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E-CONFERENCE- 2021**

**"PANDEMIC INDUCED CREATIVE DISRUPTIONS:
ISSUES, CHALLENGES, AND PROSPECTS"**

Thursday, 30th September, 2021

Organised by
department of accountancy and financial management
in collaboration with
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Bunts Sangha, Mumbai was established in 1927 as a Charitable Trust and devoted itself to the cause of education, health care, and social reforms of downtrodden and underprivileged sections of people. The Sangha has been in the service of people for almost ten decades. During the last decade, more emphasis was given to the education of the masses.

Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies was established in 2008 by Bunts Sangha, Mumbai. The college is permanently affiliated to University of Mumbai. Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies is committed to the promotion and propagation of quality education with excellence. Currently the college offers B.Com, B.B.I., B.A.F., B.M.S., BAMMC, B.Sc.IT, M.Com (Advanced Accountancy), M.Com (Business Management), and M.Sc.IT Programmes with about 2500 students on roll. College has approved Ph.D. Centre in Commerce leading to Ph.D degree. College looks forward eagerly to a continuing and creative engagement in the field of education with the challenges of time. It has been accredited by NAAC with 'A' grade, IMC RBNQ Certificate of Merit 2019 and also ISO 21001:2018 certified.

ABOUT THE DEPARTMENT OF COMMERCE, UNIVERSITY OF MUMBAI

The Department of Commerce was established on 1st December, 1980. The Department provides instruction for a two years course of Master of Commerce (M.Com.) Degree by papers. The Department admits students for research leading to the Ph.D. Degree. A wide range of industrial, banking, finance and business management topics are covered under Ph.D. programme. The Department is most active, with tremendous potential for growth. At present, the Department admits students for the M.Com and Ph.D. Degrees. The Department offers specialization in areas most relevant to the city of Mumbai, the Financial Capital of the country viz. Business Management and Banking Finance.

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The Department of Accountancy & Financial Management was established in the year 2008 with the objective of nurturing and fostering innovative thoughts of accounting and to develop business acumen, analytical skills, financial literacy and managerial skills. The department has taken a pivotal role in conducting Certificate Courses in Tally ERP-9 with GST, Certificate Course in Financial Markets and Workshops on ITR Filing for teaching, non-teaching staff and students. The department also conducts Bridge Course in Basic Accountancy for the students of non-commerce background.

ABOUT THE CONFERENCE

Most countries' economic, financial, and social institutions have been disturbed by pandemic, and the short-term and long-term repercussions will be difficult to assess. The aim of this Conference is to investigate the circumstances of the worldwide response, the pandemic's potential consequences in the arts, humanities, and social sciences, and how the virus has impacted society at large, using an interdisciplinary approach to the post-covid future. Governments and the Central Bank have reacted to the crisis with large-scale fiscal and monetary stimulus packages, while businesses are increasingly turning to digital solutions to combat the pandemic's long-term lockdowns, travel restrictions, and social isolation. Pandemic has disturbed the old set of norms and standards, paved the way for new normal and thus led to pandemic induced creative disruptions. Highly impacted areas include health, education, tourism, hospitality industry and new culture like work from home. As **Winston Churchill** rightly put it **"Never let a good crisis go to waste"**, we must explore the areas of disruptions, find innovative and creative solutions and implement it not only to survive but to excel. This is the central purpose of our National Conference.

KEYNOTE ADDRESS



Dear Participants and Readers,

I am extremely delighted to give the keynote address on the occasion of **National level e-Conference on "Pandemic Induced Creative Disruptions: Issues, Challenges and Prospects"** organized by **Bunts Sangha's S M Shetty College of Science, Commerce & Management Studies**, in collaboration with **Department of Commerce, University of Mumbai** on **30th September, 2021**

The virtual conference infused positive insights to talk on each and every aspect of economic, social, behavioral, technological and global aspects grappling around the world during the Pandemic crisis and a vivid picture is incepted to deal with pandemic normalcy situation bring back the economy back to shape in terms with opening up the trade and industry, manufacturing and retail, public transport, social infrastructure, hospitals educational sector etc.

- The e-conference posed some glaring challenges like how India will march towards its vision of becoming super power nation in the world as the Indian economy is able to stabilize its position in the global world in the VUCA times
- The Indian economy is able to strike a balance in its GDP as the agricultural sector, Public enterprises, Government owned undertakings are major contributors in revenue generation. Tiny small sectors, MSMEs, SSI needs to be strengthened more under the Make in India model. The PPP model takes care of Civic amenities.
- Industrial corridors are opening up good national road, rail connectivities
- The New National Education Policy 2020 is envisaging newer formats of collaborating education overseas and research of high quality is the thrust area under new NEP
- Education to all, anytime, anywhere with the use of technology though accessible to few should be made affordable , accessible and available to every disadvantaged groups in the society
- Lastly Artificial Intelligence, Robot Engineering though are need of modern India, the fact cannot be denied that India is a largest democratic country where the constitutional set up is based on grounds of equality and humanity and therefore no technology can replace man , human resource is the lesson that can be drawn in the biggest health crisis of Covid-19 Pandemic which hit the world .

I am overwhelmed with the high number of quality research papers received and tested on plagiarism norms for the virtual conference and each paper contributors evaluated through their presentations in technical sessions by expert resource persons invited from other states and from Mumbai.

I wish to place on record the support and motivation provided by the Institutes management trust members especially the presence of President of the trust Shri B R Shetty, Vice President, Secretary and Treasurer. Earnestly thankful to Principal of the Institute Dr Sridhara Shetty for his valuable guidance and support in the entire organization of the e-conference. The pillar team of the events grand success goes to the entire organizing team members, convener of the event Mr. Vijay Vishwakarma and other team members.

Sincerely Wishing & Congratulating the entire Team for their tireless efforts

Thanking you all

Prof. Dr. Sangeeta N Pawar

Professor & Senate Member
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TO STUDY THE IMPACT AND ROLE OF MASS MEDIA DURING THE COVID- 19

Ms. Priyanka YadavD.T.S.S. College of Commerce, Malad East, Mumbai

ABSTRACT

Mass-Media is the strongest connecting medium especially during Covid-19 when social distancing was the key slogan followed by one and all. One phase in Covid-19 was so stringent that it was impossible to get out the house, at that moment the mediums of media were the only source of getting information and statistics that could help us know the current situation that is prevailing outside. Covid-19 created a different environment and mass-media had a stronger impact for it as it was the only source that was like a support system. People were confined to their homes, with no means of earning and going out. Exactly that is the period when mass media made a huge impact, both positively and negatively. Mass media took dual responsibility of playing a stronger role and equivalently impacting the lives of people. With so much many people involved in single medium it is necessary to study the role of Mass-Media.

Keywords: mass media, covid- 19, advantages, disadvantages

1. INTRODUCTION

- A. Mass Media: It is a collection of sources through which ample of information is obtained. With each mass media a specific objective is achieved creating a different level of impact on the target audience. Mass Media has a strong role in disseminating the information, sharing correct statistics and changing the mindset of the people with its strong content.
- B. All though there are various sources in mass media some of them have made a huge impact and also are a favorite in a day to day life's.
- 1) Social Media: The very presence of social media in this category comes with the clear objectivity that it has a powerful tool of feedback. One thing that is understood through this medium is that people are not here to accept that is being floated on the social media. Series of reaction weather being positive or negative has given a strong voice to the social media. It is one of the strongest tools of grapevine communication.
 - 2) Newspaper: the dynamics of the newspaper changed drastically during COVID-19. Newspaper which was a part of the routine life was nowhere to be seen. The very risk of transferring germs through this medium change the popularity and the mindset. Words and opinion cannot be stopped and that is where E-Newspaper come and NewsApp come into the picture.
 - 3) Television: The most effective audio visual tool along with the advantage of giving entertainment made it the most popular mass media tool. Competitiveness among the news channels made this medium more interesting and the only reason due to which the phase of social distancing people where converted into couch potatoes.
- C. Advantages and Disadvantages of Mass Media during COVID-19
- ☐ Advantages:
- 1) The emotional support given during the COVID - 19 by the mass media just did not create the positive sentiments but also gave assuredly to the people that enough precautionary steps are taken by the government during this pandemic.
 - 2) Social Media gave us the ability to share our feelings and still stay connected even after experiencing social distancing.
- ☐ Disadvantages:
- 1) Continuous flow on negative news is some where impacting and influencing the mental health of common people.
 - 2) Irrespective of news are correct or false people do not take effort in verifying the news which shows dependability of people on mass media.

2. REVIEW OF LITERATURE:

Frenkel (2000) reports that after the WHO claimed that social media companies were fueling misinformation on COVID-19 worldwide, some social media companies tried to remove false information from their platforms.

Victor (2003) claims that in today's digital age, Chinese citizens could not get enough facts about COVID-19, which is why they depended on social media and widely shared their information, photos, and videos, sometimes inaccurately. Likewise, in India, the government has asked top social media companies like Facebook, YouTube, TikTok, ShareChat, and Twitter to stop publishing misinformation, as it creates panic among people.

Flanagin, & Metzger, (2007) in their study 'The role of Site Features, User Attributes, and Information Verification Behaviors on the Perceived Credibility of Web-Based Information' published in *New Media & Society* found that message credibility varied across Internet site genres. Specifically, the message on any news organization site was rated significantly more credible than messages on all other genres of sites. This study focuses on message credibility as the primary dependent variable; specifically users' perceived credibility of health information is attributed to different online sources.

Oronie (2011) analyzed that mass media have excellent potential to promote good sexual and reproductive health outcomes, but around the world, media often fail to prioritize sexual and reproductive health and rights issues or report them in an accurate manner. In sub-Saharan Africa media coverage of reproductive health issues is poor due to the weak capacity and motivation for reporting these issues by media practitioners. The experiences of the African Population and Health Research Center and its partners in cultivating the interest and building the capacity of the media in evidence-based reporting of reproductive health issues in sub-Saharan Africa.

3. RESEARCH METHODOLOGY:**(I) Objectives of the Study:**

- 1) To study the impact of Mass Media in the general public life during Covid-19
- 2) To study the factors that influences the role of Mass-Media during Covid-19.
- 3) To study the role of Mass Media during Covid-19

(II) Hypotheses of the Study:

- 1) HO: People get influenced by Mass Media News.

H1: People are indifferent towards Mass Media News.

- 2) HO: Mass Media plays significant role in transferring the information.

H1: There is no role of Mass Media in transferring the information.

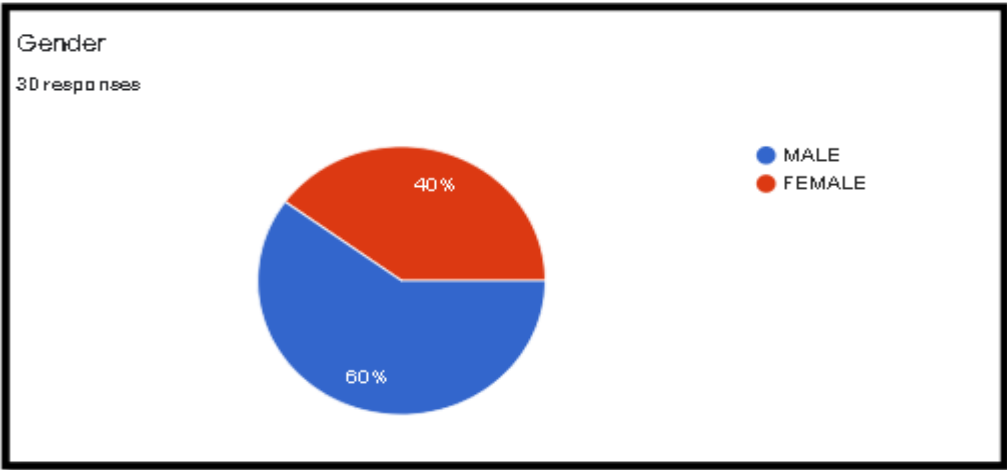
(III) Data Collection: Primary Data is collected from individuals who belong to Mumbai City Secondary Data is collected from websites, blogs, online research papers & e-books.

(IV) Research Tool: Questionnaire was used for the survey. (Google form)

(V) Sample size: The sample size was 30 individuals who belong to Mumbai City.

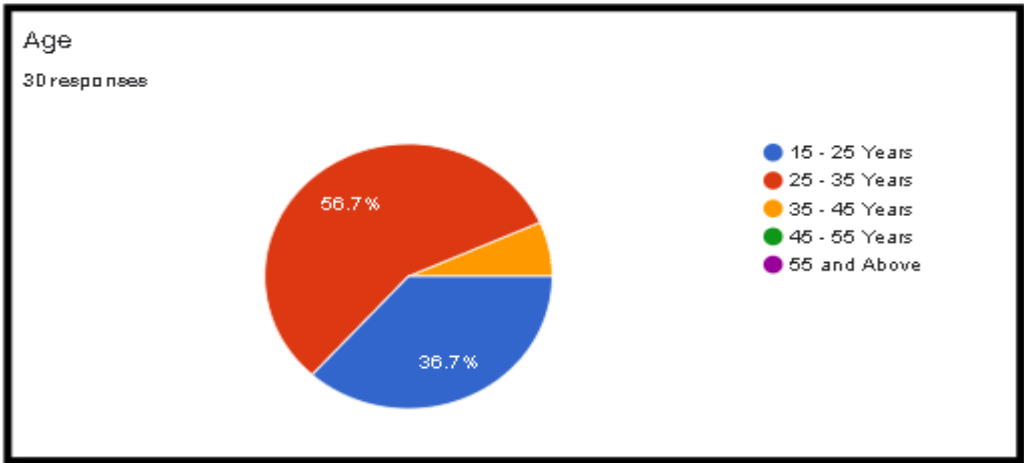
4. DATA ANALYSIS AND INTERPRETATION OF THE SURVEY (PRIMARY DATA):

4.1)



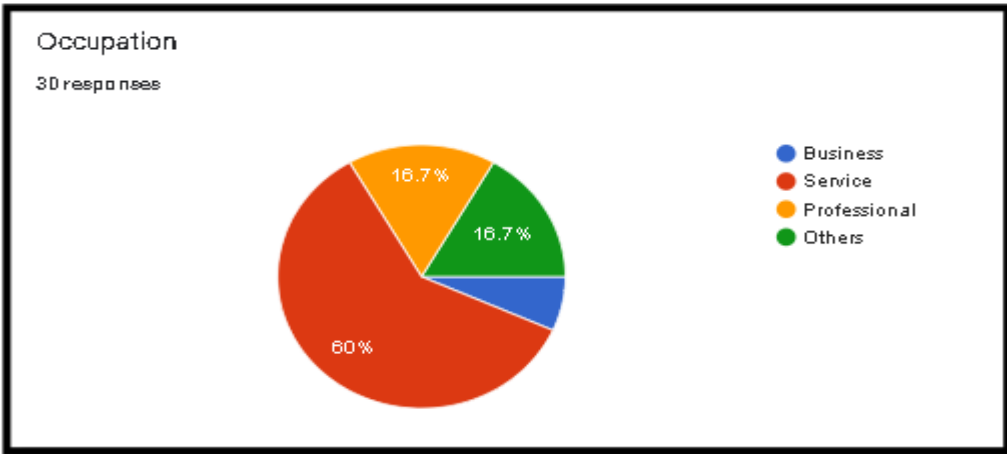
Interpretation: From the above diagram, it can be seen that 60% of the respondents were Male and 40% respondents were Female.

4.2)



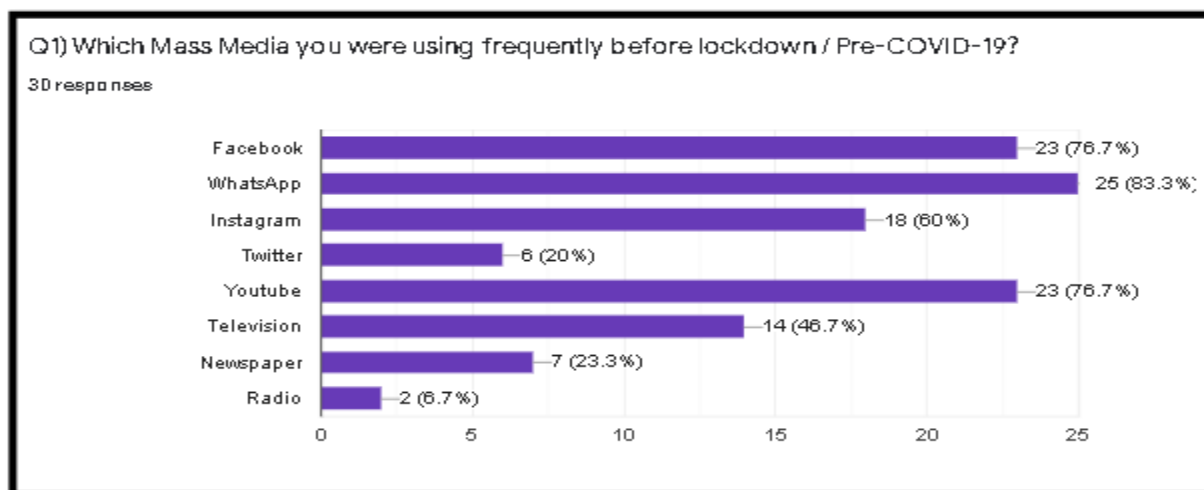
Interpretation: From the above diagram, it can be seen that 56.7% respondents belongs to 25-35 years age group, 36.7% of respondents belongs to 15-25 years of age groups and 6.7% of respondents belongs to 35- 45 years of age group.

4.3)



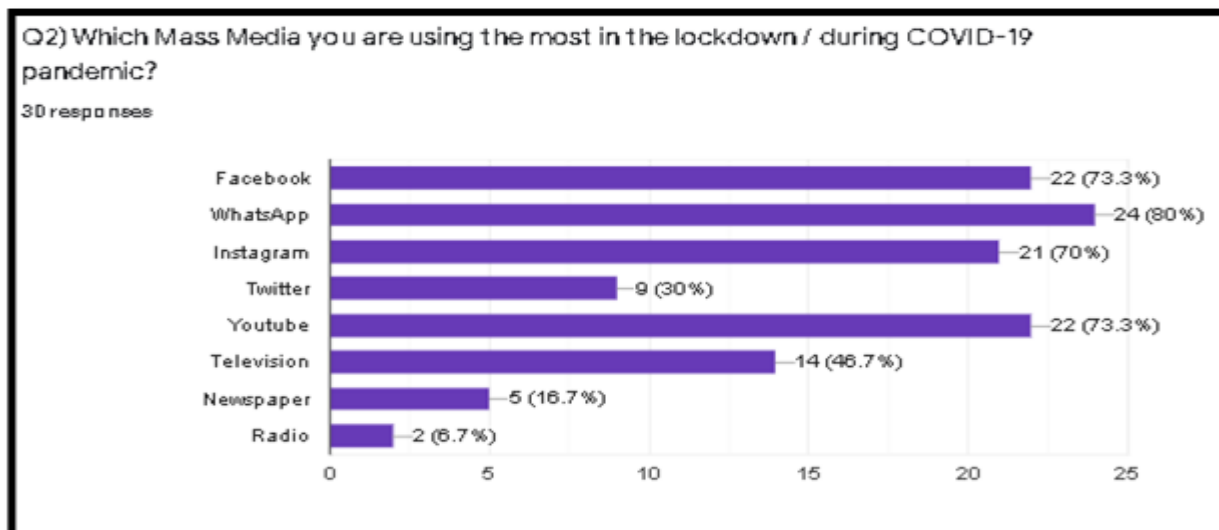
Interpretation: From the above diagram, it can be seen that 60% of respondents belongs to service sector, 16.7% belongs to professional, 16.7% belongs to other occupations and 6.7%b of respondents belongs to business sector.

4.4)



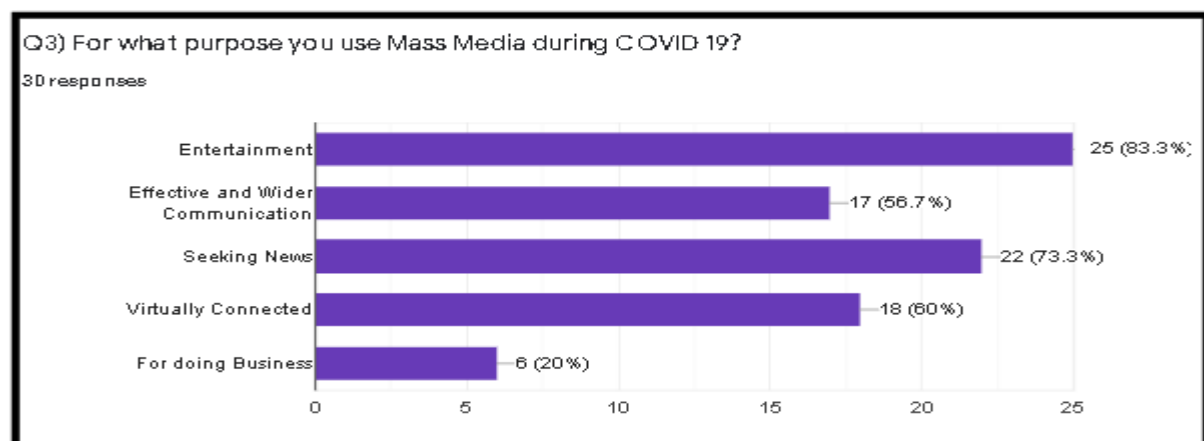
Interpretation: From the above diagram, we can interpret that 83.3% of the respondents were using WhatsApp, 76.7% of the respondents were using Facebook and Youtube, 60% of the respondents used Instagram where as 46.7%, 23.3%, 20% and 6.7% of the respondents used Television, Newspaper, Twitter and Radio respectively.

4.5)



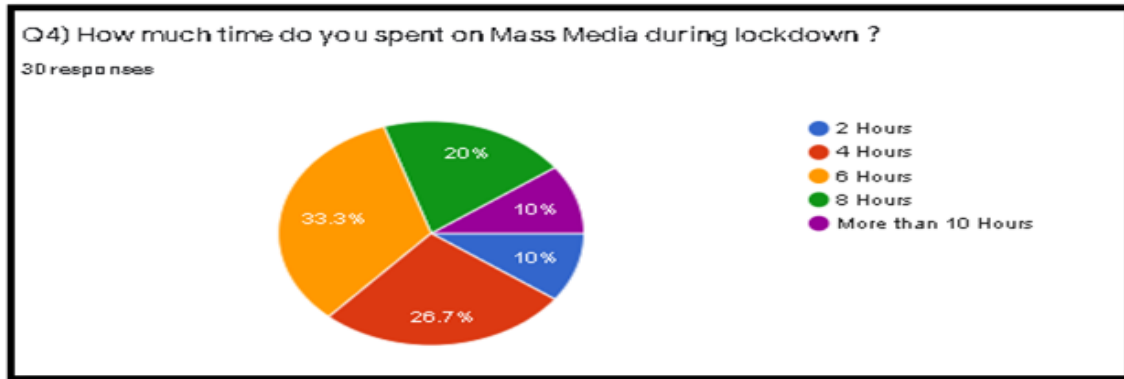
Interpretation: From the above diagram, we can interpret that 80% of the respondents are using Whatsapp, 73.3% of the respondents are using Facebook and Youtube, 70% of the respondents are using Instagram, where as 46.7%, 30%, 16.7% and 6.7% of the respondents are using Television, Twitter, Newspaper and Radio respectively.

4.6)



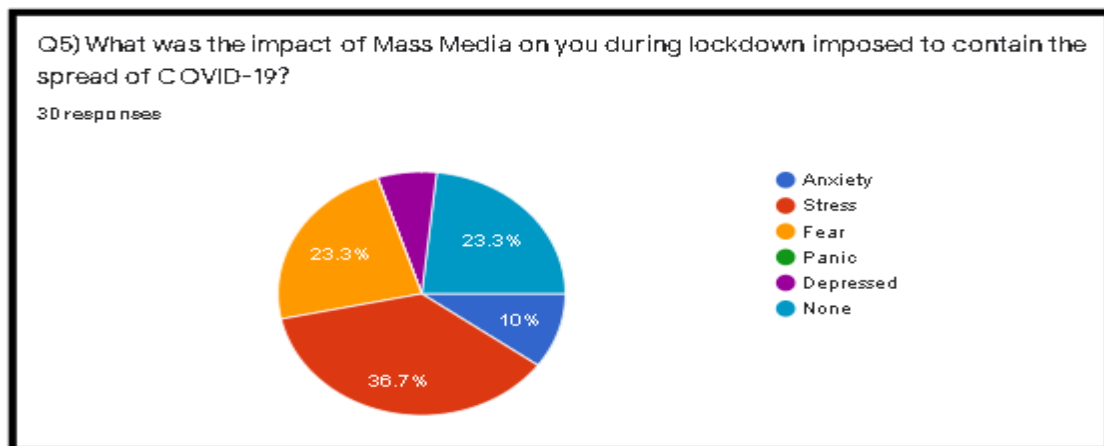
Interpretation: From the above diagram, we can interpret that 83.3% of the respondents use mass media for the purpose of Entertainment, 73.3% of the respondents used for Seeking News, 60% of the respondents used Mass Media for Virtual Connection where as 556.7% and 20% of the respondents used Mass Media for the purpose of Effective and Wider Communication and For doing Business respectively.

4.7)



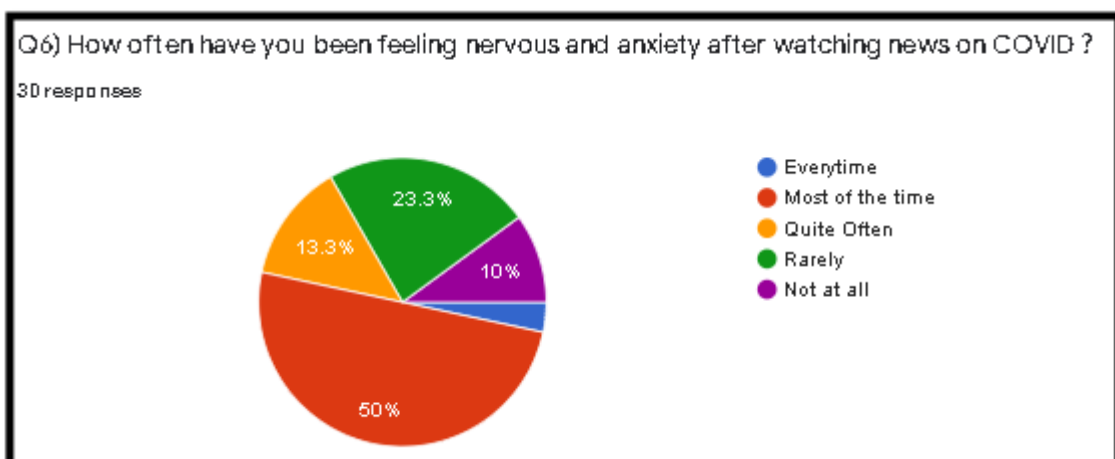
Interpretation: From the above diagram, we can interpret that 33% of the respondents spent 6 Hours on Mass Media during lockdown, 26.7% of the respondents spent 4 Hours, 20% of the respondents spent 8 Hours, where as 10% of the respondents spent 2 Hours and more than 10 Hours on Mass Media during lockdown.

4.8)



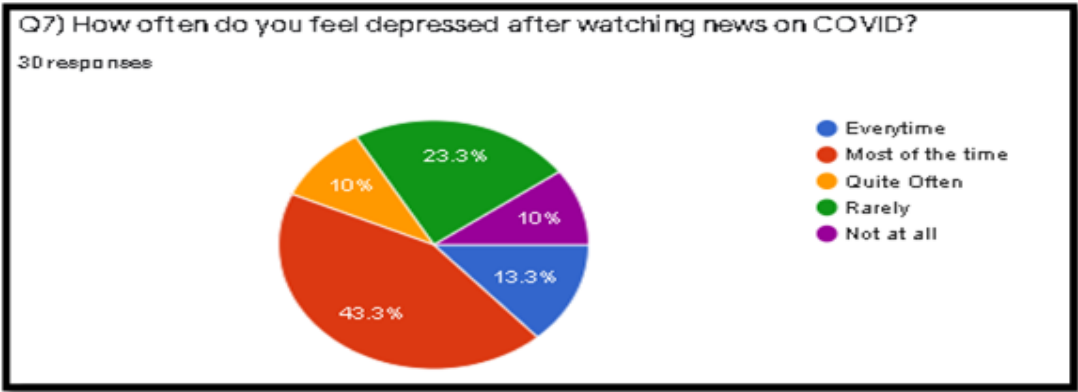
Interpretation: From the above diagram, we can interpret that 36.7% of the respondents had Stress because of spread of COVID-19 news on Mass Media, 23.3% had Fear where as 23.3% of the respondents had No impact on them, 10% and 6.7% of the respondents has Anxiety and Depression because of spread of COVID-19 news respectively.

4.9)



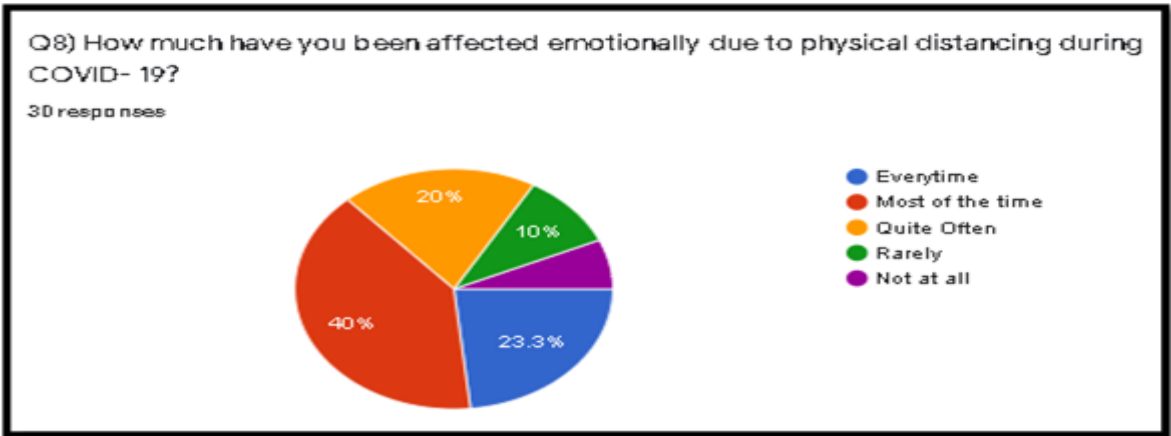
Interpretation: From the above diagram, we can interpret that 50% of the respondents feels nervous and anxiety Most of the time after watching news on COVID-19, 23.3% of the respondents feels it rarely, where as 13.3%, 10% and 3.3% of the respondents feels it Quite often, not at all and every time after watching news on COVID-19 respectively.

4.10)



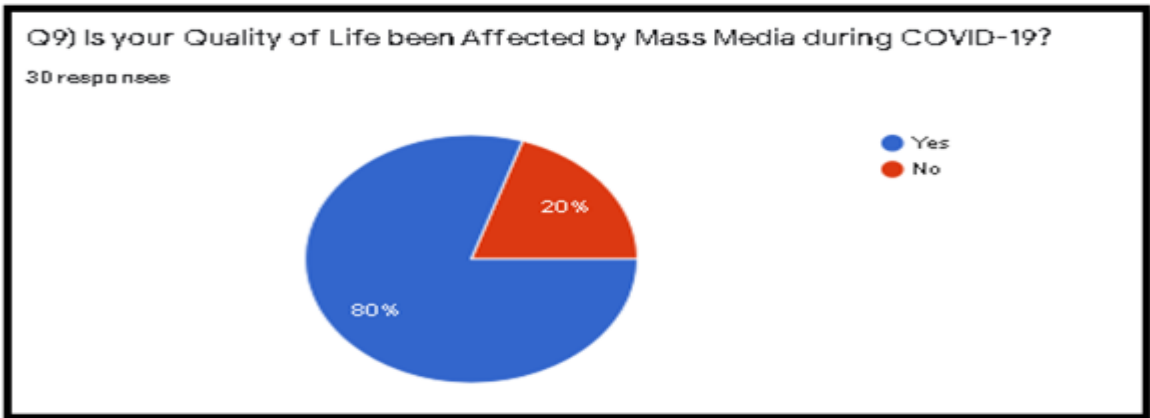
Interpretation: From the above diagram, we can interpret that 43.3% of the respondents feels depressed most of the time after watching news on COVID-19, 23.3% of the respondents feels depressed rarely, 13.3% of the respondents feels depressed quite often, where as 10% and 3.3% of the respondents feels not at all depressed and feels depressed Every time respectively.

4.11)



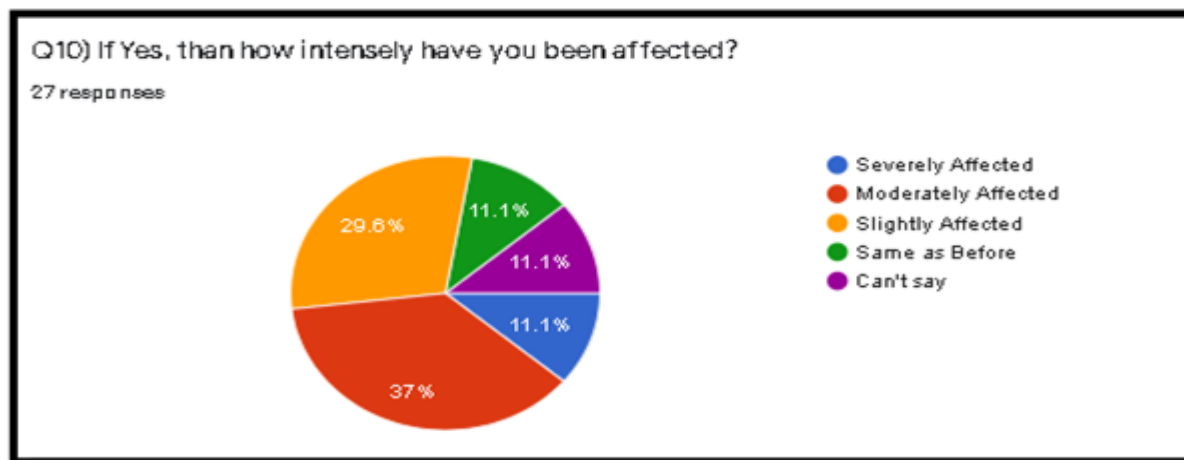
Interpretation: From the above diagram, we can interpret that 40% of the respondents have been affected Emotionally Most of the time due to physical distancing during COVID-19, 23.3% of the respondents have been affected every time, 20% of the respondents have been affected Quite often where as 10% and 6.7% of the respondents have been affected rarely and not at all been affected due to physical distancing respectively.

4.12)



Interpretation: From the above diagram, we can interpret that 80% of the respondents Quality of Life has been affected by Mass Media during COVID – 19 , whereas 20% of the respondents Quality of Life has not been affected by Mass Media during COVID- 19.

4.13)



Interpretation: From the above diagram, we can interpret that 80% of the respondents whose Quality of Life has been affected from that 37% of the respondents have been Moderately Affected, 29.6% of the respondents have been slightly Affected, whereas 11.1% of the respondents has been Severely Affected, 11.1% and 11.1% of the respondents not been affected and cant say respectively.

5. FINDINGS AND CONCLUSION:

- 1) According to chart 4.4, 4.5, 4.6 and 4.7 before lockdown respondents had used WhatsApp, Facebook and Youtube where as in lockdown this social media remain the same but usage of Instagram has been increased for the Entertainment purpose which was 83.3% and 73.3% of the respondents used Mass media for Seeking News and many people spent 6 Hours on Social Media platform.
- 2) According to the chart 4.8, 4.9, 4.10 and 4.11 many people had been affected by the spread of COVID-19 news through Social Media such as Stress, Nervousness, Anxiety and Depressed for Most of the time and 40% of the respondents had been Emotionally affected through Physical Distancing during COVID- 19.
- 3) According to the chart 4.12 and 4.13 the Quality of Life has been affected by Mass Media during COVID-19 which was 80% of the respondents and from this respondents 37% of the respondents have been Moderately Affected. Hence H1: (People are indifferent towards Mass Media News) is proved to be rejected. Media is definitely the most influencing tool that impacts the common and the local people. The only perspective that needs to be understood by them is that Negative News works in direct variation with negative emotions such as stress and anxiety indirectly affecting the mindset of the people. Common people should be acknowledged about negative elements and events but at the same time positive values and actions should be appreciated, motivated and distributed in order to make sure that emotional stability of the person and society is not affected. From the above survey we can see that the impact of Mass Media has affected people both in positive way and in negative way. Usage of Mass Media has increased during lockdown and Mass Media plays an important role in influencing behavior and effectiveness in day to day life.

6. WEBLIOGRAPHY:

- 1) Primary Data: Google form
- 2) Secondary Data: Data retrieved on 21th September, 2021
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 - <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.729238/full>
 - <https://www.jkuat.ac.ke/departments/nursing/role-impact-mass-media-covid19-pandemic/>
 - <https://shodhganga.inflibnet.ac.in/>

A STUDY OF IMPACT OF GST ON BEAUTY PARLOURS RUN BY WOMEN IN MUMBAI CITY DURING PANDEMIC PERIOD

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ABSTRACT

GST is a lone unvarying indirect tax which was introduced to replace Central and State indirect taxes such as VAT, CENVAT, and others. GST applies on all types of businesses, small or large. The salon industry in India is anticipated to soar above US\$ 5 billion by the end of FY 2019-20. This can be attributed to the rising income levels of upper strata, coupled with rapid urbanization and the up and coming technological headway. The Goods and Services Tax (GST) is a landmark reform in India's indirect tax regime that entered the Indian economy on 1st July 2017. Most of the Salon and Spa have already begun carrying out with the impact studies to get their business to be able to adapt and accommodate its business to GST tax regime. Once your turnover is more than basic exemption limit, then your Salon and Spa need a GST registration. Before moving forward with the procedure, you must know the following points. GST registration is state specific so if your Salon and Spa have outlets in different states, then you need to have a separate registration for each state. Objectives of the study: a) To explore knowledge of GST provisions applicable to beauty parlours industry in India. b) To examine impact GST on income of beauty parlours run by women in Mumbai city during pandemic period. c) To analysis drift of GST on beauty products sold by beauty parlours run by women in Mumbai city. d) To Study effect of GST on black money generated by beauty parlours run by women in Mumbai city. Hypotheses of the study: H1: Income of Beauty parlours run by women in Mumbai city has increased after implementation of GST. H2: Sale and Profit of beauty products sold by beauty parlours run by women in Mumbai city have enhanced after implementation of GST. H3: Black money of beauty parlour run by women in Mumbai city has enhanced in GST regime. Significance: Government: This study helps government in designing GST policies relating to services provided by beauty parlour industry. They will get gist of beauty products sold by beauty parlour industry. Researchers: It will help researcher to conduct further research on the issues relating to GST. Society: It will help beauty parlour industry in framing their business policies relating to rates of services and goods.

Keywords: GST, GSTIN, SAC Code, HAN Code and Input Tax Credit

1. INTRODUCTION:

Running a Hair salon can be really interesting as well as a lucrative business. If carried out in a well-planned manner, a hair salon business can fetch instant success. Noticing the booming fashion industry, the Hair and Beauty care business in India is one of the fastest developing businesses in the globe today. In spite of the significant financial threats and the intense working hours in this kind of business, owning a Salon business can still be one of the most challenging & thrilling experiences of one's life. The salon industry in India is anticipated to soar above US\$ 5 billion by the end of FY 2019-20. The question arises does GST apply for Hairdressing services? The answer is yes. There are complete GST rates for Services provided by a Hairdressing salon having GST registration in India. Although there are several beauty products and cosmetics which have been taxed 28 per cent under GST, beauty service providers stand to save a substantial amount via tax relaxation benefits. According to industry reports, almost 90 per cent of unorganized players in the salon industry, i.e. 80 per cent of the total industry, usually do not have easy exposure or access to information to fully understand the updated GST tax system or its benefits in a structured & user-friendly way. This lack of data and understanding has left many salon owners unable to take advantage of the tax input scheme which is available for them, and hence, leading them to losses. GST is proving to be a boon for them as it provides additional tax set-off benefits on consumables' paid GST against their collected GST on services, which can proportionately increases their margins. For instance, prior to GST, when 12.5 per cent VAT was levied on cost of goods, the salon industry in India was unable to get tax input benefit from the service tax on the sale of services, which was 15 per cent. However, salon owners & aggregators can now access input tax credit under GST, which roughly counts to 2.5 per cent benefit if calculated under the previous structure and 5.6 per cent under the new structure. This is due to the increased tax slab from 12.5 per cent VAT to 28 per cent GST on different beauty products.

SAC	Type of Service	GST Rate
999721	Hairdressing and barbers services	18
999722	Cosmetic treatment (incl. cosmetic & plastic surgery), manicure and pedicure services	18
999729	Other types of beauty treatment services	18

2. LITERATURE MATRIX:

Sr. No.	Journal	Topic/Author	Abstract
1.	International Journal of Engineering Technology Science and Research IJETSR www.ijetsr.com ISSN 2394 – 3386 Volume 5, Issue 1 January 2018	Problems and Prospects of GST on Telangana State Dr. K.Anjaneyulu Associate Professor of Commerce Badruka College of Commerce & Arts, Kachiguda, Hyderabad	The main aim of this paper is to make the readers to understand the concepts, Regime and Structure of Goods and Services Tax. The GST is one of the biggest tax reforms in India.
2	Research Article Electronic copy available at: https://ssrn.com/abstract=3497696	A Comprehensive Analysis of Top Indian Cosmetic Company : LAKME Meghana Salins ¹ , Sujaya H.1 & P. S. Aithal ²	This article illustrates different elements of the organization, its company sections, marketing strategies, corporate structure, management, and structure operations while providing beauty and wellness services.

3. OBJECTIVES:

- To explore knowledge of GST provisions applicable to beauty parlours industry in India.
- To examine impact GST on income of beauty parlours run by women in Mumbai city during pandemic period.
- To analysis drift of GST on beauty products sold by beauty parlours run by women in Mumbai city.
- To Study effect of GST on black money generated by beauty parlours run by women in Mumbai city.

4. HYPOTHESES:

H1: Income of Beauty parlours run by women in Mumbai city during pandemic period has increased after implementation of GST.

H2: Sale and Profit of beauty products sold by beauty parlours run by women in Mumbai city have enhanced after implementation of GST.

H3: Black money of beauty parlours run by women in Mumbai city has enhanced in GST regime.

5. RESEARCH METHODOLOGY:

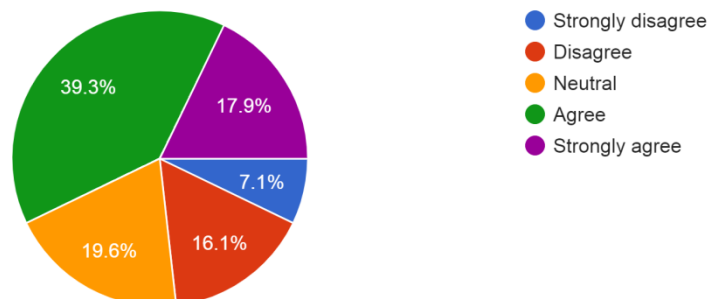
Primary Data was collected from Beauty parlours of Mumbai city through Google form. The sample size was 56. Simple random sampling techniques was used for data collection. Likert type 5 scale was used for data analysis. Questionnaire was prepared, which consist of open ended questions and close ended question. Questions relating to Hypotheses were given 5 options ranging from strongly disagree, disagree, Neutral, agree and strongly agree was used. Mean, SD and Z test were used to analysis the data. Excel was used to calculate Mean, SD and Z test. Coding was done on Excel Sheet.

Answer	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

6. DATA ANALYSIS AND INTERPRETATION:

Income of Beauty parlours run by women in Mumbai city has increased after implementation of GST

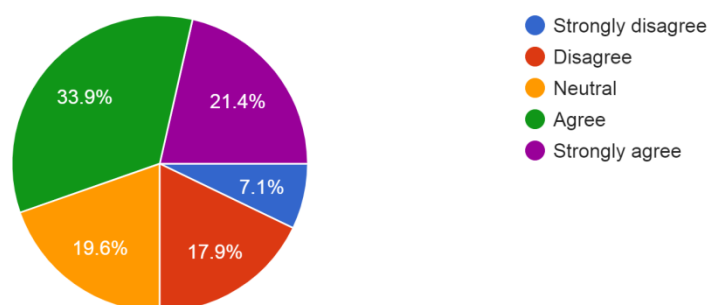
56 responses



Objectives	Hypothesis (Alternative)	Data analysis and Interpretation		Hypothesis
To examine impact GST on income of beauty parlours run by women in Mumbai city during pandemic period	H1: Income of Beauty parlours run by women in Mumbai city during pandemic period has increased after implementation of GST.	Statistical Technique	Result	Alternative Hypothesis Accepted
		Mean	3.39	
		SD	1.26	
		Z Test	0.5	

Sale and Profit of beauty products sold by beauty parlours run by women in Mumbai city have enhanced after implementation of GST.

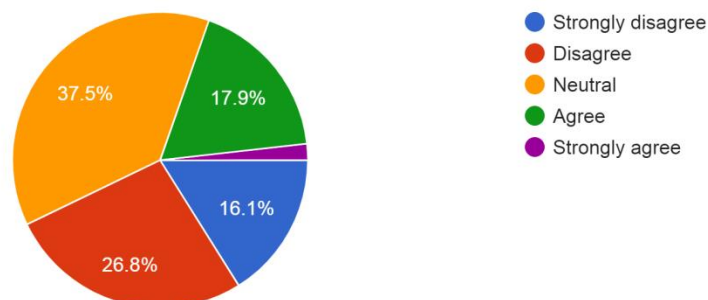
56 responses



Objectives	Hypothesis (Alternative)	Data analysis and Interpretation		Hypothesis
To analysis drift of GST on beauty products sold by beauty parlours run by women in Mumbai city	H2: Sale and Profit of beauty products sold by beauty parlours run by women in Mumbai city have enhanced after implementation of GST	Statistical Technique	Result	Alternative Hypothesis Accepted
		Mean	3.45	
		SD	1.22	
		Z Test	0.5	

Black money of beauty parlour run by women in Mumbai city has enhanced in GST regime.

56 responses



Objectives	Hypothesis (Alternative)	Data analysis and Interpretation		Hypothesis
To Study effect of GST on black money generated by beauty parlours run by women in Mumbai city	H3: Black money of beauty parlours run by women in Mumbai city has enhanced in GST regime	Statistical Technique	Result	Alternative Hypothesis Accepted
		Mean	2.61	
		SD	1.04	
		Z Test	0.5	

7. SIGNIFICANCE:

Government: This study helps government in designing GST policies relating to services provided by beauty parlour industry. They will get gist of beauty products sold by beauty parlour industry.

Researchers: It will help researcher to conduct further research on the issues relating to GST.

Society: It will help beauty parlour industry in framing their business policies relating to rates of services and goods.

8. LIMITATIONS:

Researcher had gathered data from 56 respondents of Mumbai region only. Time and money were other kerbs while conducting research.

9. FINDINGS AND RECOMMENDATIONS:

- More than 80% Beauty Parlours in Mumbai city agreed that they are paying both direct and indirect tax.
- More than 52 % Beauty parlours in Mumbai city agreed that their daily collection is more than Rs.5, 000.
- 59% Beauty parlours in Mumbai city agreed that income has gone up in GST regime.
- 55% respondents agreed that sale and profit of Beauty products has enhanced in GST regime.
- Most of respondents were neutral when question was asked relating to black money has increased after implementation of GST.
- Around 63% respondents were claiming input tax credit in GST regime in Mumbai city.
- 52% respondents were saying GST is better than VAT and Service Tax.

10. CONCLUSION:

Beauty Parlour business is vital unorganized sector in India. It engenders income in million and billions in India. If apposite controlling, accounting and auditing of this sector is executed by government, it spawns huge income for the country in the form of direct and indirect tax. Though, GST rates are shoddier as compared to VAT and Service Tax, beauty parlours are paying high GST rates due to lack of knowledge about input tax credit. Hotel Industry in Mumbai city has distraught due to Pandemic Covid 19 and GST.

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 - (n.d.). Retrieved from <https://howtoexportimport.com/GST-tariff-payable-for-Beauty-Parlours-services-in-5691.aspx>

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- BALASUBRAMNYAM, K. S. (n.d.). In *GST: SIMPLIFIED*.
- MISHRA, S. K. (2018). In *Simplified Approach to GST*.

IMPACT OF COVID-19 ON CHOCOLATE, SWEET AND CONFECTIONERY INDUSTRY RUN BY FIRST GENERATION ENTREPRENEURS OF SHIRUR TEHSIL

Manjusha Arun Thorat Patil¹ and Dr. Sanap S. B.²
Ph.D. Scholar¹ and Research Guide², MSG College, Malegaon

ABSTRACT

Covid-19 the global pandemic caused a huge upheaval in all over the world. Along with global health, this epidemic hit the world economy hard. This virus has brought a great crisis to the whole world. With no background whatsoever, it took almost a one and half year to find and implement measures to prevent the spread of this virus. And while recovering from it, second and third wave of the virus hit the world in a more deadly form. To prevent from this virus, each nation took steps according to their situation and availability of resources. Basically it's include - complete lockdown, partial lockdown, social distancing, and use of mask and sanitizer for safety etc. The epidemic called Covid -19 caused great damage not only to the health of the universe but also make adverse impact on the economy. The virus has had a major impact on industries which plays a vital role or we can say, the backbone of the country's gross national product. In this present research study, the researcher, try to track the impact of Covid-19 virus on first generation entrepreneurs. It was observed in the findings that the "Impact of Covid-19 on Chocolate Sweet And Confectionery Industry run by First Generation Entrepreneurs of Shirur Tehsil"

The Chocolate and Confectionery industry of India changing very rapidly due to colossal demand for luxury profiles. No doubts, the future for this Indian confectionery are brighter and shiny. The Indian Confectionery market is one of the fastest growing in the world with a strong revenue of USD 11.56 billion in 2019. The market is expected to grow annually by 6.7% (CAGR 2019-23). But due this pandemic of Covid-19, all countries apply a strict lockdown. And because of that people are opting to buy only essential product such as food, vegetables, snacks, grocery etc. Being a leisure food, the all type of confectionery product have low sale due to the COVID-19 outbreak. People stock up only essential products in order to survive the pandemic crisis. Which has make an Impact on Chocolate Sweet and Confectionery Manufacturing Industry.

Keyword - Confectionery Industry, First Generation Entrepreneurs, Pandemic, Covid-19, lockdown

INTRODUCTION

Confectionery is nothing but an art of making confections. It is just a food items basically rich in sugar and carbohydrates. Confectionery specially buy to enjoy or celebrate happy moments with each other. . We can get the references of the confectionery product in ancient Egyptian records dates back to 3000 years ago. A more consistent history of confectionery originates from the Middle Ages, there was highly skilled and regarded confectioners became established in key cities, creating sweetmeats and treats. But on that times that sweet and confectionery were only affordable to the very wealthy people. An eighteenth century the Artistic confectioner found high status and great financial reward which make them innovative. The reward from society to them was the milestone of today's glorious Confectionery manufacturing industry. Today's India ranks in the top 10 countries of the world in terms of revenue generation in this industry.

DEFINITION**Confectionery**

A food items basically rich in sugar and carbohydrates.

First-Generation Entrepreneurs:

These are innovative personalities, who set or starts his own business, by his own skill and ideas. He is a person who doing the business as first in his family. And no one of his family members has been involved in the same so far. He /she is a person who are new in this field, doesn't having any prior experience regarding same. But they are a self motivated person who wants to starts their own business. They have a desire to become an "Own Boss".

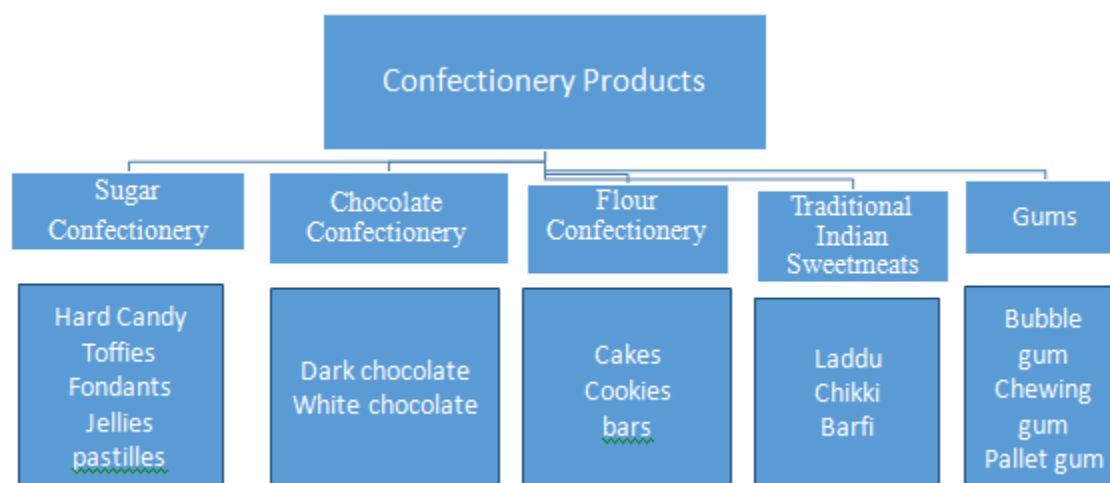
The confectionery industry of India emerged as one of the largest and well developed food industry all over the world and presently the Indian confectionery market is going through rapid changes in terms of trends and consumer Behaviour pattern IMARC group expects this market grow at a CAGR of 11.3% during 2021-26. The industry is being benefitted from the country's economic boom, as well as growth in consumer spending. This higher consumer spending is also inculcate the new culture of food court and changing lifestyle. The Indian confectionery market is divided into five segments as, sugar confectionery, chocolate confectionery, flour confectionery, Traditional Indian Sweetmeats and Gums. . Among all the sub-segments of Indian confectionery

market, chewing gum market is expected to grow at the fastest rate in upcoming years. Some major confectionery industry of India are –

- Cadbury India Ltd
- Candico India Ltd
- Godrej Hershey Ltd
- Nestle India Ltd
- Parle products Pvt.Ltd
- Wrigley India Pvt Ltd
- Mondelez India,
- Ferrero India,
- Mars International India
- Gujarat Cooperative Milk Marketing Federation (Amul),
- Surya Food and Agro,
- Lotus Chocolate Company, and ITC Limited.

CURRENT SCENARIO OF CHOCOLATE & CONFECTIONERY INDUSTRY

Presently the confectionery product are classified in five segment, means it's basically found in market with good customer demand, as follows:-



The chocolate and confectionery market in India operates primarily on price basis and therefore the most popular chocolate products available in India are priced at Rs 5 to Rs 10. Consumers are prefer these chocolates for everyday consumption rather than just celebration of special occasions because of its low prices. India is Youth Country means large young population below 25 years. These youngsters are a targeted consumer of Sweet, Chocolate and confectioneries changing lifestyles, westernization, growth of the food services sector, value addition, and more. Driven by these factors, chocolates are replacing traditional sweets in the country. According to an estimate by IMARC Group¹, the Indian chocolate market is expected to witness a CAGR of 12.1% from 2021 to 2026. The increasing consumer preferences towards chocolate-based baked goods, confectioneries, western desserts in the country represent one of the key drivers for the Indian

Chocolate, Sweet and confectionery market

¹ <https://economictimes.indiatimes.com/industry/cons-products/food/chocolate-confectionery-market-grows-in-double-digits->

Early sales data show some steep declines in the gums and mint category as a result of COVID-19. Specifically, according to data from IRI, a Chicago-based market research firm (@iriworldwide), over the latest 52 weeks ending June 14, 2020:²

- Gum sales dropped 8.2 percent

- Breath freshener sales dropped 11.8 percent
- Gift box chocolates sales were down 8.3 percent

But not every confectionery sector is facing declining sales right now.

