumption credit needs" the Indian experience shows that the non-involvement of people has led to an attitude of total dependence on the government for every developmental efforts leading to lack of efforts and accountability. Empowering process is a vital aspect today.

OBJECTIVES OF THE STUDY

The primary objectives of this study are:

1. To discuss the concept and features of micro-finance.
2. To find out the linkage between micro-finance and Self-Help Groups.
3. To understand the Models of Micro-finance.

A BRIEF LITERATURE OF REVIEW

Anitha and Revenkar (2007) made an attempt to explore rural development through micro-credit and they concluded that the success of SHGs not only improved the economic status of women but also brought a lot of changes in their social status.

Mehar (2007) in his research work entitled "Microfinance through Self Help Groups to Fight against Poverty" stated that microfinance through SHGs has the potential to fight against poverty. The findings show that SHG based on micro finance have better outreach and positive impact on reducing poverty. However, the process of empowerment is found to be slow. The success of this programme depends on both better outreach and the ability to empower the poor, particularly women self-help groups.

Harika and Ramakrishna (2017) in their paper attempt to assess the status of microfinance in India in terms of Saving Amount, Loan Amount and Outstanding Amount through trend analysis. To analyse the status of microfinance in India in terms of above indicators over the period 2010-11 to 2015-16, Compound Annual

Growth Rates, Mean, Standard Deviation (SD), Coefficient of Variation (CV) and Instability Index were calculated. The study concluded that the SHG-BLM has emerged as a dominant model in terms of number of borrowers and loans outstanding. Due to widespread rural bank branch network, the SHG-BLM is very suitable to the Indian context.

Micro-Finance and Rural Poor

Micro-finance (MF) is a financial service of small quality provided by financial institution (FIs) to the poor. These financial services may include savings, credit, issuance, leasing, and money transfer etc., provided to the poor to meet their financial need. Viz. life style, economic opportunity and emergency with the only condition that transaction value is small and customers are poor. Micro credit is different from other regular credit where credit is provided with collateral substitute, instead of collateral securities.

A wide range of financial institutions both in public and private sector are providing micro-finance services in India. The formal financial institutions including CBs, RRBs, and Co-operatives banks are micro-credit service providers as they provide micro finance services as their secondary functions in addition to their other primary banking activities. On the other hand, there are specialized informal institutions that undertake micro-finance services as their primary activity. They are called micro-finance institutions. (MFIs).

Self-help groups as the best form of MFIs in India has been practicing since last three decades. SHG model of MFIs is virtually important financial gateway to the poor. In addition to that access to credit and participation in the trustworthy financial institution is one of the first and foremost step in securing basic services to save some amount in a secured manner, and to invest in their business or home, or to cover large expenditure and to ensure against risk.

The Concept and Features of Micro-Finance

The concept of microfinance can be described as small short, unsecured lending of money and provisions of very small loan that are repaid within short period of time. It is essentially used by the low-income individuals and household to empower them economically and enable them financially. The micro finance is used as sustainable tool to combat poverty. Micro finance can lead to micro solution to poverty. It can be defined as a set of services comprising the following activities.

- Micro credit and small loans privately for income generation activities.
- Micro saving or small savings on borrowers own resources.

The Important Features of Micro-Finance are as Follows

- It is a tool for empowerment of the poor.
- The micro-credit delivered normally through SHGs.
- Is it essentially for promoting self-employment and productivity in informal sector of economy.
- It is generally used for direct income generating and consumption smoothing.
- It is not just a financing system but a tool for social and economic change, especially for women.
- It is providing for seasonality allow repayment flexibility, avoid autocratic and legal formalities.
- It assists the women to perform traditional roles better and to take up micro-entrepreneurship.

Self-Help Groups in India

In India, both Central and State Governments alike have increasingly realized the importance of devoting attention to the economic betterment and development of rural people. The Indian Constitution guarantees that there shall be no discrimination on the grounds of gender. Over the decades of planned development, the shift of emphasis of women's programmes from purely welfare-oriented approach to a more pragmatic and development-oriented one has recognized the woman as a productive worker and contributor to the economy.

India has adopted Bangladesh's SHG model in a modified form. To alleviate poverty and to empower the poor people, the micro-finance has emerged as a powerful instrument in the new economy. With the availability of micro-finance, Self-Help Groups (SHGs) and credit management groups have also started in India and thus the movement of SHG has spread throughout the country and even commercial banks are the have become predominant agencies for delivery of micro-credit

SHG-Bank Linkage Model (SBLM)

SHG-Bank Linkage Model is developed in India to provide micro-finance with the help of vast rural network of the formal financial sector. In this model, the informal Self-Help Groups are credit linked with the formal financial institutes. The SHGs-BLM has emerged as a recessive model in terms of Number of borrowers and loans outstanding. This model is flexible, independence, creating and imparts freedom of saving and borrowing according to the requirements of SHGs members. Due to widespread rural bank network, the SHG-BLM is very suitable to the Indian context. The SHGs programme as an intermediation between the banks and the rural poor to help in reducing transaction costs for both the banks and the rural clients. Bank officials/NGOs/ government agencies organize the poor in the form of SHGs. Under this Micro-Finance programme, loans are provided to the SHGs with three different ways.

Models of Linkage:

In India, three types of SHGs models have emerged: 1. Bank-SHG-Members: the banks it acts as a self-help group promoting institution (SHPI). 2. Bank-Facilitating Agency-SHG-Members or other community-based organizations from groups. 3. Bank-NGO-MFI-SHG-Members: NGOs act both as cultivators and microfinance intermediaries.

- 1. Bank-SHG-Members:** The banks itself acts as a self-help group promoting institution. It takes initiative in forming the groups, nurtures them over a period of time and then provides credit to them after satisfying its self about their maturity to absorb credit.
- 2. Bank-Facilitator Agency-SHG-Members:** Under this model groups are formed nurtured and trained by these agencies. The bank then provides credit directly to the SHG's after observing their operations and maturity to absorb credit.
- 3. Bank-NGO-MFI-SHG-Members:** Bank in some areas is not in a position to even finance SHGs promoted and nurtured by other agencies, due to various reason. In such cases, the NGOs act as both facilitates and microfinance intermediaries. First promote the group nurture and train them and then approach banks for bulk loans for on lending to the SHGs. Over the past decade, NABARD'S "SHG-Bank Linkage Programme" aimed at connecting self- help groups of poor people with banks, has in fact, the largest micro finance network in the world. The self- help group approach has won enthusiastic supporters among influential policymakers.

Micro Finance Institution (MFI)-Bank Linkage Model: NABARD's experiment in Self-Help Groups-BLP established the reliability of groups as a bankable proposition and rural people capable of financial discipline. It created a new set of customers with untapped appetite leading to several NGOs acting as financial intermediaries for on-lending to groups. Micro Finance Institutions (MFIs) are playing an important role as Financial Intermediaries in micro finance sector. The MFIs operate under various legal forms in India which are as follows:

- NGO MFIs –Registered under Societies Registration Act 1860 and / or Indian Trust Act 1880.
- Cooperative MFIs.
- NBFC MFIs under the Section 25 of Companies Act, 1956 (Not for profit).
- NBFC MFIs incorporated under the Companies Act, 1956 & registered with RBI.

The MFI model has also gained momentum in India in the past. This model is found worldwide whereas the SHG-BLM model is an Indian model. In MFI model borrow large amount of funds from the financial institutions, banks for on-lending to the individuals or groups. These MFIs provide financial services to the individuals or to the groups like SHGs, JLGs and Grameen groups. They are playing a significant role in bridging the gap between the formal financial institutions and the rural poor. However, their increasing urban orientation and providing pure credit products without the capacity building component have been criticized, for the situation in rural areas is not of credit shortage alone. It is a shortage of entrepreneurial skill and lack of technical knowledge.

Table No. 1.1 Progress of Self-Help Groups (SHGs) under Bank Linkage Model: 2008 to 20

(Numbers in Lakhs/Amount in ₹Crores)

Financial Year		SHG Savings with Banks	Loans Disbursed to SHGs	Loans Outstanding against SHGs
2008-09	No of SHG's Linked	61.21 (22.2%)	16.10 (31.1%)	42.24 (16.5%)

	Amount of Savings	5545.62 (46.5)	12253.51 (38.5%)	22679.84 (33.4%)
2009-10	No of SHG's Linked	69.53 (13.6%)	15.87 (-1.4%)	48.51 (14.8%)
	Amount of Savings	6198.71 (11.8%)	14453.3 (17.9%)	28038.28 (23.6%)
2010-11	No of SHG's Linked	74.62 (7.3%)	11.96 (-24.6%)	47.87 (-1.3%)
	Amount of Savings	7016.30 (13.2%)	14547.73 (0.01%)	31221.17 (11.4%)
2011-12	No of SHG's Linked	79.60 (6.7%)	11.48 (-4%)	43.54 (-9.0%)
	Amount of Savings	6551.41 (-6.7%)	16534.77 (13.7%)	36340.00 (16.4%)
2012-13	No of SHG's Linked	73.18 (-8.1%)	12.20 (6.3%)	44.51 (2.2%)
	Amount of Savings	8217.25 (25.4%)	20585.36 (24.5%)	39375.30 (8.4%)
2013-14	No of SHG's Linked	74.30 (1.53%)	13.66 (12.02%)	41.97 (-5.71%)
	Amount of Savings	9897.42 (20.45%)	24017.36 (16.67%)	42927.52 (9.02%)
2014-15	No of SHG's Linked	76.97 (3.59%)	16.26 (19.03%)	44.68 (6.46%)
	Amount of Savings	11059.84 (11.74%)	27582.31 (14.84%)	51545.46 (20.06%)
2015-16	No of SHG's Linked	79.03 (2.68%)	18.32 (12.67%)	46.73 (4.59%)
	Amount of Savings	13691.39 (23.79%)	37286.90 (35.18%)	57119.23 (10.81%)
2016-17	No of SHG's Linked	85.77 (8.53%)	18.98 (3.60%)	48.48 (3.74%)
	Amount of Savings	16114.23 (17.69%)	38781.16 (4.01%)	61581.30 (7.81%)
2017-18	No of SHG's Linked	87.84 (2.41%)	20.75 (9.32%)	45.49 (-3.83%)
	Amount of Savings	17497.86 (8.58%)	44558.74 (14.89%)	70401.73 (14.32%)
2018-19	No of SHG's Linked	100.14 (14.00%)	23.65 (13.97%)	44.61 (-8.06%)
	Amount of Savings	20473.55 (17.00%)	53254.04 (19.51%)	79231.98 (12.54%)
2019-20	No of SHG's Linked	102.19 (2.04%)	28.84 (21.94%)	51.12 (14.59)
	Amount of Savings	23320.55 (13.90%)	73297.56 (37.63%)	100620.71 (26.99%)

(Figures in parenthesis indicate growth/decline over the previous year)

Source: NABARD publication "Status of Microfinance in India" of various years.

All the major parameters viz. the number of SHGs with savings bank accounts, amount of credit disbursed during the year, the bank loans outstanding as well as the quantum of savings outstanding had shown positive growth during the past five years. The year 2016-17 has proved particularly positive for the growth of SHGs. During 2016-17, despite the impact of demonetization on credit disbursement and repayments, combined efforts and initiatives of NABARD, banks, SHPIs, NRLM and Government agencies have given great boost to the SHG-BLP movement. Table No. 1.1 present the progress and growth in terms of number and amount respectively. The number of SHGs linked with banks was 61.21 lakh in the year 2008-09 and the number continued to rise till 2011-12 after which there was a slight decline. There was a net addition of 22.59 lakh SHGs during the year 2019-20, thus, increasing the number of SHGs having savings linkage to 102.19 lakh as on 31 March 2020. The amount of savings of SHGs with banks as on 31 March 2020 reached an all-time high of Rupees 23320.55 crore. During the year, banks have disbursed loan of Rupees 73297.56 crore, recording 37.63% increase over the previous year despite the impact of demonetization, which slowed down loan disbursement post October 2017. The total bank loan outstanding against SHGs also increased by 26.99% and stood at Rupees 100620.71 crore against Rupees 79231.98 crore as on 31 March 2020.

RESEARCH METHODOLOGY

The study is a quantitative assessment of the progress made by the SHG-Bank Linkage Model of micro finance in India during the time span of 12 years from 2008-09 to 2019-20. The study is exploratory in nature and is mainly based on secondary data obtained from annual reports of NABARD on the Status of Microfinance in India.

CONCLUSION

From the above discussion it is clear that, the SHG - Bank Linkage Programme (SHG-BLP) is the largest microfinance programme in the world because of its size and the population it touches. Another remarkable feature of this programme is that it is also the most widely participated developmental programme in the country and perhaps in the world for the large number of channel partners, grass root workers, Govt. agencies and banking outlets involved. The paper also highlighted the various facts and figures regarding growth of SHGs which still considered as less as compared to the population the country.

REFERENCES

1. S. K. Das, B.P Nanda and J. Rath (2008), Micro-Finance and Rural Development, Edited Book, p.p 21, 72.

-
2. Anita, H. S., & Revenkar, A. D., "Micro Credit through SHG for Rural Development", Southern Economist, 46 (8), 31-3, 2007.
 3. Mehar, Shibalal (2007). Micro Finance through Self-Help Groups to Fight against Poverty. New Delhi: Discovery Publishing House, pp. 18-22.
 4. Harika, K. & Ramakrishna, R. (2017). Trends in Micro Finance with SHG-Bank Linkage Model (SHG-BLM) in India during 2010-11 to 2015-16. IOSR Journal Of Humanities and Social Science (IOSR-JHSS), Volume 22, Issue 11, Ver. 10, p.p 17-28
 5. Otero, Maria (1999). Bringing Development Back, Into Microfinance. Journal of Microfinance / ESR Review, Vol. 1, Issue. 1, Article 2.
 6. Annual report of NABARD on Self-Help Groups from 2008 to 2020.

MEME MARKETING-THE NEW LANGUAGE OF MARKETING

Mr. Faisal TanwarAssistant Professor, Clara's College of Commerce, Andheri West, Mumbai-400 06

ABSTRACT

The purpose of this research is to understand the concept of Meme Marketing. Since social media is playing a very important role in every single person's day to day life through which they are likely to come across a prime form of entertainment which is 'MEMES. These memes that dominate social media serve the purpose of being entertaining to the audience but memes are used for another purpose as well, 'Marketing'. When the terms and 'Meme' and 'Marketing' are put together they become a marketing strategy for many advertising and promotional agencies that work for companies. Meme marketing uses a meme which is either trending at the moment, relatable facial expressions or iconic lines from movies and web series or even television serials and to which the companies add their own twist and brand to that meme in order to make it a marketing technique. Meme marketing is also considered as a viral marketing tool. This research project aims to study this concept of meme marketing in detail and how effective this is as a tool to companies for advertising, marketing or promotion. It also focuses on how Memes are having an impact on the mind of its target audience and how they respond to it. Memes have to be made by keeping many things in mind like not hurting the sentiments of the target audience or even the company's competitors. This research also encompasses of how memes influence the purchase decisions of the consumers and how this could result in an increase in sales and profits for the organisations. Meme Marketing allows not only the advertising agencies but also normal individuals to earn money and make business by just creating memes.

Keywords- memes, marketing, advertising, social media, youngsters

Objectives

- 1. To study meme marketing in detail*
 - 2. To study memes as an effective tool of marketing*
 - 3. To study the growth of meme makers (memers) as a medium of marketing*
 - 4. To understand the positive and negative impact of memes*
 - 5. To examine how memes are becoming a new language of marketing*
-

INTRODUCTION

Meme is pronounced with a long E and the last E is silent. The original, pre-internet definition of a meme is, "an element of a culture on system of behaviour that may be considered to be passed from one individual to another by non-genetic means, especially imitation". The newer definition is, "a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users.

A meme is basically an idea or opinion or a phenomenon which is uses pictures or moving images or gifs to transfer information or communicate with a person sharing the same idea or opinion in a funny or entertaining way. The concept of memes is relatively old. This concept was introduced in the year 1976 by Richard Dawkins in his book, "The Selfish Gene". In this book Dawkins referred to this concept as "Mimeme", which in Greek means, "that which is imitated". The term was coined because Dawkins was trying to figure out if there was a unit to measure of how ideas are spread and propagated through different generations. In simple terms, a meme is to an idea what a gene is to a physical trait. Dawkins believed that everything on this planet can evolve, even the concept on memes. Memes are now to be seen on the most accessible place on Earth, which is of course 'The Internet'.

Memes on the internet began to grow in the middle of the 1990s. The olden memes were just a text or an image with a caption or a moving image that was shared between few individuals. As the internet evolved, so did memes. With the introduction of YouTube, the largest video sharing platform coming into existence, memes began to gain more popularity.

Memes were no longer limited to being shared between two individuals but now it is being shared by millions of people at once. But this was just the beginning. Memes were just at the beginning stage yet. But once WhatsApp was introduced, the sharing of memes became easier. Individuals with the same mindset, culture, thoughts, etc. begun making groups and started sharing memes among them. Then came the other famous social

media platforms like Facebook and Instagram, all that these social media platforms did was gain popularity due to its widespread audience and this also gave a rise to more memes, memes makers and meme-sharers or meme popularisers.

The song “Happy Birthday” is the best example of a meme – why does anyone sing it? Because they’ve heard other people sing it at birthday parties ever since they were born. People were introduced to it, then they replicated it (not to mention translated it into at least 18 languages) and now it’s just a part of human culture. Even the act of presenting cake at a birthday could be considered a meme, in a way.

“Memes and pop culture go hand-in-hand now,” wrote Kaitlyn Tiffan in The Verge. “They don’t sit in sub-forums and Sub-reddits; they crop up in group chats and on your local diner’s Instagram account.” Memes have gone from a somewhat underground form of casual humour to becoming an everyday part of social interaction. They still get used as comedic devices more often than not, but they’ve also become such a recognized communicative method that they’re capable of spreading ideas, opinions and information.

Richard Dawkins could never have predicted that his idea of “memes” would be mass adopted for the Internet age. However, he has said in at least 1 interview that the Internet is an ideal ecology for the spread of memes, so it’s no surprise that the term caught on to describe the way ideas spread online.

REVIEW OF LITERATURE

1. **Beata Bury, “Creative Use of Internet Memes in Advertising” (2016)**, stated that memes are relatively new phenomenon on the internet and now the companies are realizing the impact and need of this internet means as it is one of the easiest and cost-effective ways to attract new customers more. Memes are also proven to spread faster among individuals. Companies have used creative and innovative ways such as memes in order to become more memorable in the minds of the customers.
2. **Freddie Dickerson, “Memes and Advertising” (2013)**, stated that sharing a meme takes place only if only if it suits the opinion of the first individual. Word of mouth marketing is being replaced by meme marketing that is sense no longer people a meeting with each other but are interacting through social media platforms. Hence the company should make more memes keeping in mind the target audience.
3. **William Lind, “Meme Marketing to Fellow Kids” (2019)**, stated that many of the companies have stepped into the digital world due to the rise of technology. Marketing is no longer restricted to print media in television ads. Memes is a latest and effective way for a company to position their products in the minds of the customers. Hence, the first step of a company whole entering into the digital world is by making a meme.
4. **Maria Carolina Zannette, “Intertextual Virality and Vernacular Repertoires: Internet Memes as Objectives to Connect Two Different Online Worlds” (2019)** stated that many of the memes have a same format a text animates followed by the text of that meme. The companies before used think that word of mouth is better than any traditional mode of marketing and this current moment memes is basically become a form of word-of-mouth advertising.
5. **Murray, Ajay K. Manrai and L.A. Manrai, “Memes, Mematics and Marketing: A State-of-the-Art Review and a Lifecycle Model of Meme Management in Advertising” (2013)** stated that there is a growing popularity of branding among individuals and companies nowadays are looking to latch on to certain viral incidents that can be posted on YouTube and other social media platforms. Currently mining of memes is a way for companies to create brand awareness in the market. They also state that memes are something that suits the mind while it comes to advertising a product because of the way the human brain functions.

RESEARCH METHODOLOGY

Research is in descriptive form and based on primary as well as secondary data. Various published articles, journals, news articles, government websites are referred for the purpose of study.

- Primary and secondary sources will be used for data collection for the study. Primary data will be collected through structured questionnaires and survey.
- Sample size: Minimum 140 respondent’s age group between 15-50yrs.
- Sampling technique: Convenience sampling method.
- Sampling area: Western suburb Mumbai is selected as a sample area, as respondents belong to different sectors demographic profile.

- Statistical tool: Reporting shall be in the form of text and would also include, graphs, bar graph, pie charts which would be easy for understanding, analyzing and interpretation of data.
- Research time: This study will be conducted between February 2020 and March 2020.

SCOPE

1. This research extends to study memes as an effective tool of marketing.
2. It studies how memes are simplified and concise, and how they are used by all kinds of mainstream as well as smaller brands to market their products and services.
3. It also shows how consumers respond to memes that are used for marketing.

LIMITATIONS

1. The research was conducted over a very short period of time.
2. The short time period reduced mobility and reach. The sample size of the research was 140. The data was collected from the region between Andheri and Churchgate due to the short time period.
3. Since the sample size is small, this research cannot be appropriately applied to the entire population.

DATA ANALYSIS AND INTERPRETATION

1) Age:

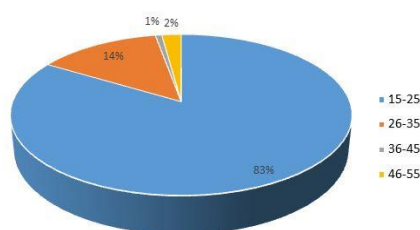


Fig. 01: Age

2) Gender:

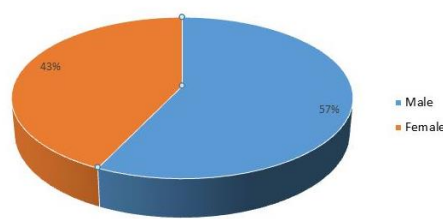


Fig. 02: Gender

3) Profession:

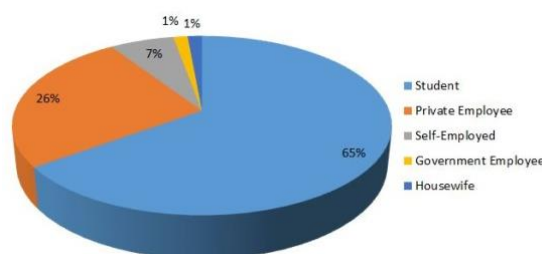


Fig. 03: Profession

Fig. 01 - Data Analysis & Interpretation:

- ❖ The majority 83.6% [i.e., 117 respondents] were aged between Youngsters aged between 15 and 25 years.
- ❖ 13.6% [i.e., 19 respondents] were “Working Youngsters” aged between 26 and 35 years.
- ❖ 2.1% [i.e., 03 respondents] were aged between 46 and 55 years.
- ❖ 0.7% i.e., 01 respondent aged between age 36-45 years.

Fig. 02- Data Analysis & Interpretation:

- ❖ Majority of the respondents which were 57.1% [i.e., 80 respondents] were males.
- ❖ The remaining respondents which were 42.9% [i.e., 60 respondents] were females.

Fig 03 - Data Analysis & Interpretation:

- ❖ 65% [i.e., 91 respondents] were students.
- ❖ 27% [i.e., 36 respondents] were employees working for a private organisation.
- ❖ 6% [i.e., 09 respondents] were self-employed.

❖ 1% [i.e., 02 respondents] were government employees.

❖ 1% [i.e., 02 respondents] were housewives.

Questionnaire

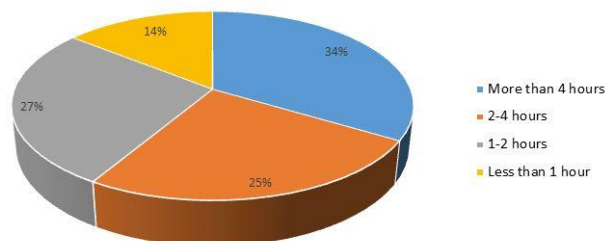


Fig. 04: Time spent on social media per day

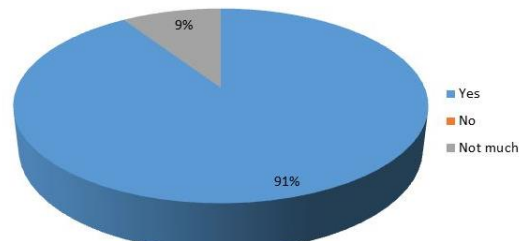


Fig. 05: Are you familiar with the concept of memes?

>> Question 1: How often do you use social media in a day?

Fig. 04 - Data Analysis & Interpretation:

- ❖ 33.6% [i.e., 47 respondents] used social media for over 4 hours a day which means that quite a good number of individuals use social for a long time daily.
- ❖ 25% [i.e., 35 respondents] used social media for about 2 to 4 hours a day.
- ❖ 27% [i.e., 38 respondents] used social media for 1 or 2 hours daily
- ❖ 14.1% [i.e., 20 respondents] used social media for less than an hour daily which shows that only few individuals spend a nominal amount of time on social media.

>> Question 2: Are you familiar with the concepts of memes?

Fig. 05 - Data Analysis & Interpretation:

Out of the total 140 individuals surveyed--

- ❖ 91% [i.e., 127 respondents] were familiar with the concept of memes and knew what all is related to it.
- ❖ 09% [i.e., 13 respondents] had only a rough idea about memes and did not know what exactly memes convey.
- ❖ There was no respondent who did not have an idea about the concept of memes.

>>Question 3: What comes to your mind when you hear the term meme?

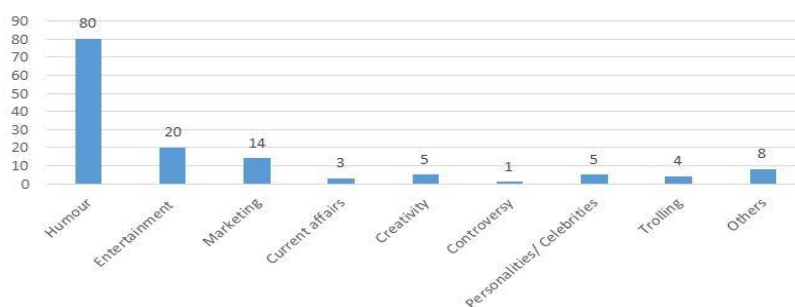


Fig. 06

Fig. 06 - Data Analysis & Interpretation:

- ❖ Majority i.e., 80 of the respondents responded that whenever they hear the term meme they think of humour.
- ❖ 20 respondents think of memes as entertainment followed by 14 respondents who thought of marketing when they hear the term meme.
- ❖ The remaining minimal respondents have said that whenever they hear the term meme they think of current affairs, creativity, personalities or celebrities or trolling.

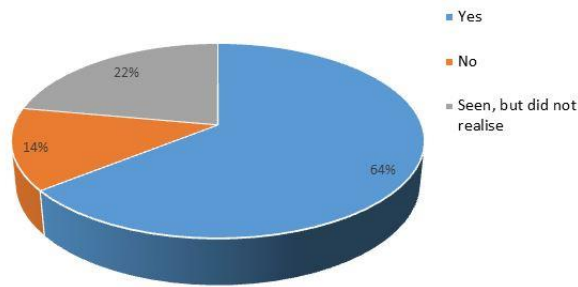


Fig. 07

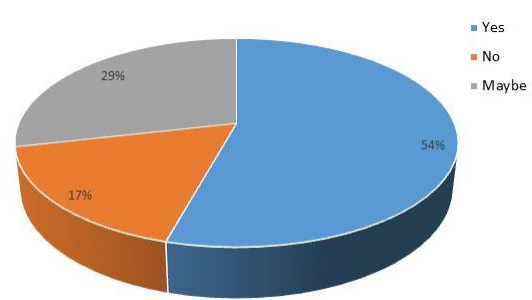


Fig. 08

>>Question 4: Did you know that memes are used as a tool of marketing?

Fig. 07 - Data Analysis & Interpretation:

- ❖ 64% [i.e., 90 respondents] had a fair idea about memes being used as a marketing tool
- ❖ 22% [i.e., 31 respondents] had seen memes but didn't realize that memes are being used as a tool of marketing
- ❖ Only 14% [i.e., 19 respondents] did not know that memes are used as a marketing tool. They were of the opinion that memes were just used for entertainment purposes.

>>Question 5: In recent times, have you seen any memes used for marketing?

Fig. 08 - Data Analysis & Interpretation:

- ❖ In the most recent times, 54% [i.e., 76 respondents] have seen memes and realized that these memes are used in marketing.
- ❖ 28% [i.e., 40 respondents] who were unsure of coming across memes used for marketing and if memes can or even cannot be used for marketing.
- ❖ 18% [i.e., 24 respondents] who had not seen any memes being used for marketing.

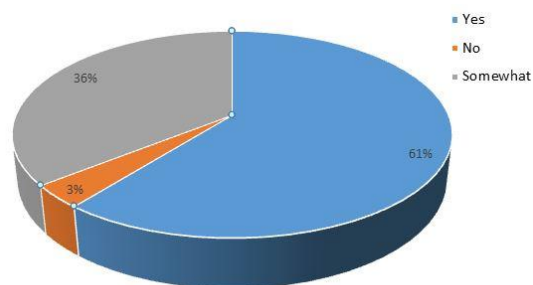


Fig. 09

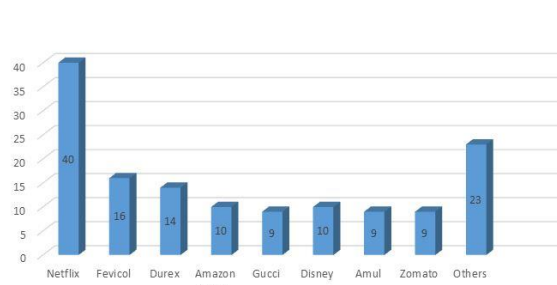


Fig. 10

>>Question 6: Can a meme influence the sale of any product or service?

Fig. 09 - Data Analysis & Interpretation:

- ❖ 61% [i.e., 85 respondents] agreed that using memes to market any product or service can substantially affect the sales of a particular product or service.
- ❖ 36% [i.e., 50 respondents] thought that use of memes for marketing can only somewhat affect the sales of a product or service.
- ❖ 3% [i.e., 5 respondents] were sure using memes for marketing did not affect the sales of a product or service.

Question 7: Name any companies that use memes for marketing

Fig. 10 - Data Analysis & Interpretation:

- ❖ Majority of the respondents i.e., 40 have seen the Streaming service provider Netflix using memes for marketing their products.
- ❖ Netflix is followed by Fevicol which had 16 respondents who had witnessed them marketing their products through memes.

- ❖ The company Durex had 14 respondents that had seen the memes for marketing.
- ❖ Amazon Prime and Disney, both had 10 respondents each and Gucci, Amul and Zomato had 9 respondents whom had witnessed their meme marketing technique.
- ❖ 23 respondents had seen other companies like Big Bazaar, Lays, Pepsi and Coca-Cola among other companies that have used meme marketing.

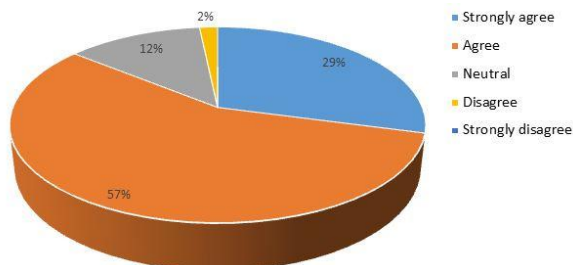


Fig. 11

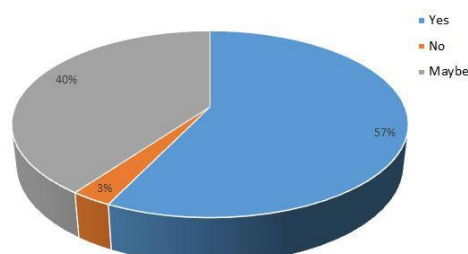


Fig. 12

>>Question 8: Can meme-making be considered a skill?

Fig. 11 - Data Analysis & Interpretation:

- ❖ A majority of the respondents that is 49% [i.e., 68 respondents] agree that making memes can be considered a skill to an extent.
- ❖ 35% [i.e., 49 respondents] strongly agreed that meme making is considered as a skill. They reason that if it is not done effectively then it cannot reach the mind of the viewers or its desired audience.
- ❖ 15% [i.e., 21 respondents] were not totally sure that meme making can be considered a skill or not.
- ❖ 1% [i.e., only 2 respondents] thought that making a meme cannot be considered a skill.

Question 9: Can meme-making also be considered a source of income for the individual?

Fig 12 - Data Analysis & Interpretation:

- ❖ 57% [i.e., 80 respondents] were sure that meme making can also be a source of income.
- ❖ Their reasons include companies running social media pages and sometimes entirely meme-based pages as marketing platforms that are monetized.
- ❖ 40% [i.e., 56 respondents] were unsure if meme making could provide any monetary benefit to individuals.
- ❖ 3% [i.e., 4 respondents] are certain that making memes cannot be considered as a source of income for individuals.

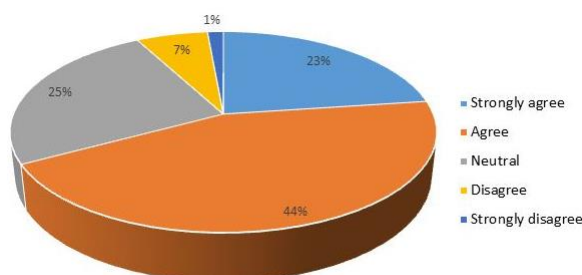


Fig. 13

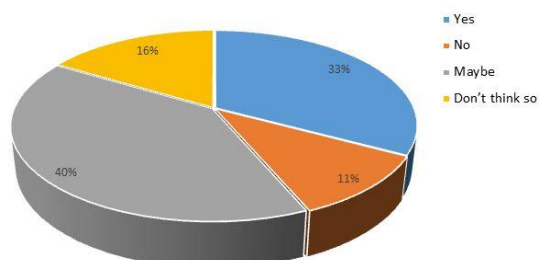


Fig. 14

Question 10: Memes can establish themselves as a form of mainstream advertising medium for companies.

Fig. 13 - Data Analysis & Interpretation:

- ❖ 23% [i.e., 32 respondents] strongly agree that memes will become a form of mainstream advertising with many companies engaging in the trend already.
- ❖ 44% [i.e., 62 respondents] agreed that memes have a tendency to establish itself as a form of mainstream advertising for companies.

- ❖ 25% [i.e., 35 of respondents] stated that memes may or may not become a form of mainstream advertising.
- ❖ 7% [i.e., 09 respondents] did not think that memes will become a mainstream advertising format.
- ❖ 1% [i.e., 02 respondents] strongly disagreed that memes could become a mainstream advertising format.

>>Question 11: Can memes have a negative impact on marketing of products and services?

Fig. 14 - Data Analysis & Interpretation:

- ❖ 40% [i.e., 56 of the respondents] were unsure if marketing through memes can have a negative impact on the sales of the products and services.
- ❖ 33% [i.e., 46 respondents] were certain that memes can play a negative role in marketing their products or services.
- ❖ 16% [i.e., 23 respondents] did not think that memes can have any negative effect on the products and services.
- ❖ 11% [i.e., 15 respondents] were certain that memes would have no negative impact in marketing goods and services.

>>Question 12: On a scale of 1 to 5, rate the concept of meme marketing?

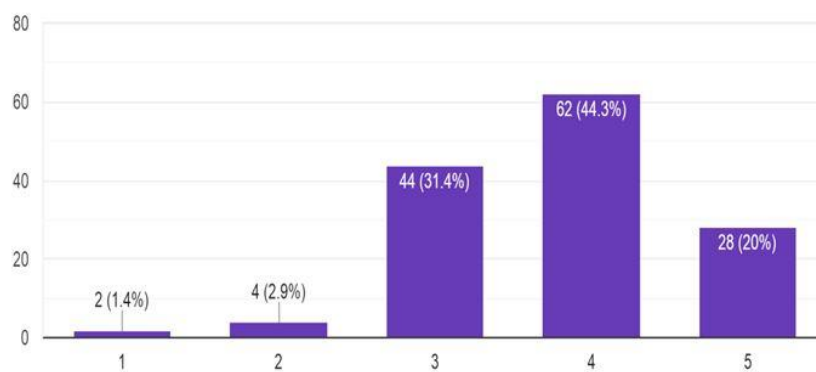


Fig. 15

Fig. 15 - Data Analysis & Interpretation:

- ❖ 20% [i.e., 28 respondents] have rated meme marketing as a 5, indicating that it is the most effective strategy for marketing.
- ❖ A majority 44.3% [i.e., 62 respondents] rated memes as 4, indicating that it is an effective strategy for marketing.
- ❖ 31.4% [i.e., 44 respondents] rated memes as a 3, indicating that this strategy is moderately effective.
- ❖ 2.9% [i.e., 4 respondents] have rated meme marketing strategy as a 2, indicating that it is a sub-par tool of marketing at all.
- ❖ 1.4% [i.e., 2 respondents] have rated this meme marketing strategy a 1, indicating that it is not an effective tool of marketing at all.

CONCLUSION

From the above conducted research it can be concluded that the majority of youngsters today use social media applications like Facebook Instagram WhatsApp, YouTube, etc. for more than 2 hours daily. And due to this, mostly all of them have seen memes and are familiar with them. There is no such person in the current world who has never seen a meme. Whenever any person hears the term meme, only funny content, humorous images with captions, etc. But these individuals also have an idea that memes are used for marketing purposes as well. Companies use memes on most occasions to market movies or shows but it's also used to market their brand or product as well after an incident. For example, iPhone 11 and the three cameras became a meme because of its funny placements and due to this companies like Durex, Vicks and Prestige among others used that meme to market their respective brands. Companies like Netflix, Fevicol and Amazon Prime use memes to market their brand on a regular basis and hence they easily come to mind when you hear "Meme Marketing". In this research

people have also agreed that memes have the power to influence the sales of products and services that are marketed. Making a meme in today's world that is acceptable by all audiences is a tough task and therefore meme making is considered as a skill for any individual or even a company. Memes that are not only made in general but also that are used for marketing have to be made skillfully so that it is acceptable by all the viewers or audiences. Only if memes are appropriately made it will be effective if not it can terribly backfire on that meme making individual or even the company. For this sort of meme making skills, companies have begun to hire individuals to make such memes and are ready to pay them as well. Even though meme making for a company cannot be considered as a job, individuals do get paid an amount for contributing to the company's marketing campaign. That's how people who are good at making such memes also get paid. Since the introduction of social media in this decade companies have found many innovative ways to market their products and services. The concept of Meme Marketing is one of them. And with social media getting even more popular day by day it is being said that this type of marketing can become a form of mainstream media for companies to advertise on. Even though all of these were the positive aspects of this topic, there are also negatives about this, like memes will never always receive the same response as it is desired, sometimes it cannot go as planned. All humans are different and have a different mindset and hence some might accept an idea and some people might not. Since memes are made in such a way to target the general audience, few individuals would think that the company is using any event whether good or bad to its own benefit and that it is not right. Finally, "Meme Marketing" is considered as an effective tool for the marketing community and it will be used more often by companies even in the future. At the rate of increase in usage in social media, Meme Marketing is unlikely to vanish anytime soon.

SUGGESTIONS AND RECOMMENDATIONS

1. Advertising agencies/marketing departments of companies should make memes keeping in mind the product or service that it wants to sell, or in accordance with the present trends or the idea/message it aims to promote.
2. Companies should not make memes that will hurt the sentiments of the target audience.
3. Memes should not be made in order to harm competitors in the market.
4. The company could use trending memes but could also use evergreen meme templates that never go out of date. The best option, however, is to create new memes that become a trend rather than just follows existing trends.
5. Simplicity is key when it comes to memes. A meme must be clear and simple to understand. The main purpose of the meme should not get lost somewhere. For example, a meme with a social message should not forget to promote the product or service for the company. While it can spark a conversation, it must also be clear to mention what it is meant to be selling.
6. Since memes are viewed by all the age groups, companies should understand which platform to use in order to target that segment of the audience.
7. There must be a meme sharing forum or an application specifically for meme sharing so that those memes that get more views can earn money

WEBLIOGRAPHY:

- <https://www.youngun.in/blog/>
- https://en.wikipedia.org/wiki/Internet_meme
- https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=1571&context=gs_rp
- <http://www.worldscientificnews.com/wp-content/uploads/2016/06/WSN-57-2016-33-41.pdf>
- https://www.researchgate.net/publication/259528416_Memes_Memetics_and_Marketing_A_State_of_the_Art_Review_and_a_Lifecycle_Model_of_Meme_Management_in_Advertising
- http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0034-75902019000300157
- <http://ls00012.mah.se/bitstream/handle/2043/29427/William%20Lind%20-%20Meme%20Marketing%20to%20Fellow%20Kids.pdf?sequence=1&isAllowed=y>
- <https://medium.com/@youngunindia/7-brands-that-turned-the-tides-with-meme-marketing-26056bf6569f>
- <https://www.socialmediaexaminer.com/how-to-use-memes-guide-for-marketers/>

-
- <https://www.mondaq.com/india/Intellectual-Property/668356/Memes-And-Copyright-Fair-Use-Or-Infringement>
 - <http://www.oldest.org/entertainment/memes/>
 - <https://thecyphersagency.com/blog/dos-donts-using-memes-social-media/>
 - <https://www.aleph.se/Trans/Cultural/Memetics/memecycle.html>
 - <https://www.backlinks.com/3035-corporate-memes-benefits-of-memes-in-social-media-marketing/>
 - <https://e27.co/meme-marketing-isnt-a-joke-its-an-a-1-strategy-especially-in-asia-20190305/>
 - <http://socialmetricspro.com/social-media/meme-marketing-explained-pros-cons-leverage/2133/>
 - <https://www.forbes.com/sites/forbescommunicationscouncil/2018/08/10/memes-a-digital-marketing-tool-for-every-industry/#13b38d3f2664>

**STUDY THE VIEW OF INVESTOR ON RISK & RETURN IN MUTUAL FUNDS WITH
REFERENCE TO ANDHERI**

Dr. Babita A. Kanojia¹ and Rithik Arun Gade²¹Assistant Professor and ²Student of T.Y.B.M.S, Clara's College of Commerce

ABSTRACT

Covid-19 has crushed the financial markets overdramatically. The investors' expectations for the risk and return have been changed, demanding them to reallocate their portfolios. In this study researchers will study the view of investors on investing in mutual fund before and during the period of COVID-19. The collected data will highlight the important aspect that has impact on rerealising of different avenues available and their perception on it.

Key words: Investment Behaviour, SIPs, E-Gold, Bank Deposits Household Income, Financial Crisis, COVID 19

INTRODUCTION:

Lockdown is the most challenging decisions taken by governments across the world. The phases of Lockdowns, has affected human activities and practically brought down the economy to its knees. As per sauces the global economic loss for the year 2020 has been estimated between 0.1% and 0.4% of global GDP, plunging the economy into recession. As far as India is concern, the disruption in supply chain management at both global and domestic market has been rendered as one of the most critical factors that would be responsible for India's growth output disruption. The other factors are constrained demand and supply at global level and decline in domestic demand. Agrawal, Dev and Sengupta in 2020 had explored the effect of COVID-19 on economy and conducted that half of the construction in output was due to the environment of economic uncertainty. It is essential to known how investors perceive various investment avenues with reference mutual fund on risk and return.

A mutual fund is an investment instrument which pools in money from different investors and invests the collected corpus in a set of different asset classes such as equity, debt, gold, foreign securities etc. Mutual funds are becoming increasingly popular in India due to the various benefits they come with. Mutual funds feature an attractive performance history of returns higher than those earned on conventional instruments of investment. To fulfil the aim of the study the following objectives has been made.

OBJECTIVES OF THE STUDY

1. To know different income group of people that invest in mutual funds
2. To list out different options available for investment other than mutual fund
3. To study and examine factors affecting the decision of investors to invest in mutual fund in current situation
4. To study it is in risk and return associated with mutual fun

RESEARCH METHODOLOGY

The study took the qualitative method of research. The method we used to collect the data is primary and secondary method. It is based on a structured way of collecting and analysing data obtained from different sources. Primary data are collected through survey method. Secondary data are collected through the search of data sources such as reports, databases, World Wide Web. The research instrument used for data collection been the questionable method. The sample size was 100 units. The study is basically conducted in the Mumbai region. The area covered in our research is from Andheri. The data analysis will be done through simple mean and percentage.

NEED FOR THE STUDY

In India mostly people invest in Fixed Deposit, Gold & Saving A/C but most of them do not invest in Mutual Fund. People are afraid of investing in Mutual Fund just because of Capital Loss / Market Risk. This study will help to know different income group of people that invest in Mutual Funds, examine factors affecting the decision of investors to invest in Mutual Fund, different options available for investment and to know risk and return associated with Mutual Funds during the Covid-19

LIMITATIONS OF THE STUDY

1. The view of the respondents can be biasness
2. Due to geographical and time limit the primary data is collected through questionnaire and only Andheri area has been selected.

REVIEW OF LITERATURE

There are plenty of empirical and theoretical studies related, which try to determine the elements affecting the amount of expected return. Following is some review of literature the researchers has referred.

Dr. Sandeep Bansal, Deepak Gargand Sanjeev K Saini (2012), have studied Impact of Sharpe Ratio & Treynor's Ratio on Selected Mutual Fund Schemes. They have examined the performance of selected mutual fund schemes, that the risk profile of the aggregate mutual fund universe can be accurately compared by a simple market index that offers comparative monthly liquidity, returns, systematic & unsystematic risk and complete fund analysis by using the special reference of Sharpe ratio and Treynor's ratio.

Dr. K. Veeraiah and Dr. A. Kishore Kumar (Jan 2014), conducted a research on Comparative Performance Analysis of Select Indian Mutual Fund Schemes. They examined that performance of Indian owned mutual funds and compare their performance. The performance of these funds was analysed using a five-year NAVs and portfolio allocation. Findings of the study reveals that, mutual funds out perform naïve investment. Mutual funds as a medium-to-long term investment option are preferred as a suitable investment option by investors.

Dr. Yogesh Kumar Mehta (Feb 2012), has studied Emerging Scenario of Mutual Funds in India: An Analytical Study of Tax Funds. The present study is based on selected equity funds of public sector and private sector mutual fund. Corporate and Institutions who form only 1.16% of the total number of investors accounts in the MFs industry, contribute a sizeable amount of Rs. 2,87,108.01 crore which is 56.55% of the total net assets in the MF industry. It is also found that MFs did not prefer debt segment.

Singh B K (2012) in an article "A study on investors' attitude towards mutual funds as an investment option" from International Journal of Research in Management has reiterated the need for spreading the awareness about Mutual Funds among common masses. There is a strong need to make people understand the unique features of investment in Mutual Funds. From the existing investors point of view the benefits provided by mutual funds like return potential and liquidity have been perceived to be most attractive by the investors' followed by flexibility, transparency and affordability.

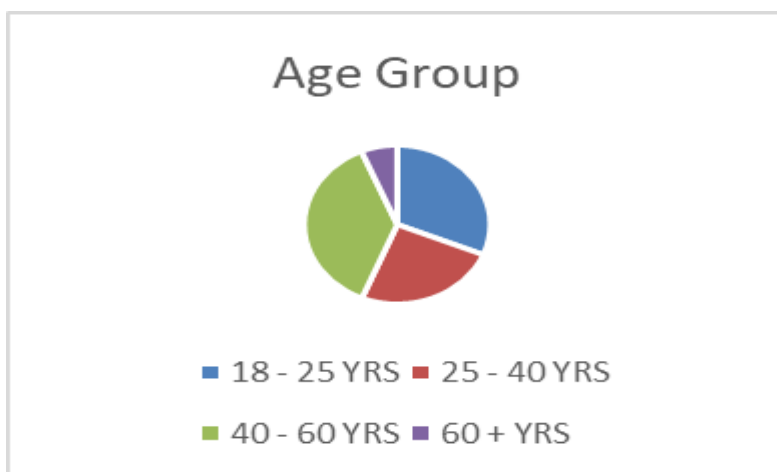
Rashmi Sharma and N. K. Pandya (2013), have done an overview of Investing in Mutual Fund. In this paper, structure of mutual fund, comparison between investments in mutual fund and other investment options and calculation of NAV etc. have been considered. In this paper, the impacts of various demographic factors on investors' attitude towards mutual fund have been studied. For measuring various phenomena and analysing the collected data effectively and efficiently for drawing sound conclusions, drawing pie charts has been used and for analysing the various factors responsible for investment in mutual funds.

Arpita Gurbaxani and Dr Rajani Gupte, in A Study on the Impact of COVID- 19 on Investor Behaviour of Individuals in a Small Town in the State of Madhya Pradesh, India, had highlighted the socioeconomic effects of the COVID-19 outbreak at the micro-level and may enable financial institutions and individuals to better handle such situations in future

Dhimen Jani and Dr. Rajeev Jain (Dec 2013), have studied role of Mutual Funds in Indian Financial System as a Key Resource Mobiliser. They have identified, the relationship between AUM mobilized by mutual fund companies and GDP growth of the India.

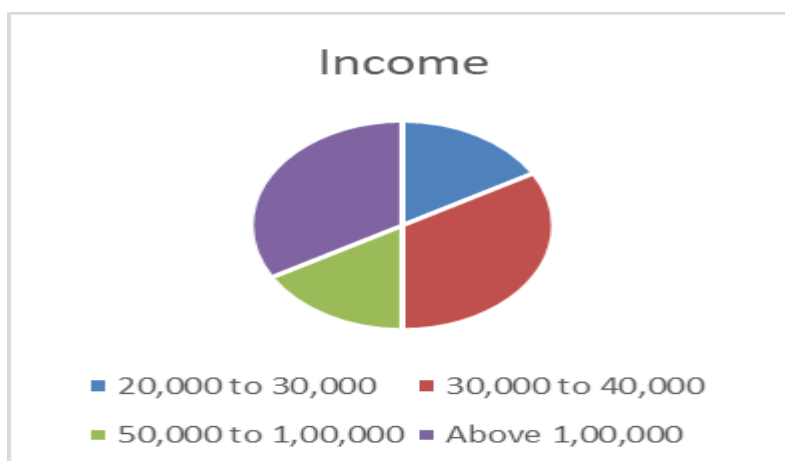
DATA ANALYSIS AND INTERPRETATION

a.



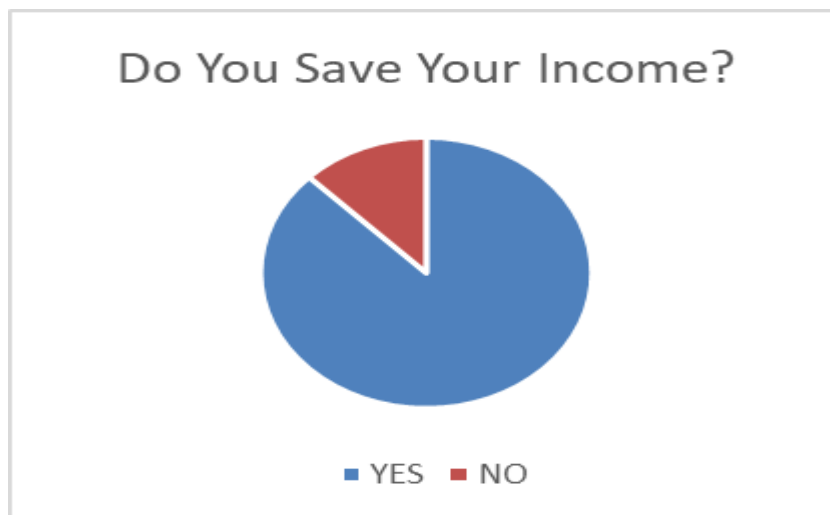
Interpretation – the above chart shows that 31% respondents are from 18th to 25th age group and where as 38% of the respondents are from 40-60 age group.

b. Income Level:



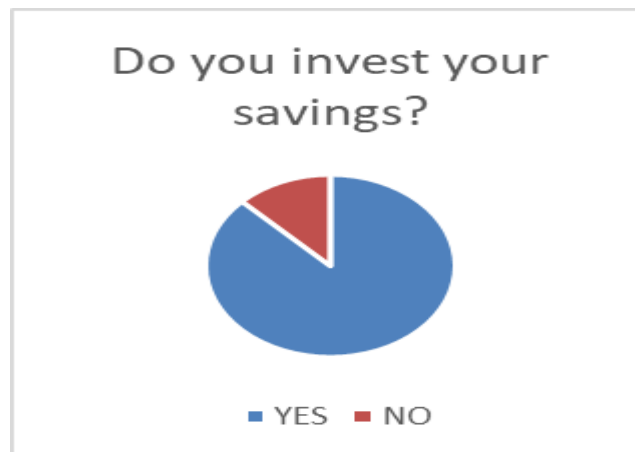
Interpretation – the above chart shows that income level of respondents. 17% of respondents have income Rs. 20,000 to Rs.30, 000 and 33% respondents have income Rs. 30,000 to Rs.40, 000.

c. Do you save your income? (Yes or No)



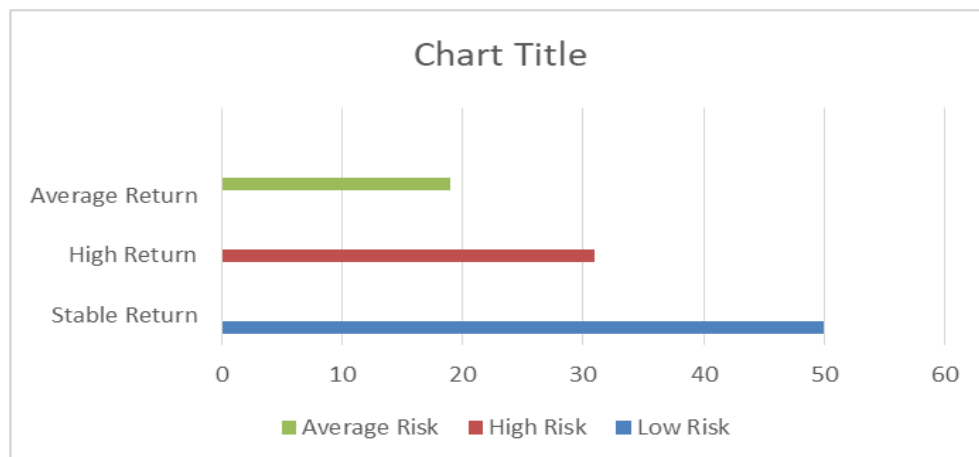
Interpretation: Most of the respondent's i.e.88% saves their income

d. Do you invest your savings? (Yes or No)



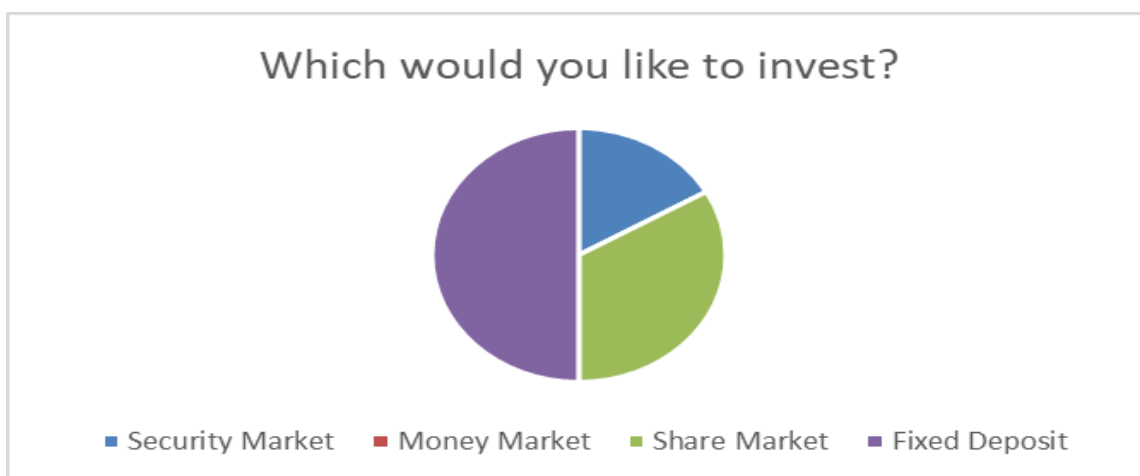
Interpretation: **Most of the respondent's i.e.88% invests their savings**

e. What is your goal of investment? (Stable Returns with Low Risk / High Returns with High Risk /Average Returns with Low Risk)



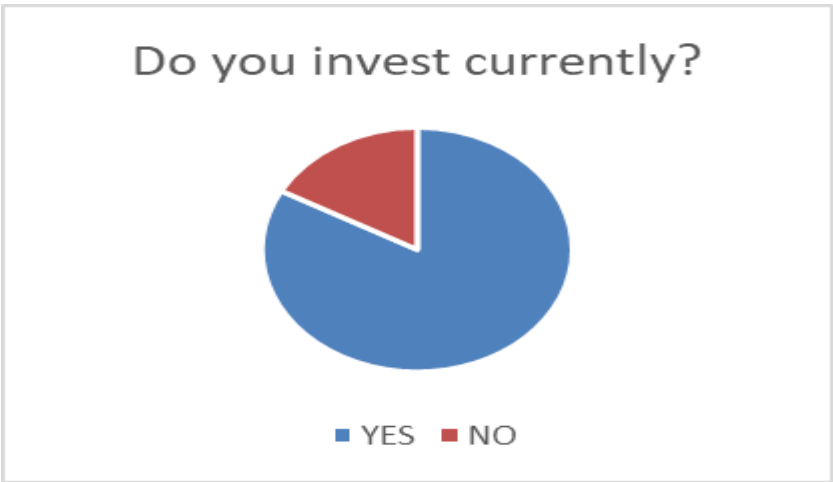
Interpretation: **50% of respondents' goal of Investment is for Stable Returns with Low Risk, 31 % respondent's goal of investment is for high returns with high risk and where as 19% respondents goal of investment is for average returns with average risk.**

f. Which would you like to invest? (Security Market / Money Market / Share Market / Fixed Deposit)



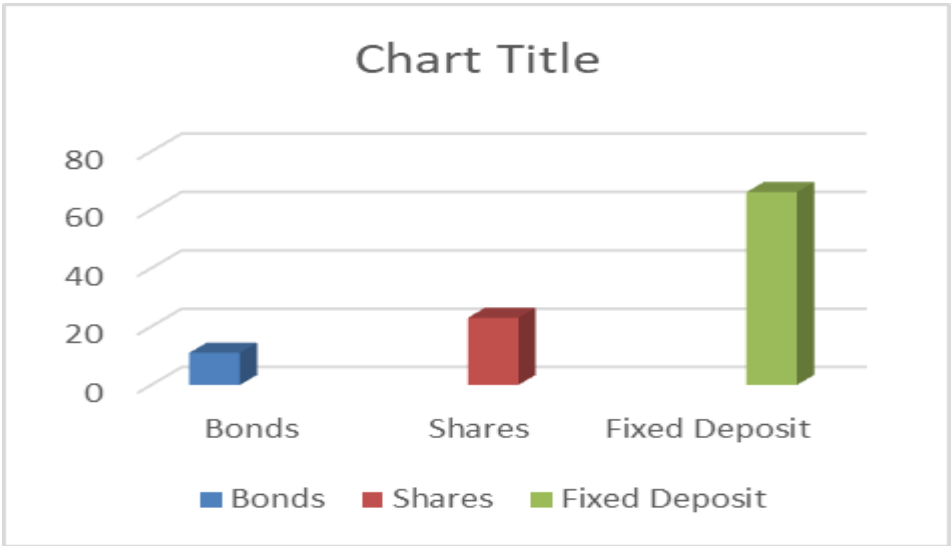
Interpretation: **50% of respondents' would like to invest in fixed deposit. 33% of respondents would like to invest in share market and only 17% of respondents want to invest in security market. As per the study no one is would like to invest in money market.**

g. Do you invest currently? (Yes or No)



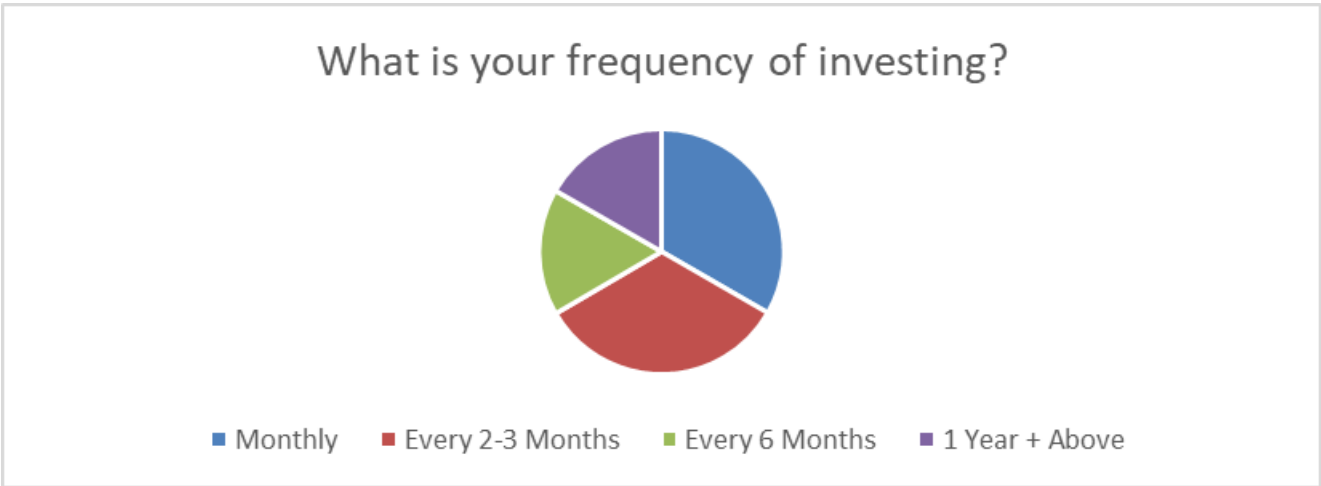
Interpretation: 83 % of respondents’ are investing currently where as 17% respondents do not invest currently. The responses of respondents indicate during the current situation it is difficult to invest where common people suffering from financial burden and survival is difficult.

h. Where do you invest currently? (Bonds / Shares / Fixed Deposit)



Interpretation: 66 % of respondents’ are investing currently in fixed deposit. It show the past investment has been done by the respondents. 23% and 11% respondents would like to invest in bonds and shares respectively.

i. What is your frequency of investing? (Monthly / Every 2-3 Months / Every 6 Months / 1 Year & Above)



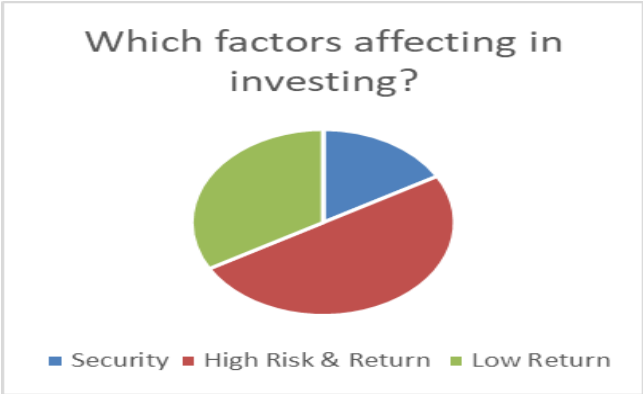
Interpretation: **The frequency of investment in monthly and fro less than 3 month are 33% where as 17% respondents prefer to invest for more than 6 month**

j. What is your reason for investing? (Save Money, Securing Future / Safe Guarding Principal Amount)



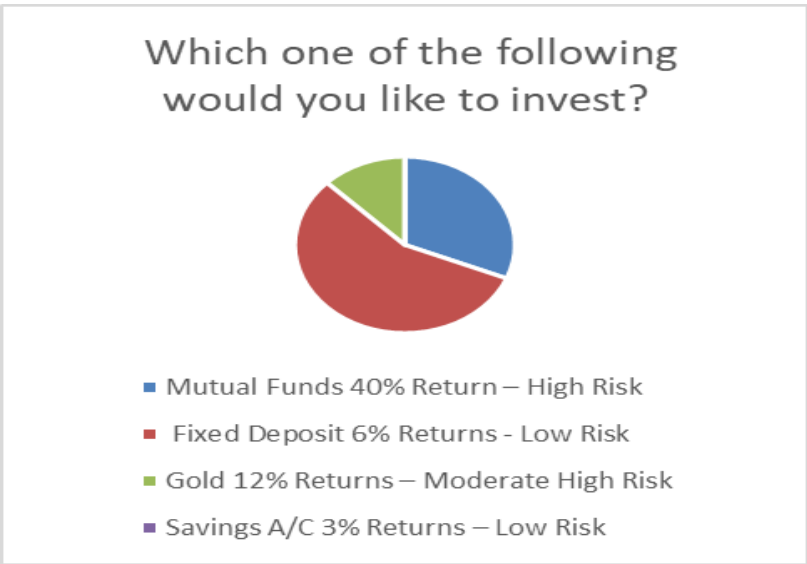
Interpretation: **50 % of respondents’ are investing for securing future and 33% of respondents are like to invest to save money and 17% respondents invest money to safeguard their principal amount.**

k. Which factors affecting in investing? (Security / High Risk & Return / Low Return)



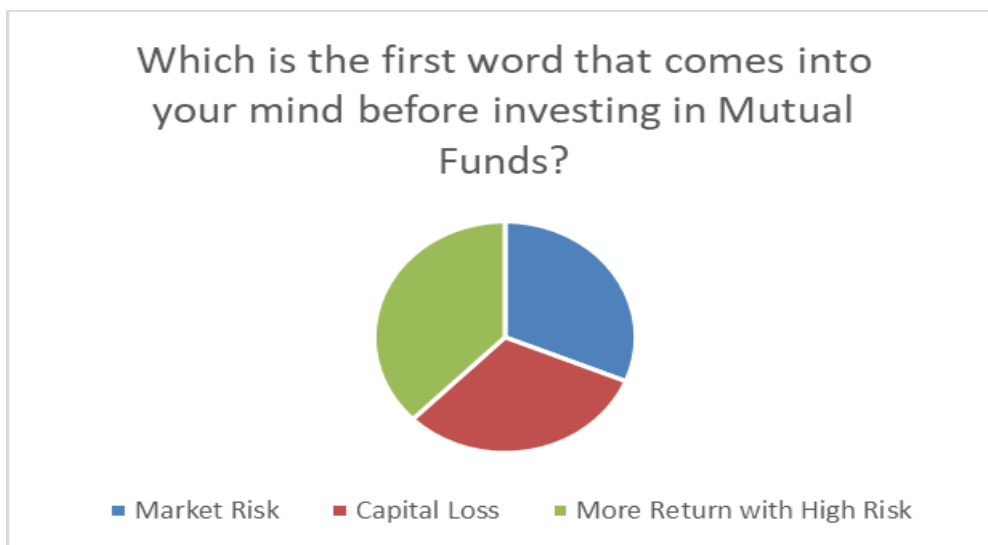
Interpretation: **50 % of respondents agree that high risk and return. 33% of respondents assumed that low return affect the investment decisions. While 17% respondents change their behaviour of investment due security factor.**

l. Which one of the following would you like to invest? (Mutual Funds 40% Return – High Risk / Fixed Deposit 6% Returns - Low Risk/ Gold 12% Returns – Moderate High Risk / Savings A/C 3% Returns – Low Risk)



Interpretation: **56 % of respondents would like to invest their funds in fixed deposit at 6% returns and low risk. 31% respondents would like to invest in mutual funds at 40% returns with high risk whereas 13% respondents want to invest in gold 12% returns with moderate high risk.**

- j. Which is the first word that comes into your mind before investing in Mutual Funds? (Market Risk / Capital Loss / More Return with High Risk)



Interpretation: **38 % of respondents first preference or point which affect the invest decisions are about more return with high risk. 31% of respondents wish to invest with an intention of market risk and capital loss.**

FINDINGS

- From the above analysis, we found out that investor like to save and invest their income in different investment option. The most preferred investment option for investors is Fixed Deposit and Share Market.
- Investors are aware of Mutual Funds in India but don't like to invest because they think it's very complicated & they lack knowledge on how to invest in mutual funds
- The reason behind not investing in Mutual Funds is lack of knowledge, market fluctuation & High Risk.
- Another thing found out that investors feel like investing in Mutual Funds is a type of gambling or luck by chance game of investing. This type of myth has been set in the mind of investor.
- Losing Capital Amount & Low Returns are also some other factors that affect the investor from investing in Mutual Funds

SUGGESTIONS

- A bad image of Mutual Funds has been created in the mind of the investors due to scams happened in past. So, the real image of Mutual Funds should be presented to investors so they start investing in Mutual Funds.
- Investors should be made aware about how their investment in Mutual Funds can help in economic development
- Small courses should be conducted in college regarding Mutual Funds investment for students. So, they are also aware and don't trust the rumours and stop them who spread it.