The same IRI data does also shows:

- Chocolate candy sales up 2.7 percent
- Non-chocolate candy up 2.4 percent
- Non-chocolate chewy candy up 5.2 percent

²www.candyindustry.com/articles/89216

REVIEW OF THE RELATED LITERATURE

There have been ample literature available on Confectionery and sweet making industry of India. some selected as follows-

- Dr.Ian Fillis & Ruth Rentschler (2010) suggest that a number of potential avenue outside the conventional boundaries of entrepreneurship. Innovation which can help inform future research activities. Creativity is potentially most useful within the smaller enterprises as a way of overcoming barriers to acquiring resources and in terms of deriving alternatives and lower cost solution to solving problems.
- Neha Duhan, Deepak Mudgil and Shweta Barak (2015) Bakery and confectionery is promising sector that constitute a significant part of food processing Industry of India. But most of the bakery and confectionery are belonging from small scale and unorganized sectors but Food Park help them to clustering and technological improvement.
- Crystal Lindell (2020) according to the Author, not every confectionery sector is facing declining sales. Chocolate candy, non-Chocolate candy and Chewy Candy sales up during Covid pandemic. Confectionery industry will continue to rise to the challenges it meets as it always has — with innovation, perseverance and a little sweetness.

PURPOSE OF THE STUDY

The main purpose of the study was to examine the impact of Covid-19 on Chocolate ,sweet and Confectionery Industry run by First Generation Entrepreneurs of Shirur Tehsil .that how they can survive in pandemic situation of COVID-19. And how can they turn the situational challenges as an opportunity to become a successful Entrepreneur. The research questions that guided the present study are:

- What exactly was the attitude of the First Generation entrepreneurs towards this COVID-19 pandemic?
- What are the main challenges that they have face while surviving as an Confectionery manufacturer in this pandemic situation?
- Did they use some innovative strategies to stay afloat in the face of this epidemic?
- Did the entrepreneurs get Government help to sustain in Business?
- Did the entrepreneurs accept the changes required to survive in this confectionery making industry?
- Did they find some hidden business opportunities as an entrepreneur in this adverse situation?
- Did they immediately turn that hidden opportunity into a new business line?
- Which online platform they frequently use for online marketing and product delivery during Covid-19.

OBJECTIVE OF THE STUDY

The main objective of the study is to gauge the “Impact of Covid-19 on Chocolate Sweet and Confectionery Industry run by First Generation Entrepreneurs of Shirur Tehsil”

METHODOLOGY OF THE RESEARCH

Covid-19 affect the Indian Economy. the Industry which is the main pillar of Economy get huge harm. therefore it's the need of hour to study about the solution which help to sort out and settle these unrecovered damages of Indian Industries. The researcher has made Google form to gauge that how the Covid-19 pandemic make Impact on Chocolate,Sweet and Confectionery Industry and for this present research work, researcher collect

the data from Shirur Tehsil of Pune districts of Maharashtra. Out of 116 villages from Shirur Tehsil researcher has select 15 Village by convenience sampling method as follows:-

Sr.No.	Village	Number of Sample
1	Shirur	08
2	Annapur	05
3	Amdabad	02
4	Jategaon	02
5	Gumat	03
6	Inamgaon	03
7	Malthan	03
8	Nhavara	02
9	Nimone	03
10	Pabal	02
11	Saradwadi	05
12	Shikrapur	10
13	Ranjangaon	08
14	Karegaon	10
15	Kondhapuri	04
	Total:-	70

Table:-1 classification of sample of respondent

Researcher mailed this Google form to selected respondent, to know about the Impact of Covid-19 on their Business and how can they use their creative and Innovative Ideas which help them to survive successfully in the pandemic situation of Covid-19. Various aspects are included in Google form to know the impact of Covid-19 on Confectionery Industry as well as strategies used by First Generation entrepreneurs for surviving in this pandemic situation.e.g. Challenges occur and face within Covid 19, Government support through financial assistance scheme and Policy, etc. The respondent were asked to provide their views as an entrepreneurs, regarding their survival in pandemic situation In Part-A. And they have to rate the statement as strongly disagree, disagree, can't say, Agree and strongly agree In part B of the form.

RESULT OF THE STUDY

The result of this present study are based on the analysis of the responses, which are divided in the 2 subcategories as follows:-

Part –A	Views of First Generation Entrepreneurs regarding their survival in pandemic situation
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1. What problems you have faced during COVID-19 that you have never seen before in your entrepreneur life?

68% of the Entrepreneurs responded that they have face a problem like –Lockdown which they have never seen before, and because of that they suffer a huge losses like –spoilage of perishable finished goods due to market closer, Delay in production process due to unavailability of raw material, fail to deliver the goods on time as all means of transportation are closed due to complete lockdown. In this period people only focused on buying essentials product like food items, grocery, vegetable etc.as a results demand for non-essential or Luxurious goods declined. Therefore Business related with that luxurious or Non-essential category get heavy losses. 32% of the Entrepreneurs responded that all these incidents did not have much effect on them. Since their business is in the list of necessities of life, therefor they earn sufficient in this adverse situation also.

2. Due to COVID-19 did you have make some specific changes in your existing business?

68% of the Entrepreneurs responded that they have reduced their volume of production than actual. They also terminate excess worker to reduce pressure of salary and wages. Due to unavailability of raw material they reject their previous orders. And out of fear they stop to accept new orders. This situation caused a major upheaval in the business, which change their attitude toward business.

32% of the Entrepreneurs responded that they make positive changes in their existing Business. They tried to find opportunities in this challenging situation. They started ancillary business to support their existing business. They took steps to see how the present labour be utilized in other business line rather than being laid off. And this is a very useful invention for the society to help the workers in such an adverse situation without wielding the ax of unemployment.

3. How did you solve these problems by your creative & innovative thinking style?

38% of the Entrepreneurs responded that –without panicking in such a situation, they tried to figure out how to solve these problems, and sustain the business during this dire situation. Entrepreneurs, especially those involved in the manufacturing process of Sweet and confectionery making they focus on targeted customer through online platform. They use different types of online platforms to connect their customer. They use free delivery facility for customer convenience. And start to supply of related product like balloons, Birthday cap, candles, decoration material, that ancillary products helped them to offset the losses caused by COVID-19.

42% of the Entrepreneurs responded that it was not possible for them to start ancillary business easily. Due to lack of sufficient capital, and not being prepared to take any kind of risk of pandemic situation, they preferred to continue with existing business..

Part-B	Experience of Entrepreneurs during Covid-19					
Sr. No.	Statement	Strongly Disagree	Disagree	Can't say	Agree	Strongly Agree
1.	Do you think that, the COVID-19 adversely affected your Existing Business?	-	17.5 %	6.5%	23.5%	52.5%
2.	Has this COVID-19 change your attitude toward business Negatively	-	56%	5%	24%	15%
3.	Did you get the support from Government to sustain the business in this situation?	-	60.1 %	15.9%	12.5%	11.5%
4.	Has this COVID-19 change your thinking that, Business is big Risk?	-	12.4%	6.6%	78.7%	2.3%
5.	Do you think that difficult situations bring new opportunity for you?	-	15.5%	5.5%	67.2%	11.8%
6	Did you find any hidden opportunity in this challenging situation?	-	12.7%	8.3%	66.5%	12.5%
7	Did you immediately turn that hidden opportunity into business?	-	56.9%	2.1%	28.3%	12.7%
8	Do you think that you can overcome any situation if you have Creativity and Vision?	4.1%	27.6%	5.9%	48.7%	13.7%
9	Does this situation make you think that a job is better than a business?	-	58.6%	9.2%	22.3%	9.9%
10	Did you think that online platform are convenient for business dealing and business meeting during pandemic like COVID-19?	--	12.5%	12.5%	58.4%	16.6%

Table No-2. Responses by Respondent**Q:-1.What kind of support expected by Entrepreneurs from the government to survive in this situation?**

The respondent expected that, to face with a situation like Covid-19, the government to waive or give some special exemption in their taxes during this pandemic period, as well as exempt the interest on Business loan. And provide insurance cover to their Businesses. Especially the first Generation Entrepreneurs who run the sweet and confectionery industry, they deals with highly perishable goods. Therefore they expect Government help in funding and various scheme for them to survive in their risky business. They also expect from that Govt. that should curb the artificial scarcity of goods, Control on food adulteration, Hoarding and raising the prices of Goods.as well as revived the sick confectionery for industrial development of the Nation.

Q:-2.what would be the Advice or Suggestions for entrepreneurs that they should face the situation without panic?

The respondent suggest as per their experience that In order to survive as an entrepreneurs in such a sudden crisis, it's very important for the entrepreneur to have artistry, foresight and creativity. He/she must have confidence on self. Even if it is decided to change the business in a difficult situation, they should accept it and make the necessary changes time to time .the entrepreneur must always inculcate an artistry in themselves in order to transform the difficulties encountered in the business in to opportunity.as well as entrepreneur should believe on scientific experiment .he should do various experiments in his business regularly. A person who is constantly lookout for different things and eager to do something new, he never fails in his business.

LIMITATIONS OF THE STUDY

There were some methodological limitations in the study. The sample was drawn as per convenience of the researcher from only 15 Villages of Shirur Tehsil of Pune district because of Covid-19 limitations.The researcher received only 65 complete responses however; there was a long list of First Generation Entrepreneurs run with Sweet and Confectionery Industries in Shirur, Pune.

ENTREPRENEURIAL IMPLICATIONS OF THE STUDY

The research finding are very helpful for First Generation Entrepreneurs ,because through this research work researcher has explored so many hidden areas like –So many Entrepreneurs unknown about the principle of “Going Concern Concept” means Even with the slightest crisis, The result of the study can help the entrepreneurs who are in Confectionery industry which is having glories future. feel that business is a great way to move towards self-reliance not just as a means of earning money. Some entrepreneur from food making industries also start cake& chocolate making online classes, as well as they start trading of raw material and trading of related equipment of Cake making like-Bitter,blender,Nozzles,scoope,pre-mix, syrups, whipped cream etc. Researcher also observe that many entrepreneurs working with Food making industries provide free meal to the poor people with a sense of social commitmentNot every confectionery sector is facing declining sales during Covid-19,the pandemic adversely affected on Gum,Chewingums,Breath Fresheners and Gift box Chocolates sales. Means these product selling reduce in notable volume. But the opposite view show that Chocolate candy, Non-chocolate candy and chewy as well as cake sales were up in this pandemic period. Means customer celebrate their special moments at home with ordering their favorite cake and cookies. The gap of annual turnover also heel by online Cake making class and decoration items and equipment selling. Implications of the findings can suggest that those entrepreneur should constantly make innovation in his business, change himself according to the flow of time, learn modern technologies and at the same time grow the business by adding artistry to the business, they can't impacted by Covid-19.rather they can find opportunities as Business line. In short Covid -19 not much more impacted on Sweet, Chocolate and Confectionery Industry of Shirur Tehsil.

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LIFE AND HEALTH INSURANCE – TOOLS TO SAFEGUARD YOUR INVESTMENT

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ABSTRACT

Life and Health Insurance are two very important factors for any investor before they start investing. Life insurance which is also known as Term Plan is more popular amongst the youngsters now a days, as it safeguards the investment and family of investors in case of their death. On the other hand, Health Insurance which is also known as Mediclaim, safeguards the investment of investors in case of medical emergencies like hospitalization. Looking at the current pandemic situation of Covid 19 for which no one was either prepared nor had any idea about the same, most people who are getting hospitalized for treatment are complaining of not having a health insurance cover which is affecting either their investments (savings) or are in turn creating a liability for themselves, while the ones who are losing their life's and as a single earning member in the family are facing problem for their livelihood and family's future. To survive in this pandemic situation investors are either withdrawing their hard-earned invested money to pay hospital bills or to pay liabilities in case of death of investor. Hence it is advisable to investors that they should start their investment with Life Insurance to safeguard the wellbeing of the family in case of their death, followed by Health insurance to protect their investment in case of hospitalization and at the end they should invest in other investment avenues like Bank FD, Shares, Mutual Funds, etc. But the common mistake done by Indian investors are they directly start investing into Bank FD, stocks, mutual funds, etc. but they forget to protect their family and their health needs by not investing into Life and Health Insurance at first. The scope of this study is to create awareness among investors to safeguard investments in case of their death or in case of medical emergency like hospitalization by buying a Life and Health Insurance. The study will also help in providing detail information about functioning of Life and Health Insurance.

Keywords: Life Insurance, Health Insurance, Tools to Safeguard Investment, Investor Awareness.

INTRODUCTION:

“Financial security and independence are like a three-legged stool resting on savings, insurance and investments” – Brian Tracy.

In India, insurance is a flourishing industry, with several national and international players competing to excel. With several reforms and policy regulations, the Indian insurance sector has witnessed tremendous growth in the recent past. Insurance can be defined as a “legal contract between two parties whereby one party called insurer undertakes to pay a fixed amount of money on the happening of a particular event, which may be certain or uncertain.” The other party called insured pays in exchange a fixed sum known as premium. Insurance is desired to safeguard oneself and one's family against possible losses on account of risks and perils. It provides financial compensation for the losses suffered due to the happening of any unforeseen events.

There are different investment asset classes available in the market like Gold, Real Estate, Fixed Deposits, Recurring Deposits, PPF, Shares, Mutual Funds, Cryptocurrency etc. and every investor invests in above asset classes as per their short term / long term financial plan / goal.

The journey of wealth creation is wonderful no doubt in it, but as an investor some precautions should be taken to safeguard your investment. Apart from food, clothing and shelter, Life and Medical Insurance have also become a part of basic needs on a common man's life. So, once you start earning and before you start investments in different asset classes like FD, RD, PPF, Mutual Fund, Gold, etc. it is always advisable to buy a good amount of Term Plan to secure one's family future and also to buy a Health Insurance to safeguard all medical emergencies.

SCOPE OF THE STUDY:

Many studies have done in past on Life insurance or Health insurance or how to safeguard the investment separately but very few studies have covered how Life and Health are two basic and important tools to safeguard the investment of investors. Looking at the current pandemic situation of Covid 19, to survive in this pandemic situation investors are either withdrawing their hard-earned invested money to pay hospital bills or to pay liabilities in case of death of investor. The scope of this study is to create awareness among investors to safeguard investments in case of their death or in case of medical emergency like hospitalization by buying a Life and Health Insurance. The study will also help to provide detail information about functioning of Life and Health Insurance.

Objectives of the Study:

1. Life and Health insurance tools to safeguard investment of investors.
2. To create awareness among investors on how to safeguard their investment.
3. To provide detail information about functioning of Life and Health Insurance.

LIFE AND HEALTH INSURANCE**Life Insurance/ Term Plan:**

A life insurance policy is a contract between the insured and the insurance company where the insured individual has to make regular payment called premium. In exchange, the insurance company provides life cover in the event of death. This cover is in the form of a lumpsum payment to the beneficiary or nominee.

Life insurance provides financial security to the family of a policyholder in the event of his/her death. This is the most popular insurance policy, as most people want to ensure that their family members remain financially secure in the event of their death. Till date, only 20% of the total insurable population of India is covered under various life insurance schemes, the penetration rates of health and other non-life insurances in India is also well below the international level. These facts indicate the of immense growth potential of the insurance sector. Life Insurance contracts not only allows an individual to have a risk cover against any unfortunate event of the future but also provides for educational needs, retirement needs, loans, tax planning, investment option and savings.

Term insurance plan as the name says Term insurance plan are those plan that is purchased for a fixed period of time, say 10, 20, 30 years and so on. As these policies don't carry any cash value their policies do not carry any maturity benefits, hence their policies are cheaper as compared to other policies. This policy turns beneficial only on the occurrence of the event.

Benefits of Term Insurance:

A term insurance is must for every person and one cannot articulate its importance completely. Term insurance plans are the only life insurance products that are especially designed to solve purpose of protection. Following are some other benefits of term insurance:

1. **Risk Coverage:** Insurance provides risk coverage to the insured family in form of monetary compensation in lieu of premium paid.
2. **Different plans for different uses:** Insurance companies offer a different type of plan to the insured depending on his need for insurance. More benefits come with the more premium.
3. **Cover for Health Expenses:** Many policies also cover hospitalization expenses and critical illness treatment.
4. **Promotes Savings/ Helps in Wealth creation:** Life Insurance policies also come with the saving plan i.e. they invest your money in profitable ventures.
5. **Guaranteed Income:** Life Insurance policies come with the guaranteed sum assured amount which is payable on happening of the event.
6. **Support in case of Disability:** In some of the term plan, the insurance provider pays the future premium in case of permanent or total disability.
7. **Tax Benefits:** Insurance premium is tax deductible under section 80C of the Income Tax Act.

Investor have financial plans, which may be short-term or long-term depending on their goals. Every earner of the family is like an asset for their family till they earn (i.e. till retirement). But due to an unforeseen situation like Death, the financial plan of investor gets disturbed. To overcome situation like this investor must have a Life Insurance Policy / Term Plan. Term plan safeguards the family of investor after their death. Ideally, the term plan cover should be equivalent to investors total earning till their retirement. The benefit of having a term plan is that the total amount of cover will be paid to the nominee of investor at the time of their death by insurance company and same can be used by investors family for their survival. If investor has any loan / liability that can also be paid from the term plan amount received. Premium paid towards term plan is eligible for tax benefit under section 80 C of income tax act, so by buying term plan investor can save tax.

Life insurance premiums are based on age. The earlier you start, the cheaper it is to buy. Similarly, higher the age, higher the premium. The most important purpose for which insurance is taken are family security, financial security, unforeseen circumstances and uncontrollable factors.

HEALTH INSURANCE / MEDICLAIM POLICY:

Health insurance is an agreement whereby insurance company agrees to undertake a guarantee of compensation for medical expenses in case the insured falls ill or meets with an accident which leads to hospitalization of the insured. Generally, insurance companies have tie-ups with the leading hospitals so as to provide cashless treatment to the insured. In case the insurance company has no tie-ups with the hospital, they reimburse the cost of expenses incurred by the insured. The government also promotes health insurance by providing a deduction from income tax.

BENEFITS OF HAVING A HEALTH INSURANCE POLICY:

Comprehensive health insurance plans come packed with features that can assist a person in managing expenses associated with medical emergencies and also with preventive health check-ups. Following are the key benefits of health insurance:

1. **Cashless Treatment:** If you are insured, you can get cashless treatments as your insurance company would work in collaboration with various hospital networks.
2. **Pre and post hospitalization cost coverage:** Insurance policy also covers pre and post hospitalization charges up to the period of 60 days, depending on the insurance plans purchased.
3. **Transportation Charges:** Insurance policy also covers the amount paid to ambulance towards the transportation of insured.
4. **No Claim Bonus (NCB):** This is the bonus element which is paid to the insured if the insured does not file a claim for any treatment in the previous year.
5. **Medical Check-up:** Insurance policy also provide options for health check-ups. Free health check-up is also provided by some insurers based on your previous NCBs.
6. **Room Rent:** Insurance policy also covers room expenses depending on the premium being paid by the insured.
7. **Tax Benefit:** Premium paid on Health insurance is tax deductible under section 80D of the Income Tax Act.

We all earn good money, spend and invest money but there might be an unexpected expense like medical emergency (Due to Hospitalization) which may affect your daily routine. In such situation if an investor doesn't have medical policy or health insurance policy, investor withdraws money from what they have invested in past to overcome medical expense (Hospitalization Expenses). But if you have medical policy with an adequate cover the major part of claim or Full claim (Hospital Bill Amount) can be paid by insurance company and by this way investor can safeguard their long-term investments. Premium Paid towards medical policy is eligible for tax benefit under section 80 D of income tax act, so by buying medical policy investor can save tax as well. Secondly if there is no claim done from policy in current year, then policyholder is eligible for no claim bonus in next year. Nowadays many banks are also providing facility of group health insurance scheme to their bank account holders, one can buy a health insurance policy from bank at discounted rate of premiums.

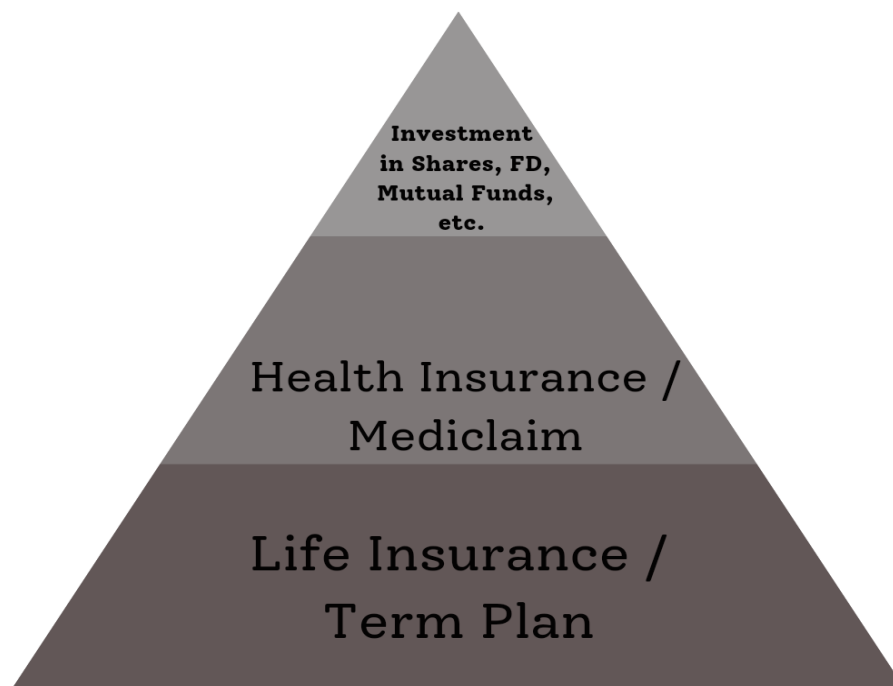
LIMITATION OF THE STUDY:

There are many options available to safeguard the investment of investor out of which only Life and Medical Insurance are covered in this study. The present study is completely based on secondary data only.

CONCLUSION:

With this ongoing pandemic situation of Covid 19, there are cases wherein investors who have taken a Term Life Insurance Policy and have lost their life's, the nominee (family member) of the policy holder have received sum assured equal to term plan value and from the amount received they have paid off the liabilities if any and balance amount is utilised for the livelihood of the family for fulfilling their daily needs. In other case, an investor without Term Life Insurance Policy who have lost their life and is the only earning person in the family, in such case the family members of that investor are left with no choice but to withdraw the money invested for different goal to repay the liabilities and balance if any for their survival. If we talk about health insurance an investor with health insurance have recovered (reimbursed) their entire medical bills from insurance company in case of their hospitalization and investors without a health insurance have paid medical bills out of their investment which was created to safeguard their futures or are in turn creating a liability for themselves by borrowing money for paying off their medical expenses.

Investment Graph



While investing the slop of above investment graph should be upward moving, one should start with Life Insurance to secure life followed by Health Insurance for medical emergencies and at the end invest in other asset classes. It is like constructing a building, if base is strong the top will be definitely strong and safe. But unfortunately, maximum investors follow the opposite i.e. downward moving slop when it comes to investment, they start with investment in different asset classes once they start earning and at the time of uncertainty like hospitalization or death, they withdraw whatever is invested / saved. Finally, to conclude this it is advisable to all investors that before you start investing into different asset classes buy a Life and Health Insurance of sufficient amount to face future uncertainty and to safeguard your investment.

“The most important investment you can make is in yourself”- Warren Buffet

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MIDC: MUTUAL IOT DEPENDENCY AND CLOUD COMPUTING

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TECHNICAL ABSTRACT

The cloud is a tremendous, interconnected network of amazing servers that performs administrations for organizations and individuals. The Internet of Things (IoT) is a placement of inter-related processing gadgets or devices, mechanical and computerized machines, items, individuals that are given special identifiers and the capacity to move information over an organization without expecting human-to-human or human-to-PC communication. IOT Cloud Service makes unreasonable correspondence between cheap sensors in the IoT which means a much more prominent network. IoT creates a group of information while then again, cloud distributed computing provides the way for this information to move and work. In this paper I have attempted to focus on mutual dependency of IOT and cloud, cloud based IoT architecture, cloud based iot applications, cloud needs for iot, futuristic information of cloud computing and IOT.

Keywords : Cloud computing, IoT,blend,virtual machine

I. INTRODUCTION

The IoT is producing an extraordinary measure of information, which thus puts a gigantic strain/pressure on the Internet framework. Thus, organizations are attempting to discover approaches to lighten that pressing factor and tackle the information issue. Distributed computing will be a significant piece of that, particularly by making the entirety of the connected devices to cooperate. However, there are some critical contrasts between distributed computing and the Internet of Things that will work out in the coming a very long time as we create increasingly more data.

Utilizing the cloud is significant for collecting information and drawing experiences from that information. Without the cloud, looking at information across more extensive areas is significantly more difficult. Utilizing the cloud additionally considers high versatility. At the point when you have hundreds, thousands, or even a huge number of sensors, putting a lot of computational force on every sensor would be amazingly costly and energy escalated. All things that are considered, information can be passed to the cloud from this load of sensors and prepared there in total.

The Internet of Things is getting helpful to us in everyday life. For example, Take brilliant homing. Individuals can start their air conditioning device distantly through their cell phones. This used to be received through a SMS, however today the world of web has made it simpler. Along with giving more brilliant solutions for homes and lodging networks, IoT has additionally been utilized as devices in business conditions across different industries. In any case, with the measure of large information that is created by IoT, a ton of strain is put on the web foundation. This has made organizations and network search for a choice that would decrease this heap. It empowers associations to devour a figure asset, similar to a virtual machine (VM) rather than building a registering foundation on premise.

Today, distributed computing has pretty much infiltrated standard IT and its foundation. Numerous tech big deals, for example, Amazon, Alibaba, Google and Oracle are building AI tools with the assistance of cloud innovation to offer a wide scope of answers for organizations around the world.

This paper tries to advise reader regarding the job of distributed computing in IoT and why IoT and distributed computing are indivisible.

II. MUTUAL DEPENDENCY OF CLOUD COMPUTING AND IOT

- Cloud computing and IoT are expanding the proficiency of regular errands and both have a mutual relationship.
- IoT creates loads of information while then again, distributed/cloud computing gives a way for this information to transfer.
- There are many cloud providers who exploit this to give a pay-as-you-use model where clients pay for the particular assets utilized.
- Likewise, cloud facilitating as an assistance increases the value of IoT new businesses by giving economies of scale to diminish their general expense structure.

- Distributed computing likewise empowers better joint effort for designers, which is the thing to address in the IoT region.
- By working on designers to store just as access information distantly, the cloud permits engineers to execute projects immediately.
- Additionally, by putting away information in the cloud, IoT organizations can get to a tremendous measure of Big Data.
- When a business uses a huge number of sensors for data collection , every one of those sensors is stacked with a lot of computational power. This requests a tremendous measure of energy and is exorbitant simultaneously.
- In the present circumstance, information can be passed to the cloud from these sensors and prepared there in total.

It can be said that the cloud is 'the cerebrum' for a significant part of the IoT, as most gathered information is after being completely handled and broken down in the cloud.

III. CLOUD BASED IOT ARCHITECTURE

It is a way of communicating to the different modules of each organization's system used for cloud computing and data processing.

According to some previous studies, typically an IoT architecture is divided into 3 different layers: application, sensing and network layer.

- 1) **Network layer** : It is the Cloud layer where all clouds rely. The main objective of the network layer is to transfer the collected data to the Internet/Cloud.
- 2) **Sensing layer** :This layer identifies objects and gathers data, collected from the nearby environment.
- 3) **Application layer**: This layer provides the interface to various services.

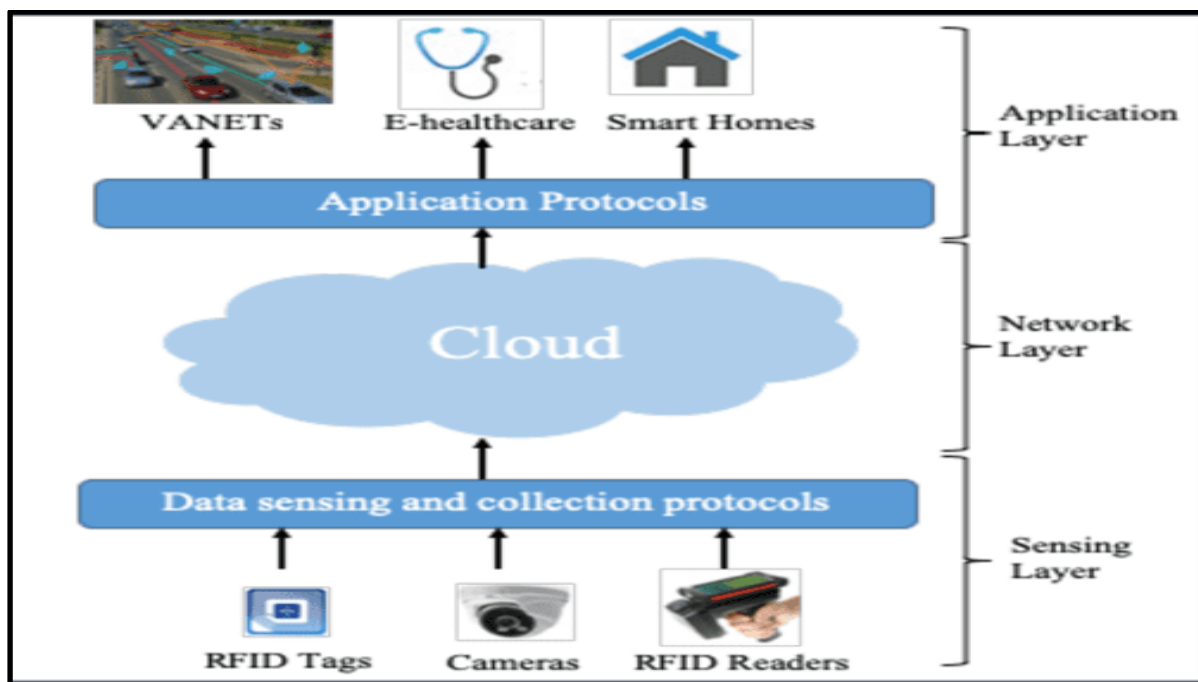


Fig. 1.Cloud based IOT architecture

IV. CLOUD BASED IOT APPLICATIONS

The Cloud-based IoT model has introduced a large number of applications and smart roles, which have influenced end users' daily lives.

Below table presents a brief overview of various applications-Cloud-based IoT paradigm.

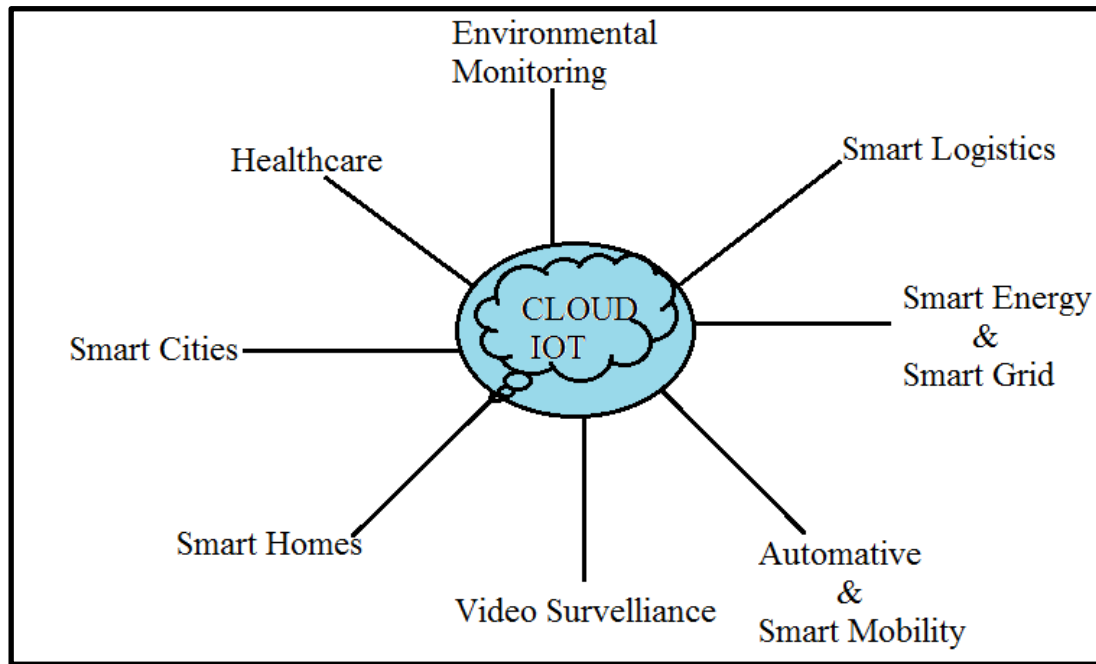


Fig.2. Cloud Based IOT Applications

The following tabular diagram describes the applications details in more precise manners:-

<p>Health care: Cloud based IOT has provided many benefits and opportunities to field of healthcare. Example: intelligent drug/medicine control,hospital management</p>	<p>Smart Cities:Cloud based IOT can provide a middleware infrastructure to future smart cities by attaining data from sensing infrastructure,IOT technologies and placing information in a consistent manner. Example: smart streetlights,Bigbelly etc.</p>
<p>Smart Homes: Cloud based IOT applications have enabled the automata of home activities by adoption of various embedded system. Example: Home security control,smart metering, energy saving etc</p>	<p>Video Surveillance:Using cloud based IOT, intelligent video surveillance will make it possible to store ,manage,and process video content from video sensors easily and efficiently Example:Wireless CCTV cameras, Movement detection System</p>
<p>Automative and Smart Mobility: It indicates the integration of cloud computing into the GPS and other transpaortation technique to solvemany of existing challenges Examples: Traffic state prediction ,remote vehicles</p>	<p>Smart energy and grid: Both technology can work together to provide consumers or clients with smart management of enegy consumption. Example: smart meters,renewable energy sources</p>
<p>Smart Logistics: It allows the automated management of goods ,flows between resources and consumers,along with tracking of goods in transit Example: logistics industry, tracking shipments</p>	<p>Environmental monitoring: Both technology when integrated can monitor wide area environment and sensors that have been properly deployed in the area. Example: pollution source monitoring,air quality monitoring etc.</p>

Fig.3.Description of Cloud Based IOT applications

V . CLOUD NEEDS FOR IOT

A) Sensor networks:

- Cloud gives an opportunity to organizations in gathering sensor information which it additionally thwarts the advancement as a result of safety and security issues.
- Sensor networks have increased the advantages of IoT.
- These organizations have permitted clients to gauge, induce and comprehend sensitive markers from the environment.
- Be that as it may, opportune preparation of a lot of this sensor information has been a significant test.

B) Empowers devices correspondence:

- Cloud memories are empowered by cloud interchanges, permitting simple connection to cell phones. This facilitates devices to converse with one another and not simply us, which basically is the precept of IoT. It is thus a reason to say that the indulgence of cloud can speed up the development of IoT. However, conveying cloud innovation has certain difficulties and deficiencies.
- Not on the grounds that the cloud is imperfect as an innovation however the blend of IoT cloud can trouble clients for certain deterrents.
- In the other scenario, if we at any point proceed with an IoT cloud network, it is better in the event that you know the sort of difficulties you might face in advance.
- Far off handling power Provider Cloud innovation permits IoT to move past standard apparatuses, for example, climate control systems, fridges etc. This is on the grounds that the cloud has such a tremendous storage that it removes conditions on premise framework.
- With the ascent of scaling down and change of 4G to higher web speeds, the cloud will permit designers to offload quick figuring measures.

C) Systems administration and correspondence conventions:

- Cloud and IoT permits machine-to-machine interchanges among a wide range of sorts of gadgets having different conventions.
- Dealing with this sort of a variety could be intense since a larger part of use regions don't include portability.
- As of now Wi-Fi and Bluetooth are utilized as a makeshift answer for work with portability somewhat.

VI. COMPARISON OF IOT WITH CLOUD COMPUTING

The following table gives comparative view on iot and cloud computing with respect to different items :-

TABLE I. COMPARISON OF THE IOT WITH CLOUD COMPUTING

Items	IoT	Cloud
Characteristics	IoT is pervasive (things are everywhere). These are real world objects.	Cloud is ubiquitous (resources are available from everywhere). These are virtual resources.
Processing Capabilities	Limited computational capabilities.	Virtually unlimited computational capabilities.
Storage Capabilities	Limited storage or no storage capabilities.	Unlimited storage capabilities.
Connectivity	It uses the Internet as a point of convergence.	It uses the Internet for service delivery.
Big Data	It is a source of big data	It is a means by which to manage big data.

VII. FUTURE OF IOT AND CLOUD COMPUTING

- Soon, the blend of IoT and Cloud Computing will definitely support the development of the IoT frameworks and cloud-based administrations.
- The vast majority of the businesses have perceived and acknowledged the significance of arranging powerful cloud services as the backend to numerous IoT projects.
- Additionally, the majority of these companies have effectively fired up the two advancements and are profiting from it. IoT and distributed computing have a correlative relationship.
- While IoT produces a lot of information, many cloud suppliers permit information to move through the web, which implies it works with an approach to explore the information.
- In a cloud framework, you can send applications to measure and dissect information rapidly and settle on choices as quickly as time permits.

- IoT gadgets which use normal APIs and back-end framework can get significant security refreshes in a split second through Cloud when any security break occurs in the foundation. This IoT and Cloud processing joined component is an imperative boundary for client security and protection.
- Distributed computing assists with working together in IoT improvement. Utilizing the Cloud stage, IoT designers can store the information distantly and access it easily.
- IoT in cloud offers public cloud administrations can undoubtedly help the IoT region, by giving outsider admittance to the infrastructure.
- Thus, the combination can help IoT data or computational segments working over IoT gadgets. Following Features can elaborate on this futuristic aspect in more precise manner : -
- **Expanded Scalability:** IoT gadgets need a great deal of capacity to share data for significant purposes. IoT in cloud, similar to the Cloud Connect to Microsoft Azure can give clients more prominent space which can increment according to the client request. Assisting with settling the capacity needs of clients.
- **Expanded Performance:** A lot of information created by IoT gadgets need outrageous execution to interface and associate with each other. IoT in cloud gives the network which is important to divide data among the gadgets and make significance from it at a quick pace.
- **Pay-more only as costs arise:** Internet Cloud Computing foundations assist IoT with offering significance to the more prominent measure of information produced. Clients have no concern of purchasing more prominent or less storage. They can pay without much of a stretch on the capacity.

VIII . CONCLUSION

The Internet of Things is a wide field and incorporates an unbelievable assortment of uses. The cloud framework is a decent structural fit for IoT. IoT can profit from the limitless abilities and assets of distributed computing, as cloud has the adaptable limits. There is no one size-fits-all arrangement so IoT organizations need to consider their particular application when choosing whether the cloud works well for them. In addition, the cloud foundation can be perceived to whenever and anyplace, and thus has lower capital use and functional use. At last it can be concluded that the Internet of things, huge information or big data and distributed computing influence another skyline of choice supportive network. And further more the blend of the IoT, and cloud distributed computing can give independence among applications in all the sectors.

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AN EMPIRICAL RESEARCH ON IMPACT OF GST ON HOTEL INDUSTRY IN MUMBAI REGION DURING PANDEMIC COVID 19

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ABSTRACT

Goods and Service Tax is a tax ameliorate. It is an indirect tax. It was implemented in India on 1st July, 2017. The main purpose of implementation of GST was to annihilate different indirect taxes paid by the business community. There should be one indirect tax instead of various indirect taxes, which empowers business community easy of doing business in India and make ecstatic everyone in the country. During the Pandemic Covid 19 hotel industry in Mumbai has been drastically wedged with low profit and low sale of food items. Unemployment in hotel industry was at crest. The objective of research paper is to study negative impact of GST on Hotel industry in Mumbai region during pandemic Covid 19. To examine profit, sale of services, sale food items and unemployment in hotel industry during pandemic Covid 19 were other objectives of research paper. Hypotheses of the study were: H0 Profit of Hotel Industry in Mumbai region during pandemic Covid 19 has not declined. H1 Profit of Hotel Industry in Mumbai region during pandemic Covid 19 has declined. H0 Unemployment in Hotels of Mumbai city during pandemic period has not increased. H1 Unemployment in Hotels of Mumbai city during pandemic period has increased. H0 Sale of food items in Hotel of Mumbai city during Covid 19 Pandemic has not declined. H1 Sale of food items in Hotel of Mumbai city during Covid 19 pandemic has declined. The research paper was based on primary data and secondary data. Primary data was collected from 77 respondents in the city of Mumbai. Limitations of study were time, money and data was collected only from 77 respondents. Scope of study is that this research paper is useful to government, businesses, teachers and students. Findings of the study: Profit and sale of food items of hotel industry of Mumbai city were wilted during pandemic Covid 19. Unemployment has heightened in hotel industry of Mumbai city during pandemic Covid 19.

Key words: GST, VAT, Service Tax, Unemployment and Financial Statements

INTRODUCTION:

Goods and Service Tax is a tax reform. It is an indirect tax. It was implemented in India on 1st July, 2017. The main purpose of implementation of GST was to obliterate different indirect taxes paid by the business community. There should be one indirect tax instead of various indirect taxes, which enables easy of doing business in India and make happy everyone in the country. During the Pandemic Covid 19 hotel industry in Mumbai has been fundamentally impacted with low profit and low sale of food items. Unemployment in hotel industry was at crowning. A **value-added tax (VAT)** is a consumption tax that is levied on a product repeatedly at every point of sale at which value has been added. Before GST, VAT was imposed by states on Goods. Service tax was paid to the government in exchange for different services received from service providers. Though the tax was paid by service providers, it was recovered from customers who bought or availed of the taxable services. Service tax was an indirect tax imposed by the government on services offered by service providers. Introduced under Section 65 of the Finance Act, 1994, service tax was on July 2017 replaced by Goods and Services Tax (GST), which subsumed the various types of indirect taxes. Unemployment is a term referring to individuals who are employable and actively seeking a job but are unable to find a job. Included in this group are those people in the workforce who are working but do not have an appropriate job. Usually measured by the unemployment rate, which is dividing the number of unemployed people by the total number of people in the workforce, unemployment serves as one of the indicators of a country's economic status. Financial statements are a collection of summary-level reports about an organization's financial results, financial position, and cash flows. They include the income statement, balance sheet, and statement of cash flows.

LITERATURE REVIEW:

Faizanbhai (2019), in his paper entitled "Impact of GST on various aspects of restaurant and hotel business in Ananad and Nadiad District at Gujarat state", concluded that hotel and restaurant profit remains constant even after the implementation of GST. There is a neutral impact on compliance cost, and negative impact on budget and financial position and requirement of working capital for hotel business.

Nitin Kumar (2020), in his research paper on the "Customers Perception towards Goods and service Tax (GST) in Jind region of Haryana". He unearthed that good understanding among customers is significant as it can generate a positive discernment towards the taxation policy. So the researcher advocated that the

Government has to put in more efforts to ensure that consumers have a clear understanding and can develop a positive perception towards GST, leading to its acceptance.

OBJECTIVES:

The objectives of research paper are:

- To study negative impact of GST on Hotel industry in Mumbai region during pandemic Covid 19.
- To examine profit of hotel industry in Mumbai Region during pandemic Covid 19.
- To examine sale of services and sale food items of hotel industry during pandemic Covid 19
- To understand unemployment in hotel industry during pandemic.

HYPOTHESES:

Hypotheses of the study were:

H0 Profit of Hotel Industry in Mumbai region during pandemic Covid 19 has not declined.

H1 Profit of Hotel Industry in Mumbai region during pandemic Covid 19 has declined.

H0 Sale of food items in Hotel of Mumbai city during Covid 19 Pandemic has not declined.

H1 Sale of food items in Hotel of Mumbai city during Covid 19 pandemic has declined.

H0 Unemployment in Hotels of Mumbai city during pandemic period has not increased.

H1 Unemployment in Hotels of Mumbai city during pandemic period has increased.

RESEARCH METHODOLOGY:

Primary data was amassed from 77 respondents residing in Mumbai city and Mumbai Suburban. Data was mustered through questionnaires. One Sample Anova test was used to analysis the data. Simple Random method was used to collect data. Convenience sampling method was also used to collect data from the respondents.

Data was gathered through Google forms and coding was done on excel. Averages, Variations, P-Value, F Value and F critical values were calculated on excel software to analysis data.

DATA ANALYSIS AND INTERPRETATIONS:

Following Hypotheses were framed and tested to study the objectives of research paper:

- Do you think Hotel industry in Mumbai city has affected during pandemic Covid 19?

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Female	30	129	4.3	0.424138
Male	30	125	4.166667	0.764368

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.266667	1	0.266667	0.448743	0.505591	4.006873
Within Groups	34.46667	58	0.594253			
Total	34.73333	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is no significant difference between mean of Female and Male Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Female and Male groups have agreed that Hotel industry in Mumbai city has affected during pandemic Covid 19.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Mumbai City	25	109	4.36	0.49
Mumbai Suburban	25	108	4.32	0.226667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.02	1	0.02	0.055814	0.814244	4.042652
Within Groups	17.2	48	0.358333			
Total	17.22	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is no significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Mumbai city and Mumbai suburban groups have agreed that Hotel industry in Mumbai city has affected during pandemic Covid 19.

2. Due to GST, prices of food items of hotel industry in Mumbai region during pandemic has gone up.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Female	30	119	3.966667	0.998851		
Male	30	121	4.033333	0.654023		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.066667	1	0.066667	0.080668	0.777406	4.006873
Within Groups	47.93333	58	0.826437			
Total	48	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is no significant difference between mean of Female and Male Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Female and Male groups have agreed that due to GST, prices of food items of hotel industry in Mumbai region during pandemic has gone up.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Mumbai City	25	100	4	1
Mumbai Suburban	25	105	4.2	0.416667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.5	1	0.5	0.705882	0.40498	4.042652
Within Groups	34	48	0.708333			
Total	34.5	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is no significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Mumbai city and Mumbai suburban groups have agreed that due to GST, prices of food items of hotel industry in Mumbai region during pandemic has gone up.

3. Profit of hotel industry in Mumbai city during pandemic covid 19 has declined.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Female	30	108	3.6	1.696552
Male	30	125	4.166667	0.557471

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.816667	1	4.816667	4.27384	0.043175	4.006873
Within Groups	65.36667	58	1.127011			
Total	70.18333	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is significant difference between mean of Female and Male Groups as F value is greater than F critical value. P Value is less than 0.05 hence, H0 has rejected and H1 has failed to reject.

Female and Male groups have disagreed that Profit of hotel industry in Mumbai city during pandemic covid 19 has declined.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Mumbai City	25	86	3.44	1.84
Mumbai Suburban	25	106	4.24	0.44

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8	1	8	7.017544	0.010894	4.042652
Within Groups	54.72	48	1.14			
Total	62.72	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is greater than F critical value. P Value is less than 0.05 hence, H0 has rejected and H1 has failed to reject.

Mumbai city and Mumbai suburban groups have disagreed that Profit of hotel industry in Mumbai city during pandemic covid 19 has declined.

4. Sale of food items of hotels in Mumbai city has reduced during pandemic period.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Female	30	112	3.733333	0.891954
Male	30	117	3.9	0.506897

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.416667	1	0.416667	0.595727	0.443346	4.006873
Within Groups	40.56667	58	0.699425			
Total	40.98333	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is no significant difference between mean of Female and Male Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Female and Male groups have agreed that Sale of food items of hotels in Mumbai city has reduced during pandemic period.

Anova: Single Factor				
SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Mumbai City	25	93	3.72	0.876667
Mumbai Suburban	25	97	3.88	0.86

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.32	1	0.32	0.368522	0.546672	4.042652
Within Groups	41.68	48	0.868333			
Total	42	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is no significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Mumbai city and Mumbai suburban groups have agreed that Sale of food items of hotels in Mumbai city has reduced during pandemic period.

5. Unemployment in hotels in Mumbai city has increased during pandemic period.

Anova: Single Factor				
SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Female	30	123	4.1	0.92069
Male	30	120	4	1.034483

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.15	1	0.15	0.153439	0.696706	4.006873
Within Groups	56.7	58	0.977586			
Total	56.85	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is no significant difference between mean of Female and Male Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Female and Male groups have agreed that Unemployment in hotels in Mumbai city has increased during pandemic period.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Mumbai City	25	99	3.96	1.206667
Mumbai Suburban	25	111	4.44	0.256667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.88	1	2.88	3.936219	0.052991	4.042652
Within Groups	35.12	48	0.731667			
Total	38	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is no significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Mumbai city and Mumbai suburban groups have agreed that Unemployment in hotels in Mumbai city has increased during pandemic period.

6. GST and Pandemic Covid 19 both are important factors for debacle of hotel industry in Mumbai region.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Female	30	113	3.766667	1.150575
Male	30	112	3.733333	0.685057

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.016667	1	0.016667	0.018159	0.893272	4.006873
Within Groups	53.23333	58	0.917816			
Total	53.25	59				

H0: Mean of Female = Mean of Male

H1: Mean of Female \neq Mean of Male

There is no significant difference between mean of Female and Male Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Female and Male groups have agreed that GST and Pandemic Covid 19 both are important factors for debacle of hotel industry in Mumbai region.

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Mumbai City	25	94	3.76	1.19
Mumbai Suburban	25	99	3.96	0.456667

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.5	1	0.5	0.607287	0.439636	4.042652
Within Groups	39.52	48	0.823333			
Total	40.02	49				

H0: Mean of Mumbai city = Mean of Mumbai suburban

H1: Mean of Mumbai city \neq Mean of Mumbai suburban

There is no significant difference between mean of Mumbai city and Mumbai suburban Groups as F value is less than F critical value. P Value is more than 0.05 hence, HO has failed to reject.

Mumbai city and Mumbai suburban groups have agreed that GST and Pandemic Covid 19 both are important factors for debacle of hotel industry in Mumbai region.

LIMITATIONS OF THE STUDY

Limitations of the study were fetters of time, money and data was collected only from 77 respondents. Data was amassed by adopting simple random sampling and convenience method of sampling. Other methods of data collections could have been taken into consideration.

SCOPE OF THE STUDY

Scope of the Study is that research paper is useful to government, businesses, teachers and students.

FINDING OF THE RESEARCH PAPER:

Findings of the study were Profit and sale of food items of hotel industry of Mumbai city were declined during pandemic Covid 19. Unemployment has enhanced in hotel industry of Mumbai city during pandemic Covid 19.

RECOMMENDATIONS:

For Pandemic period, hotel industry must be provided with special packages by the central and state government to survive hotel industry in India. Taxes must be lessened for few years so that industry can resuscitate and stand on their feet's. Hotel owner should also have humanity value and should not sack staff frequently and run hotels for few year at break even or losses.

CONCLUSION:

Goods and Service Tax is the need of the hour but it must be implemented keeping view customers perceptions, need of the society and views of hotel owners. In Covid 19 pandemic period most of the hotels were bolted and didn't earn anything and unemployment was at zenith in the hotel industry of Mumbai region.

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A STUDY ON ASSESSMENT OF SERVICE QUALITY OF TELECOM SERVICE PROVIDERS IN MUMBAI TELECOM CIRCLE USING SERVQUAL MODEL

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ABSTRACT:

India's telecom sector is not only one of the largest but also among the fastest-growing networks in the world. Due to intense competition, increasing subscribers, tele density, falling ARPUs in the telecom sector in India, TSPs must provide the best possible service to their existing customers to retain them and attract new ones through recommendations. To provide the best possible service a business needs to continuously monitor its quality of service and customer satisfaction levels. This study attempts to assess both these for TSPs in Mumbai Telecom Circle through SERVQUAL instrument as it will help TSPs to find whether their customers are delighted, satisfied, or dissatisfied with their services and help them to take corrective action in the dimension where there is a gap.

Keywords: Telecom Service Provider, Mumbai Telecom Circle, SERVQUAL Model, Service Quality.

Conceptual Framework:

TSP: Telecom Service Provider(s)/Operators

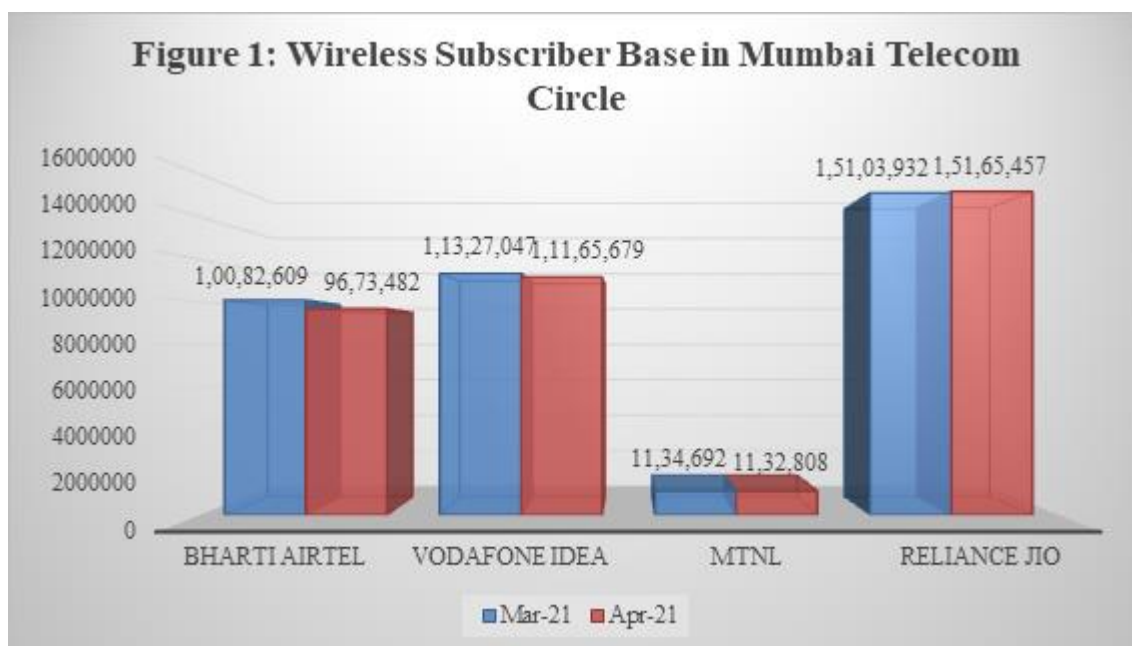
Telecom Circle: Licensed Service Areas of TSPs.

Wireless Telecom Subscribers: Mobile Phone users/Customers of TSPs.

ARPU: Average Revenue Per User

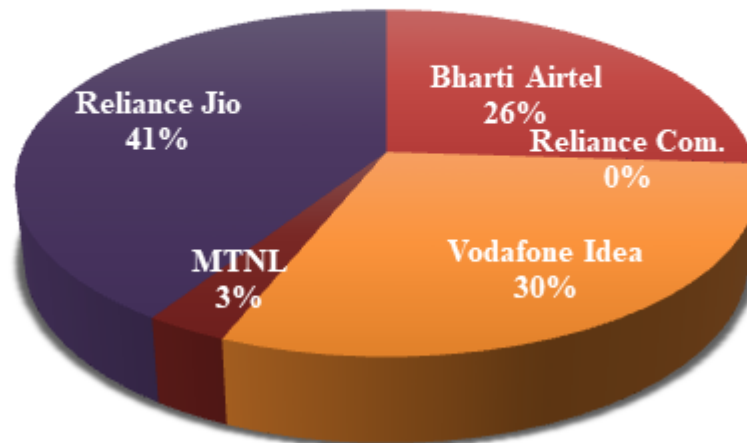
INTRODUCTION

India's telecom sector is not only one of the largest but also among the fastest-growing networks in the world. The subscriptions have shown dramatic growth at times touching 20 million in a month. Between 2001 and 2010, subscribers grew by 33 percent annually. In 1999, when the New Telecom Policy was announced, there were thirteen 2G technology-based private mobile service providers. By 2019, exits and consolidation had reduced the number of operators to eight. Today, telecom networks are the backbone of India's digital economy with 4G technology firmly in situ in all private networks. The country-wide lockdown due to COVID-19 unambiguously established the centrality of communications in maintaining economic activity and elevated its growth impacts. (Competition Commission of India, 2021)



Adapted from (TELECOM REGULATORY AUTHORITY OF INDIA, 2021)

Figure 2
Telecom Market Share Mumbai Circle as of 30th April 2021



Adapted from (TELECOM REGULATORY AUTHORITY OF INDIA, 2021)

Figure 1 shows the loss and gains of wireless subscriptions in Mumbai Telecom Circle from March-21 to April-21. During this period Bharti Airtel, Vodafone Idea (VI) and MTNL lost 4,09,127, 1,61,368, and 1,884 subscribers respectively whereas Reliance Jio gained 61,525 subscribers. This competitive environment has driven many TSPs out of the market by dissolutions/mergers/acquisitions and only three major TSPs are left in the market. Reliance Jio the newest entrant in the market has the highest market share followed by Bharti Airtel, Vodafone Idea, and MTNL (Figure 2). Reliance communication has a negligible subscriber base of 861 subscribers.

Due to this fierce competition among the TSPs, it is very important to provide the best quality of service to their customers or else risk losing them to other TSPs which has been made more convenient with Mobile Number Portability (MNP).

Service Quality

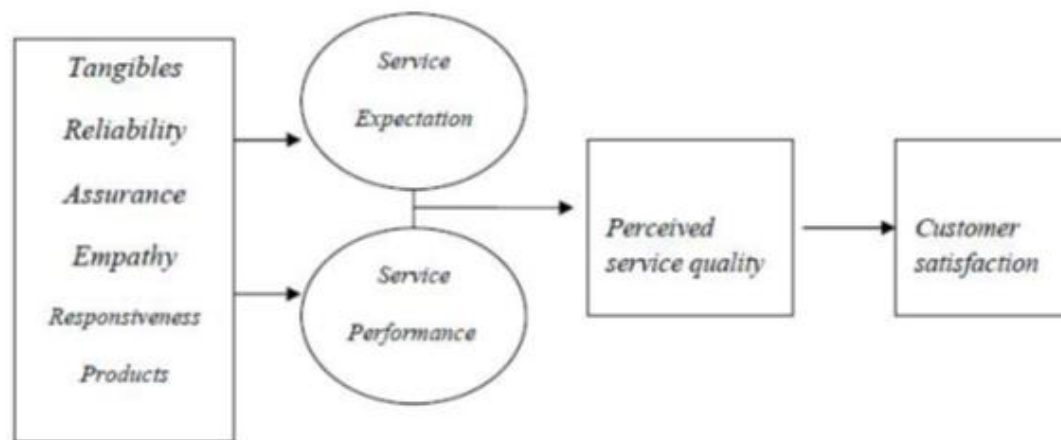
Parasuraman et al., (1985) define service quality as “The discrepancy between consumers' perceptions of services offered by a particular firm and their expectations about firms offering such services”

Service quality is extremely important for businesses as it not only increases customer satisfaction levels but also helps the firms achieve high brand loyalty and profits. It gives voice to the most important stakeholder of the organization – the customer (Minh et al., 2015, as cited by Mishra 2020).

SERVQUAL as a tool for measuring Service Quality.

The SERVQUAL instrument (questionnaire) developed by Parasuraman et al., 1988 is one of the most widely used surveys for capturing service quality. They consider service quality as a multidimensional concept, and state that it is a consumer's global judgment, resulting from the comparison between "expectations" about the service they will receive with the "perceptions" about the company's performance.

The SERVQUAL instrument assesses customers' perceptions and expectations toward five service quality dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy & has a variety of potential applications it can help a wide range of services and retailing organizations in assessing consumer Expectations about and perceptions of service quality. It can also help in pinpointing areas requiring managerial attention and action to improve service quality. (Parasuraman, Zeithaml, & Berry, 1988)

Figure 3: SERVQUAL Model

$$\text{Service Quality} = \text{Consumers' Perceptions} - \text{Consumers' Expectations}$$

(From Parasuraman et al., 1988)

OBJECTIVE OF THE STUDY:

The objective of this research is to measure service quality and assess the customer satisfaction of telecom service providers/telecom operators in the Mumbai telecom circle.

HYPOTHESIS:

H₀: There is no statistically significant difference between the expectations and perceptions of wireless subscribers (customers) of Telecom Service Providers in Mumbai Telecom Circle.

H₁: There is a statistically significant difference between the expectations and perceptions of wireless subscribers (customers) of Telecom Service Providers in Mumbai Telecom Circle.

NEED FOR THE STUDY:

Due to intense competition, increasing subscribers, tele density, falling ARPUs in the telecom sector in India, TSPs must provide the best possible service to their existing customers to retain them and attract new ones through recommendations.

Survey findings confirm customer preference for Quality of Service. Consumers ranked network coverage followed by customer service, tariff packaging, and lower tariffs as the most important factors for preference of a particular network (Competition Commission of India, 2021).

It becomes crucial during the present lockdown situation where most of the population/businesses rely on telecommunication services. Further, these days if customers are not satisfied with the services provided by their existing TSP, they can easily switch to another TSP with the same mobile number (MNP) as it has eliminated hassles of distributing new contact number to other people. This competitive environment forced many TSPs either to exit the market or merge with other TSP. To provide the best possible service a business needs to continuously monitor its quality of service and customer satisfaction levels. This study attempts to assess both these for TSPs in Mumbai Telecom Circle through SERVQUAL instrument as it will help TSPs to find whether their customers are delighted, satisfied, or dissatisfied with their services and help them to take corrective action in the dimension where there is a gap.

RESEARCH METHODOLOGY:

The SERVQUAL instrument given by Parasuraman et al., (1988), was adapted to develop the questionnaire for this study, and the opinions and feelings of customers towards their TSPs were collected besides demographic information. To obtain a weighted SERVQUAL score, respondents were asked to allocate points summing up to 100 among the five dimensions according to the relative importance they place on each of them.

The questionnaire was distributed to 54 Wireless Telecom Subscribers in Mumbai Telecom Circle for data collection. Further data was put to the Reliability test then gap scores were calculated using Paired t-test in SPSS software. Average Unweighted and Weighted SERVQUAL scores were calculated as per instructions accompanying the SERVQUAL instrument.

DATA ANALYSIS & INTERPRETATION:

Table 1: Descriptive Statistics:

Demographics		Frequency	Percentage
Age (in years)	Below 20	25	46 %
	20 to 30	19	35 %
	Above 30	10	19%
Gender	Female	27	50 %
	Male	27	50 %
Educational Background	Undergraduate	30	55 %
	Graduate	9	17 %
	Postgraduate	15	28 %
Occupation	Self-employed	3	06 %
	Service	16	30 %
	Student	35	64 %
Primary SIM Card	Reliance Jio	24	44 %
	Vodafone Idea	12	22 %
	Airtel	16	30 %
	MTNL	2	04 %
Secondary SIM Card	Reliance Jio	11	20 %
	Vodafone Idea	10	19 %
	Airtel	15	28 %
	None (Use only 1 SIM)	18	33 %

Reliability & Validity:

Table 2: Reliability Coefficient (Cronbach's alphas)

Dimension	Cronbach's alphas for Expectation (22 items)	Cronbach's alphas for Perception (22 items)
Tangibles	.902	.947
Reliability	.959	.954
Responsiveness	.977	.959
Assurance	.968	.969
Empathy	.958	.974
Cronbach's alpha for all 44 items		.983

Cronbach's alpha is the measure used for establishing the internal consistency reliability. A Cronbach's alpha of 0.7 or greater is indicative of a high internal consistency of the instrument to establish the reliability of the research tool. Commonly accepted levels of Cronbach Alpha values are Excellent ($\alpha > 0.9$), Good ($0.7 < \alpha < 0.9$), Acceptable ($0.6 < \alpha < 0.7$), Poor ($0.5 < \alpha < 0.6$), Unacceptable ($\alpha < 0.5$) (Kline, 2000; George & Mallery, 2003 as cited in Bhatnagar, Kim, & Many, 2014). Table 2 shows Cronbach's alphas of Expectations, perceptions along with overall value for 44 items. All values are above 0.9 hence the instrument used proven to be reliable.

The scale validity refers to the extent to which the scale truthfully measures the concept that it is supposed to measure (Zikmund et al., 2013 as cited by Almomani, 2017). Both content validity and convergent validity of the SERVQUAL scale were assessed and proved by Parasuraman et al. (1988).

Table 3: Calculation of Gap and SERVQUAL Scores

Dimension	Items	Perception Mean (P)	Expectation Mean (E)	Gap Scores (P-E)	Mean Gap Score for Dimension	P(T<=t) two-tail (t-Test)
Tangibles	TA1	5.09	5.06	0.03		
	TA2	5.17	4.72	0.45		
	TA3	5.28	5.07	0.21		
	TA4	5.35	4.89	0.46	0.29	0.06
Reliability	RL1	5.06	5.74	-0.68		
	RL2	5.24	5.83	-0.59		
	RL3	5.33	5.52	-0.19		
	RL4	5.35	5.57	-0.22		
	RL5	5.28	5.54	-0.26	-0.39	0.01
Responsiveness	RN1	5.37	5.65	-0.28		
	RN2	5.22	5.57	-0.35		
	RN3	5.35	5.72	-0.37		
	RN4	5.17	5.57	-0.4	-0.35	0.00
Assurance	AS1	5.19	5.65	-0.46		
	AS2	5.44	5.67	-0.23		
	AS3	5.37	5.44	-0.07		
	AS4	5.39	5.70	-0.31	-0.27	0.04
Empathy	EM1	5.33	5.44	-0.11		
	EM2	5.41	5.26	0.15		
	EM3	5.24	5.31	-0.07		
	EM4	5.33	5.48	-0.15		
	EM5	5.33	5.57	-0.24	-0.08	0.26
Unweighted Average SERVQUAL score:					-0.16	

Parasuraman et al. (1988) suggested that the positive score of the gap between customers' perceptions and expectations indicates that service quality met or exceeded customers' expectations of the respective dimension, while the less negative the score the higher level of perceived service quality. According to them

- If Perception(P) exceeds Expectation(E) i.e. (P-E>0), then perceived quality is more than satisfactory and the customer is deemed to be delighted.
- If Perception is equal to Expectation i.e. (P-E=0), then perceived service quality is satisfactory.
- If Perception is less than Expectation i.e. (P-E<0), then perceived service quality is dissatisfactory or unacceptable.

Considering these, the following inferences can be drawn from Table 3.

- A positive gap score of 0.29 is observed for Tangibility. Therefore, we can say customer's perception exceeded their expectations and they were delighted with the Equipment, Physical facilities, and appearance of TSPs Stores/Outlets/Galleries.
- The largest gap score of -0.39 can be observed for Reliability Dimension. Hence, we can infer that customers' perception was very low compared to their expectations of relying on their TSPs and the TSPs were not able to perform the promised service dependably and accurately.
- The second-largest gap score of -0.35 is observed for the dimension of Responsiveness which means customers' perception was low compared to their expectations. This means the staff of TSPs have are not always eager to help customers as they are too busy. This also indicates that TSPs' a smaller number of staff for handling or responding to queries/enquiries/grievances.
- The third-largest gap score of -0.27 can be seen for Assurance Dimension. Here also customers' perception is less compared to their expectations of assurance from TSPs. TSPs' staff fail to answer customers'

questions due to lack of knowledge which makes customers underconfident about their services and unsafe for transactions with them. A small gap is observed for courteous behavior of staff with customers. All this adds up to indicate a lack of proper staff training.

5. The smallest gap score of -0.08 exists for the dimension of Empathy indicating shortcomings concerning it on the part of TSPs and their staff. Hence it can be inferred that TSPs fail to understand the specific needs of their customers and are unable to give personal attention to customers confirming the interpretation of the Responsiveness Dimension of having less staff compared to the number of customers. TSPs fail to keep the best interest of customers and provide a convenient time of operations.
6. The customer is dissatisfied with all dimensions except tangibles. An overall gap score of -0.16 indicates that subscribers are dissatisfied with the service provided by TSPs.

Table 4: Calculation of Weighted SERVQUAL Score

SERVQUAL Dimension	Score from Table 3 (A)	Importance Weight (B)	Weighted Score (A x B)
Tangible	0.29	0.23	0.07
Reliability	-0.39	0.21	-0.08
Responsiveness	-0.35	0.19	-0.07
Assurance	-0.27	0.21	-0.06
Empathy	-0.08	0.16	-0.01
Weighted SERVQUAL Score			- 0.15

The weighted SERVQUAL score for the various dimensions explains the degree and magnitude of satisfaction or dissatisfaction as compared to the gap score since the respondent is allowed to include his or her points in order of importance to the dimensions. Hence, to obtain a weighted SERVQUAL score, respondents were asked to allocate points summing up to 100 among the five dimensions according to the relative importance they place on each of them. (Mensah, Damoah, & Aidoo, 2012)

From table 4, it can be seen that Tangibles was given the highest importance by the respondents with a weight of 23%, followed by Reliability and Assurance (both 21%), then Responsiveness (19%) with Empathy given the least weight of 16%. Table 4 also shows Weighted SERVQUAL for each dimension. It can be observed that Reliability (-0.08) is most deficient followed by Responsiveness (-0.07), Assurance (-0.06), Empathy (-0.01), and Tangibles with the lowest value (0.07). The values for the SERVQUAL weighted score indicate how much each dimension was deficient in contributing to the satisfaction of Wireless Telecom Subscribers in Mumbai Telecom Circle. (Mensah, Damoah, & Aidoo, 2012) The overall weighted SERVQUAL score is -0.15. This means that subscribers are dissatisfied with the services received from TSPs.

HYPOTHESIS TESTING:

Table 5: t-Test: Paired Two Sample for Means		
	<i>Variable 1</i>	<i>Variable 2</i>
Mean	5.285909091	5.453181818
Variance	0.010396753	0.083927489
Observations	22	22
Pearson Correlation	0.154574044	
Hypothesized Mean Difference	0	
df	21	
t Stat	-2.688045042	
P(T<=t) one-tail	0.006884911	
t Critical one-tail	1.720742903	
P(T<=t) two-tail	0.013769821	
t Critical two-tail	2.079613845	

Paired sample t-Test was used for testing the hypothesis. The p values for all the dimensions are given in table 3 for readers' interpretation. Table 5 indicates t-Test: Paired Two Sample for Means for overall Perception and Expectation. It shows a p-value of 0.013 which is less than 0.05 therefore, the null hypothesis should be rejected, and the alternate hypothesis should be accepted. Hence, we can conclude that there is a statistically significant difference between the expectations and perceptions of wireless subscribers (customers) of Telecom Service Providers in Mumbai Telecom Circle.

CONCLUSION:

This study concludes that wireless subscribers/customers of Telecom Service Providers in Mumbai Telecom Circle are dissatisfied with overall services provided as there is a negative gap/difference between their Perception and Expectation. Therefore, a few recommendations/suggestions for TSPs are given below to improve their services and increase customer satisfaction by minimizing this gap.

RECOMMENDATIONS:

1. TSPs are doing great in terms of visual appearances of their layout, furniture, equipment in their shop/store/gallery. It is recommended that they monitor the tangibles dimension to prevent a shortfall in any of the factors.
2. TSPs should train their employees to enable timely fulfilment of promises made by them sincerely with enthusiasm and resolution of customers' queries and grievances. Errors on part of TSPs should be minimized.
3. TSPs should increase their staff to facilitate timely response to a customer's query/enquiry. They can also introduce performance-based incentives to motivate employees and develop willingness among them to help customers.
4. TSPs should provide plenty of training to their staff ensuring adequate knowledge about Services, offers, packages, policies, and resolutions.
5. TSPs should not only focus on the most common issues but also on specific needs at an individual level. If customers' interest is given top priority, it may help to retain them, build loyalty, and therefore profits. The above recommendations should be acted upon in sequence of 2nd, 3rd, 4th, 5th, and 1st for immediate and effective impact on customers' perceptions (Table 4).

LIMITATIONS OF THE STUDY:

1. The Sample Size of 54 may not represent the universe accurately.

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**ROLE OF MICROFINANCE IN THE EMPOWERMENT OF UNORGANISED WOMEN WORKERS
IN THANE DISTRICT**

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Ghatkopar (E)**ABSTRACT**

The present study has been undertaken to study the role of microfinance in the empowerment of unorganized women workers in Thane district. For this purpose micro finance assistance available, influence of micro finance for their empowerment, the problems faced by them while getting micro finance assistance and to examine the association between the problems faced by the unorganized women workers. The present study is a research based on survey method. The primary data has been collected from unorganized women workers through interview schedule. The researcher used a descriptive design. The primary data were collected from the respondents working in unorganized sector. They were interviewed face to face by the researcher using an interview schedule. The secondary data were collected from women workers working with the unorganized sector. Relevant websites, periodicals and news papers also reviewed. The population comprises women workers of unorganised sectors in Thane District. A stratified random sample was chosen for collecting the data from the women workers in unorganised sectors. The whole population was divided into five segments such as Handicraft and Handloom, Tailoring, Construction, Street vendors and Domestic workers. The researcher has selected 150 women workers in unorganized sectors in Thane district. It is concluded that the Microfinance in Thane district has brought forth prospective fruits in the lives of the unorganized women workers. It has brought in positive changes in terms of social, economic and personal aspects of the unorganized women workers concerned.

KEY WORDS: *Unorganised Sector, Women Workers, Empowerment and Micro Finance*

INTRODUCTION

The term 'unorganized' is often used in the Indian context to refer to the vast numbers of women and men engaged in different forms of employment. These forms include home-based work, self-employment, and employment in household enterprises, small units, on land as agricultural workers, labour on construction sites, domestic work, and many other forms of casual or temporary employment.

Microfinance institution dealing with financial services to the poor who help them not overcome poverty but also helps them to upgrade their skills. Women are facing some problems like gender biases, non cooperation, hostile attitude towards working women, domestic violence, etc. So, initially social aspect of development was to help the women in their economic development was accorded utmost attention. Micro enterprises through microfinance are considered a mechanism based on its capacity to generate employment (with capacity building) and raised earnings (with income generating activities).

STATEMENT OF THE PROBLEM

The women workers in unorganized sectors are facing many problems such as unemployment, low wages, and irregular payment of wages, non availability of social security and welfare facilities, and exploitative working conditions. The unorganized women workers are facing several problems, such as poverty, illiteracy, unemployment, sickness, low wages and irregular payment of wages. Their socio-economic and health conditions are really bad. Microfinance is a better mechanism to reduce poverty gradually. It is seen that significant changes in the living standards of unorganized women workers have taken place in terms of increasing income, land, assets, borrowing, savings etc, Every microfinance institution has stories of women who not only are better off economically as a result of access to financial services, but who are empowered as well. Simply getting cash into the hands of women (by way of working capital) can lead to increased self-esteem, control and empowerment by helping them achieve greater economic independence and security, which in turn gives them the chance to contribute financially to their households and communities. This study is an attempt to assess the role of microfinance in the empowerment of unorganized women workers in Thane district.

OBJECTIVES OF THE STUDY

1. To assess the influence of microfinance in the empowerment of unorganised women workers.
2. To analyse the problem encountered by the unorganised women workers.

SCOPE OF THE STUDY

The present study has been undertaken to study the role of microfinance in the empowerment of unorganized women workers in Thane district. For this purpose micro finance assistance available, influence of micro finance for their empowerment, the problems faced by them while getting micro finance assistance and to examine the association between the problems faced by the unorganized women workers.

METHODOLOGY

The present study is a research based on survey method. The primary data has been collected from unorganized women workers through interview schedule. The researcher used a descriptive design. The primary data were collected from the respondents working in unorganized sector. They were interviewed face to face by the researcher using an interview schedule. The secondary data were collected from women workers working with the unorganized sector. Relevant websites, periodicals and news papers also reviewed.

SAMPLING DESIGN

The population comprises women workers of unorganised sectors in Thane District. The sampling unit was an individual respondent. A stratified random sample was chosen for collecting the data from the women workers in unorganised sectors. The whole population was divided into five segments such as Handicraft and Handloom, Tailoring, Construction, Street vendors and Domestic workers. The researcher has selected 150 women workers in unorganized sectors in Thane district.

ANALYSIS AND INTERPRETATION

Influence of micro finance assistance on the empowerment of unorganised women workers

Micro finance assistance may have its own influence the empowerment of unorganized women workers. The present study has made an attempt to examine it with the help of multiple regression analysis. The fitted regression model is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where

Y - Empowerment of unorganized women workers

X₁ - Score on household expenditure among the unorganized workers

X₂ - Score on family function expense among the unorganized workers

X₃ - Score on purchase of jewellery among the unorganized workers

X₄ - Score on purchase of land among the unorganized workers

X₅ - Score on purchase of vehicle among the unorganized workers

X₆ - Score on construction of house among the unorganized workers

X₇ - Score on education expense among the unorganized workers

b₁, b₂,.....b₅ –regression co-efficient of independent variables

e - error term

a - Constant

The influence of micro finance assistance on the empowerment of unorganized women workers has been examined at handicraft and handloom, tailoring, construction, street vendors, domestic workers and also for pooled data separately. The results are given in Table 1.

Table 1 Influence of micro finance assistance on the empowerment of Unorganised Women Workers

Sl. No	Independent Variables	Regression co-efficient in					
		Handicraft and Handloom	Tailoring	Construction	Street vendors	Domestic	Pooled data
1.	Household expenditure	0.1750*	0.1857*	0.1730*	0.2210*	0.2150*	0.1939*
2.	Family function expense	0.1740*	0.1745*	0.1450*	0.1780*	0.1470*	0.1637*
3.	Purchase of jewellery	0.1849*	0.1410*	0.1654*	0.1890*	0.1930*	0.1361*

4.	Purchase of land	0.0878	0.0904	0.0770	0.0520	0.0657	0.0745
5.	Purchase of vehicle	0.0360	0.0470	0.0675	0.0470	0.0536	0.0502
6.	Construction of house	0.0278	0.0330	0.0269	0.0800	0.0254	0.0386
7.	Education expense	0.0235	0.0270	0.0213	0.0423	0.0213	0.0271
	Constant	0.0997	0.2789	0.3213	0.4231	0.3320	0.2914
	R ²	0.6407	0.7420	0.9162	0.6584	0.5972	0.7109
	F-statistics	7.8994*	8.5078*	10.5089*	7.6543*	7.1436*	8.3428*

* Significant at five per cent level.

The significantly influencing micro finance assistance on the empowerment of handicraft and handloom, tailoring, constructions, street vendors, domestic workers are household expenditure, family function expense and purchase of jewellery since their regression co-efficient are significant at five per cent level. The changes in the influence of micro finance assistance explain the changes in the empowerment of the Handicraft and Handloom workers to an extent of 64.07 per cent.

The changes in the influence of micro finance assistance explain the changes in the empowerment of the tailoring workers to an extent of 74.20 per cent. The changes in the influence of micro finance assistance explain the changes in the empowerment of the construction workers to an extent of 91.62 per cent.

The changes in the influence of micro finance assistance explain the changes in the empowerment of the street vendors to an extent of 65.84 per cent. The changes in the influence of micro finance assistance explain the changes in the empowerment of the domestic workers to an extent of 59.72 per cent.

The analysis of pooled data reveals the importance of household expenditure, family function expense and purchase of jewellery in the determination of empowerment of the unorganised women workers.

Personal Problems among different categories of Unorganised Workers

In order to reveal the significant difference among the five different types of unorganized workers regarding the personal problems on the five statements, data relating to the personal problems of the respondents were collected and the one way Analysis of Variance (ANOVA) has been administered. The mean score on each statement obtained was calculated separately. The resulted mean score on the personal problems of the different types of unorganized workers and the respective “F” statistics are presented in Table 2.

Table 2 Personal Problems among different categories of Unorganised Workers -ANOVA

Sl. No	Personal Problems	Type of Unorganised Workers					F – Statistics
		Handicraft and Handloom	Tailoring	Construction	Street vendors	Domestic	
1.	Health problem	3.4516	3.7232	3.5977	3.2179	3.3208	4.021*
2.	Care of the children	3.5355	3.6518	3.0991	2.7308	2.4717	9.834*
3.	Poor support of family members	3.9419	3.7679	3.9913	3.9231	3.9057	0.688
4.	Lack of faith on failure	3.8645	3.8750	4.4694	4.4973	4.5768	5.650*
5.	Lack of self confidence	4.2065	3.9196	3.9038	2.9615	3.3585	8.378*

Source: Derived Data *-Significant at five per cent level

Table 2 shows that the “Domestic workers” encountered the personal problems as high on some of the aspects of personal problems are more than the “other categories of unorganized workers” since the respective mean scores on those selected problems were greater than others. The personal problems among the domestic workers were lack of faith on failure and poor support of family members since the respective mean high personal problems scores were 4.5768 and 3.9057 respectively. Among the “Handicraft and Handloom workers” high personal problems were lack of self confidence and poor support of family members since the respective mean scores were 4.2065 and 3.9419 respectively. Among the mean scores of the personal problems of the “Tailoring workers”, were lack of self confidence and lack of faith on failure since the respective means scores were 3.9196 and 3.8750. The “Construction workers” personal problems as very high on the problems namely lack of

faith on failure and poor support of family members since the mean scores are 4.4694 and 3.9913 respectively. The personal problems among the street vendors were lack of faith on failure and poor support of family members since the respective mean high personal problems scores were 4.4973 and 3.9231 respectively.

A significant difference among the five different categories of unorganized workers were identified regarding the personal problems on its various aspects especially health problem, care of the children, lack of faith on failure and lack of self confidence since the respective “F” statistics were significant at 5 per cent level. However the aspects like “poor support of family members” were found to be not significant.

Financial Problems among different categories of Unorganised Workers

In order to reveal the significant difference among the five different types of unorganized workers regarding the financial problems on the seven statements, data relating to the financial problems of the respondents were collected and the one way Analysis of Variance (ANOVA) has been administered. The mean score on each statement obtained was calculated separately. The resulted mean score on the financial problems of the different types of unorganized workers and the respective “F” statistics are presented in Table 3.

Table 3 Financial Problems among different categories of Unorganised Workers -ANOVA

Sl. No	Financial Problems	Type of Unorganised Workers					F – Statistics
		Handicraft and Handloom	Tailoring	Construction	Street vendors	Domestic	
1.	Inadequate finance	4.1742	4.7054	4.6939	4.6410	4.1768	23.579*
2.	Mode of payment	4.1419	4.6786	4.2653	4.0000	2.9057	31.111*
3.	High rate of interest	4.2456	4.6071	4.4198	3.6923	3.4717	19.350*
4.	No security	4.1613	4.5625	3.3615	3.6538	2.9057	29.937*
5.	Repayment	4.2581	4.7321	4.8717	4.7449	4.1323	27.329*
6.	Problems faced while availing loan	4.1161	4.7500	4.2624	3.5385	2.9590	38.789*
7.	Return is not sure	4.0581	4.4018	4.4286	3.8462	3.3019	17.425*

Source: Derived Data

Table 3 shows that the “Construction workers” encountered the financial problems as high on some of the aspects of financial problems are more than the “other categories of unorganized workers” since the respective mean scores on those selected problems were greater than others. The financial problems among the construction workers were repayment and inadequate finance since the respective mean high financial problems scores were 4.8717 and 4.6939 respectively. Among the “Handicraft and Handloom workers” faced high financial problems were repayment and high rate of interest since the respective mean scores were 4.2581 and 4.2456 respectively. Among the mean scores of the financial problems of the “Tailoring workers”, were problems faced while availing loan and repayment since the respective means scores were 4.7500 and 4.7321. The “Street vendors” financial problems as very high on the problems namely repayment and inadequate finance since the mean scores are 4.7449 and 4.6410 respectively. The financial problems among the domestic workers were inadequate finance and repayment since the respective high mean financial problems scores were 4.1768 and 4.1323 respectively.

A significant difference among the five different categories of unorganized workers were identified regarding the financial problems on its various aspects especially inadequate finance, mode of payment, high rate of interest, no security, repayment, problems faced while availing loan and return is not sure since the respective “F” statistics were significant at 5 per cent level.

SUGGESTIONS

- It is very much essential to create awareness among women workers about the institutional support available to them to protect their rights.
- Efforts shall be made to change social outlook towards women in general and women workers in particular. Mass media can play a great role to change social outlook towards women workers.

- A comprehensive law is needed to protect the rights of women workers.
- Any kind of exploitation including sexual harassment of women workers is to be prevented and stringent action needs to be taken against the wrong doer.

CONCLUSION

The problems of unorganized women worker in the workplace are one of the major issues in the contemporary social problems. It has various factors to know the problems faced by the unorganized women workers. This is the time to give awareness about the problems of unorganized women workers rather than organized workers/professionals. When these levels of factors are equalized, then automatically the problems will be reduced. Their standard of living will also be increased with betterment life. It is concluded that the Microfinance in Thane district has brought forth prospective fruits in the lives of the unorganized women workers. It has brought in positive changes in terms of social, economic and personal aspects of the unorganized women workers concerned.

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A STUDY OF WOMEN FACULTY'S WORK-LIFE BALANCE WHILE WORKING FROM HOME DURING THE COVID-19 PANDEMIC

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ABSTRACT:

In all industries, the concept of work-life balance is a serious concern. Today's female professors have greater hurdles in striking a balance between their personal and professional lives. For the first time in the education sector, the COVID 19 pandemic scenario has introduced the concept of work from home. During the lockdown, educational institutions have urged faculty to work from home. During the lockdown, all family members were at home, no domestic help was available, and children had online classes, making it extremely difficult for women to balance their personal and professional obligations. The faculties feel entirely protected at home with their family in an uncertain scenario. On the other hand, it is extremely exhausting for women to juggle office job and family tasks at the same time. Striking a work-life balance can be difficult for women faculties who work from home. Although much research has been done on work-life balance in the past, this study focuses on work-life balance during the COVID 19 pandemic.

This study focuses on the reasons of work-family imbalance and the benefits of achieving work-family balance while working from home. Institutions must encourage work-life balance methods because women play such an important role in the home. The researcher discovered in this study that a small number of female faculties suffer from health concerns, thus they are pleased and satisfied working from home. In this situation, the researcher suggests that educational institutions devise certain strategies to promote work-life balance regulations and guidelines, with a focus on female faculties.

The descriptive study method was utilised to gather data on the quality of work-life balance among women faculties. The primary data was gathered using a well-structured questionnaire in the form of a survey. The information was gathered from 55 women faculties at Mumbai colleges.

KEY WORDS: *Work life balance, Women faculties, Covid-19, Work from home, Lockdown.*

INTRODUCTION:

The presence of a pandemic triggered by the coronavirus sickness rocked the world in 2020 (COVID 19). Covid-19 was originally discovered in India on January 31, 2020, in Kerala. The World Health Organization (WHO) labelled it a global pandemic on March 11, 2020. Following the WHO news, the Indian government imposed a nationwide lockdown to prevent the spread of the Corona Virus. As a result of this circumstance, work techniques have changed, including changes in how schools/colleges assign jobs and responsibilities to their teachers/faculties. Teachers and professors have been given permission to work from home by the government. Faculty members can carry out their work-related obligations and responsibilities from home using the work-from-home approach.

During the Lockdown, all family members were able to spend more time with one another. The concept of balancing work and personal life is known as work-life balance. Working women have been subjected to dramatic changes and instability as a result of the global COVID-19 pandemic. Working women found it difficult to care for their families while also fulfilling their professional obligations, especially when they lacked a paid domestic helper. It could be a positive journey for working women if educational institutions provide some work-life balance measures.

OBJECTIVES:

1. The purpose of this research is to look into the obstacles that women faculties experience when working from home.
2. To make recommendations for improving the work-life balance of women faculty members during the COVID 19 pandemic.

WORK FROM HOME – ANALYTICAL FRAMEWORK:

Based on a survey of work from home, teleworking, telecommuting, e-working, and remote work, the analytical framework for this study was constructed. The framework was created to conduct an examination of work from home among women faculty members during the COVID-19 pandemic, in order to determine

whether this work arrangement will remain a temporary response to extraordinary circumstances, or whether it will become a permanent arrangement. To begin, the suggested framework associates work from home during COVID 19 with two factors: professional life and personal life. The researchers want to see how these variables affect working from home. Second, it is linked to important results on work and personal life domains that are demonstrated in various phases in order to study the influences of work from home on professional and personal life domains. The components of this framework are outlined in greater detail in Figure 1 below.

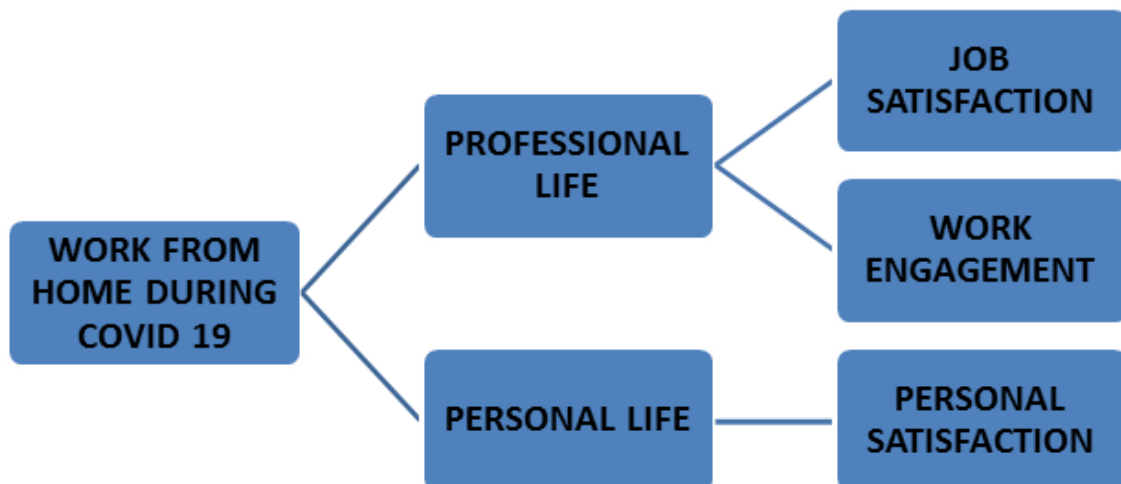


Figure 1: Analytical Framework

RESEARCH METHODOLOGY:

SAMPLE DESIGN:

For this study, the descriptive research method was used. The goal of the study is to determine the work-life balance of women faculties working from home during the COVID-19 pandemic given by the institution.

DATA COLLECTION:

Data is collected from two sources, viz, primary source and secondary source.

PRIMARY DATA:

The primary data was gathered using a questionnaire-based direct survey. During the COVID-19 pandemic, a questionnaire was sent out to women faculty members to determine their work-life balance while working from home.

SECONDARY DATA:

Secondary data and information were gathered from articles, publications, and research papers published in a variety of periodicals and on the internet.

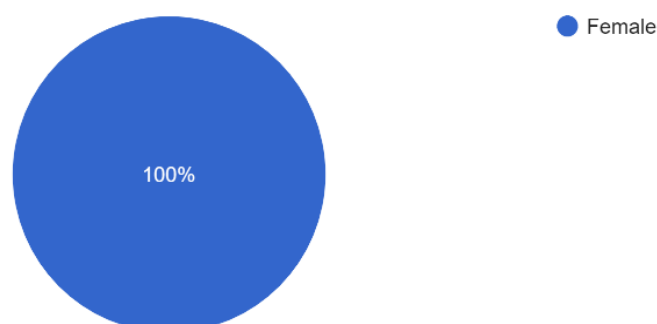
SAMPLE SIZE:

The research study's sample size is 55 working women faculties from Mumbai colleges in the education industry. The survey was conducted among these 55 women faculties, who were chosen at random.

DATA ANALYSIS AND INTERPRETATION:

Gender

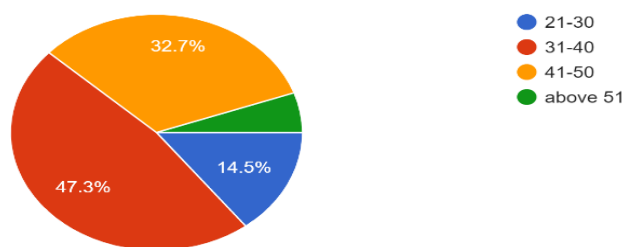
55 responses



As the study focuses on female faculties, data was obtained exclusively from female respondents through questionnaire.

Age

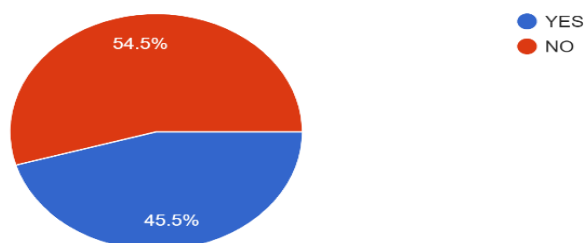
55 responses



It has been determined that 14.5% of women faculty members are between the ages of 21 and 30, 47.3% are between the ages of 31 and 40, 32.7% are between the ages of 41 and 50, and 5.5% are over the age of 51.

Do you prefer work from home?

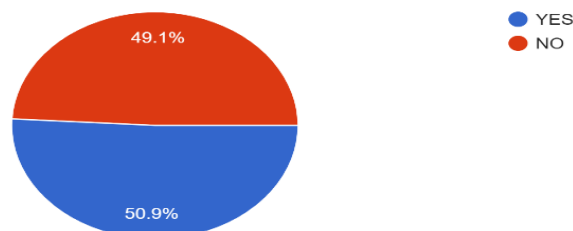
55 responses



54.5% women faculty members preferred work from home whereas 45.5% women faculties did not prefer work from home.

Is work from home helping you to maintain a balance between personal life and professional life?

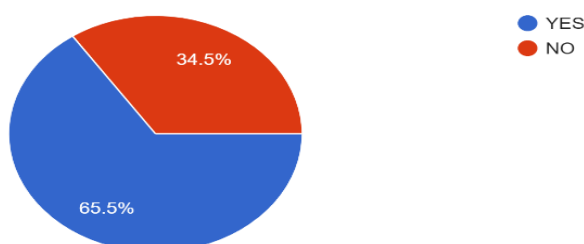
55 responses



Work from home is beneficial to 50.9% of female faculty members in keeping a balance between personal and professional lives. However, 49.1% of women said they couldn't create a work-life balance.

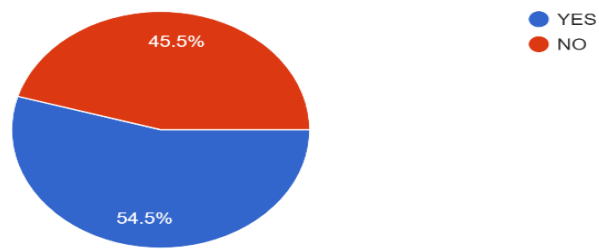
Are you going through frustration due to extra work-load of official duties and family responsibilities because of work from home?

55 responses



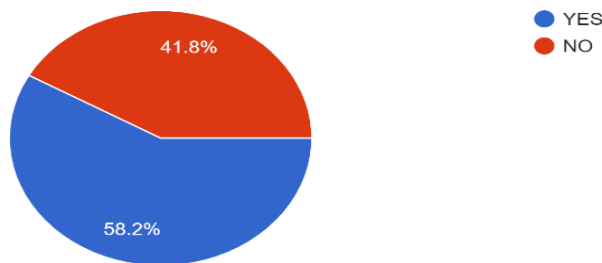
65.5% of female faculty members were frustrated by increased workloads from official obligations and family commitments, whereas 34.5% were able to handle both.

In case of work from home are you able to perform your responsibilities more efficiently from home as compared to your work place?
55 responses



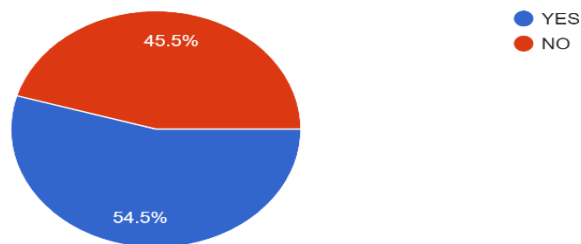
54.5% of female professors reported that they could execute their duties more efficiently from home, whereas 45.5% of female professors disagreed.

Did you undergo stress during work from home?
55 responses



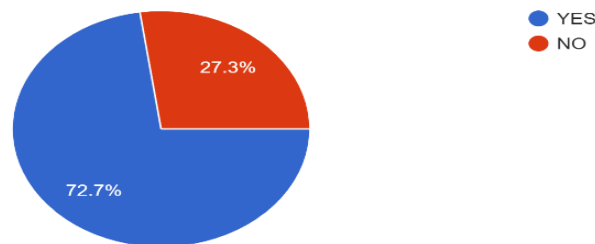
58.2% women faculties suffered stress during work from home but 41.8% do not feel the same.

Due to work from home are you able to spend quality time with your family?
55 responses



Because they work from home, 54.5% of women faculty members reported that they were able to spend meaningful time with their families. This statement is disputed by 45.5% of female professors.

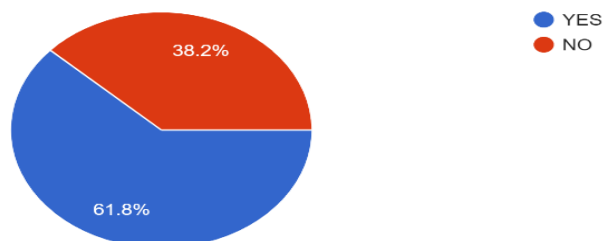
During work from home were you required to work for long hours, over time or even on holidays?
55 responses



72.7% of female professors said they were frequently expected to work long hours, overtime, or even on holidays, while 27.3% said they were only required to work long hours, overtime, or even on holidays on rare occasions.

Are you satisfied with the working flexibility during work from home?

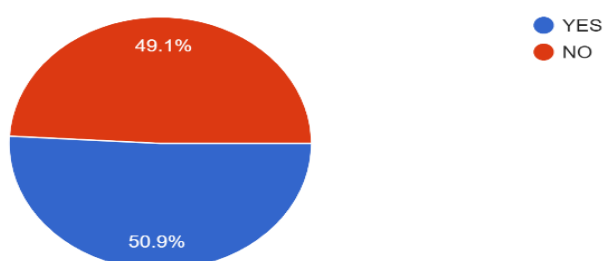
55 responses



61.8% women faculties agreed that they were satisfied with the working flexibility during work from home at the same time 38.2% disagree with this statement.

Did your college/institution provide flexible working hours for work from home?

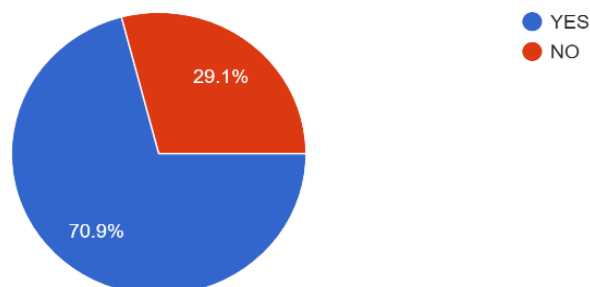
55 responses



50.9% women faculties observed that their respective college provided flexible working hours during work from home while 49.1% strongly disagree.

During work from home did you get help from your family members for domestic work?

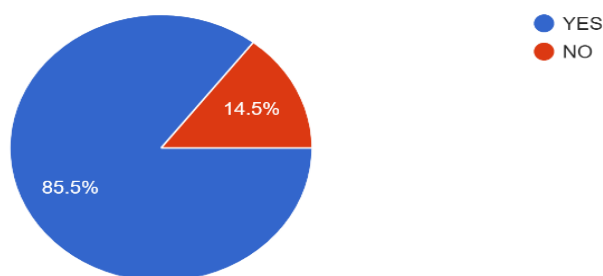
55 responses



70.9% women faculties said that they could seek domestic help from family members, whereas 29.1% disagreed.

During work from home were you able to complete your official tasks within the deadline?

55 responses



85.5% of female faculty members said they were able to fulfil their official tasks by the deadline, while 14.5% said they were unable to reach the deadline.

CONCLUSION:

In this pandemic circumstance, it's critical to investigate women's abilities and perspectives when working from home.

According to the current study's findings, respondents are female educators and working women who are willing to work from home if the work environment is appropriate and encouraging.

Institutions also have the option of providing flexible working hours to provide a better work environment, which may attract more women faculty to work from home due to enhanced job satisfaction and efficiency.

The study discovered that the majority of women professors are comfortable and satisfied with the work-from-home opportunities provided by their individual universities. Although some female faculty members have modest worries or challenges with working from home, the majority of them are able to effectively manage their work-life balance.

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LOCK YOUR STRESS AND UNLOCK YOUR JOY

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ABSTRACT

Pandemic has not only caused economic imbalance in the society but also caused social disruption worldwide.

Handling stress was not something new for human beings, and to take break from the monotonous life and to handle stress people had many options before pandemic, like family and friends get together, visit to native place during vacation, short tours, long tours, trip to foreign countries, going to malls, watching movies, dine out and many more things to balance the professional and personal life.

But pandemic closed all the doors, people were forced to lockdown themselves to avoid getting infected by Corona virus, which resulted into work from home culture, online teaching learning, online shopping and so on. All this resulted into stress in life.

As Government announced phase wise unlocking of some of the sectors, and with the concept of new normal, people started moving back to normal life.

No doubt stress is part of living we can never be able to get total rid of it, but we can take small intervals between our work so as to spend some quality time with our loved ones, rejuvenate ourselves and regain the enthusiasm to work with full potential and concentration.

Key words: Stress and tour. LOCK YOUR STRESS AND UNLOCK YOUR JOY

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INTRODUCTION

As soon as the pandemic has hit the world and all the sectors are in a pause mode. In fact, some sectors were affected so adversely that they even found it difficult to sustain in the market. Pandemic has not only caused economic imbalance in the society but also caused social disruption worldwide. Pandemic badly affected many factors such as, growth of GDP, increase in unemployment, salary cuts and many more. Even though the problems were visible, mankind was helpless as it was a fight between humans and viruses. The situation was slowly and steadily getting out of control due to an increased number of cases and deaths. This whole scenario was very disturbing and stressful for everyone.

Handling stress was not something new for human beings as everyone has their own level of stress as people working in corporate had stress of completing the targets allotted to them on time, teachers had the stress to provide proper guidance to the students and prepare them for examinations, students had the stress of studies and examination so as to come out in flying colours, even the homemakers had stress of managing the house and taking care of everyone in the house. As the stress was present earlier also in everyone's life but they even had the opportunity of taking a break and going out on a vacation with family and friends so as to refresh themselves and release stress. But the pandemic closed all the doors of fun and joy. In fact, it added new challenges for mankind such as adapting to the new normal.

RESEARCH METHODOLOGY

This research paper is based on self-report of visit to Club Mahindra Netrang, Gujarat and secondary data collected from various websites.

There are basically three main sectors in an Indian economy Primary, Secondary and Tertiary sector -which is also called a Service Sector. Tourism and hospitality industry is a part of the Service Sector. All the sectors were affected but one of the most affected sector was tourism as it requires most sectors for proper functionality like for reaching to a tourist spot transportation sector should be opened, for sightseeing tourist spots should be allowed to visit, interstate or intercountry norms should be relaxed, and the main reason is most of the tourism in India is based on the foreigners who add revenue to our country, foreigners visit India for seeing ancient monuments and culture, as due the lockdown announced stopped all the means of transportation from one country to another all the foreign tourism got badly affected.

CLUB MAHINDRA:

Club Mahindra Holidays was incorporated as Mahindra Holidays and Resorts India Limited (MHRIL) in 1996. It is a part of Leisure and Hospitality Sector of Mahindra Group.

In the year 1998 the MHRIL changed to a public limited company.

Club Mahindra opened its first resort at Munnar in the year 1998 and next resort in the year 1999 in Goa. At present Club Mahindra operates over 100+ resorts in India and overseas destinations and it is even affiliated with over 4,500 RCI resorts.

CLUB MAHINDRA RESORT – NETRANG GUJARAT

Netrang's Resort of Club Mahindra is a perfect getaway with family and friends. It is fully covered with greenery and nature which provides fresh air helping one to rejuvenate. It also provides various facilities and enjoyments for all ages of guests. There are many routes to reach this destination like its approximately 110 km from Surat, 62 kms approximately from Bharuch railway station, 54 approx. kms from Ankleshwar. The best way to reach here is by road as you can enjoy the environment and feel the freshness of nature.

This property is recently launched property, this property is take over property by Club Mahindra and came into operation for guests from March 2021, as per information from the local people after it is taken over by Club Mahindra there is total change in surrounding, as this property is fully booked and there is waiting for the members to get booking this is due to Statue of Unity, the most popular place to visit, which is near Kevadia City, approx distance is 71 kms from Netrang Resort. Statue of Unity, the tallest statue in the world of the Great Independence Activist Sardar Vallabhbhai Patel, its height is 182 meters. There are many other attractions also like Sardar Sarovar Dam, Valley of Flowers, Pets Zone, Cactus Garden, Butterfly Garden, Riverfront Cycling, River Rafting, Unity Glow Garden, Jungle Safari, Vishwa Van, Ekta Cruise and many more.

SELF-REPORT

We visited Club Mahindra Resort – Netrang Gujarat in the month of September 2021, the way to the resort is beautiful and full of natural beauty and lots of greenery, due to the rainy season. As soon as we reached the entry level that is the main gate there is a thermal check, cross confirmation from the reception about our booking and then only we were allowed to drive-in.

From the main gate to the reception area, it's about 1 km distance but this kilometre of road is fully covered with a different variety of plants and trees. This area makes one feel like living on the bed of nature. As the guest reaches the reception area their luggage is collected and sent for proper sanitization before shifting it to their respective rooms.

As we entered in the reception area the staff first offered us a seat and a welcome drink after that they started the check-in procedure in which they checked and followed all the covid protocol allotted by the government such as checking the certification of both the doses of vaccination that means the guest must be fully vaccinated or else, they must carry negative report of RT-PCR which was taken 24 hours prior the check-in. The staff was very humble and helpful for guiding the procedure and even did a quick check-in.

There are 60 rooms in total, which are of two types: (1) Studio Rooms 28 in number (2) Studio Kitchen 32 in number. After the check-in process one of the staff accompanied us to guide us towards our allocated room booked by us on their website and another staff dropped our sanitized luggage in our room. The room booked by us was a Studio Room. The room was very spacious and clean. There were all facilities available in the room such as air conditioner, geyser, kettle, television and an intercom for 24 hours assistance.

As the resort was recently taken under the banner of Club Mahindra many activities were yet to start and some activities were stopped in order to follow the covid guidelines. There were many various facilities available in the resort such as Gym, Spa, Happy Hub, Swimming Pool and an Adventurous Park but when we visited only Happy Hub and Swimming Pool was fully operated.

The swimming pool was divided into two parts one for adults that had a depth of 5 fts and one for younger kids which was about 2 fts. The management of the pool was done very efficiently as the water of the pool was getting cleaned again and again. The other activity was Happy Hub in which various kinds of board and table games were kept which we could play or learn under the guidance of the resort staff. It also had some extra hall space if we wanted to arrange some small function or for the resort members to arrange some fun games.

As we visited in the month which had the festival of Lord Ganesha on 10th September the resort arranged a pooja of Lord Ganesha for the guests who were in the resort on that day to value the feelings and spirituality of

guests in the mini hall present in Happy Hub. The pooja and the devotees chanting the name of Lord Ganesha in the resort which was located in the bed of nature made the whole atmosphere full of worship and purity.

The resort also had a wonderful restaurant called Spice which served delicious and a variety of food. It served both vegetarian and non-vegetarian food and also Jain food. The restaurant had buffet facilities as well as a la carte. We were free to choose our option. There was also a facility of room service which means the food ordered by us will be delivered in our room so that we can eat the food in our comfort zone.

The resort also had a fantastic ambience which is proper for a photo shoot and sitting and chilling with our loved ones.

The resort is in an isolated area where there is less connectivity with the network. There were only 3 service providers which worked but not in all the areas of the resort—Jio, BSNL and Vodafone. Other than that, the resort provided free Wi-Fi facility for their guests in the reception area. Staying in this resort will really cut off all the stress for the duration of your stay as no work call or message can reach you due to network issue.

CONCLUSION

Lastly, I would like to conclude by stating that stress is part of living we can never be able to get total rid of it, but we can take small intervals between our work so as to spend some quality time with our loved ones, rejuvenate ourselves and regain the enthusiasm to work with full potential and concentration.

Let travel wash away the stress of life

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**IMPACT OF PANDEMIC ON TEACHING AND E – LEARNING: ISSUES AND CHALLENGES
FROM TEACHERS’ AND STUDENTS’ PERCEPTIONS**

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ABSTRACT

The impact of Pandemic situation and the Lockdown period can be touched in every possible field and one such field is education. Education is a form of learning in which the knowledge, skills and behaviours of people are transformed from one generation to next through teaching, training and research. The period of 21st century is regularly regarded as the period of technology. Today, technology plays an important role in every aspect of life. In Covid 19 Pandemic situation it is possible only through technology that education can be brought to the student’s appearance. All university & College students in India had adopted the E - Learning. They required to adapt themselves to new learning and environmental conditions that are different from offline classrooms. These new environmental conditions could be uncomfortable. This have an impact on the students’ learning and their academic performance. The current study purpose is to determine the impact of the Pandemic on Teaching and E – Learning. This study expresses the issues or challenges faces by the teacher as well as students. Thus, the current study purpose is to shows ways to overcome from the issues & challenges face by them. These findings are important due to the technological shift that college, universities are currently facing. As a conclusion, the positive atmosphere perception should be required from teacher’s as well as from student’s side.

Key Words: Covid 19, Lockdown, Technology Issues & Challenges, E – Learning, Education, Online Class.

1. INTRODUCTION: -

The India’s Prime Minister Mr. Narendra Modi ordered a nationwide lockdown for 21 days on 24 March 2020. Movement of the whole 1.3 billion population of India has been restricted as a preventive measure against the COVID – 19 pandemics. The impact of Pandemic situation and the Lockdown period can be touched in every possible field and one such field is education. Currently, Technology plays a very important role in education. But Technology has a positive impact on education and at the same time may also pose negative effects. Learning has been simplifying and can be carried all about without learner been hindered whenever he/she felt learning needs to take place. It is remarked that the COVID – 19 pandemics has impacted on the academic performance of university students who take online classes.