CONCLUSION

India is a country where majority of the population is belongs medium and lower income group. Investors also save their income and invest is investment option such as Bank Fixed Deposit, Mutual Funds & Gold. This type of investment gives moderate rate of returns. Investors are aware of Mutual Funds in India. India has a population of 1067.4 million but only 1.6 % of the total population invest in stock exchange directly and indirect 2% to 3% (i.e., through Mutual Funds, LIC policy, etc).

SEBI report that 50% of the D-mate account has never been used. Therefore, the number of investors in India is very low as compare to other developed or developing country. The reason of this is lack of knowledge,

unwilling to take risk, using traditional method of saving, current situation etc. The preferences for different investment avenues were examined using AHP.

REFERENCES:

1. Himanshu, Ritika and Nikhat Mushir, “Impact of COVID-19 on portfolio allocation decisions of individual investors” 18 February 2021 <https://doi.org/10.1002/pa.2649>
2. https://economictimes.indiatimes.com/news/economy/indicators/coronavirus-impact-evidence-mounts-that-the-global-recession-is-already-here/articleshow/75042725.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
3. <https://www.livemint.com/mutual-fund/mf-news/coronavirus-impact-on-mutual-funds-this-is-the-new-normal-for-investors-11599786380760.html>
4. https://www.nber.org/system/files/working_papers/w27551/w27551.pdf
5. <https://m.economictimes.com/coronavirus-impact-on-mutual-funds/coronavirus-impact-on-mutual-funds/storylisting/msid-75267592,page-5.cms?query=coronavirus%20impact%20mutual%20funds>

TO STUDY ON E-COMMERCE (ELECTRONIC COMMERCE)

Dr. Mahendra Kailas SonawaneVice Principal, Institute of Science, Poona's, College of Computer Sciences, Wakad Pune

ABSTRACT

E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce (Electronic commerce) involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet.

E-commerce (Electronic commerce) is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model.

Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest.

The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

Key Words: - E-Commerce, Internet, Self-service, Technology, Internet banking.

Objective:-

The objectives of present study are:

- 1. To understand the E-Commerce.*
 - 2. To study the concept of E-Commerce*
 - 3. To study the E-Commerce of Business Models.*
-

WHAT IS E-COMMERCE?

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

The main types of electronic commerce are: business-to-business (B2B); business to- consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce (m-commerce).

E-COMMERCE FACILITATORS: -

- (1) Internet: -** A massive internet penetration has added to growth of E-commerce. Internet and smart phones are becoming an integral part of every life. Internet is no more a source of information but has become an important tool for shopping, learning, communicating and even getting service from plumbers, carpenters, doctors etc. Supply chain is also becoming leaner and smarter as digital platforms are helping to better connect with the customers who significantly reduces the waste and supporting to green businesses. Over the past 15 years the ICT revolution has driven global development in an unprecedented way. With an immense progress in technology, internet and its services have led to creation of new markets. The internet user population was small during the 1980s, experiencing a slow but steady growth until 1994 due to an increasing number of text-based users (e.g., those using email and file transfer functions). Then, with the introduction of the World Wide Web and subsequent multimedia content expansion, the number of net

users exploded. Infact, the internet has grown much more quickly than any other medium in history (Strauss et al., 2007).

- (2) **Payment Gateways:** - A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer. The world is transforming from cash to digital money and thus there is a need of payment gateways for sustainable future ecommerce.
- (3) **Analytics:** - Analytics is the scientific process of transforming data into insight for making better decisions. Analytics helps businesses to gather, organize, analyze, and report on everything their customers do. The massive increase in the volume of data has forced the businesses to focus on analytics to understand the behaviour of the customer. E-tailor need to have real time access to information to measure returns on online investments and optimize the channel mix. There are basic analytics capabilities available with the ecommerce players like basket size analysis, average order value, conversion ratio but we need deeper analytics solution for actionable insights of the consumer.
- (4) **Social Media:-** Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone. Social media has played a great role in brand building and informing various offers to the customers. It also helps in getting the feedback about the product or service. It provides a platform for brand building, advertisements, developing a community of trusted users, spreading word of mouth etc.
- (5) **Autonomous Vehicles:-** An autonomous vehicle is a motor vehicle that uses artificial intelligence, sensors and global positioning system, coordinates to drive itself without the active intervention of a human operator. The age of the autonomous car is coming, and it's coming fast. Purchasers of autonomous vehicles will have more time to view emails, search the web, buy new products, and see advertisements all around them. With autonomous cars, vast digital marketing experience will present itself. These purchases and search patterns can be tracked to help companies tailor their marketing campaign to capture this new segment. The scope of big data just got much bigger, but will become so tailored and predictive in the years to come that we may never have to manually adjust anything again.

E-COMMERCE MODELS:-

Creating an e-commerce solution mainly involves creating and deploying an ecommerce site. The first step in the development of an e-commerce site is to identify the ecommerce model. Depending on the parties involved in the transaction, e-commerce can be classified into main 4 models. These are discussed as follows:

1. **Business-to-Business (B2B) Model:-** This is said to be the fastest growing sector of e-commerce. The B2B model is predicted to become the largest value sector of the industry within a few years. The B2B model involves electronic transactions for ordering, purchasing, as well as other administrative tasks between houses. It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings. Sometimes in the B2B model, business may exist between virtual companies, neither of which may have any physical existence. In such cases, business is conducted only through the Internet. The main two advantages of the B2B model such as it can efficiently maintain the movement of the supply chain and the manufacturing and procuring processes, and it can automate corporate processes to deliver the right products and services quickly and cost-effectively.
2. **Business-to-Consumer (B2C) Model:-** The B2C model involves transactions between business organizations and consumers. It applies to any business organization that sells its products or services to consumers over the Internet. These sites display product information in an online catalogue and store it in a database. The B2C model also includes services online banking, travel services, and health information. The B2C model of e-commerce is more prone to the security threats because individual consumers provide their credit card and personal information on the site of a business organization. In addition, the consumer might doubt that his information is secured and used effectively by the business organization. This is the main reason why the B2C model is not very widely accepted. Therefore, it becomes very essential for the business organizations to provide security mechanisms that can guarantee a consumer for securing business information.
3. **Consumer-to-Consumer (C2C) Model:-** The C2C model involves transaction between consumers. Here, a consumer sells directly to another consumer. Online auction Web sites that provide a consumer to

advertise and sell their products online to another consumer. However, it is essential that both the seller and the buyer must register with the auction site. While the seller needs to pay a fixed fee to the online auction house to sell their products, the buyer can bid without paying any fee. The site brings the buyer and seller together to conduct deals. Any buyer can now browse the site of www.ebay.com to search for the product he interested in. If the buyer comes across such a product, he places an order for the same on the Web site of eBay. eBay now purchase the product from the seller and then, sells it to the buyer. In this way, though the transaction is between two customers, an organization acts as an interface between the two organizations.

4. **Consumer-to-Business (C2B) Model:-** The C2B model involves a transaction that is conducted between a consumer and a business organization. It is similar to the B2C model, however, the difference is that in this case the consumer is the seller and the business organization is the buyer. In this kind of a transaction, the consumers decide the price of a particular product rather than the supplier. This category includes individuals who sell products and services to organizations. In addition to the models discussed so far, five new models are being worked on that involves transactions between the government and other entities, such as consumer, business organizations, and other governments. All these transactions that involve government as one entity are called e-governance.

THE BENEFITS OF E-COMMERCE TO BUSINESS, CONSUMERS AND SOCIETY: -

The previous sections have included discussions about what e-commerce is and its impact, but what are the benefits of e-commerce? What does it offer and why do it? The benefits of e-commerce can be seen to affect three major stakeholders: Business Organizations, Consumers and Society.

1. Benefits of E-Commerce to Business:-

- a) **International Marketplace** - What used to be a single physical marketplace located in a geographical area has now become a borderless marketplace including national and international markets? By becoming e-commerce enabled, businesses now have access to people all around the world. In effect all e-commerce businesses have become virtual multinational corporations.
- b) **Operational Cost Savings** - The cost of creating, processing, distributing, storing and retrieving paper-based information has decreased.
- c) **Mass Customization** - E-commerce has revolutionized the way consumers buy goods and services. The processing allows for products and services to be customized to the customer's requirements. In the past when Ford first started making motor cars, customers could have any color so long as it was black. Now customers can configure a car according to their specifications within minutes on-line via the www.ford.com website.
- d) **Lower Telecommunications Cost** - The Internet is much cheaper than value-added networks (VANs) which were based on leasing telephone lines for the sole use of the organization and its authorized partners. It is also cheaper to send a fax or e-mail via the Internet than direct dialing.
- e) **Digitization of Products and Processes** - Particularly in the case of software and music/video products, this can be downloaded or e-mailed directly to customers via the Internet in digital or electronic format.
- f) **No more 24-hour-time Constraints** - Businesses can be contacted by or contact customers or suppliers at any time.

2. Benefits of E-Commerce to Consumers:-

- a) **24/7 Access** - Enables customers to shop or conduct other transactions 24 hours a day, all year round from almost any location. For example -checking balances, making payments, obtaining travel and other information.
- b) **More Choices** - Customers not only have a whole range of products that they can choose from and customize, but also an international selection of suppliers.
- c) **Price Comparisons** - Customers can 'shop' around the world and conduct comparisons either directly by visiting different sites, or by visiting a single site where prices are aggregated from a number of providers and compared.

- d) **Improved Delivery Processes** - This can range from the immediate delivery of digitized or electronic goods such as software or audio-visual files by downloading via the Internet, to the on-line tracking of the progress of packages being delivered by mail or courier.
- e) **An Environment of Competition** - Where substantial discounts can be founder value added, as different retailers vie for customers. It also allows many individual customers to aggregate their orders together into a single order presented to wholesalers or manufacturers and obtain a more competitive price.

3. Benefits of E-Commerce to Society:-

- a) **Enables more Flexible Working Practices** - This enhances the quality of life for a whole host of people in society, enabling them to work from home. Not only is this more convenient and provides happier and less stressful working environments, it also potentially reduces environmental pollution as fewer people have to travel to work regularly.
- b) **Connects People** - Enables people in developing countries and rural areas to enjoy and access products, services, information and other people which otherwise would not be so easily available to them.
- c) **Facilitates Delivery of Public Services** - For example, health services available over the Internet (on-line consultation with doctors or nurses) filing taxes over the Internet through the Inland Revenue website.

THE BARRIERS OF E-COMMERCE:-

The drivers of e-commerce were identified and summarized there are barriers to the growth and development of e-commerce. Numerous reports and surveys identify the different kinds of barriers, and many of them focus on security as being one of the largest inhibitors to and problems for e-commerce. Different nations are at different stages of development of ecommerce and as such the issues that are relevant to one nation may not be relevant to another. Similarly, the issues that are relevant to the type of organization also differ. Overall, all kinds of organizations have similar barriers but with different emphases for discuss as follows:

1. **Commercial Infrastructure** - Relates to issues such as international trade agreements, taxation laws and other legal agreements that facilitate all kinds of on-line trading and so is a barrier relevant to all types of businesses.
2. **Technology Infrastructure** - Deals with issues of standardization of systems and applications, which is a particular concern for larger organizations who want to implement solutions such as value chain integration and e-supply chain management.
3. **Internet Infrastructure** - Deals with issues such as availability and quality of the Internet in terms of speed and reliability. This barrier is of particular concern to Business to Consumer organizations, since their business relies more on general consumers, and so the ease with which the general public can connect to the Internet has a direct impact on their Web-based business.
4. **Security** - In its broadest term is one of the most significant barriers to e-commerce both within the organization and external to it. Identified as Security and Encryption; Trust and Risk; User Authentication and Lack of Public Key Infrastructure; Fraud and Risk of Loss it relates to the development of a broader security infrastructure and it also relates to the kinds of measures barriers to e-commerce businesses can take to improve security.

CONCLUSIONS:-

A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance.

A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues

related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers.

Social media may be a boon for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorized sellers are luring

buyers, most of who fall in to the temptation of getting discounts of up to 50-70% have cropped up using platforms like Face book, Instagram, Twitter and WatsApp. Firms must closely monitor such accounts and spend money on legal checks controls.

The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large-scale diffusion and success of such endeavors will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.

The governments should offer a level field to its E-commerce firms to allow the country's significant development. The thrust on E-Commerce should be to offer a legal framework so that while domestic and international trade are allowed to expand their horizons, basic rights such as consumer protection, privacy, intellectual property, prevention of fraud, etc are highly protected. The banks also need to select suitable security tools and policy to protect itself and its customers.

E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

IMPLICATIONS FOR RESEARCHERS:-

Our study, being conceptual in nature, raises a number of opportunities for future research, both in terms of theory development and concept validation. More empirical research will in fact be necessary to refine and further elaborate findings in the area of ecommerce.

The study is an eye opener for the researchers who have ample interest in E-commerce. This review paper will offer them the leads towards the better understanding of the key variables of the recent E-commerce platform that is revolutionizing the business.

REFERENCES:-

1. V. Zwass, 'Structure and macro-level impacts of electronic commerce: from technological infrastructure to electronic marketplaces', May 2001. <http://www.mhhe.com/business/mis/zwass/ecpaper.html>
2. E. Turban, J. Lee, D. King and H. M. Chung, 'Electronic Commerce: A Managerial Perspective', Prentice Hall, 1999.
3. Awais Muhammad and Samin Tanzila (2012), "Advanced SWOT Analysis of E-Commerce", IJCSI International Journal of Computer science Issues, Vol 9, Issue 2, No 2, pp. 569-574
4. Blasio, G., D. (2008), "Urban-Rural Differences in Internet Usage, e-Commerce, and e-Banking: Evidence from Italy", Growth and Change, 39.2, pp. 341-367
5. Chanana Nisha and Goele Sangeeta, "Future of e-commerce in India", International Journal of Computing & Business Research, ISSN (Online): 2229-6166

INFLUENCE OF COVID-19 ON SOCIAL MEDIA MARKETING AND ITS IMPACT ON BUYING PLAN OF THE CONSUMERS IN MUMBAI SUBURBS

Ashish MehtaAssistant Professor, SVKM's Usha Pravin Gandhi College of Arts Science and Commerce, Vile parle, Mumbai.
Research Scholar, Navrachana University, Baroda, Gujarat

ABSTRACT

Social Media Marketing has gained immense benefit in the digital world. Consumers, all over the world are getting the services, through this type of platform, under one roof. The main aim of the paper is to test the impact of COVID-19 on the social media marketing. The author tries to highlight whether, due to this pandemic situation, there is any change in the marketers/ services/ ideas marketed and how the marketers can have upper edge in the digital competitive market, by adopting different online marketing strategies. For the present study 100 respondents across Mumbai suburbs were chosen as sample frame. The findings of the study reveal the fact that platforms such as Facebook and Instagram are more frequently used by the consumers. They generally see that the marketers are advertising the health care products and online courses were regularly, followed by the groceries, during the pandemic situation.

Keywords: Covid-19, Digital marketing, social media platforms, buying pattern.

1. INTRODUCTION

The horrifying pandemic situation of outbreak of Coronavirus in the world, since the last quarter of 2019, has led to wide implications on several fields ranging from health care facilities, education, and employment scenario to personal life. Likewise, it could be noted that there is a severe change in the social media marketing due to the widespread pandemic situation of Covid-19. The entire landscape shows marked reformation in the social media marketing platforms. The change has been witnessed in aspects such as positive involvement of the consumers due to increase in the digital advertisements and simultaneous rise in ad cost and profits for the marketers globally. During the 4 periods of lockdown, it was really impossible for the consumers to know of the scenario across the globe. However, social media platforms had in their own style, reduced the efforts of the people. The major phenomena for advertising through social media platform were in terms of Higher education. Difference courses were advertised and people started enrolling themselves for various online courses. The main aim of the present research study is to highlight the present situation with regards to digital marketing and its effects on the buying patterns of the consumers so that the marketers will implement the necessary strategies required to rule the global competitive market.

2. LITERATURE REVIEW

Asma, et. al (2018), in their paper on "Impact of Social Media Marketing on Consumer Buying Behaviour – A Study", highlights the fact that the companies require social media platform to reach to their customers. The companies are very much depending on such platforms to increase their profitability. According to the authors, social media marketing has even been beneficial to the consumers, who are having wide range of choices to make their purchase. The marketing done through social media helps them to compare the products across the companies. This enables them to make bet decision in terms of buying the products. [1]

Deshpande, M. (2019), "The Impact of Advertisement on Consumer Buying Behaviour in Electronic Industry", in their paper the authors explore the promotional channels used by the electronic industry to advertise their products. There is huge competition in the market. The authors highlight the increase in technology to influence the buying behaviour of the customers. The study aims at creating awareness and building the perceptions among the consumers. [2]

Ceesay, et. al (2018), in their paper on "The Impact of Digital Media Advertising on Consumer Behaviour Intension towards Fashion and Luxury Brands: Case of the Gambia" are using the sample from Gambia. They try to explore the impact of digital marketing on consumer intention of purchase of fashion and luxury items. The study revolves around the usage of new methods implemented in marketing with the help of digital platform. The author carries on the research by studying various factors such as familiarity of the brands, trust, the consumers have in advertisers, privacy, how entertaining is the digital advertisement and interactivity among the consumers and the producers.[3]

Pallav (2016), in his paper on "Impact of Media Advertising on Consumer Buying Behaviour", has highlighted how various factors of advertising like presentation of products to consumer affect the buying behaviour of consumers. In the paper author explains how through effective tools of advertising consumers can be influenced

to buy the products. Researcher had collected the primary as well as secondary source through observations. The main objective of the research is that factor which affects buying behaviour of consumer due to media influence. There are various types of media advertising. [4]

Haider, et. al (2018), in the paper on “A Study on the Influence of Advertisement on Consumer Buying Behaviour”, highlighted the implications of advertising on Consumer buying behaviour. The main objective of the paper is to study how effects of entertainment, familiarity, and advertisement and social media influence on consumer buying behaviour. Authors had pointed out some important factors such entertainment, familiarity, social imaging and advertisement spending affects the consumer behaviour. If all this factors considered before each advertisement will create effective approach. Through random sampling method data were collected from the people of Dhaka city. Through data analysis it is found that familiarity has the most powerful impact on Consumer behaviour, followed by entertainment and advertising spending. It is concluded that the advertising has the most crucial role in buying behaviour of the consumers and what products they wish to buy for that it is advisable to companies to consider all the factors which make the advertisements. [5]

Harshini, (2015), “Influence of Social Media ADS on Consumer Purchase Intention”, have highlighted characteristics of online ads and its effects on consumer purchase. In today’s world use of internet is globally expanding and is increasing more and more. Internet use gives a handy way to channelize the advertisement through the social media. Medium of advertisement is shifting from traditional media such as print, magazine to digital media advertisement and this has the global out reach. [6]

Bokde, et. al (2019), in their paper on “To Study the Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City”, mentions that internet along with mobile phones, display advertising and other digital medium forms the part of the digital technology influencing the consumer behaviour. E-marketing and interactive marketing are the most preferred channels by the marketers, because they enable the direct linkage with the consumer preferences and satisfaction instantly. Through such portals the marketers are able to tract the on-going trend in the market and make necessary strategies to establish themselves in the market. [7]

3. OBJECTIVES OF THE STUDY

With the aim of understanding the I pact of social media marketing on the consumer buying pattern, during the outbreak of Covid – 19 pandemic, the main objectives of the present study are –

1. To study the impact of Covid – 19 on Social media marketing and its effects on buying patterns of the consumers in Mumbai suburbs.
2. To assess the change in the marketed and buying products/ services due to lockdown for Covid-19 pandemic in Mumbai suburbs.

4. DATA AND METHODOLOGY FOR THE STUDY

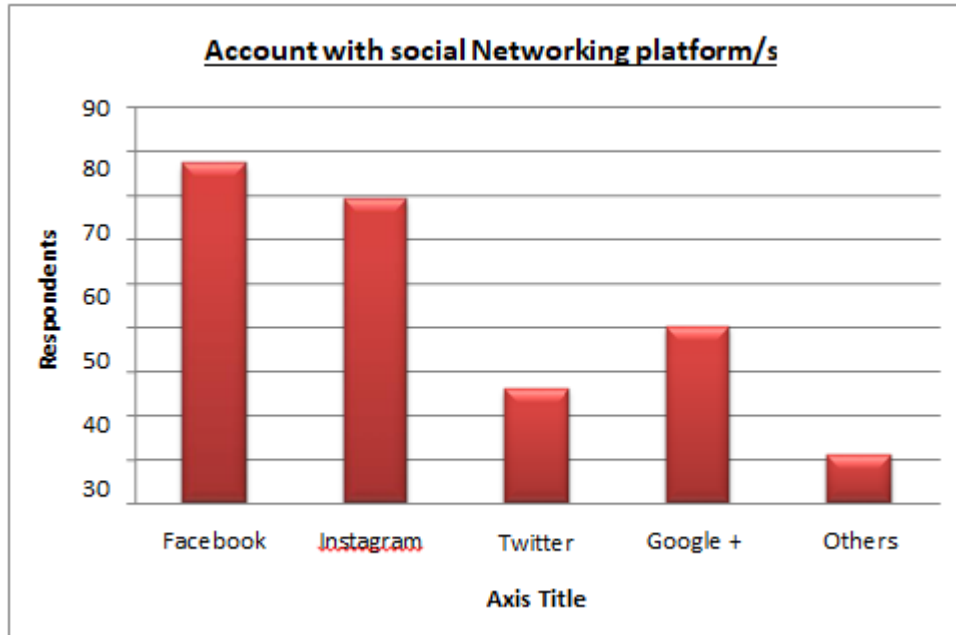
For the present research paper, both primary and secondary data was used. Primary data was gathered from a structured chose ended questionnaire, which was circulated among 100 respondents via Google forms in Mumbai suburbs. The responses were collected by using random sampling method in the second week of June 2020. These responses were analysed using graphical description analysis and the results were presented in a tabular form. Further the secondary data was used to compliment the findings analysed by processing the primary data. The researcher then concluded the paper by suggesting some marketing strategies to the online marketers to improve their sales.

5. FINDINGS AND DISCUSSIONS

For the present research study total 100 respondents across the Mumbai suburbs were surveyed with the help of Google form, of which 50 males and 50 females have responded to the survey. The respondents belonged to various age groups. The main purpose of the study was to investigate the effect of COVID – 19 on social media marketing, thus, it was felt by the researcher to interrogate various people in different age category, who can share their understanding on social media marketing. Out of the total respondents maximum of the people

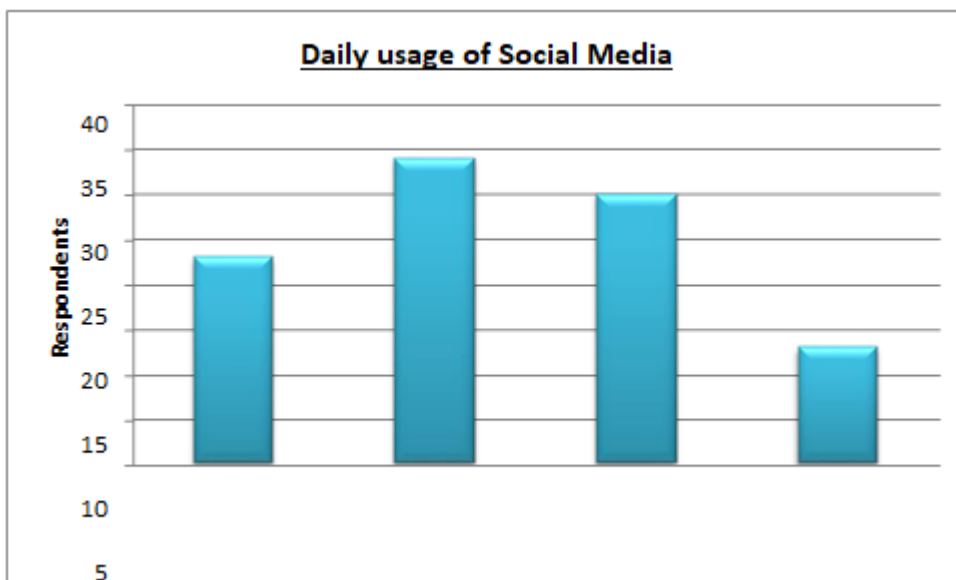
belong ted to age group of less than 25 years (55 percent), Nearly 33 percent belonged to age group of 26 to 35, 11 percent belonged to age group of 36 to 45 and only 2 percent belonged to age category of above 55. Similarly, it was found that these respondents were having an average range of income. Nearly 71 percent of the respondents were having an average family income of less than Rs. 30000 per month, nearly 17 percent are having income range of Rs. 30,000 to Rs. 60,000 per month, 8 percent respondents are having income range of Rs. 60,000 to Rs. 90,000 per month and only 4 percent are having income of more than Rs. 90,000.

While surveying it was also found out that though all the respondents were having a social networking account, but only 96 percent of them were using that in their day to day life. When interviewed it was found that they use such social media platform for various purposes like shopping, online training, online learning, to connect with friends, to increase their awareness of general understanding, etc. Only 4 percent respondents said that though they have social media account on some or the other platform, but they do not use it frequently.



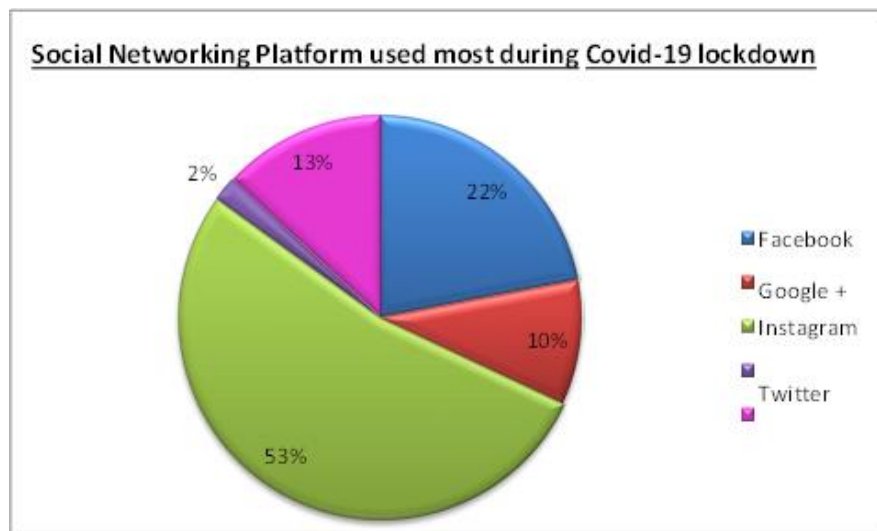
Graph1

From the above graph 1, it can be observed that respondents were having their social networking account on more than one platform. However, it was also noted that Facebook users are larger as compared to any other platform. Nearly 77 percent respondents are having their account on Facebook. Apart from this they are also having account on Instagram (69 percent), Google + (40 percent), Twitter (26 percent) and other platforms (11 percent).



Graph 2

The above graph 2 reveals the fact that people like spending maximum time on such social networking platforms. Only 23 percent respondents relied that they use these platforms for less than 1 hour, 34 percent of the respondents believed that they use such platforms for less than 2 hours, 30 percent said that they use it for less than 4 hours and remaining 13 percent use it for more than 5 hours a day. By interviewing on telephone, it was noted that during the lockdown period, their social media usage has increased to double. They are using social media platforms for entertainment as well as a source of surfing new ventures.

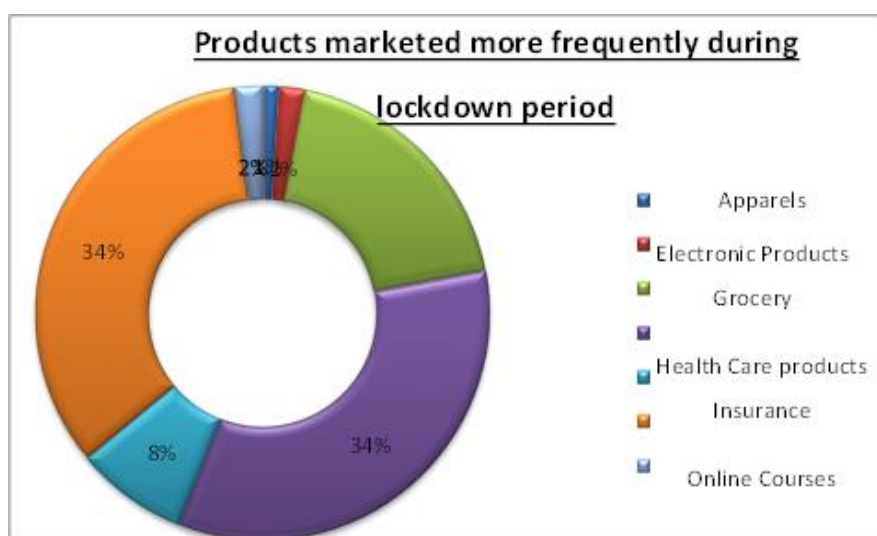


Graph 3

The above graph 3 signifies the fact that Instagram remains favourite among the people from Mumbai suburbs among other social media platforms. Nearly 53 percent respondents use Instagram more frequently than Facebook, which is used by 22 percent respondents, Google + used by 10 percent respondents and Twitter used by 2 percent respondents. Instagram seems more appealing to the respondents particularly in the age category of less than 25 years who are the graduation and post-graduation students. Facebook is more often used by middle age people.

At the same time the respondents were also asked on effectiveness of information of the products/ services and ideas which are marketed through the social media. Nearly 47 percent respondents felt that they are able to understand each aspect of the product/ service/ idea they are willing to purchase. Due to competition on online marketing, the marketers are trying to bring out the best possible of their efforts to retain their consumer base. In this attempt, they are furnishing all the information as far as possible, related to the products, so that the consumers do not switch over to other company in search of more information. By providing maximum information, the marketers are trying to stop the search of the consumers and purchase for their company itself.

Apart from this, nearly 66 percent of the respondents see that there is a change in the products/ services and ideas advertised by the social media marketers during the lockdown period due to Covid – 19 situations.



Graph 4

During the lockdown period, the most frequently marketed products/ services/ ideas included Health care products, as mentioned by 34 percent respondents and even online courses (34 percent respondents marked the same). They feel that due to the need of the hour, the most common commodities marketed were hand

sanitizers, soaps, hand wash, cleaning agents, etc. It was very strange to see that the online educational and vocational courses were also marketed at its best during the lockdown period. Nearly 34 percent of the respondents are of the view that they having seen emerging aspects of online courses through webinars on social networking platform during the lockdown period. Apart from that as people were not able to step out of their house, the marketers thought that they could earn better on profit margin if they are able to market the grocery online and sell it to the doorsteps of the consumers. Nearly 19 percent of the respondents felt that grocery are marketed frequently as compared to the non- pandemic situation, because, it is the most important need of the consumers during the pandemic situation. The luxurious items including apparels and electronic products are not much marketed during this period. One significant point which was noticed was that the insurances (both life as well as health) were not much marketed.

Finally, it was inferred from the survey that social media marketing is considered safe from the point of view of the marketers. They are able to influence more than 50 percent of the respondents.

4. RECOMMENDATIONS

It can be recommended to the marketers to take maximum benefit of social media advertisements. Most importantly they need to place the ads which are more contextual and targeted. They need to see that the products/ services/ ideas are in real need and none of the other marketer is putting forward such products. Even if they come up with the very same product, their showcase of the features of the products needs to be more logical. The consumers do not at all like the advertisements which has meaningless base. Celebrity endorsements can be increased on a maximum scale, to attract the consumers. The advertisements need to be related to everyday life. Story ads can have more impact on consumers. The marketers can more frequently use the Facebook page for marketing their products/ services because that is the most frequently used platform. This will help the marketers to gain targeted conversations. With this they can even send personalised offers to their consumers. The display advertisements need to focus on the real aspects of daily life.

5. CONCLUSION

It can be concluded that social media marketing has its own role to play in the modern-day world, not only during the pandemic situation, but in general also. The most important aspect is that, in recent times, particularly in the city like Mumbai, people have limited time to go for retail shopping to the stores. They prefer to make their purchases online, using advertisements from the social media platforms. They get to know the products/ services/ ideas they are in need of, through such platforms. Thus, with full information they are able to step in their purchase decisions. At the same time, it was seen that they are able to get specialised offers whenever they are using the channels regularly. This adds up on their discounts. Gift coupons and vouchers are also available for them. It is possible for them to compare between the products, marketed by two different firms, thus enabling them to choose the best according to their requirement. All this simply denotes the fact that social media marketing is influencing the consumers to make the best purchasing decisions.

REFERENCES

1. Asma, G., & Misbah, M. (2018), "Impact of Social Media Marketing on Consumer Buying Behaviour – A study", Research Review, International Journal of Multidisciplinary, Vol. 3, Issue 6, ISSN – 2455-3085.
2. Deshpande, M. (2019), "The Impact of Advertisement on Consumer Buying Behaviour in Electronic Industry", International Journal of Scientific Development and Research (IJSDR), Vol. 4, Issue 12, ISSN: 2455-2631
3. Ceesay, et. al (2018), in their paper on "The Impact of Digital Media Advertising on Consumer Behaviour Intension towards Fashion and Luxury Brands: Case of the Gambia, Arabian Journal of Business and Management Review, Vol. 8, Issue 5, ISSN 2223 – 5833
4. Pallav, R. (2016), "Impact of Media Advertising on Consumer Buying Behaviour", International Journal of Research in Finance Marketing, Vol. 6, Issue 9, pp 101-105, ISSN (O) 2231-5985
5. Haider, T., Shakib, S. (2018), "A Study on the Influences of Advertisement on Consumer Buying Behaviour", Business Studies Journal, Vol. 9, Issue 1.
6. Harshini, C.S. (2015), "Influence of Social Media ADS on Consumer Purchase Intention", Technical Research Organization, Vol. 2. Issue 10, ISSN: 2393-8374
7. Bokde, U., and Seshan, S. (2019), "To Study the Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City", International Journal on Advance Research, Ideas and Innovations in Technology, Vol. 5, Issue 3, ISSN 2454-132X, Impact Factor 4.295

EDTECH MARKET IN INDIA AMIDST COVID-19**Dr. Parul Singhal**

Head, Department of Commerce, Thakur College of Science and Commerce

ABSTRACT**Background**

Technology in education or Edtech is not a modern catchphrase, but it is rising in prominence. EdTech market has witnessed exponential development over the past few years and debuted as one of the strongly progressing in Covid-19. This research paper will analyze the significant trends in the Edtech market. The study explores the unicorns and valuations of Edtech internationally and nationally. The data shows the growth in Edtech over the years in terms of investments & funding. It also revealed a considerable rise in the number of subscribers base in India during the Covid-19 pandemic. The research has also shown the Google Indian trend for keyword searches for Edtech. The maturing-investment index for multiple sectors has revealed the Edtech as a promising emerging sector with very high potential. Based on data, the Edtech sector has shown significant growth all over the nation. However, it still needs penetration in rural India, and on the other hand, Edtech startups' sustainability provides scope for further research.

Keywords: Covid-19, EdTech Market, Valuation, Funding, Trend.

INTRODUCTION

The technological advancement to render the studying and instructional process much more refined, simpler to track, and more learner engaging may be widely described as the education technology or EdTech. From the most effortless usage of technologies such as audio-video software to Cloud-based technologies and MOOC (massive open online courses), Edtech has grown dramatically in recent decades.

The maxim of the day is the electronic/digital content, technologies such as the Internet of Things (IoT), Virtual Reality (VR), and Artificial Intelligence (AI). The K-12 Edtech firms use this technology immensely to build student curriculum. A few of the famous and prominent Edtech firms such as Gro Play, School OS, and LessonApp have developed unique designs so that they provide an exceptional learning environment and experience.

EDTECH WORLDWIDE

Table 1 shows the evaluation of the various countries in Edtech, based on data including the cluster of business type and valuation. A venture unicorn or unicorn startup is a private business with a value of at least USD 1 billion. As of January 3, 2021, there have been currently 19 EdTech Unicorns growing worldwide. In the last decade, these companies have jointly generated over \$13.7 billion of gross funding, and together, the industry is now worth a whopping \$65 Billion plus.

Table 1:- List of Edtech Unicorn companies valuation wise

Company	Country	Cluster	Valuation
Yuanfudao	China	Tutoring	\$15.5B
ByJu's	India	Tutoring	\$12.0B
Zuoyebang	China	Tutoring	\$10.0B
VIPKid	China	Language	\$4.5B
Udemy	United States	Online Post-Secondary/Skills	\$3.3B
Coursera	United States	Online Post-Secondary/Skills	\$2.5B
Duolingo	United States	Language	\$2.4B
Unacademy	India	Test Prep	\$2.0B
Zhangmen	China	Tutoring	\$2.0B+
ApplyBoard	Canada	International Recruitment	\$1.4B
Course Hero	United States	Study Notes	\$1.1B
Quizlet	United States	Study Notes	\$1.0B
Guild Education	United States	Online Post-Secondary/Employers	\$1.0B+
Knowbox	China	Tutoring	\$1.0B+
Udacity	United States	Online Post-Secondary/Skills	\$1.1B

iTutorGroup	China	Language	\$1.0B
Huikē	China	Online Post-Secondary	\$1.0B
Age of Learning	United States	Online Curriculum	\$1.0B
HuJiang	China	Online Curriculum	\$1.0B

Source: <https://www.holoniq.com/edtech-unicorns/>

The top 19 unicorns are divided into seven clusters according to their business type. Tutoring and Online Post-Secondary/Skills comprised five companies each. The leading unicorn Edtech venture is Yuanfudao of China, with \$15.5B valuations, followed by Byju's of India with \$12.0B valuations. There are three companies into language Edtech, namely VIPKid (China), Duolingo(USA), and iTutorGroup (China), with the valuation of \$4.5B, \$2.4B, and \$1.0B, respectively. Unacademy is the only Test prep Edtech in the list with \$2.0B valuations. The noticeable fact is there are only two companies from India in the global Edtech unicorn venture list. After observing the countries from table one, China and the USA hold the maximum no of companies, i.e. eight each. In contrast, Canada has only one company, ApplyBoard, which is for international recruitment.

This universe of Edtech contains mostly the five-structure addressing various elements:

- Before-K12-Early Childhood Educators(ECE's)
- K12- Platforms for online learning, Tutoring on the Internet, Learning Languages platforms, Creation and search resources for the curriculum
- Higher Education-online platforms, enterprise learning, next gen schools
- Upskilling-Corporate skilling, advanced technology learning platforms
- Technology Providers-learning management system(LMS), school administration tools

There have been essential similarities between tech learning and online learning networks suppliers as they offer higher education and K12.

EDTECH ACQUISITIONS:

In all the acquisitions during 2010-18, approximately 200, and around seventy percent have happened in the 2015-2017 timeframe, an average period of three years. Investors have reported a growth in Edtech market prospects powered by improved accessibility of internet in schools, usage of BYOD (Bring Your Own Device) in education institutes, Infiltration of Chromebook in K12.

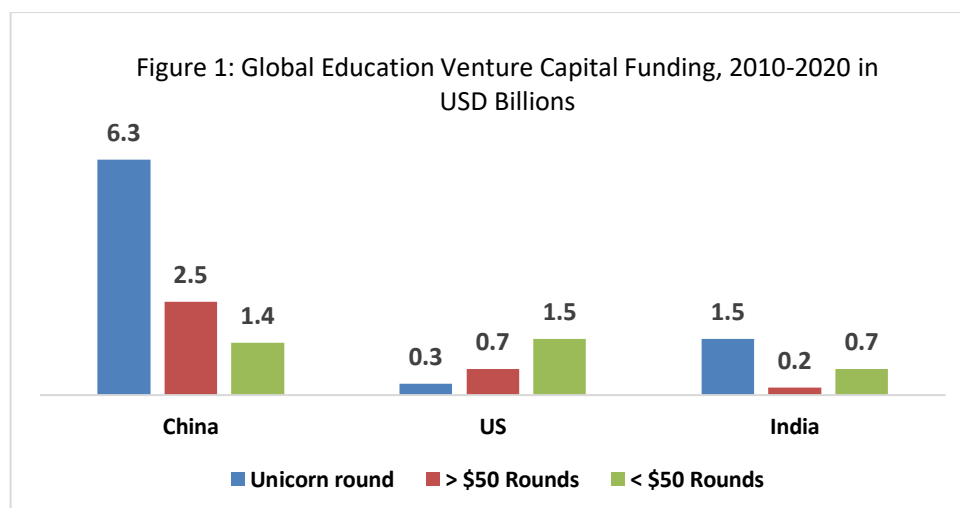
- An acquisition of \$50 million of test preparation Edtech PrepLadder by Unacademy with the help of Facebook
- A student financial success Edtech, Campus logic declared a new wing for providing access to higher education called RaiseMe

India is not far behind now, either. A significant priority for the Indian Government is Edtech and, more specifically, 'schooling for everyone.' The increasing popularity of virtual learning and firms providing education through technology has helped tremendously meet governments' agenda. Indian Edtech has accomplished a great deal in a limited time of 5-7 years and has set global benchmarks. In the Edtech room, India is high among other nations in various categories such as financing, entrepreneurship, regions, and so many others.

INDIAN LANDSCAPE

In the global education market, India gained a significant role. With over 227 million students registered and more than 36,000 higher education institutions, the nation has more than 1.4 million colleges. India has one of the world's most significant higher education programmes. Nevertheless, the education sector always has a lot of room for further growth.

The Indian EdTech narrative began with the advent of satellite schooling and smart classrooms in 2004. In 2008, e-learning began with educators such as Extramarks, Khan Academy to offer online learning. For Edtech, 2015 was a landmark year, with more more than 1,000 firms evolving to raise more than \$125 million in funding. Increased knowledge and disposable income contributed to an improvement in the EdTech sector and drew significant investments. Byju's Indian Edtech company turned unicorn in 2018 and now leads the global ranking of 19 EdTech unicorns.



Source: HolonIQ, 4 January 2021, all numbers rounded.

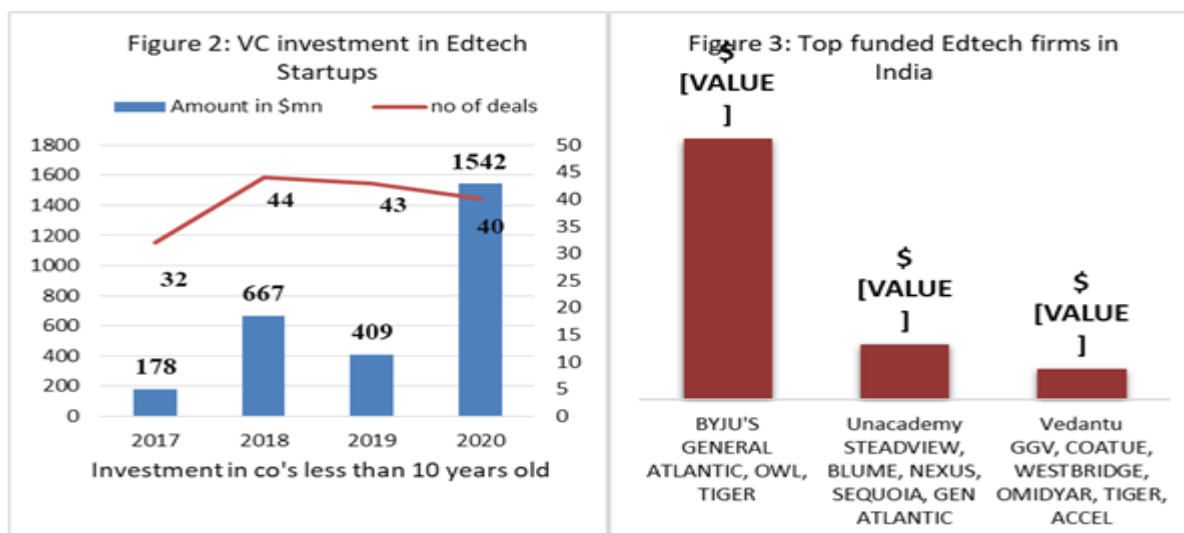
Throughout the last ten years, The Asian country's share in EdTech investment is growing gradually. It accounts for nearly 80% of all investments in Global EdTech. Education puts an extreme priority on Asian countries, which contribute to around 60% of the global population, with just a desire and growing capacity to devote a significant proportion of household income to taking care of their children's education. As the access to the internet tends to increase throughout Asia, the adoption of technology in education with associated EdTech investment funding is expected to increase.

India's Edtech ecosystem consists primarily of K12/College, test planning, technology suppliers, and upskilling. The Indian EdTech environment is not so different from the world EdTech environment but few places differentiate it from:

- In terms of finance, Indian Edtech is very concentrated on K12/college and test planning, with approximately more than seventy percent funding
- Edtech businesses develop products for remote populations, such as iDream Education, which offers tablets for learning and educational tables for online learning
- The recently announced 2020 National Education Policy is bound to improve the country's standard & reach of education, giving EdTech sector a prospect for additional expansion

FUNDING:

Though rising at a fast rate in the past several years, India's Edtech narrative has had a massive impact in the context of COVID-19. Venture Intelligence data suggests, Over the first nine months of 2020, the sum of capital invested into startup educational technologies in India grew almost four-fold to \$ 1.5 billion, compared with \$409 million over the whole year 2019.



Source: Venture Intelligence

Investment growth indicates that the Edtech market is increasingly growing as a choice of international investment agencies and private institutional & retail investors. Though Byju and Unacademy generated additional capital from investors including SoftBank, Tiger Global, Silver Lake, and General Atlantic, further initiatives are anticipated due to the Covid-19 pandemic in the Edtech market.

Edtech startups have quite an extensive home apprenticeship market in India and will serve international customers as several businesses continue to produce meaningful foreign sales. Upgrad is attempting, for the first time since its operation in 2015, to collect foreign capital and has designated Credit Suisse in order to raise funds. It can also be noted that EdTech companies will develop a foreign revenue base, some of which are projected to benefit. For eg, WhiteHat Jr derives a majority of its income from abroad. Byju's, one of the world's highest valuable startups in Edtech at \$11 billion, purchased it for around 300 million dollars earlier this year.

The EdTech called Eruditus, who offers executive education with leading universities such as MIT and Harvard, is earmarked for 80% of his foreign countries' profits. In addition to Mark Zuckerberg's Facebook co-creator, Chan Zuckerberg's philanthropic business, and Chan Zuckerberg's initiative in August 2020, the company also received \$113 million support from Prosus Ventures of South Africa's and Lee Illuminate PE company. While Byju is profitable now, Eruditus is anticipated to report positive revenue in the 2020-21 financial year.

STUDENT ENGAGEMENT

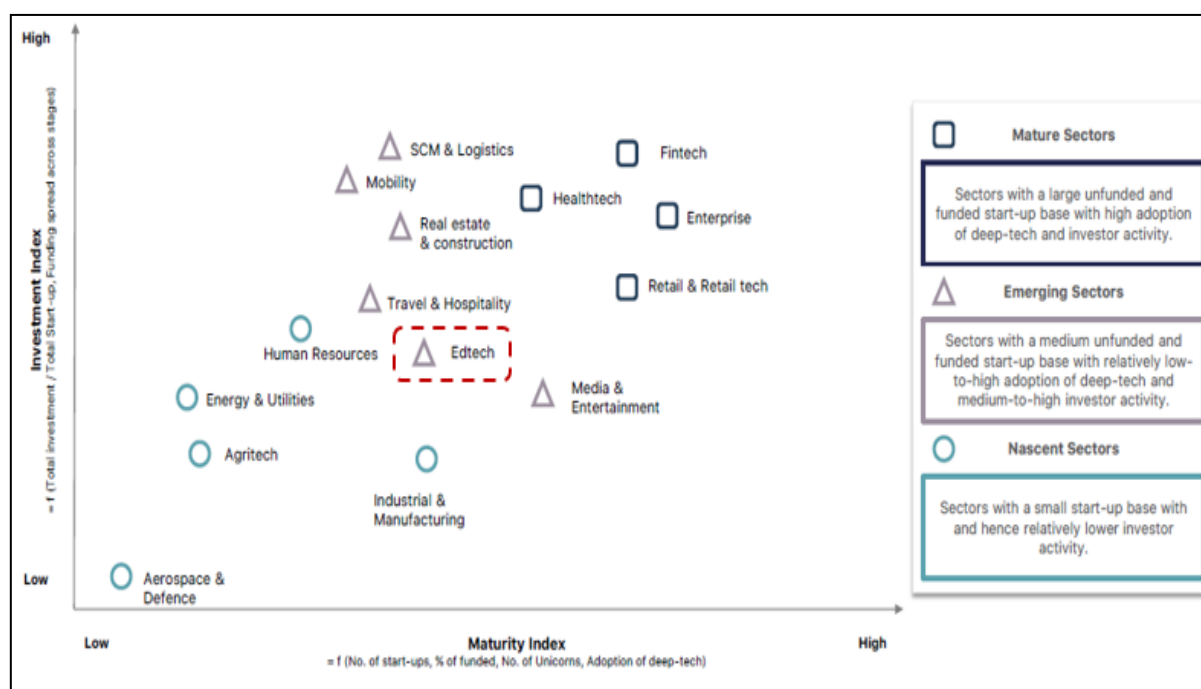
According to BARC India and Nielsen's study, time spent on education apps increased by around 30%, and digital advertising paid by Edtech apps increased by over 120%. There has also been an 88 percent growth in the amount of downloaders of Edtech software. The student engagement ratio during the lockout time was about 50 percent higher. There has been an improvement in active online learners, not just for K12 but also for posK12 learners.

SUBSCRIBER BASE:

The subscriber base of Edtech companies is rising dramatically. According to research, the K12 portion's consumer base has been increased from 45 million to 90 million. Toppr has reported 100% growth in the paying user base while talking about Edtech's unicorn companies like Byju introduced 7.5 million new users during the lockdown.

Edtech, a broad startup community comprising of entrepreneurial passion, advantageous government policies and a huge user base, had a tremendous opportunity in India. Given all these reasons, the success storey we saw in some other sectors over the years, eCommerce, Fintech and Healthtech, can never be replicated by Indigenous Edtech. The following graph contrasts the market of Edtech with other industries focused on the Maturity / Investment Index for 2019.

Figure 4: -Maturity / Investment Index for multiple sectors



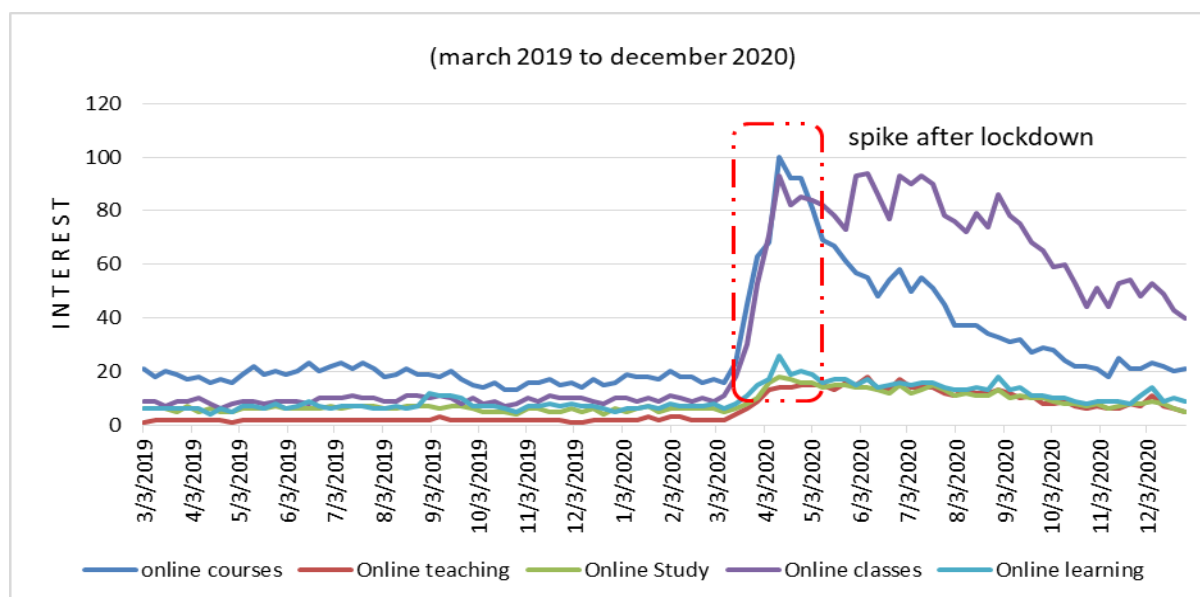
Source: <https://community.nasscom.in/wp-content/uploads/2020/08/Ed21.png>

The analysis in figure 4 reveals that the field of Edtech is at the midpoint of the maturity and investment ranking. The necessary push will quickly overtake evolving sectors such as hospitality, real estate, Mobility, and SCM & Logistics, while still enabling established industries such as Retail & Retail Tech, Enterprise, Healthtech and Fintech to compete closely.

COVID-19 has also been a critical catalyst to be embraced by the Edtech industry. COVID-19 has devastated corporations worldwide, but Edtech is among the relatively few industries which have benefited. In March itself, the movement towards Edtech was prominent as COVID-19 began to affect life. The virus has locked around 300 million Indian schools and above 40 million learners of higher education. And this is where the Edtech rocket was operating as a thrust, waiting to start.

To validate the EdTech robust push during Covi19 pandemic, the study explored Google keyword search trends as illustrated below. In following keyword searches, an unprecedented increase was seen, "Online Course," "Online Teaching," "online study," "online classes," and "online learning."