Background of the Study: - In such Covid 19 Pandemic situation, people talked more about the negative aspect of the E - Learning than the good side of it. Now a days the perception of teachers & students towards E – Learning is hopeful. But it is noticed that Covid 19 Pandemic situation has impacted on the academic performance of teachers as well as students who take E – Learning.

Purpose of the Study: - The purpose of this study is to establish the impact of Covid 19 Pandemic situation on E - learning and how it influences teachers & Students at large. The proper Learning will depend on Student’s and teacher’s effort toward effective use to produce desire practical experience & moulding behaviour of Students. Every fruitful society shows their value and any successful students show how good they are by their results. The good aspect of E - Learning is more than the bad aspect. It needs to be addressed by the Students, Teacher, Parents & society. As a result, this study will establish the success of E – Learning with the help of various tools in teaching and learning process in Covid 19 Pandemic Situation.

2. LITERATURE REVIEW: -

Influence of COVID – 19 on Students’ Academic Performance: -

Some authors around the world took research on the impact of COVID – 19 on E - Learning of students.

For example, Gonzalez et al. analysed the effects of the COVID-19 confinement on the autonomous learning performance of students in higher education. Students in the experiment group who took online classes as a consequence of the confinement. In this found that this confinement had a significant positive effect on the academic performance of students, which helped to improve students’ learning strategies to a more continuous habit, improving their efficiency.

Similarly, Adnan and Anwar studied the attitudes of college students in Pakistan towards online classes during the COVID – 19 pandemics. Students’ perspectives revealed that, in underdeveloped countries like Pakistan, online classes cannot produce desired academic performance, due to most students are unable to access the

Internet & faces problems, such as response time, absence of traditional classroom socialization, and lack of face – to – face interaction with the teacher.

In a universal research with a sample of 30,383 university students from 62 countries, Aristovnik et al. analysed how students realize the impact of the COVID-19 pandemic in several factors affecting their lives at a global level. Their study revealed that students were more satisfied with the support provided by teaching staff and public relationships of their universities.

& Last Arturo Realyvasquez-Vargas Author remarked that the COVID – 19 worldwide pandemics has not affected only university students, but also higher education teaching institution staff, whose job performance may consequently affect their sustainability. To sum up, previous research has shown that during COVID -19 students from all over the world have had to adapt to the new conditions of Colleges, which can consequently have an impact on their academic performance.

3. OBJECTIVES OF THE STUDY: -

3.1. To study the impact of Covid – 19 Pandemic on E – Learning.

3.2. To study the ICT tools used by teacher's in Covid – 19 Pandemic for E – Learning.

3.3. To study the issues & Challenges of E – Learning During Covid – 19 Pandemic from teacher's perspective.

3.4. To study the issues & Challenges of E – Learning During Covid – 19 Pandemic from student's perspective.

3.5. Suggest the ways to overcome from issues & challenges.

4. SCOPE OF THE STUDY: -

This paper will help the:

4.1 **Teacher:** - To understand the student's perspective about the E - Learning. Issues & challenges face by students in E- Learning. Way to cope up with issues & challenges.

4.2 **Student:** - To understand the teacher's perspective about the E - Learning. Issues & challenges face by teacher in online teaching. Way to cope up with issues & challenges.

4.3 **Educational Institute:** - To understand the teacher's & student's perspective about the E – Learning. Issues & challenges face by teacher as well as student in online teaching & Learning.

4.4 **Educational Department:** - To Framing the policies for E – Learning.

4.5 It has scope at national level.

5. LIMITATION OF THE STUDY: -

Though there is a scope of study, it has some limitations. It is limited to maximum Samples are collected only from Mumbai, Palghar district & Thane district.

6. METHODOLOGY: -

Descriptive method is used as a method of study for present research. Primary data collected from 202 respondents using online questionnaire. Questionnaire is prepared in Google form. The questionnaire was based on 5 – point Linkert Scale ranging from: 5 = Always, 4 = Often, 3 = Sometimes, 2 = Rarely and 1 = Never. The responses are analysed through various mode like mean, S.D. frequency, and tabulated in the paper. The data of this qualitative study was collected from secondary source like different research e-journals, e-books, websites etc.

Sample: - Teachers & Students Learn in Lockdown taken as sample for the present study.

Data Collected: -

Primary data collected from 202 respondents using online questionnaire.

The responses are collected 101 from Teacher & 101 from Students from various Colleges & Universities

Table 1.1 sample for the study gender wise

Male	Female
100	102

Table 1.2 sample for the study Profile wise

Teachers	Students
101	101

Table 1.3 sample for the study Area wise

Rural	Urban	Tribal
92	70	40

7. FINDINGS & SUGGESTIONS: -**Table 2.1: - Teachers' Perceptions in teaching and E – learning during Covid – 19 Pandemic.**

No.	Questions	A	O	S	R	N	Mean	S.D.
1	Pupils focus more on their learning During Lockdown	9	30	48	13	1	3.33	2.91
2	Pupils try to learn with successfully	8	42	32	19	0	3.39	2.98
3	Pupils feel more independent in their learning	31	33	28	6	3	3.82	3.44
4	Pupils understand more easily what they learn	10	35	41	14	1	3.39	2.98
5	Pupils recall more easily what they have learnt	10	37	38	12	4	3.37	2.98
6	E Learning facilitates collective work between pupils	16	44	30	6	5	3.59	3.21
7	E Learning improves the experience atmosphere in pupils	18	52	17	9	5	3.68	3.31
						Overall	3.51	3.11

According to Table 2.1, the entire disclosures mean showed more than moderate level.

For the statement “Pupils focus more on their learning During Lockdown” $M = 3.33$, $SD = 2.91$,

“Pupils try to learn with successfully” $M = 3.39$, $SD = 2.98$,

“Pupils feel more independent in their learning” $M = 3.82$, $SD = 3.44$,

“Pupils understand more easily what they learn” $M = 3.39$, $SD = 2.98$,

“Pupils recall more easily what they have learnt” $M = 3.37$, $SD = 2.98$,

“E Learning facilitates collective work between pupils” $M = 3.59$, $SD = 3.21$

Finally, “E Learning improves the experience atmosphere in pupils” shows $M = 3.68$, $SD = 3.31$.

The mean level of expression statement was in between 3.33 to 3.82. While overall mean constraints are $M = 3.51$, $SD = 3.11$ which is at a more then moderate level.

Techers perception towards teaching is satisfactory. Teachers perception is not so negative towards the teaching & E – Learning during the Covid – 19 Pandemic. But still teachers have to developed their interest in teaching though Online mode.

Table 2.2: - Challenges face by teacher in Teaching during Covid – 19 Pandemic.

No.	Questions	A	O	S	R	N	Mean	S. D.
1	Short number of computers / laptops / notebooks	15	63	13	8	2	3.80	3.37
2	Short number of internets-connected computers	44	32	9	13	3	4.00	3.65
3	Unsatisfactory bandwidth or speed	22	48	20	9	2	3.78	3.38
4	Inadequate number of interactive whiteboards	33	44	11	11	2	3.94	3.55
5	Unsatisfactory technical support for teachers	25	43	22	9	2	3.79	3.40
6	Scarce academic support for teachers	29	40	19	10	3	3.81	3.44
7	Deficiency of suitable content/material for teaching	20	49	19	12	1	3.74	3.34
8	Absence of content in virtual	29	38	19	12	3	3.77	3.41

	language							
9	Too difficult to integrate E Learning into curriculum	26	40	20	10	5	3.71	3.36
10	Deficiency of tutorial models for E learning	20	45	25	8	3	3.70	3.31
11	Lockdown time organization for E learning	25	39	20	11	6	3.65	3.32
12	Burden to prepare students for online exam and online tests	33	39	18	7	4	3.89	3.52
13	Most parents not in favour of E Learning	38	45	9	5	4	4.07	3.67
14	Lack of awareness in teachers about E Learning	23	49	22	5	2	3.85	3.43
15	No or unclear benefit of E Learning	30	44	13	8	6	3.83	3.48
16	E learning not being a goal forever	46	33	14	2	6	4.10	3.73
						Overall	3.87	3.49

According to Table 2.2, the entire disclosures mean showed a high level.

For the statement,

“Short number of internets-connected computers” M = 4, SD = 3.65,

“Inadequate number of interactive whiteboards” M = 3.94, SD = 3.55,

“Scarce academic support for teachers” M = 3.81, SD = 3.44,

“Burden to prepare students for online exam and online tests” M = 3.89, SD = 3.52,

“Lack of awareness in teachers about E Learning” M = 3.85, SD = 3.43,

“E learning not being a goal forever” M = 4.10, SD = 3.73,

The mean level of expression statement was in between 3.65 to 4.10. While overall mean constraints are M = 3.87, SD = 3.49 which is at a high level.

Teacher faces so many challenges in E – Teaching. Government, Universities & Educational institutes should give attention towards the challenges & issues face by the teacher. If the issues get solve then the E – Learning process will give more fruitful results.

Table 2.3: - Shows Teachers use tools in Teaching.

No.	Questions	A	O	S	R	N	Mean	S.D.
1	Use WhatsApp to communicate with Pupils	79	20	0	0	2	4.72	4.24
2	Use Google Class Room for study material share with Pupils	52	37	7	3	2	4.33	3.89
3	Use Zoom APP to conduct lectures	39	41	17	1	3	4.11	3.69
4	Use Google MEET APP to conduct lectures	39	39	18	3	2	4.09	3.67
5	Use Google Forms for Examination	46	42	9	3	1	4.28	3.83
6	Use emails to communicate with Pupils	18	30	24	21	8	3.29	3.00
7	Capture and edit digital photos, Audio, video or graphics	32	30	24	12	3	3.75	3.40
8	Create Database	24	48	19	7	3	3.82	3.42
9	Prepare a questionnaire online	49	37	13	2	0	4.32	3.86
10	Organize computer files in folders and subfolders	47	40	12	1	1	4.30	3.85
11	Create a presentation with modest animation functions	27	45	19	7	3	3.85	3.46
12	Create a presentation with video or audio clips	32	50	16	2	1	4.09	3.64
13	Take part in E Conference for discussion	43	42	11	4	1	4.21	3.77

14	Take part in Webinars Online Workshop	40	44	13	4	0	4.19	3.74
15	Create and maintain blogs or web sites	28	36	16	13	8	3.62	3.32
16	Download and install various software's in computer	24	41	22	7	7	3.67	3.33
17	Download and install various Applications in mobile	45	45	6	3	2	4.27	3.83
18	Download or upload curriculum resources on website or learning platforms for pupils	34	56	8	2	1	4.19	3.73
19	Communicate pupils about how to behave safely online	31	50	16	3	1	4.06	3.62
20	Communicate pupils how to behave ethically online	33	48	14	5	1	4.06	3.63
21	Make materials to use with an interactive whiteboard	30	44	20	5	2	3.94	3.53
						Overall	3.97	3.57

According to Table 2.3, the entire disclosures mean showed a high level.

For the statement, "Use WhatsApp to communicate with Pupils" $M = 4.72$, $SD = 4.24$,

"Use Google Class Room for study material share with Pupils" $M = 4.33$, $SD = 3.89$,

"Use Google Forms for Examination" $M = 4.28$, $SD = 3.83$,

"Prepare a questionnaire online" $M = 4.32$, $SD = 3.86$,

"Organize computer files in folders and subfolders" $M = 4.30$, $SD = 3.85$,

"Download and install various Applications in mobile" $M = 4.27$, $SD = 3.83$,

The mean level of expression statement was in between 3.62 to 4.72. While overall mean constraints are $M = 3.97$, $SD = 3.57$ which is at a high level

Table 2.4: - Students' Perceptions in E – learning during Covid – 19 Pandemic.

No.	Questions	A	O	S	R	N	Mean	S.D.
1	Studying your subject through E Learning During Lockdown period	27	40	23	9	2	3.80	3.41
2	Syllabus Finished through E Learning During Lockdown period	22	48	17	10	4	3.73	3.36
3	Learning your subject through E Learning	26	35	29	10	1	3.74	3.35
4	Motivate more through E learning	19	40	29	9	4	3.60	3.23
5	Practical Experience got more through E learning	15	34	31	16	5	3.38	3.03
6	Feel more independent in our learning	26	40	23	5	7	3.72	3.37
7	Understand more easily what we learn	19	38	32	9	3	3.60	3.22
8	Remembrance more easily what we have learnt	16	47	26	8	4	3.62	3.23
9	E Learning facilitates collective work between teacher	27	37	24	11	2	3.75	3.37
						Overall	3.63	3.26

According to Table 2.4, the entire disclosures mean showed a more than moderate level.

For the statement, "Studying your subject through E Learning During Lockdown period" $M = 3.80$, $SD = 3.41$,

"Syllabus Finished through E Learning During Lockdown period" $M = 3.73$, $SD = 3.36$,

"Learning your subject through E Learning" $M = 3.74$, $SD = 3.35$,

"Feel more independent in our learning" $M = 3.72$, $SD = 3.37$,

"E Learning facilitates collective work between teacher" $M = 3.75$, $SD = 3.37$,

The mean level of expression statement was in between 3.60 to 3.80. While overall mean constraints are $M = 3.63$, $SD = 3.26$ which is at a more than moderate level

Students are not so positive towards the E – Learning so teachers, parents, educational institutes has to developed more positivity in the students.

Table 2.5: - Challenges face by students in E – Learning during Covid – 19 Pandemic.

No.	Questions	A	O	S	R	N	Mean	S.D.
1	Non availability of Mobile / computers / laptops / notebooks	11	39	35	10	6	3.39	3.01
2	Non availability of internets-connected computers	14	35	37	13	2	3.46	3.06
3	Not aware about examination through online mode	12	31	35	14	9	3.23	2.90
4	Unsatisfactory bandwidth or speed	15	30	30	20	6	3.28	2.95
5	Unsatisfactory technical support from teachers	13	36	30	14	8	3.32	2.99
6	Deficiency of suitable content/material in E Learning	12	36	35	15	3	3.39	3.00
7	Deficiency of tutorial models in E learning	14	28	40	14	5	3.32	2.96
8	Lockdown time organization in E learning	22	36	30	10	3	3.63	3.26
9	Parents not in favour of E Learning	17	26	32	13	13	3.21	2.93
10	Lack of awareness in E Learning	17	41	21	16	6	3.47	3.13
11	No or uncertain benefit of E Learning	14	42	24	11	10	3.39	3.07
						Overall	3.39	3.05

According to Table 2.5, the entire disclosures mean showed a more then moderate level.

For the statement, “Non availability of Mobile / computers / laptops / notebooks” M = 3.39, SD = 3.01,

“Non availability of internets-connected computers” M = 3.46, SD = 3.06,

“Deficiency of suitable content/material in E Learning” M = 3.39, SD = 3.00,

“Lockdown time organization in E learning” M = 3.63, SD = 3.26,

“Lack of awareness in E Learning” M = 3.47, SD = 3.13,

“No or uncertain benefit of E Learning” M = 3.39, SD = 3.07,

The mean level of expression statement was in between 3.21 to 3.63. While overall mean constraints are M = 3.39, SD = 3.05 which is at a more then moderate level.

Challenges face by the Students are less then the challenges face by the teachers. More Issues or Challenges are giving negative impact on E – Learning. Student will not get fruitful result.

8. CONCLUSION: -

The findings of this study show developing countries like India are facing many Issues & challenges in E – Learning during Covid – 19 Pandemic. According to the student’s perception, they don’t get practical experience in E – Learning, which is critical drawback of E – Learning. But various research regarding these issues prove that technology can benefit both teaching and learning activities when used in the right way, enriching the learning environment with tools that extend the possibilities of communication between teachers and learners and the world (Ferreira et al., 2014). Thus, technology use should be increased with all facilities especially internet connectivity, internet speed, increase in no of Computers, increase in tutorial model in developing countries.

The present study analysis and results show that the Teachers positive perceptions’ have an important role in developing the academic performance of students who take E - Learning. In turn, Teacher’s motivation to continue with students’ studies can be impacted as well.

This study revealed that use of Mobile teaching Apps is more than the computer software's. This study will offer invaluable evidence to the college administration as well as to educational policy makers regarding the nature of the teaching & E – learning process.

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A COMPARATIVE STUDY ON COVID – 19 AND FEMALE ENTREPRENEUR IN HOME BUSINESS

Sayed Mohammad Raiyan

ABSTRACT

In India and many other countries, is a complete lockdown due to the COVID-19 global Health crisis. Families are required to stay indoors, mostly the women who are bearing the stress of the situation. While the women have work, ambition, family and a Dream home is undoubtedly motivating and positive for women to strive and do better, but, in these testing times, it's causing several women to crack under pressure. The Psychological impact of the corona-virus is worse for women than men because women are at higher risk due to virus. Women often experienced a sense of apathy and felt depressed. The purpose of this study is to analysis the contribution of women in their family how this crisis have taken out the hidden talent of women entrepreneur. This research will give us analysis of data on basis of which conclusion can be drawn.

INTRODUCTION

The comparative study of home business done by women during lockdown is for understanding how pandemic have made women with dual role in their activity additionally they have become bread earner playing crucial role in family. The research is conducted to get clear idea of percentage of women had involved in home business activity.

Women Entrepreneurs: History of Women in Business.

Today's workplace would not be the same without its powerful female entrepreneurs. Throughout history, women have made exceptional work in field of business

The Early Days of Women in the Workforce

In beginning of century, feminism finally began to make changes in female working environment Prior to this time, women owned businesses only if they were in dire straits {needy} –those without husbands who did not want to become social burdens.

Working Women during World War II

World War II wasn't the very start of female entrepreneurship all over world women have been inventing or creating things their own business from decades.

Female entrepreneurs boomed during this period, generating income from a wide range of home-based businesses. After the war ended, many continued their trades, earning independent income.

The Modern Female Business

The 21st century has seen an boom in women entrepreneurs, but it isn't always out of blue Female business owners still face wage and gender discrimination, sexual harassment and fewer opportunities than their male counterpart. Still, women are making major impacts in media, business, politics, and many more. From notable example Beth Comstock –CEO of GE Business Innovations –to media mavens Taylor Swift and Jennifer Lawrence, women are redefining their roles in the modern marketplace. To recognize the incomparable power of women who were determined to do big things. In 1988, Congress passed the Women's Business Ownership Act. This eliminated outdated laws that required a husband's signature on business documents and bank lending discrimination. It also enabled female entrepreneurs to apply for government contracts. The act assisted in the success of female entrepreneurs, providing policies and programs to support their business endeavors. It marked the start of workplace equality among American men and women. The Modern Female Business The 21st century has seen an upsurge in women entrepreneurs, but it isn't always a bed of roses. Female business owners still face wage and gender discrimination and fewer opportunities than their male counterparts do. Still, women are making major impacts in media, business, politics, and more. From Beth Comstock –CEO of GE Business Innovations –to media mavens Taylor Swift and Jennifer Lawrence, women are redefining their roles in the modern marketplace.

Work from home opportunities for women

Women are extremely hardworking and motivated beings. Despite all problems they face, they are able to tackle them smoothly and progress further. Now, due to COVID, work from home for women is the way ahead.

Women entry into the business, or say, entrepreneurship is traced out as an extension of their kitchen activities mainly to 3 Ps, viz.. Pickles, Powder, and Pappad. Women in India plunged into business for both pull and push factors. Pull factors imply the factors which encourage women to start an occupation or venture with an urge to do something independently .Push factors refer to those factors which compel women to take up their own

business to tide over their economic difficulties and responsibilities. With growing awareness about a business and the spread of education among women over the period, women have started shifting from 3 Ps to engross to 3 modern, viz., Engineering, Electronics, and Energy.

OBJECTIVES OF THE STUDY

- ♦First objective is to understand and analysis opportunity of women in home business.
- ♦How women have contributed their family financially during such hard times.
- ♦How they maintained equilibrium between home and business.
- ♦Scope of women in entrepreneurship.
- ♦Women empowerment and need for overall social economic growth.

RESEARCH AND METHODOLOGY

Basic research is undertaken for sake of knowledge without any intention to apply it in practice. It is undertaken out of intellectual curiosity or inquisitiveness. It is not necessarily problem oriented. Its aim at extension of Knowledge. It may lead to either discovery of a new theory or refinement of an existing theory.

Methods of data collection

The term data means all facts, figures and relevant material in quantitative terms and it is related to the past and present so that there can be some study and analysis.

Primary data:

The methods of collecting primary and Data secondary data differs since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

Secondary Data:

Secondary data means data that are already available, that is they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data then he has to look into various sources from where he can obtain them. The data collected to understand and analysis of problem statement is combination of the data primary as well as secondary, various sources are been used for research as reference. Once the researcher has decided the "research design" the next job is of data collection. For data to be useful, our observation need to be organized so that we can get some patterns and come to logical conclusions. Depending upon the source utilized, whether the data has come from actual observation or from records that are kept for normal purposes, statistical data can be classified into two categories.

Research sample

Study method

Cross-sectional, structured closed questionnaire survey.

Sampling technique

From above all classification here data method is **Survey Method and in that we have done questionnaire method**. A formal list of questionnaire is prepared. Generally a non-disguised approach is used. The respondents are asked questions on their personnel experienced & opinion. The data collection was highly confidential.

Sample size

Out of 120 samples, 105 samples were selected to study under inclusion criteria.

Study population.

Women or female of age above 18 years, who live in their home and have conducted home business due to covid-19.

Ethical permission.

Consent was taken from all participants by sending questionnaire through web link and to get response as agree or disagree to participate.

Data processing.

This was a cross sectional study carried out in India where an web made link was created ON GOOGLE SURVEY HEART questionnaire and sent via WhatsApp application by friends of friends share method and piloted prior to the main study to 10 people and necessary changes were made. Privacy was strictly protected during the entire study. The survey data collection was initiated on 8th September to 13th September 2021.

LITERATURE REVIEW

Women entrepreneurship in India is still emerging. The representation of women as entrepreneurs is quite limited. In this section representation of women entrepreneurs in India is analyzed through data available in key government publications. The ranking of India on parameter of women entrepreneurship according to the Global reports is also very dismal. According to the “Female Entrepreneurship Index Report compiled by Global Entrepreneurship Development Institute, India ranked 70 with a low score of 25.3 among 77 countries studied. India lags behind even African countries. According to the Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2016-17, India needs a lot of improvement as far as women entrepreneurial activity is concerned. Entrepreneurial activity in women is summarized in Table 2. Total early stage entrepreneurial activity in Indian females is only 7.6 percent while percentage of women having established business activity is only 3.4 percent.

Table 2: Women’s Entrepreneurial Activity in India

Parameter	Value
Female total early stage entrepreneurial activity (TEA)	7.6 percent
Ratio of female/male TEA	0.6
Percentage of necessity driven women entrepreneurs	33.1
Percentage of opportunity driven women entrepreneurs	61.6
Percentage of Indian women having entrepreneurial intentions	16.7
Percentage of women established business activity	3.4

Source: Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2016-17

Economic Census The most recent data pertaining to Women entrepreneurship in India is detailed in Table 3

Table 3: Overview of Women Entrepreneurs in India

Total number of establishments owned by women entrepreneurs	8,050,819
Rural establishments owned by women entrepreneurs	5,243,044(65.12Percent)
Urban establishments owned by women entrepreneurs	2,807,775(34.88Percent)
Women owned establishments without hired workers	6,697,354 (83.19Percent)
Women owned establishments with hired workers	1,35,3465(16.31Percent)
Women owned agricultural establishments	2.76 Million (34.3Percent)
Women owned non agricultural establishments	5.29 Million (65.7Percent)

Source: All India report of Sixth economic census 2016.

According to the Sixth Economic Census, 8.0 million women owned establishments constitute around 13.76 per cent of the total number of 58.5 million establishments. Women owned and run establishments engage 13.48 million persons which is 10.24 percent of the total workers engaged in variety of economic activities in India. State wise profile of women entrepreneurs is exhibited in Table 4

Table 4: State wise Women Entrepreneurship in India

State /UT	Total Women establishments	Percentage of total establishments
Andhra Pradesh	84912	10.56
Arunachal Pradesh	6413	0.08
Assam	154158	1.91
Bihar	153610	1.91
Chhattisgarh	77976	0.97
Goa	16656	0.21
Gujarat	528623	6.57

Haryana	124524	1.55
Himachal Pradesh	49173	0.61
Jammu and Kashmir	31292	0.39
Jharkhand	54732	0.68
Karnataka	545806	6.78
Kerala	913917	11.35
Madhya Pradesh	223405	2.77
Maharashtra	664300	8.25
Manipur	88286	1.1
Meghalaya	29530	0.37
Mizoram	15828	0.2
Nagaland	13657	0.17
Orissa	249600	3.1
Punjab	110921	1.38
Rajasthan	247992	3.08
Sikkim	5304	0.07
Tamil Nadu	1087609	13.51
Tripura	14506	0.18
Uttarakhand	31419	0.39
Uttar Pradesh	482379	5.99
West Bengal	831337	10.33
Andaman and Nicobar islands	2513	0.03
Chandigarh	5783	0.07
Dadar & Nagar Haveli	1304	0.02
Daman & Diu	805	0.01
Delhi	70434	0.87
Lakshadweep	460	0.01
Pondicherry	10169	0.13
Telangana	356486	4.43

Following points about women entrepreneurship in India can be concluded from the results of Sixth Economic Census:

- The representation of women in the area of entrepreneurship is very limited as only 13.76 percentages of establishments are women owned.
- Majority (83.19 per cent) of the women owned establishments run without a hired worker.
- Majority (65.7 per cent) of the women owned establishments are non-agricultural

establishments. • The top five states in women entrepreneurship are Tamil Nadu (13.51 per cent), Kerala (11.35 per cent), Andhra Pradesh (10.56 per cent), West Bengal (10.33 Percent) and Maharashtra (8.25 per cent).

• The top five economic activities undertaken by women entrepreneurs are agriculture (34.3 Percent), manufacturing (29.8 Per cent), trade (18.23 per cent), other Services (5.38 Percent) and accommodation & food services (2.77 per cent). • In agricultural activities majority of establishments (92.20 per cent) pertain to livestock activities. • In nonagricultural activities majority (45.36 per cent) of the establishments are in manufacturing activities. • Women owned establishments provided employment to 13.48 million persons. • Majority (89 per cent) of the women owned establishments were of perennial nature, 9 percent seasonal and 2 percent casual.

• Majority (79 per cent) of the women owned establishments were self-financed while 14.65 percent were financed from donations or transfers from agencies. Only 3.37 percent availed funding from government sources, merely 1.08 per cent availed finance from financial institutions, 0.84 per cent availed loans from non-institutions/ money lenders and only 1 per cent availed finance from self-help groups. Women Entrepreneurship in Micro Small and Medium Enterprises in India Women entrepreneurship is highly concentrated in Micro, Small and Medium enterprises in India. The emergence of women entrepreneurs in Indian Micro, Small and Medium enterprises sector is summarized in Table 5

Table 5: Women Entrepreneurship in Micro, Small and Medium Enterprises

Unregistered Sector			
	Second Census of Ssi*	Third Census (2001-02)**	Fourth Census (2006-07)***
Number of women enterprises	NA	880780	1806000
Percentage of total enterprises	NA	9.63	9.09
Registered Sector			
Women enterprises	10648	114362	215000
Percentage of total enterprises	7.69	8.32	13.72

Source: * Final Report of Second all India census of MSME

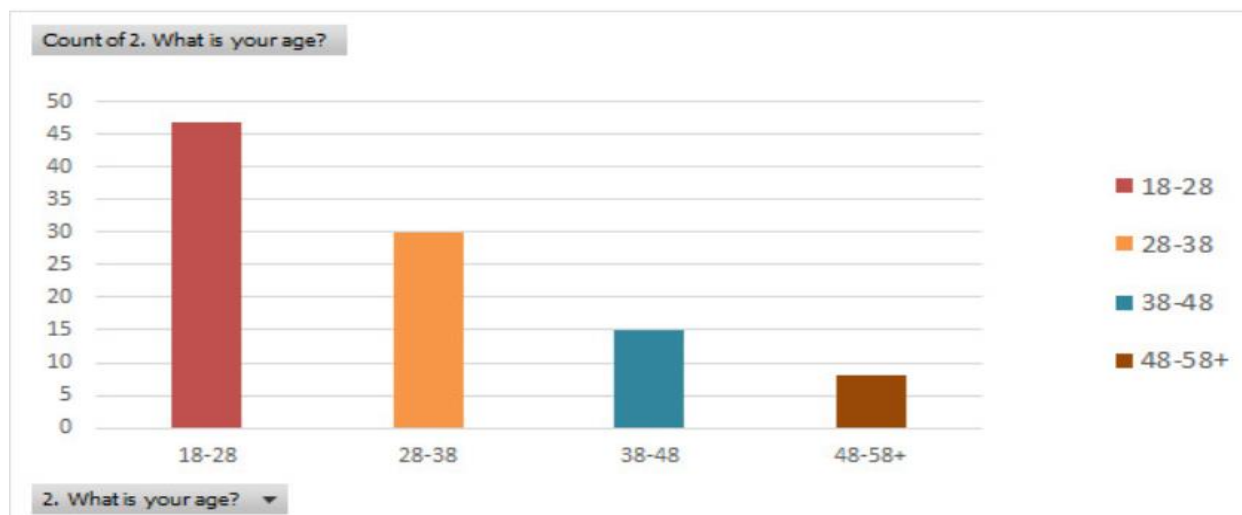
** Final report of Third all India census of MSME

*** Final report of Fourth All India Census of MSMEs in registered sector & Final report of Fourth all India census of MSME Unregistered sector 2006-2007

The notable findings evident from the review of Census of Micro, Small and Medium enterprises are: • There is very limited participation of women entrepreneurs in Micro, Small and Medium enterprises. • Women entrepreneurs are steadily increasing both in registered and unregistered sectors. • There is a need to bring unregistered women enterprises into the registered sector for better prospects of women entrepreneurs.

DATA ANALYSIS AND COMPILATION.

I have selected 105 response for inclusion criteria .The very first questionnaire was age group of women doing home business this age range gives us the idea of women involve in business.

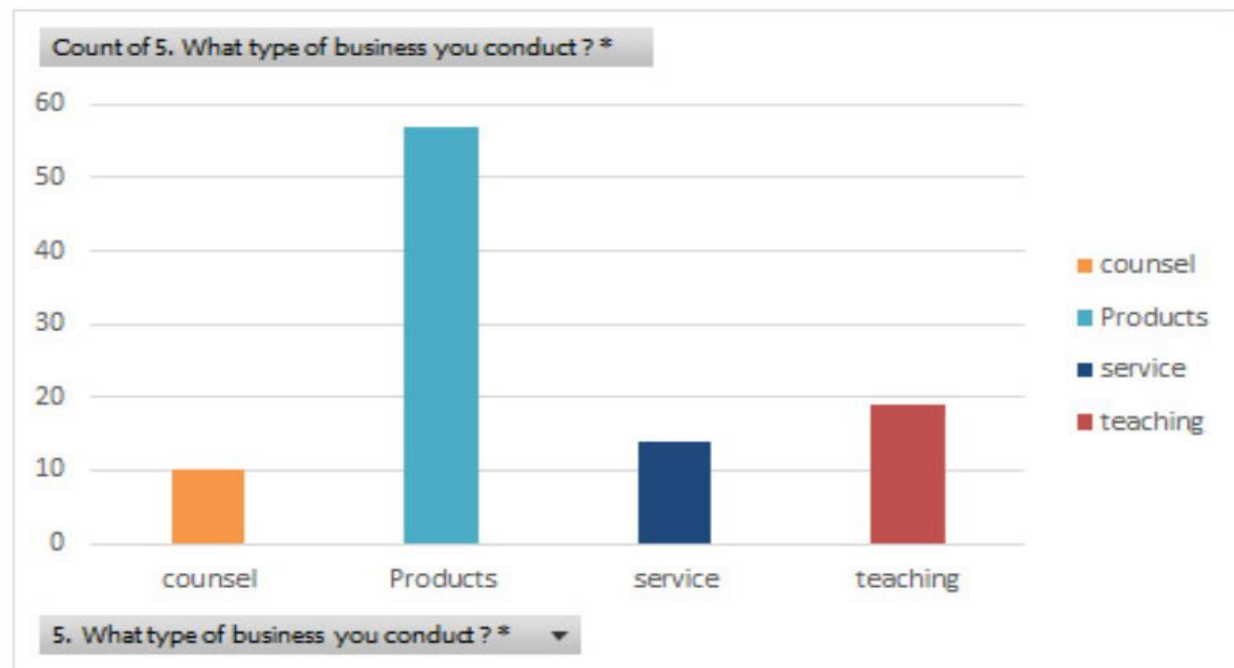


From above graph we try to find out age group of female involved in doing the business .range from 18-58+ .Here we find out that 18-28 range of female have highest involved in business ,they account to 47% this female group are teen and female who have early adulthood have been involved as they might be students doing side business or adults find it as opportunity or have financial crunch Next age group is 28-38 are female who are adult housewives and working women who have used this opportunity or crisis to earn due to their loss of job Next age group is 38-48 are female who are housewife or working women involved in business, they account 21% And next age is 48-58+ who are female either been retired or working women and housewife.



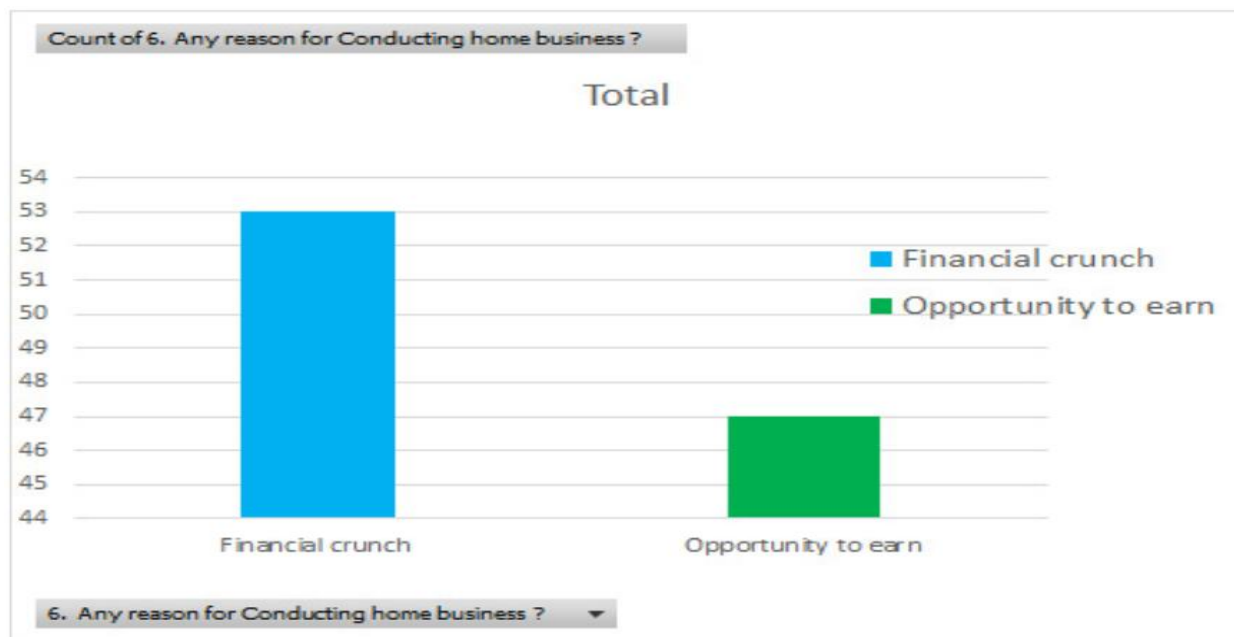
Form above graph, we try to find out how they conducted thier home business in this pandemic. Doing business from home only 2 option are available either online Selling or home based personal selling by using friend, peer or neighbor.

Most of women have done both personal selling and online but online Selling isbeen highest preference of seller and customer due to Covid-19 fear people have welcomed online selling at mass level women were also safe and sound with such mode.

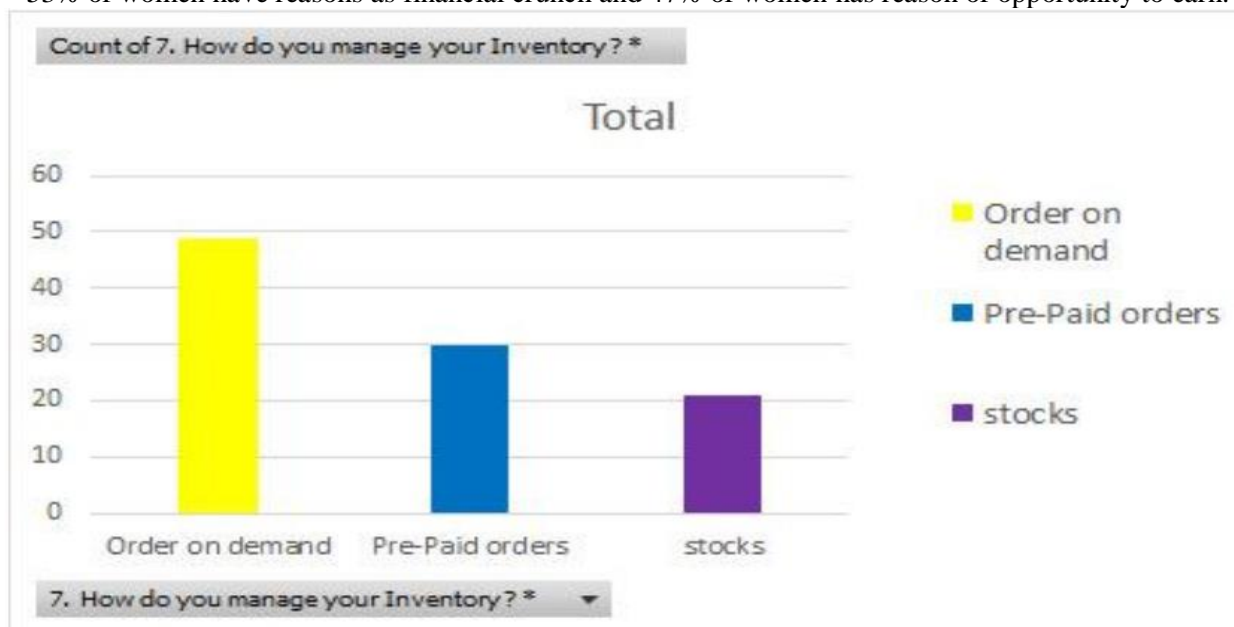


From above graph we find out how many of women have conducted what type of business women have sold products (clothes, Cosmetic, accessories) etc. , service, teaching , counsel (corporate employees , students , teacher and normal public on various topics of stress management, work from home ,basic knowledge of covid-19 and many more From all above 1st highest business is conducted on product from above table it's shows that 58% of women have sold products to their customer. And the next successor is teaching which is 18% women have done their skills sharp and teaches students for their online exams academic and competitive Service is

been ranked, As service is been intangible its accounts to 14% Now last is counsel women have counsel people from above graph 10% of women have conducted counsel to public.

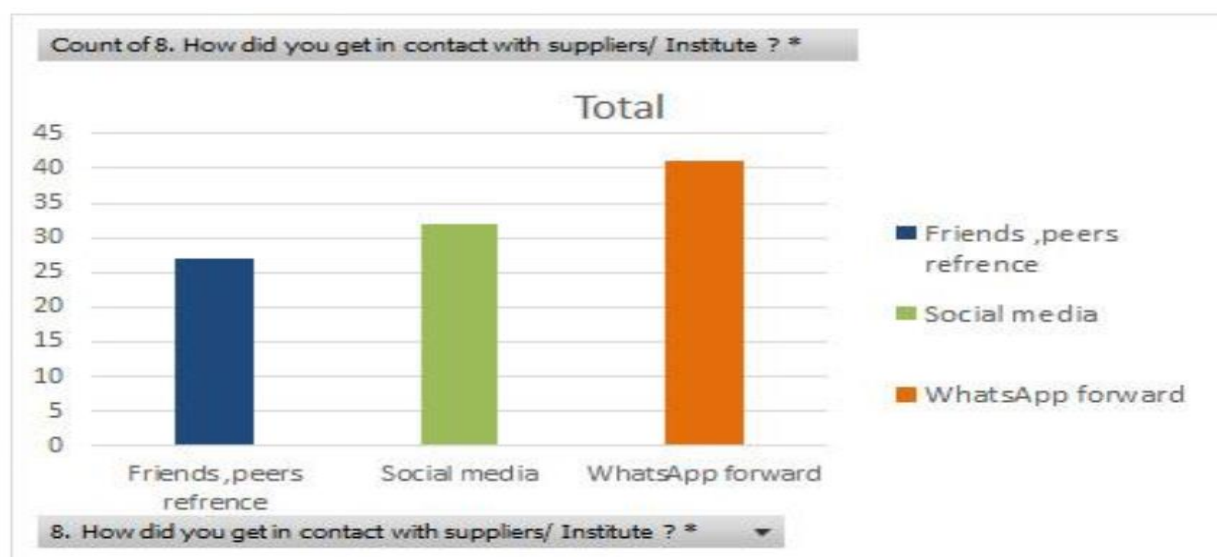


From above graph we try to find out reason for women conducting home business as data shows that main and foremost reason for women to enter in home business to have daily bread was financial crunch as all bread winner member of family where either jobless or less pay women have shoulder responsibility by doing business And 2nd reason for doing home business was opportunity to earn corona virus was pros to some family and cons to other some have use it as opportunity .many women started doing business as substitute to Seating idle at home this segment of women where those sections whom are upper middle class or upper class income groups of whom income was not affected or less affected and they use this as opportunity to enter in business 53% of women have reasons as financial crunch and 47% of women has reason of opportunity to earn.

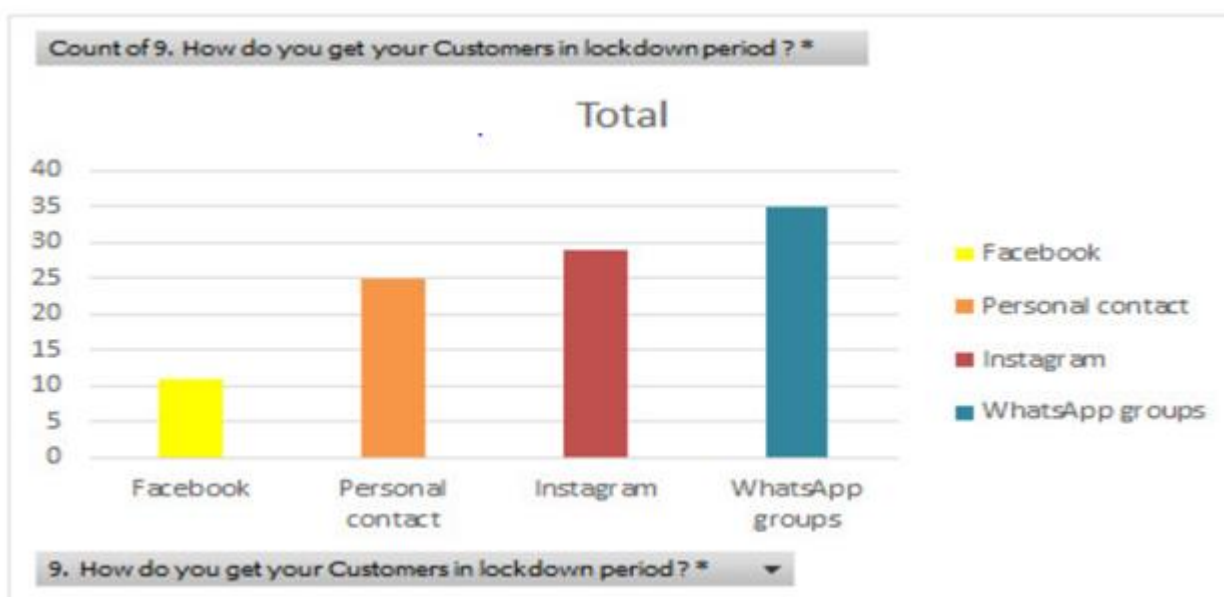


From above graph we find out how women have managed their inventory as people where not having enough money to start the business or to take any risk still doing business inventory is must for survival. We find out most women have preferred to supply product to customer on demand this means no inventory was kept money receive and product delivered. It's been found that selling products on demand was accounts to 49% highest. 2nd preferred mode of managing inventory was pre -paid order .this means customer need to confirm their order by making payment to seller and goods will be delivered within days this is also safest way adopted by women to get no loss in business. 3rd way to manager inventory was stocks women have kept stock where that segment who has seen pandemic as opportunity to earn and have enough money to have stocks of their business. This

segment gives customer personal touch or brick and mortar method of selling. From above charts it shows that women have conducted business at no loss they tried to maximize profits by reducing risk of any uncertainty by order on demand, pre-paid orders. Orders on demand was account to 49% and pre-paid order was 30 % reported also women having stocks where 21% noted.

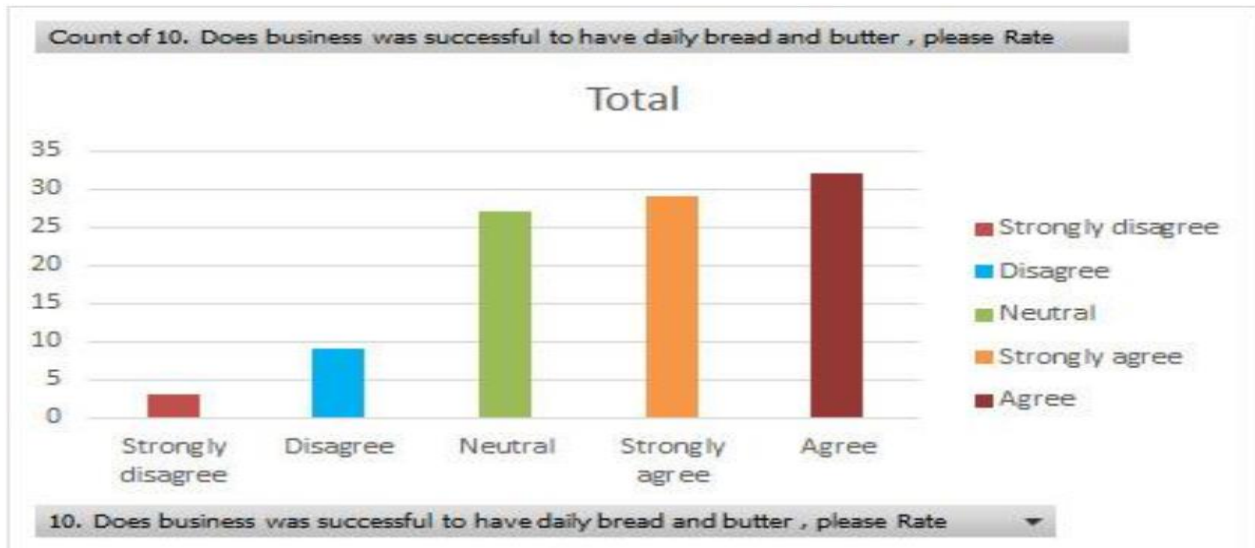


From above graph we find out how women have get in reached with their supplier in term of products, service and institute in term of counsel and teaching. Women conducted home business products was topped and how they reach to their supplier for inventory was WhatsApp forward as it's shows even supplier where in need of seller they used WhatsApp forward as medium to get seller who in turn will sell to customer. Mentioned WhatsApp number or link to add in WhatsApp group to get inventory. 2nd mode used by women to reach their associated supplier was social media. Women on social platforms Facebook, LinkedIn, Instagram got in touch with suppliers for counsel and teaching they have applied for job in institute via LinkedIn or post reference. Or any other sources. 3rd mode to reach their associate supplier was friends and peer. Many women have started business inspired by their friend peer doing business and earnings super normal profit. Above all 3 mode where the main source for them to get inventory and delivery same to customer on demand. All three mode was crucial as seen WhatsApp forward messages have 41% contribution to get source subsequent social media 33% and friends and peers 26% observed.



From above graph we find out as how women got their customer in such heavy lockdown imposed on public. As already mentioned above women have used online selling and personal selling to conduct business and how they manage inventory. Sellers have reached customer on every platform they can from FB to WhatsApp groups. As it shows WhatsApp groups have been ranked highest to help customers get in touch as women conducted

business they preferred this sound mode to add in groups and sell products making loyal customer Instagram also have been 2nd topped as people make reels and post also promoted with Instagram influencers .it's build trust for people to buy online Women have also reached their customer via personal contact by selling to their friends, peer, colleagues, and cousin and etc. Facebook is been also used to sell as its has wider reach, reshare is much faster women have used even this platform to Reach .From chats it's shows WhatsApp groups have lonely account 35% of selling potential and subsequently Instagram 29%, personal contact 25%, face book 11%.



From above graph comparison bee try to understand whether really business was successful? Hence the response from above shows that most of women have been successfully in their work having such a profit to have bread and butter various graph have been shown, which allow us to make clarification of success rate of women in business

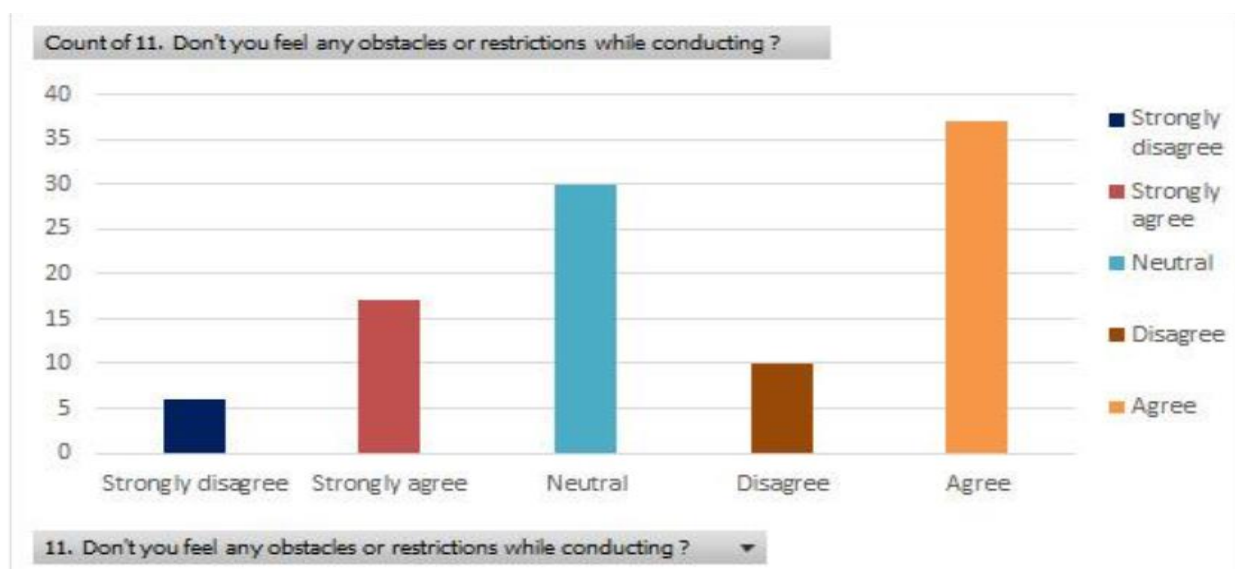
Strongly disagree-This segment have account lowest in graph of 3% ,as 3% of women have been failed to have profit in business

Disagree -this women segment of 9% approx. also have failed to have more profit they have sold products and no profit no loss.

Neural-This segment of women who have profit but not stable to have daily bread and butter there was inconsistencies in profit .28% of female where neural with their business.

Agree-This women segment of women have earned normal and consistent profit, satisfied

Strongly agree-This female segment have earned super normal and consistent profit delighted with this way and method of doing business.29% of female business where successful with their method and way of conducting home business 31% of female have earned normal profit and are satisfied with their business.



Above graph show the level of obstacles had been faced by female doing home business based on data collected some have faced more obstacles whereas other have faced none Obstacles not necessarily here means restrictions on conducting business but obstacles include financial obstacles, Family pressure, Supplier supply finding customer etc

Have been faced by women doing business as they mentioned in their open ended response.

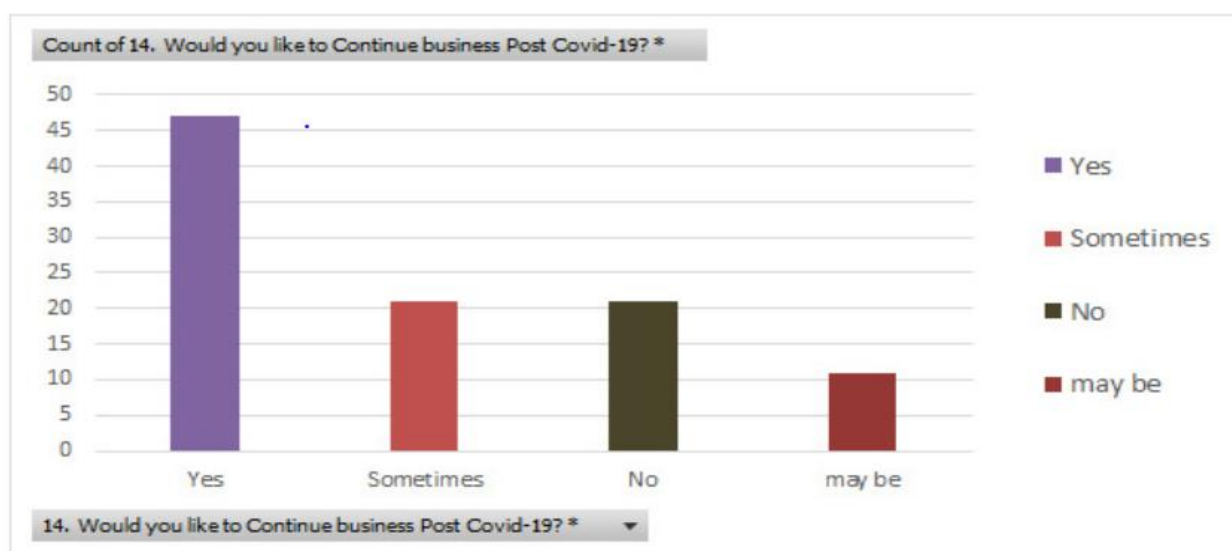
Strongly disagree -this segment of women have not faced any obstacles or restrictions in conducting home business .there family supplier and customer where in good contact.

Strongly agree-This segment of women are those who have faced alot challenges in doing business, they have started new business all problems of business are been faced by them from family pressure to supply

Neutral -This are segment of women who have faced at the same time not faced any such challenges, there challenge where temporary.

Disagree -This segment of women have not faced challenge and if faced it was easy for them to overcome as it was temporarily for them.

Agree-This segment of women have also face challenge in doing business Above all graph shows people have faced challenge on doing business as graphic shows agree account to 36% following neutral 30%, strongly agree 18%, disagree 10%, strongly disagree 6%.



From above graph we try to find if women are satisfied or dissatisfied will they continue their home business after lockdown or this Timing lockdown. It's give us clarity of their plan regarding continuing of business From collected response we compared the answer and came to know that options

YES -it account to 47% this mean thought they have failed or success but they will continue business those who have failed have chosen yes for hope that there business will grow Sometimes-This segment of women will be doing business intermittent not daily basis they will sell on demand as their side business not core focus.