Figure 5: Google India trend



Source: - Google Trends

The rise in interest witnessed since March 2020 demonstrates how urgent it is for students and teachers to start online learning and check online courses, online teaching, online study, online classes, etc.

LIBERALIZING LEARNING

In education, digital learning becomes the new standard. The move from offline to online channels was a problem for pupils and teachers, and parents. However, with the effects of online learning more apparent and measurable, online learning momentum will grow. Although the education sector is immense, internet adoption is only in the infancy. Through the advancement of superior technological solutions for online learning, India's massive digital and social and economic gap still does not meet top eEdtechstartups' maximum capacity. Liberal online schooling is a prerequisite to close the divide and reach the country's interior. In vernacular languages, there is also a shortage of educational resources and materials.

The Edtech industry must strive to develop readily available and cost-effective software, resources and information to a general community. In India, the development of vernacular content with more usability and the advancement of resources and technologies utilising a mobile-first strategy would at the same time become a core differentiator for growth and acceptance. The Indian education sector is quite poorly infiltrated. Most students in India still have little exposure to quality teachers or successful learning material. While it took a pandemic to make us understand our maximum potential, we would need to work together in a post-COVID age of online or offline education and help our student population develop and expand internationally.

CONCLUSION

COVID-19 is by far the most challenging period for academic institutions, and they are often the most disturbed. Millions of students were required to sit at home during the closing of schools and colleges. Yet, schools and organisations have rapidly adapted to this modern transition. Many learning institutions have

transferred their courses to digital platforms such as Zoom, Google classrooms, etc. Various education institutes have also teamed up with Edtech providers to deliver hybrid degree courses online-offline, including several post-graduate degree courses. Edtech providers are now providing these educational institutions free online tools to allow them quickly transition to new platforms. To satisfy these changing needs, teachers are often updating themselves. They are using the support of schools to update themselves, as well as networks like Diksha. There seem to be approximately 4,530 active Edtech startups in India. Still, with the increased participation of both funding agencies and consumers, even the amount of EdTech market is bound to rise quickly. The year 2020 was a glorious year for Edtech, and the same enthusiasm is predicted in 2021, as well as legislation & policies that would render Edtech more friendly.

With the announcement of the National Education Policy (NEP 2020), which emphasizes the development of learning standards in private and public schools, the Indian government has realized the significance in providing better facilities and remote opportunities to learn for all students in rural and urban settings. To expand connectivity for marginalized people, the program seeks to introduce educational technologies in public colleges and schools, while at the same time allowing online learning material accessible in local languages. The policy also recommended developing the National Educational Technology Forum (NETF) virtual laboratories, to render the Indian education framework further tech-friendly. The government also emphasises the constant evaluation of cognitive learning in middle-school tech-enabled pedagogy, coding, learning outcomes, and more. As India embarks on a more comprehensive and mature digital learning path, this strategy is expected to influence the Edtech narrative positively.

It is probable that the Edtech industry will draw on the increasingly supportive policies seen in 2020 and will carry the trend into 2021. But the major obstacle for these startups would be to overcome inherent barriers such as the digital/technological divide, fair internet connectivity, hardware, software, and power such as computers or smartphones, as well as solving the affordability quotient gives scope to further research.

REFERENCES:

- Bhalla, K. (2020, December 30). *From coding courses to the growth of B2B: Edtech trends that stood out in India in 2020*. Inc42 Media. <https://inc42.com/buzz/edtech-trends-2020-startups-india/>
- *Education sector February 2017 in India*. (2017, February). Business Opportunities in India: Investment Ideas, Industry Research, Reports | IBEF. <https://www.ibef.org/archives/detail/b3ZlcnZpZXcmMzcwNTUmMTA1Ng==>
- Mishra, D. (2020, September 21). *Edtech funding jumps 4x to \$1.5 billion this year - Times of India*. The Times of India. <https://timesofindia.indiatimes.com/business/india-business/edtech-funding-jumps-4x-to-1-5bn-this-yr/articleshow/78224787.cms>
- *Re-imagining Edtech –The COVID Effect*. (2020). NASSCOM. <https://nasscom.in/system/files/secure-pdf/Re-Imagining-Edtech-The-COVID-Effect-Final-12-Oct-2020.pdf>

RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND MENTAL HEALTH OF COLLEGE STUDENTS

Shabana Babulal TadaviDepartment of Psychology, Nutan Maratha College, Jalgaon

ABSTRACT

The Present paper analyzes relationship between the Emotional Intelligence and mental health of College Students. The sample size was 50 Students are chosen by a random sampling method in S. S. M. M College Pachora. Dr. Anita Soni and Ashok Sharma Emotional Intelligence scale is used to measure the Emotional Intelligence of college students and Pramod kumar Mental Health scale is used to measure the Mental Health. After scoring the test, mean, SD, and t was calculated. Results indicate that there is significant difference between Emotional Intelligent of male and female students and no significant difference regarding Mental health of Male students and Female students.

Keywords: Emotional Intelligent, Mental health, gender.

1. INTRODUCTION**1.1 Concept of Emotional Intelligence**

Emotional intelligence is the capability of to recognize their own emotions individuals and others, discern between different labels them appropriately and feelings, emotional information use to guide thinking and behaviour, and adjust emotions to adapt to environments. Emotional Intelligence book gained popularity in 1995 the best-selling book, written by science journalist Daniel Goleman. Goleman defined EI as the array of characteristics and skills that drive leadership performance. Peter Salovey and John Mayer has been defined Emotional intelligence as "The ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately, and to use emotional information to guide thinking and behaviour".

1.2 Concept of Mental health

The World Health Organization, defined mental health is "a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community".

U.K. Surgeon Journal (1999), Mental Health is the performance successful of mental function resulting in productive activities, relationships fulfilling with other people, and providing the ability to change and cope with adversity. Six major, categories that can be used to categorize mentally healthy individuals described by Marie Jahoda. These include a personal growth, positive attitude towards the self, integration, autonomy, environmental mastery and a true perception of reality, which include healthy interpersonal relationships and adaptability. Some studies were show that people with high Emotional Intelligence have greater mental health, leadership skills, and job performance. Although no causal relationships have been shown. Emotional Intelligence is typically associated with empathy because it an individual connecting their personal experiences with those of others.

2. REVIEW OF LITERATURE –

1. **Naghavi F. and Redzuan F., (2011)**, The Relationship Between Gender and Emotional Intelligence. The results it is important to realize that girls are higher than boys in emotional intelligence, but high emotional intelligence in boys is a better predictor for achievement.
2. **Wang Y. (2020)** Conducted Study on relationship between emotional intelligence and mental. The results indicated that significant positive correlation between emotional intelligence and mental health of college students.

3. METHODOLOGY:**3.1 Aim of the Study:**

To study the Emotional Intelligent and Mental Health of male and female college students.

3.2 Objective of the Study:

1. To study the Emotional Intelligence of male and female students.
2. To study the Mental Health of male and female students.
3. To study the relationship between Emotional Intelligence and Mental health of male and female students.

3.3 Hypotheses of the study

1. There is significant difference between Emotional Intelligence of male and female students.
2. There is significant difference between Mental Health of male and female students.
3. There is significant relationship between Emotional Intelligence and Mental health of male and female students.

3.4 Sample and Tools.

The study is conducted in Pachora. The sample of 50 students from S. S. M.M College Pachora are selected by random sampling method sampling method. Mental health check list constructed and standardized by Promod Kumar. Emotional Intelligence Scale is constructed and standardized by Dr. Anita Sharma and Dr. Ashok Sharma.

3.6 Analysis and Interpretation of Data:

Hypothesis 1. There is significant difference between Emotional Intelligence of male and female students.

Table 1 shows the results of Emotional Intelligence.

	Gender	N	Mean	SD	df	t	Sig.level
Emotional Intelligence	Male	22	93.50	9.33	48	2.01	Significant
	Female	28	97.92	6.17			

The results of the table no1 indicates that the mean values of male students are 93.50 (SD 9.33) and for female students mean value is 97.92 (SD. 6.17). t' value is 2.01 it is significant at 0.05 levels. It means that girls are better on Emotional intelligence than boys. Female may be more sensitive to all the emotions for others. A woman explains their feelings like love, sadness and happiness very easily and man does not like to explain their feelings. That's why women are more Emotional than men.

Hypothesis 2. There is significant difference between mental health of male and female students.

Table 2 shows the results of mental health.

	Gender	N	Mean	SD	Df	T	Sig.level
Mental Health	Male	22	20.50	6.12	48	0.15	NS
	Female	28	20.75	5.24			

The results of the table no 2 indicates that the mean value of male students is 20.50 (SD 6.12) and for female students 20.75 (SD 5.24). It means that girls mean are high than boys, but it is not significant.

Hypothesis 3. There is significant relationship between Emotional Intelligence and Mental health for male and female students.

		Mental Health	Emotional Intelligence
Mental Health	Pearson Correlation	1	-.397**
	Sig. (2-tailed)		.004
	N	50	50
Emotional Intelligence	Pearson Correlation	-.397**	1
	Sig. (2-tailed)	.004	
	N	50	50

**. Correlation is significant at the 0.01 level

Table 3 shows the Correlation between Emotional Intelligence and Mental health of male and female students. There is negative correlation between Emotional Intelligence and Mental health among male and female students.

4. IMPLICATION

Emotional Intelligence is very important for everyone because it gives us knowledge to understands others feelings very well. In presents study girls are better on emotional intelligence than boys. Hence boys have to develop their emotional intelligence to help of parents, Society, teacher and family.

5. CONCLUSION

1. There is significant difference between Emotional Intelligent of male and female students.
2. There is no significant difference between mental health of male and female students.
3. There is Negative significant relationship between Emotional Intelligent and mental health of male and female students.

6. SUGGESTIONS

1. Study may be conducted in other area.
2. Study may be conducted in emotional intelligence and mental health with relation to other variables.
3. This study may be conducted on a large sample of students for good findings.

7. REFERENCES

1. Bänziger T (2014). "Measuring Emotion Recognition Ability". In Michalos AC (ed.). *Encyclopedia of Quality of Life and Well-Being Research*. Dordrecht: Springer Netherlands. pp. 3934–3941. doi:10.1007/978-94-007-0753-5_4188. ISBN 978-94-007-0753-5.
2. Colman A (2008). *A Dictionary of Psychology* (3 ed.). Oxford University Press. ISBN 9780199534067. DOI:10.1504/IJICBM.2007.014470
3. Goleman D (1998). "What Makes a Leader?" *Harvard Business Review*. 76: 92–105.
4. Jahoda, Marie (1958). "Current concepts of positive mental health". New York. doi:10.1037/11258-000. hdl:2027/mdp.39015004395078
5. Mayer JD, Salovey P, Caruso DR (July 2004). "Emotional Intelligence: Theory, Findings, and Implications". *Psychological Inquiry*. 15 (3): 197–215. doi:10.1207/s15327965pli1503_02. S2CID 144415437.
6. "Mental health: strengthening our response". *World Health Organization*. August 2014. Retrieved 4 May 2014. Mental health: strengthening our response". *World Health Organization*. Retrieved 4 May 2014.
7. Naghavi F. (2011) The Relationship Between Gender and Emotional Intelligence. *World Applied Sciences Journal* 15(4):555-561.
8. Revista Argentina de Clínica Psicológica, Vol. XXIX, N°2, 1045-1052. DOI: 10.24205/03276716.2020.345
9. Wang Y. (2020) relationship between emotional intelligence and mental. *World Health Organization*. August 2014. Retrieved 4 May 2014.

PRIVATIZATION OF EDUCATION

Mr. Anand Namdevrao DandgeAssistant Professor, P. D. Karkhanis College of Arts & Commerce, Ambarnath, Thane

INTRODUCTION

Education is key of nation's development. Education is basic need and requirement of human being for all the developments. As we know educational condition of India is very poor as compared with the developed countries. We also know the main barrier of our social system and dharmashastra not allowed to take education for women and some Varna. That's point is India's literacy rate is very low among women and backward communities.

Our education system was Gurukul in ancient time and modern education system developed in British period when Britishers made compulsory education in military. In 1957 they started universities in metropolitan cities of India and spread education all over India. They established many commissions to improve educational system.

After independence, our constitution gave commitment to people of India under article 45 and article 21A right to free and compulsory education to all.

In 1990, we accept the globalization privatization and liberalization. And education came in service sector part. Globalization and privatization make education expensive and tends to make education a business. After the independence many educational institute and universities established by politicians and businessmen.

Privatization seems less suitable for Indian society. It makes education business oriented!

Keywords: Education, Privatization of education, Government Policies about education

EDUCATION:

Education is the basic need and requirement of human being for overall development. According to some thinkers, education is a means to achieve larger social goal as it the world of 'education' is derived from Latin words 'educate' and 'educate'. 'Education' refers to bring up or 'to Nourish', whereas the word 'educates' men's 'to bring forth' or 'to draw out'. However, the definitions of education given by the great philosophers and educationalist can be broadly be categorized into three major trends, education as a spiritual pursuit, education is development of inmate human potentialities. Education is social orientation of human being.

Education is the most important and powerful tool invented by mankind to shape and mould himself for personal as well as social life.

Basic philosophy of education

The education that has prevailed in the past is very insufficient, incomplete, and superficial. It only creates people who can earn their livelihood but it does not give any insight into living itself. It is not only incomplete; it is harmful too-mankind and society which is based on competition.

Privatization of education

The term privatisation of education refers to many different educational programs and policies. It is a process which can be define as the transfer of activities, assets and responsibilities from government, public institutions and organisations to private individual and agencies.

The back history of education.

In 1882, Hunter commission recommends private education system. As a result of this, privatization of education has been growing day by day.

With India's independence in 1947, government of education was established within the ministry of human resource development. Permit has three main divisions.

1. Secondary and higher education
2. Elementary education and literacy
3. Women and child development

Government Policies about education

The central government drafts five-year plans that include education policy funding for education.

The government provide the majority of educational funding either directly or through grants.

Financing of education sector. On the recommendation of education commission in 1966, the Indian government 1968 fixed a target of investing 6% of GNP in education by 1986, but this has never been achieved.

In early 1950 it was as low as 1.2 %, it has moved up to around 4% of GNP (4.2000-01).¹

According to the human development report 2001 India's rank 104 with respect to the share of GNP spent on education.

Recent UNESCO study indicates that countries spending much less than India are getting better result ²

Countries Name	Primary school dropout rates	Expenditure as % of GDP
India	53%	4.1%
Myanmar	45%	1.4%
Bangladesh	35%	3.7%
Cambodia	35-38%	1.9%
Nepal	35-38%	2.5%

Share by Level of Total Public Expenditure on Education (percent)³

The central government contribution to education is relatively small compared to the state budgets. Its Remarkable thing is that the central government contributes approximately 10 percent of total spending on education. Regardless of the source, there are no reliable reports on the distribution of government resources making it very difficult to track how much of the allocations actually reach the school system for which they have been budgeted. Certainly, the Department of Education receives the majority of expenditure, but funds are also released to a number of centrally-sponsored projects and programs, making it unclear how much reaches the district and school level.

Total recurring expenditures, teacher salaries amount to more than 80 percent and non-teaching staff salaries make up 8 percent, leaving very little for key investments in infrastructure, teacher training, instructional materials, and the like. As per constitution Art 45 Despite a commitment of free education, schools simply do not have the funds to provide the basics. As of 1995-96, only 35 percent of children in public primary schools receive textbooks, five percent receive paper, and 27 percent lunch.

Higher Education: An Expanding System

At the time of its independence, India lacked a national network of universities and affiliated colleges that could provide outreach to a country with vast diversities

India's current system of higher education is centralized and highly politicized, offering relatively limited access to higher education

According to higher education report 2.5 million graduating from university each year. Over the course of the 1970s and 1980s, politicians acquired a vested interest in universities, seeing them as ways to expand patronage.

The hiring and promotion of teachers is also politicized, providing teachers with unconditional job security and no accountability in improving student achievement.

Higher education market

All India Growth of Student Enrollment: 1983-84 to 2002-2003, the vast majority of India's 15,000 colleges in India are Arts, Science, Commerce & Learning Colleges⁴⁴ and these enroll the bulk of the nearly 6 million current tertiary students. This market increase day by day as per population of india.so that global market will decide our educational future because India's policies under impact of GATT Pact from 1991.

Governance Bodies

(UGC), established in 1952 and awarded statutory authority in 1956, is responsible for the development of higher education, allocating and distributing grants from the Central Government to all eligible central, State and deemed universities based on an assessment of their needs.

Currently only 6,000 of India's colleges qualify for UGC grants and recognition because the other 9,000 lack sufficient resources or qualified faculty.⁷

The National Council for Teacher Education (NCTE), established in 1973 and awarded statutory authority in 1993, is responsible for planning and developing teacher education, including setting and maintaining standards. There is a National Eligibility Test to select teachers. Some States also conduct State Level Tests for

appointment of teachers in their States. In 1987, Academic Staff Colleges (ASC) were set up (45 to date) to provide opportunities for general orientation and subject refresher programs for academic staff.

More than 100,000 teachers have received training of 3-4 weeks duration. These colleges also conduct 2-3-day seminars for Principals

Importance of Free and Compulsory Education'

As per the UNESCO, literacy rate 34%. The poor and needy children who are not able to get education due to the lack of resources.

Constitution of India and education

Article 45

As per the constitution article 45 is concerned with education.

It stated that the state shall provide early childhood care and education to all children below 6 years. After the independence the remarkable change In February 2010 the 86th amendment says that, shall provide free and compulsory education to all children below 14 years.

Some cases about free and compulsory education

Private institute charging higher fees

1. **Mohini Jain v. State of Karnataka (1958)**3 this case has led to the foundation of right to education. In this case, Mohini jain medical student filed a petition challenging the action of a private institute which was charging higher fees from students who is not get admitted to a government seat. Under article 21 includes right to education as education is required for development of personality without which one would not able to enjoy one's right to life. This case clarifies the private institutions charging higher fees so that it is not beneficial for privatisation of education.
2. **Mohini Jain v. State of Karnataka (1958)** decision given in the Mohini gents case was challenged in the Supreme Court define state capacity.
3. **MC Mehta v. Union of India (1996)** Due to Unni Krishnan's decision, Article 45 of the Constitution of India has acquired the Status of Fundamental right. It is not necessary that every fundamental right is mentioned in Part-III of the chapter. **86th amendment of Constitution.** In 2002, this act was enacted and several changes. Article 21 which mandated the state it to provide free and compulsory education to children belonging to the age of 6 to 14 years. There was submission of article 45 which provided that the state shall provide early care and education to all the children's below 6 years. Amended article 51a by adding clause J to article 51 A which made it obligatory for a parent to provide education to his word for child between 6 to 14 years. In the 1st April 2010 the right of children to free and compulsory education RTE act 2009 into force. To children to free and compulsory education act 2009 is enable legislation that is it was enacted to give effect to article 21a of the constitution.

CONCLUSION:.

We need to improve our educational system and increase expenditure on education. The Policy of free and compulsory education must be implemented properly.

REFERENCES:

1. Financing Education in India, edited by Talik.
2. UNESCO Global Education Digest 2003 (data from 2000-01 school year
3. Analysis of Budget Expenditure in India, cited in Financing Education in India, edited by Tilak, p. 29
4. NSS (?) report cited in Financing Education in India, edited by Talik.
5. University Grant Commission, 2002-03
6. <http://www.education.nic.in/htmlweb/iamrstat.htm>.
7. Dilip Thakore. "UGC Begins a New Innings." Indiatogether.org. May 2004
8. <https://www.ncee.org/wp-content/uploads/2013/10/India-Education-Report.pdf>
9. <https://blog.ipleaders.in/right-to-free-and-compulsory-education/>

A STUDY ON MUTUAL FUND INVESTMENT BY AN INVESTOR IN THEIR PORTFOLIO

Dr. Babita A. Kanojia¹ and Pratik Bipin Shah²¹Research Guide and Assistant Professor, Clara's College of Commerce²Research Scholar, DTSS College of Commerce, Malad

ABSTRACT

Investment has many options nowadays but investors have a limited amount to invest so, they have to choose wisely. Investors tend to choose investments on risk, tax benefit, purchasing power, returns, benefits, etc. dependable factors are there. While making a portfolio they choose options based on their decided goals. Each and every portfolio investment play a particular role. This study is about how mutual fund effects on a portfolio of salaried investor who saves their minimum amount into it.

Keywords: Mutual Funds, Investment, Salaried investors, Portfolio management.

INTRODUCTION:

Every individual wants to invest their saving but also face certain difficulties while choosing the correct alternative. Many mutual fund companies that already exist in the market and more are emerging day by day. The concept of Mutual Fund started in the U.S. which has different types of investment that can be done in Lump-sum or Monthly installments.

RESEARCH METHODOLOGY:

The Research Design of the study is descriptive in nature. It throws light on the relationship between Mutual Fund investment and its relationship between perceptions of salaried investors with sample size is of 60 samples which are collected from various income groups. The simple design is based on convenience sampling. The data collection method primary data was collected through the use of questionnaire and secondary from textbook journal online published articles and newspapers.

Tools and techniques for analysis of data: Percentage

OBJECTIVES:

To Study concept of Mutual Fund.

To study the investor's perception regarding Mutual Fund investment.

To study salaried investors portfolio.

To Study their proportion in mutual fund in portfolio.

Limitation of the study: This study is limited to salaried people and who are investing in Mutual Fund investment the limitation of the geographical area is various salaried income group people in Thane District.

MUTUAL FUND INTRODUCTION:

In different type of investment mutual fund is to be considered as the most popular investment option in current days as it is an investment formed when an asset management company pool Investments from different individuals or institutional investors with common investment objectives a manager who is a financial professional manage to pull that investment and repurchase are the securities such a stock Bond that are in line with the investment mandate.

A Mutual fund is an excellent Investment Avenue for an individual investor to get exposure in the portfolio for managing their funds and getting a good amount of Return they can diversify their funds by providing several asset allocation options that are in debt or equity or hybrid kind of funds which are based on the amount invest each investor would experience profit or loss that are directly proportional on their investment the main intention of the fund manager is to provide maximum returns with synchronization of company's objective the performance of a mutual fund is depending on the options which are obtained by them.

Mutual Funds are not like top they are the different part of a particular share are divided into units which have the net asset value and it is always to be purchased by its a NAV by investing in mutual fund investor need not worry about concentration on this is a good option for diversifying that portfolio in a different segment as of salaried investor or consider they have a limited amount of money Limited amount of income to they can only have a certain amount of money out of income always look for a better option so they can invest into it for example if they have thousand rupees only in hand cannot buy gold out of it but in the way of mutual fund they

can buy gold even though in 0.13 percentage of proportion at least we can occupy gold and real estate like assets by investing only 500 rupees minimum.

TYPES OF MUTUAL FUND:

Types of mutual funds in India are broadly classified into equity debt and balanced mutual funds depending on the Asset allocation, therefore, the risks and return provided depend on the type and the management.

Equity fund as name describe it almost invest the amount in equity shares of the company as of its capitalization mutual fund is categorized under equity in approx. 65 to 70% in equity instrument the return provided by then depend on market movement which is influenced by several political and economic factors.

Equity funds are further classified as mostly into small-cap funds are the point those equity funds are rank after 251 in market capitalization are the funds which are range in between 101 and 250 in market capitalization and the large-cap funds are those which invest mostly in equity and equality in an instrument of the companies with last market capitalization are defined in between 1 and 100 in market capitalization apart of this it has multi-cap funds invest. Potentially in equity and equity-linked instrument of companies across the market capitalization fund manager for change asset allocation depending on the condition. Sector thematic funds are the funds which are depending upon the theme for the sector like information technology, FMCG, banking, travel, and tourism, etc... Index funds are the funds which are having the intention of tracking and emulating the performance of index S&P BSE Sensex and NSE Nifty 50. An equity-linked savings scheme is the only kind of mutual fund covered under section 80c of the Income Tax Act 1961 investor can claim tax deduction up to 150000 in a year by investing in ELSS.

Debt Mutual Funds invest monthly interest money market or fixed income instruments purchased government Bond certificate of deposit and other highly rated securities mutual fund is considered as debt fund if they invest 65% of a portfolio in debt securities their types are as follows first dynamic Bond fund which modified depending on the fluctuation of the interest and compound based on security come along with maturity period but provide all over the time short term and ultra-short term debt fund these are for risk-averse it mature in One To Three years.

Liquid funds are that funds that invest surplus fund and provide higher returns than a regular savings bank account, gilt fund high rated government it causes a lower level of best access credit opportunities fund and fixed maturity plans these are class of fund they provide locking period and after a certain period it gives a better return.

Balance or hybrid Mutual Funds combination of both equity and debt instrument the mean of the two of the hybrid funds is to balance the risk and reward ratio by managing the portfolio a fund manager would modify the Asset allocation based on market condition to benefit the investors it has four different types for the equity-oriented hybrid fund were major portion is oriented toward equity second is debt-oriented hybrid funds were the major part is oriented.

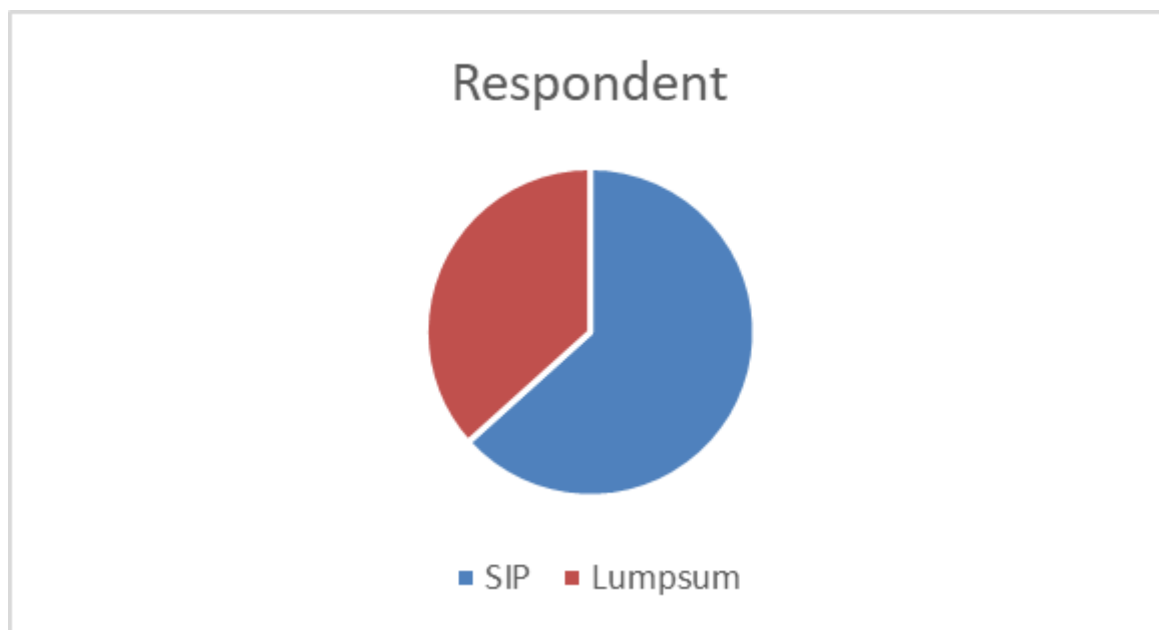
Monthly income plans where the debt instrument aims to provide the steady return over the time and last is arbitrage fund these are the fun which maximizing the returned by purchasing security test in one market at lower prices and selling them in another market at a premium price the arbitrage opportunities are not available then the fund manager may choose to go for another option.

DATA INTERPRETATION AND ANALYSIS:

For the data, collection purpose the researcher had selected 60 respondents who are salaried investors selected from the area of Kalyan Dombivli.

After doing the research we found that there are around 60% salaried people who invest in mutual funds and they held approximately 40 to 70% in their portfolio from that 40% look for short term and 45% people look for the long-term remaining had not decided the term of the investment. They always preferred to invest in SIP 10% people who invest for a lump sum from 60 respondents 50% are investing from more than 3 years and rest are investing from last one or two year.

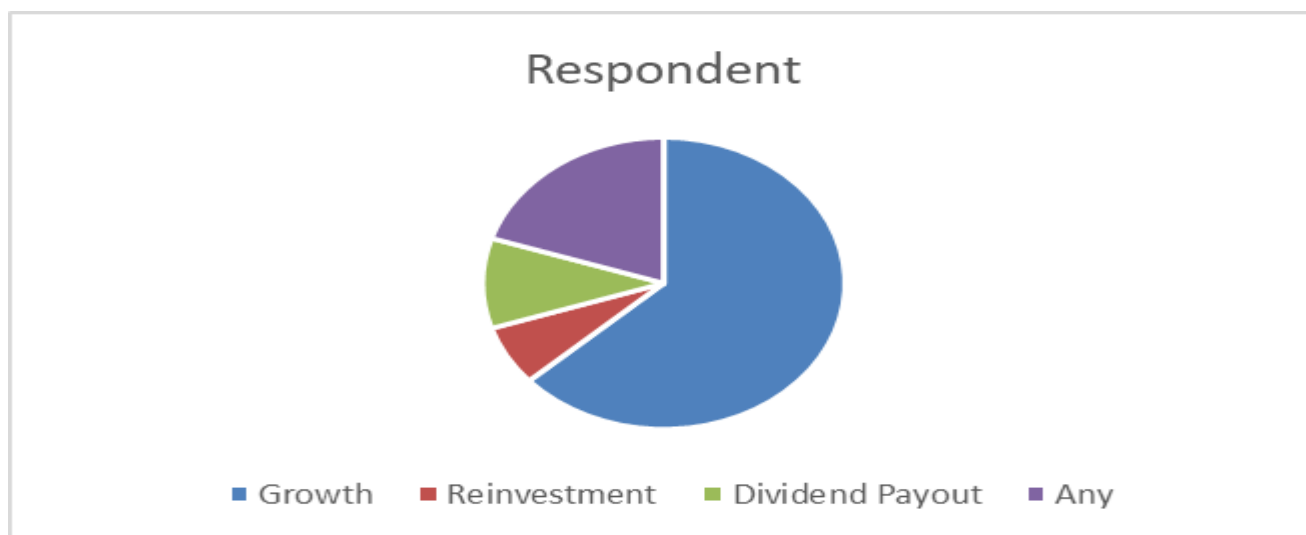
In which form do you invest?



Which are the reasons to invest in Mutual funds?



Which options you select for investment?



When we think about the perception of investors to invest in mutual funds their major reason is that is a small amount that has to be in which there is no need to keep watch regularly and even do, they get an advance return out of it by investing a minimum amount of investment and therefore they don't analyze their investments even though they think like it should be Re-invest because it will give more and more benefit on an accumulation basis.

FINDING AND SUGGESTION:

In India Mutual Funds are growing as people are still not that much aware about it and the funds from the United States are getting more important as mutual fund as emerging that too as per that foreign funds and fund of fund come into existence that can give more diversify its factors for allocation and it may create more returns for them.

REASONS TO INVEST IN MUTUAL FUND:

Reasons to invest in mutual Fund investment are handled by experts that are called fund manager who manage their assets.

There is no lock-in period in most the mutual fund there is an option they can withdraw it anytime with bearing exit load on Redemption third low-cost investment in a mutual fund are too low as it is suitable for everyone systematic investment plan is provided to you people so they can invest monthly quarterly or annually as per their comfort also they can decide ticket size of SIP.

Anyone can invest in a different portfolio as per their goal what they want and how they want to get a return so it has flexibility and diversification as well we can change the amount of investment given to taken diversify their funds easily.

CONCLUSION:

The overall conclusion is drawn by the analysis that investors perception regarding investment are based on profitability as well as with risk diversification that thing for tax saving so as the people know about taxation policies, they tried to take advantage of it and adjust their portfolio according to their investment so they can get the benefit of reduction in taxation by the given benefits in Income Tax Act 1961.

REFERENCES:

1. Singh, Kulbir Research Methodology,
2. William Sharpe: Portfolio Theory and Capital Markets, McGraw Hill
3. Dinsdale W.A. and McMurdie D.C., Elements of insurance
4. Donald E. Fischer & Ronald J. Jordan: Security Analysis and Portfolio Management, Prentice Hall of India Ltd.
5. John C. Bogle and David F. Swensen, "Common sense on Mutual Funds "Mutual Funds in India: Structure, Performance and Undercurrents.

Websites:

- <https://cleartax.in/s/mutual-funds>
- <https://www.etmoney.com/mutual-funds>
- <https://www.getsmarteraboutmoney.ca/invest/investment-products/mutual-funds-segregated-funds/7-common-types-of-mutual-funds/>
- <https://www.investopedia.com/ask/answers/10/mutual-funds-advantages-disadvantages.asp>
- <https://cleartax.in/s/advantages-disadvantages-mutual-funds>
- <https://groww.in/blog/advantages-disadvantages-mutual-funds-india/>
- <https://investdunia.com/top-8-best-books-on-mutual-funds-in-india/>
- <https://www.wallstreetmojo.com/top-best-mutual-fund-books/>

ROLE OF RELIGION TO CONTROL ENVIRONMENTAL DEGRADATION

Mrs. Ipsita Chakraborty¹ and Dr. P. Ganesan²¹Research Scholar and ²Assistant Professor, Department of Sociology and Social Work, Annamalai University, Annamalai Nagar, Tamilnadu

INTRODUCTION

All religious groups have a responsibility to preserve the environment so that humans in general can survive and prosper. Since, primitive period the main motto of social life was to live in harmony with nature. The Hindu religion enshrined respect for nature, environmental harmony and conservation. At present there is a major environmental degradation of a global proportion affecting the physical, natural and human environment due to pollution of all kinds. Environmental degradation is generally caused not only by the pollution of the atmosphere, the maritime, and the coastal inland waters through the disruption of rural lands but also by the destruction of ecological balance of natural areas and the adverse effect of the use of biocides upon animal and plant life. Environmental pollution is also caused by the explosive growth of human population leading to the increase in the number of people living below the poverty line and excessive demands of the industrial technological advancement. Christianity says that harmony triadic relationship exists between the divine and humanity, among human beings and nature and failure to maintain the harmony may alienate humanity from its creator and also from nature. The Holy Quran declares that everything is created from water. Allah is unity and his unity is reflected in the unity of mankind and nature. Sikhism teaches that the natural environment and the survival of all life forms are closely linked in the rhythm of nature. Buddhism is the religion full of love, understanding and compassion committed to the ideals of non-violence, it teaches that man should not over exploit the natural resources. Hindu religion demands veneration, respect and obedience to maintain and protect the harmonious unity of God and nature. Gita considers the Nature as the essence of human culture and man devoid of Nature is considered, an entity without soul. Religion cannot do anything direct about environmental problems, it can offer the just-discussed ethical principles of sustainability and living in harmony with the constraints of the extra human world. Therefore, it is very clear that, Religion plays a major and important role to protect our environment and also to control environmental degradation.

Religion: Religions involve a set of symbols, invoking feelings of reverence or awe, and are linked to rituals or ceremonials engaged in by a community of believers. Each of these elements needs some elaboration. Whether or not the beliefs in religion involve gods, there are virtually always beings or objects inspiring attitudes of awe or wonder. (Giddens:2001) Man, the social animal, is also religious or spiritual being. It is one of the earliest and the deepest interests of the human beings. Religion is universal, permanent, pervasive and perennial interests of man. Religion revolves round man's faith in the supernatural forces. Religion is a concrete experience which is associated with emotions, especially with fear, awe, or reverence. (Rao:2012) Famous French Sociologist Durkheim in his book 'The Elementary Forms of the Religious Life' defines religion as a " unified system of beliefs and practices relative to sacred things, that is to say, things set apart and forbidden."

Religion as a science of human life, must deal with it as a whole. Science is systematized knowledge and when this knowledge is put into practice, it becomes an art or practical science. Religion is concerned with the beliefs and rituals related to the sacred. Durkheim argues that totemism, the earliest form of religion, was associated with primitive societies based on clans. Man, worships society because it is more important and powerful than the individual. (Swain: 1976)

Environmental Degradation: An environmental degradation is also an environmental crisis. For many people, an environmental crisis is not only the result of certain economic, political and social factors. It is also a moral and spiritual crisis which requires a broader philosophical and religious understanding of ourselves as creatures of nature, embedded in life cycles and dependent on ecosystems. This is because religion helps to shape our attitudes towards nature in both conscious and unconscious ways. Religion provides basic interpretive stories of who we are, what nature is, where we have come from and where we are going. Religion also suggests how we should treat other humans and how we should relate to nature. God is the Creator-Animator of nature and there seems to be a spiritual relation between the people and the earth.

The primary cause of environmental degradation is human disturbance. The degree of the environmental impact varies with the cause, the habitat, and the plants and animals that inhabit it. Generally, resources simply become depleted. Air, water, and soil are all resources which are vulnerable to depletion through overuse, as are natural resources like minerals and oil deposits. Habitat pressures which force animals into a small area can also contribute to resource depletion, as the animals consume a high volume of material in a small area. Pollution is

another cause of environmental degradation. Religion is necessary for human beings but not at the cost of this environment which is supporting our very existence.

God created this earth with flora and fauna, good and the evil but he gave this earth to us human beings as a gift because he believed that human beings are well capable of taking care of it. But by creating pollution and destroying mother earth, we are giving into our greed but we are not noticing how we are demolishing our own home bit by bit. Religion was created by human beings but the environment was created by God so by protecting the environment we will be sending the greatest prayer to the creator of this universe. Everyday huge amounts of toxic gases come in contact with the atmosphere, solid wastes get thrown into the rivers, soil erosion and floods are occurring frequently due to deforestation, loudspeakers blaring at a high decibel is not only damaging the earth but also its inhabitants. The Antarctic Melt Rate has tripled in the last 25 years and if this goes on, the land area might shrink significantly in the coming future.

Religions and environmental protection: Since Vedic time the main motto of social life was to live in harmony with nature. The Hindu religion enshrined a respect of nature, environmental harmony and conservation. Hindu worship of trees and parts has been partly based on utility and partly as a religious duty and mythology. Gradually trees and plants become religious objects and object of worship. Humanity will return to consciousness in connection with biosphere-to-the re-enhancement of nature and the implementation of the age-old Indian environmental ethics. (Shastri:2015) Religions have had important roles in influencing people in environmental and societal conduct.

- I. **Hinduism:** The Hindu religion demands veneration, respect and obedience to maintain and protect the harmonious unity of God and nature. Hindu religion provides a moral guideline for environmental preservation and conservation. Abuse and exploitation of nature is considered as unjust and sacrilegious. Bhagavat Gita considers the nature as the essence of human culture and the man devoid of nature is considered, an entity without soul. Hinduism believes in the force of nature and its interconnectedness with life itself. Certain rivers and mountains are sacred, as they give and sustain life. All plants and animals have souls, and people must serve penance for killing plants and animals for food. The teaching of Hinduism, as expressed in the Bhagavad Gita, present a learned description of ecology and the interdependence of all life forms, bacteria to birds.
- II. **Jainism:** In Jainism monastic order, monks take a vow of nonviolence and keep a strict vegetarian diet and don't eat after dark because it increases the possibility of harming insects that might be attracted to the food. All drinking water must be carefully strained first to ensure there are no life forms in it. A very fine net mask is also used to breathe through to prevent the accidental breathing in of insects. Everything should be benevolent towards all living organisms, compassionate for the weak, tolerant of the insolent and joyful at the virtuous. This is the Jain way of bringing environmental harmony.
- III. **Buddhism:** Buddhism is the religion full of love, understanding and compassion committed to the ideals of non-violence. The basic tenets of Buddhism are simplicity and ahimsa. In Buddhism the rivers, forests, mountains are highly respected and regarded as bliss best owners and Buddhists had great respect for the Sun, Moon and other planets. Buddha also set down rules forbidding the pollution of rivers, ponds and wells in Sutta- Nipata. Most Buddhist try to develop a certain harmony with their natural environment, with many Buddhist being vegetarians. Lord Buddha (624 - 544 B.C.E.) himself grew up in a very sheltered environment, with his parents anxious not to expose him to bad things in life. However, he once alighted from his carriage, according to legend, and saw the suffering of the people - the beggars, the diseased, the old, and the dead - and he cut his long hair, put on old warm clothes, and went out into the world. Out of this long episode came his teaching about life. He talked of conduct towards other providing a social code that was much needed at that time and ever since - it became known as the middle path. Buddhist can have a concept of enduring environment without violating the basic principles of the faith.
- IV. **Sikhism:** Sikhism teaches, that the natural environment and the survival of all life forms are closely linked in the rhythm of nature. Guru Nanak, the founder of Sikh religion assigned divine attributes to nature. According to Sikhism people should respect God's creations. The Guru Granth Sahib proclaims the glory of God in nature and the environment. Any disruption in balance brings distress and disaster.
- V. **Islam:** The Holy Qur'an declares that everything is created from water. The Qur'anic message is one of unity, harmony, balance and order. In Islam, Allah is unity and His unity is reflected in the unity of mankind and nature. His trustees have been made responsible for maintaining the unity of His creations, the integrity of the earth, including its flora, fauna, wild life and the natural environment.

- VI. **Christianity:** The Christianity says that harmonic triadic relationship exists between the divine and humanity, among human beings and nature and failure to maintain the harmony may alienate humanity from its creator and also for nature. There is a close link between Christianity and Environment and those from a Christian background have pioneered the advocacy of global conservation and Sustainable Development.
- VII. **Judaism:** Judaism perceives the environment as a benevolent gift from the one true God for which humans have stewardship. The Jew received the Promised Land after the Exodus and the giving of the Law. They believe that the human occupation of the natural environment as reflecting and symbolizing God's plans for this world and the next. The environmental influence of Judaism today is most clearly seen in its settlement patterns in Palestine and in the dynamic influence Jewish intellectuals have had on the thinking of other faiths.
- VIII. **Zoroastrianism:** Zoroastrianism is the ancient pre-Islamic religion of Iran, who came to escape Islamic precaution, are known as Parsis. Their impact on the environment is relatively small and comes mainly from their demand for materials surrounding birth, marriage, annual feasts and death. Parsis hold annual feasts in honour of creation, crop planning, mines and other environmental features. Their biggest impact on the environment is probably through their funerals which are aimed to 'to avoid polluting nature with rotting flesh'. Mention should also be made of Shintoism, the national religion of Japan, and Taoism and Confucianism in China. All of them involved revenge for ancestors, and maintaining one's order with nature. Like most new social movements, those focusing on ecological issues have their practical origin in the 1960s. A number of religious actors, most often liberal Christian elites and church leaders, saw religious significance in environmental problems. The natural environment has become a mainstream concern, not only in rich countries, but in most corners of the world. Matters like ozone depletion, habitat destruction, waste disposal, global warming, biodiversity, over- population, and a host of other problems are now the standard affair of everyone from individual householders to government and business leaders. In contemporary global society, religions environmentalism and its recent upsurge are a prime illustration of how liberal religions actors are seeking to insert themselves and the system they represent into the public domain. There is in fact a close relation between large segments of the religious environmental movement and social justice thought and activism.

CONCLUSION:

From the above discussion we can say that, there is a close relationship between religion and environment. Religion has had major positive influences on the natural environment. We have to create a change in our practices and promote religion in a way which will benefit the environment. The policy of using eco-friendly products should be made worldwide and use of plastic should be banned. Human beings have to realize the fact that without this world we have no existence, without clean air we are nothing. Human beings are killing their own existence and if we do not mend our ways in the present there will be nothing but black in the future. It is time we create a change in our practices and promote religion in a way which will benefit the environment. There has always been a discordance between human civilization and environment as human beings tend to create pollution, one of the main hazards of the environment. The policy of using eco-friendly products should be made worldwide and use of plastic should be banned. Human beings have to realize the fact that without this world we have no existence, without clean air we are nothing. Human beings are killing their own existence and if we do not mend our ways in the present there will be nothing but black in the future. It is time we create a change in our practices and promote religion in a way which will benefit the environment.

BIBLIOGRAPHY:

(A) Books-

1. Ahuja, Ram (1999). *Indian Social System*. Jaipur and New Delhi: Rawat Publication.
2. Ali, Dr. Murtaza (ed.), (2015). *Environmental Ethics*. London: Koros Press Ltd.
3. Born, R Taylor (ed.), (2005). *The Encyclopedia of Religion and Nature*. London: Thoemmes continuum. (Vol-I&II)
4. Clarke, Paul Berry and Andrew Linzey (ed.), (1996). *Dictionary of Ethics, Theology and Society*. London: Routledge.
5. Cush, Danish, Catherine Robinson, Michael York (ed.), (2008). *Encyclopedia of Hinduism*. London:

Routledge

6. David, L. Gosling (2001). *Religion and Ecology in India and South East Asia*. London: Routledge.
7. Des Jardins, J. R. (1997). *Environmental Ethics: An Introduction to Environmental Philosophy* (2nd Ed.). Belmont, CA: Wadsworth.
8. Durkheim, Emile (1915). *The Elementary Forms of Religious Life*. Translated by Joseph Ward Swain. (1976, 2nd eds). London: George Allen and Unwin Ltd.
9. E. E. Evans-Pritchard, (1965). *Theories of Primitive Religion*. Oxford: Clarendon Press.
10. Frazer, Sir James George (1890). *The Golden Bough; a study in Magic and Religion*. New York: Macmillan.
11. Giddens, Anthony (2001). *Sociology*. London: Polity Press.
12. Gottlieb, Rover S. (Ed.) (2003). *The Sacred Earth: Religion, Nature, Environment*. London: Rutledge.
13. Huyssteen, J.W. Vredevan (ed.), (2003). *Encyclopedia of Science and Religion*, Macmillan, USA.(Vol-I)
14. Jacobsen, Knut A. (ed.) (2009). *Brill's Encyclopedia of Hinduism*. London: Brill Leiden, (Vol-I)
15. Rafael, San (Eds.). (2013). *Encyclopaedia of Hinduism*. California: Mandala. California. (Vol-IV)
16. Rao, C.N. Shankar (2012). *Sociology*. New Delhi: S. Chand & Company.(7th ed)
17. Richard, C. Foltz (2003). *Worldviews, religion and the environment: a global Anthology*. Australia, Thomson, Wordsworth.
18. Rolston, III Holmes (Eds.). (2003). *Environmental Ethics*. (2nd Ed.). Oxford: Blackwell Publishing.
19. Shastri, Satish C. (2012). *Environmental Law*. Lucknow: Eastern Book Company.
20. Tanner, Ralph and Mitchell, Colin (2002). *Religion and the Environment*. New York: Palgrave.
21. Venkat, Aruna (2011). *Environmental Law and Policy*. Delhi: PHI Learning Pvt. Ltd.
22. Vivekananda, Swami (1970): *A Study of Religion*. Calcutta: Udbodhan Office.
23. Yinger, J. Milton (1970). *The Scientific Study of Religion*. New York: Macmillan

(B) Website-

1. <http://Shodhganga.inflbnet.ac.in>
2. www.politybooks.com/Giddens
3. www.encyclopedia.in
4. www.gale.com
5. www.thoemmes.com

START-UP INDIA NEW OPPORTUNITIES IN SELF-RELIANCE AND DEVELOPMENT

Vandana Virendrapal SinghAssistant Professor, Shantarambhai Gholap Arts, Science and Gotirambhai Pawar Commerce College, Shivle

ABSTRACT

Start-up a new trend in self-employment genre has successfully spread its wing among the youth in the world. Traditionally, occupation was divided in the mainly to do service and secure employment but with the recent changes and supportive role of government has initiated the trend of making self-employment by starting new venture of start-up. For this government has also taken major step for providing necessary finance by promoting foreign institution to invest in country. A startup defined as entity which is not more than 10 years has an annual turnover Rs 100 crores approx. US\$ 14 million. The government has already launched the I MADE program to help India entrepreneurs build \$1 Million mobile app startups and the Mudra Banks scheme an initiative which aims to provide micro finance, low interest rate loans to entrepreneur from low socio backgrounds.

The government has started start-up India portal the single largest online platform for start-ups and entrepreneur in India. From 2016 the number of start-up were only 504 which has increased to 14,740 in the short span of only five years around 1.7 lacs job has been reported in start-up India portal. On 16th January 2016, the government launched the start-up India program with a stated objective to build a strong ecosystem for nurturing innovation and start-ups in the country that would bring economic growth which will results into employment in the country. The Action plan was introduced by Modi government to promote start-up with the objective of creating a single platform for engagement of various start-up ecosystem stakeholders and enable knowledge exchange while promoting access to funding and also to serve as the single platform for interacting with governments and regulatory institution for all business needs and information exchange among various stakeholders. The outcome of this action plan was with over more than 4laks users on the start-up India online hub, an entrepreneur can connect to 633 incubators and 165 accelerators for scaling up explore with pool of 81 investors for fund support and connect to 54 government entities for availing start-up friendly benefits. In this paper I have focused about from introducing start-up in India up to now the outcome and success of start-up within and outside the country. With the action plan how, the government hopes to accelerate spreading the start-up movement. The paper will focus on the objectives of start-up in different countries, growth of start-up business in the country different financial institution from different countries investing in new ventures and helpful in development of the nation.

INTRODUCTION:

Prime minister introduces start-up India in the year 2015. As a revolution to help those who want to start their own business is towards innovation development deployment of new products, process or services driven by technology or intellectual property. The government has setup a Rs. 10000 crores fund to the start-ups as venture capital. The Government is also encouraging to the lenders to encourage bank and other financial institution for providing venture. The Indian government has introduced over 50+ startup schemes in past few years. Each startup scheme has a mission towards boosting the Indian startup ecosystem. Considering, more than 4,000 technology startups exist in India to the date and the number is expected to reach over 12,000 by 2022. India is on top ten list in terms of the number of startups in the country. May be in near future Indian more and more startup will become unicorn list. The list of startups in India consist of Flipkart, Snapdeal, Ola, InMobi, Hike, MuSigma, Paytm, Zomato, and Quikr.

Eligibility Criteria for Govt Notifies Startup India Seed Fund Scheme,

- The Indian government has approved the organization which will provide early-stage funding to tech startups of INR 945 Cr, to be disbursed through select startup incubators between 2021-25.
- In the year 2014 the startup was in 29K which has increased to 55K by the end of 2020
- With the funding from \$63Bn in the year 2014 to \$115.5 Bn for the year 2020
- In the year 2014 the startup was in 29K which has increased to 55K by the end of 2020
- With the funding from \$63Bn in the year 2014 to \$115.5 Bn for the year 2020

Planning and Structure

- **Business structure:** One should be detailed about the business structure and should be clear about the legal requirement to avoid legal barriers and dispute in future.

- **Taxation:** every startup needs to be specific about the tax charges to be paid to state and central government. Business should be well aware of the latest tax laws and how its effect the structure
- **Labour laws:** when a start-up begins its operation and hires employees it is related to the labour law of the country this is the toughest challenges face by the startup and therefore it should abide by all the necessary labour laws
- **Business license :** for smooth functioning of a startup a license is needed a startup needs to abide by the terms stated in the license
- **Protection of intellectual property rights** once the startup progresses it creates an intellectual property which includes algorithms, researches codes design etc. it becomes necessary to protect this intellectual property and avoid misuse by other companies and unit. Some underestimates and later face the challenges related to copyrights the founder should be well aware of the main principle of upright such as patent filing, copyright protection and trademark.

Ecosystem of startup

- 55000 startup launched in India
- 40000 Startup active
- 33000 DPIIT registered startups
- \$63 Bn Funding raised by Indian startups
- 7 years average time by Indian startups in reaching unicorn status

OBJECTIVE OF STUDY:

The objective of startup India scheme is-

Startup may be start as a small company but they can play a significant role in economic growth. Job is created which improves economy and standard of living which helps in increasing the development index of the country. New entrepreneurs can bring new ideas and generate employment.

To build strong ecosystem for promoting innovation and startup in the country.

To encourage foreign investment in startup.

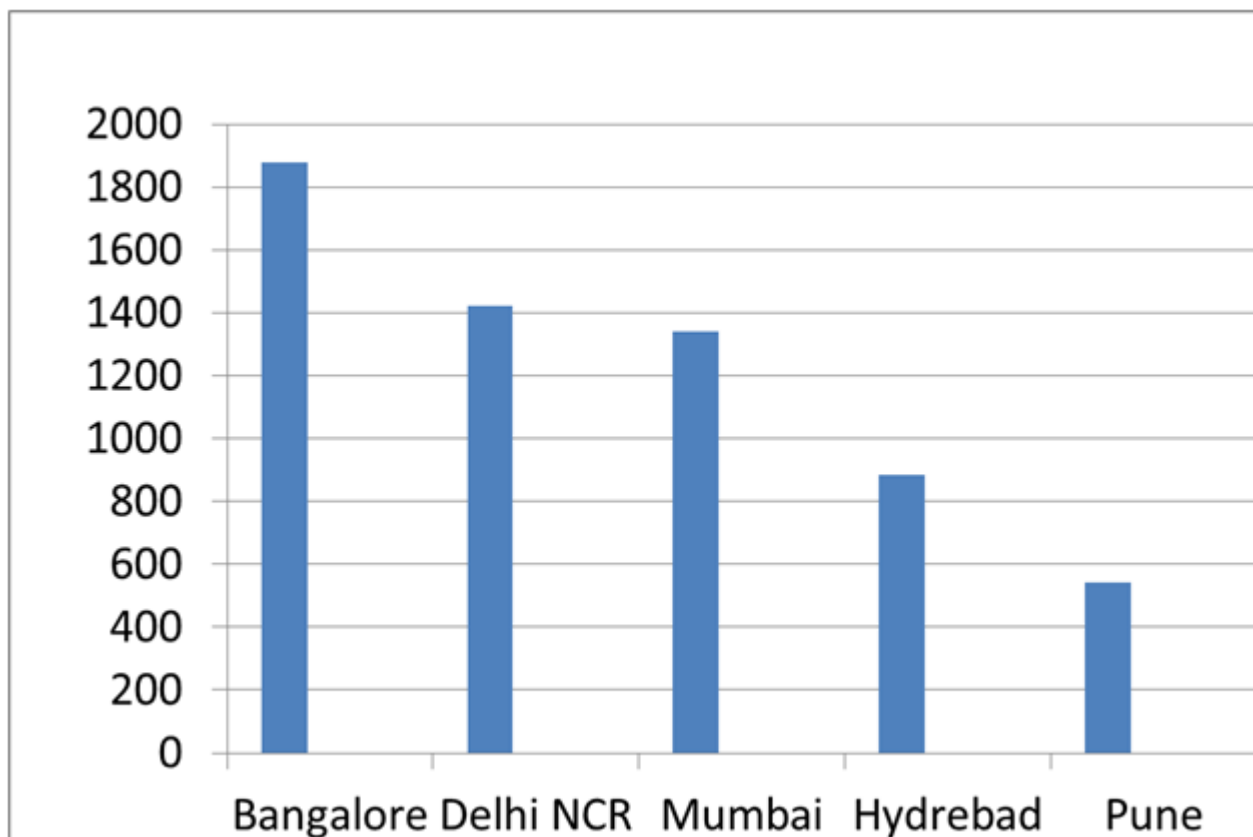
To reduce the regulatory burden on startup.

NEED OF STUDY:

Startup can not only help the owner to prosper but it also increases the standard of employees. It also helps young entrepreneurs to understand the contribution and startups in the country and its economy. Startups are significantly important to the economic strength of the country. In the period of less than five-year major role has been played by many startups though the percentage of successful startup are less but still in the coming years it can show a major role in the economic development. Government has already liberalized its policy in financing the startup up company and always encouraging for research and ideas to start venture government has a very positive attitude towards startups now the need is to get the right people with brilliant ideas and hard work

DATA OF STARTUP IN INDIA:

Major cities with most startup.



- Best performer: Gujarat, Andaman & Nicobar Island
- Top performers: Karnataka, Kerala
- Leader: Maharashtra, Odisha, Rajasthan, Bihar, Chandigarh
- Aspiring leaders: Telangana, Uttarakhand, Haryana, Jharkhand, Punjab, Nagaland
- Upcoming startups in rest of the India : Chhattisgarh, Himachal Pradesh, Andhra Pradesh, Tamil Nadu, Madhya Pradesh, Uttar Pradesh, Assam, Delhi, Mizoram, Sikkim.

From 2015 to the year 2020 the data has been showed that the top cities of India for having startup are:

Bangalore is in top position for having more than 1800 startup Seconded by Delhi NCR with the greatest number of startups. There is no doubt Bangalore is epicenter of India's startup ecosystem but over the years. Delhi NCR and Mumbai have also outperformed the startup capital in terms of growth in venture capital investment.

CONCLUSION:

A general perception is it needs to be a developed country where all the resources are available but startups can begin anywhere and the countries with the greatest needs has the biggest opportunities. Startup in underdeveloped countries can flourish more it can take advantage of not just to make a profit but also to make an impact. It can improve employment patterns providing job opportunities to both experienced and young professionals.

BIBLIOGRAPHY:

https://en.wikipedia.org/wiki/Startup_India

<https://www.startupindia.gov.in/>

<https://indianexpress.com/article/india/india-news-india/action-plan-on-startup-india>

<https://economictimes.indiatimes.com/small-biz/startups/startup-india-action-plan-to-provide-final-break-from-license-raj-arun-jaitley/>

<https://www.financialexpress.com/industry/sme/msme-fin-modis-startup-india>

<https://www.startupgrind.com/blog>

DEVELOPING THE PERSONALITY FOR SUSTAINABLE DEVELOPMENT

Mr. Reetesh SinghAssistant Professor, Department of Commerce, Clara's College of Commerce, Andheri, Mumbai

ABSTRACT

To sustain a good healthy life on our planet Earth, it becomes extremely important to internalize the good attributions of personality. The goal of sustainable development cannot be achieved unless people understand the difference between the way they are treating the environment and the way they should treat the same. This study was conducted to discover why there is need of developing the personality for sustainable development.

Keywords: Attributions, Personality, Environment, Sustainable Development.

1. INTRODUCTION

What we think we Become-It is well known too almost everyone. Thinking process slowly shapes the personality of human beings. The intellectual of humans have led to make more comfortable life for themselves, but due to ignorance towards the possible negative impacts of industrialisation on environment now we all are facing lots of environmental problems. This study was undertaken to find out if people behave differently in different situations like people may have eco-friendly attitude in public but they become careless in their home in behaving eco-friendly.

2. REVIEW OF LITERATURE

Personality differs from individual to individual. There exist a significant and direct association between conscientiousness and environmental concern due to the fact that conscientious individuals would obey the social guidelines and norms of environmental protection (Swami et al., 2011). Personality development is most of the time viewed in order to upgrade in such a way that individuals must be accepted by society, but there is need to develop the personality in such a way that individuals must come for accepting the concept of sustainable development and not for just fear of punishment or fine.

While redefining the processes or approaches for environmental concern there is need to take personality development into consideration. Personality traits should be considered when environmental theories and models are expanded. (Abdollahi et al., 1999). The findings of Abdollahi et al., 1999 also revealed that older females demonstrated more environmental concern than male.

Females are more neurotic and conscious on environmental protection. Hirsh, J. B. (2010).

Individuals who are conscious on environmental issues are more likely to pursue a proenvironmental behavior (Dunlap, Van Liere, Mertig, & Jones, 2000; Swami et al., 2011).

3. OBJECTIVE OF THE STUDY

- 1) To find out the understanding level of people about the sustainable development.
- 2) To find out preferential difference of gender in believing about the fake personality.
- 3) To find out the understanding level of people about personality upgradation.
- 4) To find out the understanding level of people about the need of internalisation of eco-friendly approaches.

4. METHODOLOGY**4.1 Data Collection**

The study is based on primary data. Taking Covid-19 Pandemic situation a Google form having a questionnaire is circulated to various groups and responses collected. Total 48 responses came.

4.2 Questionnaire

Q.1) Do you understand Sustainable Development?

Q.2) would you like to have a good, healthy and resourceful environment for the future generation?

Q.3) Do you believe that people can have a good but fake personality in regards of saving the environment throughout their life? (Fake Personality means people are showing concern for environment in public but they do not practice eco-friendly approach in their personal/practical life)

4) Do you believe that the personality can be upgraded for living a better life and to save the environment?

- 5) Do you believe that, the driving force for using the eco-friendly approaches like- using dustbin, avoiding plastic, using organic product, using public transport etc., should come from within?

4.3 Data Processing and Tools of Analysis

Questions Asked													
Q.1) Do you understand Sustainable Development?													
Q.2) Would you like to have a good, healthy and resourceful environment for the future generation?													
Q.3) Do you believe that people can have a good but fake personality in regards of saving the environment throughout their life? (Fake Personality means people are showing concern for environment in public but they do not practice eco-friendly approach in their personal/practical life)													
Q.4) Do you believe that the personality can be upgraded for living a better life and to save the environment?													
Q.5) Do you believe that, the driving force for using the eco-friendly approaches like- using dustbin, avoiding plastic, using organic product, using public transport etc., should come from within?													
	YES						NO						
Gender	Female	% Female	Male	% Male	YES	% YES	Female	% Female	Male	% Male	NO	% NO	
Total	34		14				34		14				48
Q.1	27	79.41	11	78.57	38	79.17	7	20.59	3	21.43	10	20.83	48
Q.2	33	97.06	14	100.00	47	97.92	1	2.94	0	0.00	1	2.08	48
Q.3	32	94.12	10	71.43	42	87.50	2	5.88	4	28.57	6	12.50	48
Q.4	34	100.00	12	85.71	46	95.83	2	5.88	0	0.00	2	4.17	48
Q.5	33	97.06	11	78.57	44	91.67	1	2.94	3	21.43	4	8.33	48

4.4 Research Question (RQ)

RQ.1) Do male and female have any preferential difference in believing about the fake personality.

4.5 Hypothesis of the Study & Hypothesis Testing

4.5.1. Hypothesis for Research Question 1 & Hypothesis Testing

Null Hypothesis H_0 : Gender and their belief about the fake personality are independent.

Alternate Hypothesis H_a : Gender and their belief about the fake personality are dependent.

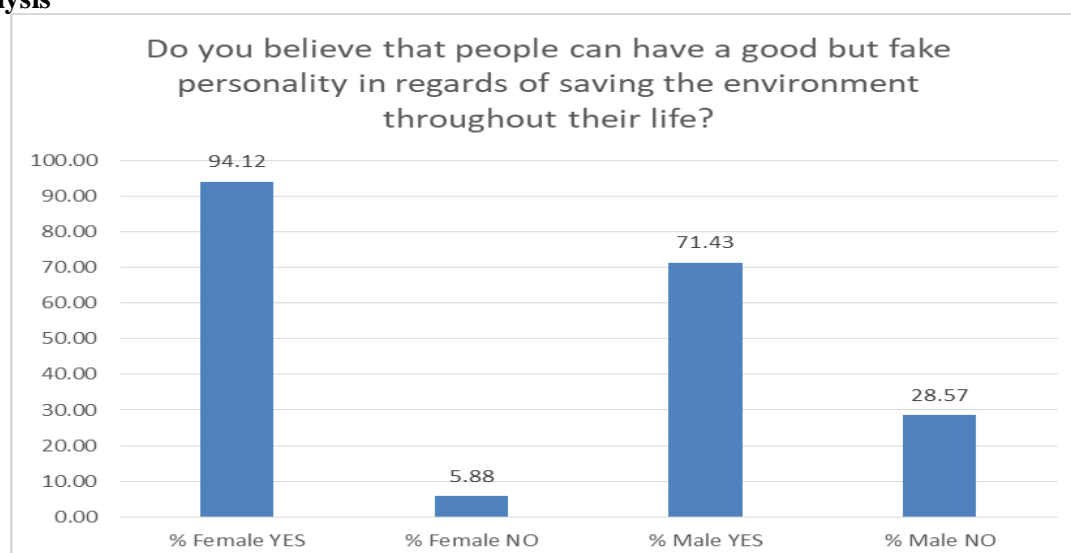
Gender	Fake personality can be sustained	Fake personality cannot be sustained	Marginal row total
Male	10	4	14
Female	32	2	34
Marginal column total	42	6	48

The chi-square statistic is 4.6675. The p -value is .030739. Significant at $p < .05$.

The chi-square statistic with Yates correction is 2.8235. The p -value is .092892. *Not* significant at $p < .05$.

Thus, we accept null hypothesis that means-: Gender and their belief about the fake personality are independent.

4.6 Analysis



5. RESEARCH FINDINGS

The study findings are as follows:

- 1) To fulfil the first objective Q. 1 and Q.2 were framed. The result showed that 79.17 % individuals had admitted that they understand the sustainable development in Q.1 which was-do you understand Sustainable Development? But when they were asked Q.2 which was- would you like to have a good, healthy and resourceful environment for the future generation? Then 97.92 % individuals responded that yes, they would like to have a good, healthy and resourceful environment for the future generation. The above two results clearly indicate some respondent know the motto of sustainable development without knowing the technical term such as sustainable development.
- 2) To fulfil the second objective Q.3 was framed. The result of chi-square test showed that Gender and their belief about the fake personality are independent.
- 3) To fulfil the third objective Q. 4 was framed. The result showed that 95.83 % respondent understand that personality can be upgraded in order to save the environment.
- 4) To fulfil the fourth objective Q.5 was framed. The result showed that 91.67 % respondent believe that, the driving force for using the ecofriendly approaches like- using dustbin, avoiding plastic, using organic product, using public transport etc., should come from within.

6. CONCLUSION

The research findings reveal that there is need to aware the people about the sustainable development in easy way with instructions or steps to be followed to achieve the aim of sustainable development. People understand the though Personality is an outcome of past experience but it can be upgraded or improved. The study also reveals that Gender and their belief about the fake personality are independent. People also understand that there is a need to internalise the eco-friendly approach.

7. LIMITATIONS

As the number of respondents is low the findings may not be leading to generalization and hence it gives scope for further study in terms of selecting large population size and including different zones, and different age groups.

8. SCOPE FOR FURTHER STUDIES

The further study can be done to find out the ways to develop the personality of people in order to make them more environment caring both in public as well as in their private life.

9. REFERENCES

1. Swami, V., Chamorro-Premuzic, T., Snelgar, R., & Furnham, A. (2011). Personality, individual differences, and demographic antecedents of self-reported household waste management behaviours. *Journal of Environmental Psychology*, 31(1), 21–26. <http://doi.org/http://dx.doi.org/10.1016/j.jenvp.2010.08.001>
2. Abdollahi, Abbas & Hosseinian, Simin & Karbalaee, Samaneh & Beh-Pajooh, Ahmad & Kesh, Yousef & Najafi, Mahmoud. (1999). The big five personality traits and environmental concern: the moderating roles of individualism/collectivism and gender. *Romanian Journal of Applied Psychology*. 10.24913/rjap.19.1.01.
3. Hirsh, J. B. (2010). Personality and environmental concern. *Journal of Environmental Psychology*, 30(2), 245–248. <http://doi.org/10.1016/j.jenvp.2010.01.004>
4. Dunlap, R. E., Van Liere, K. D., Mertig, A. G., & Jones, R. E. (2000). New trends in measuring environmental attitudes: measuring endorsement of the new ecological paradigm: a revised NEP scale. *Journal of Social Issues*, 56(3), 425–442. <http://doi.org/10.1111/0022-4537.00176>

SOCIAL CAPITAL: NEED AND RELEVANCE DURING EMERGENCIES LIKE CORONA PANDEMIC

Dr. Rajesh Harichandra BhoiteHOD- Business Economics, Anjuman-i-Islam's Akpar Peerbhoy College of Commerce and Economics,
Maulana Shaukat Ali Road, Grant Road, Mumbai

ABSTRACT

It is true that we being social animals keep feelings for each other and stand with each other during our need. But this is more individualist decision. By social capital we actually take this behavior as social behaviour to develop mutual trust, values, common welfare. The term social capital is not so clearly defined but still has great significance in social sciences and its relevance form micro to macro level benefits. It is social capital is a multidimensional concept. It during corona pandemic, people had to suffer and was led to suffer by some decisions of lockdown. But there too social capital was observed in the action of people and social groups who offered hand of help to those sufferer keeping social values alive. Therefore, in order to sustain this zeal and spirit, there is a need to find out how this capital can be cherished and made relevant for human beings as social actors. The micro-macro link helps in understanding the way by which the individual behaviours and social phenomena are connected with one another. Social capital is essential for proper functioning society. There is a need to take care about the capital being present equally in terms of bonding and bridging capital for a harmonious and prosperous society.

This paper is an endeavour to understand the relevance of social capital today during pandemic and how should it be cherished?

Key words: Corona pandemic, social capital, attributes, relevance

INTRODUCTION OF SOCIAL CAPITAL

Being social animals, social networking is the most important necessity to develop good relationship among us and also the social values to complement economic capital and growth of any organization or a nation. Social capital mainly comprises the value of social relationships and networks needed for the betterment of a society based mutual understanding and trust. This term is not clearly defined and has pervasive application in all the field of social sciences. It is mostly developing strong social interaction for the benefits of society at large and also individuals at micro level. It is all about the values of social networks, bonding with each other and developing bonds, links between diverse people with diverse minds. It is also like goodwill available to the individuals or groups. It basically related to the question, how people interact with each other? Social capital terms are studied form micro as well macro perspective. It is very comprehensive and can relate with all the branches of social sciences in different dimension.

STATEMENT OF THE PROBLEM

Although social capital is interpreted in different ways and different dimensions by different social scientists, it is true that it is related to social interaction, trust, understanding, intellect and social welfare. This term has potential to integrate micro and macro analysis. At micro level, it shown social networks such as binding, bridging, and linking ties with norms, trust and goodwill and shared values, goals and purposes. At macro level it shows well developed, happy society building strong foundation for economic development.

We witnessed the troubles and suffering of people during corona pandemics, there were many groups who helped migrated workers by giving food, water and necessary goods. There were many initiatives by the individuals to care and give hand of help to other human beings. But the level of this kind of social capital is never measured properly until otherwise it becomes the common culture and people and develops those sentiments and feelings among them to create a beautiful society caring interest of each other. This paper especially is written to understand how social capital can be cherished, why it is relevant and important in normal life and during emergencies like pandemic.

OBJECTIVES OF THE STUDY

1. To study the role and importance of social capital during emergencies like corona pandemic
2. To find out the attributes and modes of cherishing social capital in society

HYPOTHESIS

1. H0: There Is No Statistically Significant Relationship between Social Capital During Emergency (SCDE) And Educational Qualification
H1: There Is a Statistically Significant Relationship Between Social Capital During Emergency (SCDE) And Educational Qualification.
2. H0: There Is No Statistically Significant Relationship between Social Capital during Emergency (SCDE) and Occupation
H1: There Is a Statistically Significant Relationship between Social Capital during Emergency (SCDE) and Occupation

METHODOLOGY:

A) Primary Data: Data is collected from 200 respondents to understand the role of social capital during emergencies like pandemics and how can one cherish it for mutual benefit. The questionnaire with Likert scale was used to collect responses.

B) Secondary Data: To supplement primary data, secondary data was collected from various reference books, articles and published sources to define social capital in better way.

C) Sampling Technique:

- Sampling Universes : Educated respondents
- Sampling size : 200 respondents
- Sampling method : non-probability convenient sampling
- Sampling tool : Structured questionnaire with Likert scale
- Sampling area : Thane district
- Nature of study : Descriptive and inferential

LITERATURE REVIEW:

Following is some of the definitions of social capital covering different areas social sciences

Burt (1992) wrote about cooperation and co-ordination are the main values behind developing social capital; it can be extended through friends, colleagues at work place and contract we have with as general relations. It makes the social bonds strong and results into cooperative actions.

Bellevue (1992) showed the importance of trust and connection in developing social capital as institutional affiliation and personal network always help in boosting social capital among us. Good personal network results in to cooperative behavior and prompt action.

Baker (1990) stressed more on relationship and interaction as it shows relation between social actors in the society who are there to handle each other sentimentally and affectionately during emotional support.

Pennar (1997) gave opinion about mutual trust which not only influences individuals but also social group at macro level. It is necessary for economic development as social and interpersonal structure plays an important role in developing social capital.

Thomas (1996) explains affection side in society and the base of social capital to increase the domain further. He believes in promoting collective welfare. Well, being of all is the true social image which claims happiness and care and utmost faith.

Woolcock (1998) mentioned about social network which needs trust on each other as base for increasing social network and reciprocal actions. The social network helps in solving social problems occurred during emergencies.

Putnam (1995) stated the values like norms, values and shared goals. He mentioned that social capital is a base for facilitating coordination and cooperation for mutual benefit. Social organizations grow on mutual trust and benefit all.

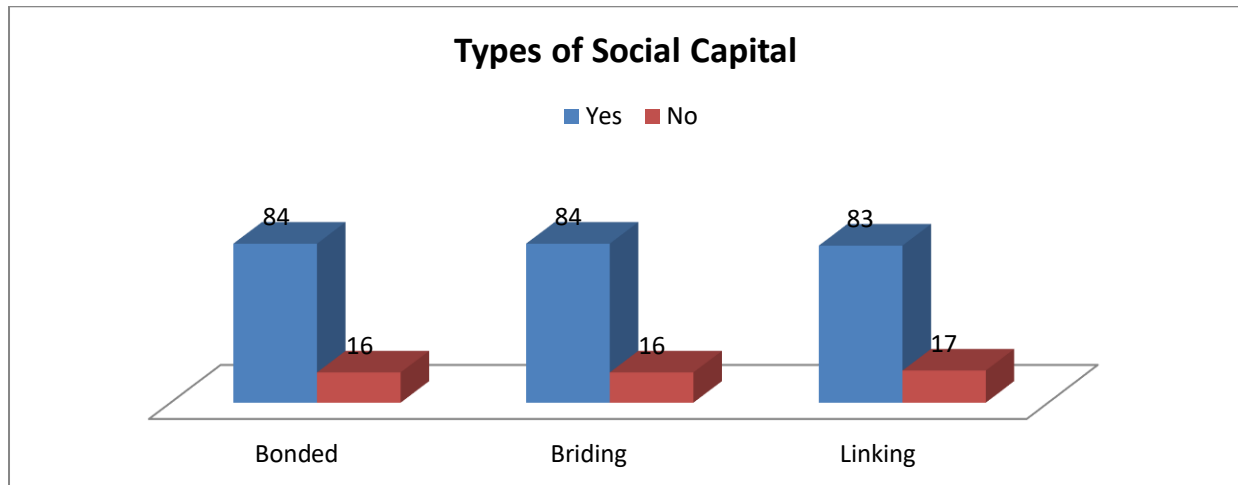
DATA ANALYSIS

To highlight the significance of social capital during pandemic, data was collected from educated respondents in which 55 percent were post graduates, 20 percent were Doctorates, 25 percent were graduates from various streams. Nearly 92 percent from service sector and rest self-employed businessmen. 100 percent felt that civic

accountability and obligation is must for social capital. Only 59 percent agreed that social capital could play an important role during corona pandemics which is being experience till now. 82 percent respondents believed that people wish to help each other during pandemics willingly. Only 78 percent agreed to keep high social capital during contingencies. Whereas others were unsure of this term.

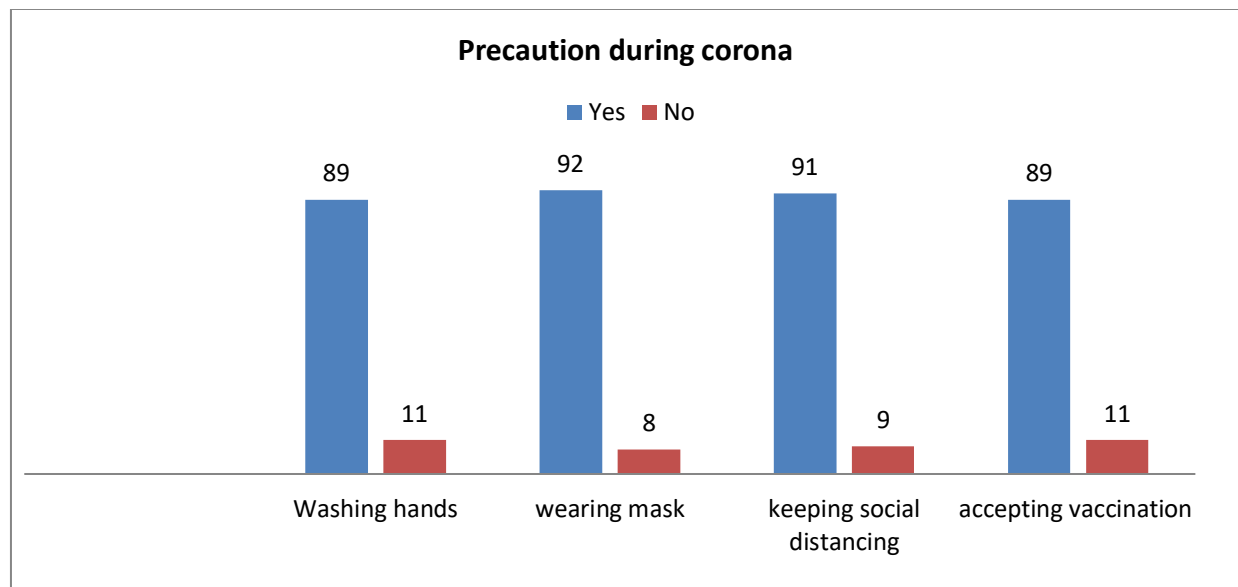
Figure 1: Types of Social Capital

There are different kinds of social capital. Bonded social capital shows connection between similar groups of people sharing same characteristics. It is strongest form as it shows close bonds in relationship.



Nearly 84 percent respondents mentioned that bonded social capital is necessary. Bridging social capital refers to the developed bonds through any intermediary and is not so strong but can be converted into bonding social capital. Nearly 84 percent believed that it may help in good interaction and integration. And linking social capital is like bridging social capital but only shows vertical association between socio-economic groups. Nearly 83 percent respondents believe that it strengthens social capital in good way.

Figure 2: Precaution during Corona pandemic



Pandemic is so threatful that people had to change their way of living. On asking how they could keep themselves away from covid-19, 89 percent mentioned that hands were washed every now and then. 92 percent felt that mask was must was used to have safety from infection. 91 percent respondents believed that social distancing was must and one could avoid regular meets and gathering via functions and meetings or social event. 89 percent feel that vaccination is the best precaution to be safe growing spread.

Figure 3: Faced during Lockdown

Pandemic is one of the most threatful experiences for all. It was different to different people. For settled population, it was not a matter of worry but for average and low-income group, it was a matter of great concern

and anxiousness. 63 percent people developed feeling of isolation. 84 percent agreed that they faced employment problems during pandemic. 43 percent respondents felt that they faced problem of loneliness. 73 percent respondents agreed to have suffered from psycho-social issues.

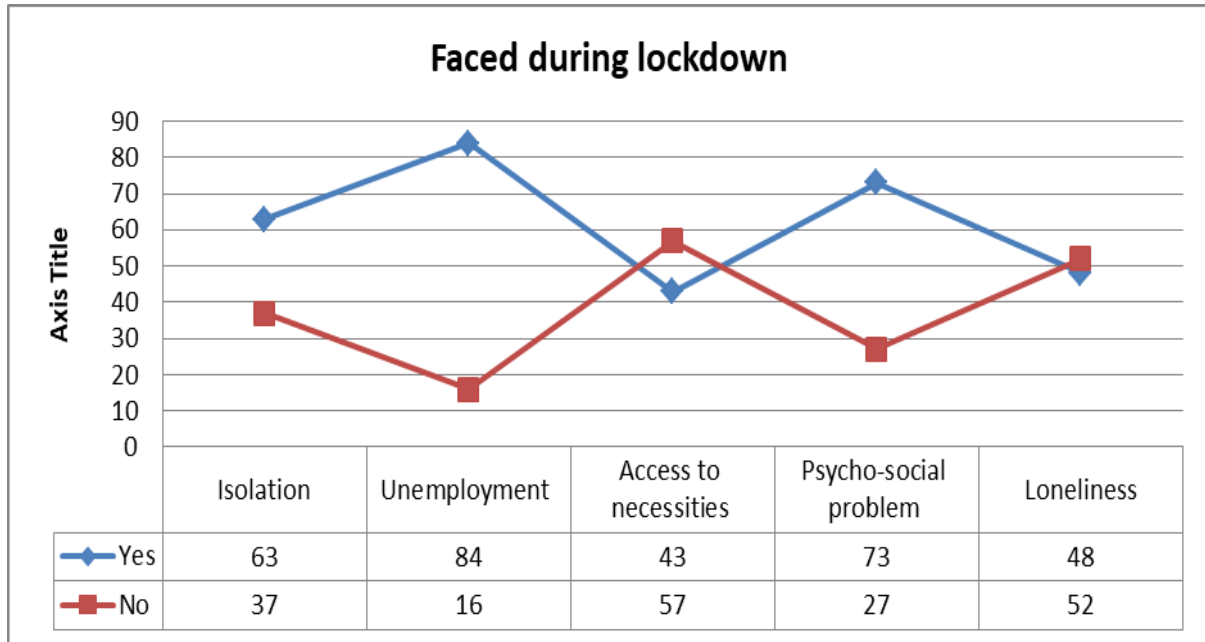
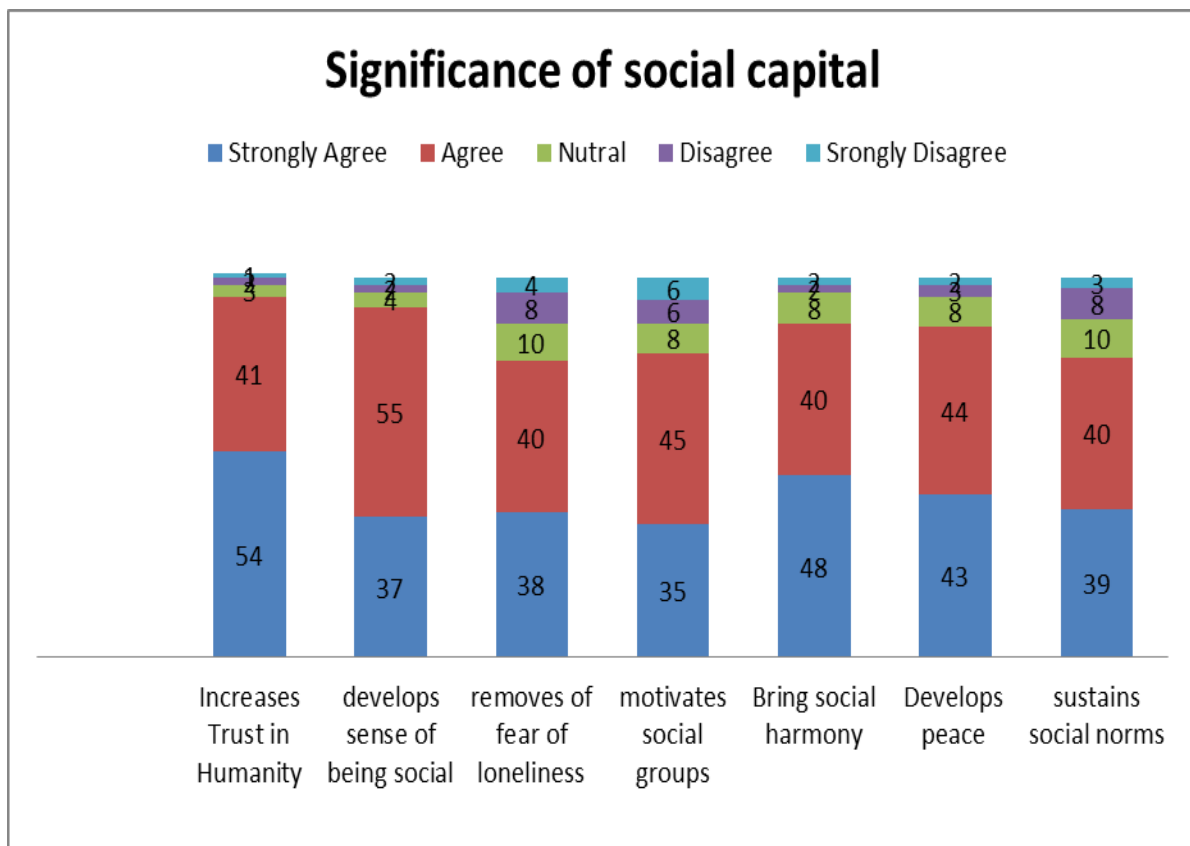


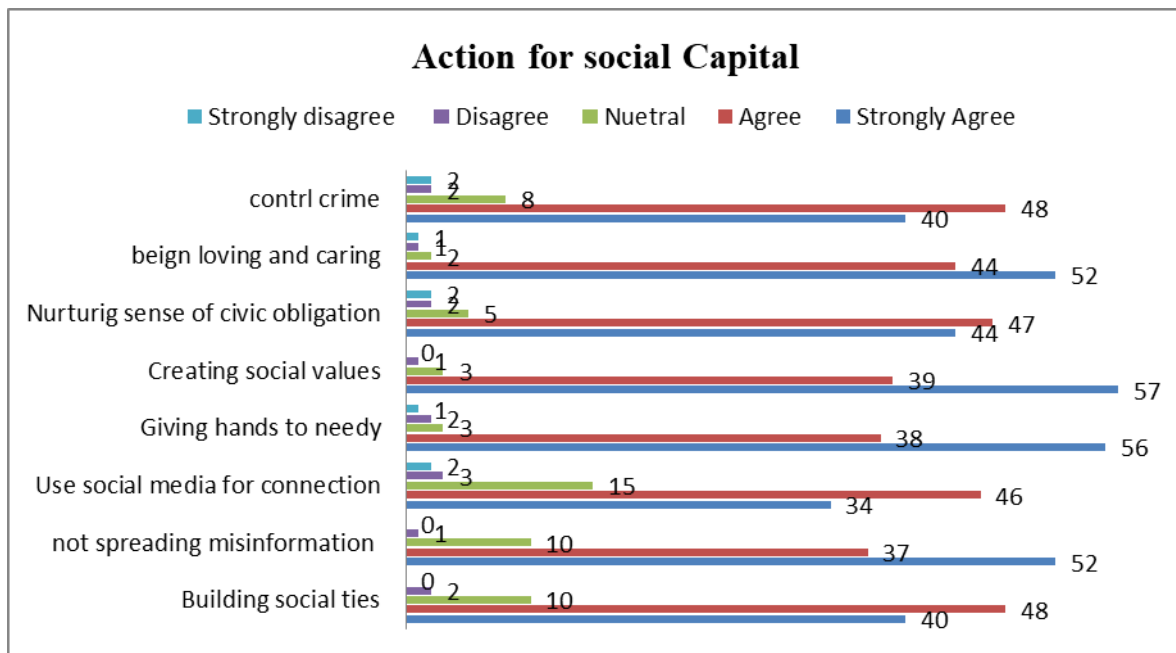
Figure 4: Significance of Social Capital

How social capital helps us in creating affectionate society was the question. 95 percent respondents agreed that it increases trust in humanity. 82 percent believed that there is a feeling of being social if social capital is raised during emergencies. 78 percent respondents believed that it removed fear of loneliness and they felt more social as a part of whole.



80 percent mentioned that social capital motivated social groups on a large scale. 88 percent stated that it was essential to avoid social conflicts and to maintain social harmony. 87 percent respondents believed that it helped to develop peace in the economy. And 79 percent agreed that it could sustain social norms in a country

Figure 5: Action for Social capital



Social capital has to be brought into action by our thoughts and deeds to create a society of full of happiness and love. On asking question on what can be done to have strong social capital in a country, 98 percent respondents agreed that crime rate could be reduced by spreading love care among people during lockdown in cities. It was also supported by almost 97 percent respondents. To have beautiful country, sense of civilization has to be developed is agreed by 91 respondents. More than 85 percent respondents agree that social values should be cherished and hand of support should be given to the needy one. 89 percent respondents believe that no misinformation should be spread media should be used appropriately. Almost 98 respondents felt that there had to be strong social tie.

Figure 6: Cherishing Social Capital

Social capital is not acquired from others but has to be inculcated by all to have common experience to be good with all. Only 32 percent believed that media can help in this, but 68 percent felt that media may not assure it today. 70 percent respondents denied that social capital can be developed by mere observing others but it can be done by individual participation. 81 percent believed that one must get engaged in developing social capital in the society. 85 percent mentioned that social capital cannot develop in comprehensive way by depending upon NGOs and Trusts. And only 45 supported donations as a medium of developing or cherishing social capital.

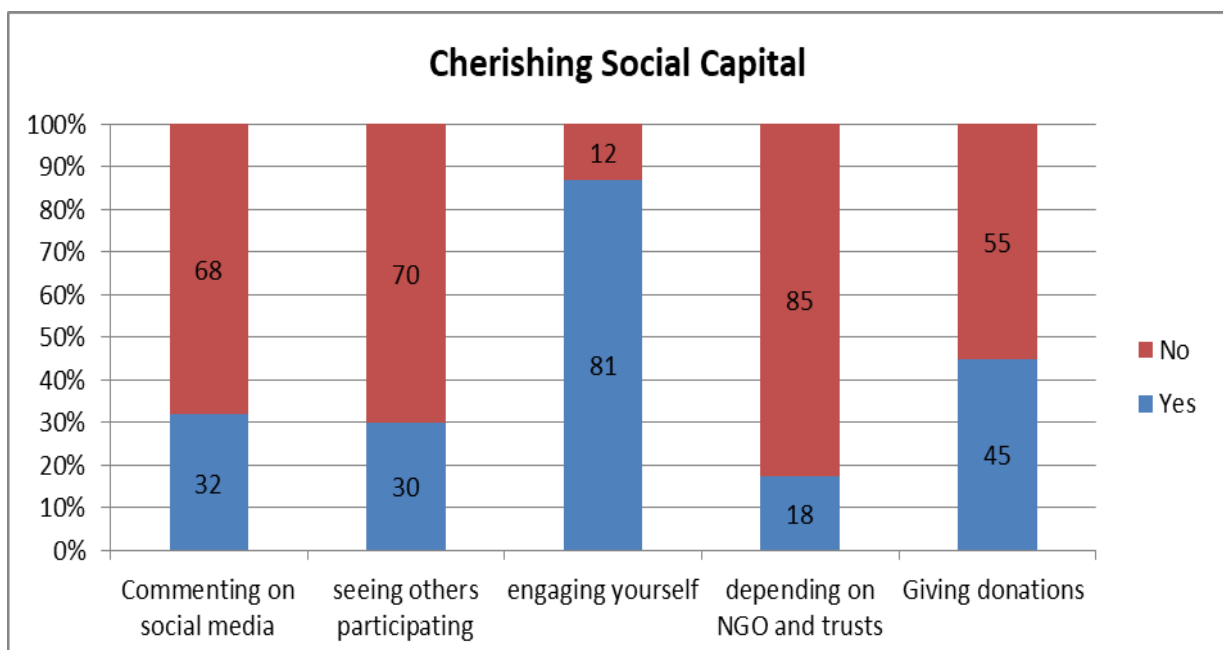
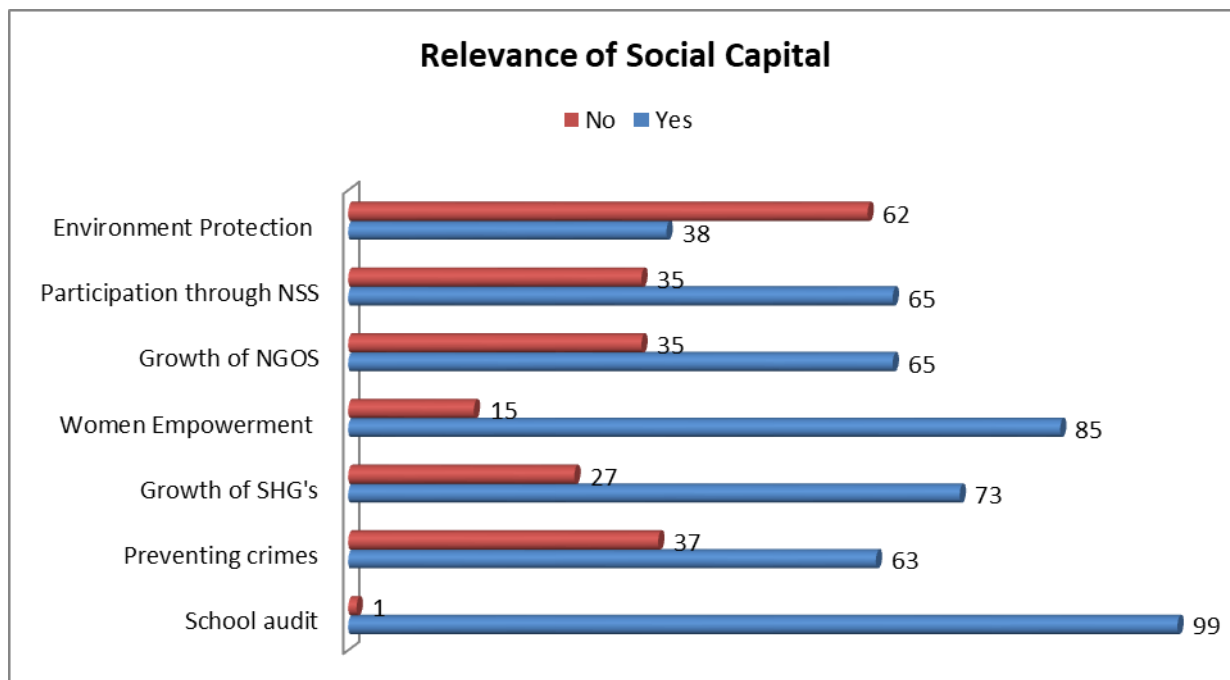
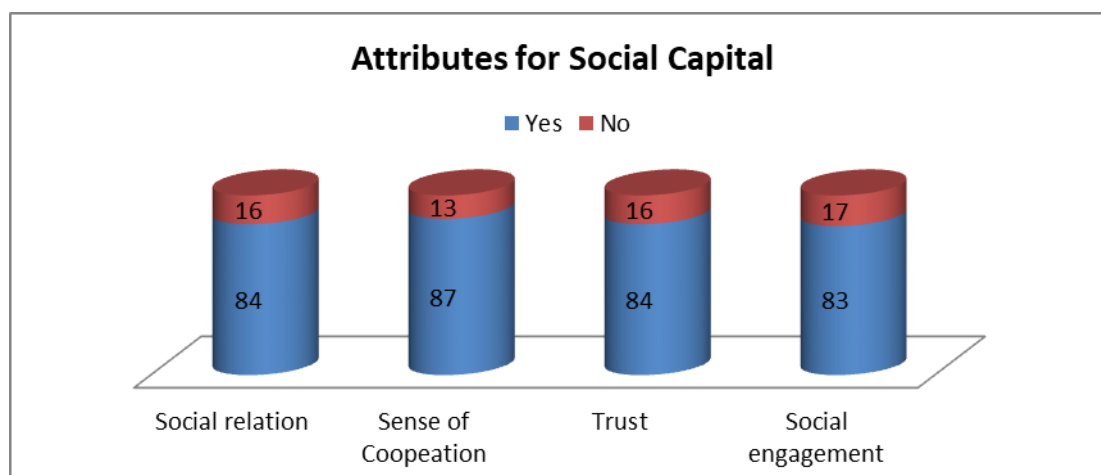


Figure 7: Relevance of Social Capital:

Social capital is more relevant today as it is the need of an hour during emergencies. 38 respondents mentioned that it is necessary for protecting environment. 65 percent agreed that it is possible through participating in NSS activities. 65 percent agreed that the growth of NGO's may add value to it. More than 85 agreed that women empowerment will be more visible when social capital is developed. 73 percent agreed that the growth of self-help group will be good if social capital is developed. 63 percent mentioned that the social crimes will be cut if there it is developed. Whereas 99 percent said that it will help in auditing schools as one of the most important social infrastructure.


Figure 8: Attributes for Social Capital

Social capital can never be developed unless there are some attributes in the individual and groups. 84 percent respondent believed that social relations played an important role in it. As good social interaction and integration raises level of social capital. 87 percent respondents agreed that sense of cooperation is the core of raising social capital within the society and nation. 84 percent agreed that trust is the foundation of developing social capital and 83 percent respondents mentioned that social engagement is must for enhancing social development.



❖ Hypothesis Testing

Hypothesis 1:

The results of the Fisher exact test were significant based on an alpha value of 0.05, $p < .001$, suggesting that SCDE and Educational Qualification are related to one another.

Observed and Expected Frequencies

Educational Qualification	SCDE			<i>p</i>
	Don't Know	Might	Sure	
HSC	5[1.55]	8[3.30]	7[15.15]	< .001
Graduate	1[0.54]	1[1.16]	5[5.30]	
Post Graduate	2[4.27]	7[9.08]	46[41.65]	
Doctorate	0[1.63]	1[3.47]	20[15.90]	

Note. Values formatted as Observed [Expected].

Hypothesis 2:

A Fisher's exact test was conducted to examine whether SCDE (SCDE) and Occupation were independent. There were 3 levels in SCDE: Don't Know, Might, and Sure. There were 2 levels in Occupation: Service and Business.

The results of the Fisher exact test were significant based on an alpha value of 0.05, $p < .001$, suggesting that SCDE and Occupation are related to one another.

Observed and Expected Frequencies

SCDE	Occupation		<i>p</i>
	Service	Business	
Don't Know	4[7.30]	4[0.70]	< .001
Might	14[15.51]	3[1.49]	
Sure	76[71.18]	2[6.82]	

Note. Values formatted as Observed [Expected].

CONCLUSION

From the responses, it is understood that everyone understands the significance of developing social network, shared values, common goals for mutual welfare of all. They agreed that during natural emergencies we all must stand together to help each other and carry out the situation. Social capital helps in creating strong societies and also developing economy at macro level. But more attempts are needed to convince people to understand the ways and actions to cherish the social capital so that the result of this endeavour can benefit each and every one in the society. To create social capital, individual, institutions and government should focus on building a variety of social ties and also should check if it is maintained or not. There should be attempt to create provision for future disaster.

REFERENCES

- <https://www.socialcapitalresearch.com/literature/definition/>
- Woolcock, Michael. 1998. "Social capital and economic development: Towards a theoretical synthesis and policy framework." *Theory and Society* 27: 151-208.
- Burt, Ronald. 1992. *Structural Holes: The Social Structure of Competition*. Cambridge: Harvard University Press.
- Putnam, Robert D. 1995. "Bowling alone: America's declining social capital." *Journal of Democracy* 6: 65-78.
- Pennar, K. 1997. "The tie that leads to prosperity: The economic value of social bonds is only beginning to be measured." *Business Weekly*: 153 – 155
- Baker, W. 1990. 'Market Networks and Corporate Behaviour.' *American Journal of Sociology* 96: 589 – 625.
- Belliveau, M. A, C. A III O'Reilly, and J. B Wade. 1996. 'Social Capital at the Top: Effects of Social Similarity and Status on CEO Compensation.' *Academy of Management Journal* 39: 1568 – 1593
- Thomas, C. Y. 1996. "Capital markets, financial markets and social capital." *Social and Economic Studies* 45: 1 – 23.
- Article "Social Capital in the times of Pandemic", *Civil Service Chronicle*, Vol. XXXII, No.7, January, 2021, pp 82-85

POSITIVE EFFECT OF COVID -19 ON THE KARIYANAWALA AND BHAJIWAL (FOOD GRAIN RETAILER AND VEGETABLE SELLER) IN MUMBAI BORIVALI WEST ON EKSAR ROAD

Mr. Sameer Shashikant GandhiAssistant Professor, Clara's College of Commerce, Andheri (West), Mumbai

ABSTRACT

There are two side of coin head and tail similarly way any situation in the life also has positive and negative effect. All are saying covid-19 has more negative effect but people find out that in has positive effect on Environment, Family life of people, Foods and beverage Industry. But no research is made in small but huge profitable that is Kariyanawala and Bhajiwala (Food grain retailer and Vegetable seller). So, it pursues me to do research in this area.

Key words: Positive, Bhajiwala, Kariyanawala

INTRODUCTION:

If we asked any business man in general, they say their business is not going well due to lockdown shops are not open. Shops are open for limited time only. But some business is flourish, like wine shop when they open after lockdown more than core rupees' wine are sold within two days. Where other business making low sale like cloths vendors, shoe vendors etc. But business during this period is done good sales and earn good profit is Bhajiwala and Kariyanawala, which is basic requirement of day-to-day food and all kitchen required it. Price of these two things is very high during the lockdown period.

HYPOTHESIS:

Whether Bhajiwala and Kariyanawala really earn good amount of profit during Covid -19.

METHOD OF DATA COLLECTION:

General two methods are used for data collection Primary and secondary I use both the method Data collected by primary method and review are taken by secondary.

Limitation: Time is limiting factors. Due to lockdown restrict the movement from one place to another place. It is difficult to collect data. Research paper is not available on this topic. So positive effect of covid-19 on others area review are consider.

REVIEW OF LITERATURE:

Covid 19 induce lockdown is improving environment condition Effect on air, water quality and cause a significant reduction in PM 2.5, NO2 AND CO. CITATION Ibr \l 1033 (Ibrahim Khan,Dawood Shah,Sayed Suliman Shah) .

The F&B sector is doing so in the larger benefit of the entire community, it will take few times to recover it lose. (Surri, Wednesday, 13 May, 2020,)

We learn from this period that we have to give importance to health system and clinical researches. CITATION Pay20 \l 1033 (Payal Sudhakar Kamdi,Meena Shamrao Deogade, 2020).

Taking COVID-19-related stress into account, we identified same group that experienced above-average stress levels and nether group that experienced below-average stress levels. While symptoms increased in the high-stress group, the low-stress group showed reduced symptoms at the post-outbreak assessment. Moreover, we consistently identified SOC as a predictor of individual symptom change, with higher SOC levels predicting smaller symptom changes. CITATION SCHo6 \l 1033 (SCHAFFER S.K,SOPP M.R, SCHANZ C.F,STAGINNUS M. gORITZ A.S, 2020, Vol.89, No. 6)

This special issue is a global effort to address some of the pandemic-related issues affecting society. There are papers that cover various industry sectors in which changes in customers behavior and businesses, ethical issues, and aspects related to employees and leadership special issue is a global effort to address some of issue related to pandemic affecting society.. CITATION Nav89 \l 1033 (Naveen Donthu , Anders Gustafsson, Volume 117, September 2020, Pages 284-289)

ANALYSIS OF DATA:**TYPES OF BUSINESS**

12% Respondents are retailer, 20% are wholesaler and retailer, 28% are wholesaler and reaming are Bhajiwala.

WHETHER BUSINESS IS GOING WELL DURING COVID 19 PERIOD

98% Respondents say yes and balance say no.

Profit earn during the lockdown period compare the normal period. All the respondents say yes.

Whether the price of the grain/vegetable rise during the lockdown period.

All the respondents say yes.

Business is going well during this period of Covid 19. Compare to normal period.

All the respondents say yes.

Profit earn during the lockdown period compare to normal period

Same number of respondents (i.e 48%) are for good and moderate profit earner and balance 4% average.

8% respondents say low profit. 28% say moderate profit. 30% say average profit and the balance say Good profit.

CONCLUSION

From the above analysis we concluded that the average profit is earn after the lockdown is removed and good amount of profit is earning during the lockdown period. So people say the business is running at loss but only few of the others is earning good amount of profit during this time. It is say that they "Take the advantage of condition and earn money" and they take it.

As there is always scope for further research in every field same is for my paper also.

BIBIOGRAPHY

- BIBLIOGRAPHY \l 1033 (n.d.).
- Ibrahim Khan, Dawood Shah, Sayed Suliman Shah. (n.d.). November 2020 International journal of Environmental Science and Technology 13(12):1-10.
- Naveen Donthu, Anders Gustafsson. (Volume 117, September 2020, Pages 284-289). Effects of COVID-19 on business and research. JOURNAL OF BUSINESS RESEARCH.
- Payal Sudhakar Kamdi, Meena Shamrao Deogade. (2020). The hidden positive effects of COVID-19 pandemic. WARD (MAHARASHTRA): International Journal of Research in Pharmaceutical Sciences.
- SCHAFER S.K, SOPP M.R, SCHANZ C.F, STAGINNUS M. gORITZ A.S. (2020, Vol.89, No. 6). IMPACT OF COVID-19 ON PUBLIC MENTAL HEALTH AND THE BUFFERING EFFECT OF A SENSE OF COHERENCE. Psychother Psychosom 2020;89:386–392.
- Surri, J. (Wednesday, 13 May, 2020,). Impact of Covid-19 pandemic in the food industry. The author is CEO & co-founder, SJI Hospitality and Foods Private Limited, Mumbai: TOP NEW.

AN EMPIRICAL STUDY ON UNDERSTANDING NEW CONSUMER BEHAVIOUR PARADIGM FOR ONLINE ADVERTISING FOR THE SUSTAINABILITY OF BUSINESS

Dr. Mamta Rajani¹ and Ms. Simran Rajani²¹Assistant Professor, Clara's College of Commerce, University of Mumbai²Research scholar, ASMSOC, NMIMS University, Mumbai

ABSTRACT

Advertising is meant to market the sale of a product or service. The portion of advertising that's done online is predicted to extend considerably over time as net-based content and services expand and consumers can access the web through a lot of devices such as mobile telephones, Laptop, Desktop and televisions. The paper provides marketers with insights of the factors which may be integrated into selling and advertising ways. The digital age has already created vital changes to every component of the promotion. Business organizations now see the web as a vital medium through those advertising messages may be directed toward shoppers. However, little is understood of perception concerning net advertising, attitudes toward net advertising related to customer perception. The present study determines the angle and perception towards on-line advertising. The paper focuses on the factors that consumers take into consideration when they come across on online advertisements. Factors like discount and offers, jingles & sounds, price, awareness, visuals, product information and frequency of advertisements are been analysed. Suggestions are also provided which companies can take into consideration while making an online advertisement for the sustainability of business.

Key words: Digital age, Online advertisements, Integrated, Promotion, Delivering content, Sustainability

INTRODUCTION

Online advertising is a form of advertising where the internet is used as a medium for displaying advertisements and attracting online consumers. Online advertising is the marketing strategy where marketers target the online users and promote their products and services online by delivering a message to the larger consumer. Marketers can reach consumers by adopting various internet formats such as websites, e-mail, ad-supported software's, text messaging and internet-enabled smart phones. As the web world is expanding the cyberspace population has become more important and diverse. Through the internet, consumers can be aware of availability of multiple brands without relying on manufactures or retailers, generate brand inquiries from manufacturers and retailers, customize products, and can also come to know about the discount& offers .

OBJECTIVES OF THE STUDY:

1. To explore the factors affecting online advertisement.
2. To understand what elements of online advertisement, affect consumer buying pattern.
3. To analyse the gender differences about the perception of factors towards the online advertising.

METHODOLOGY:

The Sample: i. Sample Size: 172 respondents to gather data from the respondents so that various respondents belonging to all age group, gender, professions, and religions could be covered but it was restricted to Mumbai Region only. **ii. Sampling Technique:** In this research, a convenience sampling technique is being chosen. **iii. Data collection:** Primary data through the standardised questionnaire is collected and the Secondary data is collected through reliable sources. **iv. Statistical tools used:** IBM SPSS 21.0 (Statistical Package for the Social Sciences), the jamovi project (2021). jamovi. (Version 1.6) for data analysis is used for running Hierarchical Clustering of Factors & Independent sample T-test & Descriptive statistics

Significance of the study: In this digital era, a rapid increase in the use of social media and other online platform has been observed. With this, every company wants to increase their reach and provide their product/service information using online advertising using these online platforms. We live in an era of information-obsessed world. So, the study can give insights to the marketer regarding the use of online advertising for the quick promotion of product information to potential customer without geographical boundary limits by focusing on the factors considered when they come across on online advertisements.

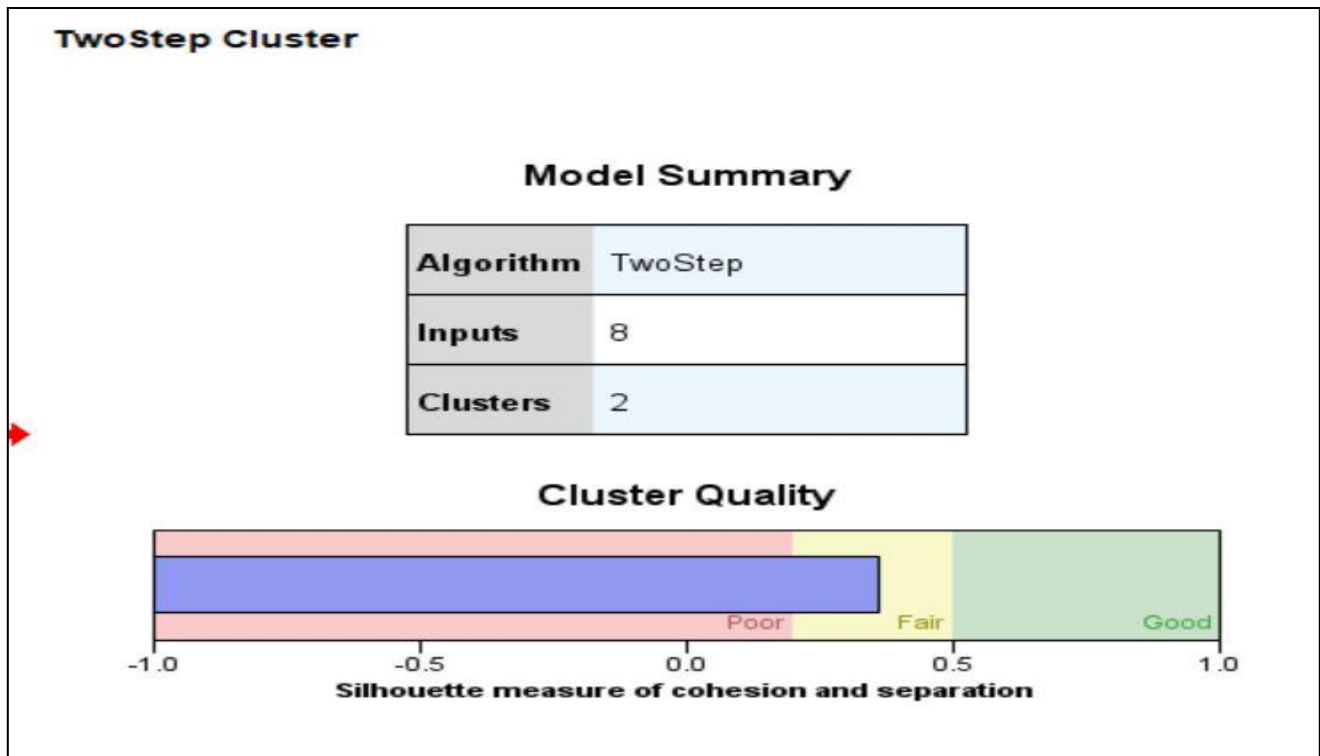
Review of Literature: According to (Abd Aziz et al., 2008) The study highlights that two perceptions can be perceived by consumers. Favorable perception can be created among the consumers in which they may perceive that online advertising enables an individual to get more information easily by simple click on an advertisement, another can be unfavorable perception about the online advertising such as unbelievable information and false content in online advertisement. According to the research of Korgaonkar, Silverbat and O'Leary (2001), people

who are interested in online advertising believe that advertising can provide useful information, can enhance its role and social image, hedonism and enjoyment, and advertising is not false or irritating. According to (Wadhawan, 2016) Factors such as gender, age, education level, occupation, marital status, income, repeated exposure to online advertising and time spent on online advertising are closely related to the effect of online advertising. According to (Lee et al.,) information in online advertising, hedonic pleasure, and materialism are important for marketers in creating online advertising. By understanding all the factors that influence consumers' attitudes towards online advertising, marketers can create effective advertisements that will influence consumers' information responses.

LIMITATIONS OF THE STUDY: As convenience sampling is used, all the non-probability errors would be there. The sample size is 172 respondents, it is not necessary that it truly represents the population/universe

ANALYSIS & INTERPRETATION OF DATA:

Figure 1 Use of Cluster Quality Graph



SPSS Output of Hierarchical Clustering of Factors in an Online Advertisement that affect the Consumer Behavior. The cluster quality chart indicates that our overall model quality is Fair meaning that we have homogeneous clusters. It indicates that 2 clusters were found based on the 8 input features we selected. The obtained value from silhouette coefficient, which indicates the measure of cohesion and separation of clusters is above 0.0, suggesting validity of the within- and between-cluster distances.

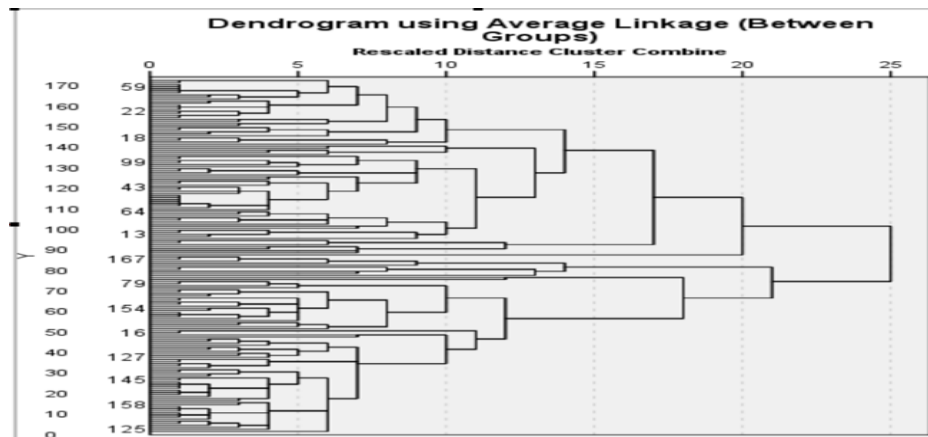
DENDOGRAM

Our collected data includes the importance consumers gave to different elements of online advertisements that affect their consumer buying behavior. The factors are Discount and offers, Product Information, Celebrity endorsement, Awareness, Visuals, product Information, Price, Jingles and Sounds, and frequency of advertisements. We collected data from 172 consumers. The participants were asked to indicate the importance of these factors and their effect on their buying behavior on a scale of 1-5 (1 being the least important and 5 being the most important).

A hierarchical cluster analysis is illustrated using by a dendrogram, which is a visual display of the clustering process. Here (Figure 2) we used the Average Linkage Between the group methods for our Dendrogram output. While the vertical lines are indicative of the distance between clusters, the horizontal lines represent the differences of these distances indicating the increasing dissimilarity between the two-customer segment and their choices of the what affects them the most in an online advertisement. The longest horizontal lines represent the largest differences as seen in the figure: 2. Therefore, a long horizontal line indicates that two clusters (which are dissimilar to each other) are being combined and identifies where it is optimal to stop the clustering procedure. Here we are able to observe the formation of 2 distinct clusters through this Dendrogram.

Dendrogram Graph using SPSS

Figure 2



. Descriptive Statistics of Clusters

Descriptive Statistics - Cluster 1					
	N	Minimum	Maximum	Mean	Std. Deviation
Discount and Offers	86	3	5	4.26	0.723
Celebrity Endorsements	86	1	5	2.95	1.105
Product Information	86	2	5	3.83	0.814
Visuals	86	2	5	4.14	0.799
Price	86	2	5	4.12	0.832
Jingles and Sounds	86	1	5	3.26	1.087
Frequency	86	1	5	3.00	1.063
Creates Awareness	86	1	5	3.88	0.873

a. Average Linkage (Between Groups) = 1

Figure 3

Descriptive Statistics- Cluster 2					
	N	Minimum	Maximum	Mean	Std. Deviation
Discount and Offers	86	1	5	2.49	1.135
Celebrity Endorsements	86	1	3	1.55	0.714
Product Information	86	1	5	2.84	0.931
Visuals	86	1	5	2.36	0.880
Price	86	1	5	2.77	1.025
Jingles and Sounds	86	1	4	1.86	0.828
Frequency	86	1	3	1.97	0.804
Creates Awareness	86	1	5	2.72	0.863

a. Average Linkage (Between Groups) = 2

Figure 4

Cluster 1 – As we can observe from figure 3, we are able to interpret that consumer belonging to cluster 1 are very price sensitive and opportunistic as they give the highest importance to Discounts and offers being displayed in advertisements as their mean of 4.26 suggest. The consumers in this cluster get attracted to those online advertisements that display various discounts, price cuts and promotional offers. Pop up advertisements highlighting ongoing discounts can be used by companies to target cluster 1. Visuals (mean of 4.14) and Price (mean of 4.12) are the next two most important factors for consumers in cluster 1. They get attracted to graphics and illustrated visuals and are on a look for advertisements with sensory appeal. Companies can use YouTube advertisements to target such kind of consumers as they pay close attention to graphics and visual formats of advertising. The next important factors for consumers in this cluster are product information and awareness. They look for advertisements which share some sort of information with them and help them enlarge their knowledge base. Advocacy advertisements can be used for them. They then get affected by frequency of advertisements and pay the least attention to celebrity endorsements.

Thus, we can say that consumers belonging to cluster 1 are rational consumers who are always looking to derive the maximum utility of a product and are willing to pay the least price possible. They cannot be easily influenced and find constant popping up of advertisements very annoying. They can fall into the category of brand switchers as they may switch to other brands if they offer low prices. Companies should thus use appropriate advertisements to engage with them on all platforms and should devise ways to convert them into loyal customers.

Cluster 2 – As we observe figure 4, we can observe that customers belonging to this cluster consider Product information (mean of 2.84) as the most important factor in online advertisements. They are looking for informational content in advertisements and are interested in knowing the details of their future purchase. They like to be fully aware of the product offering before purchasing so as to minimize all the possible risks associated with it. Price (2.77), Awareness through advertisement (2.72), and discounts and Offers (2.49) rank next for them. They too are price sensitive but don't always prefer cheaper options. They look for quality content. They want the price to be justified with the product offering. Thus, companies should advertise all the product benefits to customers in Cluster 2.

They are then attracted to Visuals, Frequency of advertisement and sounds and jingles. They seem to be attracted to advertisements with a sensory appeal. Customers in the Cluster 2 consider Celebrity endorsements as least important. Thus, we can say that customers in Cluster 2 are on the look for advertisements which provide information and educate them about the product's benefits and features.

Hypothesis: H0: There is no significant gender differences on the perception of the factors which consumer look for online advertising.

H1: There is significant gender differences on the perception of the factors which consumer look for online advertising.

Figure: 05 Independent Samples T-Test

Independent Samples T-Test						
		Statistic	df	p	Mean difference	SE difference
Perception of the factors for online advertisement	Student's t	-2.97	170	0.003	-0.424	0.143
Descriptive						
	Group	N	Mean	Median	SD	SE
Perception of the factors for online advertisement	Female	129	2.89	2.88	0.862	0.0759
	Male	43	3.32	3.38	0.632	0.0964

Independent Samples T-Test

Statistic	df	p	Mean difference	SE difference
-----------	----	---	-----------------	---------------

“An independent-samples t-test was conducted to compare gender differences on the perception of the factors which are considered important for online advertisement. There was a significant difference in the perception of males ($M=3.32$, $SD=0.632$) and perception of females ($M=2.89$, $SD=0.862$) conditions; $t(170) = -2.97$ $p = 0.003$. The P value was 0.003, ($P < 0.05$) so the difference was statistically significant. These results suggest that there are statistically significant gender differences on the perception of the factors which are considered important for online advertisement

CONCLUSIONS AND RECOMMENDATIONS:

Internet advertising has a significant impact on consumer attitudes. Research shows that consumers are rational consumers. They always strive to get the most benefit from products and are willing to pay at the lowest possible price. For marketers who create online advertisements, it is important to increase the visibility of online advertisements. Results of this study provided evidence to support that product information, Discounts and offers, creating awareness and price in an online advertisement are important for the marketer to take into consideration when they create an online advertisement. An effective advertisement can be created by the marketer by studying all the factors that will influence consumer's attitude towards online advertising. Marketers should also consider gender differences in the perception of the elements of online advertisement which affect consumer buying pattern.

REFERENCES:

- Azeem, A., & Haq, Z. (2012). Perception towards Internet Advertising: A Study with Reference to Three Different Demographic Groups. *Global Business and Management Research: An International Journal*, 4, 28.
- Jayashree, D. P. R. (2016). A Study on Consumer Online Shopping Habits Using Cluster Analysis. 2(11), 4.
- Korgaonkar, P. Silverblatt, R. & O'Leary, B. (2001). Web advertising and Hispanics. *Journal of Consumer Marketing*, 18, 134–152. <https://doi.org/10.1108/07363760110386009>
- Lee, C. M., Loo, C. H., Peng, C. S., & Xian, S. G. (n.d.). CONSUMERS' ATTITUDE TOWARDS ONLINE ADVERTISING: THE STUDY ON INFORMATIONAL RESPONSES. 130.
- Wadhawan, S. (2016). An Empirical Study of the Factors influencing the effectiveness of Online Advertisement. *IOSR Journal of Computer Engineering*, 02(02), 83–93. <https://doi.org/10.9790/0661-15010020283-93>

ECONOMIC IMPACT OF COVID-19 PANDEMIC IN INDIA

Dr. Raj Ankush SoshteAssistant Professor, NSS College of Commerce and Economics, Tardeo, Mumbai

ABSTRACT

With an increasing number of coronavirus cases, the government has locked down transport services, closed all public and personal offices, factories and restricted mobilization. Based on recent studies, some economists have said that there's employment loss of 40 million people (MRD report) within the country, mostly within the unorganized sectors. India is the developing country due to the Covid19 spread the cases reported in the India government has lockdown the country from last 4 months which affected the manufacturing activities and majorly it affects the availability chains and economy of the country. The pandemic and its economic impact in India have been largely disrupting. India's growth within the fourth quarter of the financial year 2020 went right down to 3.1 per cent consistent with the Ministry of Statistics. According to the Chief Economic Adviser (CEA) of Government of India, coronavirus pandemic effect on Indian economy resulted into down the Indian growth rate drastically. In the present paper we have discussed the impact of Covid19 on Indian economy.

Keywords: Covid-19; Indian economy; supply chain; manufacturing industries; barriers etc.