NO-This segment of women will not at all conduct business as very first reason is they might have back to ther respective pre covid work as thing have been easy or their bread and butter winner have back to same .and 2nd reason is they have failed so much that there survival in business is even difficult.

MAY BE-This segment of women are those who will conduct business when they need as now things are normal they will do there old odd jobs but as soon as thing go worst they will switch.

FINDINGS.

Challenges encountered by Indian Women

Indian women entrepreneurs are confronted with plethora of challenges. Access to easy and affordable finance and marketing is identified as prominent challenge by majority of women entrepreneur's. Hefty prices of raw materials, complex procedures of licensing and registration and exclusion from banking and financial services create obstacles for women entrepreneurs Women entrepreneurs are often plagued with very weak financial status owing to which they are constrained. Lack of social and family cooperation, illiteracy and unawareness about various government schemes and programs hinder development of women entrepreneurship. Women

entrepreneurs often report challenges associated with financial, labor and marketing problems. Lack of cash flow and working capital, lack of manufacturing experience and burden of household responsibilities pose a serious challenge to women entrepreneurs of India. Social conditioning leads women to be shy, introvert and more concerned with family obligations. Shyness in business interactions, low achievement motivation, risk averse attitude, lower level of education, burden of family obligations, gender bias at the level of family and society, lack of managerial skills and experience, lack of business related information, non-availability of finance are some of the challenges. Challenge of easy and affordable working capital and equity finance, poor marketing support, and infrastructural obstacles pose prominent challenge to women entrepreneurship.

Causes of low female entrepreneur in business.

Unconscious gender bias.

Confidence in business skills.

Access to finance.

Networks and relationships.

Family support.

Child care.

Safety in work and public spaces.

**SUGGESTIONS AND RECOMMENDATION
ACTIONS TO REMOVE THE OBSTACLES**

The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country. The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with its practical implication regarding management (financial, legal etc.) of an enterprise. Adopting a structured skill training package can pave the way for development of women entrepreneurship. Such programmes can train, motivate and assist the upcoming women entrepreneurship in achieving their ultimate goals. Various schemes like the World Bank sponsored programmes can be undertaken for such purposes. The course design should focus on imparting input on profitability, marketability and practical management lessons. Besides, there should be consideration in helping the women entrepreneurs in balancing their family life and work life.

First, the low women entrepreneurship rates are part of a broader gender gap in economic participation and opportunity.

Second, awareness for unconscious biases and how they disadvantage women entrepreneurs needs to be raised. However, as changes in mindsets take time, women entrepreneurs need to deal with negative attitudes.

Third, women entrepreneurs in India need better access to finance and networks. Organizations such as NITI Aayog's Women Entrepreneurship Platform, Catalyst for Women Entrepreneurship, and the accelerator for women in tech initiated by Zone Startups India, provide dedicated support for women entrepreneurs.

Fourth, more inclusive, non-discriminatory, and safe work environments are needed to help retain qualified women, especially in the tech sector. Measures to improve the safety of public spaces are necessary, so women can commute between their homes and offices without the mental load of having to always worry about their security.

Fifth, women entrepreneurs need more support from their families and social circles to pursue their entrepreneurial ambitions. Household and care duties should not be understood as women's sole responsibility.

CONCLUSION

Harnessing the full potential of women entrepreneurs can promote innovation, economic growth, and job creation. This brief has described the current situation in India and identified causes that explain the low female entrepreneurship rate in the country. Overcoming these barriers is a matter of grit and passion of individual

women themselves, as well as tackling structural factors in the external environment, which they alone have limited control over.

The conclusion derived from research is that in India women not only faces creativity but social acceptance this stereotypes are been reduced with changing education, govt policies , western adoption of environment.

This research gives a lot of information on which a statement can be drawn that “Women are backbone of society and family”

APPENDIX

NAME

Q1} What is your Age?

18-28.

28-38.

38-48.

48-58+

Q2} Do you conduct any kind of home business during lockdown?

YES.

NO.

Q3} How did you conduct your home business?

Online selling.

Home-Based personnel selling.

Both.

Q4} What type of business you conduct?

Product sell.

Service.

Counsel.

Teaching.

Q5} Any reason for conducting home business?

Financial crunch.

Opportunity to earn.

Q6} How do you manage your Inventory ?

Pre-Paid orders.

Order on demand.

Stocks.

Q7} How did you get in contact with suppliers/ Institute? Social media?

WhatsApp forward.

Willingly Researched.

Friends, peers reference.

Q8} How do you get your Customers in lockdown period?

Personal contact.

Instagram.

Facebook.

WhatsApp groups.

Q9} Does business was successful to have daily bread and butter, please Rate it on scale of 10.

1 2 3 4 5 6 7 8 9 10

Q10} Don't you feel any obstacles or restrictions while conducting ?

Strongly Agree.

Agree.

Sometimes.

Disagree.

Q11} Did you enjoy your business, please rate it on scale of 10?

1 2 3 4 5 6 7 8 9 10

Q12} Any short message for women, who want to do home business ?

.....
Q13} Any recommendations for Women, as which business can be done seating at home ?

.....
Q14} Would you like to Continue business Post Covid-19?

Yes.

No.

May be. Situational.

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CONSUMER BEHAVIOUR AND PERCEPTION TOWARDS LIC'S LIFE INSURANCE PRODUCTS AND SERVICES IN VASAI VIRAR REGION

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ABSTRACT

Demand for life insurance is on hike due to pandemic. Life insurance is the first choice of people because of these pandemic situation. The current global pandemic has taught number of lessons about priorities, the value of the lives and what our loved ones mean to us. Insurance has always been a recommended instrument in financial Planning. Further studies can be made to examine Consumer Behaviour and perception towards Life Insurance Products in Vasai Virar Region.

INTRODUCTION:-

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

Perception is defined as “the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent manner”. Consumer perceptions are vital to marketers and often underlie the success or failure of products.

Consumer behavior can be defined as the study of psychological, physical and social actions when individuals buy, use and dispose of products, services, ideas, and practices. In other words, **consumer behavior** is the study of how **consumers** will make their buying decision and what those factors which support or influence these decisions.

The Consumer perception towards Life insurance Policies Is positive. It has developed positive approach on the minds of people. There are various plans in LIC for insurance keeping in mind the different objectives of people. Different people have different needs and objective from insurance company.

Life Insurance Corporation of India, commonly known as LIC, is basically a state-owned insurance and investment company. LIC offers insurance plans, pension plans, unit plans, special plans and group schemes.

Life Insurance in its modern form came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil.

LIC had 5 zonal offices, 33 divisional offices and 212 branch offices, apart from its corporate office in the year 1956.

Today LIC functions with 2048 fully computerized branch offices, 113 divisional offices, 8 zonal offices, 1381 satellite offices and the corporate office.

Significance of study

At present in pandemic there is a risk of life. Insurance is the only way for risk management. Life insurance is one of the important tool to manage the risk. There are different types of life insurance plan in LIC which can be offered to people according to their objective. Again the insurance can be provided as per age, income, health, sex, smoker, Nonsmoker ec.

Scope of the study

The present study focus on awareness and perception of consumer with respect to LIC insurance plan and their behavior related to importance of insurance which will meet the requirement of the people at affordable premiums.

Objectives of the study

- 1) To review the performance of LIC insurance in present scenario.
- 2) To Study about the awareness of consumer with respect to different products.
- 3) To evaluate the level of satisfaction of customers.

STATEMENT OF PROBLEM

How do the Customer behave towards Products and services of LIC?

Whether customer are satisfied with Products and services of LIC?**REVIEW OF LITERATURE**

M.Epctimchin (2011); conducted a survey in Nigeria to find out factors enhancing the purchasing of life insurance and found that company loyalty is the major factor influencing purchasing decision and company client relationship as the last. These factors are beneficial to company as well as consumer.

Mahajan (2013); conducted a study on consumer decision making process in life insurance services and found that there are 5 stages i.e. need recognition, search of alternative, evaluation of alternative, purchase decision and post purchase evaluation. Special considerations pertaining to insurance industry are perceived risk, risk and standardisation and risk and information. She even formulated certain stages to improve customer awareness about benefits of life insurance products like focusing on marketing techniques. Thus she concluded that the consumer's perception towards Life Insurance Policies is positive. There is a positivemind sets developed for their investment pattern, in insurance policies. Still some actions need to be fordeveloping insurance market.

Sandhu and Bala(2011);the sample was taken of 450 respondents from different work places of 3 cities Jalandhar, Ludhiana and Amritsar but out of 450 samples 337 respondents filled the questionnaire in all aspects. They conducted a study in three cities of Punjab to find out factors affecting service quality of LIC. They used the factor analysis technique and consequently found 7 factors composed of proficiency, media and presentations, physical and ethical excellence, service delivery process and purpose, security and dynamic operation, credibility and functionality. Along with these factors managerial implication like performance of agents also affect customer satisfaction.

Singh et al. (2014); conducted a survey in Delhi NCR region to find out service quality of life insurance companies and effect of demographic factors on consumer perception .they conducted the survey on 139 respondents and they found factors namely as responsiveness and assurance factor, convenience factor, tangible factor and empathy factors. They even found that only age of respondent has significant impact on choice of insurance product. Whereas various demographic factors such as gender, education, and annual income did not have significant impact on choice of insurance product.

HYPOTHESES OF THE STUDY

- 1) The consumers are aware about the products of LIC and perception is according to Socio .- economic background.
- 2) The consumer are not aware about the products of LIC and not satisfied with the services.

METHODOLOGY

Primary Sources- Through Google form

Secondary Sources:- Magazines, official websites

Sample size:- 54

Sampling Method: The Researcher uses Non Random Purposive sampling (Policy holders having any LIC policy for more than 1 year are selected) —

Place of Study: Vasai – Virar

Statistical Technique: This Research Study Uses Excel & SPSS (Statistical Package For Social Science)

Variable studied:

- 1) Consumer expectations like investment, saving, or insurance.

Advertising impact on purchasing behavior.

Services impact on consumer behaviour

Interpretation

Statistics

	LIC POLICIES ARE BENEFICIAL	CLAIMS ARE PAID ON TIME	MATURITY ARE PAID ON TIME	LIC IS A TRUSTED COMPANY	LIC AGENTS ARE KNOWLEDG EABLE	LIC AGENTS ARE SUPPORTIVE	LIC PREMIUM ARE AFFORDABL E
N	Valid	54	54	54	54	54	54
	Missing	0	0	0	0	0	0
Mean		4.2222	4.0370	4.0926	3.9630	4.2778	4.4074
Std. Deviation		.81650	.86794	.85271	.84592	.76273	.68731
Skewness		-1.301	-.253	-.940	-.705	-.788	-.739
Std. Error of Skewness		.325	.325	.325	.325	.325	.325
Kurtosis		3.076	-1.207	1.620	1.216	.084	-.569
Std. Error of Kurtosis		.639	.639	.639	.639	.639	.639
Minimum		1.00	2.00	1.00	1.00	2.00	3.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00

LIC POLICIES ARE BENEFICIAL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.9	1.9	1.9
Neutral	7	13.0	13.0	14.8
Agree	24	44.4	44.4	59.3
Strongly agree	22	40.7	40.7	100.0
Total	54	100.0	100.0	

Out of 54 samples 44.4% respondents agree that LIC Policies are beneficial. 40.7% strongly agree to it that LIC Policies are beneficial. Only 1 respondent strongly disagree that LIC policies are not beneficial.

CLAIMS ARE PAID ON TIME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	1.9	1.9	1.9
Neutral	16	29.6	29.6	31.5
Agree	17	31.5	31.5	63.0
Strongly agree	20	37.0	37.0	100.0
Total	54	100.0	100.0	

37 % Respondents strongly agree that claims are paid on time.

MATURITY ARE PAID ON TIME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	1.9	1.9	1.9
Neutral	11	20.4	20.4	22.2
Agree	23	42.6	42.6	64.8
Strongly agree	19	35.2	35.2	100
Total	54	100.0	100.0	

42% respondents agree to it that Maturity amount of LIC is paid on Time. 35.2 % respondents strongly agree to it that client get Maturity amount on proper time.

LIC is a trusted company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	1.9	1.9	1.9
Neutral	14	25.9	25.9	27.8
Agree	24	44.4	44.4	72.2

Strongly agree	15	27.8	27.8	100
Total	54	100	100	

44.4% respondents agree that LIC is a Trusted company. 27.8% Respondents strongly agree that Lic is trusted company. 25.9 percent respondents are neutral and 1.9% respondents is not satisfied with LIC.

LIC AGENTS ARE KNOWLEDGEABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	1	1.9	1.9	1.9
Neutral	7	13.0	13.0	14.8
Agree	22	40.7	40.7	55.6
Strongly agree	24	44.4	44.4	100
Total	54	100.0	100.0	

44.4% Respondents strongly agree that LIC agents are knowledgeable. 40.7% respondents agree and 13% respondents are neutral. 1.9% Disagree.

LIC AGENTS ARE SUPPORTIVE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	6	11.1	11.1	11.1
Agree	20	37.0	13.0	48.1
Strongly agree	28	51.9	51.9	100
Total	54	100.0	100.0	

51.9 % repondents are strongly agree and think that LIC agents are supportive. 11.1% respondents are neutral.

LIC PREMUMS ARE AFFORDABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	7	13.0	13.0	13.0
Agree	20	37.0	37.0	50.0
Strongly agree	27	50.0	50.0	100.0
Total	54	100.0	100.0	

50% Respondents are strongly agreed with LIC Premiums and think that it is affordable. 13% are neutral and 37% agree.

CONCLUSION:

The people are aware about the LIC products are satisfied with Lic services. People have trust towards LIC and are of perception than there should be investment in LIC. It is one of the biggest insurance company in india since 1956 and provides excellence services towards customers. Some are of perception that there is need of upgradation in the process and product of LIC.

COMPARATIVE STUDY OF NEW AND OLD INCOME TAX REGIME FOR INDIVIDUALS

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ABSTRACT

Income tax is levied on the income earned by all the individuals, HUF, partnership firms, LLP and Corporates as per Income Tax Act of India. The entire income tax is calculated with the help of this slab rates fixed by both the houses of the parliaments during the Finance Budget passed on every year on 1st week of February. The levy of income tax is governed by the Income Tax Act, 1961. It came into force on 1st April, 1962. There have been made many amendments in the slab rates through out the journey as per the situation. The house of Parliament had made amendment in slab rate even in finance bill 2021 which made a huge discussion as many of the people got confused and were refusing and were offending this new slab rates. In this study we have made a comparison between the Tax paid through Old Slab rate and New Slab rate and stated that which is beneficial for the individuals.

INTRODUCTION**Income Tax**

Income tax is a tax on Income, earned by a person. Any person exceeds the limits of the exemption prescribed by the finance ministry, is required to pay tax as per rules. The term Income is well defined under Income Tax Act, Law has taken care to cover all the sorts of income and receipts of gains in hands of person chargeable to tax. The tax law also defines the person in such a way that each and every kind of entity is covered. It clearly states that the income earned by the person is chargeable of tax or not. The tax law has classified some items under exempt income and other income are chargeable to tax. It has specified different heads of Income under which the income have to be classified as per the rules and income is computed. The tax laws also specify some deduction under each head of Income to ascertain the Income chargeable to tax under each respective head. Over and above there are certain admissible deduction which have been stated to be deducted from the Gross Total Income, so as to arrive at the net taxable income. The Act also describes various tax authorities, procedure of assessment, collection and recoveries, interest and penalties, appeal and revisions, offences and prosecutions. The Income Tax Act, 1961 are amended up to date. The good number of circulars are issued by the department to clarify various provisions of the act. These amendments are effected through the Finance bill introduced in Parliament by the Finance Minister. The finance act makes the amendment in the form of omission, insertions and substitutions in the Income Tax Act.

Income Tax Act, 1961

The levy of Income- Tax in India is governed by the Income Tax Act, 1961

- It extends to the whole of India.
- It came in to force on 1st April, 1962
- It Contains sections 1 to 298 and schedules I to XIV.

The Finance Act

The Finance Minister of the Government of India every year introduces the finance bill in the parliament's budget session. When the finance bill is passed by both the houses and gets the assent of the President, it becomes the Finance Act. Amendments are made every year to the Income- Tax Act, 1961 and other tax laws by the Finance Act. The taxes are calculated as per the slab rates set by the parliament in the finance bill.

Slab Rate

Indian Income tax levies on individual taxpayers on the basis of a slab system. Slab system means different tax rates are prescribed for different ranges of income. It means the tax rates keep increasing with an increase in the income of taxpayer. This type of taxation enables progressive and fair tax systems in the country. Such income tax slabs tend to undergo a change during every budget. These slab rates are different for different categories of taxpayers. Income tax has classified three categories of "individual" taxpayers such as:

- Individual (age less than 60 years) including residents and non-residents.
- Resident Senior Citizens (60 to 80 years of age)
- Resident Super Senior Citizen (age more than 80 years)

Income Tax Slab rate for Old Tax Regime- FY 2020-21

Income Tax Slab	Tax Rates for Individual & HUF below the age of 60 years & NRIs
Up to Rs 2.5 Lakhs	Nil
Rs 2.5 Lakhs to 5 Lakhs	5%
Rs 5.00 Lakhs to Rs 10 Lakhs	20%
More than Rs 10 Lakhs	30%

Income Tax Slab	Tax Rates for Senior citizens aged above 60 years & less than 80 years
Up to Rs 3.00 Lakhs	Nil
Rs 3.00 Lakhs to 5.00 Lakhs	5%
Rs 5.00 Lakhs to Rs 10 Lakhs	20%
More than Rs 10 Lakhs	30%

Income Tax Slab	Tax Rates for Super Senior citizens (aged 60 years & above)
Up to Rs 5.00 Lakhs	Nil
Rs 5.00 Lakhs to Rs 10 Lakhs	20%
More than Rs 10 Lakhs	30%

Notes:

- An additional 4% Health & Education cess will be applicable on the tax amount calculated as above.
- Surcharge applicability:
 1. 10% of income tax, where total income exceeds Rs 50 Lakh up to Rs 1 crore.
 2. 15% of income tax where the total income exceeds Rs 1 crore.

New Tax Regime

The budget 2020 introduces a new regime under section 115BAC giving an option to individuals and HUF taxpayers to pay income tax at lower rates. The tax rates under new tax regime are as follows:

Income tax slab	Tax Rates (for all the individuals)
Up to Rs 2.5 Lakhs	NIL
Rs 2.5 Lakhs to Rs 5 Lakhs	5%
Rs 5 Lakhs to Rs 7.5 Lakhs	10%
Rs 7.5 Lakhs to Rs 10 Lakhs	15%
Rs 10 Lakhs to Rs 12.5 Lakhs	20%
Rs 12.5 Lakhs to Rs 15 Lakhs	25%
Above Rs 15 Lakhs	30%

Notes:

- The new tax rates is applicable to all the individuals i.e. the rates are not classified with the ages of the assessee.
- The new tax system does not allow 70 deductions and exemptions.

Exemption and Deductions not claimable under the new tax regime

1. The standard deduction, professional tax and entertainment allowance on salaries
2. Leave Travel Allowance (LTA)
3. House Rent Allowance (HRA)
4. Minor Child Income Allowance
5. Helper allowance
6. Children education allowance
7. Interest on housing loan on the self-occupied property or vacant property
8. Chapter VI-A deduction (80C, 80D, 80E and so on)
9. Deduction from family pension income.

Exemption and Deduction available under the New Tax Regime

1. Transport Allowances in case of a specially-abled person.
2. Conveyance allowance received to meet the conveyance expenditure incurred as part of the employment.
3. Any compensation received to meet the cost of travel on tour or transfer.
4. Daily allowance received to meet the ordinary regular charges or expenditure you incur on account of absence from his regular place of duty.

Case Study 1:

If any assessee has a Income of Rs. 1250000. He had paid profession tax and made some investments in various areas which are as follows:

1. Life insurance of Rs. 50000.
2. PPF of Rs. 20000.
3. Investment in NPS- Rs. 50000
4. ULIP – Rs. 30000

Calculate the tax payable in new tax regime and Old tax regime. Analyze which one is better?

Income (Rs)	Old regime (Rs)	New regime (Rs)
Salary	12,50,000	12,50,000
Less: Standard Deduction	50,000	0
Less: Professional Tax	2,400	0
Gross Total Income	11,97,600	12,50,000
Less: Deduction u/s 80C	1,50,000	0
Total Income	10,47,600	12,50,000
Income tax	1,26,780	1,25,000
Add: Education Cess@4%	5,071	5,000
Total tax	1,31,851	1,30,000

Outcome of this case study:

1. In the above example, for an income of Rs 12,50,000 The new tax regime is marginally beneficial. However, if you claim further deductions of health insurance, Loans on education and so on, the existing regime will be helpful in respect of helpful in respect of tax savings

Case Study 2:

If any assessee has a Income of Rs. 1000000. He had paid profession tax and made some investments in various areas which are as follows:

1. Investment in FD - Rs. 50000.
2. EPF of Rs. 20000.
3. Principal of loan- Rs. 50000
4. Investment in Sukanya Samriddhi Yojna – Rs. 30000

Calculate the tax payable in new tax regime and Old tax regime. Analyze which one is better?

Income (Rs)	Old regime (Rs)	New regime (Rs)
Salary	10,00,000	10,00,000
Less: Standard Deduction	50,000	0
Less: Professional Tax	2,400	0
Gross Total Income	9,47,600	10,00,000
Less: Deduction u/s 80C	1,50,000	0
Total Income	7,97,600	10,00,000
Income tax	72,020	75,000
Add: Education Cess@4%	2,881	3,000
Total tax	74,901	78,000

Outcomes of this case study:

1. In this case study, for an income of Rs. 10 lakh, the existing tax regime is more beneficial. An individual with an income bracket between Rs5-10 Lakh with lower claims of deduction will benefit from the new regime.

CONCLUSION:

Both the systems have their own sets of pros and cons.

1. The old system has many exemptions and deductions under numerous sections - availing a few of these required people invest in tax saving investment options, which helped inculcate a good habit of investing. i.e. If you are someone who was claiming a lot of deductions under the old regime, you can probably save better by sticking to the existing system.
2. On the other hand, the new system gives people more flexibility and tries to simplify the process. If you aren't making any kind of tax saving investment or claiming any deduction earlier too, then maybe the new system may prove beneficial. It also varies based on which slab you are in as well.

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SCHUMPETER'S GALE OF CREATIVE DESTRUCTION HITTING INDIAN E-COMMERCE AMIDST COVID-2019

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ABSTRACT

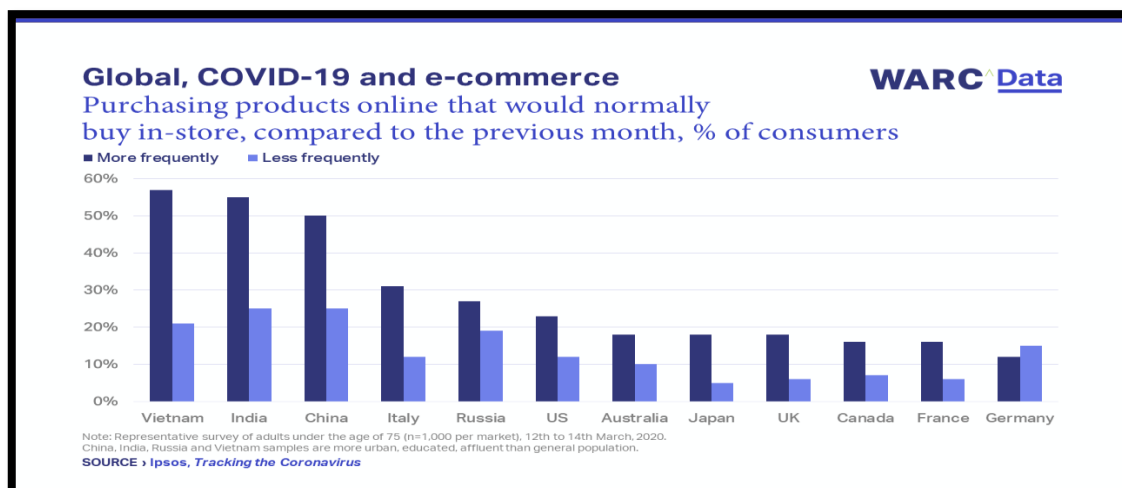
As the malicious Covid-19 hit the world, pace of work and life dwindled to a trickle. The governments watchfully retaliated with strict lockdowns and curtailed public gatherings, severely impacting the livelihood of many. Though many sectors are validating the gloom-ridden ramifications of the current pandemic, certain sectors are viewing it as a novel opportunity to capture a larger market share via exploiting the changed purchasing habits among the consumers. One among them is Indian E-commerce, that is witnessing a glimpse of hope with increased traffic spurt in the industry. The simple linear regression trend analysis depicts that Indian E-commerce value in billion US\$ has an upward growth trajectory with 27% rise per year from 2014. Rising internet users, increased digital payments, favourable government policies, low prices offered by e-commerce stores and 24x7 accessibility are all adding up to the hike in e-sales. Thus, India has now started to realize the impact of Schumpeter's gale which is creatively destroying the traditional markets with E-commerce. This paper is an attempt to study how the current pandemic is intensifying this gale of creative disruption by acting as a catalyst for the e-commerce revolution thus started in India.

Keywords: E-commerce, Covid-19, pandemic, India

INTRODUCTION

The Modi Government on March 22nd 2020, announced a nation-wide lockdown curtailing the movement of 1.3 billion Indian citizens. The widespread unrest and uncertainty lead to the downfall of several industries including Hospitality, Tourism, Aviation and Travel, Real Estate and loss of jobs for many. Malls, cinema theatres, restaurants and flights are now seen with lesser crowd than ever before. Small and Medium Enterprises are struggling with supply distortion due to decline in demand. Education has witnessed a slowdown with nearly 320 million Indian students dropping out of schools, according to UNESCO report. The fact that not every Indian organization provides end-to-end digital finance to their workforce in the new work-from-home culture is an additional expense in the salary-cut propaganda that is being lately propagated by many firms on grounds of diminished profits in the pandemic times. An estimated loss of 26 billion U.S \$ and drastic decline in the GDP of India was witnessed in the quarter of June 2020.

However, it is quite controversial to put forth that Covid-19 is just a stumbling block for the businesses. Sectors like E-commerce, Healthcare and Digital Payments are blossoming at the mercy of this virus. Social distancing and worldwide panic has persuaded the public to shift to UPI payments. According to the Reserve Bank of India Survey, number of digital transactions are estimated to grow to 1.5 billion every day by 2025. Street shopping has been to a large extent replaced by online shopping. E-retail is now the new normal influencing the minds of many.



Source: <https://www.warc.com/content/paywall/article/WARC>

DATAPOINTS/Ecommerce_shopping_more_frequent_because_of_COVID19/132077

“The Indian E-Commerce industry (sic) has witnessed a huge upsurge due to Covid-19 and there is a substantial room for future growth;” said Phil Pomfrod, managing director of Asia Pacific, Wordpay from FIS. According to the ‘Indian E-commerce Industry Analysis’ report by IBEF, the Indian E-commerce industry is projected to surpass the US to become the second largest E-commerce market in the world by 2034. This unexpected shift, rising internet users and acknowledged digital payments are together fuelling Schumpeter’s gale of creative destruction. This paper attempts to study how Covid-19 is acting as a catalyst in bringing a revolution in the shopping tendencies of Indian minds.

OBJECTIVES

1. To study the current E-commerce trend in India.
2. To understand the changed consumption patterns owing to Covid-19 in Indian E-commerce industry.
3. To find out the factors responsible for the shift in altered buying platforms.
4. To analyse the effects of government’s policy initiatives on the growth of E-commerce in India.

METHODOLOGY

The data used for this paper is descriptive that is based on secondary data from various media sources, news articles from The Economic Times, Financial Express, The Economist etc.

The major sources for this paper include The E-commerce March 2021 Report by India Brand Equity Foundation (IBEF), Global Internet: E-commerce’s Steeping Curve published by Goldman Sachs and The Retail E-commerce Playbook for 2021 by Forrester Research.

Apart from this, Neilson Report, WARC Reports, eMarketer Report, various research papers and articles published in national and international journals and existing literature on the topic.

REVIEW OF LITERATURE

The current pandemic has altered the nature of transactions. Nearly 50% of consumers have shifted their preference from street shopping to e-markets (Bhatti et. Al, 2020). E-buying as it is commonly referred allows the shoppers to directly access goods and services from the e-retailer to their doorstep by using web browser and internet facility (Rani,2017).

The recent alluring success of the E-commerce industry in India can be attributed to the shift in consumption pattern, entrepreneurs leaving no stone unturned to promote their sales and wide availability of internet than before.

The need for achievement for an inner feeling of self-accomplishment persuades the entrepreneur to exploit opportunities and to take the benefit of favourable trade conditions (McClelland ,2010). The widespread panic and lockdowns restricting movements outside the house have indeed created a favourable atmosphere and motivated the producers to sell their products online with a view of increasing profitability.

Schumpeter (1935) stressed that innovation can be involved in terms of establishing a new product, finding a new market, discovering a new source of raw materials, reorganization of an industry and looking for novel methods of production to creatively destroys the existing stationary circular flow. The safety measures and no-contact delivery is encouraging the citizens buy online which ultimately is providing a new e-market for durable as well as necessities.

Buyers on the other hand are allured by feedback from other customers, price, packaging, advertisement and product appearance (Peter & Olsonetc, 2005), which the e-commerce industry is widely focusing upon in the ongoing pandemic.

Varied theories and researchers have ascertained that when organisation fully meet all aspects of its customer needs, the outcomes raise their profitability (Chaudhuri, 2006), and also influence them to come up with a better tackling policies for consumer satisfaction (Asseal, 1998). The heavy investment in e-commerce by online shopping apps and services like free delivery, flexible return and exchange policies, timely sales and super saver days are all contributing to the traffic spurt in the industry.

Lastly, the role of internet cannot be ignored in providing various services in the form of conversation, dealings and distribution of products and service activities. Effective marketing tactics are undertaken by mobile apps and websites to spread awareness with regards to availability of varied products and services (Rani,2017

The purchasing patterns of consumers are altered and shifted towards E-buying also due to rising use of internet facility (Saravanan and Devi, 2015). The novel coronavirus is thus acting as a catalyst for more and more online

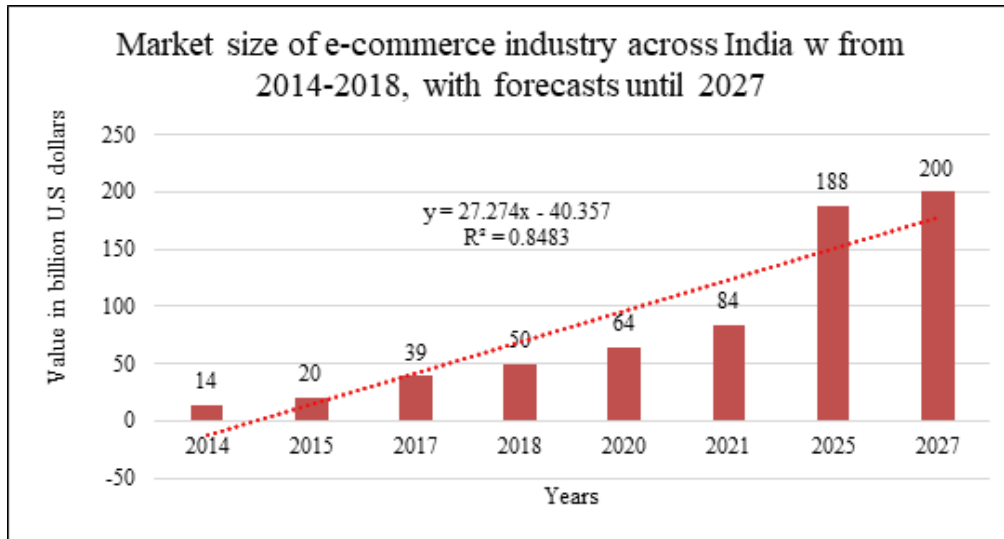
shopping with wide range of products, ability to compare different websites at once and varied payment options (Rastogi,2010).

Online purchasing behaviour of customers is also explained by the lesser time required, convenient mode of payment and other organizational factors (Neger and Uddin, 2020)

Thus, entrepreneurial profit expectations, safety concern of the buyers and internet availability have all worked hand contributing to the growth of Indian E-Commerce.

MARKET OVERVIEW

- E- commerce: Past and Present:** Indian E-commerce represents an upward trend as seen in the graph. Despite Covid-19, the market size of Indian e-commerce rose to 64 billion US\$ in 2020 from 50 billion US\$ in previous year and is further estimated to rise beyond.

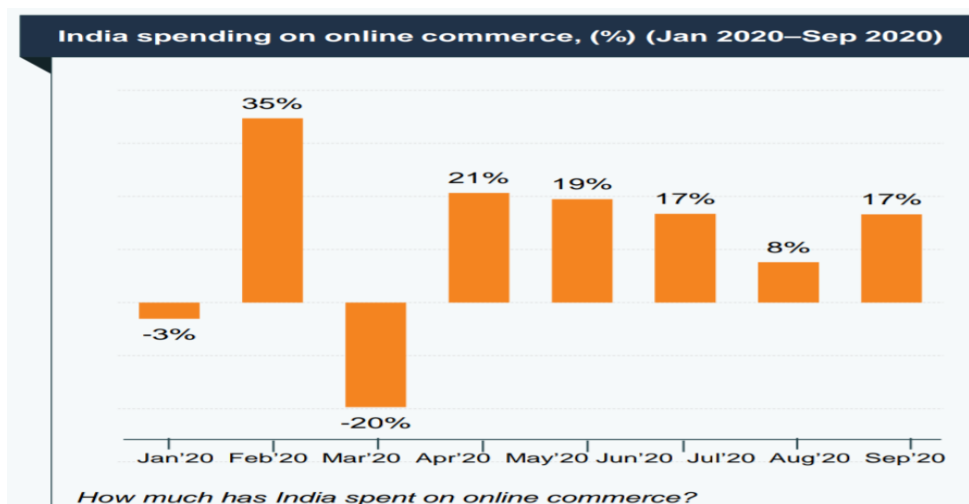


Source: Author's calculation on the basis of E-commerce market value India 2014- 2027 by Statista Research Department

As mentioned on the graph, the equation of the trend line is $y=27.274x-40.357$, where y stands for value in billion US\$ of E-commerce industry and x depicts the years.

It is evident from the linear regression trend that there is 27.27% increase in value of e-commerce per year. The value of R2 or coefficient of determination is 0.8483 indicating that the regression model is a better fit for the given data.

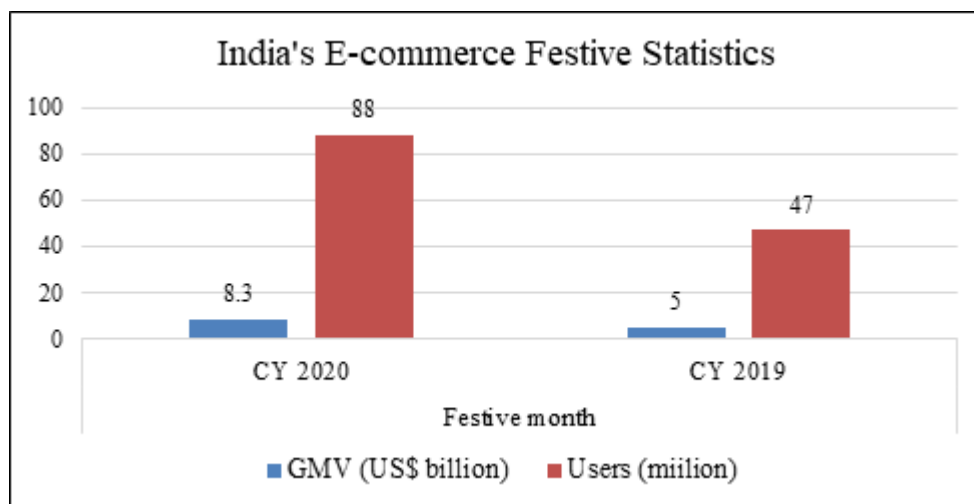
- Growth of E-commerce during Pandemic:** Though India's spending on E-commerce declined by 20% in the month of March on account of strict lockdown, the industry recovered all the revenue by rearming a constant growth thereafter.



Source: E-Commerce-March-2021 published by India Brand Equity Foundation

In the last quarter of 2020, e-commerce orders volume increased by 36% in India with personal care, beauty and wellness (PCB&W) segment being the largest recipient said the IBEF report. Most Indians are now reluctant to step outside and have become comfortable buying online be it durables or groceries.

India's e-commerce statistics of festive month i.e. from October 15 to November 15 are more shocking with a significant jump of 66% in the GMV in 2020 as opposed to 2019. E-commerce users rose to nearly 88 million in CY20 from that of 47 million validating the fact that covid-19 definitely influenced the transactions to move online.



Source: E-Commerce-March-2021 published by India Brand Equity Foundation

Thus, it is not wrong to say that Covid-19 has marked the start of creative disruption in India with regards to shopping preferences.

- 3. Top E-commerce Market Stores:** In India, Amazon recorded the highest net sales in the FY 2020 with US\$ 1.082 million of sales followed by Ajio with US\$ 983 million and Bigbasket with sales worth US\$ 929 million in the year 2020.

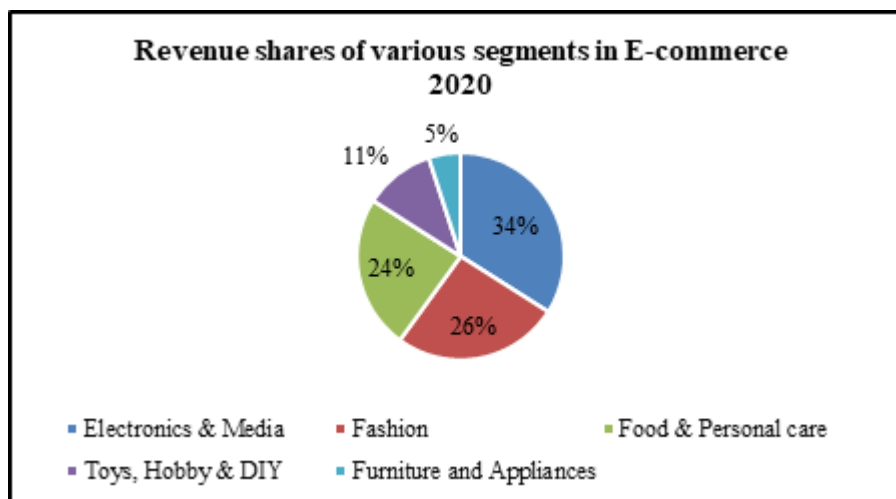


Source: The eCommerce market in India published by ecommerceDB

Jiomart that was recently launched in 2020 also showed a 4x rise in online orders beginning with groceries which was the need of the hour. In just a matter of a year, it has become the fourth largest e-commerce player in the market with sales worth US\$ 424 million in previous year. Reliance Digital is also in the line securing the fifth highest position with sales worth US\$ 380 million in 2020.

According to ecommerceDB, Nykaa fashion is one of the fastest growing e-stores in Indian market with revenue growth of 2535 in the previous year.

- 4. Revenue Shares of Various Segments:** Indian E-commerce market is dominated by electronics and media with 34% of the total revenue share. Fashion with 26% and Food and Personal care with 24% of the total revenue shares in the Indian market.



Source: Author's calculation on the basis of The eCommerce market in India published by ecommerceDB

The bottom two segments are Toys, Hobby and DIY with 11% share and Furniture & Appliances with merely 5% of the total revenue share in the market.

Factors driving E-commerce growth in India

The depressed consumer spending, uncertainty and national slowdown as a ramification of the current pandemic is not hindering the strong sales expectations of the e-commerce giants. Covid-19 has started a digital revolution in India with internet being the prime necessity rather than a luxury.

Though Covid-19 is a major excuse for people to shop online, the trend that has begun is also driven by other associated factors that bloomed hand in hand with the pandemic for digital marketplaces to thrive as interactions moved online. They are mentioned as below.

1. **Rising Internet Users:** India has the second highest active internet user globally that promote and influence the e-commerce transactions. The E-commerce report by IBEF published in March 2021 mentioned that driven by the 'Digital India' campaign, the internet users in India grew to 747.41 million in 2020 from 560 million in 2018. The internet penetration in rural is also estimated India to follow a growth rate of 45% by the end of 2021 as compared to 22% in 2020, thus making a majority of Indians accessible to the E-commerce industry.
2. **Digital Payments:** Financial year 2020 saw a massive spike in volumes over 2019 to 3,4.34 billion transactions, according to the RBI data. With growing internet awareness and rising use of UPI, consumers are now shifting to e-payments that are seen improving the e-commerce sales.
3. **Government Initiatives:** Policies like 100% FDI in B2B E-commerce, flagship programmes like Digital India, National E-commerce Policy, Udaan etc. are all contributing in strengthening the e-commerce sector in India
4. **Growing attempts to raise market sales:** Owing to the traffic spurt in the e-commerce industry, Amazon, Flipkart and other e-commerce platforms are sparing no efforts to raise their sales by providing ancillary services like introduction of grocery shopping and increasing investment. In February 2021, Flipkart has signed MoU with Maharashtra State Khadi & Village Industries Board and Maharashtra Small Scale Industries Development Corporation with a view of incorporating SME'S and regional artists. In October 2020, Amazon India invested over Rs. 700 crores (US\$ 95.40 million) into Amazon Pay.

CONCLUSION

The in-depth observation of various statistics published and analysis of many newspaper articles, journals and research papers lead to the conclusion that the inception of Schumpeter's gale in e-commerce industry in India is now building up. The Covid-19 certainly is magnifying its influence with people avoiding crowded places and preferring no-contact door-step delivery. Furthermore, the lower prices offered by the e-commerce websites due to cheaper management of online storefront, 24-hour accessibility, wider choices of products than a brick and motor store and easy returns and exchange policies are creating a conducive environment for e-commerce growth in the nation. The rise in internet users on account of day to day business shifting online be it work or school and increased digital payments to maintain social distancing is all fanning the flames of e-commerce revolution in India.

CHALLENGES AND GROWTH PROSPECTUS

Needless to say, the Indian e-commerce sector is too bedevilled with issues and challenges that have to be addressed victoriously for a rapid creative destruction to occur in the retail sector of the nation.

The major threat to e-commerce industry is cybersecurity issues. Wide variety of data and customer confidential information are always at risk with no regular backups and security plugins. The e-commerce biggies must take utmost care about cybersecurity to ward off losses to the retailers and retain brand image and reputation in the market.

The another biggest challenge of the e-commerce industry is to convert the carts in purchases. The Digitalsilk highlights that carts are abandoned 68% of the times by online shoppers. Visits were converted into purchases only 3% of the times in 2019. The e-commerce websites have to undertake certain measures to reduce these low conversion rates by keeping the checkout processes simple and payment methods feasible. Cash-on-delivery is often considered as the safest option by the buyers which the e-commerce websites should focus on.

In a market with too many competitors nurturing customer loyalty is something the e-commerce firms should focus on profoundly. For the businesses, attracting a new customer is five times more difficult than holding on to the existing one. Quick customer service, quality products, lower shipping charges to old customers are some ways to build trust among customers.

The refunds and return policies should be made flexible enough to allure a shopper visiting the product. No-return policy often creates a feeling of distrust and doubt in the minds of the purchaser as 60% of shoppers make it a point to look for return policy before shopping and an inconvenient return policy discourages 80% of the customers.

The e-commerce industry is also facing challenges with regards to hiking costs of digital advertisement with 12% increase costs on almost every channel. The companies should keep a track on how rewarding their digital campaigns are and hence reformulate their ideas to target a specific target group.

Though E-commerce is expanding it still accounts for merely 16% of the worldwide sales. However, the growth prospectus is unlimited if the websites keep their aim right. Social media platforms like Instagram can serve as an excellent channel to influence people buy online. Social media posts have encouraged more than 50% of shoppers. Focusing on virtual and augmented reality by giving the customers an opportunity to try on the product online before actually purchasing it further will encourage sales in beauty and fashion items by providing the desired shoppers an offline journey thus missed. Lenskart and Nykaa are perfect examples of successful implementation of this trend which other stores can also comply with.

In a nutshell, getting these blockages out of the way is the only path for e-commerce industry to reach the pinnacle of success in India and worldwide.

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A STUDY SHOWING ADAPTION OF HYBRID CULTURE OVER ORGANIZATIONAL CULTURE DUE TO COVID-19 PANDEMIC

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ABSTRACT

Covid-19 pandemic has put a big challenge in front of the corporate leaders all around the world. The corporate leaders are forced to restructure their age-old organizational culture proactively and deliberately design a new work culture. The current paper aims to study the hybrid work culture, the new normal with the help of various national and international research studies, news articles and blog posts. Descriptive research design is carried out using content analysis through various available secondary sources on the internet. The researcher intends to put some focus on the concept of a newly emerging form of organizational culture, i.e. the hybrid culture. The study has the limitations of being conducted during the pandemic period and with the secondary data sources only. The study ends with some commonly noted observations and conclusive remarks.

Key words: Pandemic, Organizational Culture, Hybrid culture

INTRODUCTION:

Covid 19 has divided the time line into pre-covid, during-covid and post-covid eras. Every single life was affected due to the pandemic and so did all the business units. The firms were compelled to make changes in its years old policies and started adapting themselves into the dynamism of the time and that's what we call entering into a new normal. The corporate houses started replacing their age old Organizational Culture with Hybrid Culture. It is very difficult to pen-down a company's culture in a few words. Employees as well as their leaders give a great importance to the company's organization culture and place all possible efforts to maintain the same. But the pandemic made every leader to deliberate and come up with a new work culture to keep the corporate world moving.

ORGANIZATIONAL CULTURE is something which differentiates one firm with the other. It is made up of the company's artifacts, espoused values and underlying assumptions.

HYBRID CULTURE is well defined work culture wherein employees work in-office as well as remotely. It has become a new normal during the time of ongoing pandemic.

The on-going pandemic has put a challenge in front of the whole world's corporate firms. The firms are forced to adapt to the new normal or to shut down. Most of the firms exhibited their ability to transform in a shorter span of time while many others struggled initially, but gradually they have also adapted the transformation. When the world came to a standstill due to lock down, corporate houses adapted a new way of working with their employees. In this new normal employees were supposed to work from home. Once the situation of lockdown was getting over, but still the fear of covid 19 was not over, employees were asked to work in a hybrid culture wherein they have to work in-office as well as remotely depending upon their work requirements.

OBJECTIVES OF STUDY:

- To study literature and understand hybrid culture.
- To frame the conceptual framework.
- To give conclusive remarks based on content analysis.

CONTENT ANALYSIS:

To get a deeper understanding of the hybrid culture in the present scenario, the researcher has made an attempt to do content analysis through various secondary data sources like research papers, news articles and blog posts.

- Andr  Spicer (September 2020) has pointed out in the study that due to pandemic, the organizational culture has changed a lot and it has put forward a challenge for the organizational managers to sustain the organizational culture, when everyone is working from home.
- Boidurjo Rick Mukhopadhyay (January 2021) has pointed out in a research article that a study was carried out on the employees of 500 companies it was found that they exhibit greater honesty and communication and more transparency during the pandemic period then the pre-pandemic period.

- Kristi, Nero, Kati Orru and Abreil Schieffwlers (June 2021) noted down the sustainability of the organizations of social care during the pandemic period. The study through a light on experiences of these social care organizations and the ability of their organizational culture in responding to the crisis period. For the purpose of the study interviews were conducted from 29 respondents. Analysis put some light on creativeness of the solution offered by the managers and the role of organizational culture in it.
- Dominic Uduakabasi Okure (July 2021) studied the challenges faced by five private universities of Nigeria during the covid-19 crisis period full stop both qualitative and quantitative methods were used to collect the data from 104 respondents using purposive sampling technique full stop the study ended with the remark that the university is under study didn't depict a nicely articulated organizational culture where members can get socialized full stop there was a lack of coping mechanism during the pandemic period.
- Monika Kansal (January 2021) pinpointed in the research that covid-19 pandemic came along with many challenges to the organizations as well as its organizational culture. Pandemic forced organization to restructure its organizational culture. With reference to the IT sector professionals of Delhi the researcher conducted a qualitative study collecting responses from 200 IT professionals using simple random sampling technique. The findings of the research revealed that 86% of employees preferred hybrid work culture in the post covid period as well. The respondents agreed that the opportunity of work from home has lessened the gaps between work and personal life. It was also noted that the communication gap between employees has lessened. This hybrid culture also brings forth gender equality. The research was finally concluded with the remark that covid-19 has brought a big challenge in front of the organization and its organizational culture but it has also brought with it a lot of scope for growth and innovation.
- Kathy Gurchiek (January 2021) reported in HR news article that more than 50% of the employees who was surveyed in US preferred remote working at least 3 days in a week full stop on the other hand more than half of the executive who was surveyed pointed that employees should work in offices showing their concern towards organizational culture full stop the same article showed the survey depicting the concern over balancing between an organizational culture and hybrid culture. Citing Deniz Caglar, a partner at PwC it was stated that the culture of a company won't disappear if employees work from home. As the culture doesn't lie in office, but it lies in the organization's organizational values.
- In a black box blog (July 2021) it was mentioned that initially employees hesitated working remotely but slowly adapted the change and have felt over the time that hybrid work is allowing them to maintain a good balance between their personal life and professional life. As per the survey conductor 63% of employees prefer hybrid working culture post pandemic also full stop one of the research pointed out that almost 71% of HR executive worry over issue of collaboration full stop no doubt hybrid culture is something which evolved out of necessity but it has bring forth a new, creative and engaging experience for all.
- Jordan Peace (June 2021) mentioned in an article that as per PEW research more than 50% of employees are eager to work remotely even once the pandemic gets over. Employers also find hybrid work culture beneficial where employees should work in- office for a few days and for the rest they can work remotely.
- Technology Association of Oregon (June 2021) the article quoted the research conducted by Vanson Bourne, on 600 IT decision makers, 95% of the survey respondents found in office communication was needed for training developing and assisting employees full stop the survey also put forth the fact that more than half of the surveyed firms are ready to make policy changes to adapt hybrid work culture after the pandemic gets over. Hybrid culture is believed to bring new normal for employees in post-covid era.
- An article from National Bureau of economic research stated that the employees and managers have started accepting that the time spent on zoom meetings is much shorter as compared to the physical ones and yet they are effective. Employees are feeling more connected than ever before during this endemic period. This will enhance the value of organizational culture in the post covid Era as well.
- An MIT Study pointed out the stuff noted that communication is positive in terms from their Top class leaders during the pandemic period as compared to the pre pandemic period. Employees also noted more of transparency and an overall atmosphere of positive sentiments.
- Gartner Survey noted that almost three fourth of the leaders (who were surveyed) are planning to make more and more employees work remotely and more than half of the other leaders (who were surveyed) are planning to make their employees work from home at least once in a week even after the situation of pandemic is over. This, they feel will help in enhancing the organizational culture of their organizations.

- A newspaper article stated that Twitter was the one of the first among various companies to announce that its employees would be working from home during the peak of the pandemic period in March 2020.
- An article pointed out the most humanitarian approach adopted by a graphic processing firm in named NVIDIA which not only manage to take care of its employees mental health by organizing webinars and driving online resources for its employees welfare but also to care of employees kids as well by developing educational resources like virtual field trips, online storyline and so on. This NVIDIA instance exhibits the firm's are not just trying to make an organizational workplace positive but putting efforts to develop a positive home environment as well
- Dan Schaqbel, a managing partner in workplace intelligence in an article explores his views on hybrid work culture in place of traditional organizational culture. In his article, he pointed to a US based study which showed that almost one-third of the US-based employees (who were surveyed) are ready to quit their work, if they are asked to rejoin the office full time. Half of these respondents responded that they would prefer a hybrid work culture which allows them to bifurcate their time between corporate office, homes and common work spaces like cafes. Both employers and employees agreed that working from home is advantageous as compared to maintaining a physical space. The article highlighted the significance of hybrid culture which would increase the efficiency, productivity, employee engagement, help lowering real estate expenses and so on.
- In an article in IBM.com it was reported that all over the world business offices are facing the same challenge, to bring people back to work in office. It is believed that a physical workplace with desk and office work from 9 to 5 is no longer needed, offices may comfortable adapt hybrid culture, wherein the employees expected to work on desk 3 days a week and for the remaining part of the week they can work remotely. PWC stated that in a US based survey, 83% of workers believed in the success of remote working environment. In this scenario hybrid office sounds the best option wherein one can balance between in office and personal life.
- In a blog post it was pointed out that it's wrong to believe that post covid working conditions at workplaces will be the same as they were in 2019. Rather post covid the work culture will be the combination of pre covid and during covid work culture. Leaders across the world are accepting the fact that they don't have a choice but to allow people to work remotely. On the other hand there is a feeling of uncertainty among the employees who are working remotely whether or not their officers will accept them. The ones those who are working in offices are worried about lack of collaboration due to the hybrid culture. In any ways willingly or unwillingly the companies are undergoing a transformation phase.

RESEARCH METHODOLOGY:

The study is based on Descriptive research design. Data Collection for the purpose of the study is collected through secondary sources of data collection like research articles, blog posts and news articles. The observations have been drawn based on the content analysis.

OBSERVATIONS BASED ON CONTENT ANALYSIS:

- The deliberately framed rigid organizational culture is being eventually replaced by hybrid work culture.
- The covid-19 pandemic has put a big challenge in front of the corporate houses, where they are worried about concerns regarding the maintenance of organizational culture, collaboration, training and development of the employees and many more.
- Majority of the employees working in any corner of the world are favoring the hybrid work culture.
- Hybrid work culture is helping companies to increase the efficiency, productivity, employees' engagement and it also helps the firm in lowering down its real estate expenses.
- Employees are leaving behind their hesitant attitude and coming up with more frank and open minded attitudes.
- There is more closeness seen between the leaders and employees during the pandemic times under hybrid culture, then never before.
- Hybrid culture helps in bringing well-balanced work life and personal life.

LIMITATIONS OF THE STUDY:

- The study was conducted during the pandemic period.

- The study includes all the data from secondary sources only.

CONCLUSION:

Based on the above discussions and content analysis, it can be concluded that hybrid work culture is being embraced by everyone across the world. The work culture which was once forcibly adopted during the covid period is expected to be continued even in-post covid era as well. This pandemic is just an alarm which warned the employees and leaders that such crises are ought to come at any point of time in future also. All they need to do is continually adapt to the new way and overcome the challenge. The corporate houses need to make sure one thing that it should not treat its on-site and off-site employees to be two different buckets, they are to be treated as a whole only, and thus should be seen with equality. All a company can do is provide opportunities to its on-site and off-site employees to work together at certain instances and thus not allowing them to wipe away the company's organizational culture, which will make a company stand apart from the others.

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TO STUDY THE IMPACT OF FACEBOOK AND INSTAGRAM ADVERTISEMENT ON MICRO ENTERPRISE'S BRAND AWARENESS AND CHANGE IN CONSUMER BEHAVIOUR

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RESEARCH PROBLEM/ AREA

As large number of urban population uses social media for various purposes, it has become one of the vital media channel for advertisements. This Research attempts to understand 'how advertising in social media's popular platforms like Facebook and Instagram have impact on brand awareness of Small and Medium Enterprises? Also to analyse the changes in consumer behaviour due to Instagram advertisement.