1. INTRODUCTION:

The covid19 epidemic is that the first and foremost human disaster in 2020. More than 200 countries and territories have confirmed effective medical cases, caused by coronavirus declared an epidemic by the WHO. Recent growth rate case globally has accelerated to more than 2 crores covid19 confirmed cases and more than 8 lakhs deaths till September 5th, 2020. As we have already acknowledged that India is a developing economy, it is stated as an economy passing through demand depression and high unemployment lockdown. With an increasing number of coronavirus cases, the government has locked down transport services, closed all public and personal offices, factories and restricted mobilization. Based on recent studies, some economists have said that there's employment loss of 40 million people (MRD report within the country, mostly within the unorganized sectors. In this scenario, they're predicting that India would enter recession affecting the unorganized sector and semiskilled jobholders losing their employment. The labor sector under the MGNREGA, 2005 are worst impacted as they're not provided jobs thanks to lockdown, most of the labor sectors are related to the development companies and daily wage earners. Travel restrictions and quarantines affecting many people have left Indian factories in need of labor and parts, just in time supply chains and triggering sales warnings across technology, automotive, consumer goods, pharmaceutical and other industries. If we ask the recent measures announced by the government and therefore the RBI to mitigate the impact of the pandemic, as said by the RBI governor, these are only for short term and should not deliver the specified results because the problem is severe and has been further aggravated by the lockdown. Referring to the recent happenings and data, the unorganized sector excluding this likely to suffer an excellent downfall within the coming days because the job generation goes down in growth rate with GDP. The Indian government has already held the high-level meetings to line the new manufacturing strategies. Japan and other countries also are trying to find the diversify the availability chains and manufacturing systems to new destinations. Indian government is now that specialize in the attempt to establishing India as an alternate to the China for manufacturing for both the local and global market. Most of the countries have shifted their production out of China thanks to the disruption of the availability chain between major trading partners. Supply chain is additionally disrupted in India at local level thanks to some barriers which are discussed within the present study. There are total of 18 critical barriers are acknowledged which affected the availability chains within the India. It is expected that this study will helpful the researchers to develop the conceptual models to beat from this issue.

2. OBJECTIVES OF THE STUDY:

The study is based on following objectives:

- To Study the present scenario of Covid -19 in India.
- To Study the effect of coronavirus pandemic 2020 on Indian Economy.
- To study the impact of Covid-19 on various sectors of Indian Economy.

3. METHODOLOGY OF THE STUDY:

The Data collected through secondary source of data collection through books, journals, published and

unpublished reports, articles, websites etc.

4. IMPACT OF COVID-19 ON INDIAN ECONOMY:

After the good depression of 1930 during which the worldwide economy has faced the worst recession is now facing the worldwide pandemic of corona virus that has laid the adverse effect on all the economic activities across the planet. The sudden decline in economic activities thanks to the lockdown is unexpected within the history of India. The great economist Keynes has suggested the concept of trade cycle after the good depression. The four stage of business cycle is taken into account to live the expansion rate and real GDP. International Monetary Fund (IMF) has projected the GDP growth as 1.9 per cent and this shows the worst growth performance of India after the liberalization policy of 1991 in this financial year because the corona virus has disturbed the entire economy. Instead after this the IMF in its latest edition of the planet Economy Report has placed India being the fastest growing economy in 2020. The global economy is projected to contract sharply by 3 percent in 2020 which is much worse than the financial crises in 2008-09. In India. The country will now face multiple challenges in terms of monetary crises, health crises, collapse in commodity prices and far more. The banking industry has increased the excess liquidity thanks to the demand side shocks that arises due to uncertainties also as lock down within the market. There is an enormous impact on the financial shock that has stock exchange crash, liquidity crises because it began to empty out from global market in banking industry and various changes in monetary policies. The US dollar credit crunch has started bothering the earth economy because of huge collapse of earnings, dollar denominated debts. Because the most of the businesses that depends upon international trade are going to be suffered severe pressure. The worldwide economic production is on decline and expecting a huge recession within the whole economy. The worldwide pandemic has hit the economy which questioned the target to form Indian economy of USD \$5 Trillion with 7 per cent of GDP by the year 2024. As per the earth Bank latest assessment, India is predicted to grow 1.5 percent to 2.8 percent also as according to IMF, it's projected a GDP growth of 1.9 percent in 2020 and to realize the thing of USD \$5 Trillion economy it's expected to grow at 9 percent per annum for five years. India's growth trajectory since 2011 shown in figure 1 below.

Figure 1.1 India's growth trajectory since 2011

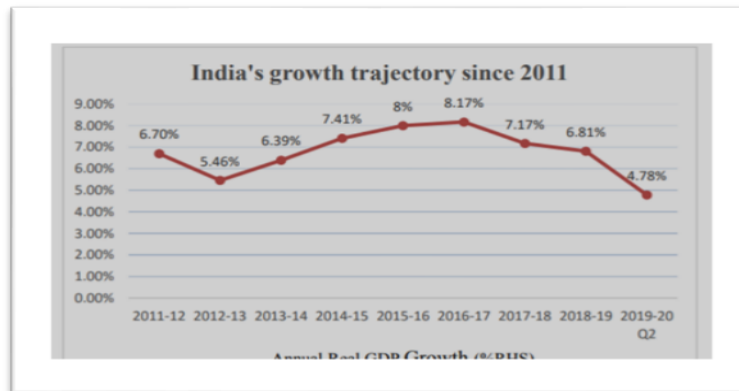
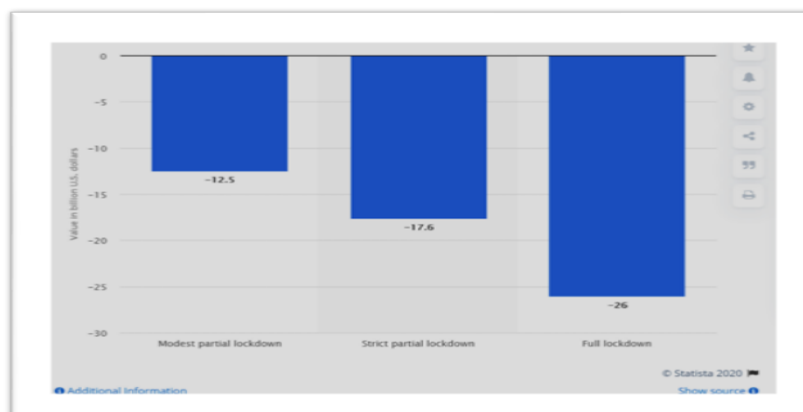


Figure 1.2 Estimated cost of the coronavirus (COVID-19) lockdown on the Indian economy in 2020 (in billion U.S. dollars)



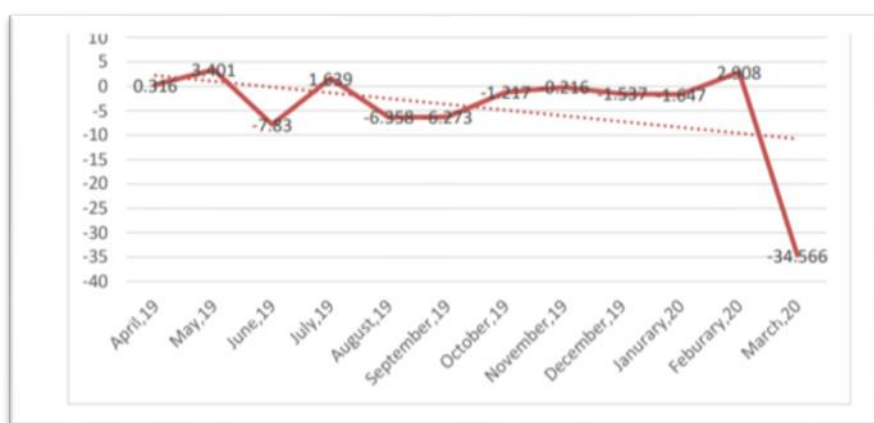
Source: Stastica Report 2020

The coronavirus (COVID19) had been at the middle of the loss of lives and livelihood on a huge scale. Trade across sectors was estimated to be impacted. Besides the import and export business, yet one more major revenue generator that received a blow was the tourism industry. India's predominantly unorganized retail market was yet one more casualty with the lockdown increasing the pressure on the web retail segment to rise to the occasion.

5. SECTOR-WISE IMPACT ON INDIAN ECONOMY:

- I. **Restaurants Services:** The National Restaurant Association of India (NRAI), which represents 500,000-plus restaurants across the country, has advised its members to pack up dine in operations. this may impact operations of the many at the massive scale restaurants, cafes, bars and pubs. By extension, food delivery platforms like Swiggy and Zomato that are by itself functioning have also taken an enormous hit.
- II. **Food and Agriculture:** the web food grocery, on the opposite hand, suffers an enormous loss thanks to the restriction of delivery vehicles. With the shortage of labour, the food processing units face a hunch in normal function but the govt. is trying to ease out things until that the factories need to suits working with low labour count.
- III. **Online Business / Internet Business sector:** the web business in today's economy plays a serious role within the economy with a market share of USD 950 billion. Thanks to threat of Covid 19 tendency of the purchasers overstock of essential product and commodities viz rice, flour and lentils. This gave rise within the sales of the FMCG companies which it saw fall within the stoke in trade thanks to distorted supply chain. the ecommerce sector saw a dip in growth with pressure on the availability chain deliveries and therefore the expectations of the consumers on the businesses to return up with newer distribution channels that specialize in direct to customer routes. During this soaring environment the managing and predicting of demand will play an important role within the customer relation sector. Categorizing the commodities into part.
- IV. **Impact on International Trade:** consistent with WTO, world trade is predicted to fall by between 13% and 32% in 2020 thanks to COVID 19 pandemic that has disturbed normal economic activity. Share of Indian export in, in total world's export is 3.5% and share important in world's import is 3.1% (2019). Consistent with UNCTAD, India's trade impact is close to be 348 million dollars. India stood in among 15 most affected economies thanks to fall within the production of china that's disturbing the whole trade pattern of world. India shares its trade surplus with USA, UAE, and Bangladesh and have deficit with China, Switzerland, Saudi Arab. India's total export growth from April 2019 to March 2020 is shown in figure 1.3.

Figure 1.3 India's Total Export Growth from April 2019 to March 2020



6. CONCLUSION:

In the third quarter of the present fiscal, the economy grew at a six-year low rate of 4.7 per cent. Investment and consumption demand had been languishing and variety of stimulus measures are taken to bring back the economy on a growth path. The peak of COVID19 virus have already affected the availability chain and made thousands of industries to throttle down or pack up their assembly lines temporarily within the U.S and Europe and now in the developing nations like India in the study with consultation with expert's total of 18 critical barriers were identified which affects the supply chain at local level in India. There was a robust hope of recovery within the half-moon of the present fiscal. However, the new coronavirus epidemic has made the recovery extremely difficult within the almost medium term.

REFERENCES:

- Aggarwal, A., Gupta, S., & Ojha, M. K. (2019). Evaluation of Key Challenges to Industry 4.0 in Indian Context: A DEMATEL Approach. In *Advances in Industrial and Production Engineering* (pp. 387-396). Springer, Singapore.
- DeBord, M. (2020). General Motors and Ford are ramping up ventilator production to fight the coronavirus pandemic. Here's where they are now. *Business Insider*. Accessed 31 March 2020, from <https://www.businessinsider.com/coronavirus-general-motors-ford-ventilator-production-progress-2020-3>
- Fazl-e-Haider, S. (2020). Coronavirus brings a halt to China's trillion-dollar Belt and Road Initiative. *The New Arab*. Accessed 31 March 2020.
- Fernandes, N. (2020). Economic Effects of Coronavirus Outbreak (COVID-19) on the World Economy. March 22. Available at SSRN: <https://ssrn.com/abstract=3557504> or <http://dx.doi.org/10.2139/ssrn.3557504>
- https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200308-sitrep-48-covid-19.pdf?sfvrsn=16f7ccef_4
- <https://economictimes.indiatimes.com/news/politics-and-nation/india-reports-75-coronavirus-cases-and-1-death/articleshow/74607818>.
- <https://www.thehindubusinessline.com/economy/trade-impact-of-coronavirus-for-india-estimated-at-348-mn-unreport/article30988253.ece#>
- <https://www.livemint.com/>.
- <https://economictimes.indiatimes.com/news/economy/indicators/coronavirus-chicken-prices-fall-poultry-industryaffected/articleshow/74546189>.
- Hussain, S. (2020). One third of humanity under virus lockdown. *AFP*. Accessed 31 March 2020, from <https://www.afp.com/en/news/15/one-third-humanity-under-virus-lockdown-doc-1q57be13>
- International Labour Organization. (2020). COVID-19 and the world of work: Impact and policy responses. Genève. Accessed from https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/briefingnote/wcms_738753.pdf
- Johnson, E. (2020). Logistics Technology: Covid-19 forces Freightos into proactive layoffs. *JOC*. Accessed 31 March 2020, from https://www.joc.com/technology/freight-procurement-systems/covid-19-forcesfreightos-proactive-layoffs_20200317.html
- Jamwal, A., Bhatnagar, S., & Sharma, P. (2020). Coronavirus Disease 2019 (COVID-19): Current Literature and Status in India.
- Jamwal, A., Aggarwal, A., Gupta, S., & Sharma, P. (2019). A study on the barriers to lean manufacturing implementation for small-scale industries in Himachal region (India). *International Journal of Intelligent Enterprise*, 6(2-4), 393-407.
- Kemp, S. (2020). China City & Industry Report: A Guide for U.S. Exporters. Beijing: US Commercial Service. Accessed from https://2016.export.gov/china/build/groups/public/@eg_cn/documents/webcontent/eg_cn_105813.pdf
- Krishni Vigyan Kendra, Kaneri, (2020), • Impact of coronavirus (COVID-19) on Indian economy, research gate.
- Letzing, J. (2020, March 18). How many policy tools are left to soften the impact of COVID-19?. *World Economic Forum*. Accessed 27 March 2020 at: <https://www.weforum.org/agenda/2020/03/covid-19-coronavirus-policy-tools-economic-impact/>
- Paris, C. (2020). Coronavirus Rattles Shipping Industry as Supply Shock Moves to Demand Decline. *WallStreet Journal*. Accessed 1 April 2020, from <https://www.wsj.com/articles/coronavirus-rattles-shippingindustry-as-supply-shock-moves-to-demand-decline-11585249552>
- Sandbu, M. (2020). Coronavirus: the moment for helicopter money. *Financial Times* .Accessed 27 March 2020, from <https://www.ft.com/content/abd6bbd0-6a9f-11ea-800d-da70cff6e4d3>

ANALYSIS OF FINANCIAL PERFORMANCE OF NON-BANKING FINANCIAL COMPANIES IN INDIA

Dr. Shiva Motiram PadmeAssociate Professor, Prahladrai Dalmia Lions College of Commerce and Economics

ABSTRACT:

In Indian economic system non-banking financial companies are playing very crucial role in development of condition of the country. These sectors are changing in no time from the last decades and rapidly increasing his services within the financial sector. NBFCs are successful in rendering a good range of services. Initially intended to cater to the wants of savers and investors, NBFCs soon developed into institutions that may provide services almost like bank. During this paper a trial has been made to empirically analyse the performance of the in India across the amount of 2016-2020. This research study examining the profitability, efficiency and assets turnover aspects of the chosen NBFCs. The findings indicate that the NBFCs differ significantly in terms of all Profitability ratios and Leverage indicators ratio from each other.

Keywords: Liquidity Ratio, Debit to Equity Ratio, NBFCs, Profitability Ratio

INTRODUCTION

The NBFCs developing in in no time in India. Beginning from 1997 the implementation of prudential norms and also the strict supervision by the RBI has led to the orderly growth of the firms during this sector. Capital adequacy norms and assets classification norms which applied to banks are made applicable to NBFCs. A performance review of NBFCs indicates that variety of NBFCs has come down gradually over the years. Within the perspective of changed regulatory structure of NBFCs, it's pertinent to undertake a probe study of the performance of select NBFCs. NBFCs form a broad category of monetary institutions apart from commercial banks. NBFCs operate largely in vehicle financing, hire purchase, lease, personal loans, assets loans, consumer loans, housing loans, loans against shares, investments, distribution of monetary products, etc. In India considerable growth has taken place within the Nonbanking financial sector in last twenty years. Over the years, NBFCs became an important a part of the Indian economic system. NBFCs have emerged as a crucial intermediary for financing and have provided strong competition to banks and financial institutions.

REVIEW OF LITERATURE

A brief summary of the previous research works regarding NBFCs are presented here. Kantwala (1997) studied the performance of NBFCs in India. He has realised that there's a big difference within the profitability ratio, leverage ratio, liquidity ratio of assorted categories of NBFCs in India during the year 1985-1995.

Topy (2008) analysed the financial performance of Nigerian quoted manufacturing companies. He has found a statistically significant relationship between measure of liquidity and selected measure of profitability, efficiency and indebtedness in Nigerian quoted manufacturing companies. The impact of 1 percent increase in average liquidity measure produced a more significant increase in average profitability (21.9%) efficiency (16.1%) and ineptness' (16.6%).

Subramanian and Papola (1979) studied the relation between and growth within the industry and he found that there's a powerful positive relationship between profitability and growth within the industry. Profitability and influences of monetary policy variables, assuming that profitability is main factor for determinant of growth. The study has been made of a sample of 27 companies quoted within the stock market in India industry during the amount 1960-1969.

Singh and Ramniwas (2011) studied the expansion and financial performance of the NBFCs in India. They need concluded that the NBFCs segment of finance wasn't properly regulated over a period of your time.

Vadde (2011) in his research paper it's found that the financial performance of NBFCs has decreased and it's also found that profitability ratio also decreased during the amount of 2008-2009 because of less in demand for finance within the market.

Paul (2011) analysed the financial performance of the chosen NBFCs during the amount 2004 to 2009. In his study five listed NBFCs are taken as a sample for analysing the financial performance of the NBFCs. He concluded that the chosen companies are significantly different in terms of their financial performance

from each other. Supported the studies discussed here, this study attempts to analyses the financial performance of the NBFCs in India.

OBJECTIVE OF THE STUDY

In India considerable growth has taken place within the Non-banking financial sector in last 20 years. Since the activities of NBFCs have undergone the qualitative change within the recent years, there's a desire to seem at the salient issues like liquidity, profitability, interest margins etc. This study analyses the performance of the NBFCs (Auto financing and Other Asset financing) during the year 2007-2012. The first objective of the study is to judge the financial performance of NBFCs.

METHODOLOGY

For the aim of this study the info regarding NBFCs were collected from the web site monetary.com. All collected data are secondary. The study covers a period of six financial years ranging from 2016 to 2020. The ultimate sample consisted of 5 companies. The names of the businesses as follows. (1) Bajaj Financial Limited. (2) Larsen and Toubro Financial Service Ltd. (3) Mahindra and Mahindra Financial Ltd. (4) Shriram Financial Service Ltd. (5) Edelweiss Financial Services Ltd.

TOOLS USED FOR ANALYSIS of knowledge for the aim of study of information, different statistical tools like mean, variance, and ANOVA were used. Financial ratios were employed in the study to look at the profitability, efficiency and turnover aspects. The chosen financial ratios were divided into three types of broad groups: viz. Profitability ratios, Leverage ratios, Liquidity ratio.

HYPOTHESIS:

The subsequent hypothesis has been framed to check the differences within the ratios between the NBFCs during the study period-

H0- there's no significant difference between the chosen NBFCs in terms of selected Profitability Ratio, Leverage Ratio and Liquidity Ratio. From Table-1, it reveals that the average of Return on Net worth and Return on Capital Employed, Earnings Per share and Price Earnings Ratios shows a much better Profitability Position of the NBFCs. the typical Current ratio of NBFCs is 45.25. The present Ratio of the NBFCs shows an increasing trend. Current ratio is simply too high which shows the cash has not properly handle. NBFCs have good solvency as they need the present ratio of over the 2:1 the quality yard.

From Table-1, it reveals that the Overall average of Return on Net worth and Return on Capital Employed, Earnings Per share and Price Earnings Ratios shows a better Profitability Position of the NBFCs. The average Current ratio of NBFCs is 45.25. The Current Ratio of the NBFCs shows an increasing trend. Current ratio is too high which shows the cash has not properly handle. NBFCs have good solvency as they have the current ratio of more than the 2:1 the standard yard.

FINDING

Table No. 1. Average Ratio of NBFCs				
Profitability Ratios				
SR. No	Particular		Mean	S.D.
1.	Net operating Ratio	Profitability Ratio	27.743	30.9084
2.	Gross Profit Ratio	Profitability Ratio	48.708	24.0153
3.	Net Profit Ratio	Profitability Ratio	17.745	11.3004
4.	Net Worth Ratio	Profitability Ratio	9.857	6.9536
5.	Long-term borrowing Ratio	Leverage Ratio	10.363	9.6762
6.	Total Debt to Equity Ratio	Leverage Ratio	10.363	2.2302
7.	Current Ratio	Liquidity Ratio	45.254	90.9408
8.	Quick Ratio	Liquidity Ratio	45.168	90.975
9.	Inventory Test Ratio-	Liquidity Ratio	23.591	40.5157
10.	Dividend Pay-out Ratio	Profitability Ratio	27.743	30.9084
11.	Earning Retention Ratio	Profitability Ratio	57.053	39.1746
12.	Earning Per Ratio	Profitability Ratio	53.436	51.5547
13.	Profit Before Tax	Profitability Ratio	78.316	77.0341
14.	Revenue Profit Ratio	Profitability Ratio	446.042	317.7075
15.	Dividend Share Ratio	Profitability Ratio	9.566	6.8655

Sources: Computed

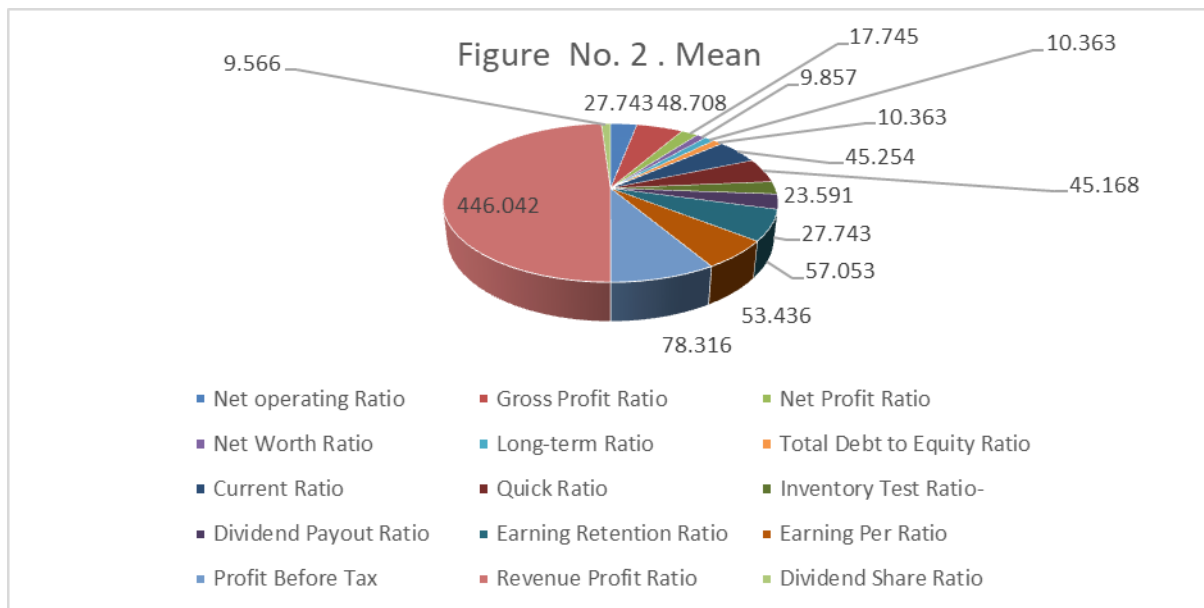
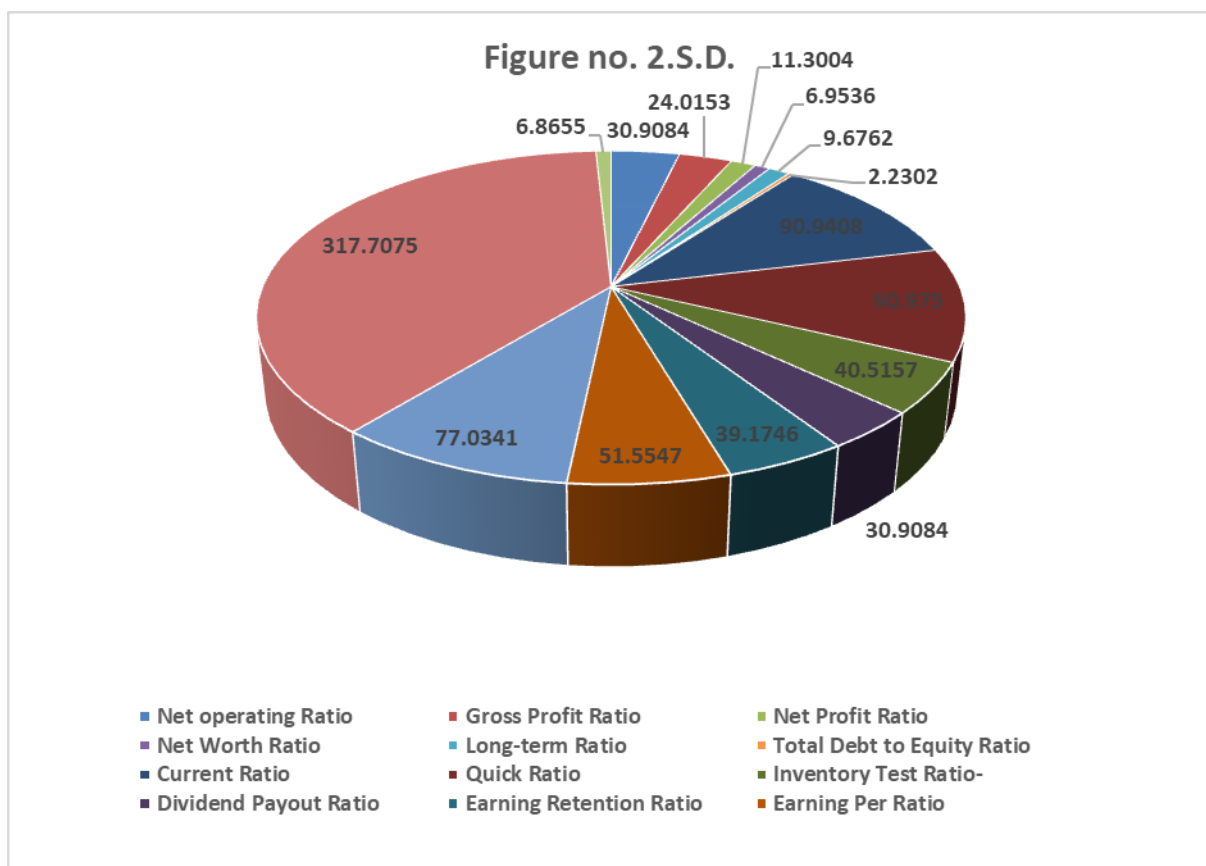


Table.2. One-way Anova Test Result of Various ratios amongst NBFCs					
Sour of variances	Sum of Squares	df	Mean Squares	F	Sig
1.Operating Ratio to Total Income					
Between Group	14204.9359	4	3551.234	$F = 8.14227$	0.05
Within Group	8722.9606	20	436.148		
2.Gross Profit to Total Income					
Between Group	11548.6484	4	2887.1621	$F = 21.12791$	0.01
Within Group	2869.6829	21	136.6516		
3.Net Profit Ratio to Total Income					
Between Group	2341.784	4	585.446	$F = 16.19527$	0.05
Within Group	722.9838	20	36.1492		
4.Gross Profit to Total Income					
Between Group	14204.9359	4	3551.234	$F = 8.14227$	0.05
Within Group	8722.9606	20	436.148		
5 Return on Long fund					
Between Group	1169.3345	4	292.3336	$F = 5.42488$	0.05
Within Group	1077.751	20	53.8875		
6. Total Debt Equity Ratio					
Between Group	110.2238	4	27.556	$F = 60.25451$	0.05
Within Group	9.1465	20	0.4573		
7. Current Ratio					
Between Group	87123.4614	4	21780.8653	$F = 3.91172$	0.05
Within Group	111362.1658	20	5568.1083		
8. Quick Ratio					
Between Group	87289.1966	4	21822.2992	$F = 3.91974$	0.05
Within Group	111345.5472	20	5567.2774		
9. Assets Turnover Ratio					
Between Group	40305.7162	4	10076.429	$F = 288.91022$	0.05

Within Group	732.4248	21	34.8774		
10. Assets Turnover Ratio					
Between Group	14204.9359	4	3551.234	$F = 8.14227$	0.05
Within Group	8722.9606	20	436.148		
11. Earning Retention Ratio					
Between Group	12887.2783	4	3221.8196	$F = 2.6911$	0.05
Within Group	23944.2638	20	1197.2132		
12. Earning Per Shares					
Between Group	30570.0036	4	7642.5009	$F = 4.60126$	0.05
Within Group	33219.196	20	1660.9598		
13. Profit Before Tax					
Between Group	66233.1358	4	16558.2839	$F = 4.34663$	0.05
Within Group	76189.0286	20	3809.4514		
14. Revenue from Operation					
Between Group	1261031.6572	4	315257.9143	$F = 5.42855$	0.05
Within Group	1161481.0019	20	58074.0501		
15. dividend / Shares Ratio					
Between Group	699.1211	4	174.7803	$F = 8.08917$	0.05
Within Group	432.1343	20	21.6067		



The ANOVA end result given in Table-2 exhibits that the Price Earnings Ratio ($F = 4.60$, $p > 0.05$) and the Current Ratio ($F = 3.911$, $p > 0.05$) among the chosen NBFCs are huge at 0.05 degree of significance. It suggests that the Price Earnings Ratio and the Quick Ratio have equal composition for the NBFCs. It suggests that the NBFCs are following the usual yardstick 2:1 for the Current Ratio and preferred ratio of brief ratio is 1:1. Hence, the null speculation that there's no huge distinction most of the decided on NBFCs is rejected in phrases of Price Earnings Ratio and the Quick Ratio and established for all different ratios. This suggests that the chosen

NBFCs fluctuate considerably in phrases of Profitability and Leverage signs from one another. This end result is constant with the findings of Kantwala (1997), and Paul (2011)

SUGGESTIONS:

The chosen NBFCs is required to handle coins extra cautiously because of the actual fact their common short ratio is extra than well-known ratio and different ratio additionally displaying comparable scenario its method coins have now not used more powerful with the help of using this agency.

FINDINGS:

1. the profitability Ratio, Leverage Ratio and Liquidity Ratio with inside the chosen NBFCs has got to extra than the identical standard ratio or anticipated ratio.
2. The economic overall performance displaying extra fine all told 3 classes of the ratios
3. The profitability ratio and leverage indicators ratio are differing from every different.

CONCLUSION:

non-banking economic agencies (NBFCs) are hastily growing as a necessary phase of Indian financial set-up. On the premise of the study, it's able to be concluded that there exists an enormous distinction with inside the profitability ratios, leverage ratios and liquidity ratio of selected NBFCs. Analysis of diverse ratios of the chosen NBFCs in are very useful for choice making for destiny duration to stay faraway from risk. all agencies are taken collectively the large distinction does now not exist for best ratios i.e., Price Earnings Ratio and Current Ratio. The ratios for all the chosen NBFCs are differing noticeably from each other. From this it's a way decided that the ratios of NBFCs are commonly awesome from each and each different.

REFERENCE:

1. Kothari C. R. Research Methodology, New Delhi, New Age International Private Limited Publishers, 2004
2. Gupta S.P, Statistical Methods, New Delhi, Sultan Chant & Sons, 2002
3. Research Paper of Dr. Kamalevani-2016.
4. R. Kannan, K.R.Shanmugam and Saumitra Bhadurai.Tamil Naidu, Non-Banking Financial Companies Role in India's Development published, 2019.
5. J.A Khan, Non-Banking Financial Companies Functioning and Reform, published- 2019.
6. Sornagesh, V and Maria Navis Soris, N, A fundamental Analysis of NBFCs in India, outreach: A multi-Disciplinary Referred Journal, Vol. 6, 2013.
7. R. SOWNDHARYA and Dr. R. SHANMUGHAM, Analysis of Financial Performance of Non-Banking Financial Companies in India, December-2014.

IMPACT OF COVID-19 ON THE CAREER PLANNING DECISIONS OF GRADUATING STUDENTS

Mrs. Jisha VargheseAssistant Professor, Clara's College of Commerce, Andheri West, Mumbai

ABSTRACT

Covid- 19 has impacted the lives of people from all the spheres of the society. People of diverse background, age, profession and income status are affected because of the Covid -19 pandemic situation. Explicitly it has impacted the health infrastructure and economic growth of the country. The one category which has impacted a lot from this pandemic situation is the student community, right from pre- primary to the post graduate and higher level, student community is very much affected because of the drastic change that has come in the methods of teaching and learning. Education has shifted from the four walls of classroom to the confined area of home. Instead of the physical face to face interaction and lectures, virtual classrooms have taken hold now. Even though students of all the ages and classes are impacted by this Covid situation but one group of students who will be impacted the most by this pandemic situation would be the graduating students of different courses and degrees.

This study is an effort to ascertain the impact of Covid 19 on the career planning decisions of graduating students. This paper attempts to highlight the implications of Covid 19 on career planning of students.

Key words: Covid -19, career Planning,

INTRODUCTION

Covid- 19 has impacted the lives of students tremendously, especially the students who are in the crossroads of their career. Graduating students are the one such class of students who are impacted by this pandemic situation, irrespective of the course or stream in which they are. As this group of students has witnessed a major change in the education pattern which they were not accustomed to, moving from descriptive type of written examinations to objective type online multiple-choice question exams. The final year of graduation, where the students used to witness the varied experiences of internships, project works, study tours, campus recruitments and other enriching co-curricular experiences, The Covid situation has brought a halt to all that. Students due to lack of exposure to hands on practical sessions, lack of exposure to corporate world and lack of interaction with teachers are facing the problem of deciding about the career paths to follow. Due to the staggered movement of activities in various sectors of the society such as manufacturing industry, retail industry, entertainment industry, hotel industry, Aviation industry etc. students are in a dilemma to decide about the future educational and occupational choices.

Career planning is a process of ascertaining one's skills and knowledge and accordingly search for suitable career options, whether it be to pursue higher education or to get into a desired job. Even though career planning has lot of importance in one's professional life, but it plays equally important role in lives of graduating students also. Owing to Covid pandemic, In India there is instability in financial position of households due to job loss and unemployment.

According to the report of Centre for monitoring Indian economy (CMIE) pvt. Ltd, employment in India has contracted by 2.8 per cent in Oct-Dec 2020 quarter, compared to a drop of 23.9 per cent and 2.6 per cent recorded in June and September quarters, raising doubts over recovery of job market in revival from pandemic situation.

OBJECTIVES OF THE STUDY

1. To study the impact of Covid- 19 on career planning decisions of students.
2. To find out if Covid -19 has caused uncertainty in career planning among graduating students.
3. To find out if Covid- 19 has impacted the level of knowledge and skill upgradation in graduating students.

STATEMENT OF THE PROBLEM

The students being the future of a nation, it is important to know the dilemma faced by graduating students in deciding about the career path to follow in this covid 19 pandemic situation.

REVIEW OF LITERATURE

Simon Burgess, Hans Henrik Sievertsen(April 2020) In their study -Schools, skills, and learning: The impact of COVID-19 on education stated that due to covid 19 pandemic, the graduating students will

have to bear the effect of graduating in the beginning of major global recession and might be forced to accept low paying jobs which would long term effect on their careers.

Ravi Chandra Ravi (2020) in his paper Lockdown of colleges and universities due to COVID-19: Any impact on the educational system in India? highlighted the serious impact of covid 19 on the graduating students, as they will have to face the serious challenges of global recession.

Steve Brammer and Timothy Clark (2020) in their study on COVID-19 and Management Education: Reflections on Challenges, Opportunities, and Potential Futures pointed out the concern of graduating business school students about impact of covid 19 on their experience and progression along with the stress and anxiety caused due to the illness of near and dear ones.

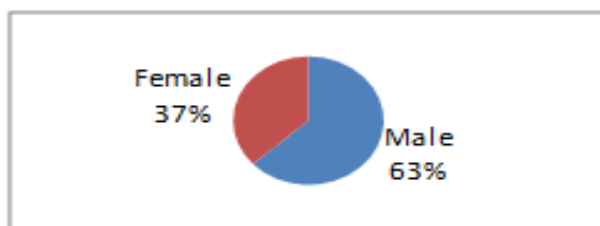
Pravat Kumar Jena (2020) in his paper on Impact of Covid-19 on higher education in India stated that postponement of external assessments and entrance exams have impacted the educational and occupational future of students, besides fresh graduates are in fear of withdrawal of job offers from corporate sectors because of the pandemic situation.

RESEARCH METHODOLOGY

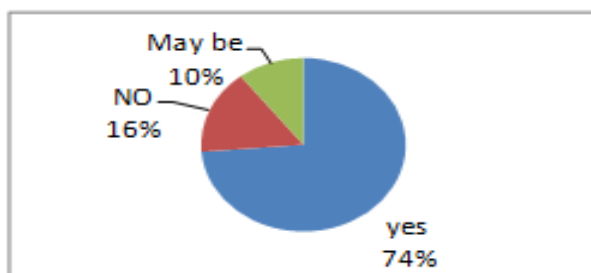
This research is based on primary and secondary data. Primary data has obtained from survey conducted through google forms. Graduating final year students of semester VI of Clara's college of commerce are the target respondents under study. The sample size consists of 80 students from the final year B.com Course, in the age group of 20-24 years. The data has been analysed using simple percentage method. Secondary data has been obtained through online journals, newspapers and articles.

DATA ANALYSIS AND INTERPRETATION

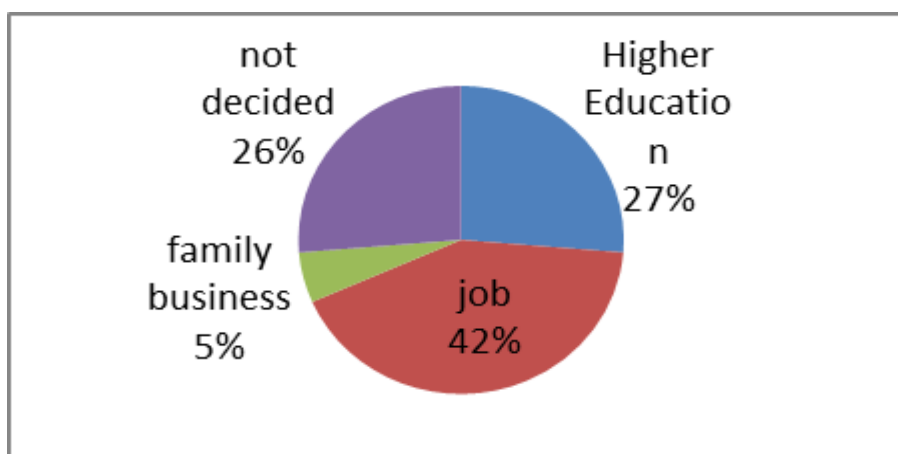
1. Gender of the respondents



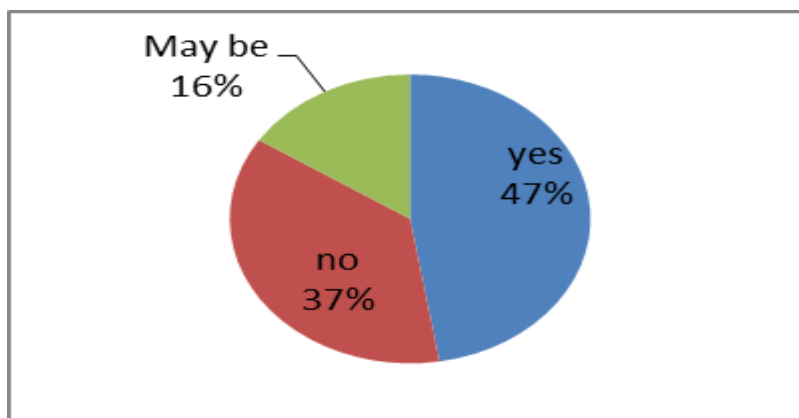
2. Were you able to upgrade your skills and knowledge in past one year during Covid Pandemic?



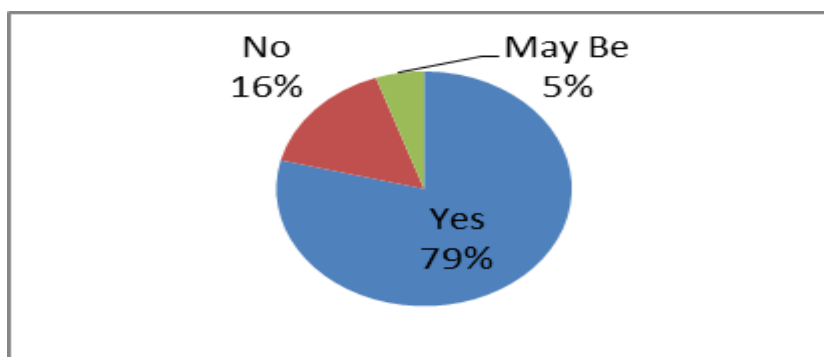
3. What career paths do you intent to pursue after graduation during this Covid 19 pandemic?



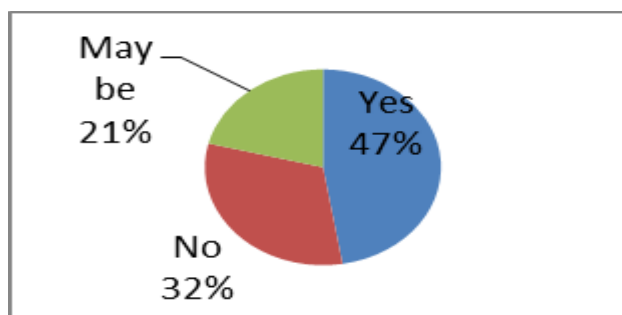
4. Are you in confusion to decide career path due to uncertainty in future financial stability owing to Covid 19?



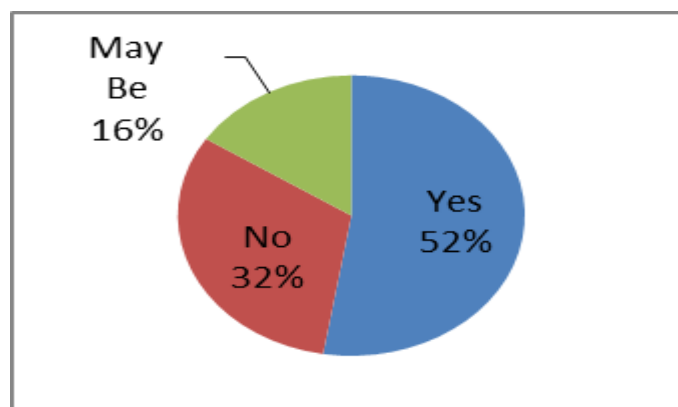
5. Are you in fear due to uncertainty of future job opportunities in this Covid 19 pandemic?



6. Do you feel ill-equipped to handle the job place requirements due to lack of practical exposure to corporate world through campus placements?



7. Do you think your demand in job market will get reduced due to lack of practical knowledge and skills in this Covid 19?



FINDINGS

From the above analysis it has been found that-

1. During the Covid- 19 pandemic, a large number of students were able to upgrade their knowledge and skills through online virtual courses during the past one year.
2. Even though students were able to upgrade their skills but students are doubtful about what career path to follow due to the uncertainty of future financial stability.
3. Majority of student's intent to do job, instead of pursuing higher education.
4. Students are also doubtful of availability of job opportunities in future.
5. Majority of students due to lack of practical exposure to corporate world through campus placements, feel themselves to be ill-equipped to meet job requirements.
6. Due to lack of practical training and exposure to corporate world they fear the lack of demand for them in job market.

SUGGESTIONS

1. An effort at the Government level has to be taken to reduce the impact of Covid 19 on job opportunities.
2. Educational institutes need to focus on providing necessary guidance and counselling to the graduating students to decide about their career paths.
3. Government should support the students with necessary financial assistance to pursue their career path.

CONCLUSION

Covid-19 pandemic has created lot of uncertainty and fear among the graduating students for their future career planning. Lack of employment opportunities and lack of proper practical exposure and guidance on career planning has added to the uncertainty. With the virtual methods of teaching, learning and assessment even though students are able to obtain the graduate degrees but the future ahead is uncertain for them. The lack of proper measures to control the level of unemployment and proper guidance to students in India might cause long term negative effect on the mental state of students. Initiative is required at government level to overcome this uncertainty.

LIMITATION OF THE STUDY

This study suffers from the limitation of being conducted on a small sample size of students from only B. Com course from one college. The findings may not be generalized for students from different courses.

REFERENCES

1. Burges, Simon; Sievertsen (April 2020). Schools, skills, and learning: The impact of COVID-19 on education. <https://voxeu.org/article/impact-covid-19-education>
2. Chandra, Ravi (2020). Lockdown of colleges and universities due to COVID-19: Any impact on the educational system in India? Journal of education and health promotion
3. Brammer, Steve, Timothy (2020) COVID-19 and Management Education: Reflections on Challenges, Opportunities, and Potential Futures. British Journal of Management. 2020 Jul; 31(3): 453–456.
4. Jena, Pravat Kumar. (2020) Impact of Covid-19 on higher education in India. International Journal of Advanced Education and Research ISSN: 2455-5746
4. Employment contracts by 2.8% in Oct-Dec quarter: CMIE. <https://www.businesstoday.in/sectors/jobs/employment-contracts-by-28-in-oct-dec-quarter-cmie/story/427757.html>

IMPACT OF COVID-19 ON EDUCATION, SOCIAL LIFE AND MENTAL HEALTH OF SOUTH MUMBAI SCHOOL STUDENTS"- A SURVEY

Dr. Sunita P. GaikwadDepartment of Commerce, Siddharth College of Arts, Science & Commerce, Buddha Bhavan, Fort, Mumbai

ABSTRACT

Outbreak of COVID-19 pandemic has badly affected education sector. In the 21st century, the needs of industries, companies and the economy have changed tremendously. So, according to the requirements educational policies, methods of instruction, curriculum, syllabus and most important role of teacher also has changed. The present paper will focus on the impact of COVID-19 on education and mental health of South Mumbai school students in the current scenario. The present paper will find out the impact of COVID-19 on school students' social, mental health and education which will help to know the steps to be taken for online teaching & learning. In order to achieve the objectives researcher used primary and secondary data. Primary data will be collected with the help of Survey method. A sample of 50 school students of 08th, 9th & 10th will be targeted from South Mumbai. The survey will be based on structured questionnaire to be designed for the same. Secondary data will be collected from research agencies, newspapers, periodicals, Government publications, magazines and websites. It can be concluded that new methodologies of digital education will help in improving teaching & learning process in future, but at the same time student's mental and educational capabilities should be taken care. At the end of the study suggestions also will be given for improving online teaching & learning which will help for the student's overall development.

Keywords: COVID-19, Digital Education, Mental Health, Social Life, Methodology, Technology.

I. INTRODUCTION:

Outbreak of COVID-19 pandemic has badly affected education sector. In the 21st century, the needs of industries, companies and the economy have changed tremendously. So, according to the requirements educational policies, methods of instruction, curriculum, syllabus and most important role of teacher also has changed. Earlier teachers used to teach with the black and board; discussion but now requirements are different from the human resources. But now there is change in the Teaching-Learning process due to COVID-19. So, every teacher who have passion to teach need to make changes in the teaching method. In order to maintain social and physical distance, educational institutions need to avoid crowds and the solution for that is to impart education through distance. In the COVID-19 pandemic educational institution's campuses have become remote learning centers.

In this pandemic situation teachers have time to explore more information on the subjects as well as on new teaching methodology. Teachers have time to develop innovative teaching techniques and there is no limitation of classroom teaching like time or subjects etc. If teachers are successful in developing genuine e-content then they can apply and get the Patent (IPR) of it. In order to learn new teaching methodologies teachers are attending training courses, webinars and many more. So, that it can help to improve qualification by joining various online courses.

"It is not the strongest of species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." - Charles Darwin

At the end we can conclude that teachers are adopting new methods and making changes in teaching which are requirement of the current scenario. But all new techniques of teaching should be suitable to students also in the perspective of mental, physical and social aspect. So, the present paper is focusing on the impact of COVID-19 on education, social life and mental health of South Mumbai school students.

II. REVIEW OF LITERATURE:

1. Cathy Li & Farah Lalani (2020) focused on how education sector responded to the COVID-19 pandemic like by adopting changes in the methodologies of education due to COVID-19, future of learning, challenges of online learning, importance of disseminating knowledge and many more.
2. Chaturvedi Kunal, Wishwakarma D.K., Singh N. (2020) focused on impact of COVID-19 on students' mental health, social life and education at different age group. It is found that existing government policies and current situation are failing in achieving the objectives of education.
3. Pokhrel Saumitra & Chhetri R (2021) reported on impact of COVID-19 pandemic on online teaching and learning in various papers as well as elaborated on challenges & opportunities of digital education. From

the above studies, it is found that there is gap in collected research area and present research area. South Mumbai school students of 08th, 9th, 10th are not covered. During COVID-19 importance of online teaching & learning has increased tremendously and it will help teachers also for reaching out worldwide and students will get qualitative education. But it has other adverse impact on school students' social life, mental health and education. So, the present study will focus on identifying the impact of COVID-19 on South Mumbai school student with special reference to social life, mental health and education.

III. OBJECTIVES OF THE STUDY:

1. To analyze impact of COVID-19 on online education, on social life & on mental health of South Mumbai school students.
2. To suggest measures for solving the problems of South Mumbai school students.

IV. HYPOTHESIS OF THE STUDY:

1. H_0 :- There is no significant relationship between online classes, mental health and social life.

H_1 :- There is significant relationship between online classes mental health and social life.

V. RESEARCH METHODOLOGY OF THE STUDY:

Research design: In order to achieve objectives of the study, the researcher focused on Primary and Secondary data as a source of information.

Primary data: This data was collected with the help of Survey method. A survey was conducted from School students (8th, 9th & 10th) of South Mumbai. A sample of 50 school students targeted from South Mumbai by convenience method. Data collected from students of 08th, 9th & 10th. Primary data analyzed with the help of percentage. The survey was based on structured questionnaire to be designed for the same.

Secondary data: This will was collected from research agencies, newspapers, periodicals, Government publications, magazines and websites.

Tools of analysis: In present research frequencies, percentage, ranking method and chi-square test used for achieving research objectives.

VI. SCOPE OF THE STUDY:

The present study covered important areas like impact of COVID-19 on social life, mental health and education of South Mumbai school students due to online teaching. The present study will be fruitful to the related areas like new methodologies of education, learning psychology of students, studying about physical health, new technologies in online teaching and many more.

VII. SIGNIFICANCE OF THE STUDY:

The present study is focused on the identifying the impact of COVID-19 on South Mumbai school student with special reference to social life, mental health and education. Teachers are adopting new methods of teaching but not thinking about students whether students are cable to study with new technology or not. The study will be helpful to the school authorities, colleges, educational boards, state and central government for knowing the status of school students' mental, physical, social and digital education so that new policies or scheme will be introduced in order to solve the problems of school students for the better education. The study will be benefited to researchers, educationalist, students, investors and policy makers.

VIII. LIMITATIONS OF THE STUDY:

The present study is limited to the 50 respondents of South Mumbai city, school students of 08th, 09th & 10th students along with restricted objectives of the study.

IX. ANALYSIS AND INTERPRETATION:

Let's know about students' attitude towards online teaching & learning.

Table No. 01 Gender wise Distribution of Respondent.

Gender	Frequency	Percentage
Male	28	56
Female	22	44
Total	50	100

Source:- Primary Data.

Table no.01 shows that 56% respondents were male students and 44% were female for the study.

Table No. 02 School Standard wise Distribution of Respondent.

Standard	Frequency	Percentage
08 th Std.	11	22
09 th Std.	18	36
10 th Std.	21	42
Total	50	100

Source:- Primary Data.

Table no. 02 shows that 22% respondents are from 8th Std., 36% respondents are from 9th Std. and 42% respondents are from 10th Std. responded for the study.

Table No. 03 Age wise Distribution of Respondent.

Age	Frequency	Percentage
12 -14 years	21	42
14 -16 years	29	58
Total	50	100

Source:- Primary Data.

Table no. 03 shows that 42% respondents from 12-14 years age group, 58% respondents from 14-16 years age group responded for the study.

Table No. 04 Time spent for Online Class wise Distribution of Respondent.

Time	Frequency	Percentage
0-02 hrs	02	04
02-04 hrs	12	24
04-07 hrs	19	38
07-10 hrs	17	34
Total	50	100

Source:- Primary Data.

Table no. 04 shows that 04% respondents are spending 0-02 hrs for online class, 24% respondents are spending 02-04 hrs, 38% respondents are spending 04-07 hrs and 34% respondents are spending 07-10 hrs for online class.

Table No. 05 Time spent for self-study wise Distribution of Respondent.

Time	Frequency	Percentage
0-02 hrs	19	38
02-04 hrs	15	30
04-07 hrs	09	18
07-10 hrs	07	14
Total	50	100

Source:- Primary Data.

Table no. 05 shows that 38% respondents are spending 0-02 hrs for self-study, 30% respondents are spending 02-04 hrs, 18% respondents are spending 04-07 hrs and 14% respondents are spending 07-10 hrs for self-study.

Table No. 06 Learning medium used for online class-wise Distribution of Respondent.

Medium	Frequency
Laptop	27
Smart Phone	28
Tablet	24
Total	79

Source:- Primary Data.

Table no. 06 shows that 27 respondents are using Laptop, 28 respondents are using Smart phone, 24 respondents are using Tablet for learning online class.

Table No. 07 Students' weight gain due to online class wise Distribution of Respondent.

	Frequency	Percentage
Yes	34	68
No	16	32
Total	50	100

Source:- Primary Data.

Table no. 07 shows that 68% respondents gain weight due to online classes, 32% respondents' weight not affected due to online classes.

Table No. 08 Student utilize time for fitness from online class wise Distribution of Respondent.

	Frequency	Percentage
Yes	18	36
No	32	64
Total	50	100

Source:- Primary Data.

Table no. 08 shows that 36% respondents utilize time for fitness whereas 64% respondents are not able to utilize time for fitness due to online classes.

Table No. 09 Student able to connect socially from online class wise Distribution of Respondent.

	Frequency	Percentage
Yes	17	34
No	33	66
Total	50	100

Source:- Primary Data.

Table no. 09 shows that 34% respondents are socially connected whereas 66% respondents are not able to socially connect due to online classes.

Table No. 10 Student able to get sufficient 07-08 hrs sleep due to Online class wise Distribution of Respondent.

	Frequency	Percentage
Yes	16	32
No	34	68
Total	50	100

Source:- Primary Data.

Table no.10 shows that 32% respondents are getting sufficient 07-08 hrs sleep and 68% respondents are not getting sufficient 07-08 hrs sleep due to online classes.

Hypothesis testing:

1. H_0 :- There is no significant relationship between online classes, mental health and social life.

H_1 :- There is significant relationship between online classes mental health and social life.

Let's test the hypothesis with the help of Chi-square.

Let's find relationship between online classes and mental health.**Students' weight gain due to online classes wise Distribution of Respondent.**

Responses	Frequency	Percentage
Yes	34	68
No	16	32
Total	50	100

Source:- Primary Data.

Table No. 11 Calculation of Chi-square for students' weight.

Responses	Hypothesized Proportion	Observed	Expected	Formula
Yes	0.5	34	25	3.24
No	0.5	16	25	3.24
		50		6.48
P Value	0.010909498		Critical Value	3.841458821
Test Statistics	6.48			

Interpreting the result:

$$X^2 = 6.48$$

Degree of freedom in the problem $(n-1) = (2-1) = 01$

The table value of X^2 for 1 degree of freedom at 5 percent level of significance is 3.841.

Comparing calculated and table values of X^2 , we find that calculated value is more than the table value. If P-value compared with 0.05 (alpha). then also we get P-value (0.01090) less than a (alpha). Thus, reject the (H_0) null hypothesis, accepts alternate hypothesis and it can be concluded that, "There is significant relationship between online classes and school students' weight".

Let's find relationship between online classes and social life.

Student able to connect socially from online class wise Distribution of Respondent.

Responses	Frequency	Percentage
Yes	17	34
No	33	66
Total	50	100

Source:- Primary Data.

Table No. 12 Calculation of Chi-square for student's social life.

Responses	Hypothesized Proportion	Observed	Expected	Formula
Yes	0.5	17	25	2.56
No	0.5	33	25	2.56
		50		5.12
P Value	0.023651617		Critical Value	3.841458821
Test Statistics	5.12			

Interpreting the result:

$$X^2 = 5.12$$

Degree of freedom in the problem $(n-1) = (2-1) = 01$

The table value of X^2 for 1 degree of freedom at 5 percent level of significance is 3.841.

Comparing calculated and table values of X^2 , we find that calculated value is more than the table value. If P-value compared with 0.05 (alpha). then also we get P-value (0.02365) less than a (alpha). Thus, reject the (H_0) null hypothesis, accepts alternate hypothesis and it can be concluded that "There is significant relationship between online classes and students' social connection"

Result of hypothesis:

Null Hypothesis	Accepted/Rejected
H_0 :- There is no significant relationship between online classes, mental health and social life.	Rejected

X. FINDINGS:

The study reveals the following things:

1. 56% respondents were male students and 44% were female for the study.
2. 22% respondents are from 8th Std., 36% respondents are from 9th Std. and 42% respondents are from 10th Std. responded for the study.
3. 42% respondents from 12-14 years age group, 58% respondents from 14-16 years age group responded for the study.
4. 04% respondents are spending 0-02 hrs for online class, 24% respondents are spending 02-04 hrs, 38% respondents are spending 04-07 hrs and 34% respondents are spending 07-10 hrs for online class.
5. 38% respondents are spending 0-02 hrs for self-study, 30% respondents are spending 02-04 hrs, 18% respondents are spending 04-07 hrs and 14% respondents are spending 07-10 hrs for self-study.
6. 27 respondents are using Laptop, 28 respondents are using Smart phone, 24 respondents are using Tablet for learning online class.
7. 68% respondents gain weight due to online classes, 32% respondents' weight not affected due to online classes.
8. 36% respondents utilize time for fitness whereas 64% respondents are not able to utilize time for fitness due to online classes.
9. 34% respondents are socially connected whereas 66% respondents are not able to socially connect due to online classes.
10. 34% respondents are socially connected whereas 66% respondents are not able to socially connect due to online classes.

XI. CONCLUSION

We can conclude from the above findings that due to COVID-19 pandemic schools and colleges have adopted digital education as a mode of instruction as per the directions of the Government. But while framing the new policies and methodologies for online education, authority failed to pay attention on students' social life, mental health and education. Due to online teaching-learning methods students should not be deprived from the education. We need to find a substitute for traditional teaching methodology as we cannot gather now so instead of E-learning we have different methods that can be helpful for imparting education which can be adopted by teachers.

XII. SUGGESTIONS

Education is everyone's right whether rich or poor, so no one should be deprived from the same in current circumstances. It is observed that many schools and colleges have adopted digital education for reaching out to the corner of world but new online teaching learning methods are disturbing the students' education, mental and social status.

New methods like Mobile Vans, QR codes to school books, audio poems, use of loudspeakers, virtual lab, project-based learning, artificial intelligence, research-oriented studies, skill-based education, interdisciplinary and multidisciplinary education and many more methods can be incorporated with the digital education.

Classroom Activities/Task: - Teachers can organize Team Game, Role Play, Reading Aloud, Quizzes and many more activities which will help to create interest and active participation among the students. Students should learn the application of the concepts/theories in real life through the classroom activities.

At the end we can conclude that teachers should adopt new & innovative teaching methods which are required in the current scenario in order to develop the overall personality of the students i.e., physical, mental & social.

XIII. REFERENCES:

1. Arvind Kumar (2002). Research Methodology in Social Science. Sarup and Sons, New Delhi, India, 30-37, 59, 85.
2. Cathy Li & Farah Lalani (2020), "The COVID-19 pandemic has changed Education Forever. This is how", World Economic Forum. <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>
3. Chaturvedi Kunal, Wishwakarma D.K., Singh N. (2021), "COVID-19 & its impact on education, social life & mental health of Students" : A Survey, ScienceDirect, Children & Youth Services Review, vol. 121, Feb., 2021, 105866. <https://www.sciencedirect.com/science/article/pii/S019074092032288X>
4. Pokhrel, Saumitra & Chhetri R (2021), "A Literature Review on Impact of COVID-19 pandemic on Teaching and Learning", Higher Education for the Future, Sage Journal. <https://journals.sagepub.com/doi/full/10.1177/2347631120983481>
5. Rao, A. B. (2008). Research Methodology For Management And Social Sciences. Excel Books, New Delhi, India, 14, 29-30, 45.
6. Report (2016). Internet and Mobile Association of India (IAMAI)

AN EMPIRICAL STUDY OF SELF-HELP GROUPS AND EMPOWERMENT OF GROUP MEMBERS

Mr. Shigavan Jagadish Hiru¹ and Prof. M. A. Lokhande²¹Research Scholar and ²Research Guide, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

ABSTRACT

Empowerment is a process in which people challenge the existing norms and culture, to effectively promote their wellbeing. The involvement of members in Self Help Groups (SHGs) made an important impact on their empowerment both in social and economic aspects especially women members. Women play an important role in all sectors and effects economic, social, and cultural opportunities. The SHGs have a role in hurry country's economic development, SHGs have now developed as a movement. Mainly members of the SHGs are poor women. A self-help group (SHG) plays an important role in the development and empowerment of the poor. SHG as a homogenous group of rural poor voluntarily work is used to save whatever amount they can easily save is out of their earnings and intimately agree to contribute to a common fund that lent to the members for their productive and emergent utilization credit needs. The primary principle of a self-help group is clarity at all levels of activities which promotes belief and mutual understanding among the members of the group. The main conclusion of the study is that there was a significant association between the gender of the group members and awareness about financial, social activities. The title of the study focused on the empowerment of group members in rural areas through the creation of self-help groups.