Definition of key Terms:

Social Media Marketing – It refers to utilization of social media and network to promote company's product, to attract customers, to create brand awareness and it helps in connecting with large number of target audience.

Brand Awareness- It refers to the extent of customer's ability to recognise particular feature or picture or brand of a company.

Micro Enterprises - As per the provisions of Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 Micro enterprises can be defined as Manufacturing Enterprises and Services rendering Enterprises which has Investment in Plant and Machinery or Equipment not exceeding Rs.1 Crore and whose Annual Turnover does not exceed Rs.5 Crore.

Consumer Behaviour – It is the study of choices, consumption patterns, purchases, uses of goods and services by individuals, groups and organisation.

BACKGROUND

Micro Enterprises plays an important role in developing countries like India, It is small but vital part of Indian economy. The idea of Atmanirbhar Bharat – Self reliant Nation was introduced by the Prime Minister of India in order to promote the economic development of the country. The definition of Micro, small and Medium Enterprise was revised at time of introducing the above mentioned scheme. Various measures were taken in order to lift up the Micro, Small and Medium Enterprises.

As far as the promotion of any business is concerned, Advertisements plays the key role. Companies adopts various strategies to attract the targeted audience and create brand awareness, which may help companies in customer retention. An effective advertisement in appropriate media can benefit a company for long term. As the era is changing, company should also change its advertising strategies with time. 'Advertising cost' is a major factor in deciding marketing and advertising strategies, for example Advertisement of the product in media like TV, Radio or Print Media is not cost effective for Micro and Small business, which results in adopting more suitable and effective media for advertising – Social Media Marketing

Social Media has become essential part of many people life. A person spends on an average 4-5 hours per day on social media. Unlike traditional marketing techniques social media marketing offers window to express opinion and feedback of target audience, which helps in quality management and continuous improvement. Social media marketing is an interactive media channel unlike TV, Radio and other traditional mediums. It is powerful media channel to promote the business.

In today's world customers have ample of options to satisfy their demands, it becomes difficult to retain customer. It becomes necessary to focus on Brand Awareness. To attract new customers as well as to retain existing customers is a tough task. Creative Advertisements and selecting proper media will have impact on brand awareness. As discussed in above paragraph, cost of advertisement is one of the constraints which affects the decision with respect to advertising policies to be adopted.

Consumer Behaviour is an analysis of consumption patterns of consumer and all elements having impact on consumer's decision making with respect to selection of product. Every organisation should study behavioural pattern of consumer in order to sustain and grow in competitive Market.

This research focuses primarily on the impact of Facebook and Instagram Advertisement on brand awareness and consumer behaviour. As per the statistics presented by Union Minister Ravi Shankar Prasad there are

around 41 Crores Facebook users and 21 Crores Instagram users in India. Majority of the users belongs to metropolitan cities.

Objective of The Study

1. To Study the impact of Facebook and Instagram Advertising on Business Promotion
2. To Study the impact of Facebook and Instagram Advertising on Brand Awareness
3. To Study the Business performance after adopting Facebook and Instagram Advertisement
4. To Study the impact on consumer behaviour and decision making

REVIEW OF LITERATURE**Impact of Facebook and Instagram advertisement on Consumer Behaviour:**

Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's Facebook group to receive promotional messages. Based on this result, Chu (2011) suggests that a link exists between consumers' use of and engagement in group applications on a social media sites. The relationship between consumers' use of and engagement with group applications influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) notes, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

(Elisabeta Ioanas, Ivona Stoica, 2014) Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. The paper is related to the impact of social media on consumer behaviour, therefore it has been made a quantitative research. The sample counted 116 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media reflected in the behaviour changes.

(Sharon S. Pate, Adams) Social media sites have become an important part of Millennials lives. According to the Pew Research Centre (2010), Millennials' are living their lives on the internet. Social media can be linked to a positive association providing instrumental value that assists consumers in making decisions about what product to buy, when to buy, and where to buy (Weigand, 2009). With social media becoming a large portion of the promotion mix, it is important to understand the motivation behind buying behaviours and if social media plays a role in influencing those behaviours. The purpose of this research was to determine the influence of social networking sites influence on buying Behaviours of Millennials.

Facebook and Instagram advertisement as Marketing tool for Business:

(Abu Bashar, Irshad Ahmad, Mohammad Wasiq. November 2012) in today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behaviour. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

(Yolande D'Mello, Feb 8, 2014) Small businesses are finding that social media can help run a one-man show of marketing, retail and research. Home bakers, housewives and smart CEOs are meeting consumers who spend

hours online through their smartphones and computers to sell direct. Mirror gets small-time 'CEOs' to share their marketing strategies-

Nameet Potnis Behind: SellMojo, online store platform for social shopping Sells: Exclusively through Facebook Strategy: Helps small businesses install 'buy' button to retail via Facebook No. Of Clients: 700

Mystery Baker Behind: Sweetish House Mafia cookies Sells: Exclusively through Facebook, Twitter Strategy: Keeps location, day and time of sale a mystery to up the foodie's curiosity Sales: Rs 14,000 per week. In the last nine months, salivating corporates and college students have been seen waiting for a blue Nano at odd spots across SoBo, to pick up their batch of gourmet cookies. And social media has played the perfect business partner.

RESEARCH METHODOLOGY

Primary data will be collected from Small and Medium Enterprises active in Mumbai who uses Facebook and Instagram advertisements for product Promotion and also from the customers of different age group with the help of Questionnaires and Interviews.

Secondary Data will be collected with help of available Social media marketing literature, Statistical Data of Facebook and Instagram users from authorised source with the help of books and internet.

Collected Data will be analysed with effective and appropriate methods in order test hypothesis and to derive conclusion.

The Micro Enterprises are selected from a wide range of industries and data of customers are selected from different age groups. A sample of 21 Micro enterprises and 50 Individuals was selected.

RESEARCH HYPOTHESIS

H1 : There is an association between the use of Facebook and Instagram advertisement and Brand Awareness

H2: There is an Association between the consumer behaviour and Facebook and Instagram advertisement

Method of Data Collection: Primary and secondary data

Primary data is collected through self-administered questionnaires designed for both Micro enterprises and individuals which will enable us to understand role of Facebook and Instagram Advertisements in acquiring customers.

Secondary data is collected from Journals, Articles, Survey reports and Internet.

Questionnaire contained closed ended questions. Open ended Questions and 5 points scale type questions. The questionnaire discussed about customer participation, usage of Facebook and Instagram ads by Micro enterprises and its output in form of customer acquisition.

DATA ANALYSIS AND FINDINGS

Primary data collected is analysed from Micro Enterprise's and Customer's point of view with the help of tables, Bar Diagram and pie diagrams. Details are as follows;

Data Analysis of Micro Enterprises

Data is collected from various range of industries to understand overall influence on market. The below data is useful to understand active participation by Micro enterprises, Impact on sales and customer acquisition, Time spent on Facebook advertising and Cost factor.

Table 1.1: Types of Business (Micro Enterprises)

Type of Business	Number of Enterprises
Jewellery Business	1
E-Commerce	1
Computer Supplies	1
Astrology Service Provider	1
Ayurvedic Medicine shop	1
Food corners	3
Restaurants	3
Printed T-Shirts and Cloths Business	2
Groceries Shop	1
Footwear Shop	1

Dance classes	1
Acting Workshops	1
Unisex salon	1
Music Recording studio	1
Dairy Product supplier	1
Raw Non vegetarian product supplies	1
Total	21

Table 1.2: Analysis of usage of Facebook and Instagram Advertisements by Micro Enterprises with help of Close ended Questions

Particulars / Statements/ Questions	Number of Enterprises		Percentage	
	Yes	No	Yes	No
Do You have a Facebook and Instagram account?	21	0	100%	-
Do You use Facebook advertisements for promoting product/ services?	16	5	76.2%	23.8%
Do You use Instagram advertisements for promoting product/ services?	14	7	66.7%	33.3%
Whether New Customers are acquired with the help of Facebook and Instagram Advertisements?	16	5	76.2%	23.8%
Whether Impact on sales were positive i.e Whether sales were increased with the usage of Facebook and Instagram Advertisements?	15	6	71.4%	28.6%
Are Facebook and Instagram Advertisements cost effective?	17	4	81%	19%

Table 1.3: Data of Time spent daily on Facebook and Instagram

Daily Time Spent	Number of Enterprises
Less than 2 hours	10
2 – 5 Hours	10
5 – 8 Hours	0
More than 8 Hours	1

Chart for Table 1.3

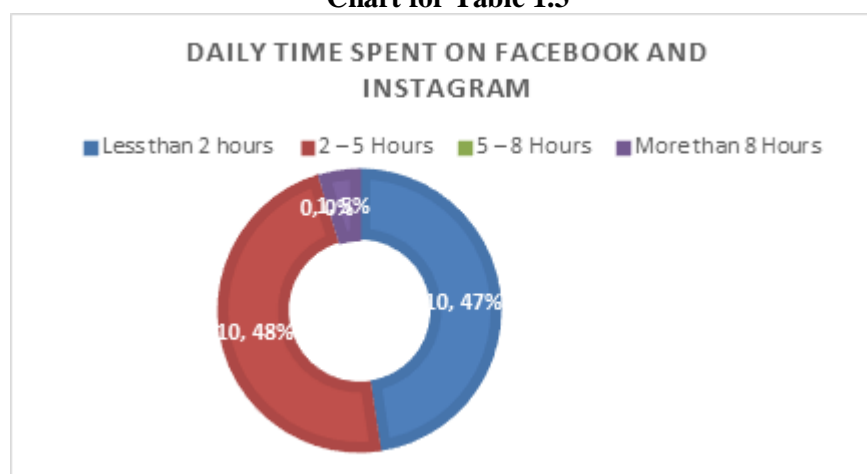
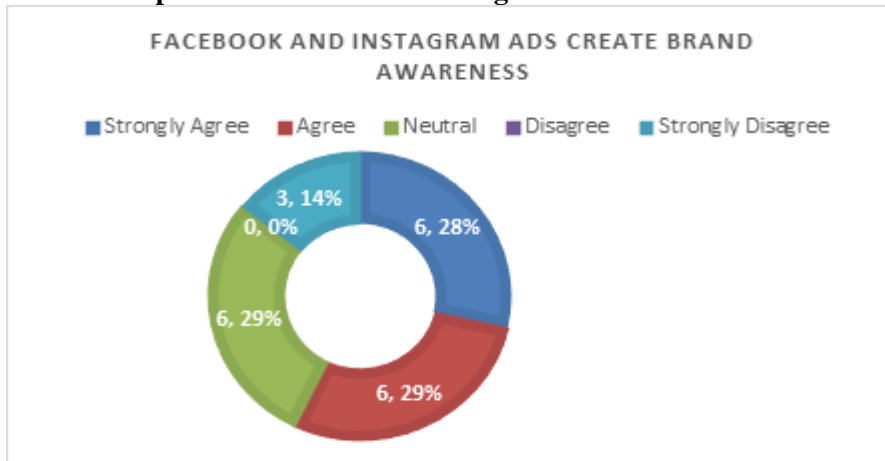
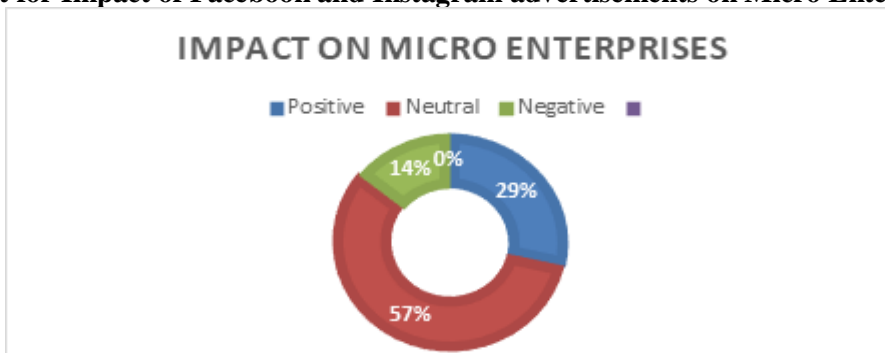


Chart for Positive Impact of Facebook and Instagram advertisements on Brand awareness**Chart for Impact of Facebook and Instagram advertisements on Micro Enterprises****ADDITIONAL FINDINGS:**

- 34.3% of Micro Enterprises finds response from new customer acquired with help of Facebook advertisements satisfactory.
- 42.8% of Micro enterprises are of the opinion that Consumer Acquisition using Facebook and Instagram advertisements is simple task.
- 61.9% of Micro enterprises agree that Existing Customer Review and comments on advertisements posted on Facebook and Instagram affects sales and customer acquisition.
- Besides Facebook and Instagram other Social media platforms are also used by Micro Enterprises Like Wats app, You tube etc.

DATA ANALYSIS OF POTENTIAL CUSTOMER'S SAMPLE

Data is collected through random sampling basis from Individuals of different age groups to understand impact of social media advertisement using Facebook and Instagram platforms on customer behaviour. Also, to understand whether these advertisements helps in brand awareness.

Table 2.1: Classification of Individuals age-wise

Age Group	Number of Individuals
Less than 15 Years	01
15-25 Years	18
25-35 Years	29
35-50 Years	01
More than 50 Years	01

Table 2.2: Daily Time spent on Facebook and Instagram

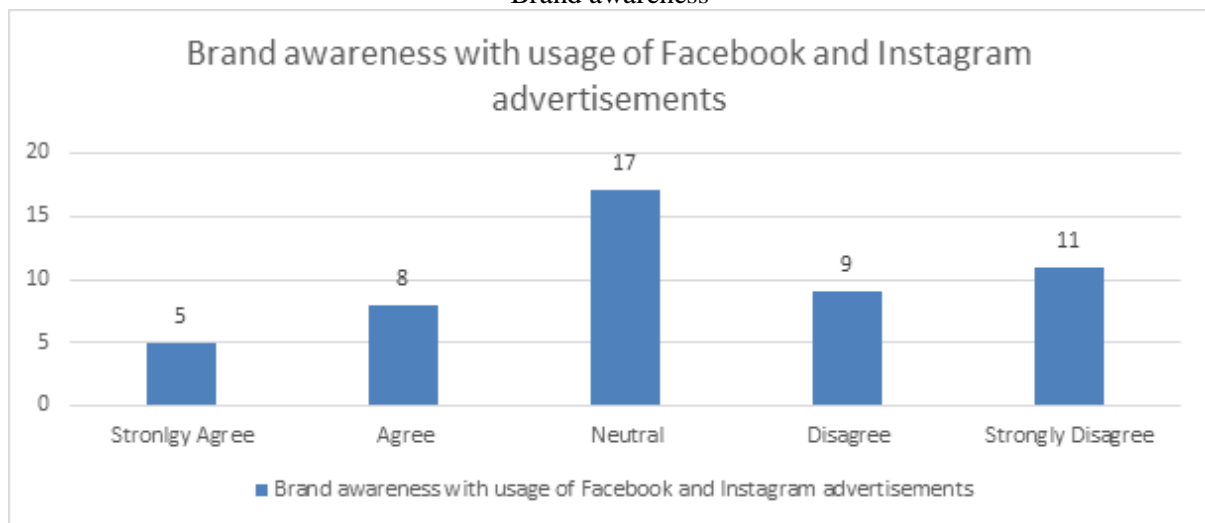
Daily Time spent (In Hours)	Number of Individuals
Less than 1 Hour	23
1 – 3 Hours	18
3 – 6 Hours	07
More than 6 Hours	02

Table 2.3: Analysis of Impact of Facebook and Instagram Advertisements on an Individual with help of Close ended Questions

Particulars / Statements/ Questions	Number of Individuals		Percentage	
	Yes	No	Yes	No
Do You have a Facebook account?	43	07	88%	14%
Do You have an Instagram account?	40	10	80%	20%
Have You Observed Facebook and Instagram advertisements for promoting product/ services?	34	16	68%	32%
Facebook and Instagram ads are useful	26	24	52%	48%
Facebook and Instagram ads are appealing	26	24	52%	48%
Were you Interested in new product/ services advertised on Facebook / Instagram?	22	28	44%	56%
Have you inquired about the product on Facebook / Instagram?	24	26	48%	52%
Have You purchased any product on basis of Facebook and Instagram advertisements?	13	37	26%	74%
According to you whether Facebook and Instagram are good platform for small business?	40	10	80%	20%
Are you aware of Facebook marketplace facility?	23	27	46%	54%

Chart for understanding individual point of view on usefulness of Facebook and Instagram in creating

Brand awareness



OBSERVATIONS

1. Brand awareness is created by utilising Facebook and Instagram facilities. Brand awareness have positive influence on Customer acquisition.
2. Facebook and Instagram Advertisements are cost effective and hence more advisable means for Micro Enterprises.
3. Facebook and Instagram advertisements have positive impact on customer acquisitions.
4. Daily Time spent on Social media affects sales.
5. Proper strategy of advertising should be adopted in order to increase brand awareness.

RESULTS FROM TESTING HYPOTHESIS

1. Facebook and Instagram advertisements have positive influence on Brand awareness.
2. Brand awareness has positive impact on acquiring new customers.

Hence can be concluded that Facebook and Instagram advertisements have positive influence on customer acquisitions.

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A STUDY ON CHALLENGES FACED IN MAINTAINING WORK-LIFE BALANCE BY WORKING PROFESSIONALS DUE TO THE WORK FROM HOME METHOD DURING PANDEMIC (WITH SPECIAL REFERENCE TO MUMBAI AND ALIBAG CITY)

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ABSTRACT

Our country has been facing a pandemic situation since almost last two years. This situation not only lead to a lockdown situation but also changed the work-life dynamics to the greater extent. At the very early stages of the pandemic the employees had to sit at home as the whole world had come to a standstill situation whereas many lost their jobs. The economy of our country had hit hard and it has been very difficult since then to stabilize the economy. Companies or industries being the major part of the economy they too are still facing the repercussions of the pandemic. Most of the companies were worried about the effectiveness in workflow, productivity of the employees etc. after the pandemic of Covid-19 hit. In the early stages of the pandemic no one had an idea of how to continue working. Many of the companies then came up with a full-fledge work from home method. Since then almost every sector has been following the work from home technique. Work from home has now become the "New Normal". At first the professionals of every sector enjoyed the concept of work from home and gave their best to complete the given task but with time it was seen that the satisfaction level diminished. It has not been an easy task for the employees or professionals following work from home and maintaining a work-life balance. People are now eager to go back to normal where they had the hustle in life of reaching work on time, meeting people at work etc. It is now understood that the people are struggling in maintaining a healthy boundry between personal and professional life. The working hours have increased, some lacked resources and problems of high stress-levels etc. were some of the challenges faced by the professionals of every sector. This paper focuses on those different challenges faced by the professionals which made it difficult for them to maintain a work life balance due to work from home method.

Keywords: pandemic, challenges, work-life balance, work from home.

INTRODUCTION:

A scenario that has been playing around the country as the number of cases of coronavirus affected individual increases and more employers are committed to the social-distancing pattern that health officials say will help to slowdown the spread of COVID-19, the severe respiratory illness caused by this virus. Jared Spataro, a Microsoft vice president in a March 5 blog wrote that at Microsoft in the Puget Sound, they were encouraging their teams to work from home as much as possible and also are many organizations in their region. At Microsoft, their top priority was and is the health and safety of employees, partners, customers and communities. Balance is what we need in every aspect or step of life. If we maintain proper balance in things we do, there are more chances of results coming out positive and stress free. Now-a-days the work life goes around the concept of balance every now and then. And it is very important to maintain balance of work and life. Considering today's work culture the 9 to 5 job is no more restricted to timings in India. Because of the advancement in technology the work has been doubled where it was supposed to reduce it. Business world started using different online platforms to conduct business activities such as zoom, google meet etc. As the pandemic hit the country it not only brought everything to halt but also completely changed the dynamics of the business world. It was then difficult to bring the business back to normal. Even today many of the business sectors are following the work from home method to maintain the continuity in the work and for the existence of the business. This technique though was benefitting for the business but it affected the work-life balance of many individuals.

This paper studies the impact of work from home method on the work life balance of the professionals from different sectors of industry. The study will bring out the satisfaction levels of professionals in maintaining work life balance from work from home arrangements.

LITERATURE REVIEW:

- **Sarah Holly and Alwine Mohnen (2012):** In their study conducted on "Impact of working hours on Work Life balance" examined the relationship between job satisfaction and working hours was examined and also the influence on job satisfaction of the same. The results of the study show that the dissatisfaction between the employees does not result from long working hours. Infact the effect of long working hours on the employee's life and job satisfaction is positive.

- **Ms. Prithivi.S, Dr. A. Thilagaraj (2020):** In their study conducted on “A study on impact of covid in work life balance of employees in Chennai” they stated that Work Life Balance is an important issue and it has a vital impact on the productivity and growth of both the organization and employee in human resource management. They concluded that work is an important part in which every person spend most of the time so it is necessary to have proper balance to live the remaining time with their family.
- **Parkash Vir Khatri and Jyoti Behl:** In their study conducted on, “Impact of work-life balance on performance of employees in the organizations” they concluded that their study has provided some clear indications of general views of staff on work-life balance. In different number of areas there are improvements that could be made and policies supporting flexible working arrangements could be developed. Employees expect that organization should be more understanding towards employee’s needs by providing Work life balance approach.

RESEARCH METHODOLOGY:

(I) Objectives of the Study:

1. To understand challenges faced in work from home during covid-19.
2. To understand the challenges faced in work-life balance due to work from home.
3. To find the easiest ways in which the professionals have cope-up with the challenges if faced any.

(II) Hypotheses of the Study:

H0: The professionals did not face any challenges during work from home experience.

H1: The professionals faced some challenges during work from home experience.

H0: There has been no significant impact on work-life balance due to work from home.

H1: There has been a significant impact on work-life balance due to work from home.

(III) Data Collection: Primary Data is collected from individuals (professionals) who belong to different sectors in Mumbai and Alibag city. 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 45 individuals (professionals) who belong to Mumbai and Alibag city.

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

Gender

Age

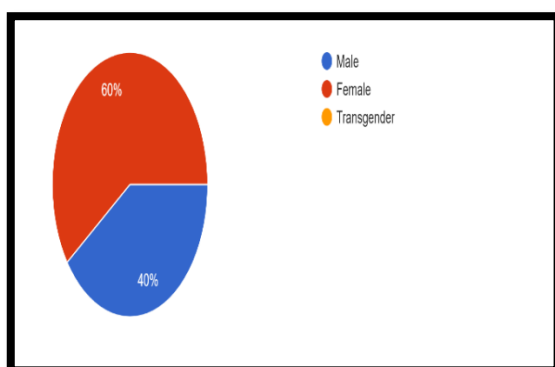


Fig 1.1

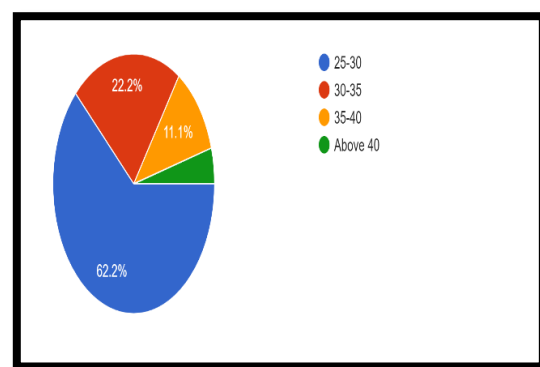
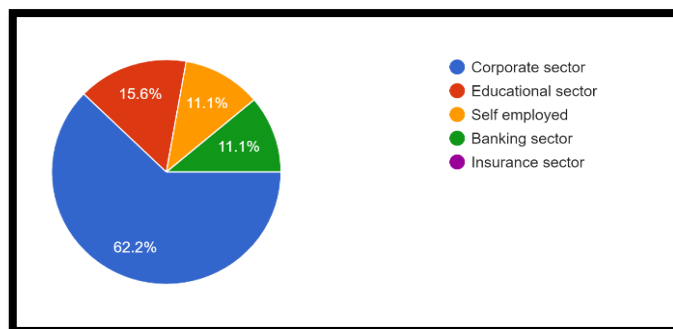


Fig 1.2

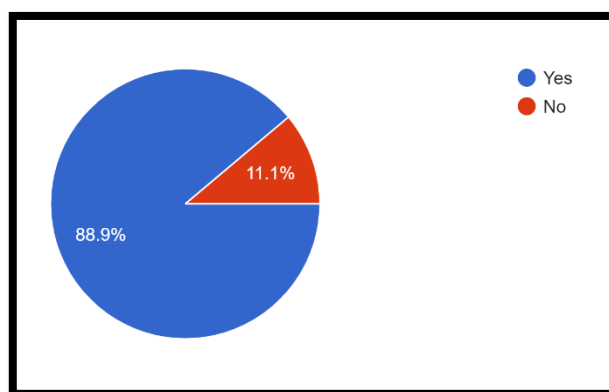
Interpretation: From Fig.1.1, 40% respondents were Female and 60% were Male. There were no respondents from Transgender category. Fig.1.2, the survey conducted had respondents from various age categories. Maximum respondents (62.2 % of the total respondents) belonged to the age group of 25to 30 years, followed by 22.2% of the total respondents 30 to 35 years 11.1% respondents from 35-40 years of age and 4.4% respondents aged above 40.

Sector

**Fig 2**

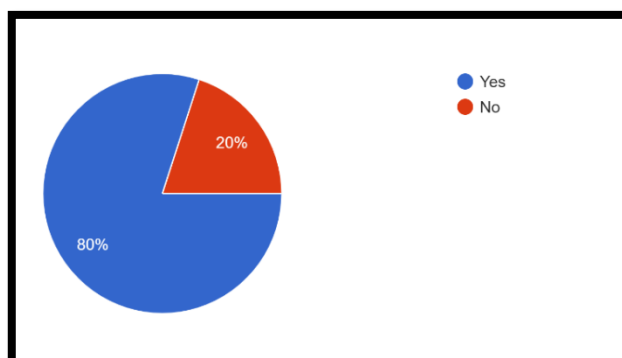
Interpretation: From Fig 2, maximum respondents belonged to corporate sector followed by 15.6% respondents were from educational sector, 11.1% respondents were from banking sector, 11.1% respondents were self-employed and none of the respondents were from insurance sector.

➤ **Work from home experience during Covid-19**

**Fig 3**

Interpretation: From Fig 3, 88.9% of the respondents had a work from experience whereas 11.1% of the respondents did not have a work from home experience and it can be assumed that they had to report at their work place.

➤ **Availability of equipment required for work from arrangement.**

**Fig 4**

Interpretation: From Fig 4, 80% of the respondents had all the equipment required for work from home arrangement whereas 20% of the respondents did not have the equipment required for work from home arrangement.

➤ **Satisfaction with your work from home arrangement**

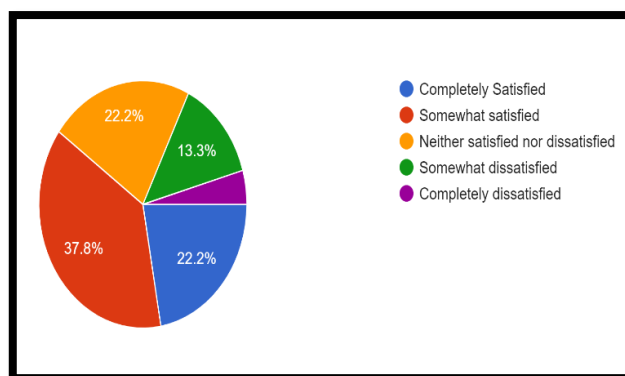


Fig 5

Interpretation: From Fig 5, 37.8% of the respondents were somewhat satisfied with their work from home arrangement, 22.2% of the respondents were completely satisfied and neither satisfied nor dissatisfied, 13.3% of the respondents were somewhat dissatisfied with their work from home arrangement whereas 4.4% of the respondents were completely dissatisfied.

Select from the following.

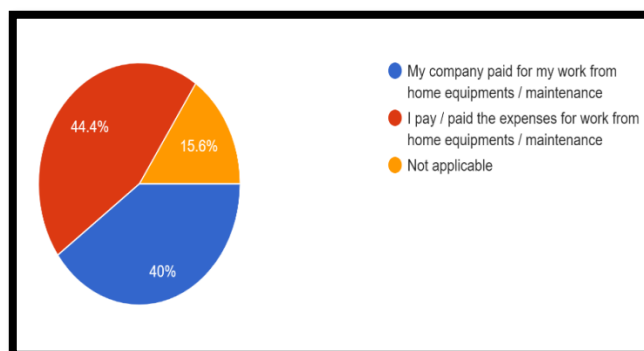


Fig 6

Interpretation: From Fig 6, 40% of the respondents stated that their company paid for their work from home equipment / maintenance. 44.4% of the respondents stated that their company did not pay for their work from home equipment / maintenance where are 15.6% stated that this option was not applicable for them.

➤ **Availability of proper workspace to work from home.**

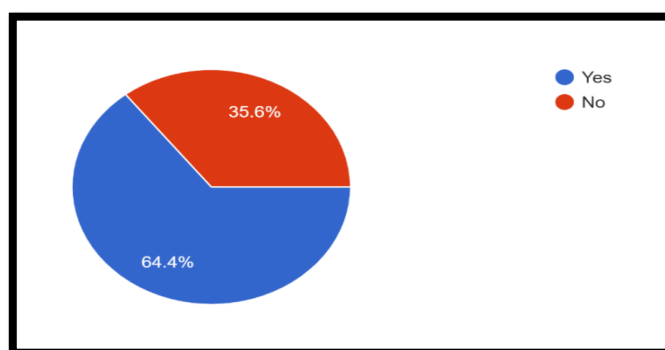


Fig 7

Interpretation: From Fig 7, 64.4% of the respondents stated that they had a proper workspace to work from home whereas 35.6% of the respondents did not have proper workspace to work from home.

➤ **Maintaining the work schedule during work from home arrangement.**

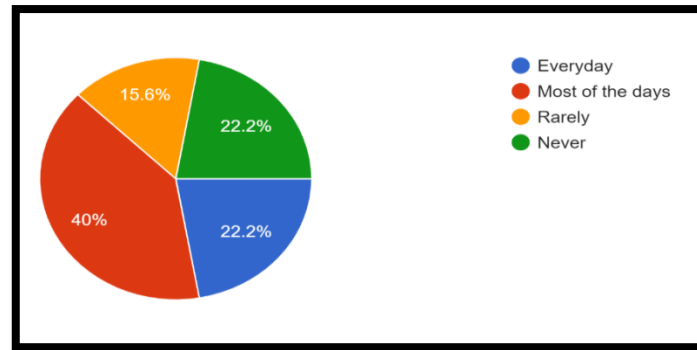


Fig 8

Interpretation: From Fig 8, as per the survey conducted 40% of the respondents were able to maintain the work schedule during work from home arrangement most of the days, 22.2% of the respondents were every day or never able to maintain the work schedule during work from home arrangement and 15.6% were rarely able to maintain the work schedule during work from home arrangement.

➤ **Different challenges faced in work from home arrangement, if any.**

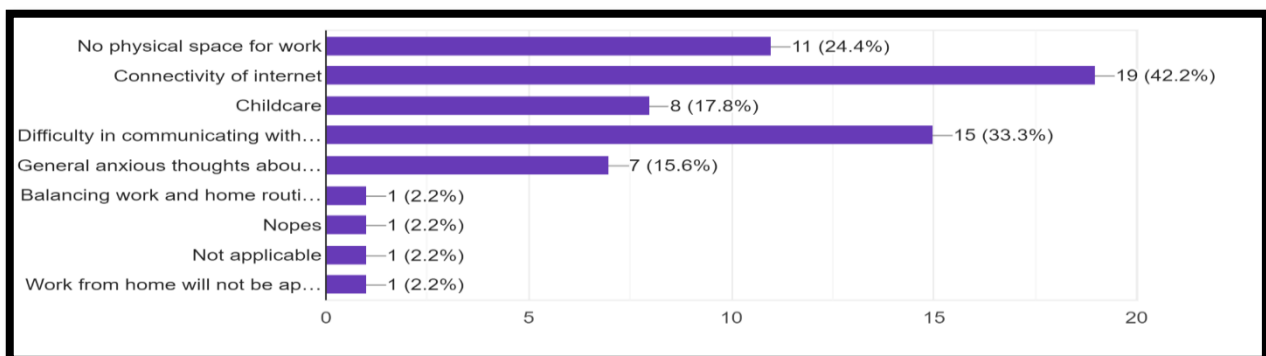


Fig 9

Interpretation: From the survey conducted 42.2% of the respondents faced an issue of connectivity of internet, 33.3% faced an issue relating to difficulty in communicating with co-workers when needed, 24.4% of the respondents faced a challenge of no physical space for work, 17.8% faced the challenge of childcare, 15.6% of the respondents faced generally anxious thoughts about covid-19 whereas 2.2% of the respondents felt it challenging in balancing work and home routines, respondents from banking sector had to go to the branch which was challenging for them during covid and for others this option was not applicable.

➤ **Maintaining work life balance despite of the challenges.**

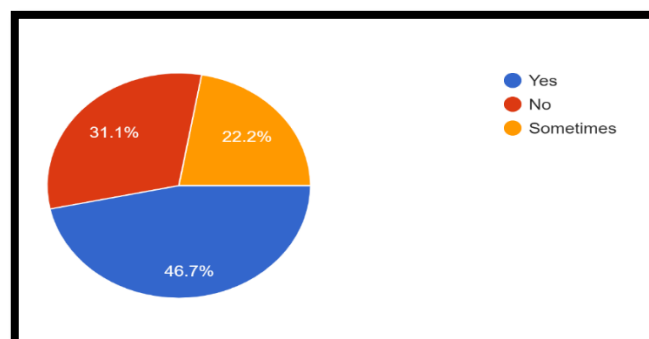


Fig 10

Interpretation: As per the survey conducted 46.7% of the respondents were able to maintain work life balance, 31.1% of the respondents were not able to maintain work life balance and 22.2% of the respondents were able to maintain work life balance sometimes despite of the challenges.

➤ **Satisfaction with work-life balance during work from home arrangement.**

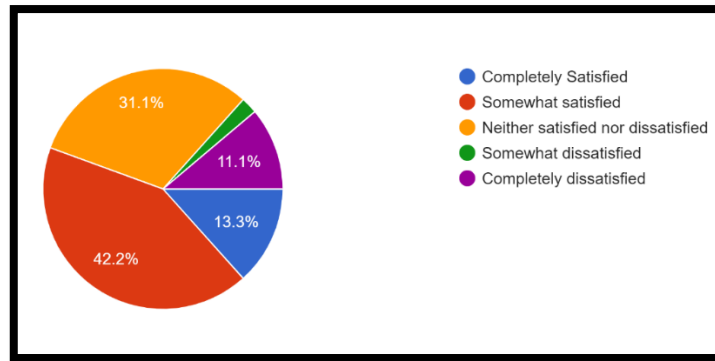


Fig 11

Interpretation: From Fig 11, 42.2% of the respondents were somewhat satisfied with work-life balance during work from home arrangement, 31.1% of the respondents were neither satisfied nor dissatisfied with work-life balance during work from home arrangement, 13.3% of the respondents were completely satisfied with work-life balance during work from home arrangement, 11.1% were completely dissatisfied whereas 2.2% were somewhat dissatisfied.

➤ **Work life stress affecting personal life.**

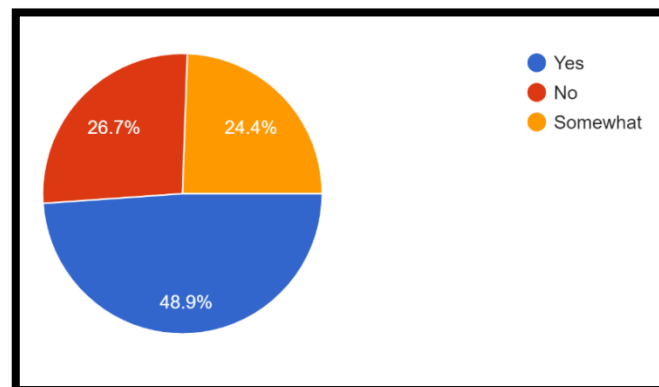


Fig 12

Interpretation: From the survey conducted 48.9% of the respondents stated that the work life stress was affecting their personal life, 26.7% of the respondents stated that the work life stress was not affecting their personal life whereas 24.4% stated that their personal life was somewhat affected.

➤ **Time spent with family considering the work from home arrangement.**

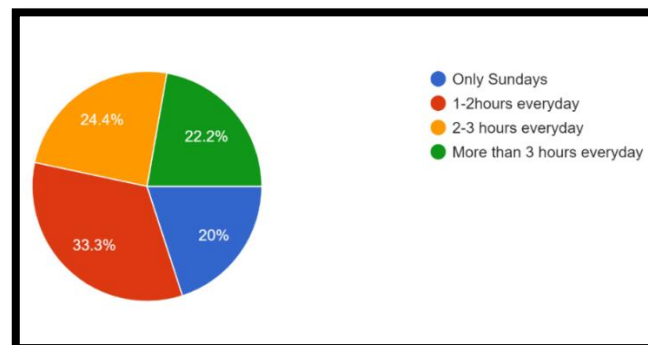
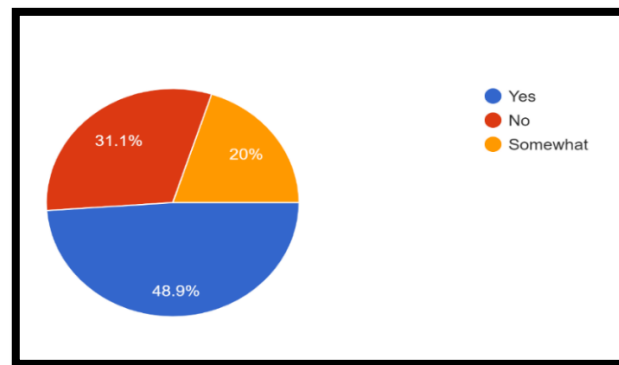
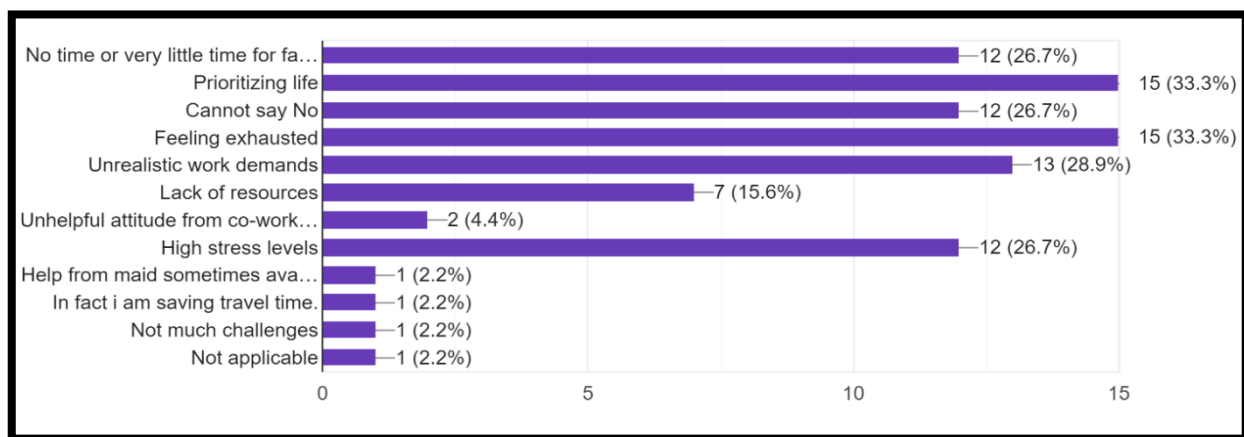


Fig 13

Interpretation: From Fig 13, 33.3% of the respondents spent 1-2 hours every day with their family, 24.45 spent 2-3 hours every day with their family, 22.2% of the respondents spent more than 3 hours every day with their family and 20% of the respondents spent only Sundays with their family considering the work from home arrangement.

Challenges faced in maintaining work-life balance during work from home arrangement if any.**Fig 14**

Interpretation: From the survey conducted 48.9% of the respondents faced challenges in maintaining work-life balance during work from home arrangement, 31.1% did not face challenges in maintaining work-life balance during work from home arrangement whereas 20% of the respondents somewhat faced challenges in maintaining work-life balance during work from home arrangement.

Different challenges faced in maintaining work life balance during work from home arrangement.**Fig 15**

Interpretation: From the survey conducted 33.3% of the respondents had difficulty prioritizing life and faced an issue that they felt exhausted, 28.9% faced an issue of unrealistic work demands, 26.7% of the respondents had no time or very less time for family compared to regular work arrangement and faced a problem that they cannot say no and some faced an issue of high stress levels, 15.6% faced an issue of lack of resources, 4.4% faced an issue that there was unhelpful attitude from co-workers and 2.2% of the respondents stated that help from maid sometimes available or no challenges or respondents said that they Infact they are saving travel time or the challenges were not applicable for them.

FINDINGS AND CONCLUSION:

1) According to Fig.8 and Fig.9 of the survey analysis, maximum professionals had to face different challenges in their work from home arrangement during the pandemic.

Hence, H₀ (The professionals did not face any challenges during work from home experience) is **proved to be rejected**.

2) According to Fig.14 and Fig. 15 it can be concluded that the professional had to face different challenges in maintaining work life balance due to work from home arrangement and so there was a significant impact on work life balance.

Hence, H₀ (There has been no significant impact on work-life balance due to work from home) is **proved to be rejected**.

This pandemic has brought significant changes in the way business world use to run. Not only the corporate sector was affected but each and every sector had to face their own repercussions caused due to the pandemic. There are new techniques and methods introduced to maintain the continuity in business or even commence the business again after the lockdown to reduce and overcome the losses that were faced. Maximum professionals feel that even though work from home method was convenient at first but they had to face certain challenges while working from home which not only increased their working hours but also affected their work life balance. This imbalance in work life also tend to create high stress levels in the professionals at different levels. We all know that this pandemic situation is still their but together we can overcome the situation and reduce the imbalance that has been caused and try to reduce the stress levels. Maintaining proper schedule of work from home on both the parts the professionals and organizations will help the professionals to maintain the work life balance and increase their motivation level so that the productivity of every organization or institution is increased.

WEBLIOGRAPHY:

1) **Primary Data:** Google form

2) **Secondary Data:** Data retrieved on 1st September, 2021

- <https://www.shrm.org/hr-today/news/all-things-work/pages/remote-work-has-become-the-new-normal.aspx>
- <https://blog.vantagecircle.com/work-life-balance/>
- https://www.researchgate.net/publication/350323602_A_STUDY_ON_IMPACT_OF_COVID_IN_WORK_LIFE_BALANCE_OF_EMPLOYEES_IN_CHENNAI
- <http://globalvisionpub.com/globaljournalmanager/pdf/1387009321.pdf>

A STUDY ON DIAGNOSIS OF SERVQUAL IN CLOUD KITCHEN: A CASE STUDY OF ZOMATO

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ABSTRACT

Every business must ensure quality which is nothing but pragmatic interpretation of a service's positive or negative features and ultimately what the consumer derives. It is much easier to determine quality when the dealings are done of tangibles and becomes equally difficult when it is a Service. There are so many implications of this sector such as Intangibility, Perishability, etc. which pose a challenge and measurement becomes disreputable. For this very purpose, a group of American authors A.Parasuraman, Z.Valerie, L.Berry developed a scale called SERVQUAL, which is calculated as, $SERVQUAL\ Score = Perceived\ Score - Expected\ Score$. And the service industry selected for the study is Cloud Kitchen which has gained momentum in the past few years. This business model has not only clicked among the masses but also posed a big threat to traditional eatery set ups. In addition to this, entering a cloud kitchen calls for relatively minimum capital. Also with Zomato being valued at Rs.59,623 crores and other players gearing up for IPO, there is need to understand their value chain and the end product as well. The research would focus on the five dimensions namely, Tangibility, Reliability, Responsiveness, Assurance, Empathy to study the quality offered through cloud kitchen, very categorically in Mumbai City. The study would help to get insights on the actual quality delivered from a customer's point of view which is beyond a mere feedback or ratings.

Keywords: SERVQUAL, Cloud Kitchen, Expected Quality, Perceived Quality

INTRODUCTION:

- A. Cloud Kitchen:** As the nation advents from society advents from Society 4.0 to 5.0, we witness innumerable and unbelievable changes across various sectors. The restaurants and food industry has not remained untouched. This industry is supposedly to be a high contact service, with the service provider and the customer required to come in propinquity. It was out of imagination, that the restaurants and food joints can serve at your doorstep. 'Cloud Kitchen' is the force to reckon by. It is not just service delivery, but much beyond that. There is scope for customization and maximum customer participation. The Cloud Kitchen has been there for almost decade but gained momentum only after the outbreak of Covid-19 pandemic. The millennials generation and persons working from home benefitted the most out of it. The major players in India are Zomato, Swiggy, Food Panda, Uber Eats, etc. These ventures saw escalation over past couple years, with the pandemic year proving to be the year of exponential growth. With new start-ups entering this arena, it is very important to fend the competitors, for which the only way is to delight the customers with providing highest level of service quality possible.
- B. Service Industry and ServQual:** Service sector in India contributes to about approximately 53 % of the Gross Domestic Product. It forms the strong backbone of our economy. Dealing in services has to be the most difficult of all kind of marketing. With its very characteristic of being mostly intangible, perishable, inadequate physical clues, inducing sales becomes a herculean task. The service industry is hugely affected by additional marketing mix elements, which is, People, Physical Evidence and Process. These factors bring in life, to the otherwise, invisible product. It give the customer a mental connotation. The success of service industry is largely based on the word of mouth of the satisfied customers, which is an out put of positive perception about the service provider/brand. Perceptions are ideas developed by the customer about the service after the purchase. Comparing quality of a product against the quality standards is complacent as the measurement is very specific. One can easily determine the quality of a product. But the same becomes difficult in case of services as the customer pays for the experience and mental connotation, which differs from person to person. For the very purpose, the ServQual scale helps to measure the quality of the service. The scale works in three levels. It measures (i) the '**Expectation**' which is the industry standards, (ii) the '**Perception**' which is the customer experience, and (iii) **Gap = Perception – Expectation**. The scale studies five dimensions: Tangibles, Reliability, Responsive, Assurance and Empathy. A psychometric test with questions spanning these five areas will help to gauge the responses and ultimately will help to determine the service quality and subsequently the gaps.

The ServQual Dimensions and its basic elements are as follows:

Sr.no	Dimension	Elements
1	Tangibility	Since services are tangible, customers derive their perception of service

		quality by comparing the tangible associated with these services provided.
2	Reliability	Reliability means that the company delivers on its promises-promises about delivery, service provision, problem resolutions and pricing.
3	Responsiveness	Responsiveness emphasizes attentiveness and promptness in dealing with customer's requests, questions, complaints and problems.
4	Assurance	Assurance is defined as employees' knowledge of courtesy and the ability of the firm and its employees to inspire trust and confidence.
5	Empathy	Empathy is an individual attention to show to the customer that the company does best to satisfy his needs

(UKessays. (November 2018). The Five Dimensions Of Service Quality.)

Objectives of the Study:

- To study the industry standards of service quality expected by the customers
- To study the customer perceived quality of service of Zomato
- To find the gap and the degree of gap, if any
- To study the effect of gender on major gaps

Hypothesis:

H₁: The level of Expectations and Perception varies among male and female respondents

H₀: The level of Expectations and Perception is same among male and female respondents.

Scope of the Study:

The study focuses on the five dimensions of Service Quality measurable namely Tangibility, Reliability, Assurance, Responsiveness and Empathy. The study is limited to the perceived and expected quality and the degree of gap. The research also paves way for the further study to understand the Zone of Tolerance.

LITERATURE REVIEW:

- The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector Miklos Pakurar, Hossam Haddad, Janos Nagy, Jozsef Popp and Judit Olah, 14th Januray, 2019: Apart from the traditionally specified five dimensions of service quality, there are other factors Access and Employee Competencies which need to be identified and evaluated as one of the major professional features. The scale must also consider the financial aspects which makes the measurement more accurate.
- Diagnosing Service Quality in Retailing: The Case Study of Singapore. 1st January, 2010: The scale measurement is hugely affected by gender and age. The younger generation are more critical of the service quality while the older generation is more accommodative. More importance needs to be given to word-of-mouth, as intangibility poses s major problem.

RESEARCH METHODOLOGY:

Primary Data: The responses of the customers pertaining to the Expectations(Expected Industry Standards) and Perceptions (Customer Experience after Purchase) through a questionnaire spanning different dimensions of Service Quality.

DATA ANALYSIS AND INFERENCES:

(i) Demographic Details:

Table 1. Gender wise classification:

Gender	N	%
Male	31	69%
Female	14	31%
Total	45	

Table 2. Age wise Classification:

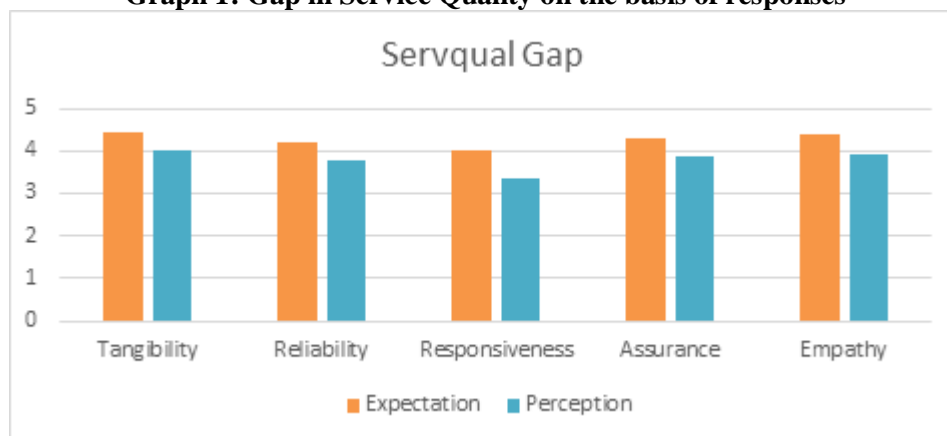
Age Group	N	%
18-35	33	74%
36-55	12	26%
55 and above	-	-
Total	45	

(ii) Degree of Gap:

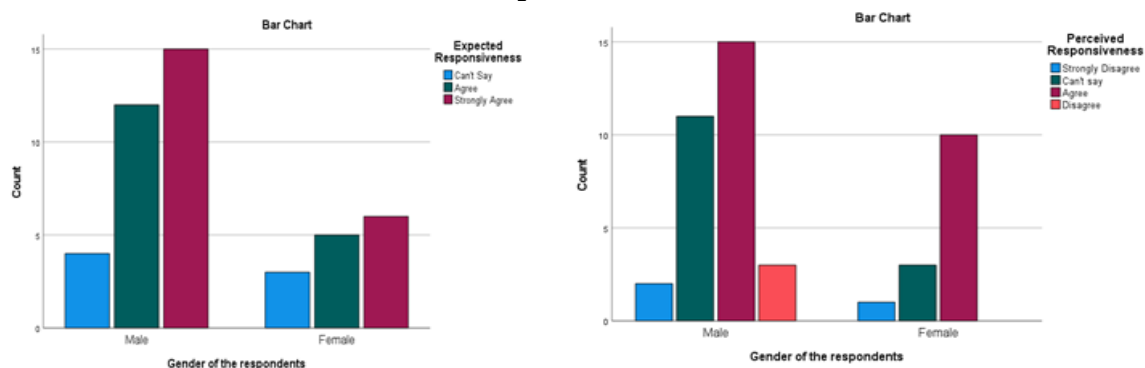
On comparing the Customer experiences and expectations there were some gaps identified which is represented in the following graph:

Table 4: Gender-wise Perceived Responsiveness

		Perceived Responsiveness									
		Strongly Disagree		Can't say		Agree		Disagree			
		N	%	N	%	N	%	N	%	N	%
Gender of the respondents	Male	2	66.7%	11	78.6%	15	60.0%	3	100.0%	31	68.9%
	Female	1	33.3%	3	21.4%	10	40.0%	0	0.0%	14	31.1%
Total		3	100.0%	14	100.0%	25	100.0%	3	100.0%	45	100.0%

Graph 1: Gap in Service Quality on the basis of responses**Table 3: Service Quality Gap**

	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Perception (P)	4.02	3.8	3.36	3.88	3.95
Expectation (E)	4.47	4.2	4.04	4.31	4.42
Gap (P-E)	-0.45	-0.4	-0.68	-0.43	-0.47

(iii) Gender-wise variation on the basis of Responsiveness:**Graph 2: Gender-wise comparison of Expected and Perceived Responsiveness****Table 5: Gender-wise Expected Responsiveness**

		Expected Responsiveness						Total	
		Can't Say		Agree		Strongly Agree			
		N	%	N	%	N	%	N	%
Gender of the respondents	Male	4	57.1%	12	70.6%	15	71.4%	31	68.9%
	Female	3	42.9%	5	29.4%	6	28.6%	14	31.1%
Total		7	100.0%	17	100.0%	21	100.0%	45	100.0%

The Study showed that the level of expectation and perception is same for male and female for Tangibility, Reliability, Assurance and empathy, but Responsiveness. It is an area which showed variation among male and female response. Also, in totality too, it shows relatively maximum degree of gap, as can be seen in the Graph 2

The Responsiveness focuses on: (i) Delivery timings during peak hours; (ii) Response/Rectification in case of unusual orders/errors. While male respondents had high expectations and close to equal experiences but 6 % of the male population strongly disagreed on the same, on the other hand women neither had high expectations nor high level of quality experience in context to responsiveness. The study shows that the male respondents experienced a gap of about 8-10%, whereas female respondents observed a gap of 15-18% in responsiveness.

Hence, the null hypothesis is rejected, it is proved that male and female have different levels of expectations and perceptions.

CONCLUSION:

- (i) Service industry often is challenged by its very characteristics off intangibility, result of which customer emphasize of high quality in terms of '**Physical Evidence**' which is assumed as synonymous to service quality.
- (ii) '**People Mix**' plays crucial role as they are key players of interactive marketing and dealing with customers. The maximum dissonance is observed in this section. This states that successful delivery of services end with a proper closure that come with attending customer issues.
- (iii) A subtle change in the '**Process**' will help in reducing the gaps. Zomato must focus on the additional marketing mix elements in addition to the primary to eliminate the gaps

LIMITATIONS:

The study is limited to the Mumbai Metropolitan Region. The results are affected by several factors namely age, place and psychological factors. The research is affected by the researcher's bias. Apart from the existing dimensions, there are more aspects to be covered to for a more accurate result.

REFERENCE:

- (i) The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector Miklos Pakurar, Hossam Haddad, Janos Nagy, Jozsef Popp and Judit Olah, 14th January, 2019
- (ii) Diagnosing Service Quality in Retailing: The Case Study of Singapore. 1st January, 2010:
- (iii) Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing: C.N. Krishna Naik, Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing C.N. Krishna Naik, Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing C.N. Krishna Naik
- (iv) Babakus, E. and Boller, G.W. (1989) 'An empirical assessment of the SERVQUAL scale', Journal of Business Research, Vol. 24, pp.253–268.
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- (vii) UKEssays. (November 2018). The Five Dimensions Of Service Quality. Retrieved from <https://www.ukessays.com/essays/marketing/the-five-dimensions-of-service-quality-measured-marketing-essay.php?vref=1>

A STUDY ON DECREASE IN JOB OPPORTUNITIES DUE TO COVID-19 PANDEMIC IN MUMBAI

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ABSTRACT

Mumbai is considered as the capital city of Maharashtra. This city is also counts as financial, commercial and the entertainment capital city of India. According to Maharashtra State Report, the Metropolitan area of Mumbai accounts for INR 368 billion (US \$5.2 billion) of the State's Gross Domestic Product (GDP), which is approximately 87% in the State's Economy. Many Corporate Sectors, Small Scale Businesses, Educational Institutions, Financial Institutions and many other industries are situated in this City which has provided many job opportunities for working population. But, due to widespread of COVID-19 Pandemic and subsequent nationwide lockdown from 25th March 2020, Production activities in manufacturing sector had to shut down. Many services in Educational Institutions, Large and small scale industry and other many industries such as Agriculture Industry, Construction Industry, Hospitality Industry, Tourism and Aviation Industry, Entertainment Industry and many other service sectors has also greatly disrupted. It has been observed that cessation of above mentioned sectors has led to decrease in job opportunities of working people and many people have to lose their jobs which gave rise to unemployment due to widespread of COVID- 19 Pandemic in Mumbai. The study focuses on how COVID- 19 pandemic in Mumbai has lead to decline in job opportunities and what is its impact on the economic growth.

Keywords: Mumbai, Job Opportunities, COVID- 19 Pandemic, Unemployment, Economic growth.

INTRODUCTION

The COVID- Pandemic : The Novel Coronavirus (COVID-19) showed its existence in India during February 2020. Considering it as a curable disease, people then did not pay attention to it. As soon as the virus started to spread, people were abashed. In order to curb the spread of this deadly decease, government of India announced National Lockdown on 25th March 2020. Due to this decision, all businesses forced to shut down and loss in every sectors was noticeable. This lockdown stop the movement of people which in turn many employees were forced to lose the job and some employees were obligated to work from their home, if they are able to do so. But many employees working in this industries cannot able to work from their home, such as entertainment, construction, tourism, aviation, manufacturing sectors, transportation, etc. has no option but to lose their jobs. This led to a rise in unemployment and you too all industries had stopped their work, no new job opportunities can be seen. Main places in Mumbai solely live on the visit by tourist, hotel/accommodation and restaurants, transport service providers, sole traders lost their daily earnings which greatly affected their livelihood, which lead to rise in unemployment and also has adversely affected in the economic growth.

Mumbai: Mumbai is the Financial Capital of India and it is also known as the economic powerhouse of Maharashtra and India. Major industries such as, entertainment industries, textile industry, manufacturing sectors, Financial institutions such as many public and private sector banks, reserve Bank of India, national Stock exchange and Bombay Stock exchange, automotive industry, import and export sectors, etc. are located in Mumbai. According to World Travel and Tourism Council, 'Mumbai tourism industry accounted for 5.4% of India total travel and tourism related GDP in 2016 and generated 2.4% of the country's total workforce'. Being commercial and economic vital centres oppose to New Delhi, this city has large population of skilled and semi skilled workforce primary on their livelihood as working in small scale business, corporate sectors, financial education institutions and many other sectors. The port and shipping industry also contributes employment to many residents in Mumbai. Many employees work in entertainment industry also.

The paper focuses on study of what impact has Covid-19 put in all industries results in decrease in job opportunities and how it will give effect on the economic growth of Mumbai.

REVIEW OF LITERATURE

Statista Research Department (2021) published in their articles that small traders and labourers were impacted by the coronavirus (COVID -19) lockdown in India with 91 million people losing their employment April 2020. Over 119 million have to lose their jobs including entrepreneurs and salary workers.

Hindustan Times (2021) published by Jyoti Shelar in Hindustan times that Mumbai's East Ward consider as one of the poorest in the financial capital have observed that average income of a residents has decreased by as much as 47% because of Covid-19 Pandemic. Not only that, unemployment rate has increased from 7% to 12%

and many self employed people like shop owners, daily wage earners, drivers, vendors, etc. have greatly suffered.

The Free Press Journal (2021) in their survey observed that 17% of working population have lost their jobs income has also declined by 25% due to pandemic in Mumbai.

The Times of India (2021) writes that employment shock of covid-19 has affected women more than men. It has found that women are more likely to lose job during national lockdown than men and women they also 11 times more likely not likely to returned to work subsequently. It states that only 53% remained employed or return to work by August- September 2020 in Mumbai.

Hindustan Times (2021) states in their survey, which was conducted by NGO Prana Foundation and Hansa Research in December 2020 that 66% of the respondent was suffered because of lockdown owing to Covid-19. It was observed that 17% of individuals have lost their jobs, 28% of people said that their salary was reduced and 25% of people said that they wore during lockdown without any pay.

RESEARCH METHODOLOGY

(I) OBJECTIVE OF THE STUDY

1. To explore different job opportunities and employment in Mumbai
2. To find out what was the impact of working population due to unemployment.
3. To study effect of income level due of working population during covid-19 pandemic.
4. To find out impact of decrease of job opportunities on economic growth during pandemic.

(II) HYPOTHESIS OF THE STUDY

1. **H₀** – Covid-19 has lead to decrease in job opportunity **H₁** – Covid 19 has not lead to decrease in job opportunity
2. **H₀** – Covid-19 has brought a decrease in the income level of individuals in the Mumbai City **H₁** – Covid-19 has not brought a decrease in the income level of individuals in the Mumbai City.
3. **H₀** – There is a negative impact on the economic growth due to Covid-19. **H₁** – There is a positive impact on the economic growth due to Covid-19.

(III) DATA COLLECTION

Primary data is collected from individuals who belongs to Mumbai city.

Secondary data is collected from website, blogs, online research papers and e-books.

(IV) RESEARCH TOOL:

Questionnaire was used for this survey (Google form)

(V) SAMPLE SIZE

The sample size was 50 individuals (salaried persons) who belongs to Mumbai city.

DATA ANALYSIS AND INTERPRETATION OF THE SURVEY (PRIMARY DATA)

1. GENDER

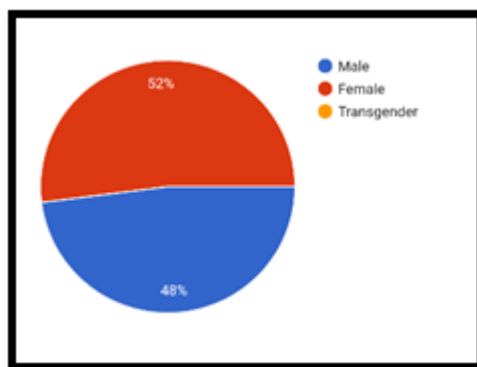
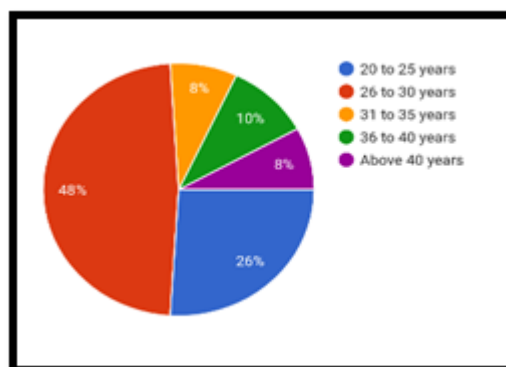
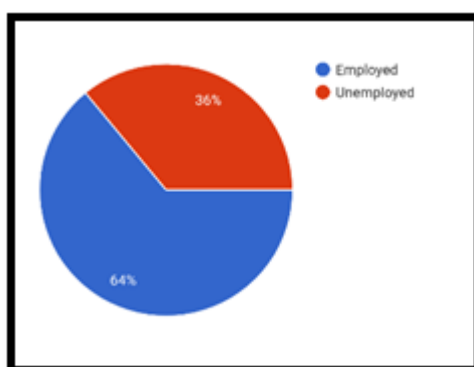


CHART NO. 1:

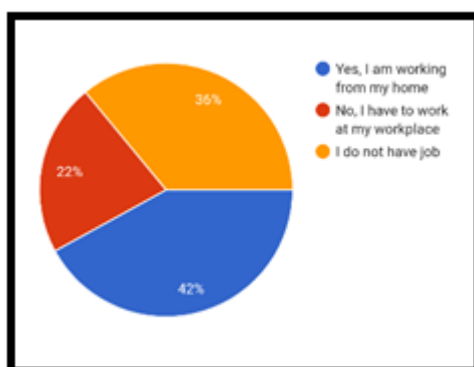
Interpretation: The survey conducted had respondents who belongs to city of Mumbai. 52 % respondents where Female and 48% respondents were Male. No respondents where from the Transgender category.

2. AGE:**CHART NO. 2**

Interpretation: Maximum respondent (48% of the total respondents) belong to the age group of 26 to 30 years. 26% respondents belongs to the age group of 20 to 25 years followed by 8% respondent are above 40 years of age. 10% respondents belong to the age group of 31 to 35 years. 8% respondents were from the age of 36 to 40 years.

3. JOB STATUS:**CHART NO.. 3**

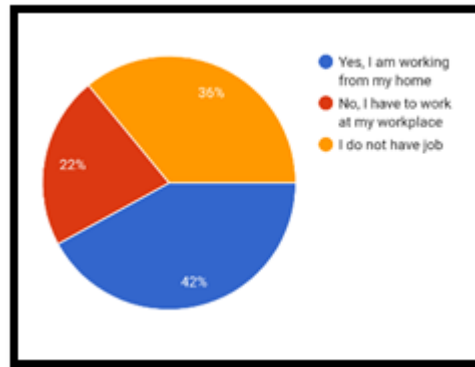
Interpretation: Out of total respondents, Maximum 64% of the respondents are Employed and 36% of the respondents are Unemployed.

4. IF RESPONDENTS WORKING FROM THEIR HOME, DO THEY HAVE TO GO TO THE WORKPLACE AND WORK?**CHART NO. 4**

Interpretation: 42% of the respondents admitted that they work from their home followed by 22% of the respondents go to the workplace and work and rest 36% respondents do not have any job during this Covid-19 pandemic.

5. ARE RESPONDENTS GETTING THEIR FULL SALARY DURING COVID-19 PANDEMIC?

CHART NO. 5



Interpretation: Out of total respondents, 36% respondents said that they get their full salary every month. 14% of the respondents said that they have to go to their workplace and work and 14% of the respondents said that they receive full salary but after 2-3 months. 36% of the respondents out of total respondents do not have job so they do not get any salary.

6. DUE TO COVID-19 PANDEMIC, DO RESPONDENTS FACED ANY CHANGE IN THEIR INCOME?

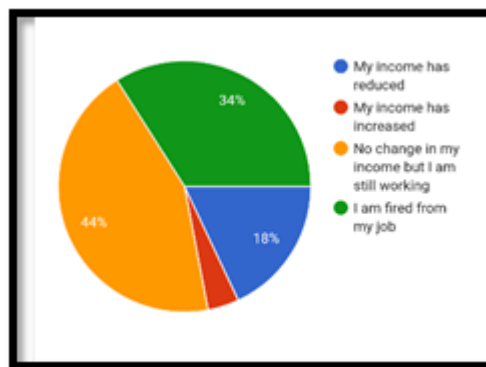


Chart No. 6.

Interpretation: During Covid-19 Pandemic, maximum 44% respondents said that their salary has not changed, neither it has been increased nor it has been decreased, but they are still working in the same organisation. 34% of the respondents convey that they had been fired from their job. 18% of the respondents said that their income has been reduced. Only a small portion i.e. 4% respondents asserted that their salary is increased out of total respondents.

7. DO RESPONDENTS GOT NEW JOB DURING COVID-19 PANDEMIC?

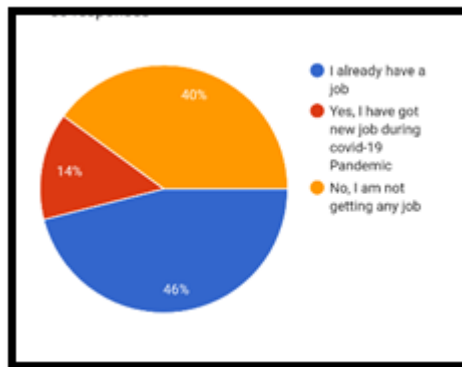


CHART NO. 7

Interpretation: 46% respondents already have a job and 14% of the respondents have got new job during this pandemic but there are also 40% respondents who are not getting any new job.

8. ARE RESPONDENTS GETTING OPPORTUNITY TO FIND NEW JOB EVEN THOUGH THEY HAVE THEIR CURRENT JOB?

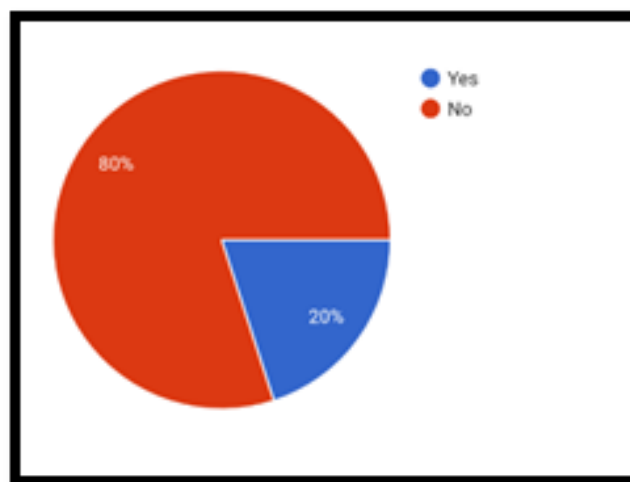
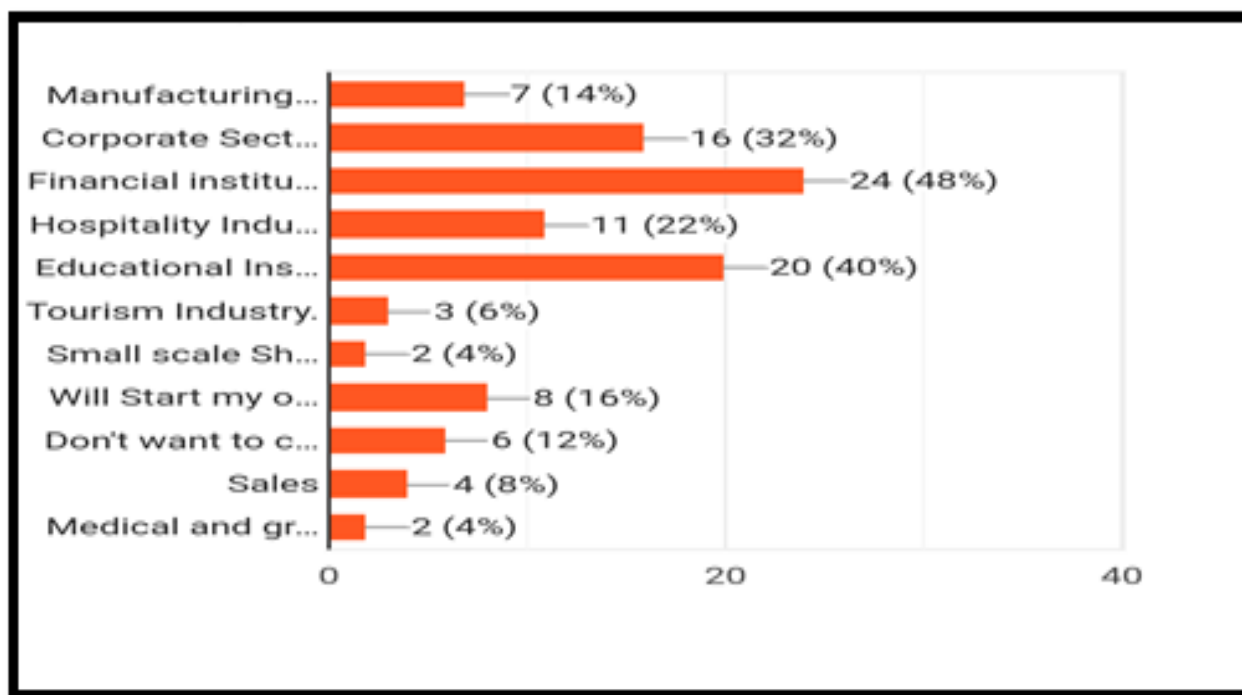


CHART NO. 8

Interpretation: Maximum 80% of the respondents can't find a new job whereas 20% of the respondents convey that they can find a new job.



9. IF RESPONDENTS WANT NEW JOB OR WANT TO CHANGE THEIR CURRENT JOB, IN WHICH THEY WILL PREFER TO WORK DURING COVID PANDEMIC?

CHART NO. 9

Interpretation: Maximum 40% of the respondents would like to work in Financial Institutions such as Bank, BSC, NSE etc. Next 40% of the respondents would like to work in Educational institutions like schools and colleges. 32% of the respondents would prefer to work in Corporate Sectors. 22% of the respondents would like to work in Hospitality Industry like Hotels and Restaurants. 16% of the respondents would prefer to start their own business followed by 14% of the respondents who want to work in Manufacturing Sectors. 12% of the respondents are the ones who do not want to change their current job. Few respondents like 8% of the respondents would like to work in sales, 4% of the respondents would like to work in medical or grocery shop and 4% of the respondents would like to work in a small scale shop. 6% of the respondents would like to prefer to work in Tourism Industry.

10. WHAT ARE THE REASONS THAT LEAD TO DECREASE IN JOB OPPORTUNITIES DURING COVID PANDEMIC?

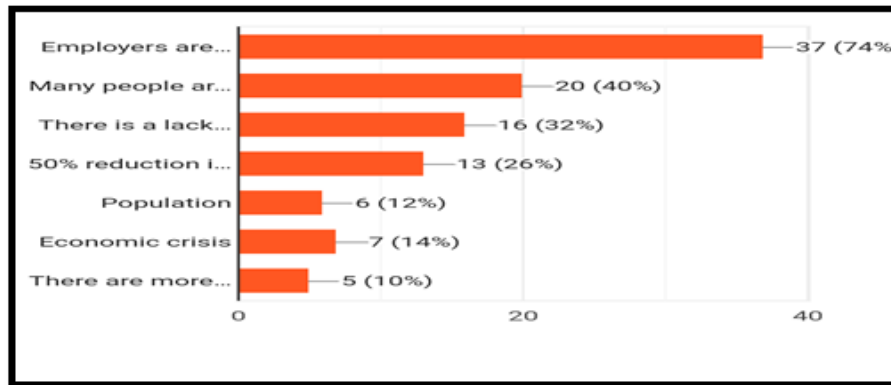


CHART NO. 10

Interpretation: Maximum 74% respondents admits that the reason for the decline in job opportunity in Mumbai is that employers are unable to give new jobs to the people because business activities were interrupted during this pandemic. 40% respondent enunciated that many people are very concerned about their health, so they did not want to go to work in their workplace. 32% respondent give the reason as there is a lack of working people because many labourers had migrate from urban areas to rural areas. 26% of the respondent feels that 50% reduction in salary are not enough for their livelihood, so there is reduction in job opportunities because many people don't want to work at 50% salary. 12% of the respondents give reason as because of high population and low production activities in Mumbai, decline in job opportunities is observed. 10% of the respondents give reason that there are more opportunities but people are not qualified enough to grab the opportunity job opportunities is not increasing.

11. HAS COVID-19 PANDEMIC GAVE IMPACT ON THE RESPONDENT'S INCOME?

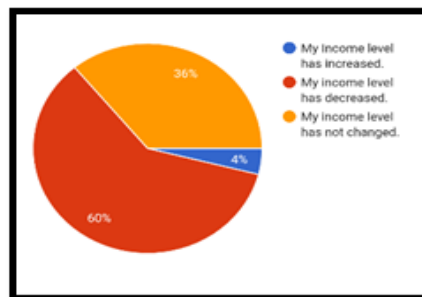


CHART NO. 11

Interpretation: Maximum 60% respondents convey that there income has decreased during Covid-19 Pandemic. 36% respondent said that the income has not been changed, there is no increment in their salary. Only 4% out of total respondents are the ones whose salary has increased.

12. DOES DECREASE IN JOB OPPORTUNITIES MADE ANY IMPACT ON ECONOMIC GROWTH OF MUMBAI?

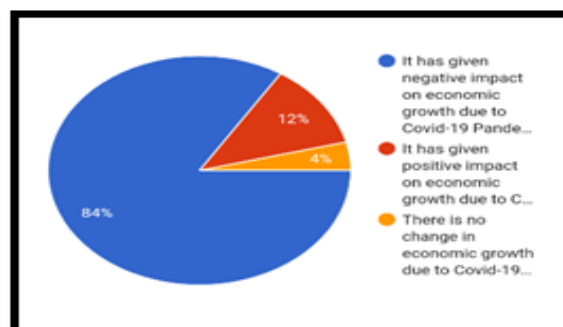


CHART NO. 12

Interpretation: Out of total respondents, 84% respondents agrees that economic growth has decreased during this pandemic. 12% respondents said that economic growth has increased and Only 4% of the respondents said that economic growth has not changed.

FINDINGS AND CONCLUSION

1. **From Chart No. 7 and Chart No. 8**, it is observed 40 % people are not getting any new job that 80% people admitted that they can't able find new job opportunities, so many people can't able to change their jobs. Hence, H1 (Covid- 19 has not lead to decrease in job opportunity) **is rejected**.
2. **According to Chart. No. 6 and Chart no 11** of the survey analysis, Maximum people accepted that their income has not changed, i.e. it remains same as it was before Covid pandemic and Maximum people of Mumbai said that the income level has decreased during this pandemic. Hence, **H1** (Covid-19 has not brought a decrease in the income level of individuals in the Mumbai City) **rejected**.
3. **From Chart No. 12**, it is concluded that, people of Mumbai (84% out of total respondent) agrees that there is negative impact on economic growth in Mumbai during this pandemic. Hence, **H1** (There is a positive impact on the economic growth due to Covid-19) **is rejected**. During this Covid-19 pandemic, many people of Mumbai loose their jobs and many business, specially that business who cannot able work from their home. E.g Construction, Factories, Hotels, Tourism Industry, Aviation Industry were deteriorated. Even though, some people are working from their homes or workplace but either they are working at same remuneration or 50% reduction in salary. There are few employees who are receiving full salary (**It is observed from Chart no. 5**). Hence livelihood of human resources is greatly affected. There is a market shift in the Economy where Large companies who rely less on labour has gain the market share whereas small and medium companies have to close down. People have suffered income and job losses, which in turn affected the consumption power in the economy. But some sectors will be in high demand in Post-Covid period such as Educational Institutions, Financial Institutions, OTT and Online Gaming, E-Retail and E-commerce. State Government should build a strategy that facilities more online jobs and follow SOP guidelines.

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 - <https://www.statista.com/statistics/1117138/coronavirus-impact-on-employment-by-type/>
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THE INFLUENCE OF SOCIAL MEDIA NETWORKS ON PURCHASE BEHAVIOUR OF YOUTH IN MUMBAI**Purvy Karia**

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ABSTRACT

The main aim of this paper is to study the effect of social media network applications on youth. The study follows a descriptive research design and has used a structured questionnaire to collect the data. Secondary data has been collected from several articles, journals and magazines. The youth are considered as sampling unit for this study and the study area is Mumbai city. The sample size for this study was identified as 200 youth respondents. The researcher has used purposive sampling method for the study. It is inferred that majority of the respondents use Youtube and Facebook in the study area. It is found that almost 2/3rd of the respondents have an affirmative opinion about social media regarding information access of products. It is observed that there is an association between gender of the youth and impact of social media marketing of products on their purchase behaviour. Further, it is evident from the study that social media has both positive and negative impact on youth.

KEYWORDS: Social Media, Youth, Mumbai City, Youtube, Facebook

INTRODUCTION

Social Media refers to an assortment of web networks such as WhatsApp, Facebook, Twitter and YouTube etc. and applications through which people share the information and keep in touch with the current developments all around the world. Social media has been on an ascending path since the early 21st century. With the widespread acceptance and adoption of social media, the entire world has become a global community. Through social media, users can seek and acquire information promptly, share ideas and opinions and connect with like-minded people. Users can express their opinions and point of view on various issues. They can also seek required information using these applications with ease. Thus, social media is a powerful interface in today's era for social and business-based networking

STATEMENT OF THE PROBLEM

With the increasing use of social media networks, there is an evident change in the manner in which young people associate, act and respond in their social and business interactions. Social networks like Twitter, Facebook, Google+, YouTube, play a major role in day to day lives of the young people. Social networks not only affect their personal relationships but also moderates their purchase behaviour. Hence, the present study endeavours to explore the effect of social media networking sites on the purchase behaviour of the youth.

OBJECTIVES OF THE STUDY

- ✓ To identify the different social media networks used by the youth
- ✓ To assess the effect of social media marketing on purchase behaviour among youth in Mumbai City with reference to gender

METHODOLOGY

In the present study, descriptive type of research is used which describes the characteristics of a group or individuals and their perception about social media and its impact on youth. The researcher has collected primary data from youth using a structured questionnaire. Secondary data has been collected from various articles, journals, magazines. The sample size for this study consists of 200 youth respondents (between the age of 18 to 25 years). The researcher has used purposive sampling method for the study.

SAMPLE SIZE:

The researcher has ensured suitable coverage of gender and age group of respondents residing in different parts of Mumbai City as shown in the below table:

TABLE 2

Age range (in years)	NO. OF RESPONDENTS	
	Males	Females
18- 21	50	50
22- 25	50	50
Total	100	100

HYPOTHESES

The following hypotheses were framed for the study.

1) The null hypothesis (H_0) - “There is no difference among gender group of youth with respect to opinion about attractiveness of social media networks with regards to marketing in Mumbai City”.

The alternative hypothesis (H_a) - “There is a difference among gender group of youth with respect to opinion about attractiveness of social media networks with regards to marketing in Mumbai City”.

2) The null hypothesis (H_0) - “There is no significant association between the effect of social media marketing on purchase intention and gender group of youth in Mumbai City”.

The alternative hypothesis (H_a) - “There is a significant association between the effect of social media marketing on purchase intention and gender group of youth in Mumbai City”.

ANALYSIS AND INTERPRETATION

Table 2 No. of respondents according to their affiliation to and use of social media platforms

Sl. No	Social media platform	No. of Respondents	Percentage (%)
1.	Facebook	60	30
2.	Twitter	10	5
3.	Instagram	48	24
4.	Youtube	65	32.5
5.	Pinterest	5	2.5
6.	Blogs	8	4
7.	Snapchat	4	2
	Total	200	100

Source: Primary data

Table 2 shows that 32.5% of the respondents use Youtube, 30% of the respondents use Facebook platform for product information, 24% of the respondents use Instagram, 5% of the respondents use Twitter, 4% of respondents use relative blogs, 2.5% respondents use Pinterest, and the remaining 2% use Snapchat. From the above it is inferred that majority of the respondents are exposed to Youtube and Facebook in the study area. Furthermore, the aforementioned platforms are the most preferred social media amongst the many others in the study area.

Table 3 No. of Respondents according to their opinion on speedy and easy access to information of products through social media

Sl. No	Respondent's opinion	No. of Respondents	Percentage (%)
1.	Strongly Agree	20	10
2.	Agree	100	50
3.	Neutral	52	26
4.	Disagree	10	5
5.	Strongly Disagree	18	9
	Total	200	100

Source: Primary data

Table 3 shows that over half of the respondents (50%) agree that social media enables speedy and easy access to information of products, 26% of the respondents have a neutral opinion on product information access through social media and only 5% of the respondents disagree with the statement “Social media enables speedy and easy access to information about products as compared to other sources”. From the above it is inferred that almost 2/3rd of the respondents have a positive opinion on social media regarding information access about various products and services.

Table 4 No. of respondents according to their extent of search on social media pages before buying a product

Sl. No	Respondent's opinion regarding extent of search	No. of Respondents	Percentage (%)
--------	---	--------------------	----------------

1.	No Search	15	7.5
2.	Minimum	42	21
3.	Moderate	27	13.5
4.	High	90	45
5.	Extremely High	26	13
	Total	200	100

Source: Primary data

Table 4 reveals that 45% of the respondents conducted a high extent of search on social media pages before selecting a product, 21% of respondents conducted a minimum search, 13.5% of respondents search moderately for product information, and only 7.5% of respondents do not consciously search for information on social media and are rather exposed to only the instant advertisements displayed on the social media page. Thus, from the above it is inferred that almost every youth has made it a regular practice of searching for information on social media networks before deciding to purchase a product.

HYPOTHESIS TESTING- Gender and Opinion regarding attractive social media marketing networks

In order to find out the relationship between the gender and opinion about attractiveness of social media marketing, 't' test is used. The hypothesis is framed as follows,

The null hypothesis (H_0) - "There is no difference among gender group of youth with respect to opinion about attractiveness of social media networks with regards to marketing in Mumbai City".

The alternative hypothesis (H_a) - "There is a difference among gender group of youth with respect to opinion about attractiveness of social media networks with regards to marketing in Mumbai City".

The result of 't' test for opinion about attractive social media marketing among different gender group of youth is presented in Table 5.

Table 5 Gender and opinion about attractiveness of social media networks

Attractiveness of social media networks	Gender (Mean Score)		t Statistics
	Male	Female	
Facebook	3.8149	4.0015	2.821*
Twitter	3.5553	3.4174	1.898
Instagram	3.7506	3.8820	1.988*
Youtube	4.0386	4.0929	0.797
Pinterest	2.7866	2.8488	1.054
Blogs	2.6452	2.8319	2.550*
Snapchat	2.5064	2.7080	2.825*
Others	2.4833	3.1018	7.511*

Source: Primary data

*-Significant at five per cent level

From the above table 5, it is understood that social media marketing on Youtube and Facebook is found to be attractive according to the male respondents as their mean scores are 4.0386 and 3.8149 respectively. The same is found with female youth respondents too as their mean scores are 4.0929 and 4.0015 respectively. Regarding the opinion on attractiveness of social media marketing among different gender group of youth, Facebook, Instagram, Blogs, Snapchat and others are statistically significant at 5 per cent level, hence the null hypothesis is rejected and alternative hypothesis is accepted. From the above, other social networks included lesser known platforms like Google+, LinkedIn to name a few.

Table 6: Respondents opinion on the influence of social media networks on purchase intention

Sl. No	Opinion on Influence of Social media networks on purchase intention	No influence at all	Very Little influence	Moderate influence	High influence	Very High influence	Total
1.	Facebook	7 (3.5%)	13 (6.5%)	30 (15%)	90 (45%)	60 (30%)	200 (100%)
2.	Twitter	8 (4%)	36 (18%)	46 (23%)	67 (33.5%)	43 (21.5%)	200 (100%)
3.	Instagram	6 (3%)	24 (12%)	28 (14%)	82 (41%)	60 (30%)	200 (100%)
4.	Youtube	8 (4%)	18 (9%)	28 (14%)	68 (34%)	78 (39%)	200 (100%)
5.	Pinterest	38 (19%)	66 (33%)	36 (18%)	50 (25%)	10 (5%)	200 (100%)
6.	Blogs	44 (22%)	48 (24%)	56 (28%)	28 (14%)	24 (12%)	200 (100%)
7.	Snapchat	42 (21%)	64 (32%)	56 (28%)	22 (11%)	16 (8%)	200 (100%)
8.	Others	40 (20%)	44 (22%)	49 (24.5%)	50 (25%)	17 (8.5%)	200 (100%)

Source: Primary data

From the above it is inferred that Youtube (39%), Instagram (30%) and Facebook (30%) have the highest influence on purchase intention.

HYPOTHESIS TESTING: Association between Gender and Impact of social media marketing on purchase intention

In order to find out the association between the gender and effect of social media marketing on purchase decisions, 't' test has been applied.

The following hypothesis is framed.

The null hypothesis (H_0) - "There is no significant association between effect of social media marketing on purchase intention and gender group of youth in Mumbai City".

The alternative hypothesis (H_a) - "There is a significant association between effect of social media marketing on purchase intention and gender group of youth in Mumbai City".

The result of 't' test for association between impact of social media marketing on purchase decision and gender group of youth is presented in Table 7.

Table 7 Association between Gender and Impact of social media marketing on purchase decisions

Effect of social media marketing on purchase intention	Gender (Mean Score)		t Statistics
	Male	Female	
Helps to understand product characteristics and benefits	3.2751	3.1165	2.040*
Influences purchase decisions before actually buying products	3.5167	3.4661	0.772
Provides stimulus for purchase decisions	3.7352	3.4985	2.962*

Source: Primary data

*-Significant at five per cent level

From the above table, it is understood that social media marketing provides stimulus for purchase decisions and influences those decisions for male respondents as their mean scores are 3.7352 and 3.5167 respectively. Also, it provides stimulus for purchase decisions and influences those decisions for the female respondents too as their mean scores are 3.4985 and 3.4661 respectively. Regarding the effect of social media marketing of products on purchase decisions among different gender group of youth 'helps to understand product

characteristics and benefits' 'provides stimulus for purchase decisions' are statistically significant at 5 per cent level.

Hence, the alternative hypothesis is accepted and null hypothesis is rejected.

SUGGESTIONS

- ✓ Marketing through social media has a powerful impact on the minds of the youth, both females and males. Organisations should create youth centric marketing messages to attract their attention.
- ✓ Considering the growing influence of social media on the young minds, organisations should post honest and conscientious marketing messages.
- ✓ Even though, there is no regulatory legal framework to monitor the content posted on social media, it is the moral responsibility of the organizations to exercise due diligence and ensue that only credible and responsible marketing content are posted.
- ✓ Organisations should disseminate information through social media in a manner which helps the youth to make informed buying decisions, thereby restricting the chances of impulsive purchases leading to unnecessary consumerism.

CONCLUSION

It is evident from the study that marketing products on social media has a considerable effect on the mindset of the youth. Further, young people use social media beneficially to not only foster their personal interactions but also to buy products. Hence, it is concluded that there is a significant association between gender group of youth and effect of social media marketing of products on their purchase behaviour.

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TO STUDY THE ISSUES AND CHALLENGES FACED BY COSMETIC INDUSTRY DURING PANDEMIC

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ABSTRACT:

The Cosmetic industry across the globe comprising of various cosmetics and skin care product has been completely shocked by this global pandemic of COVID-19. The sales of the first quarter were very weak and widespread closures were witnessed throughout the world. The skincare and cosmetics industry has responded in a very positive manner, with more and more brands switching the process of manufacturing for producing hand sanitizers or some other cleaning agents. The cosmetic industry globally generates about \$500 billion sales in a year and it accounts for many employees. COVID-19 had a huge impact on the cosmetic industry. It is also being expected that the global crisis is fundamentally changing the industry and will continue to do so even in future. This study is empirical in nature and finds that there has been significant downfall in the demand for the beauty and cosmetic products and increase in the demand of personal hygiene products.

KEYWORDS: *Cosmetic industry, COVID-19, impact of COVID-19, cosmetic products, personal hygiene products*

INTRODUCTION:

The cosmetic corporations globally are producing totally different reasonably beauty and skin care merchandise with a combination of chemicals. These merchandise area unit used globally for up the odor and appearance of the body of those shoppers. The factors that area unit fuelling growth of markets before this international pandemic embody improvement within the gift lifestyle, increasing income along side a growth within the considerations relating to the appearance. to boot, corporations also are victimization totally different platforms of social media like YouTube and Instagram for promoting their merchandise and attracting additional and additional customers. With the assistance of social media influencers and bloggers, the wonder care corporations are displaying their products on totally different platforms.

According to McKinsey (2020) found that within there has been a fall of 20-30% within the demand of cosmetic merchandise in the world. The pandemic has affected all the countries. The recovery can take a minimum of a year or additional. In the US, if there's any reoccurrence of the pandemic scenario the demand would go right down to 35th. The reports of the cosmetics business globally are section supported the sort of attention merchandise, cosmetics, hair care, perfumes, toiletries, oral cosmetics, etc. the majority segments of this business have witnessed the same reasonably downfall in terms of sales throughout COVID-19 as a result of closing of the offline stores at totally different locations throughout the planet.

In the Indian context it's vital to report that the Indian store business was calculable to be around Rs.10,000 crores. it's conjointly calculable that the salon and spa business along account for thirty first of the full size of the wonder and wellbeing market. because of the imprisonment, beauty salons were closed and have hardly opened (Husain, 2020).

Given the state of affairs of labor from home, sporting mask and physical distancing, sporting makeup also as fragrance is losing its importance. For prestigious brands, regarding fifty fifth and seventy fifth decline is being witnessed within the sales of fragrances and cosmetics. once the shoppers would come to their workplace, a great deal of them would still continue sporting masks which might slow the recovery of makeup business any. One exception may well be on top of masks treatments. Recently, Alibaba rumored an increase within the sales of eye cosmetic by a hundred and fiftieth monthly throughout Feb eighteenth 2020. In distinction, hair care, bath care, skin care and body care merchandise area unit enjoying the enjoy the self- care trends. The agencies that area unit following consume disbursal have rumored that the sale of luxury soaps was up by regarding 800% in Mar, 2020 in France because it was moving towards imprisonment three. the most important lifestyle and fashion E- commerce marketplace, Zalando witnessed a boom in self-care merchandise class as well as aromatherapy, candles, and nail, skin and hair care merchandise by regarding three hundredth. The results from the E-commerce big, Amazon has been consistent that the sales of makeup in USA area unit showing a small decline as compared to same month within the year 2019. Whereas the sale of nail cares cosmetics, hair color merchandise and body and bathtub care merchandise have gone up. Another trend that is being detected may be a rise in DIY nail cutting merchandise. a great deal of salons have stop working and even wherever they need

not, folks area unit avoiding visiting them. Also, several shoppers area unit possible to face monetary difficulties because of imprisonment and therefore the pandemic (Marsidi et al., 2014).

The preventive measures have become quite widespread as individuals want to defend themselves from COVID-19. The health organisations are requesting individuals to scrub their hands often for safeguarding themselves from this virus. in keeping with the statistics of worldwide information, regarding 17 November folks in Australia, forty seventh in China and forty seventh in Asian nation area unit hard to please additional and additional cleanliness merchandise because it has become assertion from the planet Health Organisation. folks perceive the severity of the case and so they need started grabbing soaps, sanitizers and alternative merchandise of hygiene and cleanliness. For example, protection glasses, hand sanitizers, purifiers also as wet wipes area unit being chosen so as to follow the foundations of hand hygiene and cleanliness. As an influence, the merchandise of skin care like lotions and hand moisturizers are expected to being prompted keeping the very fact in mind that who have sensitive skin would possibly get allergic reaction as a result of frequent hand laundry or they could even suffer from skin peel because of harmful chemicals gift in these merchandise. During this regard the merchandise makers have a chance of constructing custom merchandise which may fulfill the desires and demands of the distinct purchasers just like the anti-bacterial creams, sanitizers meant for sensitive skin, natural ingredients and therefore the merchandise could also be labeled otherwise for teenagers and adults (Kristina and Kuswahyuning, 2020).

OBJECTIVES OF THE STUDY:

1. To explore the influence of Covid19 Pandemic on sales of Cosmetic products
2. To understand the impact of sales on cosmetic products during Covid19 Pandemic
3. To understand the impact on purchasing power of the cosmetic product because of covid19 pandemic

LITERATURE REVIEW:

With more and more economists predicting a future recession for world economy, the otherwise resilient cosmetic industry wouldn't be able to escape its impact, While Lipstick theory is applicable here that the consumers would splurge on costly lipsticks instead of out of the reach luxury items during times of recession, the economic fallout of COVID-19 would have a drastic impact on spending by the consumers, While a lot of personal and skincare products are important, there are also products which are not along with the skincare products and for these the consumers would make alternate decisions. These kind of changes in the consumer consumption would impact Kline's outlook directly for the ingredients of skin care and personal care (Hsieh, Pan, and Setiono, 2004).

Kline is expecting that the behaviour of the consumers as well as their spending in 2020 would move even more drastically as compared to last recession in the year 2009. The cosmetic and toiletries industry is moving towards a sharp decline in more than 60 years of the brand with a slight decline of about 5% in the year 2020. During the recession of 2009, the market also fell by about .8%.The impact of COVID-19 in the personal care industry would cause a reduction by the consumers on the discretionary expenditure on hair care products and fragrances while spending money on the basic necessities will be protected like hand lotions, liquid soaps, etc.

The report of cosmetic industry has been segmented on the basis of type of products of makeup, skincare, perfumes, etc. Almost all segments of cosmetics industry have witnessed a similar type of fall in terms of sales during this pandemic because of offline stores shutting down at different locations throughout the globe (Ahmed, et al., 2018).

The effects of the pandemic on cosmetics industry may be noted everywhere. The lockdown has been on for a very long time according to the Government guidelines. Maximum companies have even laid off the workforce and some have even sent their employees on work-from-home state causing a reduction in the overall rate of production. Also, similar downfall in the cosmetics industry has been experienced everywhere.

The key brands bring affected by this pandemic are Chanel S.A., Estee Lauder Companies INC., Beiersdorf A.G., Johnson Johnson, L'Oreal, etc. The cosmetics companies like P&G are also taking the brunt. One major effect of the pandemic was seen on the supply chain affected by a halt in the work in industries.

Also, with a rising popularity of the DIY trend, the DIY nail care, skin care and DIY hair colouring in other categories of beauty are attracting more and more customers. Neilson has reported a rise in sale of hair dye as well as hair clippers in April, 2020. The sale of the Madison Reed DIY colours kits rose ten times from middle of March to middle of April. The online sale of luxury brands nail paints has also witnessed double digit rate of

growth every week. The surge in the sale of DIY nail care compels people to speculate the present crisis of effect on sale of lipsticks which has an additional dimension.

While the cosmetics industry could be relatively strong as compared to other categories of consumers, the year 2020 has been very poor in terms of sales. However, it is being said that this industry would still remain to be attractive in coming future. The pandemic related crisis would accentuate the trends which shape the market like a rise in use of E-commerce rather than touching a new ground altogether. The consumers throughout the world are showing through their actions that people are still finding comfort in simple pleasures of skin care or a swipe of their favourite lip colour before an online meeting.

Even before COVID-19 hit the planet, definition of “Beauty” was being globalized, intertwined and massive with people having a sense of self care and wellbeing. The pandemic related crisis would change such trends and thus there’s some hope.

In wake of the current circumstances, humans offering the advertisers are known to extemporize the current techniques of promotion and help people coming across consolation. All the shapes as well as sizes of the private care and cosmetics suppliers are preferring online notifications regarding activities which are taken for fighting this global pandemic.

An assessment of the market of anti- ageing cosmetics was done and it was seen that women and clients who earn high are more aware about cosmetics as compared to their colleagues. The attributes of the market of emblem image and influencers regarding the choices in purchasing anti-ageing cosmetics have been stated. Researches show that better products better issues play an important role over different types of elements (Kim K. J., Han H. S., Kim K. J., Han H. S., 2018).

Hypothesis:

H1: That there is no impact on sales of cosmetic product during covid19 pandemic.

H0: There is an impact on sales of cosmetic product during covid19 pandemic

H2: That there is no impact on purchasing power of the cosmetic product because of covid19 pandemic.

H0: There is an impact on purchasing power of the cosmetic product because of covid19 pandemic.

RESEARCH METHODOLOGY:

Primary Data: A sample size of 127 was selected using Google forms out of which 127 response were retrieved in usable form. This represents a response of 100%. The samples include Retailers selling cosmetic product since they are the ones who give their views on impact of sales on cosmetic product during pandemic.

Secondary Data: The descriptive methodology has been used collect the data the data collected mostly from secondary sources from various, journals, book articles and website of different government agencies

Research design: The present study is descriptive in nature. As a descriptive study, the paper finds the opinion of vendors / retailers who sell the cosmetic products. The study investigates that what difficulties the Retailers faced during the pandemic situation.

Sample size and Sampling method: The sample size of the study is 127 retailers who sells Cosmetics product. The sample of respondents includes the Retailers and salesmen. Data was collected through a structured questionnaire.

Geographical Area: The geographical area covered was Mumbai. Since the questionnaires were filled through online mode, hence it was not difficult for the researcher to cover the various locations under Mumbai city.

Analysis and Presentation: The data has been analyzed with the help of percentage and presented with the help of Bar Charts.

Hypothesis:

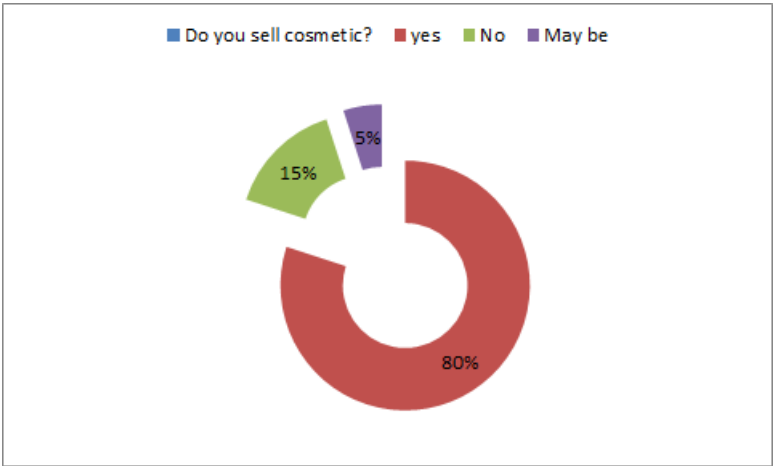
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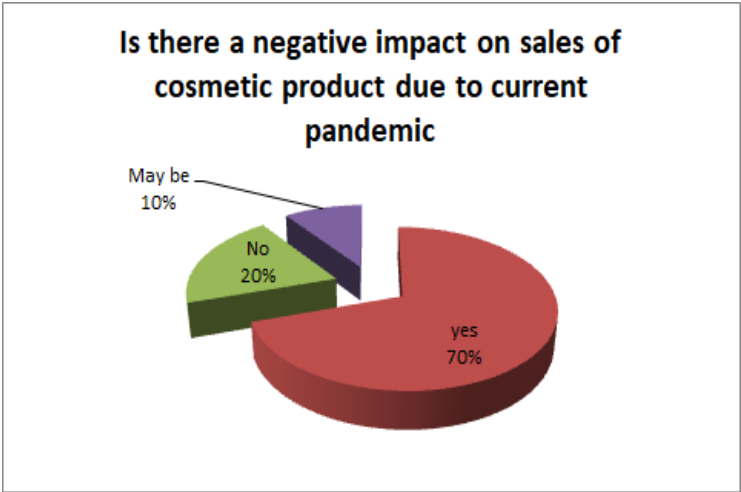
DATA ANALYSIS AND INTERPRETATION:



Interpretation: From then above diagram it can be seen that the response to question no 1,

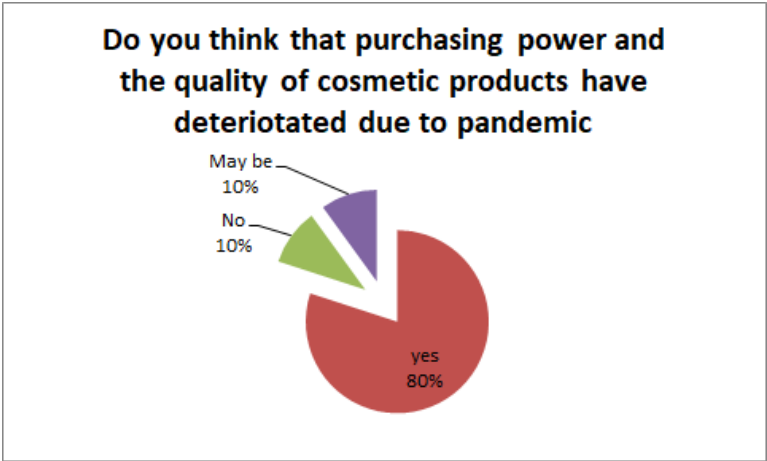
Q1. Do you sell cosmetic?

Out of 127 respondent 80% of the respondent sell cosmetic, 15% of respondent do not sell cosmetic and 5% of respondent are not sure, so it can be seen that maximum number of retailers were selling the cosmetic product during covid19 pandemic.



Q2. Is there a negative impact on sales of cosmetic product due to current pandemic?

Out of 127 respondent 70% of the respondent said that there was a negative impact on sales of cosmetic product due to covid19 pandemic as we all know that there was a complete lockdown during initial phase of pandemic, 20% of respondent said that there was no negative impact on sales of cosmetic product, whereas 10% of respondent were neutral.



Q3. Do you think that purchasing power and the quality of cosmetic products have deteriorated due to pandemic?

Out of 127 respondent 80% of the respondent said that there was a reduction in purchasing power of the customers and even the quality of cosmetic product have deteriorated during pandemic, 10% of the respondent said that there was no reduction in purchasing power of the customers and even the quality of cosmetic product have not deteriorated during pandemic and 10% of respondent were not able to give the reply.

HYPOTHESIS TESTING:

H1: That there is no impact on sales of cosmetic product during covid19 pandemic.

H0: There is an impact on sales of cosmetic product during covid19 pandemic

As per the data analysis and interpretation derive from response of the survey as shown in the above diagram it can be clearly seen that from question number

Q2. Is there a negative impact on sales of cosmetic product due to current pandemic?

Out of 127 respondent 70% of the respondent said that there was a negative impact on sales of cosmetic product due to covid19 pandemic as we all know that there was a complete lockdown during initial phase of pandemic, 20% of respondent said that there was no negative impact on sales of cosmetic product, whereas 10% of respondent were neutral.

Hence

H1: That there is no impact on sales of cosmetic product during covid19 pandemic is rejected.

H0: There is an impact on sales of cosmetic product during covid19 pandemic is accepted.

As per the response received from 127 respondents from Q3

Q3. Do you think that purchasing power and the quality of cosmetic products have deteriorated due to pandemic?

Out of 127 respondent 80% of the respondent said that there was a reduction in purchasing power of the customers and even the quality of cosmetic product have deteriorated during pandemic, 10% of the respondent said that there was no reduction in purchasing power of the customers and even the quality of cosmetic product have not deteriorated during pandemic and 10% of respondent were not able to give the reply.

Hence

H2: That there is no impact on purchasing power of the cosmetic product because of covid19 pandemic is rejected

H0: There is an impact on purchasing power of the cosmetic product because of covid19 pandemic is accepted.

FINDINGS AND DISCUSSIONS:

As per the study conducted by the researcher it has been observed that there was lots of issues retailers were going through during pandemic it has also been seen that the retailers were very much in worried and hassled because there was no sales due to pandemic as we all know the entire nation was under lockdown and because of this the sales were down as customers were not able to move to the market and purchase the product of their choice. Also through this research it can be seen that the purchasing power went low as customer has no money because of jobs cut, reduced salary, people getting sick etc so it can be imagined that pandemic has a huge impact on cosmetic industry,

LIMITATION OF THE STUDY:

The study is limited to the Mumbai area and it only covers two types of products – personal hygiene and beauty and cosmetic. Further, since the study is based on the primary data through questionnaire, minor biasness from the respondents may not be avoided.

SOCIAL IMPLICATION:

This study is conducted to understand the point of view and the position of retailers who sell cosmetic product it can be identified that there was a lot which retailers were going through and socially it can be observed that this study has tried to put forward and understand the retailers perception towards selling of cosmetics product and the pain they went through during pandemic now since we all are vaccinated it is believed that this pandemic will reduce its effect and positively works will enter into a positive phase again.

CONCLUSION AND SUGGESTION:

Pandemic has changed the lifestyle of People. This study captures the impact of pandemic on the sales of cosmetic products. It was found from the study that there has been remarkable decrease in the former category and remarkable increase in the later. This study belongs to the time frame of around first 5 months of the lockdown hence the primary data averages the impact of the pandemic on the mentioned categories, otherwise the situation in the first 2 months of the lockdown was even more intense. The pandemic has changed the mindset of people. However, after the beginning of the unlock process the situation has changed but still people give first priority to the personal safety and personal hygiene and later second priority to the beauty and cosmetic products.

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IMPACT OF COVID-19 PANDEMIC LOCKDOWN ON SLUM DWELLING WOMEN STREET HAWKERS OF MUMBAI SUBURBS

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ABSTRACT

To develop any economy it required to witness progress in all sectors including unorganized sector, which has to play supporting role for other sectors. As far as Indian economy is concern the major chunk of population is depend on the unorganized sector for their livelihood. No one can deny the universal truth that unorganized sectors plays supplementary role to all other sectors. But it is very volatile as compete to other sector because of being unorganized. We have witnessed the flow of workers of this sectors from urban to rural and developed state to undeveloped state due to COVID-19 pandemic lockdown. This sectors major stake holders are the street hawkers, barring few all street hawkers are slum dwellers, which are male dominating but the recent trends are encouraging as far as the male female ratio as concern. These slum dwelling street hawker women's are the bread earners of their family. Any disturbance in the daily rutting of this women's can brutally hampers their daily income and makes them helpless in their stand. Government has its own limitation to help this women but the NGO's and other organizations are trying their best to help them. These woman's are so strong to overcome the difficulties they encounter on daily basis in their business. The COVID-19 Pandemic have impacted all sectors severally, the poor slum dwelling street hawkers business might have altered as well as halted.

In this research paper, the researcher evaluated the impact of nationwide lockdown on the poor slum dwelling woman street hawkers of Mumbai Suburb. The study emphasis the need to understand their problems and suggest the ways to tackle such disruptions which shall led to betterment of this unorganized sector.

KEY WORDS: COVID-19, Pandemic, Slum Dwelling Woman, Street Hawkets and Impact.

INTRODUCTION:

Indian economy's major chunk of population is depend on the unorganized sector for their livelihood. No one can deny the universal truth that unorganized sectors plays supplementary role to all other sectors. But it is very volatile as compete to other sector because of being unorganized. We have witnessed the flow of workers of this sectors from urban to rural and developed state to undeveloped state due to COVID-19 pandemic lockdown. Government has its own limitation to help this women but the NGO's and other organizations are trying their best to help them. These woman's are so strong to overcome the obstacle in form of difficulties they encounter on daily basis of their business. The COVID-19 Pandemic have impacted all sectors severally, the poor slum dwelling street hawkers business have altered as well as halted.

OBJECTIVES OF THE STUDY:

1. To study the effects of Covid-19 lockdown on the earnings of slum dwelling woman street hawkers of Mumbai Suburb.
2. To learn the difficulties encountered by these poor women during lockdown.
3. To understand the slum dwelling woman street hawker's views on business activity post lockdown

HYPOTHESIS:

H0: The slam dwelling women street hawkers of Mumbai Suburbs had adverse impact of covid-19 pandemic lockdown on their business.

H1: The slam dwelling women street hawkers of Mumbai Suburbs had positive impact of covid-19 pandemic lockdown on their business.

RESEARCH METHODOLOGY:

This research is based in primary as well as secondary data collected through survey by using schedule from 150 slum dwelling woman street hawkers of Mumbai Suburbs area consisting 30each from Dharavi, Kurla, Chembur, Govandi and Mankhurd. The scurvey was done in the month of May 2021, the researcher has applied non-probability (Convenient sampling) technique to select the sample size from the undefined population size. The researcher has analyzed data by using SPSS software and Chi-Square Test as statistical tool.