Keywords: Self-Help Groups, Women Empowerment and Awareness.

INTRODUCTION:

The Self-Help Groups is the innovation of Grameen Bank in Bangladesh, which was founded in the year 1975 by Prof. Mohammed Yunus from Chittagong University. He tried out a new viewpoint to rural credit in Bangladesh. The Grameen bank gave loans without asking borrowers either to provide assurance or engage in paperwork. In India, the National Bank for Agriculture and Rural Development (NABARD) began a project commonly known as the SHG linkage project in 1992. With a little beginning in 1992 as a project, the participation of the Government, Banks, development agencies and NGOs has made the SHG movement as the world's significant microfinance programme. India's Self Help Group (SHG) movement was come out as the world's big and more successful network of community-based organizations (CBOs). It is mainly a women's movement. Some experts have noted out, it is a successful innovation in its own right. The literature on Self Help Group (SHG) and microfinance are relatively one of the teenagers. Thus Self-Help Group and microfinance said as a current movement and it is the new field of research. In the growth model, micro-finance has developed as a need-based programme for empowerment and palliation of poverty to the thus far neglected target groups like women, poor etc. And micro-finance has become the most effective interventions for the empowerment of the people. The experience across India and other countries has shown a strong possibility of Microfinance to integrate with the development issues by which significantly impacting the lives of people. The micro-financing movement through Self Help Groups (SHGs) has been transformed the lives of millions of poor women who were economically dependent on others. Women have become self-dependent and self-confident. NABARD had designed and spearheaded one of the most unique financial inclusion initiatives namely, the Self-Help Group-Bank Linkage Programme (SHG-BLP). This programme has now developed into the world's largest microfinance movement that changed the lives of greater than 12.4 crore poor households involving 102.43 lakh SHGs with credit outstanding of near about R108000 crore, as of 31 March 2020.

STATEMENT OF THE PROBLEM:

Saving groups and credit groups are mainly informal groups, members of SHGs pool savings and re-lend within the group on needs basis. Women self-help groups, formed particularly for rural women, being a worthwhile medium for community involvement in developmental activities, maybe a powerful tool for alleviating rural poverty through the empowerment of women. Women play an important role in all sectors and effects economic, social and cultural opportunities. Hence the present study focused on the empowerment of group members in rural areas through the creation of self-help groups.

OBJECTIVES:

1. To study the socio-economic impact of SHG activities on group members.
2. To study SHG as a need-based programme for the empowerment of group members.
3. To study the influencing factors for joining self-help groups.

4. To understand the savings pattern of SHG members.

RESEARCH METHODOLOGY:

Scope and period of the study: The study is empirical and analytical. The study is confined to the self-help groups promoted by Mahila Aarthik Vikas Mahamandal (MAVIM) in Konkan Region. The study survey was conducted during 2019-20 with a questionnaire containing relevant questions.

Research Design: The present study is an empirical study based on the survey method. First-hand data were collected from the field through a well-structured questionnaire.

Data sources: The study is based on primary and secondary data. The primary data were collected through a well-structured questionnaire and interactions with the Self-Help group members. The secondary data were collected from the various sources like, research journals, NABARD reports and books.

Universe and Sample size: There were 16577 Women SHGs in the Konkan Region promoted by MAVIM as of 2019-20 (Economic survey of Maharashtra Report 2019-20). Considering the large universe and constraints, the researcher has selected 165 (1%) Self- help groups based on a simple Random sampling Method. Two members from each woman groups have been selected Convenience sampling basis for data collection purpose, i.e. 330 women group members have been selected.

LITERATURE REVIEW:

Jaya (2002) revealed that the SHG members unanimously agreed that the foremost striking advantage of the SHGs was the thrift component which acted as an „informal bank at their doorstep“. Non-availability of incentives to group leaders was identified to be the factor resulting in their waning interest and therefore the gradual decline within the functional efficiency of even the successful groups. One major impact of SHGs on the ladies members was the creation of awareness on newer economic opportunities available. Rajendran & Raya (2011) found a significant relationship between the educational levels of the respondents and their period of membership in groups, loans and empowerment of rural women in the Vellore district. To solve the matter associated with the marketing of the products of the SHGs. (Batliwala, 2015) the world was confronted for the first time with this buzzword “empowerment” at the UN Conference on Women in Beijing in 1995 and the World Population Conference in Cairo in 1994. By including the concept of empowerment, the direction for the developmental programmes is set in favour of instituting gender justice and gender equality. Welfare and development were the prior standards in the innovation of the term “empowerment”. Hashemi (1996) women’s access to credit helps significantly to the economic contribution by women, it makes possible a rise in asset holding by women in their name, they can exercise their increased purchasing power with benefited with a top-level of mobility, political participation and involvement in major decision making. In contrast to the above observations. (Murlidhar A. Lokhande, 2010) concluded that The SHPIs, NBFCs, Banks and voluntary organizations are supposed to play a crucial role in the micro-finance market. To attain the objective of poverty eradication, every poor person should have easy access to credit for starting small economic activities based on local resources. WSHGs, because it is clear, are instrumental in promoting women entrepreneurship. So beneficial environment is needed to be created in the country to give augment to women self-help groups. Large numbers of the women do not have their self-property and even own earning women have no right to spend their own earning. As there were a few studies on empowerment and awareness of group members about the main activities of the self-help groups, this study attempted to highlight the aspect of empowerment and awareness of group members.

Self-Help Groups: Self-Help Group (SHG) is a platform where the poor and the needy people, especially women, unite to solve their economic problems. This group undertakes income-generating activities. This is achieved through their inadequate savings deposited into a common bank account which enables them to borrow bank loans at a very nominal interest rate. Their collective bargaining power with banks helps them to undertake bigger projects and gain better income in course of time without guarantee security. Self Help Groups are voluntarily formed, informal groups. These groups usually consist of 10-20 members. The important motive to form these types of groups is to encourage its members to save on regularly they use the concerted resources to meet the credit needs of the group members. The self-help groups are native and collectively make decisions. So the members are neighbors and have the ad same interest, the group is a homogenous one and cohesiveness is one of the important features of the group. Continues savings, Regular meetings, compulsory attendance, proper time repayment and skill base training are the salient features of the SHG. The First Development agency is established at Mysore in India and that is the starting of the SHG movement. NABARD permitted the SHG movement in the year 1980 & in 1986-1987 started the SHG project with the help of Mysore Re-establishment with Development Agency. SHG movement got accelerated in Maharashtra In the year 1999. The

most of the number of SHG increased from 8446 to 32611 nearly four times in two years from 2002-2003 to 2004-2005. Up to 2019-20 of Maharashtra has accounted for a total of 132124 Women SHGs with 1558368 members of SHGs.

The goal of Self Help Group: Self-help groups are started by non-governmental organizations (NGOs) that generally have big anti-poverty agendas. Self-help groups are a tool for goals including empowering women, improving leadership abilities among poor people, increasing school enrollments, and developing nutrition and the use of birth control. Financial intermediation is generally seen maximum as an entry point to these other goals, another side as a primary objective. This can breaker their development as sources of village capital, as well as their efforts to aggregate locally controlled pools of capital through federation, as was historically accomplished by credit unions.

DATA ANALYSIS AND INTERPRETATION:

Table 1 Demographic Characteristics of Group Members

Characteristics	No. of respondents	Percentage
Age		
< 25	44	13.33
25-40	117	35.45
40-55	153	46.36
>55	14	04.24
Education		
Primary	135	40.90
Secondary	126	38.18
Higher Secondary	47	12.72
Graduation	17	05.15
Other	10	03.03
Marrital status		
Unmarried	21	06.36
Married	281	85.15
Widow	15	04.54
Divorcee	13	03.93
Occupation		
Agriculture	101	30.60
Small business	57	17.27
Service	18	05.45
Housewife	154	46.66
Annual Income		
< Rs. 25000	133	40.30
Rs. 25000-50000	115	34.84
Rs. 50000-75000	44	13.33
> Rs. 75000	38	11.51

(Source: Field Survey)

Results and Discussion: The socio-economic characteristics viz., age, marital status, education, occupation and income were studied to understand the socio-economic background of group members. As shown in table-1, of the aggregate 2330 group members. Age-wise distribution of the respondents indicated that the highest number of the respondents, that is, 46.36 per cent were in the age group of 40-55 years; 35.45 per cent respondents in the age group of 25-40 years; 13.33 per cent respondents were below 25 years age whereas 4.24 per cent were above 55 years of age. The majority of the respondents were young. As far as the educational level of the respondents was concerned, 40.90 per cent of the respondents had got education up to primary level; 38.18 per cent of the respondents up to secondary level; 12.72 per cent of the respondents obtained education up to higher secondary level and 5.15 per cent of the respondents were graduates. The data regarding the marital status of the respondents indicated that 85.15 per cent of 330 respondents were married; 6.36 per cent respondents were unmarried; 3.93 per cent respondents were divorcees and 4.54 per cent respondents were widows. Out of 330 respondents, 46.66 per cent respondents were housewife; 30.60 per cent of the respondents were farmers; 17.27 per cent were engaged in small business activities and 5.45 per cent were in service. Out of 330 respondents, 40.30 per cent respondents had an annual income of less than Rs. 25,000; 34.84 per cent of the respondents

earned annual income between Rs. 25,000-40,000; 13.33 per cent of the respondents earned annually in the range of Rs.50,000-75,000 whereas 11.51 per cent of the respondents had annual income more than Rs.75,000. The data analysis disclosed that the majority of the group members were in the lower-income group.

Table 2 Savings Pattern –Before and After Joining the Self Help Groups

Particulars	Monthly Savings before joining SHGs/respondents				Monthly Savings after joining SHGs/respondents			
	Rs. 200	Rs. 300	Rs. 400	Total	Rs. 300	Rs. 400	Rs. 500	Total
No. of respondents	191 (57.87)	106 (32.12)	33 (10.00)	330 (100)	106 (32.12)	178 (53.93)	46 (13.93)	330 (100)
Savings amount (Rs.)	38200	31800	13200	83200	31800	71200	23000	126000
Average savings (Rs.) per member p.m.				252.12				381.81
Incremental net growth in savings after joining SHGs								51.43 %

(Source: Field Survey)

The data given in table 2 indicated that the saving pattern of the respondents had shown incremental growth after they joined the group. Out of 330 respondents, 57.87 per cent respondents reported that they could save hardly Rs. 200 per month; 32.12 per cent of the respondents had a monthly saving of Rs. 300 whereas 10.00 per cent of the respondents could save each Rs.300 per month before joining the groups. They also agreed that money-saving was irregular activity. It was observed that after joining the groups, every member had to deposit a fixed amount of saving with the concerned group. The data disclosed that 32.12 per cent of the respondents had been depositing Rs.300 per month; 53.93 per cent and 13.93 per cent of the respondents had been saving Rs.400 and Rs. 500 per month respectively. Incremental net growth in average monthly savings was found to be 51.43 per cent. Compare with the monthly saving amount by the respondents before joining the groups, certainly, there was a noticeable growth in the monthly saving amount of the respondents after joining the groups.

Table 3 Expected motivational factors behind joining Self Help Group

Sr. No.	Motivational Factors	Responses	
		Yes (%)	No (%)
1	Increase in social status	16 (4.84)	4 (1.21)
2	Economic Empowerment	48 (13.03)	10 (3.03)
3	Access to Banking services	38 (11.51)	8 (2.42)
4	Access to Credit Facility	127 (38.48)	28 (8.48)
5	Improvement in skills	19 (5.75)	4 (1.21)
6	Increase in self confidence	28 (8.48)	5 (1.51)
	Total	330 (100)	

(Source: Field Survey)

From the above analysis, it is found that access to credit facilities motivated 38 % of respondents to join Self Help Group. 13% of the women agreed that economic empowerment is another motivating factor to join the Self-help group, near about 11% of respondents agreed that motivating Banking services to join SHG. Where other factors are very close to each other and do not play a significant role in motivating the respondents.

Table 4 Objectives to join Self Help Group

Sr. No.	Objectives of respondents	SHG members	%
1	To avail credit facility	132	40.00
2	For thrift facility (To have Savings)	69	20.90
3	To participate in decision making process	20	6.06
4	To be self-dependent	13	3.93
5	To repay loan	63	19.09
6	To startup new venture	33	10.00
	Total	330	100

(Source: Field Survey)

As per the above analysis, 40% women have joined Self-help group to avail credit facility as SHG help them to provide the collateral-free loan. 20.90% of the respondent joined respective SHG to increase their savings which will enable them to meet future contingencies. 19.09% of respondents joined the group intending to repay the loan. 6.06% respondent feels that joining self-help group would allow them to participate in decision-making process followed by self-dependency 3.93%.

Table 5 Benefits derived from the Self Help Group

Sr. No.	Objectives of respondents	SHG members	%
1	Increase in savings	142	43.03
2	Economic Empowerment	63	19.09
3	Self Confidence	20	06.06
4	Social Solidarity	16	04.84
5	Free from debts	79	23.93
6	Owning Assets	7	02.12
7	Others	3	00.90
	Total	330	100

(Source: Field Survey)

As per table 5, it is observed that 43.03% of respondents increased their savings after joining the Self-Help group. Whereas 23.93% of members get benefit as free from debts. Out of 330 respondents, 63 respondents i.e. 19.09% of members says that they have empowered economically. Where other factors are very close to each other and derived benefit from the Self-Help Groups.

CONCLUSION:

The study concluded that after joining the SHGs the members have been benefited in innumerable ways. The motives have been good achieved by the group members through SHG membership. Self-help groups were found developed in savings mobilization, credit providing for the economic and non-economic needs of the members. Also concluded that there was a high increase in answering of the members to socio-economic changes, the standard of living, communication, decision making, being respected by others, participation in social activities, more and easy access to credit, self-confidence and savings. Group members had a big level of participation in group meetings. Similarly, they were aware of group activities, namely, financial, administrative, social, political and entrepreneurial activities. So, it is very apparent that these groups enable the poor women to be Self-reliant, social solidarity, debt-free, economically empowered and many more. Thus the survey proves that SHGs is empowered women economically, socially and politically. Therefore, there is a need for government and non-government organizations to work together, then only these Programmes may grow and contribute efficiently towards the greatest objective of poverty alleviation.

REFERENCES:

1. Jaya S. A. (2002). Self-Help Groups in Empowering Women: Case Study of Selected SHGs and NHGs, Discussion Paper, Kerala Research Programme on Local Level Development Centre for Development Studies, Thiruvananthapuram pp.65-120.
2. Rajendran, K. & Raya, R.P. (2011). Does Micro-Finance Empower Rural Women? – a study in Vellore District in Tamil Nadu, Indian Journal of Finance, 5(11), pp 47-55.
3. Batliwala, S. (2015). Engaging with Empowerment: An intellectual and experiential journey. Women Unlimited.
4. Hasemi, S. M., 1996, Rural Credit Programmes and Women's Empowerment in Bangladesh, World Bank
5. Lokhande M. A., (2010). Women Self-help Groups and Women Empowerment - A Case study of Mahila Arthik Vikas Mahamandal, Indian Journal of Marketing, pp 9.
6. Porinita, Vasimraja Sheena, (2016). "Self Help Group: A Pathway towards Credit & Economic Empowerment of Women", IJARM, Volume 7, Issue 1, pp. 13-19.
7. Syed Tanvir Badruddin, (2017). Self Help Groups: An Emerging Power in Women empowerment, Asian Journal of Multidisciplinary Studies, Vol. 5, Issue 10.
8. Lokhande M. A., (2015). An Empirical Study of Self-helps Groups and Awareness of Group Members, RJCBS, Volume: 04.
9. Priyanka and Vishakha, (2018). Impact of Self-Help Groups on Empowerment Status of Rural Women in Udaipur District, Asian Journal of Agricultural Extension, Economics & Sociology, 22(1).

A STUDY ON “CHALLENGES FACED BY EDUCATION SYSTEM & ROLE OF I.C.T. DURING COVID19 CRISIS WITH REFERENCE TO HIGH SCHOOLS AND COLLEGES OF MUMBRA”

Dr. Hiresh Luhar¹ and Mrs Saima Shoeb Khan²¹Director, Viva Institute of Management & Research²Research Scholar, Shri JYT University

ABSTRACT

The Covid19 has created many challenges before the World and Education is one of the worst hit sector. Educating to the masses is necessary to develop their inner abilities and making them capable of facing various challenges of the life. The recent Corona Crisis have somewhat changed the scenario of this World. The basic brick and mortar Schooling system have been replaced by the more fascinating online methods of teaching and learning. The traditional class of people has been forced to accept and to develop their skills as per the need of the hour. In this hour of need Information and Communication technology played very vital role. ICT have paved the way for Online Education system. The Online Education System was nothing new to the World before Corona Crisis but surely it proved a bitter task for most of the Old School thought and for the places where there is lack of infrastructure. The Online Education proves to be very fruitful in such requirements of Social Distance but also with limitations. But the scope for Online Education will be surely increasing in the Era. This study is about the challenges faced by the Education system due to Covid-19 and the role played by the ICT in tackling such challenges for the students of High Schools & Colleges of Mumbai.

Keywords: Information and Communication technology, Education, Online Education, Challenges, Students

INTRODUCTION:

Education is process which includes teaching, learning, training, discussion and proper research. Education is the Process where one can acquire knowledge, skills, values, beliefs and habit through learning there is Formal or Informal system of Education. Each has its own benefit. Education gives an experience to the people which formally effect on the way one thinks, feels or act. School is the most important part of Education. The relation which develops in School between the teachers and Students is the essential factor for the development of mind and soul in terms of knowledge which will lead the person to the Worldly experiences.

But the recent events of the World have changed the perspective of the Education from Schools to Online Classes. The need which arises due to the unpleasant event like CORONA Virus made everyone including the traditional supporters to move towards Online Education. The need of social distancing has given boost to Online Education. The System of Online Education was present previously but majorly use for higher education. The world seen the major advantages of online education system but on other hand there was also many difficulties which many of the stakeholders have to face due to Online Education system. The Developing Countries like India where technical infrastructure in not enough to support the needs of all students in case of online education especially in Rural areas.

Information communication technologies (ICT) at present are influencing every aspect of human life. They are playing salient roles in work places, business, education, and entertainment. Moreover, many people recognize ICTs as catalysts for change; change in working conditions, handling and exchanging information, teaching methods, learning approaches, scientific research, and in accessing information communication technologies. In this digital era, ICT use in the classroom is important for giving students opportunities to learn and apply the required 21st century skills. ICT improves teaching and learning and its importance for teachers in performing their role of creators of pedagogical environments. ICT helps of a teacher to present his teaching attractively and able to learn for the learners at any level of educational programs. Today in India teaching training programmers making useful and attractive by the term of ICT. Information and Communication Technologies (ICTs) exemplified by the internet and interactive multimedia are obviously an important focus for future education and need to be effectively integrated into formal teaching and learning – especially in a teacher education institution.

Mumbai is a Semi Urban area with limited infrastructure development and hence in the crisis of Covid19 many challenges came up in which Education sector was a major one. As schools and colleges in the area are with limited resources the stakeholders of Education section have to face many problems. The students and teachers were totally depending on online system of Education for the whole academic year and ICT played very vital role in this crisis.

OBJECTIVES:

- To Study the Problems faced by the different stakeholders regarding of Education system due to Covid19 crisis.
- To Study the effectiveness and success of ICT in Online Education system regarding lectures and tests for High School & College Students.
- To Study whether the ICT helped to solve the problems faced by the stakeholders like teachers, Students and parents.

HYPOTHESIS OF THE STUDY:

H0: ICT do not play important role in solving the Challenges faced by Education system due to Covid19 Crisis.

H1: ICT played important role in solving the Challenges faced by Education system due to Covid19 Crisis.

COLLECTION OF DATA:

The data for the study is collected from the different stakeholders related to Education Sector of Mumbra. The Teachers, parents & Students of Class of X and Class XII is the Population of the study. The Data collected is both Primary & Secondary in nature. The Primary data is collected through Questionnaire which was circulated through mails and WhatsApp whereas Data from schools about the Online format on studies consists of Secondary Data. The 3 Schools and 2 Junior College Students of Mumbra have been selected as a Sample of Study. 10 students of each schools and Colleges with their parents and total 10 teachers of different subjects where selected as a respondents for the study. The Responses were recorded accordingly. The analysis and interpretation of data is done as per the responses recorded.

LITERATURE REVIEW:

Digitization: As per the definition provided of Digitization, it is clear that it is a process of converting information into digital format. It is explained that in this process information is stored in forms of bit.

"Information and Communication Technologies." ICT refers to technologies that provide access to information through telecommunications. It is similar to Information technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums.

DISCUSSION AND FINDINGS:

As per the Study conducted, it was found that the Online System was became the need for the Students, Schools & Colleges of even a Semi Urban area like Mumbra. But Education section have to face many challenges regarding the teaching & learning process. Due to the contagious nature of the Covid19 the social distancing became the main norm of safety for everyone. Social contact was the base of Education system through which teachers and students interact in schools and colleges but due to Covid19 crisis this become highly impossible. The Lockdowns make it difficult to for any kind of movements and access of major available resources. There were lack of facilities in terms of matching with number of Pupils needs but anyhow it was also mandatory to conduct the Online Classes for each Student. The schools were bounded by the rules and commands of the Government and Local authorities with no help in enhancing the Resources or funding etc. The schools were responsible for furnishing all the resources to the teachers for Online Education system. There were no proper applications through which the Classes can be conducted. The applications already present were not sufficient to fulfill all the needs of the students including the quantity problem.

In this case of problems Information and Communication technology came to rescue of the students, teachers and all other stakeholders of Education System. The Digital platform provided through ICT helped teachers and students to reach each other. The Online applications like Google Classrooms, Zoom, Google meet, etc. available free of cost helped teachers and students for education purpose. ICT made Online Education easy for the entire stakeholder. Online Education System also proved to be fruitful in major cases as it helped Students to get in touch with their academic's studies and to experience many new things technically. Even teachers also get the firsthand knowledge about the requirements and use of the technology. The school managements and parents too have gotten proper picture of preparations for such unprecedented events like COVID.

ANALYSIS OF DATA:

The Data collected majorly through online, emails and Phone calls because of Social Distancing. The questions were asked to the Teachers, Students and Parents of the 3 major Schools & 2 Junior Colleges of the Mumbra. The 10 students were selected for responses and also the 10 parents and teachers of different subjects. The main concern was to understand the problems faced by the stakeholders related to Education.

Problems Faced by Students, teachers and parents related to Education are listed below as per the findings of the Study:

- There was no direct contact between the teachers and students due to Covid19 Crisis.
- The schools were not allowed to for any type of gathering of any students.
- Students were facing problem due to lack of clear information from any source.
- Due to Lockdown situation movements of teachers was problematic.
- Many teachers were not having high technology resources for lectures purpose.
- Many students were not having high technology resources for lecture purpose.
- Parents were worried of increasing financial burden of high technology resources for their Children.
- No School and Colleges were having any Pre application for such situation.
- Schools and Colleges were in state of confusion due to break down of information system and lack of clear information through official sources.

In this scenario of crisis and number of problems faced by the teachers, parents and students ICT played important role in tackling and solving many of the problems. The responses of the Students of High Schools and Junior College, teachers and also of the Parents helped to know the importance of ICT in this crisis period.

Response on ICT from Students (High School & Junior College) (Table no. 1)

	Yes	No	Maybe	Same
Understanding level through ICT/Online is Good	8	2	0	0
ICT is helpful like Classroom's structure	7	2	0	1
Coping up with technical changes is easy with help of ICT	8	2	0	0
Easy availability of the Applications	10	0	0	0

Response on ICT from Teachers (Table no. 2)

	Yes	No	Maybe	Same
Easy to Explain/use	9	1	0	0
Helpful for Meetings/Seminars	10	0	0	0
Availability of technical resources is sufficient	7	3	0	0
Easy availability of the Applications	10	0	0	0

Response on ICT from Parents (Table no. 3)

	Yes	No	Maybe	Same
Concentration of Students is Good with ICT enable techniques	7	3	0	0
ICT helps in Practical's/ Homework's	10	0	0	0
Not suitable as per financial situation	2	8	0	0

As per the Data shown in above table it is very clear that the responses of the Students, Teachers and parents regarding to role of ICT is very positive. The ICT enabled technologies and applications are very helpful for all the stakeholders and have solved many problems. The ICT enabled applications have made it easy for students

and teachers to interact with each other through Online Education Platform. The meetings and seminars are too conducted through ICT enabled platforms.

SCOPE OF STUDY:

The Study is concern with the problems faced by Education section during a Pandemic situation and also about the Role of ICT in solving such problems. This study can be used by the various schools, colleges, educational institutions, local government bodies for improving Online Systems and solving problems. This study can be used as reference for any study on Online Education System.

CONCLUSION:

The ICT have its important for solving the problems faced by the Education System and also making the Education process easy for all the stakeholders like Teachers, Students and Parents. The ICT enabled applications and platforms are most crucial elements in the success of Online Education system. The students, teachers & parents of Mumbra accepted the importance of the ICT in Education System. The teaching & learning process do not lose its importance in absence of social contact of the teachers and students only due to ICT. Hence the Hypothesis H1 proved to be correct that ICT played important role in solving the Challenges faced by Education system due to Covid19 Crisis.

REFERENCES:

- <https://whatistechtarget.com/definition/digitization>
- <https://www.indiaeducation.net/alternative-education/online/>
- Primary Data through Close ended Questionnaire.

THE EFFECT OF DIFFERENT MODES OF ADVERTISEMENTS ON BRAND IMAGERY IN THE CATEGORY OF ELECTRONICS DURABLES WITH SPECIAL REFERENCE TO SELECTED CITIES OF GUJARAT STATE

Javed S. J. Khorajia¹ and Dr. Sejalben Christian²¹Research Scholar and ²Incharge Principal, Shri D.N. Institute of P.G. Studies in Commerce, Anand

ABSTRACT*Purpose*

The main purpose of this paper is to examine the effect of Advertisements on Brand Imagery

Design/methodology/approach

The study was conducted in selected cities of Gujarat and data were collected using convenient sampling. Structural equation modeling was used to evaluate the effect of Advertisements on Brand Imagery

Findings

Research shows that Advertisement has a positive impact on Brand Imagery.

Research limitations

The relationships investigated in this study require more research on this subject. This is because there are many more products other than durable electronics. Therefore, further research is needed before drawing any general conclusions.

Practical implications

Based on the study, we found that the effective use of Advertisement has a positive impact on Brand Imagery.

Originality/value

Emphasizing and improving the base of knowledge concerning Advertisement and Brand Imagery.

INTRODUCTION

When starting a business, marketing is important for companies to let others know about the business. All types of businesses, whether online or traditional, require customers to achieve the right results. But the main way to attract customers is marketing. This is why advertising has a great business value. When a company publishes information about its products and management, it can lead to serious situations. Promotions are important to every aspect of your business. It covers the main tasks for manufacturers and buyers. Marketing is very important to the business as a whole because it attracts customers and increases the company's sales. You can advertise using a variety of media such as television, newspapers, radio, flags, brochures, websites, and more. Each advertising medium has its own pros and cons. everything you need to evaluate before choosing a particular medium. The biggest issue to keep in mind is that the advertising medium of your choice must be able to reach a large number of customers. There are also several reasons why advertising can increase sales revenue in your business. First recognition. Advertising is an important part of raising awareness of your product or service, such as your brand and price. Recognition of a product or service can be gained through the emergence of unique brand features. Product knowledge is especially important when a product goes to market or when a product is modified. Accurate product information can help consumers make purchasing decisions. These days, fierce competition alone lacks awareness, so caution is needed. So, the more people know that our brand is on the market, the more people will want to buy our products. A consistent number of business visitors is the first step towards increasing sales. The more consumers there are, the more companies there are. Advertising makes business today and in the future a conviction.

The only reason for a business is to provide goods and services for the benefit. Advertising allows businesses to close more offers by taking advantage of the fact that more people can think about their products and management. On the other hand, shoppers can't find goods and management at a good rate if they don't receive promotions. Messages help buyers decide which products to buy and care for. With the help of promotions, buyers will have the most ideal option. Today, the advertising industry has grown into a huge industry in light of the numerous articles and regulators advertised. So, the opposition also expanded, demanding that each representative develop his position and administration in the most ideal way. In addition, new marketing processes have been improved and the number of advertising agencies available today has increased. The point

of a particular battle is to give the target the opportunity to connect with the right person and expand the target's attention, strengths and weaknesses. This is important to the company's success.

LITERATURE REVIEW

Advertisement

When a company offers a similar product, it is necessary to persuade customers to purchase as well as inform customers of the availability of the product. Marketers try to justify the superiority of their products in the rest of the market with a hopeful message. You can make recommendations through creative advertising messages, product displays at trade fairs, gift offers, premium offers and competitions. For example, she had a skin problem that made her feel uncomfortable in front of others, but all of a sudden, she saw regular skin care ads on Instagram, saw a lot of positive customer reviews, and finally bought the product with the hope of preserving the beauty of her skin as before (Biswas et al., 1992).

It builds confidence. Third, attitude. Campaigns are needed to shape or reinforce the attitude of the target group. Marketers expect their target group to have a positive attitude towards their brand. A positive attitude towards your brand helps increase sales. Advertising technology, such as advertising, can help marketers correct negative attitudes toward their products. Negative attitudes can be corrected through publicity and advertising. For example, you can offer a free trial of a product or service, issue a coupon, offer a discount, or run a free competition. All of these methods aim to encourage customers to spend their money. Fourth, brand loyalty. Advertising helps increase brand loyalty (Della Bitta et al., 1981).

Brand loyalty leads to repeated purchases and referrals recommended by other existing customers. Promotions, effective personal sales, direct and effective direct marketing, and other methods help build brand loyalty. Because consumers have a choice, many loyal consumers have moved away from their previous business to look for alternatives. Advertising reminds consumers why they chose your business in the first place and why they should choose you in the future. Fifth, it is the brand image. Advertisers help create a good brand image for their target audience. Prospects can be helped by a number of factors, such as the brand identity, content of the advertising message, the type of packaging, and the type of sponsorship program or event, which can help shape the brand image in the minds of the audience (Friedman et al., 1976).

A short brand image has a direct impact on earnings because customers feel safe when buying products and services from the company. Reputation management is about understanding the impact of customer perception on business opportunities. The idea here is to manage customer expectations, respond quickly to issues or issues, and always run business ethically. Finally, expand your market. Successful advertising leads to market expansion. Marketers may want to expand their markets from region to region, from region to country, and from country to international. To do this, marketers can use a variety of marketing methods, such as free freight shipping abroad (Edell & Staelin, 1983).

Brand Imagery

Mental imagery, also known as "visualization" or "mental vision," has been defined as "the process by which non-verbal information is displayed in working memory." This mental expression encompasses all sensory modes such as visual, auditory, olfactory, motor aesthetic, anal and tactile. However, this research focuses primarily on the visual dimension due to the emergence of visual images from our point of view. Two-thirds of all perceived information reaching the brain is transmitted through the visual system. The visual mental image differs from the simple act of seeing in that it focuses on the identification and identification of objects (Parker, 2009).

The visual mental image involves the creation of a ring-angular mental image that transforms visual input at will. Images describe subsensory experiences we perceive and exist in the absence of stimulus conditions known to produce really sensory or perceptual counterparts. As part of the perceptual experience, behavioral intent is often formed in the mind of the consumer before it occurs. In fact, consumers often use images to facilitate decision making. For example, they imagine the taste of a dessert in order to assess their preferences when choosing a dish in a restaurant (Miller & Berry, 1998).

The image also triggers a physiological response, such as a treatment, when the mental production of aroma becomes possible. An individual's cognitive style can perceive mental images in different ways when faced with the same stimulus. Cognitive style refers to a sequential way of receiving, processing, and organizing information. Therefore, high-resolution image sensors that focus on images, display images, and enjoy visual information tend to experience denser visual mental images in response to stimuli that put the image into action. Visual processing, a tendency to shape images, seems to be an innate choice rather than a contextual choice (Mikhailitchenko et al., 2009).

The visual mental image can also be described as the nature of the stimulus. For example, some image properties such as compressibility, brightness, and image manipulation that stimulate mental modeling facilitate the spontaneous generation of images from graphic input (Lutz & Lutz, 1977).

As technology has created new interactive experiences in recent years, new types of tools have emerged that evoke images. This includes digital games, mobile advertising, virtual models for online shoppers to "try on" your products, and 3D visualization of your product or store. Information retrieval is based on the processing of information necessary to form a visual mental image (Bruce & Hill, 1998).

Subsequent explanations of the visual mental image suggest that the effect of the image depends on the availability of virtual information based on perceptions of multiple pathways, as well as the favorable subjective experience accompanying sensory information. This thoughtful thinking process allows customers to remember and re-experience or re-experience their past experiences. You can even experience long-term memories for which such real experiences are not available. As the stimulus elicits a mental image, the mental expression of several states stored in memory is repeated (Robertson, 1987).

It is assumed that mental images are multidimensional. Babin and Burns created three-dimensional models of mental images, including brightness, size, and sophistication. Brightness refers to the sharpness that a person perceives an image and reflects its quality, intensity and visibility. The number of images refers to the number of images that come to mind when a stimulus is called, and the development of a mental image refers to the activation of information other than the information provided by the stimulus when creating a mental image. Brightness is generally considered responsible for improving the way messages are handled, so it is considered to be the best representation of your mental image. However, the comprehensive mental image dimension is rarely considered (Hartmann et al., 2021).

OBJECTIVES OF THE STUDY

Advertisement is the indispensable routine of all organisations around the world. But to what extent it affects the Brand Imagery is largely unknown. This study attempts to find out the precise impact of advertisement on Brand Imagery in the category of electronics durables.

1. To develop a model for Advertisement based on Brand Equity.
2. To investigate the relative impact of different modes of advertisement on Brand Imagery.
3. To explore which mode of advertisement has maximum impact on Brand Imagery.

METHODOLOGY

Responses were collected with the use of Google Forms to collect data to examine the impact of Advertisements on Brand Imagery in the category of Electronics Durables.

THEORETICAL FRAMEWORK

Figure 1 presents a proposed model for outlining the Hypothesized relationships among Magazine based, Newspaper based, TV based and Internet based Advertisements and Brand Imagery.

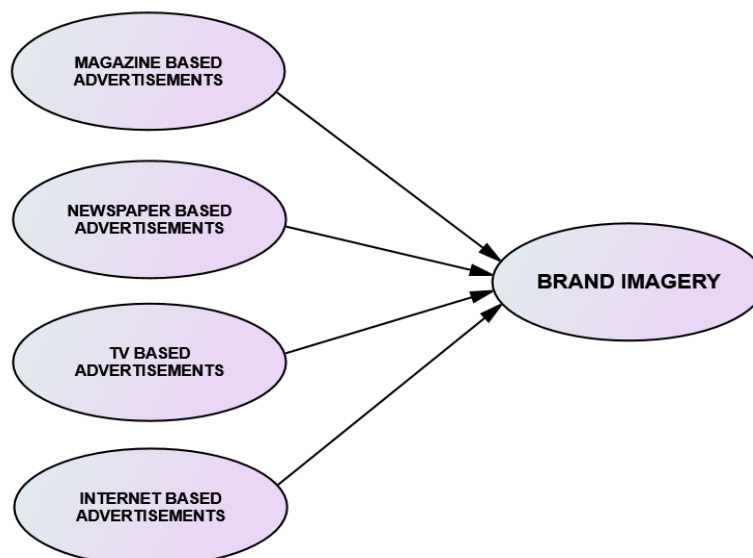


Figure 1: Theoretical Framework Model

Preliminary test, sampling and data collection

The survey was piloted prior to the final development of the survey with 25 respondents actively engaged in purchasing durable electronics through social media. SPSS 17.0 was used for this. Cronbach alpha was calculated to validate the questionnaire. Cronbach's alpha value was 0.984, indicating high confidence in the survey data.

Participants and survey instrument

After validity, the entire data collection process continued. In the urban and suburban areas of Gandhinagar, Vapi, Ankleshwar, Unjha, Patan, Amreli, Jamnagar and Junagadh data was collected from respondents using Google Forms. The questionnaire on Google Forms was distributed to 278 people, with a total of 176 responses received.

Measurement

There were questions to know about the type of advertisements the respondents have seen mainly in the past month and the questions that measure Imagery of the same brand that respondents have seen the advertisement of. The questions regarding the advertisements were YES/NO whereas the imagery questions were based on the Likert scale.

Hypothesis development

H1: Magazine based advertisement has positive influence on Brand Imagery.

H2: Newspaper based advertisement has positive influence on Brand Imagery.

H3: TV based advertisement has positive influence on Brand Imagery.

H4: Internet based advertisement has positive influence on Brand Imagery.

RESULTS AND DISCUSSION

Sixty percent of the respondents were male and the response rate of male 62.8% and 37.2% female. 81.5% respondents are those who belong to Urban area and 18.5% belong to suburban area. The information is also about the education level, 0.7% SSC, HSC, 51.0% having Graduation, 41.8 percent having Postgraduation, 6.5% having M.Phil. and 0% having PhD degree. The details about the occupation in which 12.17% of the respondents belong to student-category. The people employed in self-employed category were 48.7%, Education field 5.63%, Industry 8.29%, Business 15.81% and others 9.4%. Further information which we collected from respondents was their family income. More than sixty percent of the respondents (64.81%) fall in category of income from Rs 60,000 to Rs 1,20,000 and on the other side 18.2% family income fall in Rs 120,000-240,000, 13.5% respondent's family income were Rs 240,000 to Rs 360,000, 2.21% respondent's family income was Rs 360,000 to Rs 480,000 and remaining 1.28% respondent's family income was above Rs 480,000.

CFA Confirmatory factor analysis

Model Fit of CFA: $\chi^2 = 186.21$, $df = 23$, $p = .000$ AGFI=.93, GFI=.94, NFI=.90, IFI=.92, CFI=.97, RMSEA=.03

The model fit stated above are within the limit prescribed by Global Fit Indices.

SEM Structural equation modelling

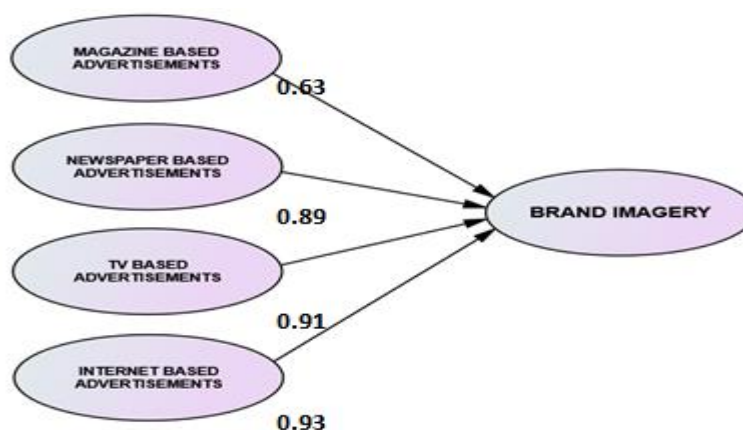


Figure 2: Output of SEM

Model FIT of SEM: $\chi^2 = 153.87$, $df = 51$, $p = .000$ AGFI=.92, GFI=.90, NFI=.89, IFI=.96, CFI=.93, RMSEA=.02

The model fit stated above are within the limit prescribed by Global Fit Indices.

IMPLICATIONS

The advertisement is a mammoth task for the Marketing Managers, and they must ensure to make it relevant impactful to reap the rich advantages of boosting Brand Equity Drivers. So much so that the money spent on advertisement achieves the desired objectives of boosting the revenue, goodwill and brand value for the organizations.

CONCLUSION

This study examined the effects of Advertisements based on Magazine, Newspaper, TV and Internet on Brand Imagery in the category of electronics durables. Research objectives and theories have been developed to achieve the research objectives. The results of this study indicate that the most important mode of advertisement that affects Brand Imagery is Internet with 0.93, followed by TV with the factor loading of 0.91 and thereafter Newspaper with the loading of 0.89 and finally the magazine based which is 0.63. But all types of advertisements do have positive significant impact on Brand Imagery.

LIMITATIONS OF THE STUDY

1. Only Electronics durables are considered for the study whereas there are many products on which this model could have been applied to.
2. The study was conducted only in the selected cities of Gujarat State.
3. There is other factor like Brand Performance, Judgements and Feelings which are not considered in this study.
4. Sample could have been more to make SEM results more trustworthy.

REFERENCES

- Biswas, A., Olsen, J. E., & Carlet, V. (1992). A comparison of print advertisements from the United States and France. *Journal of Advertising*, 21(4), 73–81.
- Bruce, M. K. H. M., & Hill, A. J. (1998). Fashion brand preferences among young consumers. *International Journal of Retail & Distribution Management*.
- Della Bitta, A. J., Monroe, K. B., & McGinnis, J. M. (1981). Consumer perceptions of comparative price advertisements. *Journal of Marketing Research*, 18(4), 416–427.
- Edell, J. A., & Staelin, R. (1983). The information processing of pictures in print advertisements. *Journal of Consumer Research*, 10(1), 45–61.
- Friedman, H. H., Termini, S., & Washington, R. (1976). The effectiveness of advertisements utilizing four types of endorsers. *Journal of Advertising*, 5(3), 22–24.
- Hartmann, J., Heitmann, M., Schamp, C., & Netzer, O. (2021). The power of brand selfies in consumer-generated brand imagery. *Columbia Business School Research Paper Forthcoming*.
- Lutz, K. A., & Lutz, R. J. (1977). Effects of interactive imagery on learning: Application to advertising. *Journal of Applied Psychology*, 62(4), 493.
- Mikhailitchenko, A., Javalgi, R. R. G., Mikhailitchenko, G., & Laroche, M. (2009). Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall. *Journal of Business Research*, 62(10), 931–938.
- Miller, S., & Berry, L. (1998). Brand salience versus brand image: Two theories of advertising effectiveness. *Journal of Advertising Research*, 38(5), 77–78.
- Parker, B. T. (2009). A comparison of brand personality and brand user-imagery congruence. *Journal of Consumer Marketing*.
- Robertson, K. R. (1987). Recall and recognition effects of brand name imagery. *Psychology & Marketing*, 4(1), 3–15.

CHALLENGES OF PUBLIC SECTOR & PRIVATE SECTOR BANKING IN INDIA

Dr. Dattatraya TambeAssociate Professor, HOD of Commerce, CSM's Arts & Commerce College, Chakan. Tal - Khed, Pune, Maharashtra, India

ABSTRACT

Banks play a very useful and crucial role in the economic life of every nation. They have control over a large part of the supply of money in circulation, and they can influence the nature and character of production in any country. In order to study the banking sector reforms were an important part of the broader agenda of structural economic reforms introduced in India in 1991. The first stage of reforms was shaped by the recommendations of the Committee on the Financial System (Narasimhan Committee), which submitted its report in December 1991, suggesting reforms in banking aimed at producing a more efficient financial sector. Subsequently, the East Asian crisis in 1997 led to a heightened appreciation of the importance of a strong banking system, not just for efficient financial intermediation but also as an essential condition for macroeconomic stability. Recognizing this, the government appointed a Committee on Banking Sector Reforms to review the progress of reforms in banking and to consider further steps to strengthen the banking system in light of changes taking place in international financial markets and the experience of other developing countries. The two reports provided a road map that has guided the broad direction of reforms in this sector. Now, the existing situation has created various challenges in private & public sector banking in India. In order to encounter the general scenario of banking industry we need to understand the Challenges lying with banking industry of India.

Keywords: Impact of banking sector, challenges on Public & Private sector banks & Suggestion.

INTRODUCTION:

The world is facing an unexpected change and many of the industries are experiencing thought provoking situation due to the COVID-19 pandemic. Previous to the COVID-19 pandemic, there was high growth rate in digital banking system market. But, since the occurrence of COVID-19 outbreak it has been witnessed that digital banking system has faced dual impact. The reason behind of this impact is the banks can utilize this disruption time as an opportunity for them by analysing the need and importance of technologies to make their product and services digitalize across the globe. The present article focuses on the challenges of changing Banking trends & and study the performance of existing new technology-based product & services with special reference to India. The Banking sectors are a developed in the different classed: like public sector, private sector, foreign & co-operative & rural sectors in India. Each & every bank using recent technology trends. This bank technology helps customers to get maximum services. Information technology is one of the most important facilitators for the transformation of Indian banking industries in terms of transactions.

OBJECTIVES OF THE STUDY:

1. To study the current situation of India.
2. To. Study the impact of Covid-19 on Banking Sector in India.
3. To understand the challenges of Public & Private sector banking in India.
4. To Study the RBI some recommended suggestions for Indian Banks.

RESEARCH METHODOLOGY:

The present paper is based on secondary source of data. The secondary data is collected from various reference books, national and international published research journal, magazines, annual reports, newspaper related to cashless economy and net internet websites, etc.

IMPACT OF COVID-2019 ON BANKING SECTOR IN INDIA:

1. **More Liquidity for banking sector:** The RBI has come up with certain measures to provide liquidity to all the lending institutions. Reduction of Cash Reserve Ratio (CRR) of all banks by 100 basis points to 3% of the net demand and time liabilities with effect from the reporting fortnight beginning 28 March 2020. This dispensation is available for a period of one year ending on 26 March 2021 and will release liquidity symmetrically benefitting banks. The requirement of minimum daily CRR balance maintenance has been reduced from 90% to 80%, effective from the 28th March 2020. This one-time dispensation is available up to 26 June 2020.

2. **Re-Structure the Business Strategies:** In the Pandemic of COVID-19, the Indian banks would have to restructure their business strategies. Because Business transactions may be postponed or cancelled, or they may occur in significantly lower volumes than initially forecasted due to COVID-19 lockdown. Currently, increased volatility and decline in prices across many asset classes have impacted the trading books of banks and consequently, the capital allocated to address such market and counterparty credit risks. Banks will need to consider how quickly they can adjust their hedging strategies across forex, commodities, equities or fixed income as the COVID-19 situation evolves.
3. **Refinancing facilities for AIFIs:** All India financial institutions (AIFIs) such as the NABARD, SIDBI and NHB to be provided special refinance facilities for a total amount of INR 50,000 crore to enable them to meet sectorial credit needs. This will comprise INR 25,000 crore to NABARD for refinancing regional rural banks (RRBs), cooperative banks and microfinance institutions (MFIs); INR 15,000 crore to SIDBI for on- ending/refinancing; and INR 10,000 crore to NHB for supporting HFCs. Advances under this facility will be charged at the RBI's policy repo rate at the time of availing the facility.
4. **High impact on NBFC's:** All the NBFCs shifted their focus to streamlining the existing loan book instead of accelerating the growth. The fourth quarter of FY 2020 Started showing green flags as far as growth and liquidity were concerned which earlier were restricted to large NBFCs, was now visible in even the mid-sized players. However the issues of asset quality in private NBFCs and banks, credit-related issues like the bond defaults and persistent uncertainty over the resolution of large NBFCs has led to tightening of liquidity for the sector.
5. **Unexpected Credit Loss:** There may be large-scale business disruptions that can potentially give rise to liquidity issues for certain entities. This might also have consequential impacts on the credit quality along the supply chain. The deterioration in credit quality of loan portfolios due to the outbreak will have a significant impact on the expected credit loss measurement.

CURRENT SCENARIO OF BANKS:

Currently, there are 10 public sector banks in the country. In the private sector, there are 22 banks including the new banks formed after 1991. Due to the rising NPAs in the country, several mergers are being proposed in the banking sector with the number of banks reducing over the years. Hence, there should be a smaller number of banks rather than a hollow pipe of numerous banks.

CHALLENGES BEFORE PRIVATE SECTOR BANKS IN INDIA:

In India there are many foreign bank workings in many years. They provided the best services to the customer and fulfill the expectations of customer. Now, the current situation has created many challenges for Indian private sector banks. The Challenges before the private banks are as follows: Lack of Finance and Credit, management risk, heavy regulatory procedure, reservation of small-scale sector, Securing Digital Platforms, Reservation for the Small Sector, training & education, Cyber Security unnecessary control, low profit ratio, & Inadequate Diversification etc.

CHALLENGES BEFORE PUBLIC SECTOR BANKING IN INDIA: PAST AND PRESENT:

In 1947, the banking sector collectively had more than Rs.1000 crores deposits in over 5000 branches. Out of the total 654 banks in the country, 38 banks failed in 1947 and 45 banks failed in 1948. In 1949, The Banking Companies Act was passed to deal with these failures but it was not adequately equipped to deal with the situation. In 1969, 14 private banks were nationalized to serve the economy in a better way. The LPG (Liberalisation-Privatisation-Globalisation) policy in 1991 allowed private players to come in and interest rates were gradually freed. It was in 1998 that the Narsimham Committee was set up for Banking Sector Reforms, the committee came up with recommendations for autonomy in the banking sector, the 4-Tier banking structure in the country, raising prescribed Capital Adequacy norms and entry of foreign banks, However, all the recommendations were not implemented immediately but the committee proved to be a major event in Banking Sector Reforms in the country. The Challenges before the public sectors banks are as follows: Losses in Rural Branches, Competition of financial institution, Lack of knowledge, Rural Market, lack of IT Infrastructure, Advance to Priority Sector, New challenges of technology, Bureaucratisation & Political pressures, Global banking, Crisis of management, Crisis of covid-19, Large Over-Dues, Competition with Foreign Banks, Reduced profit, Non-performing Assets (NPAs) & Frauds etc.

RBI SOME RECOMMENDED SUGGESTIONS FOR INDIAN BANKS:

1. **Standardisation and Security:** There should be an appropriate institutional arrangement for key management and authentication by way of a certification agency. RBI may consider appointing IDRBT as the certification agency for security management & the technology should be allowed to evolve into

standard-based solutions for multi-vendor heterogeneous environment working co-operatively and collectively for EFTPOS, including the debit, credit and smart cards-based operations.

2. **Sharing of Experiences on Technology Implementation:** The meetings of CPPD Chiefs should be sufficiently frequent enough to be effective. Meetings by the IBA for this purpose, once in two months would be useful.
3. **Issues Relating to Human Resource Development:** Education of staff on IT should be given due importance. The training establishments of the banks should be strengthened with adequate personnel and other infrastructure facilities, to impart necessary IT training to all levels of staff.
4. **Communication infrastructure and usage of INFINET:** The approach that could be considered for improving the effectiveness of VSAT network aim at enhancing the transponder capacity to the extent feasible and the number of out routes as the demand grows & both inter-bank and intra-bank applications, it is necessary to have an application architecture keeping in mind that the INFINET backbone network will be VSAT based.
5. **Data Warehousing, Data Mining and Management Information System:** A robust MIS founded on data warehousing and data mining at individual bank level is essential for implementing various regulatory guidelines including the latest one on ALM. & A Task Force may be set up by IBA to explore feasible methodology for working out a unique identification system for individual customer data bases at banks.

SUGGESTION:

As per the discussion in this review articles, we can say that biggest challenge for new private sector banking is to remain in the market of India. All new private sector banks shifted their focus from service to customer. If any bank wants to get success in this field, they have to understand the customer and focus their needs. And also, they have to work according to the current market trend. They have to cut their cost of their services and have to improve service standards. They have to furnish all latest techniques and modern facilities to their customer. Means technology up gradation is an inevitable aspect to face challenges in this modern age. Now days quick service is must for each and every bank as generally all customers need to save the time factor. And also, they need internet banking and mobile banking facilities so for the fulfilment banks has to give all possible facilities to retain and attract potential customer.

CONCLUSION:

Over the years, it has been observed that clouds of trepidation and drops of growth are two important phenomena of market, which frequently changes in different sets of conditions. The pre and post liberalization era has witnessed various environmental changes which directly affects the aforesaid phenomena. It is evident that post liberalization era has spread new colours of growth in India, but simultaneously it has also posed some challenges. This article discusses Private sector Banks & Public sector Banks of various challenges like Low Ratio of Profit, Management of Risks, Cyber Security, Securing Digital Platforms, Lack of Finance and Credit online Frauds, Non-performing Assets, Competition with Foreign Banks, Reservation for the Small Sector, Training and Education, High impact on NBFC's, More Liquidity for Banking sector, Re-Structure the Business Strategies, Risk Management, become Crucial, rural market, customer expectations, management of risks, and growth in banking sector, global banking, environmental concern, ethical issues, and employee and customer retentions. Banks are striving to combat the competition. The competition from global banks and technological innovation has compelled the banks to rethink their policies and strategies.

REFERENCES:

1. Gopinath M.N, "Banking Principals and Operation Snow white Publisher" 2017.
2. Shahi Ujjwala, "Banking in India past, Present and Future" New century Publications, 2013.
3. A.Vasudevan, "Central Banking for Emerging Market Economics Academic Foundation", Second Thoroughly Revised and Updated, 2018.
4. Report on Trend and Progress of Banking in India", Reserve Bank of India. 2019-20.
5. Mallik, Chaudhury and Sarkar, Indian Banking System" Growth, Challenges and government Initiatives" Kalpaz Publication, 2018.
6. Meenu Agrawal, "Regional Rural Banks RRBs In India," New Century Publication, 2009.
7. Dr. S. R. Jawale and Dr. D. B. Shinde, Banking and Finance, Indian Banking System, Nirali prakashan, Pune, 2020.

-
8. Dr. D. G. Ushir and Dr. V. N. Gurasal, Indian Banking System, Nirali Prakashan, Pune, 2020.
 9. RBI report on Evolution of Banking in India.
 10. RBI report on Operations and Performance of Commercial Banks.
 11. Vallabh G, Bhatia A and Mishra S, "Non-Performing Assets of Indian Public, Private and Foreign Sector Banks: An Empirical Assessment", the IUP Journal of Bank Management, 2007.
 12. Veerakumar K, "Non-performing assets in priority sector: A threat to Indian scheduled commercial banks", International Research Journal of Finance and Economics, 2012.
 13. State Bank of India, Annual Report. State Bank of India. (2010 to 2015).
 14. Goyal K. A. and Joshi v. "Indian Banking Industry: Challenges and Opportunities" International Journal of Business Research and Management (IJBRM), Volume (3): Issue, 2012.
 15. Aggarwal S and Mittal P, "Non-Performing Assets: Comparative Position of Public and Private Sector Banks in India", International Journal of Business and Management Tomorrow, 2(1), 2012.
 16. <https://www.pnbindia.in>
 17. - <http://www.hdfcbank.com>
 18. www.indiancelebininfo.com.

PANDEMIC AND THE FRAGILE LIVELIHOODS AN OVERVIEW OF THE STATE OF DAILY WAGE EARNERS IN INDIA

Vaidehi S Dhamankar
Mumbai

ABSTRACT

The Covid 19 Pandemic led to mass disruptions in lives of millions of people across the globe. While its effects have been seen on physical and psychological health, financial stability and income earning capacity, the effects were not uniform for all. In India, the Pandemic hit the worst to economically disadvantaged section and the informal sector workers. The daily wage earners have faced the biggest brunt in the form of loss of livelihood and income to help them tide over. India Labour market has a disproportionately large number of informal workers, many of which are daily wage earners and sometimes the sole breadwinners for their family. Their concentration is mostly in urban cities where the prospects of finding menial work and opportunities for self-employment are reasonably high. With lockdowns and complete shutting of the work from the employers rendered millions of these workers not just jobless but with no coping mechanism for even day to day survival with little or no savings. This paper attempts to analyse the impact of Pandemic on specifically this section of workers and look at some of the measures adopted by the government and NGOs to help ease the troubles of the daily wage earners.

Key Words: Daily wage earners, informal workers, Pandemic, migration.

Methodology

The paper uses secondary data and makes use of research articles published in online journals. It also uses news paper articles and online resources. The data is taken from reputed national and international organisations.

Objectives

The paper is divided into the following Three sections:

- 1. To analyse the extent of daily wage earners and type of jobs*
 - 2. To Understand the immediate and medium-term impact on the daily wage earners due to loss of jobs*
 - 3. Examine the government measures taken to help these workers. Understand the role of NGOs in helping the workers.*
-

INTRODUCTION

The complete lockdown declared in India in March 2020 gave no notice period to people. It was declared with immediate effect from the subsequent day, and this created a wave of Panic for the casual labour of India. India is home to one of the largest numbers of workers who are known as informal labour. It means that these workers may or may not be salaried, they may be self-employed or be paid on daily work basis. They lack any form of social security and collective bargaining. According to International labour Organisation, the majority of people in India (90 per cent) work in the informal sector. This sector produces over 62 per cent of the national income. Informal employment worldwide to consist of 2 billion workers, or 62% of all workers. Informal employment constitutes 90% of workers in low-income countries, 67% in middle-income and 18% in high-income countries. Further, women tend to be more exposed to informality in low- and lower-middle-income countries, which makes them more vulnerable to economic shocks (ILO 2020). As per NCEUS Definition, "Informal workers consist of those working in the informal sector or households, excluding regular workers with social security benefits provided by the employers and the workers in the formal sector without any employment and social security benefits provided by the employers". As per this definition, India has a wide list of occupations such as, Domestic workers, construction and daily-wage labourers, street and tea-stall vendors, garment factory and agarbatti-rolling workers, auto/cab drivers, security guards, sex workers, technicians and mechanics, waste segregators, tailors, (marriage hall) workers, housekeeping and retail staff and others in the hospitality, travel, and entertainment industries. The effect of diminishing livelihoods on these workers has had a cascading effect (Azim Premji University) With such large numbers of people in this work category, the impact of lockdown on their already precarious livelihoods can be easy to imagine.

EXTENT OF INFORMAL WORKERS IN INDIA

According to the Economic Survey of 2018-19, "almost 93 per cent" of India's total workforce is 'informal'. This would mean there are 242.6 million informal workers in the non-agriculture sectors.

The informal economy consists of approximately 411 million workers, estimated using the Periodic Labour Force Survey (PLFS), 2017–18 of the National Statistical Office (NSO)

Table 1: Estimate of the segments of Informal economy in India, 2017-18

Workers/ Enterprises	Male (%)	Female (%)	Total (%)	Estimated Workers
Periodic Labour Force Survey, 2017-18				Million
Construction workers (NIC, 2008)	14.5	5.3	12.0	56
Street vendors (NCO, 2004)	2.0	0.9	1.7	8
Domestic workers (NCO, 2004)	0.6 (Urban 1.1)	3.1 (Urban 9.0)	1.2 (Urban 2.7)	5

The construction sector engages the second-largest component of informal workers, after the agricultural sector. It entire constituted about 56 million workers, about 14.5% of male and 5.3% of female workers in 2017–18 (Table 1). About 2% of all workers were street vendors, a conservative estimate constituting about 8 million in 2017–18 (Table 1). Nearly 3% of women workers and 0.6% of men were engaged in domestic work in 2017–18.

The PLFS categorises daily wagers as working under MNREGA and non MNREGA public works which includes construction, manual labour etc. It is seen that in rural areas, average wage earnings per day by casual labour engaged in MGNREG public works ranged from Rs. 141 to Rs. 171 among males and nearly Rs. 131 to Rs. 165 among females. On the other hand, a male casual labour engaged in public works other than MGNREG public works earned nearly Rs. 138 to Rs. 158 per day while a female casual labour engaged in public works other than MGNREG public works earned nearly Rs. 119 to Rs. 144 per day. The numbers indicate vulnerability to the daily wage earners due to the meagre earnings that they receive for a day's work. In this context, the lockdown forced millions of workers to migrate to their hometowns with little or no buffer in terms of either money or food.

IMPACT OF LOCKDOWN ON THE WORKERS

Lack of basic food supplies: As lockdowns were extended, the bare necessities of life became out of reach for many. The urban poor in the informal sector were affected in many ways but, running out of ration and compromising on food items was noted particularly. Among 21,504 households surveyed, the head of the household in 56.91% of the households earned daily wages, 39.05% received a monthly salary, and 4.60% earned a weekly income. (YUVA). Out of 14,133 households, 82.78% of the households surveyed were enrolled with the PDS and had ration cards. Many of those interviewed reported surviving on dal-rice, sugar-rice, rotis or khichri throughout the lockdown period. Additional food items like milk and vegetables were not affordable for many. (YUVA survey conducted in Mumbai Metropolitan region, Jan 2021)

Lack of work and employment: Post lockdown, when these workers were back in the job market, many reported to have no work as the employers had either shut down the units partly and/or the growing fear about contracting the disease had put in many restrictions on hiring due to social distancing norms. Most workers experienced an acute fall in employment – even after November 2020 – with limited repair work and construction projects being undertaken by the private builders. (Centre for New Economics Studies, O. P. Jindal Global University)

Mass migration: There are roughly 9 million inter-state migrant workers (calculation of the Economic Survey of 2016-17, based on the Railways' passenger data). These workers took any means possible to reach their hometowns. Mostly on foot, without food and water, with elderly, children, and cattle in the Indian summer months of April and May. This exodus of workers moving out of cities has reported many casualties, accidents and unfortunate events happening to women and children. All this perhaps could be averted had the states and central governments been more sensitive and timelier with help.

High rates of suicide: Nearly 43,000 people engaged in farming sector and daily wage earners committed suicide in 2019, In 2019, as many as 32,563 daily wage earners ended their lives during the year and formed 23.4 per cent of the total suicide cases in the country, up from 30,132 in 2018, the data showed. according to the

latest National Crime Records Bureau (NCRB) data. The loss of jobs and possibly debt traps which aggravated due to the Pandemic have been important reasons.

Government measures for daily wage earners and informal sector: According to the Economic Survey 2020-21, as part of the government's fiscal policy response to the pandemic, Rs 68,914 crore had been disbursed as of 31 December 2020 under the Pradhan Mantri Garib Kalyan Yojana (PMGKY) to a total of 42.1 crore beneficiaries. The schemes under this were: support to Pradhan Mantri Jan Dhan Yojana women account holders, support to the National Social Assistance Programme (NSAP), Front-loaded payments to farmers under Pradhan Mantri Kisan Samman Nidhi (PM KISAN), support to building and other construction workers, 24% contribution to the Employees' Provident Fund Organisation and Pradhan Mantri Ujjwala Yojana. Further, some of the relief packages by the states included Uttar Pradesh that announced a package of over Rs 353 crore to give cash handouts to an estimated 3.53 million daily wage earners and labourers. An amount of Rs 1,000 each was announced for 1.5 million daily wage labourers and 2.03 million construction workers across the state through direct benefit transfer. This included rickshaw pullers, hawkers, and kiosk owners. The Punjab government had declared an immediate relief of Rs 3,000 to each registered construction worker in the state. The Delhi government also announced a payment of up to Rs 5,000 as pension to 8.5 lakh poor beneficiaries and free ration to those entitled to food subsidies under the public distribution system (PDS).

Measures taken by NGOs: The NGOs and civil society volunteers came to help the migrant workers in their arduous journey home by providing them with food kits, footwear, medicines and arranging for the tickets of trains and buses. These efforts were received well by many. Some of the notable initiatives worth mentioning here are:

1. MCKS Food for the Hungry Foundation, a non-profit organisation based in New Delhi. To support our community in New Delhi during lockdown, they increased capacity at the MCKS' Kitchen by 6 times and delivered 60,000+ nutritious cooked meals.
2. Zomato Feeding India: started the 'Feed the Daily Wager' project after the announcement of the 21-day lockdown to provide food support to families of daily wage earners across cities.
3. Give India: It is an online donation platform and aims to channel and provide resources to credible non-governmental organisations across India. They raised funds for two COVID19 programmes. Donation for food parcels for daily wage earners and Hygiene kits for those in high-risk areas.
4. Goonj: Besides providing immediate relief, the non-profit Goonj is also worked towards long-term rehabilitation of daily wage earners, who are likely to be unemployed for an unforeseen period of time due to the pandemic.

CONCLUSION

The Pandemic led to a catastrophic imbalance in the lives of the unorganised workers. Their sufferings and economic loss cannot be fully grasped by studying numbers and statistics. India stands at a crossroads of development where it no longer has the luxury to take its time to reconcile with this sad state of its informal workers. The pandemic has opened the already existing gaps in the labour laws of the country, which needs immediate, wholehearted, and sensitive action on part of the policy makers, industry, and society at large.

REFERENCES

1. Living with Multiple Vulnerabilities: Impact of COVID-19 on the Urban Poor in the Mumbai Metropolitan Region, Youth for Unity and Voluntary Action (YUVA), EPW, ISSN (Online) - 2349-8846, Retrieved from: <https://www.epw.in/node/157894/pdf>
2. Covid-19 Impact: Lockdown and Livelihood in the Lurch, Balwant Singh Mehta, Simi Mehta and Arjun Kumar, EPW, ISSN (Online) - 2349-8846 retrieved from: <https://www.epw.in/engage/article/covid-19-impact-lockdown-and-livelihood-lurch>
3. The lockdown in India: Understanding the matrix of Caste, Class and Gender, Impact of Lockdown Relief Measures on Informal Enterprises and Workers, Jeemol Unni, EPW, Vol 55, Issue no 51, 26 January 2021. Retrieved from <https://www.epw.in/engage/article/impact-lockdown-relief-measures-informal-enterprises-workers>
4. How daily wage workers in India suffered in the lockdown – and continue to struggle months later, Deepanshu Mohan, Jignesh Mistry, Advaita Singh & Snehal Sreedhar, Scroll.in, Retrieved from <https://scroll.in/article/989258/how-daily-wage-workers-in-india-suffered-in-the-lockdown-and-continue-to-struggle-months-later>

5. For the labour of love: analysing the impact of COVID-19 on the daily wage workers, The Economic Times, Panache, retrieved from <https://economictimes.indiatimes.com/magazines/panache/for-the-labour-of-love-analyzing-the-impact-of-covid-19-on-the-daily-wage-workers/>
6. Coronavirus Lockdown I: Who and how many are vulnerable to COVID-19 pandemic, Prasanna Mohanty, March 2020, Business today, Retrieved from <https://www.businesstoday.in/current/economy-politics/coronavirus-covid-19-daily-wage-workers-vulnerable-landless-labourers-agricultural-workforce/story/399186.html>
7. COVID-19 Impact on Daily Life (CIDL) Survey1, Niyati Agrawal & Hasna Ashraf, Dvara Research | Research Brief | December 2020, Retrieved from <https://www.dvara.com/research/wp-content/uploads/2020/06/COVID-19-Impact-on-Daily-Life-CIDL-Survey.pdf>
8. Problems Faced by Daily Labourers During COVID-19 Lockdown - A Questionnaire Survey, Titus Lalith Antony P.1, Leslie Rani, Brundha M. P., Jothi Priya, International Journal of Current Research and Review, Retrieved from https://ijcrr.com/uploads/2965_pdf.pdf
9. About 43,000 daily wage workers, farming sector workers committed suicide in 2019: NCRB data , National Herald, Retrieved from <https://www.nationalheraldindia.com/national/about-43000-daily-wage-workers-farming-sector-workers-committed-suicide-in-2019-ncrb-data>
10. Impact of COVID-19 on livelihoods of informal sector workers and vulnerable groups in Bengaluru: A view from the ground, Azim Premji University, Retrieved from <https://azimpremjiuniversity.edu.in/SitePages/pdf/COVID19-Impact-on-Informal-Sector-Bengaluru.pdf>
11. Informal Employment Trends in the Indian Economy: Persistent informality, but growing positive development, Santosh Mehrotra, ILO, retrieved from https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---ifp_skills/documents/publication/wcms_734503.pdf

AN IMPACT OF COVID -19 ON HOTEL INDUSTRY-A CASE STUDY

Prof. Dr. Pratibha A. Jagtap¹, Prof. Amol M. Ghadge² and Ms. Manali Prakash Bhosale³¹Assistant Professor, Department of Management Studies, Rajarambapu Institute of Technology, Rajaramanagar, Sangli, Maharashtra²Assistant Professor, Rajarambapu College of Sugar Technology, Islampur, Sangli, Maharashtra³Student, Management Studies-BBA, Department of Management Studies, Rajarambapu Institute of Technology, Rajaramanagar, Sangli, Maharashtra**ABSTRACT**

Hotel industry has huge growth potential in India as India's rising middle class and increasing disposable income has supported the growth of Hotels and tourism. But now, COVID-19 pandemic has impacted on the hospitality, travel and tourism sectors within India and around the world. In order to gauge the impact of the pandemic on the hospitality sector in India, researchers have conducted an in-depth survey with key hotel operators in Islampur city located in Sangli district of Maharashtra State. The outcomes of the survey have been insightfully captured in the paper titled 'Impact of COVID-19 on Indian Hotel Industry' that highlights the effects of the pandemic on business as well as change in hotel policies. The objectives of research are to study the growth of the Hotel sector in India, to know monthly income/business pattern of Hotel Industry before and during COVID-19, to identify the problem faced by the hotel Industry during COVID-19, to study impact of COVID-19 on hotel industry (with 7 Ps.).

Data for research has been collected through primary and secondary data sources. Questionnaire has been circulated among the owners of hotels in Islampur city. Journals, websites have been used for reviewing articles and information about the hotel industry in India. Hypotheses have been tested with analytical tool –Median.

Keyword: Hotel Industry, Covid-19 Pandemic

INTRODUCTION

The hotel industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, and transportation. It includes hotels, restaurants and bars. The role of Hotel Industry stems from a long history and development in the field of hospitality provision.

At present, the Hotel Industry in India is considered a 'sunrise industry' which means it has a huge scope in the near future. It is considered as one of the most profitable industries which also accounts for over 8.78 per cent of the total workforce, creating almost 15 million jobs in the past five years. The sector attracts a major chunk of foreign direct investment inflow along with the most important means of foreign exchange for the country.

CONTRIBUTION OF HOTEL SECTOR TO INDIAN GDP (%)

Year	GDP (%)	Contribution of Hotel Sector to Indian GDP (%)
2010	9.6	-3.29
2011	9.3	-1.82
2012	9.1	0.39
2013	9.1	0.19
2014	9.2	0.36
2015	9.2	0.85
2016	9.4	1.10
2017	9.3	-0.65
2018	9.2	-0.74
2019	9.3	1.12
2020	9.3	-0.85

HOTEL INDUSTRY 2019-2020

During 2019-20, the hotel industry in India caters to about 1.8 billion domestic travelers and 9-9.5 Million foreign travelers. About 55% of organized hotels in India belong to 3-star or higher categories. Tamil Nadu and Uttar Pradesh account for more than 35% of all domestic tourist visits to India. The market size of the hotel industry in India is estimated at \$22 billion in 2019 growing at 8.6% till 2025. The share of the organized sector is expected to increase from 32% in 2019 to 37% in 2025. During corona virus pandemic, hospitality trends has been changed of priority basis as

Safety & Hygiene, Contactless Payments, Delivery at Home, Robots in hotel and Restaurant setting etc.

ABOUT COVID-19

Coronavirus disease2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome. The first case was identified in Wuhan, China in December 2019. Coronavirus was mostly exposed in countries like China, United States, Italy, New York, India etc. The first case of COVID-19 was confirmed on 30Jan 2020 in Kerala, India. COVID-19 spreads through the contact with other infected individuals with symptoms such as fever, cough and breathing problem. The prime minister of India Narendra Modi suggested some preventive measures such as hand washing, face covering, quarantine, social distancing, etc. to stay safe from virus. The infection was confirmed by taking swab test. The incubation period of this virus is 2-14 days.

As the lockdown was imposed all over India it affected many sectors such as tourism sector, education sectors, health care sector, hospitality sector, agriculture sector, automobile, construction, electronic, Business, IT sector etc. COVID-19 affected both ways to the different sectors positively as well as negatively. The health care sectors had a positive effect of COVID-19whereas other sectors were badly affected.

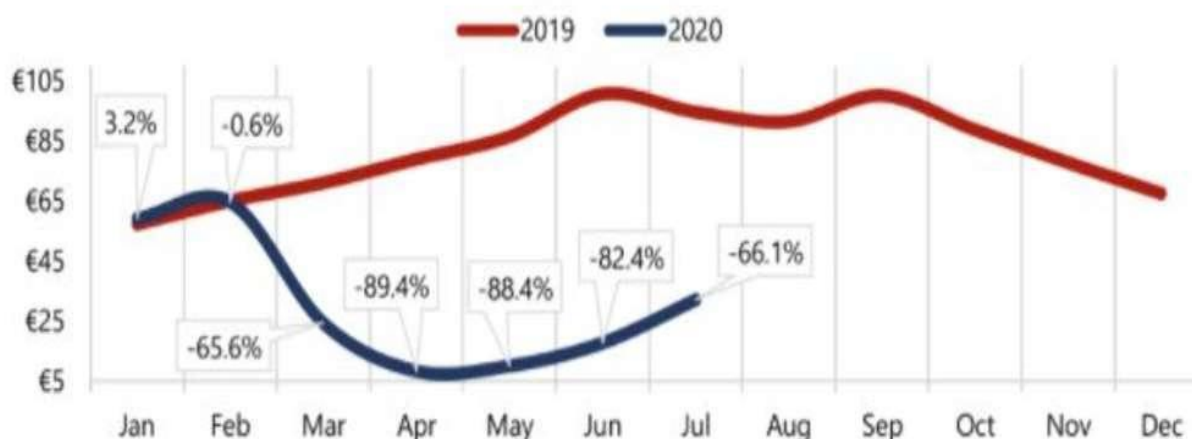
STATUS OF COVID 19 IN INDIA

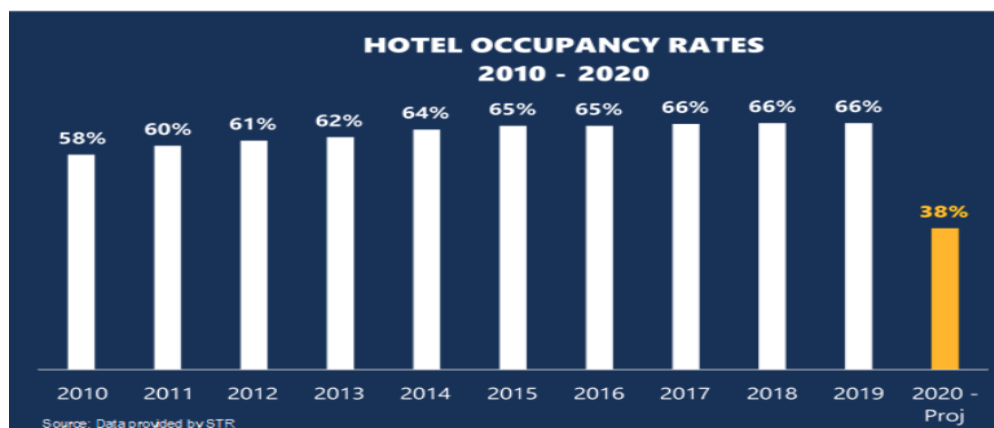
India (till 4 April 2021)

States	No. of Cases	Death
Maharashtra	29,53,523	55,656
Kerala	11,32,431	4,658
Karnataka	10,10,602	12,610
Andhra Pradesh	9,05,946	7,234
Tamil Nadu	8,96,226	12,764
Delhi	6,72,381	11,060
West Bengal	5,91,658	10,340
Uttar Pradesh	6,25,923	8,850
Odisha	3,42,224	1,921
Rajasthan	3,37,596	2,827
Chhattisgarh	3,63,796	4,283
Telangana	3,12,140	1,717
Haryana	2,96,229	3,184
Gujarat	3,15,563	4,552
Bihar	2,67,513	1,582
Madhya Pradesh	3,03,673	4,029
Assam	2,18,601	1,107
Punjab	2,48,454	7,032
Jammu and Kashmir	1,32,439	2,005
Jharkhand	1,26,458	1,122

(Source: <https://www.mygov.in/corona-data/covid19-statewise-status/>)

IMPACT OF COVID-19 ON HOTEL INDUSTRY IN 2019 TO 2020





CHALLENGES/PROBLEMS IN HOTEL INDUSTRY

Research shows that the Hotel industry majorly faced problems regarding Demand for products.

- The number of customers was gradually affected due to imposed curtailment by the government to avoid the spread of the disease.
- Average monthly business has been decreased.
- Unemployment: -During the covid-19 span, many waiters or workers lost their jobs working in hotels, restaurants or mess (taverns) which contributed to the increase in unemployment.
- Financial Loss -As the hotels were closed due to the strict restrictions regulated by the government, there was a huge loss of the sector which may take time to cover the loss post covid. The load payments (if any), the salaries of the workers etc. were delayed.
- Payment-Customer's point of view towards the payment method changed in the era of covid-19. A vast number of customers changed their method of bill payment from traditional payment of cash to digital payment which can be said to have a major impact.
- Supply of raw materials-Indirectly, the supply chain of raw materials was disturbed. It has almost broken the transportation links and distribution links between the suppliers, production facilities and consumers. This research proposes the impact of COVID-19 on performance of hospitality. The Indian hospitality industry is undoubtedly one of the biggest loss of the COVID-19 outbreak as demand has declined to an all-time low.

IMPACT OF COVID 19:

- Unemployment: During the covid-19 span, many waiters or workers lost their jobs working in hotels, restaurants or mess which contributed to the increase in unemployment.
- Financial loss of owners: As the hotels were closed due to the strict restrictions regulated by the government, there was a huge loss of the sector which may take time to cover the loss post covid. The load payments (if any), the salaries of the workers etc. were delayed.
- Payment: Customer's point of view towards the payment method changed in the era of covid-19. A vast number of customers changed their method of bill payment from traditional payment of cash to digital payment which can be said to have a major impact.
- Customer: The customer number is the major factor affected due to the covid19 pandemic taking in consideration the hotel industry. The number of customers was gradually affected due to imposed curtailment by the government to avoid the spread of the disease.
- Supply of raw materials: Indirectly, the supply chain of raw materials was disturbed. It has almost broken the transportation links and distribution links between the suppliers, production facilities and consumers.

OBJECTIVES OF THE STUDY:

1. To study the growth of the Hotel sector in India.
2. To know monthly income/business pattern of Hotel Industry before and during COVID-19,
3. To identify the problem faced by the hotel Industry during COVID-19,
4. To study the impact of COVID-19 on the hotel industry (with 7 Ps.).

HYPOTHESIS

Null Hypotheses H_0 : There is no negative impact of COVID 19 Pandemic situation on Hotel Industry.

Alternative /Research Hypotheses H_1 : There is negative impact of COVID 19 Pandemic situation on Hotel Industry.

RESEARCH METHODOLOGY

Data for research has been collected through primary and secondary data sources. Questionnaire has been circulated among the owners of hotels in Islampur city in Sangli District. Journals, websites have been used for reviewing articles and information about the hotel industry in India. In Islampur near to 180 hotels, restaurants, Mess and Dhaba are working. Out of that 50% i.e.,90 hotel owners were selected by Stratified Sampling Method. Data analysis tools used are Graphs and for Hypothesis testing, a Median tool is used.

Following table shows Monthly income before and during COVID 19 of selected Hotel owners.

Table 1

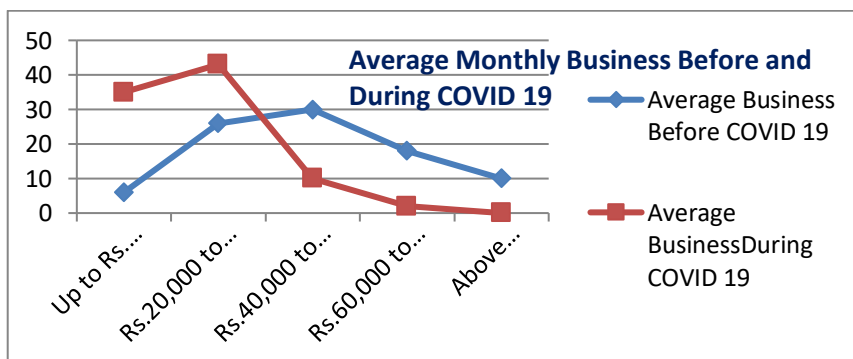
Table showing Combine Monthly income before and during COVID 19 of selected Hotel owners

Average Income Level before and during COVID-19

Average Monthly Business level in Rs.	Before COVID-19		During COVID-19	
	No. of Respondents	Percentage	No. of Respondents	Percentage
Upto Rs. 20,000	6	7%	35	39%
Rs.20,000 to Rs.40,000	26	29%	43	48%
Rs.40,000 to Rs.60,000	30	33%	10	11%
Rs.60,000 to Rs.1,00,000	18	20%	2	2%
Above Rs.1,00,000	10	11%	0	0%
Total	90	100	90	100

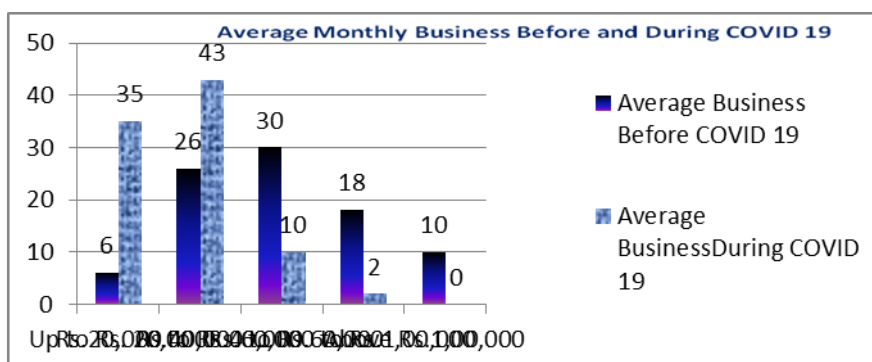
Graph 1-A

Line Graph showing Combine Monthly income before and during COVID 19 of selected Hotel owners



Graph 1-B

Bar Diagram showing Combine Monthly income before and during COVID 19 of selected Hotel owners



From the above table and graph, it is cleared that Average monthly business was normal before

COVID 19 but during COVID 19, it has been drastically decreased as compare to before COVID

19 pandemics. This indicates there is negative impact of COVID 19 on Hotel Sector.

FINDINGS

Questionnaire has been given to hotel owners to know their views impact of COVID-19 in concern with product, price, place, promotion, physical evidence, process and physical factors of hotel sector. 90 respondents responded to all questions. Findings are as follows: -

- 84% respondents are male respondents and 53% respondent's age is 31 to 45.39% respondents own hotels and 69% hotel owners serve both veg. and non-veg.44% respondents are graduate and 33% respondents' monthly income before pandemic was Rs.40,000 to 60,000.48% respondents' monthly income during pandemic was Rs.20,000 to 40,000.
- 57% agrees that food quality was same before and after pandemic and 54% respondents agrees that demand for immunity boosting product increased during pandemic.49% respondents agrees that production is reduced and 56% agreed that inspection of food was conducted during pandemic
- 63% respondents agreed that quality of purchase of food material is affected due to pandemic and 58% responds agreed that expenses increased during pandemic and 40% respondents agrees that cash receipt has declined and credit increased during Pandemic and 28% respondents strongly agrees that use of online payment is increased during pandemic.
- 54% respondents agrees that high pricing policy was used during pandemic and 67% respondents agrees that free food was provided for need ones during pandemic 44% agrees that loan payment/Liabilities/dues affected during pandemic 34% respondents agrees that staff salary payment is delayed during pandemic 40% respondents agrees that full amount of staff salary payment become difficult
- 66% agreed that govt. rules regarding closing time affected hotel business.24% respondents agrees that govt. has provided any tax benefit during pandemic 53% respondents agrees that response to parcel service was more during pandemic 50% respondents agrees that hygiene and sanitization expenses increased during pandemic .56% respondents agreed that contentment zone declaration in nearby area affected on their business
- 40% respondents strongly agreed that event celebration is reduced during pandemic 50% respondents agrees that new promotion strategy and increased demand during pandemic
- 56% respondents agrees that use of printed and social network platform increased for promotion during pandemic 50% respondents agrees that posters for pandemic norms were displayed in the premises
- 57% agrees that customer response before pandemic was good.49% agrees that customer response during pandemic was not good.64% agrees that customers were provided hand sanitisation facility
- 66% respondents agrees that customer is regularly washing hands.76% respondents agreed that customers followed social distancing norms during pandemic.63% respondents agrees that customers without mask were prohibited.63% respondents agreed that youth customers were more as compare to other age group.51% respondents agrees that job security of employees was provided.
- 76% respondents agrees that staff was regularly washing hands after each service.68% respondents agrees that staff members were using mask, hand-gloves during working hours
- 77% respondents agrees that staff were following social distancing norms in the premises
- 74% respondents agrees that service provided by staff was in time during pandemic .49% respondents agrees that special staff was appointed for giving pandemic precautions instructions
- 47% respondents agrees that chain of food material suppliers was disturbed.32% respondents disagrees that suppliers were doing supply of material in time.53% respondents agrees that home delivery service is increased as compared to regular during pandemic.
- 57% respondents agrees that customers are ready to adopt online payment.67% respondents agrees that hotel cleaning was done frequently.
- 60% respondents agrees that health safety equipment was made available.72% respondents agrees that cleanliness was maintained regularly during pandemic .56% respondents agrees that interior change for seating arrangement was done in accordance with social distancing norms.

HYPOTHESIS TESTING

Null Hypotheses H_0 : There is no negative impact of COVID 19 Pandemic situation on Hotel Industry.

Vs.

Alternative Hypotheses H_1 : There is a negative impact of COVID 19 Pandemic situation on Hotel Industry.

Hypotheses is tested with Median statistical tool for each Mix of Hotel Industry: Product Mix,

Price Mix, Place Mix, Promotion Mix, People Mix, Procedure Mix, Process Mix, Physical Evidence

Mix and through those overall views on Likert Scale is checked and analyzed.

Table No.1

Table showing Frequencies for different views about product service at hotel

Opinion regarding Product	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	5	5
Disagree	2	44	49
Neutral	3	23	72
Agree	4	251	323
Strongly agree	5	127	450
Total		450	

N 450

Median =----- +1 =----- = 127+1 =128th Value = 4
2 2

Table No.2

Table showing Frequencies for different views about price policy at hotel

Opinion regarding Price	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	27	27
Disagree	2	116	143
Neutral	3	139	282
Agree	4	404	686
Strongly agree	5	214	900
Total		900	

N 900

Median =----- +1 =----- = 450+1 =451th Value = 4
2 2

Table No.3

Table showing Frequencies for different views about place at hotel

Opinion regarding Place	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	0	0
Disagree	2	19	19
Neutral	3	39	58
Agree	4	140	198
Strongly agree	5	62	260
Total		260	

N 260

Median =----- +1 =----- = 120+1 =121th Value = 4
2 2

Table No.4

Table showing Frequencies for different views about promotion policy at hotel

Opinion regarding Promotion	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	0	0
Disagree	2	32	32
Neutral	3	23	55
Agree	4	176	231
Strongly agree	5	129	360
Total		360	

N 360

$$\text{Median} = \frac{N}{2} + 1 = \frac{360}{2} + 1 = 180 + 1 = 181^{\text{th}} \text{ Value} = 4$$

Table No.5

Table showing Frequencies for different views about people policy at hotel

Opinion regarding People	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	22	22
Disagree	2	74	96
Neutral	3	111	207
Agree	4	818	1025
Strongly agree	5	325	1350
Total		1350	

N 1350

$$\text{Median} = \frac{N}{2} + 1 = \frac{1350}{2} + 1 = 675 + 1 = 676^{\text{th}} \text{ Value} = 4$$

Table No.6

Table showing Frequencies for different views about process policy at hotel

Opinion regarding Process	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	0	0
Disagree	2	12	12
Neutral	3	25	37
Agree	4	99	136
Strongly agree	5	44	180
Total		180	

N 180

$$\text{Median} = \frac{N}{2} + 1 = \frac{180}{2} + 1 = 90 + 1 = 91^{\text{th}} \text{ Value} = 4$$

Table No.7

Table showing Frequencies for different views about Physical Evidence policy at Hotel

Opinion about Physical Evidence	Values (x)	No. of Frequencies(n)	Less than CF
Strongly Disagree	1	4	4
Disagree	2	31	35
Neutral	3	31	66

Agree	4	323	389
Strongly agree	5	151	540
Total		540	

N 540

$$\text{Median} = \frac{N}{2} + 1 = \frac{540}{2} + 1 = 270 + 1 = 271 \text{ th Value} = 4$$

Table No.8

Table showing Frequencies for overall views about Hotel Industry

Overall Opinion	Values	No .of Frequencies	Less than CF
Strongly Disagree	1	58	58
Disagree	2	316	374
Neutral	3	366	740
Agree	4	2112	2852
Strongly agree	5	1018	3870
Total		3,870	

N 3870

$$\text{Median} = \frac{N}{2} + 1 = \frac{3870}{2} + 1 = 1935 + 1 = 1936 \text{ th Value} = 4$$

Above all tables (Table No.1 to 8) show that Median is 4 i.e. Median responses is 'Agree' which supports alternative hypothesis is i.e. Research hypothesis. Hence we conclude that "There is negative impact of COVID19 Pandemic situation on Hotel Industry".

CONCLUSION:

It contradicts the hypothesis. COVID-19 affected the hotel industry. The research paper suggests that time and crises management, strategic decisions, decision making and teamwork can be the stepping stone to overcome the pandemic. Use of updated technology like artificial intelligence and robotics can add a helping hand to the hotel industry.

REFERENCES:

Websites

- <https://theluxurytravelexpert.com/2019/09/02/best-luxury-hotels-india/>
- <https://oueducare.com/tourism/types-of-hotels/>
- <https://www.slideshare.net/mobile/SunilKumar148/types-of-hotels-25951219>
- <https://www.ezeeabsolute.com/blog/hotel-industry-trends/>
- <https://en.m.wikipedia.org/wiki/Hotel>
- https://en.m.wikipedia.org/wiki/Coronavirus_disease_2019

Journal Articles

1. Md.Ashraful Azam Khan, Halsinda Hasim (2020), 'The effect of COVID-19 on tourism and hospitality industry in Malaysia resurgence in the post-pandemic era: a conceptual criterion', International Journal of Tourism and Hospitality Review,(2020) 2395-7654, Vol 7,pp 54-62
2. Vikrant Kaushal, Sidharth Srivastava (2020), 'Hospitality and tourism amid COVID 19 pandemic: Perspectives on challenges and learnings in India' International Journal on Hospitality Management, 92 (2021) 102707, pp.1-10 3
3. Dogan Gursay, Christina G. Chi (2020), 'Effects of COVID 19-pandemic on hospitality industry: review of the current situations and research agenda'. Journal of Hospitality Management and Marketing, (2020), Vol No 5, pp 527-529
4. Jiang, Y. and Wen, J.(2020), 'Effects of COVID 19 on hotel marketing and management: a perspective article. International Journal of Contemporary Hospitality Management, (2020) 0959-6119, Vol 32 No. 8

-
5. Mohammad Reza Davahli, Waldemar Karwowski, Sevil Sonmez and Yorghos Apostolopoulos (Oct 05 2020), 'the hospitality industry in the face of the COVID 19 pandemic : Current topic and Research'. International Journal of Environment Research and Public Health (2020), Volume 17
 6. Umit Sengel, Musafa Cevrimkaya, Merve Iskin, Burshantein Zengin, Mehmet Sariisk (04 Aug 2020), 'the effects of Novel coronavirus (COVID-19) on hospitality industry. Journal of Tourism and Gastronomy Studies (2020), 2147-8775, Volume 8(3), pp 1646-1667
 7. Katsadze & Milojevic, 'Social Sustainability in COVID-19 Crisis: The Case of the Hotel Industry (2020). ' Essay from Uppsala University, p. 49

TO STUDY THE VIEW OF USERS OF DIGITAL WALLET IN YARIROAD

Dr. Babita Kanojia¹, Vijay Kumar Makwana² and Ayesha Anwari³^{1,2}Assistant Prof. Clara's College of Commerce, Mumbai³TYBAF, Clara's College of Commerce

ABSTRACT:

A digital wallet refers to software, an electronic device, or an online service that enables individuals or businesses to make transactions electronically. It stores the payment information of users for different payment modes on various websites, along with other items such as gift coupons and driver's licenses. A digital wallet is also known as an e-wallet. Digital wallets are not only convenient to use in certain cases but also safer than traditional wallets. Users of digital wallets need to download the specific apps created by banks or trusted third parties to avail of the service. The payment networks offer digital checkout wallets or digital acceptance services to both issuers and merchants. During the covid-19 the demand of it has been drastically increased and everyone is bound to use it. In such a situation still there are the user who are very new it and they face the lots of issues. Hence the researchers have undertaken the study to understand the concept and would like to suggest the solution for the difficulty occur during the payment process.

Key Words: Digital wallet, software-based system, users

INTRODUCTION

A digital wallet is a software-based system for making e-commerce transactions. By using a digital wallet, online purchases can be done easily through computers, tablets or smartphones. In general, bank accounts of individual users are linked with their digital wallet. In this system, user credentials are securely stored and verified during transactions. Digital wallets are not only used for online purchases but also for authentication of the user. A digital wallet can store complete user information including credentials, transaction history and personal details. Digital wallets can also be used in combination with other mobile payment systems. A digital wallet is an online service that enables you to make online monetary transactions. The digital wallet is the virtual avatar of your actual wallet wherein you withdraw a certain amount from your bank account and keep some in your wallet for daily expenses for people living in yari road.

OBJECTIVES OF THE STUDY

- To understand the concept of digital wallet and its security services.
- To bring out solution in the form of applications to upgrade digital payment and make them easier.
- To improve the trouble of digital transactions for an individual.

PROBLEMS OF THE STUDY

- Electronic cash is not traceable so money laundering can be a problem.
- Not all merchants accept digital payment.
- It is important for your device to remain charged.

HYPOTHESIS OF THE STUDY

- There is no significant difference between age and consumer preference towards mobile wallet.
- There is no significant difference between level of education and consumer preference towards mobile wallet.
- There is no significant difference between level of income and consumer preference towards mobile wallet.

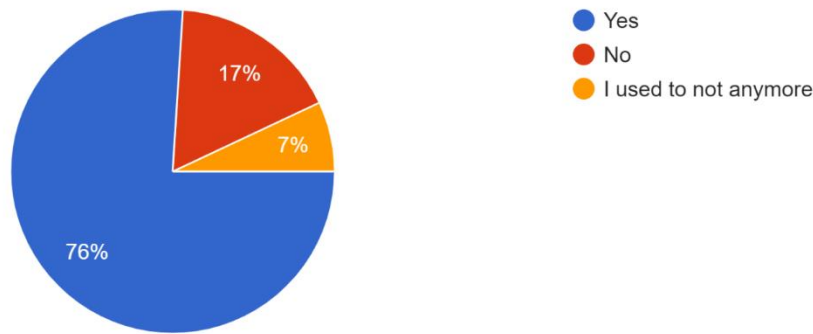
Review of Literature

The theoretical underpinnings of technology adoption and payment as well as banking were examined, with a particular focus on empirical studies dealing with mobile technology adoption, mobile commerce, mobile payments and wallet adoption. Literature Review the literature related to the concept of Digital payment System, its growth, importance, factors impacting Digital payment system, challenges faced by consumers living in yari road and role of the government.

RESEARCH METHODOLOGY

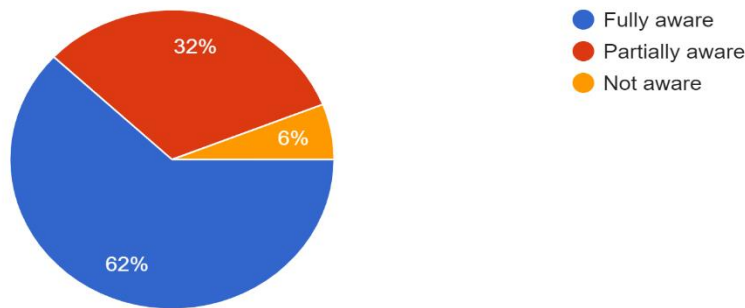
It is descriptive and analytical study. The study is based on the primary data and secondary data. The researchers have collected data from 100 respondents by using a structured questionnaire. The analysis of data is based on percentage.

Do you use smartphone?
100 responses



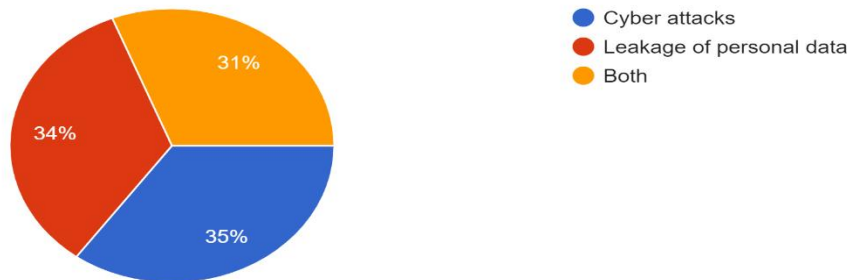
Out of total respondents, 7 % respondents who are not using a smart phone anymore or with an assumption that they have never used one from the beginning. 76% respondents, who are using a smart phone and 17 % responses are not.

Are you aware regarding the functionality of digital wallet?
100 responses



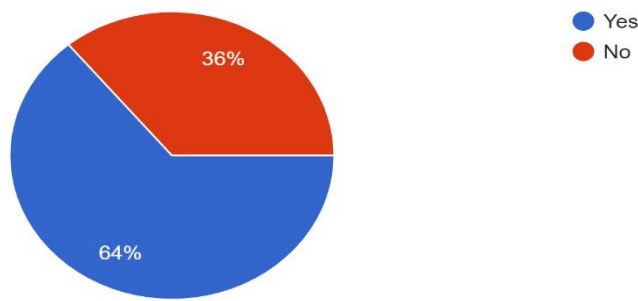
In the above diagram we can figure out that 62% respondents are fully aware regarding the functionality of digital wallet and 32 % are partially aware and 6 % respondents are not aware about it.

What are your views on concerns about digital wallet?
100 responses



As per the analysis 35 % respondents are worried about cyber-attacks and 34 % are concerned about leakage of personal data and 31 people are concerned related to both.

Are digital wallets more secured?
100 responses



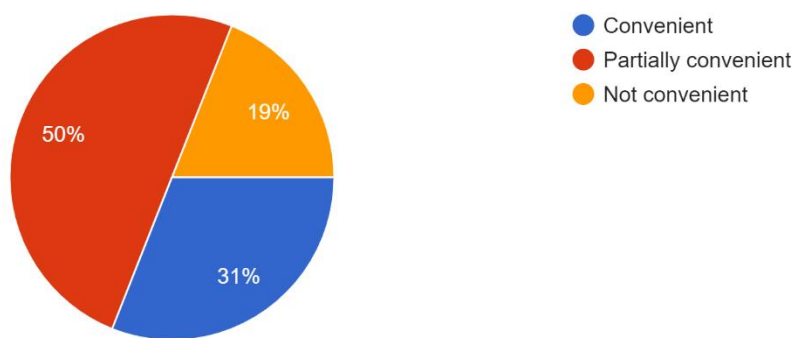
According to the data, 64 % respondents feel digital wallet is secured while rest 36 % respondents are feel it is still unsecured.

How much do you know about mobile wallet?
100 responses



Out of total respondents, 61% respondents have knowledge about digital wallet and have been using it whereas 34 % respondents state that they have heard about it but never used it and 5 respondents have heard it for the first time.

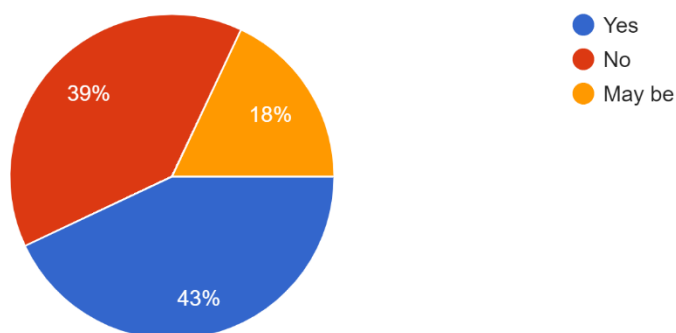
How convenient is it to use digital wallet in general stores in yari road?
100 responses



Out of total respondent's 31 percent respondents think that it's convenient to use digital wallet in general stores in Yari road and 50 % respondents are partially convenient and 19 percent respondents are not convenient.

Do you think every stores in yari road should have access to digital wallet?

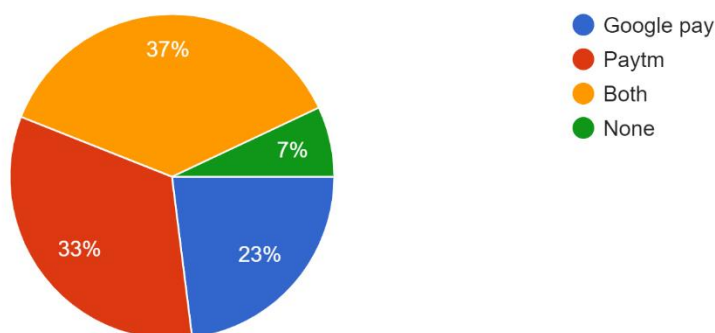
100 responses



As per the analysis, 43 respondents think every store in Yari road should have access to digital wallet and 39 respondents think there is no need whereas 18 responses are may be where its diplomatic.

Which source of digital wallet is convenient to use?

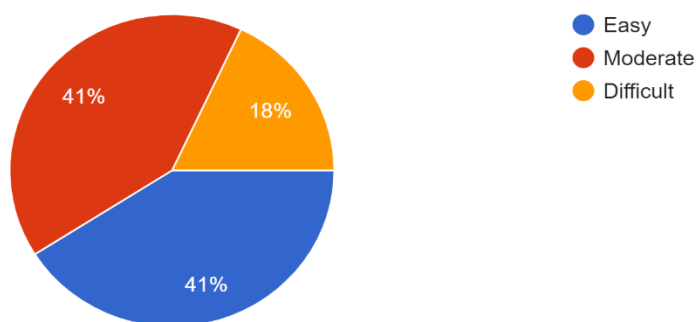
100 responses



According to the research 23 percent of respondents are using google pay and 33 percent are paytm and 37 percent responses are for both the digital wallet applications whereas 7 percent agreed to none

How convenient are you with the usability of digital wallet in yari road?

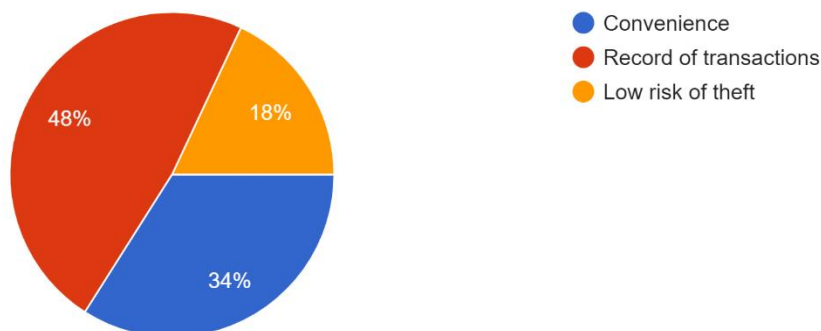
100 responses



As per the data analysis, 41 % respondents feel that usability of digital wallet is easy as well as moderate convenient while 18% respondents feel it is difficult.

What are the benefits of adopting digital payment in yari road?

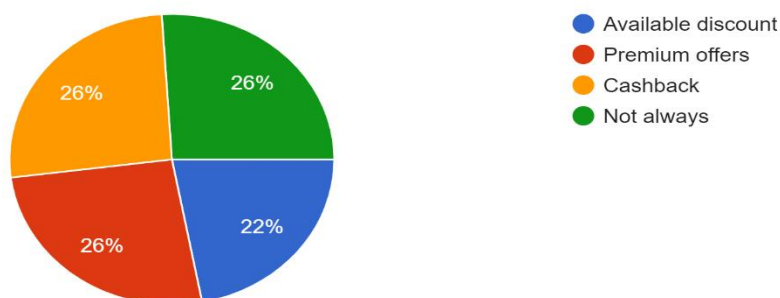
100 responses



According to the above diagram, 34% respondents are convenient with the benefits of adopting digital payment in yari road and 48 % respondents feel its beneficial as it tracks the record of transactions and 18% respondents feel there is low risk of theft.

How is digital wallet rewarding you in yari road?

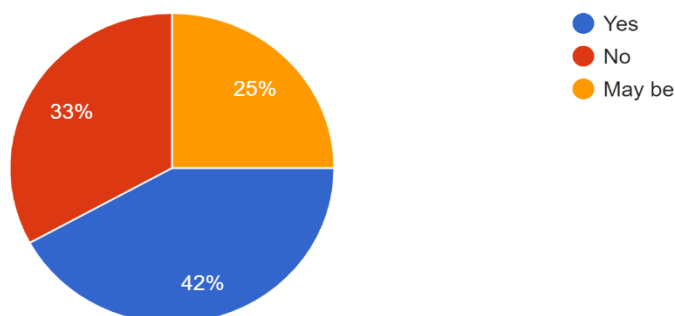
100 responses



As shown in the above pie diagram, 22% responses state it's because of available discount, 26% because of premium offers and 26 % think its rewarding cashbacks and 26% responses state that it does not always reward.

Do you think digital wallet will replace cash in yari road?

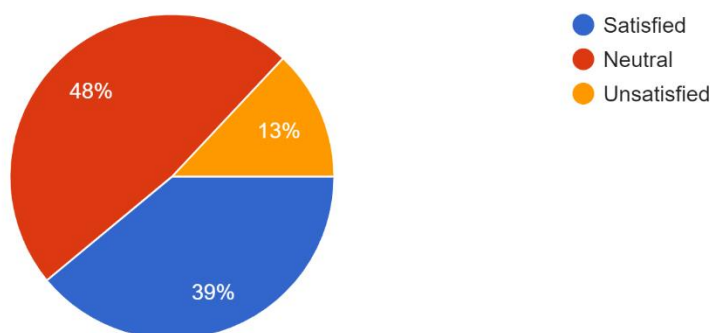
100 responses



As shown in the above diagram, 42% respondents in blue agree to the fact that it will replace cash in yari road whereas 33% responses marked in red shows a negative no and 25% agree to maybe which even they are unsure about.

How do you rate the digital wallet service that you used?

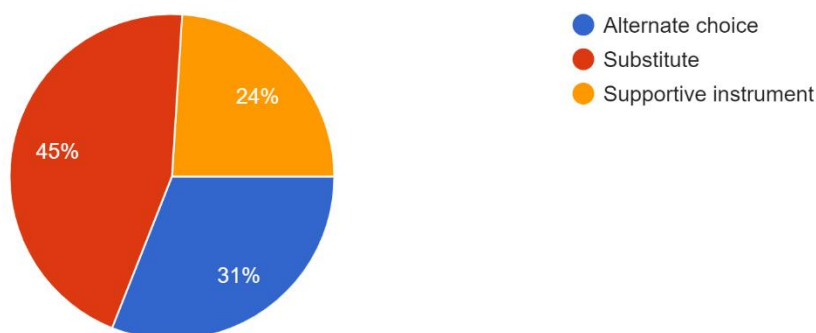
100 responses



According to the data analysis, 39 responses are satisfied with the service and 48% have rated neutral and 13 responses unsatisfied with the service of digital wallet.

How do you consider digital wallet against other sort of payment methods?

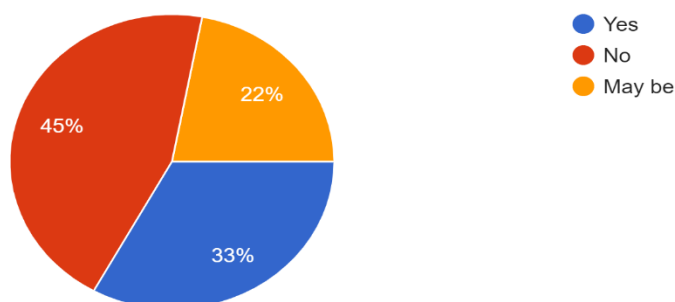
100 responses



Out of total respondents, 31 % respondents use it as an alternate choice and 45% respondents use it as a substitute while 24% respondents use it as supportive instrument for payment methods.

Do you think digital wallet should be set up offline?

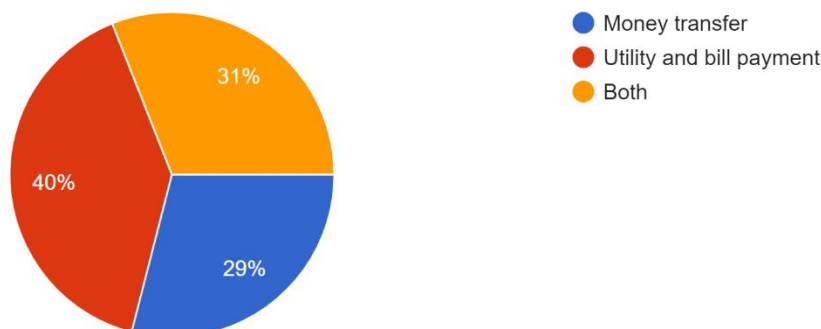
100 responses



As per the data, 33 % respondents feel it's a yes for digital wallet to be set up offline, but 45% responded it's a no and 22 % may be.

What are your purpose of using digital wallet?

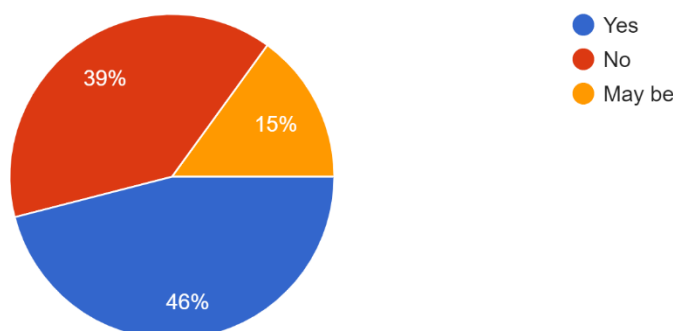
100 responses



Data shows the purpose of using digital wallet , 29% respondents chose money transfer for purpose of using digital wallet, 40 % respondents use it for utility and bill transfer and 31% respondents both.

Do you think you can depend on digital wallet in future?

100 responses



Out of total respondents, 46 % respondent would like to continue in future whereas 39 % respondents do not like to continue in future while 15% respondents it as may be to depend on digital wallet in future.

What are your views on using digital wallet in Yari road?

- My view point is it's convenient but needs to have readers guide before using it. Because technology like digital wallet is a cool sounding thing but has its cons as well when it comes to cyber-attacks or phishing attacks. Users won't know and their account will be blocked and u might feel stranded in case of emergency
- Using digital wallet in Yari Road is convenient but again it comes with a cost, it has its own pros and cons. Sometimes due to technical glitch the app does not recover the transaction. On the whole, digital wallet is quite convenient but it surely cannot replace cash in the mere future.
- I haven't used it so can't say anything much about it but have seen others conveniently paying through online mode of payments.

FINDINGS OF THE STUDY

1. People are aware of digital wallet, but still, they prefer to use traditional system.
2. It is easy to operate, less time consuming
3. There are several reasons for not using digital wallets in yari road, such as insecurity, fear of forgetting password and so on.

4. It has different features such as convenience, ease of use, services, viewing transactions, etc.
5. As far as terms and conditions and security is concern people are less satisfied.

SUGGESTIONS OF THE STUDY

1. Infinite security, user friendly procedures and competitive features are vital for successful digital wallet.
2. Can improve user interface and user experience for old age users and non- users to encourage more of digital wallet in Yari road.
3. Proper knowledge should be given to people and to make them familiar with the use of digital wallet in Yari road.

CONCLUSION

Quite a few reports suggest that many people still have security related concerns when using digital wallet system. Among digital wallet, half of them is averse to using it while major have the fear of fraud. In the current scenario we can see people are neutral in case of digital wallet.

Using digital wallet in Yari Road is convenient but again it comes with a cost, it has its own pros and cons. Sometimes due to technical glitch the app does not recover the transaction. On the whole, digital wallet is quite convenient but it surely cannot replace cash in the mere future.

REFERENCES

1. [https://www.investopedia.com/terms/d/digital-wallet.asp#:~:text=A%20digital%20wallet%20\(or%20e,with%20near%2Dfield%20communications%20technology.](https://www.investopedia.com/terms/d/digital-wallet.asp#:~:text=A%20digital%20wallet%20(or%20e,with%20near%2Dfield%20communications%20technology.)
2. <https://corporatefinanceinstitute.com/resources/knowledge/other/digital-wallet/>
3. <https://www.quora.com/Which-is-the-best-digital-wallet-in-India>
4. <https://www.indiapost.com/top-5-e-wallets-in-india/>
5. <https://www.softwaresuggest.com/blog/top-digital-wallet-app-in-india/>

COVID-19 : CHALLENGES AND OPPORTUNITIES FOR DIGITAL BANKING

Dr. Pratibha N. JhaI/C Principal NSM College, Mumbai

The ongoing spread of COVID-19 has become one of the biggest challenge to the global economy and financial markets including Banks and to customers. To contain the impact of the corona virus outbreak, India, like many countries across the globe, is taking several measures, including lockdown; limiting movement of the entire population; shutting down public places and transport; and urging the public to stay indoors, maintain social distance, and work from home. The resulting economic disturbance is huge and the short-term weakening in activity for businesses, both large and small, substantial.

With economic growth expected to be severely hit, the financial outlook of the digital payments sector is no different and will follow a similar route, at least in the short term. But the industry's stability and potential for innovation will play an invaluable role in restarting the economy in the new normal.

COVID-19 is in the first place, a pandemic with potential serious implications for people's health as well as financial and social disturbance.

It is an unparalleled challenge for our modern societies and health systems. The consequences of the pandemic for our Indian as well as global economy and financial sector are unpredictable.

Challenges faced by the banking sector due to Covid 19

As proved by the immediate measures taken by regulators to ease limitations on liquidity and capital, banks are providing an important social good to economic sectors and individuals in this time of crisis where people really need resources mainly funds.

Although support measures introduced by regulators have certainly helped banks fill this role, they still face some immediate pressures on their capital and liquidity position, as the length and strictness of this outbreak remain uncertain. These include:

Lower credit offtake by clients:-

Banks play a critical role to ensure the availability of funds is sufficient to support individuals and businesses without risking their own liquidity position. As a result, banks may need to recalibrate their existing liquidity stress models to supply for required capital if important drawdown of loan facilities is essential.

Modification to loan loss provision estimates:-

As the economic outlook remains highly volatile, expected credit losses previously calculated will need to be reentered to account for the uncertainty and scale of the pandemic. Banks is likely to witness an increase in their expected loan loss provision.

Additional capital requirements to maintain capital adequacy ratio:-

The economic downturn will likely see a rise in non-performing loans. Banks may have to perform a reassessment on their existing loan portfolio to account for any increase in credit exposure and to allocate more capital to address the higher credit exposure.

Compressed net interest income margin:-

The cost of funding will be lower, the yield on banks' asset may also decline mainly due to the increased competition in mortgage loans and flight to safety to investment grade assets. The impact will further compress banks' net interest margin and profitability.

High NPA (Non Performing Asset)

Although Indian banks reported a decline in bad loans in the December quarter, the impact of the pandemic-induced disruptions on asset quality will be spread over FY21 and FY22, with bad loans expected to rise to 9.6-9.7% by 31 March, 2021, and to 9.9-10.2% by 31 March, 2022.

Banks had seen their gross and net non-performing assets (NPAs) improve in Q3. Despite including pro forma bad loans of about Rs1.3 trillion, gross NPA ratio stood at 8.3% compared with 8.6% as on 31 March, 2020.

Impact of Covid-19 on customers :

COVID-19 has changed society as we know it over just a few months—working from home, social distancing, masks and countries across the globe on the brink of an economic crash. Once upon a time the concept of a cashless society may have sounded like it was straight from science fiction, but the rise of e-commerce,

flexibility of banking and the growing number of 'no cash accepted' signs in physical shops has left purses empty, with the exception of a debit or credit card.

Despite the direction we appear to be heading, no society exists yet that is entirely cash-free. Cash has almost been eliminated in several countries. In countries like India where people specially those in urban area prefer every single or small transaction cashless. PayTM, Google pay.etc.

The benefits of a cashless society

- **Undetectable unlawful activities:** money laundering, illegal gambling and drugs operations are all part of this. With every payment received recorded, it would be infinitely more difficult to escape taxes too.
- **Lower physical theft rates:** With no physical money to steal in anyone's pockets, theoretically crime involving cash thefts would disappear. Muggings, shop and house break-ins and handbag theft are just a few examples of crimes that would likely die out.
- **Simpler currency exchange:** physically going into a shop to exchange money for another currency may soon be a thing of the past. As we've established, carrying cash makes you vulnerable, particularly abroad. Most digital banks now allow you to pay internationally by card at a great exchange rate and you will never have to worry about if you have enough money to get you through your holiday.

The disadvantages of a cashless society

- **The risk of hackers:** Electronic money means vulnerability to hackers. Although your money is protected in the majority of circumstances under federal law in the United States and organisations such as the FCA (Financial Conduct Authority) in the United Kingdom, it can be very inconvenient and stressful if your bank account is hacked and possibly drained.
- **The temptation to splurge:** with no physical banknotes leaving your hand when you make a purchase, psychologically it may be able to spend more frequently and more per transaction without noticing. Many popular digital banks that promote a cashless way of living provide users with information and tools in saving and staying in control of money.
- **Relying on technology:** If systems malfunctions or servers face an error, it is out of your control. Money in your account would be inaccessible, and there would be no emergency cash to use for the time being.
- **The economic divide:** A cash-free society would mean nearly all money management and transfers would have to be done via the internet or on a mobile app. Accessibility to these devices and services would be much more limited to those who could not afford to buy a phone or home computer. Those with no fixed address would also not be able to open a bank account at all, creating a further rift between the rich and the poor.

Behavioral Change in Banking Transactions:-

Concerns over transmission of the virus through the exchange of physical currency has given a boost to the digital transactions. Cards and Wallets also seen increased traction for P2P transfers, bill payments and P2M payments for essential services owing to the lockdown and aversion to exchanging cash. Many Wallets have come into the market, which has expanded the entire market and its popularity. Fund transfers to/from bank accounts will likely see an uptick as people substitute cash with digital transfers. Transactions at ATMs will decrease as a result of the lockdown being enforced. Not much cash will be required compared to earlier.

A bank transaction is any money that moves in or out of your bank account. Types of bank transactions include cash withdrawals or deposits, cheques, online payments, debit card charges, wire transfers and loan payments.

The major online financial transactions are:

- National Electronic Fund Transfer (NEFT) ...
- Real Time Gross Settlement (RTGS) ...
- Electronic Clearing System (ECS) ...
- Immediate Payment Service (IMPS) ...
- UPI
- Digital Wallet

Importance of Technology

Technology is a driving force in the global age and is taking over in every way; mobile and internet banking is just a few examples of the ever developing technology advancements. Mobile banking is a new way of banking, as it makes it easier for consumers to access their finances, even from rural/remote areas. For the commercial banks to improve on the current mobile banking services they provide to the consumers they should first find out what the expectations of consumers are and whether they are satisfied with the current services provided by the banks.

Growing Digital payments in India

ACI Worldwide released a new report that indicated more than 70.3 billion real-time payments transactions were processed globally in 2020, a surge of 41 per cent compared to the previous year.

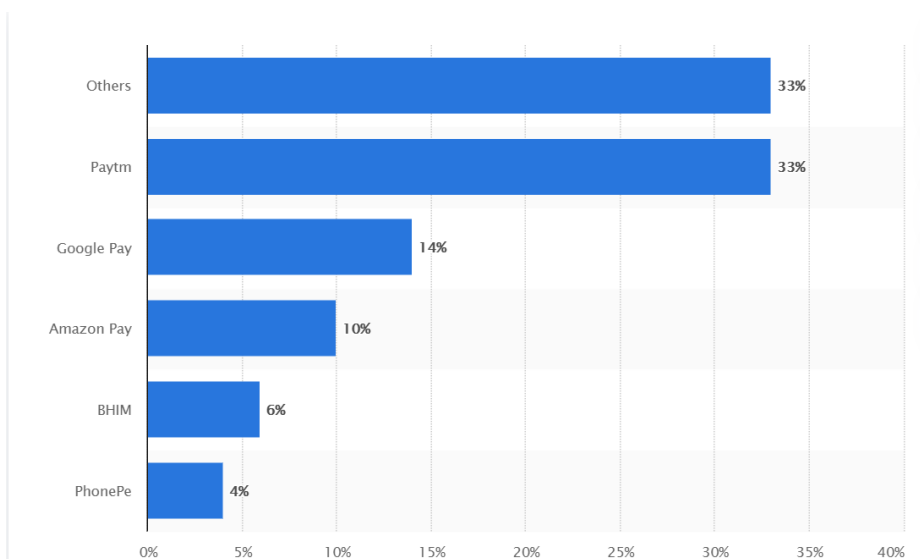
This comes as the Covid-19 pandemic dramatically accelerated trends away from cash and cheques towards greater reliance on real-time and digital payments, according to the report.

The customers are going to the next stage of digital transaction from traditional categories like utility bill payment of Electricity, DTH, Phone, Water, Piped gas etc to the new categories like Life insurance premium, Health insurance, Credit card, Educational institutes, Local taxes, Invoice payments, Housing societies, Gyms, FASTag etc.

For the study, the company analysed global real-time, account-to-account payment volumes and forecasts across 48 global markets. It projected a Compound Annual Growth Rate (CAGR) for real-time payments of 23.6 percent from 2020 to 2025.

According to the report, India retained the top spot with 25.5 billion real-time payments transactions, followed by China with 15.7 bn transactions. In 2020, the transaction volume share in India stood at 15.6 per cent and 22.9 per cent for instant payments and other electronic payments respectively, while paper-based payments had a considerable share of 61.4 per cent. The report speculated that by 2024 the share of real-time payments volume in overall electronic transactions will exceed 50 per cent. This will further touch 71.7 per cent by 2025.

Market Share of various digital Wallets as on April 2020



Percentage users of various digital payments

So we can see in the above graph how digital payments are increasing among customers in which we can see from phone pay lowest i.e 4% to Paytm which is mostly used by customers upto 33%.

Concluding with above all points by saying that India's journey of creating a digital financial infrastructure has been characterized by collaboration between the government, the regulator, banks, and fintech. This has helped to advance the country's goal of enabling financial inclusion and also provided rapid payment digitization for citizens. The pandemic has further accelerated the adoption of digital payments with many first-time users adopting digital payments and significant uplift by merchants. As the industry evolves, we expect to see increased adoption across different users and volume growth is driven by mass adoption, recurring payments, transit payments as well as cross-border transactions.

A CONCEPTUAL OVERVIEW OF GOOD AND SERVICE TAX (GST)

Dr. D. R. PanzadeDepartment of Commerce, Yeshwantrao Chavan College of Arts, Commerce & Science Sillod Dist.
Aurangabad

ABSTRACT

GST is known as the Goods and Services Tax. It is an indirect tax which has replaced many indirect taxes in India such as the excise duty, VAT, services tax, etc. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017.

GST has been introduced as a single, unified tax reform. It has eliminated many existing indirect center and state taxes like Central Value Added Tax, Special Additional Duty of Customs, Service Tax, and VAT and converted them into a single tax. The elimination of these indirect taxes has not only made tax compliance easier for businesses but has also helped in making many of the goods and services more affordable for the consumers.

Keywords: - GST, Goods, Services, CGST,SGST, IGST, Tax Rates.

DEFINITION OF GST

GST stands for “Goods and Services Tax”, and is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. Its main objective is to consolidate all indirect tax levies into a single tax, except customs (excluding SAD) replacing multiple tax levies, overcoming the limitations of existing indirect tax structure, and creating efficiencies in tax administration.

In other words, Goods and Service Tax (GST) is levied on the supply of goods and services. Goods and Services Tax Law in India is a **comprehensive, multi-stage, destination-based tax** that is levied on every **value addition**. GST is a single domestic indirect tax law for the entire country.

GST is the present and future of the new INDIA and hence it has now become the day to day life feature of every citizen of INDIA.

SOME IMPORTANT DEFINITIONS

GOODS: - “ Goods ” has been defined as every kind of movable property other than money and securities but includes actionable claim, growing crops, grass and things attached to or forming part of the land which are agreed to be severed before supply or under a contract of supply.

“SERVICES” Services means anything other than goods, money and securities but includes activities relating to the use of money or its conversion by cash or by any other mode, from one form, currency or denomination, to another form, currency or denomination for which a separate **Features of the Dual GST Structure**

1. The GST or Goods and Service Tax has two components – one levied by the central government (referred to as Central GST or CGST), and the other collected by the State governments (referred to as State GST or SGST)
2. Both CGST and SGST apply to all transactions pertaining to goods and services
3. Both CGST and SGST are paid to the respective accounts of the Central and the States governments individually
4. CSGT and SGST are treated individually, implying that the taxes paid against the CGST are allowed to be considered as Input Tax Credit (or ITC)
5. Cross utilization of the Input Tax Credit between CGST and SGST is not permitted, except for the inter-state supply of goods and services
6. Credit accumulation based on the GST refund is to be avoided by both the Central and State governments except in the case of exports, input tax at a higher rate than output tax, and purchase of capital goods, among others
7. There is a uniform procedure for collection of both CGST and SGST, as prescribed in their respective legislation

8. The composition or compounding scheme for GST has an upper ceiling and a floor tax rate concerning the gross annual turnover
9. As a taxpayer, you must submit periodic returns, in a standard format, to both the CGST and SGST authorities
10. Each taxpayer is allotted a 14-15 digit PAN-linked taxpayer identification number

▪ **Benefits of Dual GST**

- The Dual GST structure is a transparent and straightforward tax model with a pre-defined set of CGST and SGST rates. The benefits of having a dual GST structure include –
- Reduction in the total number of taxes levied by the Central and State governments
- A decrease in the effective tax rate for different goods
- Elimination of the existing cascading effect of taxes
- Reduction of the taxpayer's transaction costs through simplified tax compliance
- Increased tax collections based on a broader tax base and improved compliance

▪ **GST TAX RATES :-**

GST TAX RATES					
Tax Free	5% Tax (Services)	5% Tax (Goods)	12% Tax (Services)	18% Tax (Goods)	28% Tax (Services)
Stamps Milk Honey Raw chicken Newspapers Fruits Salts Bindi Curd Eggs	Taxi Railways Transport Small restaurants Big gas plant Wind mills	Tea Coffee Pizza bread Cream	Flight ticket Non-Ac hotels Fertilizers Work contracts	Steel Products Ice-cream Soups Helmets Camera Speakers Mineral water Jams & sauces pasta	Movie tickets 5* hotels Race-club betting

▪ **IMPORTANT FEATURES OF GST:**

1. Tax rates in sync with global practices
2. Single tax which ensures no double taxation & cascading effect.
3. Low cost of tax collection and higher tax yield to the Government.
4. Low cost of tax compliance and lower prices of goods & services.
5. Uniformity in provisions the law

Salient Features Of GST:

- Beneficial to exporters due to improvement in cost competitiveness of goods and services.
- As it reduces the production cost with its businessman friendly provisions.
- Fostering 'Make in India' Concept, with the help of manufacturer friendly provisions.
- Harmonization of Laws procedures and rates of tax as it has incorporated different taxes and cesses.
- CGST and SGST to paid in separate accounts of Centre and State respectively. Benefits the poor states due to its destination based collection system.
- Time bound compliances with the deterrent provisions for unscrupulous dealers and suppliers.
- A relatively large segments of small retailers are either exempted from tax or are enjoying very low tax rates which will help in changing the perspective of the businessman.
- Ease of doing business with the introduction to different unique concepts like E-Way Bill with GPS tracking.

- GST Registration is PAN based process.
- Multi-state Registration is compulsory for supplier having fixed establishments at different states.
- Time bound compliances with the deterrent provisions for unscrupulous dealers and suppliers.
- Simplified and automated procedures for various processed such as registration, returns, refunds, tax payments etc..
- **Types of GST:-**



• **What is IGST, CGST & SGST?**

IGST, CGST, and SGST are categories of GST that are charged by Central and State Governments on the basis of supply and consumption. The Goods and Services Tax (GST) is a multi-staged and destination-based indirect tax, charged on the supply of goods and services. GST is multi-staged; thus, it is charged at every level of the stage of production, and being destination-based, the tax is collected from the ultimate point of consumption and not from any point of origin. Based on these features, the GST is divided into three sub-taxes, which are Integrated Goods and Services Tax (IGST), Central Goods and Services Tax (CGST), and State Goods and Services Tax (SGST).

• **What is Integrated Goods and Service Tax (IGST)?**

The meaning of IGST or Integrated Goods and Services Tax (IGST) is the tax collected on interstate transactions when the seller and the consumer are located in different states. Further, IGST is also charged on the imports and exports of goods and services, and on supplying activities related to SEZs or Special Economic Zones. In the case of interstate tax collection, instead of separately charging taxes for the Centre and the State, the Government collects IGST, which is later divided equally. However, this adds no extra burden on the consumer's pocket since IGST is equal to the SGST and CGST clubbed together. It is collected by the Government to ensure that the tax is equally divided amongst the Centre and the State Government. IGST makes the tax process hassle-free and sorts things out for the tax collectors when there are two states involved instead of one.

• **What is Central Goods and Services Tax (CGST) ?**

The Central Goods and Services Tax (CGST) is relevant to intrastate transactions, that is when the seller and consumer function from the same state. The CGST is implemented on goods and services to enable tax collection for the Central Government. The CGST is collected along with the SGST. Unlike IGST, in case of intrastate transactions, CGST is collected as a separate tax to be deposited to the Central Government. CGST is charged on all items that may range from household necessities to luxuries and from manufacturing services to professional services.

• **What is State Goods and Services Tax (SGST)?**

The meaning of SGST or State Goods and Services Tax (SGST) is a tax collected in the case of the intrastate transaction when the state of consumption and state of production are the same. The State GST, as the name implies, is a tax collection medium for the State Government. It is collected as a separate tax in the case of intrastate transactions. Similar to CGST, it is charged across all sales and purchases and other non-exempted transactions under the GST Act.

- **Why is GST split into IGST, CGST & SGST ?**

India works on the principles of federalism; thereby, all states are united under one entity. However, the state has its own defined powers too. Thus, both the Central and the State Governments own the predominance to collect taxes. Both these systems of power have their responsibilities assigned to their roles, which requires them to collect funds in the form of taxes.

Prior to GST, the states functioned on their own when it came to taxation, and there were various indirect taxes charged by the State Governments and the Centre. However, the GST clubbed all taxes into one. GST was implemented, keeping in view the vision of 'One Nation, One Tax,' and thus, it submerged all existing Central and State taxes into one. However, to ensure easy and hassle-free distribution of taxes in a transparent manner, the GST was split into IGST, CGST, and SGST. The split of GST into these categories united the tax structure in the country, by not depriving the State Governments of funds at the same time.

Critical Components of GST:-

GST is the present and future of the new INDIA and hence it has now become the day to day life feature of every citizen of INDIA.

Conclusion :- In other words, Goods and Service Tax (**GST**) is levied on the supply of goods and services. Goods and Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition. **GST** is a single domestic indirect tax law for the entire country.

References: - 1. GST.COM

2. Goods and service Tax.
3. GST – Overview, CA Associations
4. GST and Customs Law
5. GST Law & Practice
6. GST guide for students.
7. GSTimages.com

ISSUES OF SUSTAINABLE DEVELOPMENT OF AGRICULTURE SECTOR IN INDIA

Dr. Gitte Madhukar Raghunathrao

Principal, Claras College of Commerce, Versova, Andheri (W), Mumbai-400061

ABSTRACT

Agriculture sector is still the backbone of Indian economy as it provides livelihood to 58% of the population, generates 14% GDP, employs 52% labour force, contributes to 20% of exports, and provides raw material for a large number of industries. It also contributes significantly to sustainable development of the country. Sustainable development is defined as the development that meets the needs of the present without compromising the ability of future generation to meet their own need. Such sustainable development is economically viable, socially equitable, environmentally non-degrading, technically appropriate, politically empowering, and culturally acceptable. Sustainable development of agriculture is the management and conservation of natural resource base, use of farming systems and practices to maintain and/or enhance economic viability and ecosystems and also introduction of institutional and technological changes to ensure the attainment of needs for the present and future generation. Sustainability in agriculture can be achieved through optimum use of natural resources, human resources, capital resources and technical resources.

Key Words: Sustainable agriculture, Cropping pattern, Capital formation, Climate change, Rural infrastructure, Inclusive growth, Land degradation.

INTRODUCTION

Agriculture provides livelihood to fifty five per cent population, employs over fifty two per cent of the labour force and contributes about 16 per cent of the national income. Since the available cultivable area has almost been utilised for agricultural purpose, the scope for bringing additional area under cultivation is thus very limited. Further, additional areas could be brought under crops only by encroaching upon country's valuable but already depleted forest resources. About 23 per cent of the geographical area of the country was under forest, whereas the National Forest Policy has recommended one-third area under forest.¹ If the requirement like food and fibre of an ever increasing population of the country are to be met, there is no other alternative but to increase the productivity of the land and irrigation is one of the basic inputs to augment agricultural productivity.

OBJECTIVES OF THE STUDY

- To study the role and performance of agriculture in Indian economy.
- To examine the growth rates, capital formation, and cropping pattern.
- To evaluate the development of irrigation potential during the planning period.
- To find out various existing challenges before Indian agriculture.
- To suggest measures to promote and develop Indian agriculture on sustainable basis.

METHODOLOGY

The present paper is primarily based on secondary sources of data such as published annual reports of Ministry of Agriculture and Co-operation, Government of India, New Agricultural Policy, economic survey, government publications, and other publications. Research articles published in periodicals, journals and on internet are also referred to obtain useful data and information relating to agricultural development and other aspects.

Contribution to Gross Domestic Product

In post Independence period, the contribution of primary sector towards gross domestic product has declined from 56% to 18%. However, it provides direct or indirect employment to over 51% of the population. The contribution of industry has declined from 32% to 27%. There is a remarkable rise in the contribution of services sector to GDP from merely 12% to 55%. The following table shows the percentage share of Gross Value Added by economic activities of the economy.

Table 1: Percentage share of Gross Value Added by Economic Activities.

Sr. No.	Sector	1950-51	2011-12	2014-15	2017-1	2018-19	2019-20
1	Agriculture	56.00	18.50	18.20	18.30	17.60	18.40
2	Industry	32.00	32.50	30.00	29.20	29.00	26.60
3	Services	12.00	49.00	51.80	52.50	53.40	55.00

	Total:	100.00	100.00	100.00	100.00	100.00	100.00
--	---------------	---------------	---------------	---------------	---------------	---------------	---------------

Source: National Accounting Statistics, CSO, GOI, New Delhi, 2019-20. Statement No. 16 A.

Among industry, construction, electricity, gas and water supply contribute 18% to GDP. The leading services are telecommunication, It and software which generate 10% GDP, whereas the contribution of trade, hotel, transportation, commerce, financial and real estate services towards GDP is over 18%. Though India is the fastest and largest growing economy with 2,94 trillion GDP, its GDP grew by 4.5% in 2019-20. Moreover, India's GDP is likely to contract by 7% in 2020-21 due to COVID-19 Pandemic. The contribution of agriculture, industry and services sector towards GDP I China and USA is 10%, 42% and 48% and 1.0%, 19% and 80% respectively.

Crop Production and Growth Rates

The production of the major crops and the average annual growth rates of these crops reveals that there was a record production of food grains at 260 million tones due to timely and sufficient rainfall during 2011-12. During 2019-20, total food grains production is estimated at 295.67 million tonnes due to timely onset of monsoon and sufficient rainfall in the country. Production and yield of all the major crops have recorded positive growth rates, whereas production of wheat, bajra, maize, coarse cereals, gram, tur, other pulses, groundnut, soya bean, cotton and oilseeds has increased at more that 4% per annum. The production of wheat, bajra, maize, groundnut, oilseeds, gram, tur, other pulses, soyabean, and cotton was attributed to both increase in yields and expansion in area. Sugarcane, mustard, soyabean, rice, wheat and cotton recorded lower growth rates in yield.

Cropping Pattern in India

As agriculture practices shifts from subsistence to commercial farming, the cropping pattern in vogue undergoes a change from cultivation of rainfed crops to irrigated one. The cropping pattern in a particular area/region is governed by a variety of socio-economic and natural factors. Since 1990, the net sown area has gone down from 143 Mha. to 140 Mha., while the gross cropped area has gone up from 186 Mha. to 192 Mha. on account of increase in the cropping intensity by 7 per cent from 130 per cent to 137 per cent. Area under food crops has come down from 75 per cent to 70 per cent and that of non-food crops increased from 25 per cent to 30 per cent since 1990-91. Maximum area 22 per cent was under paddy followed by wheat and oil seeds (15 % each), and coarse cereals (14%). Area under sugarcane, cotton, oil seeds, fruits and wheat has increased and area under food crops mostly decreased since 1990.

Major Challenges before Indian Agriculture

Agricultural development is dependent on availability of natural resources e.g. land, water, soil and biodiversity. However, these natural resources are rapidly shrinking or under strain due to demographic and socio-economic pressures. Major challenges before agriculture are as under:

Division and Fragmentation of Land Holdings

Increasing pressure of population, law of inheritance, indebtedness of farmers, lack of employment opportunities in other sectors, and other factors have contributed to division, sub-division and fragmentation of size of land holdings over the period of time. Per capita availability of agricultural land has declined from 0.5 ha. to 0.18 ha. from 1951 to 2001 and further declined to 0.15 ha. in 2011-12. The average size of land holding has also declined from 1.33 ha. to 1.16 ha. in 2010-11. This uneconomic size of holding is an obstacle in the sustainability of Indian agriculture.

Unwanted Cropping Pattern

Land use and cropping pattern in a particular region depends upon the climatic parameters, soil characteristics and availability of rainfall and water. Cropping pattern developed in most of the regions and states is not suitable and conducive to local agro-climatic conditions. There is unwanted crop diversification based on higher prices, market demands and higher economic gains. Farmers are interested in cultivating cash crops and an intensive agriculture from market point of view which need more water, fertilizer, pesticides and other inputs.

Climate Change and Global Warming

Global warming leads to changes in the climate all over the world which adversely affect agricultural production and growth of agricultural sector. Rising temperature, climate change and extreme weather conditions occurs due to increasing emission of dangerous green house gases in the atmosphere. This climate change has a negative impact on land use, cropping pattern and agricultural production due to higher frequency of floods and droughts, availability of less water for irrigation, heavy soil erosion, low soil organic matter, etc. Recent example of climate change is occurrence of heavy hail storm in Maharashtra which has destroyed agriculture in the state and brought thousand crores losses to farmers.

Degradation of Land

Land degradation is another challenge faced by the Indian agriculture which is likely to be a threat to food security and environmental protection. About 120 Mha. i.e. 36 per cent area is afflicted due to various types of land degradation. Maximum area (80%) has been affected by soil erosion followed by soil acidity (15%), soil alkalinity (3%), soil salinity (2%), water logging, mining and industrial wastes. Water logged, acidic, alkaline and saline areas are mostly found in Northern India and Rajasthan, M.P. and Maharashtra where perennial irrigation facilities are prevailed over the period of time.

Underutilization of Created Irrigation Potential

The Ultimate irrigation potential of the country is estimated at 113.5 million hectares, 73.5 million hectares from surface water and 40 million hectares through ground water. This UIP of 113.5 Mha. comprises 58.5 from major and medium projects and the rest 55 Mha. from minor projects. The cumulative irrigation potential created has increased from 22.60 million ha. to 109.77 million ha. 1951-52 to 2011-12. The irrigation potential created from major and medium projects increased from 9.70 ha. in the First Plan to 47 Mha. and the rest 63 Mha. from minor projects.

The gap between the potential created and its utilisation has continuously been widening and therefore, the underutilisation of created irrigation potential has now become a serious problem particularly in respect of major and medium irrigation projects. For instance, by the end of Eleventh Plan, utilisation was 90.42 million ha. against a created potential of 109.77 million ha. . These leaves a gap of 20 mha. of underutilised potential. The pace of utilisation has been far too slow as the rate of utilisation declined from 100 per cent in 1951-52 to 82 per cent in 2011-12.

Bharat Nirman -Rural Infrastructure Development Programme

The government launched a nationwide programme for creating rural infrastructure known as “ Bharat Nirman.” It was a time bound programme to be implemented during 2005-2009. Six components were included under this programme viz., irrigation, drinking water, electrification, roads, housing and telephony. Active and transparent public and private partnership (PPP) was also included under this for execution of various infrastructure development projects. However, the goals set under this programme were not achieved fully by 2009. Hence, the government extended the time limit for completion of targeted goal to 2014.

Irrigation Development

The Bharat Nirman targeted creation of additional 10 Mha. irrigation potential by March 2010, while 7.3 Mha. irrigation potential was created. However, the original target of 10 Mha. was surpassed by creating 11.2 Mha. irrigation potential by March 2012. Although sufficient irrigation potential has been created over the years, the created irrigation potential has not been fully utilised, leaving a widening gap between creation and utilisation of irrigation potential. The actual utilisation of created potential was 90.4 Mha. i.e. 82.4 percent.

Rural Electrification

Availability of adequate electricity is crucial for sustained rural development of India. Since supply of power has been falling short of its demand, lack of power, power cut, load shading and power accessibility are serious problems in rural areas. The capacity addition during the Eleventh Plan was only 60 percent against a target of 623711 MW. To ensure power availability and accessibility, the Bharat Nirman proposed to supply electricity to 2.3 crore households in 1.25 lakh un-electrified villages in Phase-I from 2005-2009.

CONCLUSIONS

The performance of agriculture in respect of food production has been impressive mainly due to green revolution. However, Indian agriculture still faces resource constraints, infrastructural constraints, institutional constraints, and technological constraints. Sustainable agriculture needs to be technologically feasible, economically viable, socially acceptable and environmentally sound. Sustainability in agriculture can be achieved through efficient management of natural resource base and integrated approach to crop management. This include efficient use of land, conservation of soil and water, crop rotation, use of appropriate technology, crop management practices, integrated watershed management, reclamation of degraded land, use of GPS technology, social forestry and linking of agriculture with environment.

REFERENCES

1. National Accounting Statistics, CSO, GOI, New Delhi, 2019-20.Statement No. 16 A.
2. Economic Survey of India, Ministry of Finance, GOI, New Delhi, 2020.
3. Bhalla, G.S., Indian Agricultural since Independence, National Book Trust, New Delhi, 2008.

-
4. Annual Report, 2019-20, Department of Agriculture Research and Education, Ministry of Agriculture and Farmers Welfare, Government of India, New Delhi.
 5. Twelfth Five Year Plan (2012-2017), Planning Commission, GOI, New Delhi, 2012.
 6. Sanyal, Subhashree. "Bharat Nirman: A Giant Leap towards Rural Infrastructure Development," Krukshetra, Ministry of Rural Development, GOI, October 2012.
 7. Tripathy, K.K "Government Intervention in Rural Infrastructure: A Review of Bharat Nirman Programme," Krukshetra, Ministry of R.D., GOI, New Delhi, October 2012.

IMPACT OF COVID -19 ON HUMAN LIFE IN 2020

Dadaji. V. SonawaneAssitant Professor, Department of Physics, J.E.S. Arts, Science & Comm., College Nandurbar. (M.S.) 425412,
KBC North Maharashtra University, Jalgaon, (Maharashtra)**ABSTRACT**

The year 2020, when started no one was known about arrival of Covid -19. In 2019 Nov.-Dec the influence of this corona disease was not so impressive. But in March 2020 it started to spread rapidly everywhere and it has changed complete life. Every section impressed in large scale. People lost their jobs, businesses are stopped everyone was shattered. In Science, all researcher facing new challenges. They started to find vaccine for corona and for that they worked day -night to find vaccine. The Government declared lockdown and declared some rules, how to fight against corona, for example to use mask, keep social and distance, use sanitizer. Then they started testing, tracing and treatment. In this way government also fighting against Covid -19.

INFORMATION DETAILS:

As I am Science teacher I started to do some work against Covid-19. All of you know 2020 year was very harmful. All over the world every person was suffered by covid -19 each and every department was affected .But on the other hand many good things also happen .Every action leaves some good and bad effects on human life .It is also true that when some difficulties came humans try to find solutions on it. The same we found solution for teaching to the students.Due to covid -19 lockdown was declared so school and colleges also closed. Then the question arise how to contact with student and how to teach them, so we started to teach them online with the help of **Zoom or Google Meet** Application.

Some students have mobiles phones but some of them have not. We started to teach them online we all teacher made our class WhatsApp group and stated taking lectures on Zoom or Google meet. They connect to us and hear. The lecture They can ask their problems online. In this way student got to know what is online learning method. All students were very enthusiastic about this new method not only college and schools' students but some factory workers also working from home. This is main quality of man that he always tries to find new way Ultimately on the other hand there are some drawbacks also of this online teaching. But our KBC North Maharashtra University Jalgaon arranged successfully all students' online examination also.

In last academic year, we had arranged a program of tree plantation. But now this year we arranged this program online and we guide them and encourage them to plant trees in their rural areas. We explain them why tree plantation is necessary and what are the benefits to the human being. Tree plantation is related to our environment. If environment is clear then only humans can live on this earth .In this way students encouraged and then done tree planting in their areas.

After this we celebrated 1st October as blood donation day. Many students willingly donated blood in our camp. Blood is nothing but life. We have collected blood and used for the serious patient through this activity students get to know their Social duties.

With this we make aware to our student how to take precaution for covid -19. What things are necessary for preventing covid-19. We guide them use mask, wash your hands before entering in house, keep distance of minimum 1 meter from others, sanitize your hands , keep clean your house and surrounding. There is natural power in human that he try to find solution of any difficulties.

Due to covid-19 our college doing many work online. To fill The students application forms. I was in admission Committee so I contacted to each students and guide them properly for their various documents, fees etc. With this we helped them for their scholarship form, we help them how to fill their Voter form on 25 January on National Voter day.

CONCLUSION –

In this way though 2020 year is bad in view of disease corona but there is other bright side. When we lost something at the same time we gets something we should keep positive view and think about what we gain. So think positive, be safe and Take Care.

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name1, Second Author Name2, Third Author Name3

1Author Designation, Department, Organization, City, email id

2Author Designation, Department, Organization, City, email id

3Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• Single author journal article:

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

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

• Multiple author journal article:

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), “Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher’s Colleges In Thailand”, *International Journal on New Trends In Education and Their Implications*, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

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

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American*, 293, 22-23.

- **Website of any institution:**

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

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

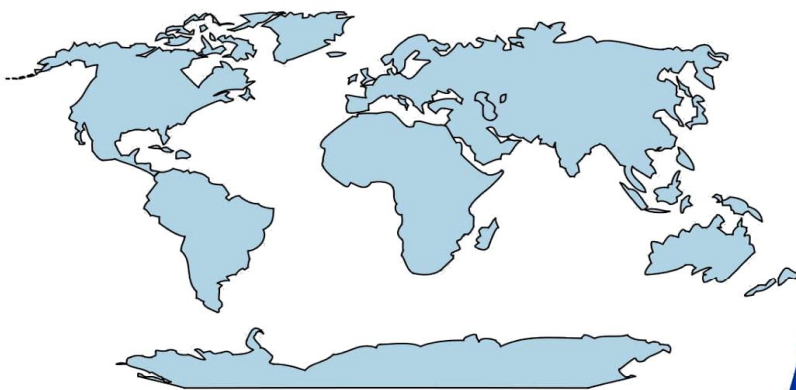
8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.

www.iaraedu.com

Journal

ISSN 2322 - 0899

**INTERNATIONAL JOURNAL OF RESEARCH
IN MANAGEMENT & SOCIAL SCIENCE**



Volume 8, Issue 2
April - June 2020

www.iaraedu.com

Journal

ISSN 2394 - 9554

International Journal of Research in
Science and Technology

Volume 6, Issue 2: April - June 2019



Indian Academicians and Researchers Association
www.iaraedu.com

**Become a member of IARA to avail
attractive benefits upto Rs. 30000/-**

<http://iaraedu.com/about-membership.php>



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXXXX

is admitted as a

Fellow Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research

and the objectives of the Association



Date: 27.01.2020


Director


President



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXXXX

is admitted as a

Life Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research
and the objectives of the Association



Date: 27.01.2020

Director

President



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXXXX

is admitted as a

Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research
and the objectives of the Association



Date: 27.01.2020


Director


President

IARA Organized its 1st International Dissertation & Doctoral Thesis Award in September'2019

1st International Dissertation & Doctoral Thesis Award (2019)



Organized By



Indian Academicians and Researchers Association (IARA)

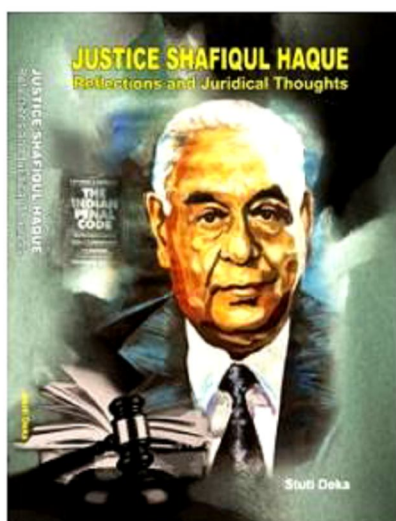


EMPYREAL PUBLISHING HOUSE

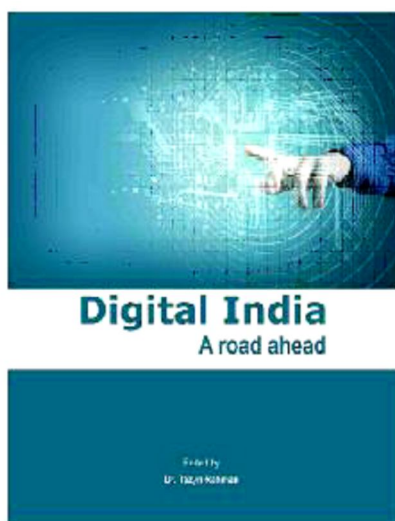
www.editedbook.in

**Publish Your Book, Your Thesis into Book or
Become an Editor of an Edited Book with ISBN**

BOOKS PUBLISHED



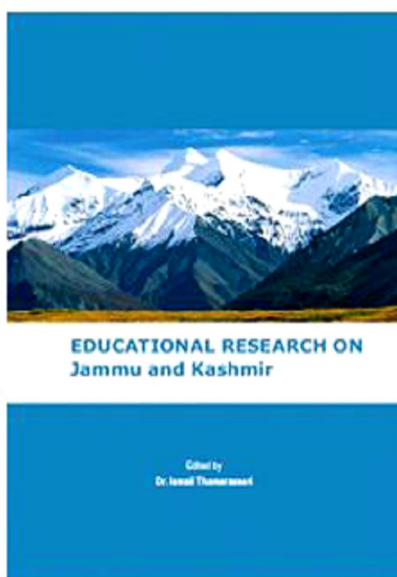
Dr. Stuti Deka
ISBN : 978-81-930928-1-1



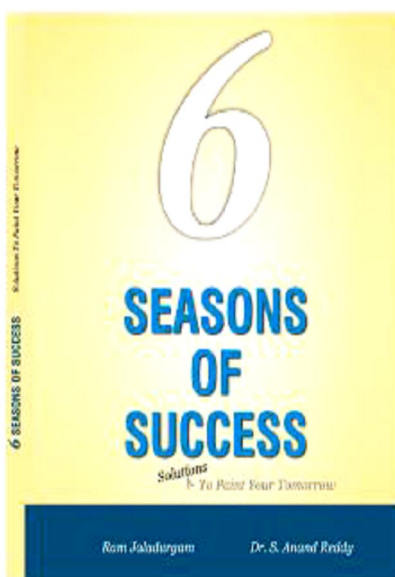
Dr. Tazyn Rahman
ISBN : 978-81-930928-0-4



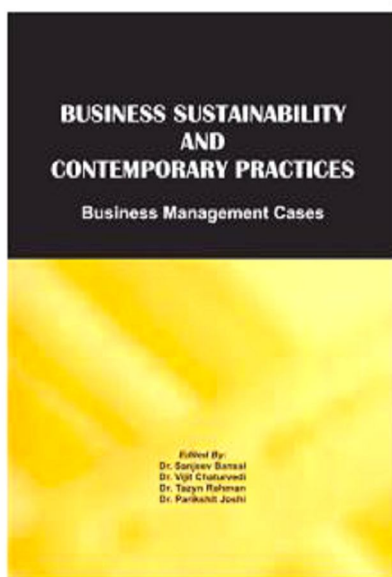
Mr. Dinbandhu Singh
ISBN : 978-81-930928-3-5



Dr. Ismail Thamarasseri
ISBN : 978-81-930928-2-8



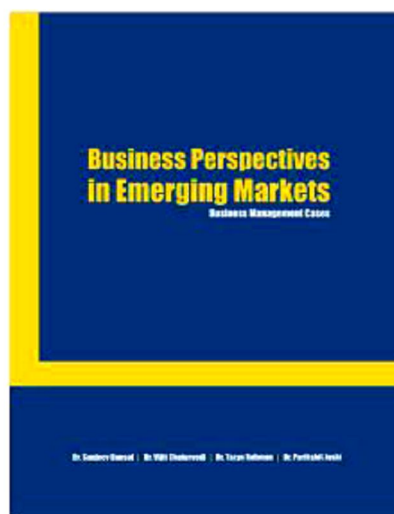
Ram Jaladurgam
Dr. S. Anand Reddy
ISBN : 978-81-930928-5-9



Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi
Dr. Tazyn Rahman, Dr. Parikshit Joshi
ISBN : 978-81-930928-6-6



Ashish Kumar Sinha, Dr. Soubhik Chakraborty
Dr. Amritanjali
ISBN : 978-81-930928-8-0



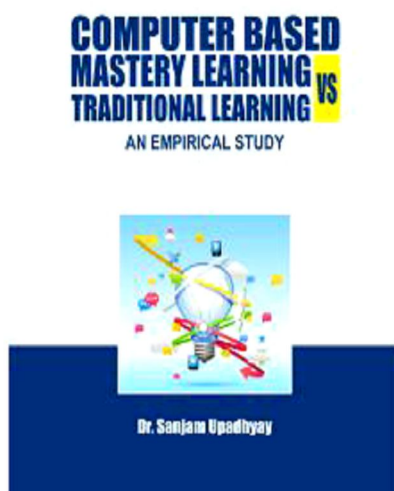
Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi
Dr. Tazyn Rahman, Dr. Parikshit Joshi
ISBN : 978-81-936264-0-5



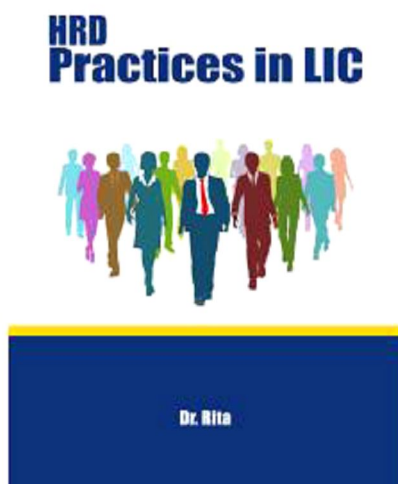
Dr. Jyotsna Golhar
Dr. Sujit Metre
ISBN : 978-81-936264-6-7



Dr. Aarushi Kataria
ISBN : 978-81-936264-3-6



Dr. Sanjam Upadhyay
ISBN : 978-81-936264-5-0



Dr. Rita
ISBN : 978-81-930928-7-3



Dr. Manas Ranjan Panda, Dr. Prabodha Kr. Hota
ISBN : 978-81-930928-4-2



Poomima University
ISBN : 978-8193-6264-74



Institute of Public Enterprise
ISBN : 978-8193-6264-4-3

Vitamin D Supplementation in SGA Babies



Dr. Jyothi Naik
Prof. Dr. Syed Manazir Ali
Dr. Uzma Firdaus
Prof. Dr. Jamal Ahmed

Dr. Jyothi Naik, Prof. Dr. Syed Manazir Ali
Dr. Uzma Firdaus, Prof. Dr. Jamal Ahmed
ISBN : 978-81-939070-9-8



Gold Nanoparticles: Plasmonic Aspects And Applications

Dr. Abhitosh Kedia
Dr. Pandian Senthil Kumar

Dr. Abhitosh Kedia
Dr. Pandian Senthil Kumar
ISBN : 978-81-939070-0-9

Social Media Marketing and Consumer Behavior



Dr. Vinod S. Chandwani

Dr. Vinod
S. Chandwani
ISBN : 978-81-939070-2-3

Select Research Papers of

Prof. Dr. Dhananjay Awasarikar



Prof. Dr. Dhananjay Awasarikar

Prof. Dr. Dhananjay
Awasarikar
ISBN : 978-81-939070-1-6

Recent ReseaRch Trends in ManageMent



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-4-7

Recent ReseaRch Trends in Social Science



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-6-1

Recent Research Trend in Business Administration



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-7-8

Recent Innovations in Biosustainability and Environmental Research II



Dr. V. I. Paul
Dr. M. Muthulingam
Dr. A. Elangovan
Dr. J. Nelson Samuel Jebastin

Dr. V. I. Paul, Dr. M. Muthulingam
Dr. A. Elangovan, Dr. J. Nelson Samuel Jebastin
ISBN : 978-81-939070-9-2

Teacher Education: Challenges Ahead



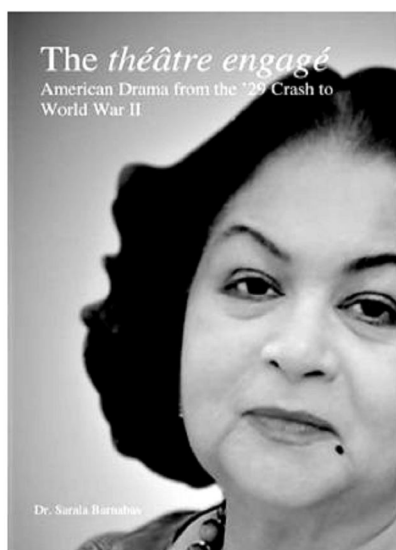
Sajid Jamal
Mohd Shakir

Sajid Jamal
Mohd Shakir
ISBN : 978-81-939070-8-5

Project Management



Dr. R. Emmaniel
ISBN : 978-81-939070-3-0



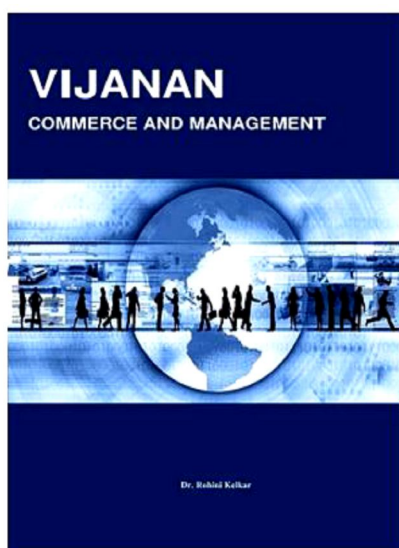
Dr. Sarala Barnabas
ISBN : 978-81-941253-3-4



Corporate Entrepreneurship

AUTHORS
Dr. M. Banumathi
Dr. C. Samudhra Rajakumar

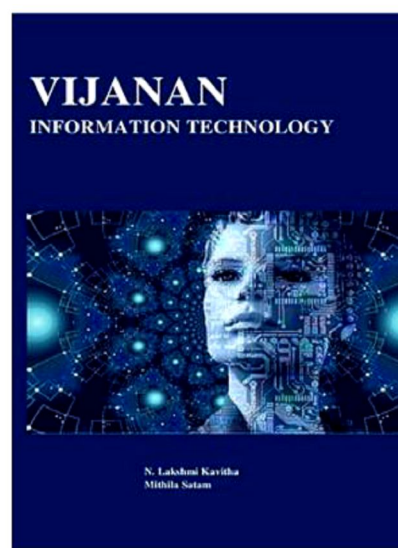
Dr. M. Banumathi
Dr. C. Samudhra Rajakumar
ISBN : 978-81-939070-5-4



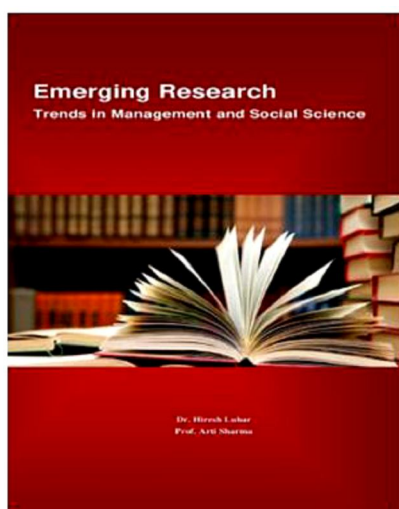
Dr. (Mrs.) Rohini Kelkar
ISBN : 978-81-941253-0-3



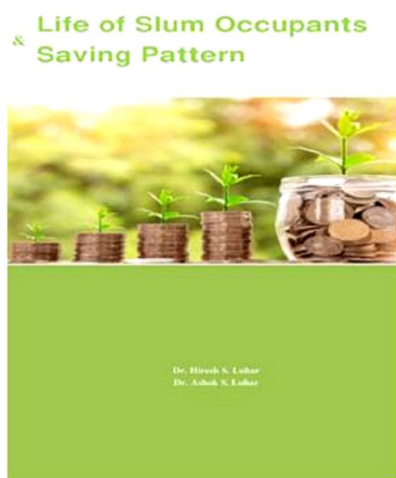
Dr. Tazyn Rahman
ISBN : 978-81-941253-2-7



Dr. N. Lakshmi Kavitha
Mithila Satam
ISBN : 978-81-941253-1-0



Dr. Hiresuh Luhar
Prof. Arti Sharma
ISBN : 978-81-941253-4-1



Dr. Hiresuh S. Luhar
Dr. Ashok S. Luhar
ISBN : 978-81-941253-5-8



Computerised Information System: Concepts & Applications

Dr. Babita Kanojia
Dr. Arvind S. Luhar
ISBN : 978-81-941253-7-2

SKILLS FOR SUCCESS



SK Nathan
SW Rajamonaharane

Dr. Sw Rajamonaharane
SK Nathan
ISBN : 978-81-942475-0-0

Witness Protection Regime An Indian Perspective



Aditi Sharma

Aditi Sharma
ISBN : 978-81-941253-8-9

Self-Finance Courses: Popularity & Financial Viability



Dr. Ashok S. Luhar
Dr. Hresh S. Luhar

Dr. Ashok S. Luhar
Dr. Hresh S. Luhar
ISBN : 978-81-941253-6-5

SMALL SCALE INDUSTRIES MANAGEMENT Issues, Challenges and Opportunities



Dr. B. Augustine Arockiaraj

Dr. B. Augustine Arockiaraj
ISBN : 978-81-941253-9-6



SPOILAGE OF VALUABLE SPICES BY MICROBES

Dr. Kuljinder Kaur

Dr. Kuljinder Kaur
ISBN : 978-81-942475-4-8

Financial Capability of Students: An Increasing Challenge in Indian Economy

Dr. Priyanka Malik



Dr. Priyanka Malik
ISBN : 978-81-942475-1-7

THE RELATIONSHIP BETWEEN ORGANIZATION CULTURE AND EMPLOYEE PERFORMANCE: HOSPITALITY SECTOR



Dr. Rekha P. Khosla

Dr. Rekha P. Khosla
ISBN : 978-81-942475-2-4

A GUIDE TO

TWIN LOBE BLOWER AND ROOT BLOWER TECHNIQUE



Dilip Pandurang Deshmukh

Dilip Pandurang Deshmukh
ISBN : 978-81-942475-3-1



SILVER JUBILEE COMMEMORATIVE LECTURE SERIES 2019-SNGC

Dr. D. Kalpana
Dr. M. Thangavel

Dr. D. Kalpana, Dr. M. Thangavel
ISBN : 978-81-942475-5-5



Indian Commodity Futures and Spot Markets

Dr. Aloysius Edward J

Dr. Aloysius Edward J.
ISBN : 978-81-942475-7-9



Correlates of Burnout Syndrome Among Servicemen

Dr. Rosemary Obiagwu Ekechukwu

Dr. R. O. Ekechukwu
ISBN : 978-81-942475-8-6

Advances in Mathematical Sciences

(A Collection of Survey Research Articles)

Edited By
Dr. Zakir Ahmed



Dr. Zakir Ahmed
ISBN : 978-81-942475-9-3

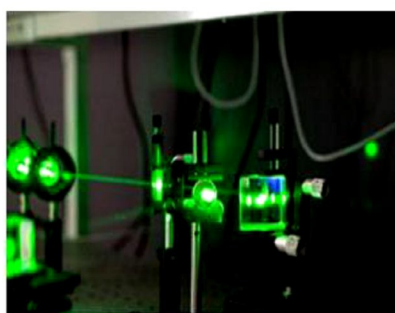


Fair Value Measurement

Challenges and Perceptions

Dr. CA. Ajit S. Joshi
Dr. Arvind S. Luhar

Dr. (CA) Ajit S. Joshi
Dr. Arvind S. Luhar
ISBN : 978-81-942475-6-2



NONLINEAR OPTICAL CRYSTALS FOR LASER Growth and Analysis Techniques

Madhav N Rode
Dilipkumar V Mehsram

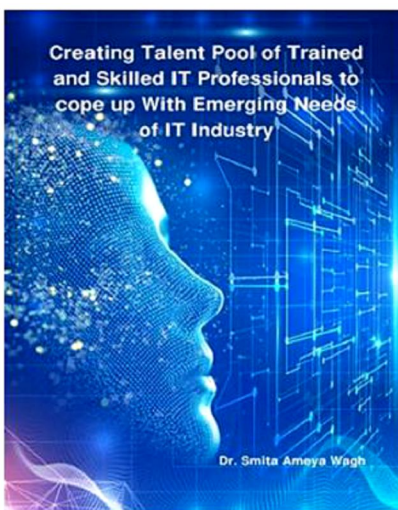
Madhav N Rode
Dilip Kumar V Mehsram
ISBN : 978-81-943209-6-8



Remote Sensing of River Pollution And Agricultural Soils

Dr. Saif Said
Mr. Shadab Ali Khan

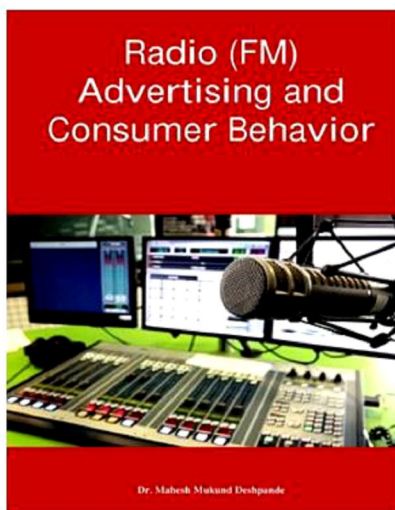
Dr. Saif Said
Shadab Ali Khan
ISBN : 978-81-943209-1-3



Creating Talent Pool of Trained and Skilled IT Professionals to cope up With Emerging Needs of IT Industry

Dr. Smita Ameya Wagh

Dr. Smita Ameya Wagh
ISBN : 978-81-943209-9-9



Radio (FM) Advertising and Consumer Behavior

Dr. Mahesh Mukund Deshpande

Dr. Mahesh Mukund Deshpande
ISBN : 978-81-943209-7-5



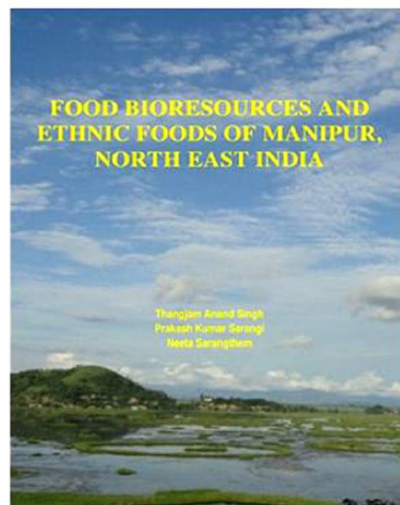
Indian Capital Market and Equity Culture in Maharashtra

Dr. Roopali Prashant Kudare

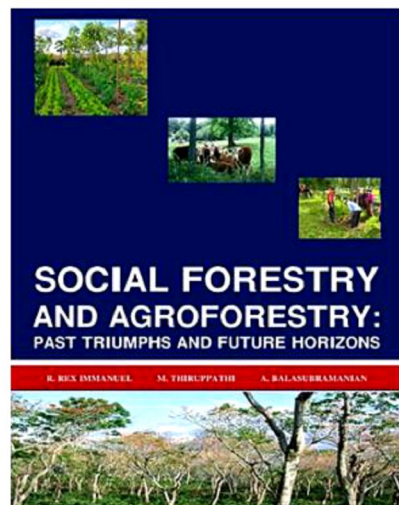
Dr. Roopali Prashant Kudare
ISBN : 978-81-943209-3-7



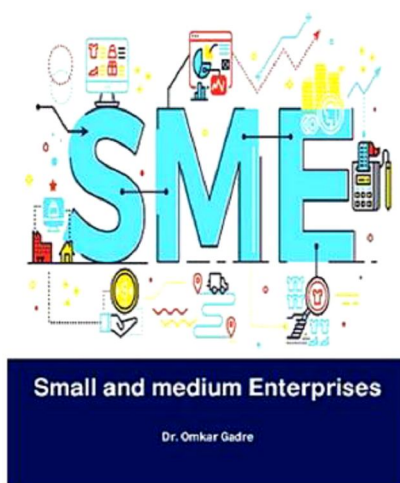
M. Thiruppathi
R. Rex Immanuel
K. Arivukkurasu
ISBN : 978-81-930928-9-7



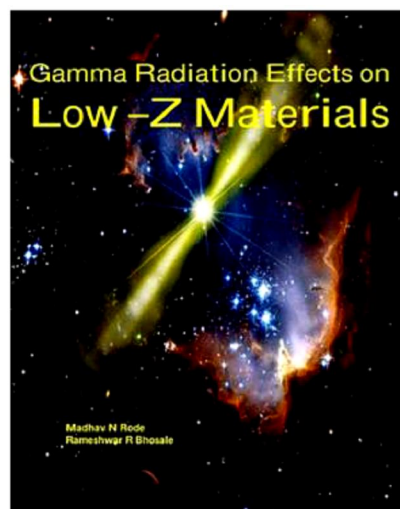
Dr. Th. Anand Singh
Dr. Prakash K. Sarangi
Dr. Neeta Sarangthem
ISBN : 978-81-944069-0-7



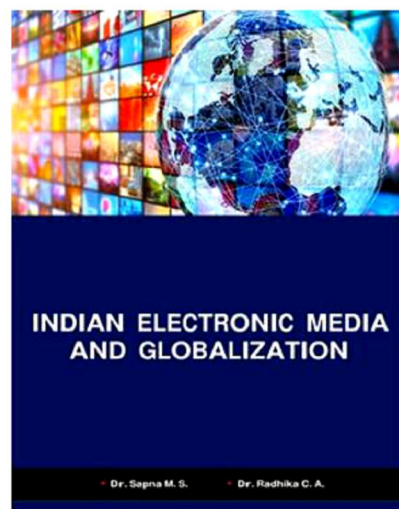
R. Rex Immanuel
M. Thiruppathi
A. Balasubramanian
ISBN : 978-81-943209-4-4



Dr. Omkar V. Gadre
ISBN : 978-81-943209-8-2



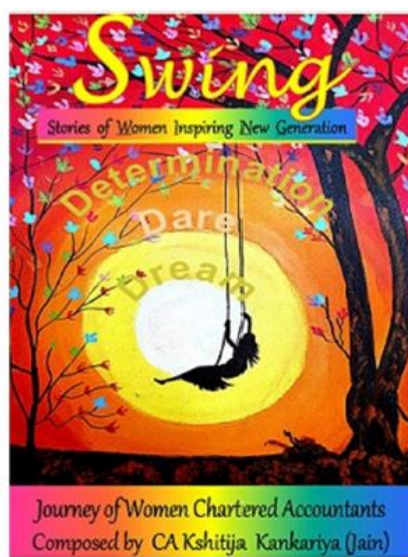
Madhav N Rode
Rameshwar R. Bhosale
ISBN : 978-81-943209-5-1



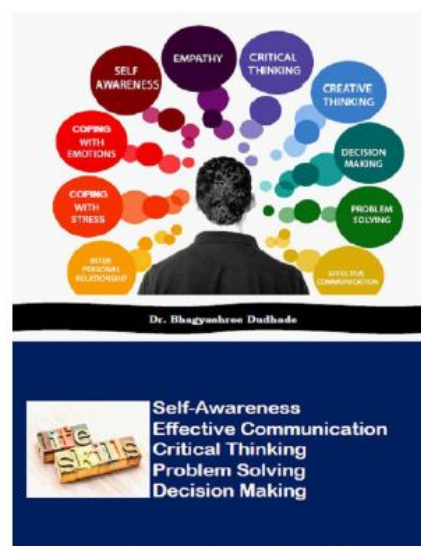
Dr. Sapna M S
Dr. Radhika C A
ISBN : 978-81-943209-0-6



Hindusthan College
ISBN : 978-81-944813-8-6



Swing
ISSN: 978-81-944813-9-3



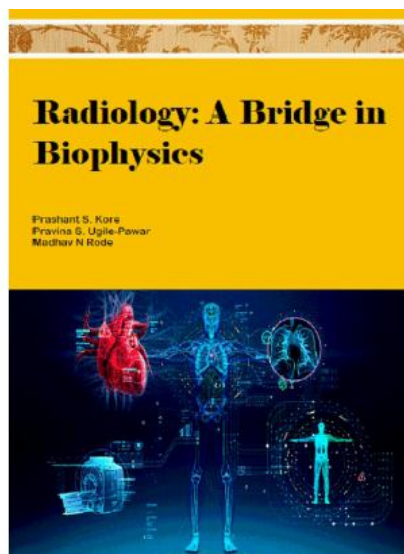
Dr. Bhagyashree Dudhade
ISBN : 978-81-944069-5-2



S. Saad, S. Bushra, A.A. Khan

S. Saad, S. Bushra, A. A. Khan

ISBN: 978-81-944069-9-0



Prashant S. Kore
Pravina S. Ugile-Pawar
Madhav N Rode

Prashant S. Kore

Pravina S. Ugile-Pawar

Madhav N Rode

ISBN: 978-81-944069-7-6

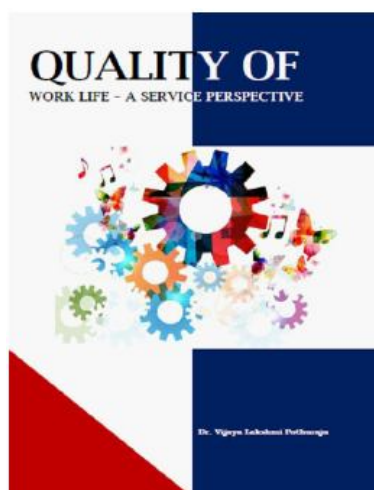


Mixed Magnetic Oxides

Dilipkumar V Meshram
Madhav N Rode

Dilipkumar V Meshram and
Madhav N Rode

ISBN: 978-81-944069-6-9



QUALITY OF WORK LIFE - A SERVICE PERSPECTIVE

Dr. Vijaya Lakshmi Pothuraju

Dr. Vijaya Lakshmi Pothuraju

ISBN : 978-81-943209-2-0



National Level Seminar

'E-Business: A Paradigm Shift in the 21st Century'
January 30th & 31st 2020

Organized by
Department of Commerce & Management



Sponsored by

Savitribai Phule Pune University, Pune
(under Quality Improvement Programme)

Kamala Education Society's
Pratibha College of Commerce and Computer Studies,
Accredited with NAAC with "B" Grade (CGPA 2.68)

PROCEEDINGS

Pratibha College

ISBN : 978-81-944813-2-4



STATE LEVEL SEMINAR

'Emerging Environmental Challenges
&
Its Sustainable Approaches'

7th & 8th, February 2020

Sponsored by
Savitribai Phule Pune University, Pune
(under Quality Improvement Programme)

PROCEEDINGS

Organized by
Department of Environmental Science
Kamala Education Society's
Pratibha College of Commerce and Computer Studies,
(Accredited with NAAC "B" Grade)

Tel. (Off): 8600100942/45, 020-65111411
www.pccos.org.in

Pratibha College

ISBN : 978-81-944813-3-1

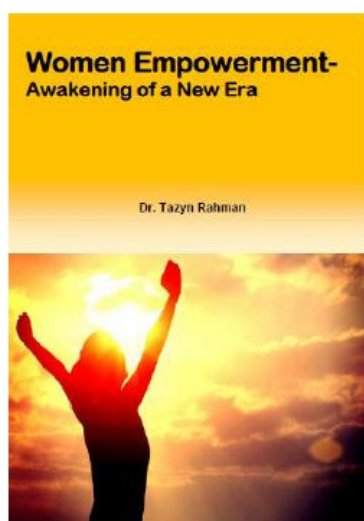


Women Empowerment

Dr. Tazyn Rahman

Dr. Tazyn Rahman

ISBN : 978-81-936264-1-2

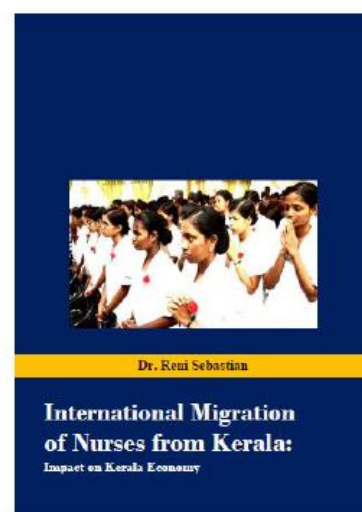


Women Empowerment- Awakening of a New Era

Dr. Tazyn Rahman

Dr. Tazyn Rahman

ISBN : 978-81-944813-5-5

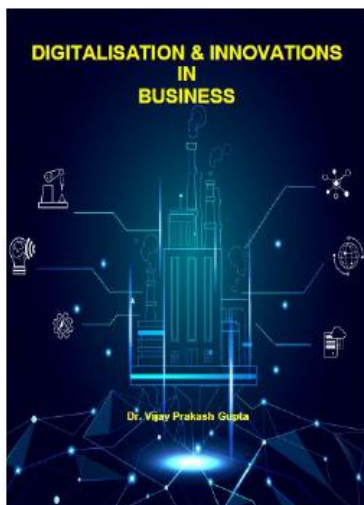


Dr. Reni Sebastian

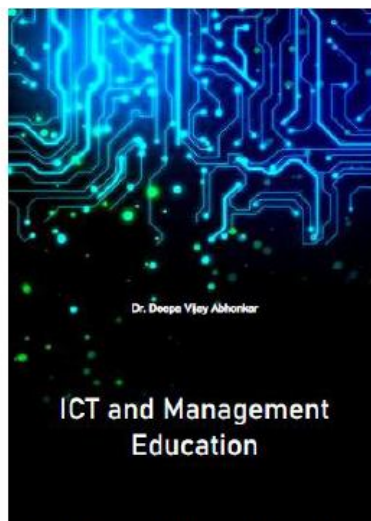
International Migration of Nurses from Kerala: Impact on Kerala Economy

Dr. Reni Sebastian

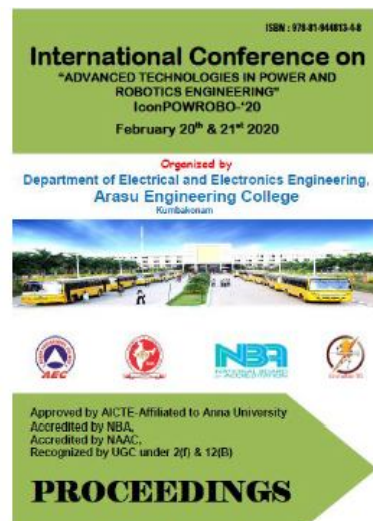
ISBN : 978-81-944069-2-1



Dr. Vijay Prakash Gupta
ISBN : 978-81-944813-1-7



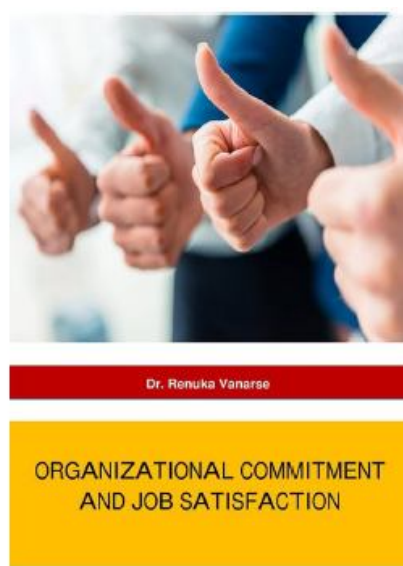
Dr. Deepa Vijay Abhonkar
ISBN : 978-81-944813-6-2



Arasu Engineering College
ISSN: 978-81-944813-4-8



Dr. Ann Varghese
ISBN : 978-81-944069-4-5



Dr. Renuka Vanarse
ISBN : 978-81-944069-1-4



INDIAN ACADEMICIANS & RESEARCHERS ASSOCIATION

Major Objectives

- To encourage scholarly work in research
- To provide a forum for discussion of problems related to educational research
- To conduct workshops, seminars, conferences etc. on educational research
- To provide financial assistance to the research scholars
- To encourage Researcher to become involved in systematic research activities
- To foster the exchange of ideas and knowledge across the globe

Services Offered

- Free Membership with certificate
- Publication of Conference Proceeding
- Organize Joint Conference / FDP
- Outsource Survey for Research Project
- Outsource Journal Publication for Institute
- Information on job vacancies

Indian Academicians and Researchers Association

Shanti Path ,Opp. Darwin Campus II, Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@iaraedu.com www.iaraedu.com



EMPYREAL PUBLISHING HOUSE

- Assistant in Synopsis & Thesis writing
- Assistant in Research paper writing
- Publish Thesis into Book with ISBN
- Publish Edited Book with ISBN
- Outsource Journal Publication with ISSN for Institute and private universities.
- Publish Conference Proceeding with ISBN
- Booking of ISBN
- Outsource Survey for Research Project

Publish Your Thesis into Book with ISBN “Become An Author”

EMPYREAL PUBLISHING HOUSE

Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@editedbook.in, www.editedbook.in