Table No: 1 Distribution of Sample Size of Street Hawkers

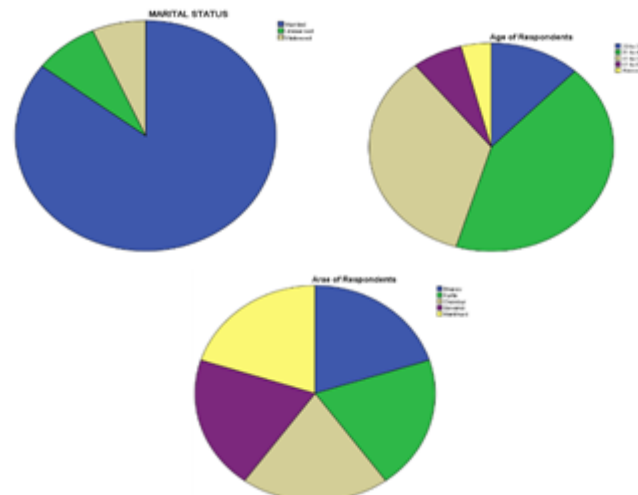
Area	Woman Street Hawkers	
	Number	Percentage
Dharavi	30	20%
Kurla	30	20%
Chembur	30	20%
Govandi	30	20%
Mankhurd	30	20%
Total	150	100%

LIMITATION OF THE STUDY:

The study is based on the data collected from slum dwelling woman street hawkers of Mumbai Suburbs area consisting Dharavi, Kurla, Chembur, Govandi and Mankhurd only. The study does not reveal the state of street hawkers who have already left the business and became jobless as a result of Covid-19 pandemic. The time of study is May 2021, but the lockdown was started in March 2020 and still it is in progress.

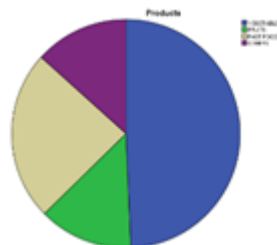
INTERPRETATION OF DATA:

To study the impact of nationwide lockdown on the poor slum dwelling woman street hawkers of Mumbai Suburb the data is collected and analyzed for which the demographic profile of respondents is as follows:

**Table No: 2 Respondents Profile:**

1	Area	No of Respondents	Percent
	Dharavi	30	20.0
	Kurla	30	20.0
	Chembur	30	20.0
	Govandi	30	20.0
	Mankhurd	30	20.0
	Total	150	100.0
2	Age of Respondents	No of Respondents	Percent
	20 to 30	18	12.0
	31 to 40	64	42.7
	41 to 50	52	34.7
	51 to 60	10	6.7
	Above 50	6	4.0
	Total	75	100.0
3	Marital Status	No of Respondents	Percent

	Married	128	85.3
	Unmarried	12	8.0
	Widowed	10	6.7
	Total	150	100.0
4	Nature of Business	No of Respondents	Percent
	Part time	18	12.0
	Full time	132	88.0
	Total	150	100.0
5	Products	No of Respondents	Percent
	Vegetables	74	49.3
	Fruits	20	13.3
	Fast Foods	36	24.0
	Others	20	13.3
	Total	150	100.0



The researcher has selected 30 slum dwelling woman street hawkers as respondent from each area of which majority respondents are married and having age between 31 to 50 years. Majority of them are doing this work as fulltime job, and 49.3% respondents are selling Vegetables, 13% fruits, 24 % fast foods and 13 are selling other products.

IMPACT OF LOCKDOWN ON THE BUSINESS OF SLUM DWELLING WOMAN STREET HAWKERS:

Lock down has broken down the spine of every countries economy, every stakeholder has suffered lot to keep its profession alive. Well established and organized sector's business are not able to survive, we can't imagine the scenario at unorganized sectors. For studying the said impact the researcher analyzed the data by using SPSS software and chi-square test and the study reveals that:

1) LOCKDOWN IMPACTED ON THE BUSINESS OF SLUM DWELLING WOMAN STREET HAWKERS:

Response	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150a		

The above table shows that, 100% i.e. 150 respondents said that this lockdown impacted on their business, as variable is constant hence the Chi-Square test cannot be performed. The entire respondents are of the opinion that their business has impacted by the lockdown.

2) LOCKDOWN HAS DECREASED SALES OF HAWKERS:

Respon	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150a		

The above table indicates that, 100% i.e. 150 respondents told that lockdown has decreased their sales. Due to variable is constant the Chi-Square test cannot be performed. The each and every women hawkers told that their sales has been impacted negatively by the lockdown.

3) FALL IN EARNINGS OF HAWKERS:

Respon	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150 ^a		

The above table exhibits that, 100% i.e. 150 respondents felt that their earnings is decreased during the lockdown period. Chi-Square test cannot be performed on this variable because of their constant nature. All women hawkers reported that their earnings gone down drastically due to pandemic.

4) LOCKDOWN IMPOSED COMPLETE SHUTDOWN OF BUSINESS OF SLUM DWELLING WOMAN STREET HAWKERS:

Response	Observed N	Expected N	Residual	Chi-Square Teats	
Yes	140	75.0	65.0	Chi-Square	112.667 ^a
Sometimes	10	75.0	-65.0	df	1
Total	150			Asymp. Sig.	.000

The above table displays that, 93.33% i.e. 140 respondents said lockdown imposed complete shutdown of business and remaining 6.67% respondents said that sometimes lockdown imposed complete shutdown of business. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in opinion of respondents that the lockdown imposed complete shutdown of their business.

5) DUE TO LOCKDOWN HAWKERS LOAN INCREASED:

Response	Observed N	Expected N	Residual	Chi-Square Teats	
No	22	75.0	-53.0	Chi-Square	74.907 ^a
Yes	128	75.0	53.0	df	1
Total	150			Asymp. Sig.	.000

The above table shows that, 85.33% i.e. 128 respondents believed that lockdown has increased their loan on the other had 14.67% i.e. 22 respondents believed that lockdown has not increased their loan. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in opinion of respondents that due to lockdown hawkers loan increased drastically.

6) LESS AVAILABILITY OF PRODUCTS:

Response	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150 ^a		

The above table displays that, 100% i.e. 150 respondents felt that their products was not easily available in the market. Due to constant variable the Chi-Square test cannot be performed. The each and every women hawkers expressed that during the lockdown, having less availability of product was the one of the main difficulty tackled by them.

7) SEARCHED FOR OTHER SOURCE OF INCOME:

Response	Observed N	Expected N	Residual	Chi-Square Teats	
No	14	75.0	-61.0	Chi-Square	99.227 ^a
Yes	136	75.0	61.0	df	1
Total	150			Asymp. Sig.	.000

The above table expressed that, 90.67% i.e. 136 respondents informed that during lockdown they have searched for other source of income where as 9.33% i.e. 14 respondents informed that during lockdown they not have searched for any other source of income. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in experience of respondents that due to lockdown they have searched for other source of income.

8) RELIED ON AIDS FROM OTHER SOURCES FOR BASIC NECESSITIES:

Response	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150 ^a		

The above table displays that, 100% i.e. 150 respondents told that during the first lockdown they were heavily relied on aids from other sources for basic necessities. Chi-Square test cannot be performed on this variable because of their constant nature. All women hawkers informed that they were heavily relied on aids from different sources such as help form government and NGOs for basic necessities of households.

9) LACK OF CAPITAL:

Response	Observed N	Expected N	Residual	Chi-Square Tests	
No	56	75.0	-19.0	Chi-Square	9.627 ^a
Yes	94	75.0	19.0	df	1
Total	150			Asymp. Sig.	.002

The above table shows that, 62.67% i.e. 94 respondents said that during lockdown they have experienced shortage of capital on the other hand 37.33% i.e. 56 respondents said that during lockdown they have never experienced shortage of capital. As probability value $p = 0.002$ is less than significant value $\alpha = 0.05$ there is significant association in experience of respondents that due to lockdown they have faced difficulty of having less capital.

10) INFLATIONARY PRICES OF GOODS:

Response	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150 ^a		

The above table displays that, 100% i.e. 150 respondents informed that they have observed increase in the price of their products. This variable is constant hence the Chi-Square test cannot be performed. The entire respondents are of the opinion that during the lockdown the prices of their products increased by 20% to 50%.

11) INCREASE IN TRANSPORTATION COST:

Response	Observed N	Expected N	Residual	Chi-Square Tests	
No	26	75.0	-49.0	Chi-Square	64.027 ^a
Yes	124	75.0	49.0	df	1
Total	150			Asymp. Sig.	.000

The above table indicates that, 82.67% i.e. 124 respondents expressed that during lockdown they have seen that the transportation cost increased on the other hand 17.33% i.e. 26 respondents expressed that during lockdown transportation cost has not increased. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in opinion of respondents that due to lockdown transportation cost increased.

12) FEAR OF EXPOSURE TO CORONA:

Response	Observed N	Expected N	Residual
Yes	150	150.0	.0
Total	150 ^a		

The above table displays that, 100% i.e. 150 respondents told that during lockdown they have lived with the fear of getting infected by corona. Chi-Square test cannot be performed on this variable because of their constant nature. All hawkers informed that they experienced the fear of getting exposed to the corona virus throughout the lockdown.

13) MUNICIPAL HARASSMENT:

Response	Observed N	Expected N	Residual	Chi-Square Tests	
No	32	75.0	-43.0	Chi-Square	49.307 ^a
Yes	118	75.0	43.0	df	1
Total	150			Asymp. Sig.	.000

The above table indicates that, 78.67% i.e. 118 respondents said that during lockdown the municipal official troubled them frequently on the other hand 21.33% i.e. 32 respondents said that during lockdown the municipal official never troubled them. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is

significant association in experience of respondents that during lockdown municipal authorities harassed them regularly.

14) LEFT THE PROFESSION AS A STREET HAWKER AND STARTED A NEW PROFESSION:

Response	Observed N	Expected N	Residual	Chi-Square Tests	
No	20	75.0	-55.0	Chi-Square	80.667 ^a
Yes	130	75.0	55.0	df	1
Total	150			Asymp. Sig.	.000

The above table shows that, 86.67% i.e. 130 respondents told that during lockdown they left the profession as a street hawker for some time and started a new profession on the other hand 13.33% i.e. 20 respondents told that during lockdown they have not left the profession as a street hawker. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in opinion of respondents that during lockdown they preferred to left the profession as a street hawker and started a new profession

15) POST LOCKDOWN MARKET SCENARIO:

Response	Observed N	Expected N	Residual	Chi-Square Tests	
Competitive	98	75.0	23.0	Chi-Square	14.107 ^a
Dynamic	52	75.0	-23.0	df	1
Total	150			Asymp. Sig.	.000

The above table shows that, 65.33% i.e. 98 respondents told that post lockdown the market is competitive, whereas 33.67% i.e. 50 respondents said that post lockdown the market is dynamic. As probability value $p = 0.000$ is less than significant value $\alpha = 0.05$ there is significant association in opinion of respondents that post lockdown market is dynamic and competitive.

CONCLUSION:

On the basis of above findings the researcher would like to conclude that the poor slum dwelling women street hawkers business has impacted by the nationwide COVID-19 pandemic lockdown, their sales has been impacted negatively hence their earnings gone down drastically. The lockdown imposed complete shutdown of their business as a result of this these hawkers loan increased drastically. During the lockdown less availability of product was the one of the main difficulty tackled by them. In the lockdown period they have searched for other source of income due to complete shutdown of their business. They were heavily relied on aids from government and NGOs for basic necessities of households. Having less capital, Increase in prices of products by 20% to 50% and transportation cost, fear of getting exposed to the corona virus, municipal authorities regular harassed are the difficulties encountered by the poor street hawkers. Due to this some of them left the profession as a street hawker and started a new profession and majority preferred to be continued in the same business. **Therefore the H₀: "The slum dwelling women street hawkers of Mumbai Suburbs had adverse impact of covid-19 pandemic lockdown on their business." is accepted.**

SUGGESTIONS:

Lockdown has not only disturbed the daily rutting of these women's but also brutally hampered their daily income and made them helpless in their stand. Government has its own limitation to help these women but the NGO's and other organizations are trying their best to help them. The poor slum dwelling street hawkers business altered as well as halted. Therefore local authority should create data base of the street hawkers of their locality so that they can provide helps in such pandemic situation. Municipal official should have lenient approach towards these hawkers at least in the difficult time of pandemic. Government should declare some relief in form of subsidies in interest and principal of the hawkers. Government should convert the credit/loan into direct income benefit as livelihood support and with a further reservation for women, benefitting a considerable percentage of women street vendors.

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A STUDY OF OUT OF HOME (OOH) MEDIA STRATEGIES IN ERA OF COVID DISRUPTION: A LITERATURE REVIEW

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ABSTRACT

Marketing isn't associated with simply sales, however Sales that consists of information marketplace scenario, competition, converting minds of clients and alternate that consists of state of affairs like uncertainty, disaster or pandemic. Marketing needs to relate to techniques of experiencing and growing an enjoy which draws the clients and maintain them reminding of the brand. Marketing additionally pertains to fascinating human minds with care to promote to real people, to sincerely win withinside the covid disruption new advertising blend this is product alongside promotional device of Out of Home (OOH) Media research could make contribution in the direction of goal marketplace withinside the disaster of covid 19

KEYWORDS: *Out of Home (OOH) Media, Covid disruption, Strategies*

INTRODUCTION:

Marketing management is a continued blend of art, science and commerce. It has to be linked with balance of humans and automation to drive a meaningful human connection. New marketing truths try to highlight strategies, operations, technologies required to drive and boost growth in post covid world. Pandemic creates uncertainty and fear of new normal amongst people.

To mark up the this stages the Industry, Companies, Marketers needs to have a period of adjustments ahead. Marketing mixes especially the promotional mix must showcase the importance of prospective customers now, next and beyond everything.

Taking this contemporary note the strategies adopted by the Out of Home (OOH) Media advertising has probably brought an effective method to reach consumers at large when they are on move or transits. The main strategies during the post covid disruptions encompasses not advertising done on billboards, hoardings, vehicles on move but ads have been displayed on and inside shopping malls, gyms, office buildings which have regained popularity of promoting the goods and services to the large masses gaining the confidence of new normal again

OBJECTIVE OF STUDY:

1. To Define and learn Out of Home (OOH)Media
2. To Study strategies adopted by Out of Home (OOH) Media advertising
3. To understand promotional mix of OOH Media in Covid disruption

RESEARCH METHODOLOGY:

It is a descriptive look at wherein secondary statistics is gathered from numerous paperwork like journals, magazines, blogs, references which helped to apprehend the idea of Out of Home (OOH) Media advertising. The researcher performed evaluation of literature to become aware of the elements impacting the thoughts of patron whilst he's on pass and locating the techniques followed with the aid of using OOH Media in generation of covid disruptions.

Definition:

Out-of-domestic (OOH) marketing and marketing, additionally referred to as out of doors marketing and marketing, out of doors media, and out-of-domestic media, is marketing and marketing skilled out of doors of the domestic.

OOH media, every so often additionally known as outside media, is any marketing and marketing that reaches purchasers whilst they're out of doors in their homes. It's designed to seize the eye of individuals who are at the cross or ready in excessive dwell-time locations (assume ready rooms, airport terminals, or subway platforms).

REVIEW OF LITERATURE:

1. Has COVID-19 Changed the Impact of Out-of-Home (OOH) Advertising? (n.d.). Business Class: Trends and Insights | American Express. Retrieved September 19, 2021, According to the studies Out of home (OOH) marketing has tried to preserve its promotional strategies in the course of the pandemic too .it is simply that a number of the customers changed .new steaming offerings were marketing on billboards a look at new techniques are followed through the enterprise associated with out of doors advertising their

homes with the motive of making a purchase,” “During the immoderate elements of the safe have in area orders, manufacturers are looking to obtain people in the direction of their homes. Such as on the way to the grocery store or on their way to the bank.” the digital format makes it a amazing deal much less hard to make changes and updates to advertising marketing campaign messages,”

2. Gillil, N. (2020, October 20). 10 examples of effective OOH advertising in a year where outdoor spend has fallen. *Econsultancy*.



The above picture depicts of new strategies involved in OOH Media advertising taking covid disruption into consideration. The study reveals that launching a brand-new product in 2020 changed into in no way going to be an extremely good idea, mainly while that product changed into designed for social gatherings and huge activities like festivals. This changed into the dilemma that HUN Wine determined itself in early this year, because the logo had already devoted to the release of its new wine-in-a-can (and corresponding advert campaign).

3. Out of Home Advertising 2021- Post-Covid Travel. (2021, April 27).

The research study reveals OOH is starting to encompass omni-channel campaigns through mobile cellular GPS tracking where ads can be tied to certain, pre-defined, geo positioned pinpoints based mostly on in which DOOH ads are positioned. In short at the same time as a customer enters a pre-determined radius of a given DOOH advertising and marketing campaign, it may motive precise mobile cellular classified ads that tie to the DOOH content material fabric withinside the area. This dynamic style of advertising and marketing and advertising and marketing has the cap potential to reduce ad spend thru manner of manner of limiting ad delivery to high-quality the most relevant areas and enhancing the impact of the advertising and marketing campaign thru manner of manner of showing a single customer more than one variation of the ad in an area relevant to the emblem or company.

4. Out of Home Advertising 2021- Post-Covid Travel. (2021, April 27). The research study reveals the pandemic has additionally driven greater entrepreneurs to OOH new advert costs have been driven up since many startups sought to gain of as vaccine rollout promises a quick go back to ordinary life. Technological improvements can be seen among in virtual billboards which have been progressing making pathway in channel more promising, cost effective and logo safe. Prime marketing campaigns with billboards, spots on transits wall scapes and work of art at some point will be attraction for preceding campaigns
4. OOH: How festivals will play a key role in post-Covid revival - Exchange4media. (n.d.). Indian Advertising Media & Marketing News – Exchange4media. Retrieved September 19, 2021, from The studies look at famous DOOH is anticipated to select out up with huge layout of virtual media approaching streets of number one towns like Mumbai and Delhi. As those suggests grow, they may beautify the outdoor panorama and dynamics positively. Clients can get flexibility in phrases of visibility and innovations. Planners have commenced speaking the language of slot bookings and one net web website online may be shared with multiple purchasers primarily based totally without a doubt at the availability of slots. This no longer handiest results in higher stock and charge for the purchaser however furthermore permits the general organisation growth. This festive season appears promising for each OOH and DOOH and we're

powerful that when the setback of very last year's lockdown, this medium is ready to bop back," 6Trends for Out of Home in 2020 | EMC Outdoor Blog. (2020, January 2). *Out of Home Media Blog | EMC Outdoor*. The research study explains Marketing strategies is increasing the ads on results having certainty OOH media tries to identify media planning with specialised experts who make better opportunities in post pandemic disruptions . They are finding solutions to recognise who is seeing the media ,when where so that most of ads would reflect minds of customers while on their go.

RESEARCH FINDINGS:

The statistics and the findings which the researcher accrued has given a short expertise of the importance of marketing and marketing and advertising and marketing and Out of Home (OOH) Media modes. Every business enterprise is genuinely depended upon targeted on consumers; besides new approach is completed with creativity and innovation it shall now not entirely fill to influence the market. All exceptional kinds of opinion, comments have helped the researcher to underline the statistics that Out of Home (OOH)Media is playing a bigger function with digital marketing and marketing and advertising and marketing modes in undertaking customers on the go. The exceptional type of tool and technique used by the marketers shall serve iconic campaigning modes to obtain the growing millennial and fixing put up disruption and transferring in the direction of new everyday again

CONCLUSIONS:

Review of past literature on marketing and marketing techniques in submit pandemic disruption and Out of Home (OOH) Media marketing and marketing has helped me withinside the technology of concept and facts of the manner new strategies are accompanied with the useful resource of the usage of the businesses to regulate constant with the changing scenario. There are many facts and studies available on digital marketing and marketing strategies related to outside advertisements. The researcher has been given actual insights into the study thru numerous findings. The opinions shared with the useful resource of the usage of the experts, comments, helped to apprehend the gaps and format in research approach for the study. There are numerous modes to understand the factors which could probably have an effect at the clients looking for picks on there go, the digital marketing and marketing accompanied with the useful resource of the usage of the OOH Media to influence and convey the endure in thoughts align with size styles would possibly actually help one to adopt innovating styles to emphasize. The researcher moreover understood the scenario of pandemic situation and efforts made with the useful resource of the usage of the marketing and marketing managers at the side of campaigns to manipulate up the distrustful situations. The researcher moreover analyzed the reasons withinside the again of foresee industries gearing up with glowing or minimal advertising and marketing and advertising and marketing plans and DOOH will play an first rate large characteristic in carrying out their audiences

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BLOCKCHAIN-BASED SOLUTIONS TO INTERNET OF THINGS SECURITY AND PRIVACY ISSUES

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ABSTRACT

Due to improvements in information & communication technology & growth of sensor technologies, Internet of Things is now widely used in smart homes for optimal resource management & ubiquitous sensing. In smart homes, many IoT devices are linked together via gateways. Importance of gateways in smart homes cannot be overstated, but their centralised nature exposes them to variety of security threats, including integrity, certification, & availability. In this paper, we propose blockchain-based smart home gateway network to address these security vulnerabilities. This network guards against likely smart home gateway attacks. In smart home setting with limited resources, devices such as sensors & actuators are connected & communicated in dispersed manner. One of problems in this sector is data storage & safe transmission since information is sensitive & contains lot of personal information from home network. Authors of this study have created 3-tier architecture IoT-Fog-Cloud for safe & efficient data processing. Data may be analysed & monitored in real time with fog computing. Identity is one of thread models for IoT-based smart homes. Finally, this article focuses on Blockchain Technology, which has potential to overcome IoT application security problems. We built suggested network using Ethereum blockchain technology & tested it against industry standards for security, such as security response time & accuracy. We also propose some possible solutions to these security & privacy problems in IoT based on blockchain to illustrate how blockchain helps to IoT.

KEY WORDS- *Internet on Things, Blockchain, Domotics, Security, Privacy, & Gateway.*

INTRODUCTION

The IoT is most hopeful technology to emerge previous decade. Industry produces large number of smart gadgets that can connect to various networks. Smart gadgets can sense their surroundings & interact with other smart devices in network. Kevin Ashton initially proposed Internet of Things in lecture about supply chains[1]. IoT is one of building blocks for creating smart house or city. Low-power embedded systems, fog computing, cloud computing, big data, machine learning, & networking are all being combined. Internet has grown so popular in twenty-first century that number of devices linked to network has reached billions, making world's population minority. As billions of devices become linked, massive amount of data & information is created & exchanged between them. As result, processing & storing that data has become difficult problem in IoT. IoT offers lot of promise for developing numerous applications that will improve people's daily lives. Internet of Things makes traditional networks & applications more real-time, allowing for deployment of various sensors & smart devices to be monitored in real time. Data analysis may be done with help of some associated technology, which speeds up system's operation. Usage of fog computing, also known as edge computing, speeds up processing & computation by performing functions at network's edge. [2]

Health care, smart parking, smart grid, smart lighting, smart product management, air pollution, forest fire detection, & earthquake early detection are some of uses of Internet of Things. Our main goal is to create smart IoT-based home system. Blockchain is made up of eight distinct components, each with its own set of specifications. Ledger is immutable & distributed historical record, & block chain's objective is to build one. Peer network is used to store, update, & maintain ledger. This ledger is replicated by each node in network. Goal of this network is to reach consensus on content of each update. This eliminates requirement for centrally copied ledger & assures that all ledger copies are identical. Membership Services department is in charge of user permission, authentication, & identity management. Smart house is private residence that transmits & receives data in real time. Through different household gadgets such as TVs, lighting, & refrigerators, it delivers automated & intelligent services. These devices are part of home-based communication system that allows gadgets to interact with one another & with outside world without requiring human intervention. Users control range of home gadgets to monitor & manage themselves according on their preferences & home network configuration. [3]

This transition, however, has resulted in smart home ecosystem that is heavily reliant on gateways. Smart homes use centralised networks to link several devices, posing major security threats. Smart TVs & refrigerators, which are essential components of smart homes, have been hacked in past to send dangerous emails like phishing & spam. One example is hacking of newborn monitoring cameras at house in Texas, USA, in order to record vulgar sounds. These smart home devices are often exposed due to usage of unencrypted passwords on

their wireless networks, making them perfect target for DDoS attacks. These difficulties occur as result of centralised IoT system structure, & security concerns such as data forgery & tampering, access to unauthorised devices, & inappropriate device control are rising as IoT era expands, due to attacks on IoT server & gateway systems. In IoT applications, several smart devices are employed. Majority of these smart gadgets are low-resource devices with limited processor & memory capacity. As noted before, numerous security issues occur in each of layer architectures. Security & privacy issues must be addressed in order to make IoT application realistic enough for end users to trust it. [4]

OVERVIEW OF BLOCKCHAIN

Public electronic ledger, similar to relational database, that users may freely share & that produces immutable record of their transactions, each of which is time-stamped & connected to one before it. Each thread block is digital record or transaction that permits unlimited or limited number of users to participate in digital ledger. When fresh data is added into blockchain, it can never be altered or removed, ensuring data integrity. Every transaction that has ever occurred in system has been recorded on blockchain & can be verified. From standpoint of network, Blockchain is distributed file system in which members maintain copies of file & agree on modifications through consensus. Each block contains collection of transactions as well as main data such as previous block's timestamp & cryptographic signature (hash), current block's hash, & other data. Hash of previous block links current block to previous block, & subsequent blocks will require hash of current block as well, resulting in chain of blocks. If anything in block is altered, hash can be computed & value discovered that differs from one supplied, leading block to be refused.

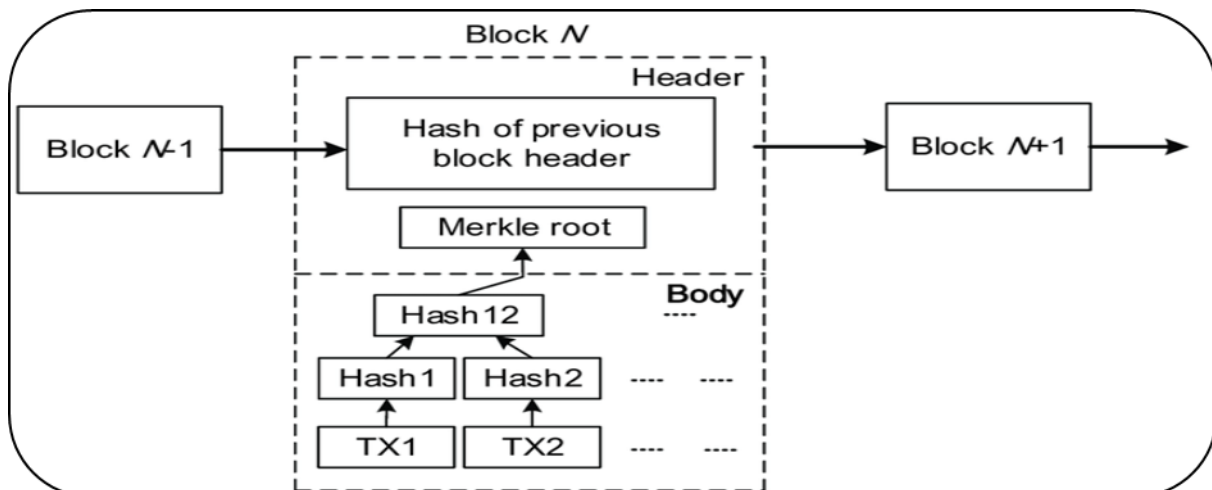


Figure-1- Blockchain Structure

TABLE I: Smart appliance descriptions in Smart Home application

IoT Home Appliance	Description
Smart Coffeemaker	It can be used as smart plug. Wireless or Bluetooth connection option available. Smart coffeemaker allows easily schedule, Monitor & update from anytime & anywhere.
Indoor Lighting System	Intelligent lighting bulbs are connected in mesh networks wirelessly with other lighting system. They can be used for different Benefit like energy management, easy to monitor through mobile or tablet & remote control is also possible.
Smoke detector	Smart home gas detection or monitor of different levels in kitchen is much needed. smart gas sensor like MQ series & Others are used to monitor gas linkage & detect fire inside home.
Smart Door Lock	The smart device is capable of sensing activity around door & act accordingly. different authentication techniques Are embedded with device for validating purpose.
Smart Camera/Motion Sensor	In smart home system, smart camera plays vital role to monitor elder person's condition in room. Monitoring the Home users activity inside home from remotely make easy to take call in emergency.
Water Management	Using smart water controller reduces waste of water by which it will lower bill also. Most importantly it can be accessed

	Remotely by mobile devices or through tablet.
Health & Fitness Devices	Some of essential smart health & fitness devices like Blood pressure monitor, Heart rate monitor, Sleep tracker, smart watch, Activity tracker helps to get real-time information. It makes easy to make decision in case of emergency & live healthy Life.

REVIEW OF LITERATURE

A public blockchain & private blockchain are two sorts of blockchains. Permission less blockchain is public blockchain. Anyone may effectively & usefully participate.

They can participate by viewing or adding to blockchain. Because it is decentralised, this public chain does not have single entity in charge of network. That is to say, once data on blockchain has been verified, it cannot be altered. This public blockchain is advantageous because it allows users to freely enter & see data, ledger is distributed rather than centralised, it is immutable to prevent data manipulation, & it is safe due to 51 percent rule.

In [5] demonstrates that bulk of peers known to Bitcoin network reside in its own system. This means that peer-to-peer network is not properly connected, which might result in relay issues for newly generated blocks on Blockchain.

The authors show in [6] that when large number of nodes are controlled by attacker with high computational power (or not), overall computational power in Blockchain with few miners can reach fraction that is deemed high relative to total computational power in small system. Integrity of system might be jeopardised in this instance due to attacker's capacity to induce forks on purpose.

In selfish mining attack, as described in [7], malicious mining pool decides to keep blocks it discovers unpublished. As result, split in Blockchain is created. Public branch with miners is one of branches, while private branch with damaging pool is other. It keeps mining on private branch until both branches are same length, at which point it broadcasts it. As result, it may become longest branch, & other miners might adopt it. Public branch, along with all data it holds, may be deleted after period. Damaging pool may gain advantage based on miner's ratio between both branches.

Another assault, known as history-revision attack, was mentioned by authors in [8]. Attacker has far more computing power than other nodes in such assault. Then, using Proof of Work's hard terms, he may construct fork & destructive branch while bypassing original branch. Other miners may then accept it, resulting in Blockchain's history being converted.

SECURITY CONSIDERATIONS FOR DOMOTICS GATEWAYS

The domotics is made up of several gadgets that are all managed & monitored through gateway. Network design like this might expose data in home, lead to privacy breaches, create gadget failures, & endanger individuals. When person is exposed to smart home network set up in each household, data acquired by gadgets in targeted manner might be leaked. It is difficult to connect many heterogeneous devices due to lack of security standards for smart homes & gadgets. As result, many services are difficult to provide to users. Security of smart home gateways is essential, & standards for gateway security are given below. [9]

- **Confidentiality:** Networks set up in smart homes gather & retain variety of data, including sensitive information provided by inhabitants. Only authorised staff should have access to this information, which is important aspect of smart home security. We utilise blockchain with encryption technique & customise it using key to keep features of smart homes private.
- **Integrity:** When data is transferred & received across configurations, there must be no falsification during transmission. Hash function lowers chances of this data being tampered with & enables for tracking & verification of exactly what data is saved.
- **Validation:** Authentication prevents attackers from acting maliciously within conventional network from outside in smart home network settings. Blockchain is used to validate legitimacy of network members, & it can be verified at any time to ensure appropriate smart home network design. [10]

THE TECHNICAL CHALLENGES & ADVANCES OF BLOCKCHAIN

Scalability: Almost all existing Blockchain systems, such as Bitcoin, Ethereum, Ripple, & their associated consensus methods, have limited scalability. Decentralised nature of blockchain technology poses tough

restriction. Each network node processes each transaction & maintains copy of ledger's current state. Two major scalability concerns are time it takes to place transaction into block & time it takes to reach consensus.

Throughput: Bitcoin has transaction rate of about 7 transactions per second, whereas Ethereum has rate of around 20 transactions per second. VISA, for example, processes 1668 transactions per second, whereas PayPal handles 193. As result, Bitcoin & Ethereum's throughput must be raised in order for them to compete with more popular systems like VISA & PayPal. When frequency of Blockchain transactions approaches that of VISA, blockchain networks' throughput must be raised.

Latency: Creating or mining block containing transactions in Bitcoin network presently takes approximately 10 minutes, whereas ("Bitcoin, Litecoin, Namecoin, Dogecoin, Peercoin, Ethereum stats,") Ethereum takes about 14 seconds. More time must be spent on block creation & validation in order to ensure that transaction inputs have not been used previously, resulting in double-spending attacks. Existing blockchain systems must improve block generation & validation speeds in order to perform transactions while maintaining security.

Bandwidth & Size: Bitcoin blockchain is now 190.65 GB in size, whereas Ethereum blockchain is 330.61 GB in size. Bitcoin blockchain might grow in size if throughput reaches level of VISA network. Bitcoin's average block size is currently 1 MB. Instead of block size restriction, Ethereum utilises gas limit method. generation of Bitcoin 1 MB block, which contains on average 500 transactions, takes on average 10 minutes. If Bitcoin blockchain is to control more transactions, it must overcome size & capacity problems. [11]

SECURITY & PRIVACY ISSUE IN BLOCKCHAIN

A blockchain is distributed database of records, or public ledger, of all completed & shared transactions or digital events among members. Blockchain technology was created as result of Bitcoin crypto currency.

Bitcoin is used to carry out transactions in peer-to-peer network. Usage of Blockchain in non-financial applications has piqued curiosity of scientific community as well as industry professionals during last decade. Because of its safe foundation, Blockchain offers wide range of possible uses, as illustrated in Figure 2. [12] ADEPT (Autonomous Decentralized Peer to Peer Telemetry) is system developed by IBM & Samsung that leverages aspects of bitcoin's fundamental architecture to build distributed network of devices for decentralised IoT. To execute smart house, we require private Blockchain architecture, which comes in three flavours: public, private, & consortium. Here, nodes will be restricted; not every node will be able to join in this Blockchain, & data access will be managed with rigorous authority. Many sensors & actuators are connected to data gathering & processing in smart home IoT ecosystem. In case of smart home automation, there are limited amount of nodes, therefore permission Blockchain is good fit. Different consensus methods that address development of IoT applications in Blockchain networks are discussed in detail. As result, such Blockchain categories are designed to be modified in order to preserve compatibility with existing applications. Scalability is benefit of permission Blockchain. In such environment, data is kept on every computer in network, & every node participates in verification of all transactions. In this Blockchain, just limited number of fixed participants are necessary to operate, making it much easier for group of users to cooperate & change rules or reverse transactions. Open Blockchain is permission Blockchain network in which end users must register in order to submit or perform transactions that have been published in system. Security & privacy for IoT-based home automation may be addressed by adopting permission-based Blockchain, in which each node must authenticate to network. [13]

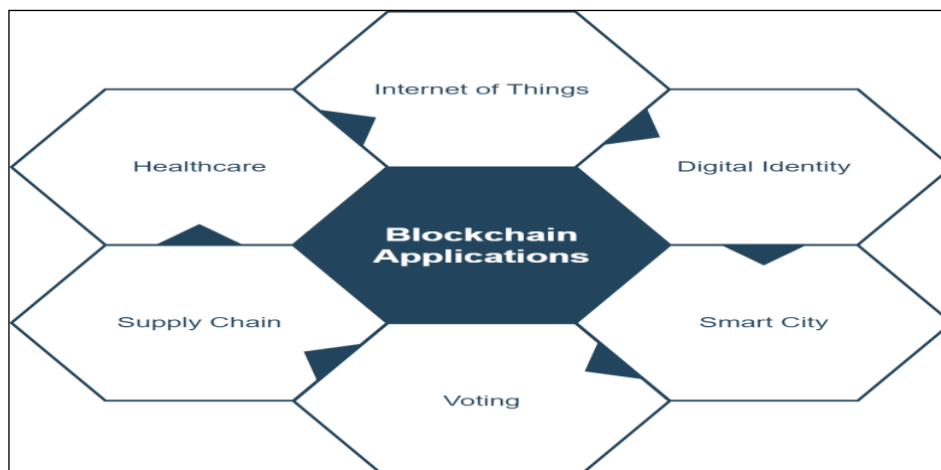


Figure 2: Open Blockchain's Basic Architecture

Due to large number of dispersed sensors linked in network, user registration is required to authenticate IoT device to network. All of sensors are linked to Raspberry Pi, which serves as fog computing & performs local operations. Once transaction has been validated by nodes, it is stored in all of network's nodes. We can make smart house truly usable by utilising Blockchain idea. IoT enabled smart home network has following security problems, which blockchain can address: [14]

- The devices are identified by unique hash number.
- Users are authenticated via decentralised authentication method.
- Business logic is enabled via access control mechanism enabled by smart contract.
- Every transaction available to each & every node after verification & validation is referred to as trust management.

BLOCKCHAIN'S FUTURE.

Blockchain has lot of interesting potential applications. It's technology that gets lot of attention & meets criteria for lot of other fascinating developing technologies. IoT, AI, smart gadgets, & self-driving automobiles are just few examples. It might serve as enabler for all of technologies described above, as well as others. Consider concept of smart refrigerator that would automatically record phrase "More Milk" as soon as it ran out. When discussing such implementation, most individuals become frightened & afraid because they are concerned about security & how to safeguard it. What guarantees security & immutability of system's data? [15]

Another aspect worth mentioning is ever-decreasing cost of devices & ever-increasing need for processing power. All of this is possible with blockchain. It is already involved in number of developing technologies, & by expanding; it is allowing new technologies to arise since it is making more & more things feasible every day. [16]

CONCLUSION

We offer detailed study of security issues of IoT-based smart home architecture using Raspberry Pi, Fog computing for data processing, & Docker containers to execute various applications in this article. Despite fact that numerous security & privacy protocols exist, they are not relevant to IoT-based architecture due to resource constraints & use of lightweight devices to connect to smart home system. Then we discovered few attack models. Following solutions are provided by this architecture to address heterogeneous IoT & centralised gateways that make up smart home's secrecy, integrity, & authentication problems. In smart home gateways & heterogeneous IoT, SHA2 encryption method is used to overcome secrecy & authentication issues. In addition, blockchain technology is utilised to ensure that data kept in gateway is secure. By efficiently moulding raw data, data transformation method is applied in architecture. Finally, we believe that in IoT-based smart home setting, Blockchain security & privacy may be accomplished. [17] Scalability problem is overcome by utilising permission Blockchain. Anonymity or privacy goal can be achieved by keeping fingerprint of digital asset rather than digital asset itself. Cross fault tolerance, or XFT, can be used to create dependable & secure distributed systems. In future study, we'll try to investigate more attack models, security, & privacy of IoT-based smart home automation by implementing this Blockchain on Hyper ledger utilising Docker as container in real application.

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LEARNING IN TIMES OF COVID-19: STUDENTS PERSPECTIVE

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ABSTRACT

Covid-19 has changed the scenario. Education sector has seen the major changes. Online education has opened up a lot of possibilities and opportunities for the teachers and students. Where there are various advantages associated like one can learn in their own pace and comfort there are still many questions that are left unanswered. Whether students are able to match up or are they present are some major setbacks that are encountered in online education. The sudden halt during this covid-19 situation has raised many questions. The toughest task is to make sure that syllabus drafted has to be completed on time. Facial expressions and eye contact are major sources of feedback which are lacking during online lectures. It is necessary to know students perspective, whether online education is effective or just a norm that is being followed by them. At the same time it is also important to know the gaps that are being encountered in order to address the issue. Rightly said students are definitely the future and it is vital to safeguard their knowledge and interest.

Keywords: Students Perception, Loopholes in online learning, Covid-19, Online Education

1. INTRODUCTION:

Covid-19 has shaken the economy and its working. Education sector also faced a major challenge as the audiences that the government was dealing with were young kids and adults.

Dependability of Education sector suddenly concentrated on computers and mobile phones and it was truly a challenge for the people to change the mode from offline to online and that too not in parts but the whole process right from the initial step to the last one. Implementing was a task but making it executable to students and teachers and giving them training was an another bottle neck.

The sudden change to online lectures from traditional classrooms due to Covid-19 has changed the status of teaching-learning process. Covid-19 situation is continuously demanding newer platforms of learning through various apps. Although teachers and parents play a major role in supporting and guiding students, the major concern is still the same that whether students are able to cope or are they able to understand. Regularizing education and completion of syllabus are crucial pointers but understanding student's perspective is equivalently important.

2. EDUCATION PRE COVID-19:

Pre-Covid learning process was quite a different one. Traditional learning was always on the list and also priority was given to face-to-face learning and continuous response given by the learner. Facial expressions, positive body language and concentration were some of the key aspects that formed the core of the traditional education. Boards and Markers were the most effective used tools that could make students learning easier in the process. Digital content was not out of sight but preferred by few and was also a mean of distance education. It was used as a guiding light and a few glimpse were referred in order to solve the doubts by the student.

3. EDUCATION DURING COVID-19:

Covid-19 has played a major role in changing the modes and mediums of education. It has made sure that irrespective of the situation humans are willing to evolve, learn and teach. A small pause did occur but somewhere this was not a temporary problem and definitely required a permanent solution. Digital and technical platforms emerged. Though these platforms were not new but were not frequently used which changed drastically during Covid-19. Imparting the knowledge through these digital platforms and then effectively using them for delivering lectures were not only issues faced by the teachers but was also a difficult part for the students in operating technology and interpreting the concepts.

4. EDUCATION POST COVID-19:

A major change in student's perception and thinking has taken place. Acceptance is the key among the learners. The post-COVID-19 world would be totally different as students now are getting used to new platforms as the learning source. Around the world, COVID-19 is forcing us to re-evaluate how existing educational organizations imparting education. Process of imparting education, assessing the papers and question set are not normal and may take time to be fully accepted by the education institutes and students. Many students have given their opinion about messaging and chatting in order to solve their doubts. Continuous

interactions, online notes and constant updates via messages, whatsapp or mail-id are some of the ways through which a student can in constant about the progress of studies conducted in the class.

5. THE GOOD OF ONLINE LEARNING:

Online Education crosses boundaries and makes sure that it goes beyond the expected and the target audience. Various topics and their in-depth knowledge are easily accessible and that too within few seconds. Students now would not have to run from post to pillar as right from the admission to registration to attending lectures everything is available on a single platform. The good of the digital platform is the convenience. Flexibility is the essence of online learning. Learning in one's own pace without juggling of responsibility is the core attraction of online learning. One quality that is definitely learnt and executed well by the student is that of multi-tasking

Newer options are considered by the teachers and whole new worlds of audio-visual techniques are opened for students. Students who are shy and intimidated

6. THE BAD OF ONLINE LEARNING:

Mapping of regular activities in the schedule of online time-table has become a challenge for the teachers and executing those very activities has become equivalently difficult for the students. We are at a transition as we have already implemented some of the changes but for the rest of them a precise and a detailed thought process is required. Online education is still at a settling process and expecting suddenly from a student can be unfair at times. Holistic development of the child is very important. Off line education just doesn't focus on face-face education but also helps in developing his social skills and practical knowledge. An experiment in science lab or a visit to a field could change overall perception of the student towards studies.

7. THE WORST OF ONLINE LEARNING:

Accessibility and availability of online education is like a premium education limited to only a selected class of people. Internet access is not available everywhere and at the same time even if Internet is available, smart phones are like an asset which only lies with the male members of the family or quantity comes down to 1 or 2. Smartphone's are shared by an entire family. Issues arise when there are more than 2 siblings or cousins staying in the same family.

8. RESEARCH METHODOLOGY:

The research technique used in this paper is a Descriptive research technique. Primary Data was collected from students who are using the digital mediums to cope up with progress in education and Secondary data collected published journals, newspapers, past literature from respective journals, reports and magazines covering extensive academic literature on taxation for the research study.

9. OBJECTIVES OF STUDY:

- To study the students perspective during covid-19
- To identify positive and negative aspects online education from students perspective.
- To study effectiveness of online learning.

10. HYPOTHESIS:

H0: Students have a positive perspective towards online education.

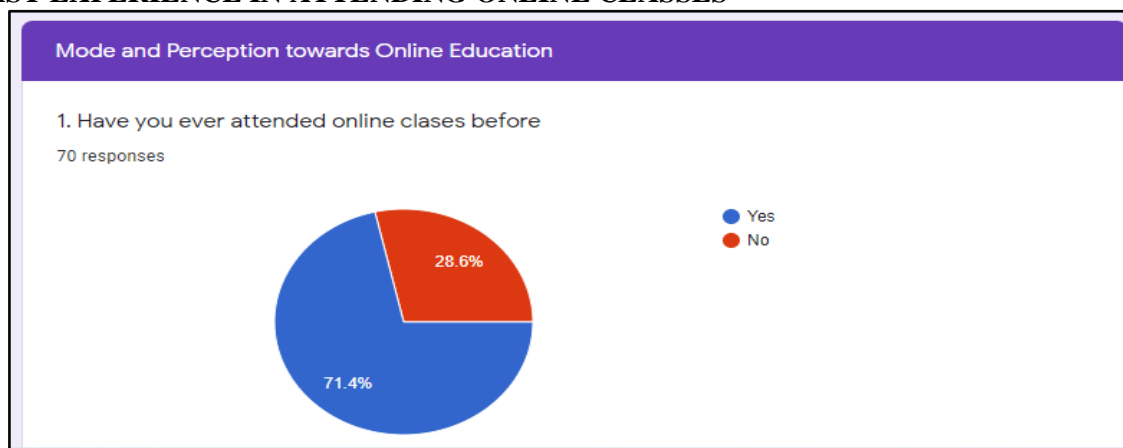
H1: Students are indifferent towards online education.

11. REVIEW OF LITERATURE:

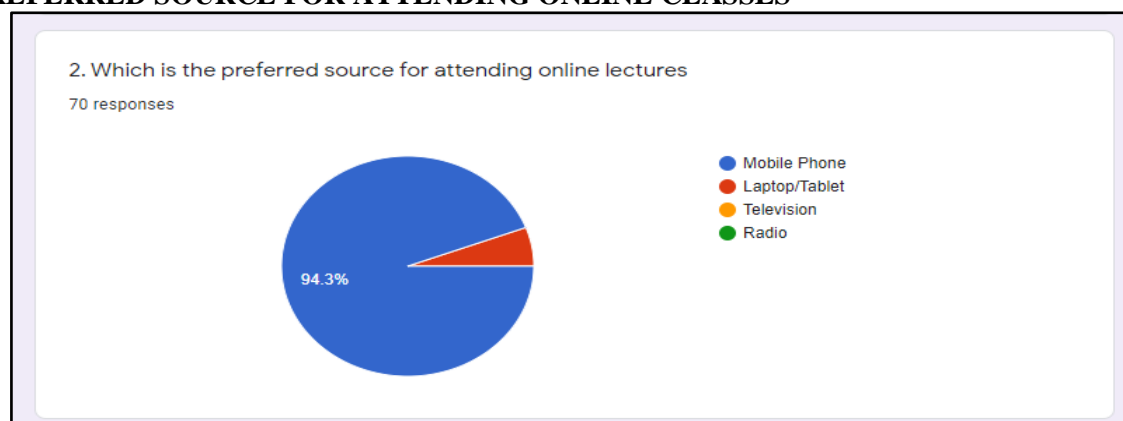
Pravat Kumar Jena (2000) article emphasizes on how online learning is beneficial during times of crises like work absences or pandemics. Therefore, some tools and techniques for online learning which can ensure the continuity of learning are highlighted. Merits and demerits of online learning platform are also discussed. Perceptions of learners and educators on Online Learning system during lockdown are pointed.

(Bignoux & Sund, 2018) The educational institutions in affected areas are seeking stop-gap solutions to continue teaching, but it is important to note that the learning quality depends on the level of digital access and efficiency. The online learning environment varies profoundly from the traditional classroom situation when it comes to learner's motivation, satisfaction and interaction

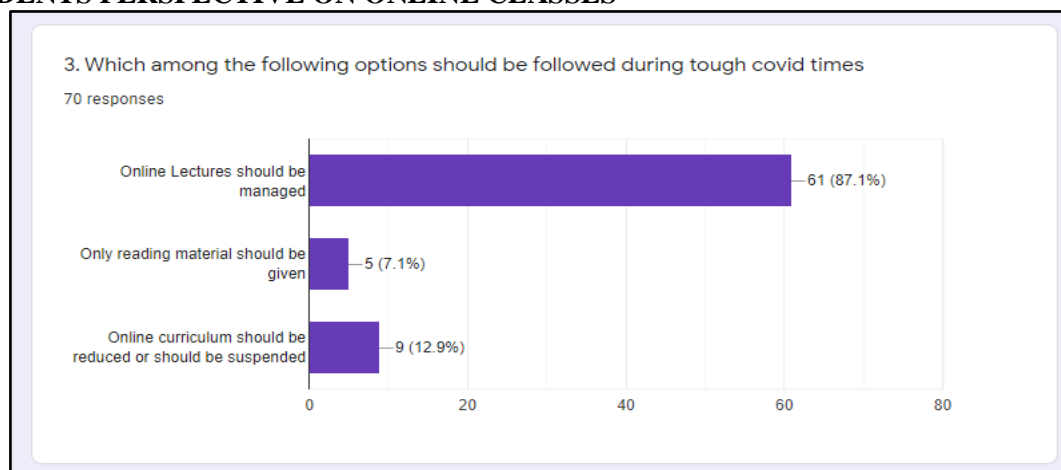
(Watkins et al. 2004). Although learners can show success in traditional methods and classrooms, that is not enough to accomplish that goal in an online learning circumstances.

12) DATA ANALYSIS AND FINDINGS OF THE STUDY:**A) PAST EXPERIENCE IN ATTENDING ONLINE CLASSES****Chart 12.1**

Interpretation: From the survey, it can be seen in chart 12.1 that, 20 out of 70 i.e. 28.6% respondents have never attended online lectures before but almost 71.4% do have prior experience of attending online lectures i.e. almost 49 out of 70 respondents at least have a prior knowledge of attending online lectures.

B) PREFERRED SOURCE FOR ATTENDING ONLINE CLASSES**Chart 12.2**

Interpretation: It can be seen in the chart 12.2, the most preferred medium of for attending online lectures are mobile phones where almost 93% i.e. 66 out of 70 respondents have agreed with it and the next popular medium is laptop with almost 6% respondents agreeing with this option. Even though laptop has more functionalities still cell phones are more popular due to convenience and flexibility.

C) STUDENTS PERSPECTIVE ON ONLINE CLASSES**Chart 12.3**

Interpretation: It can be seen in the chart 12.3, that students have started accepting online classes as the new normal, with almost 87.1% students giving their opinion of managing the online sessions effectively and continuing with the learning process. Almost 12.9% i.e. 5 respondents out of 70 agreed on suspending or reducing the syllabus. 5% Respondents gave opinion that providing students with notes would be enough during these covid-19 crises.

D) COMMUNICATION MODE PREFERRED FOR CLASS UPDATE AND INFORMATION

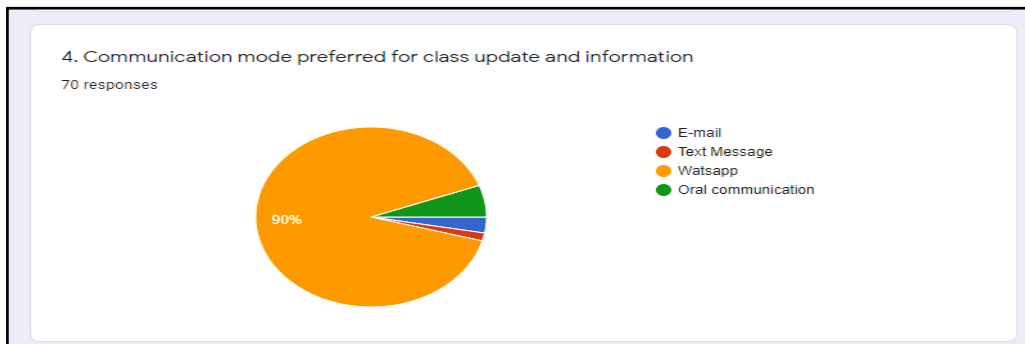


Chart 12.4

Interpretation: It can be seen in the chart 12.4, that whatsapp messages are the most preferred medium for class update and information with almost 90% i.e. 63 respondents preferring the option. The next popular option preferred was the oral communication delivered by the teachers during the session.

E) PREFERRED SOURCE OF INTERNET

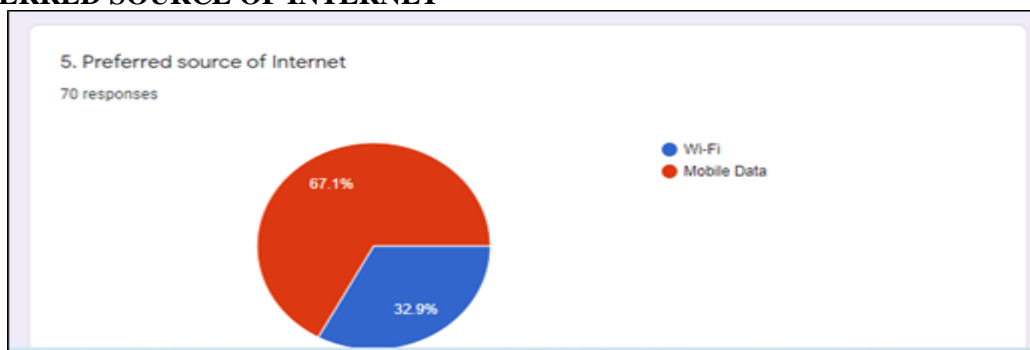


Chart 12.5

Interpretation: It can be seen in the chart 12.5, which although Wi-Fi has better and stronger connectivity still the preferred source for internet for attending online lecture is Mobile Data with almost 47 respondents out of 70 agreeing with it. Wi-fi took second preference where 32.9% i.e. 23 respondents out of 70 voted for it.

F) DURATION OF LECTURE

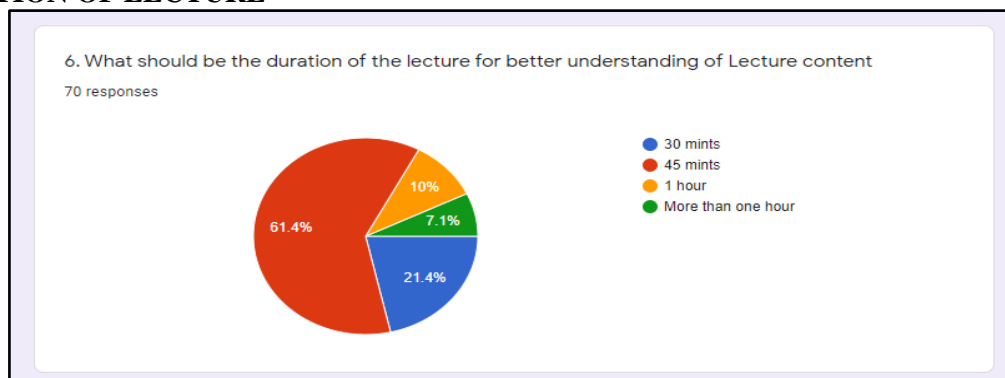


Chart 12.6

Interpretation: It can be seen in the chart 12.6, that 45 minutes is the maximum preferred time by students for attending online lecture. Almost 61% i.e. 42 out of 70 respondents agreed on the same. 21.4% i.e. 15 out of 70 respondents preferred single lecture for 30 minutes. 10% of the respondents were fine with the lecture of 1 hour and only 7% i.e. only 5 out of 70 respondents agreed on having lectures of more than 1 hour.

G) LEVEL OF UNDERSTANDING

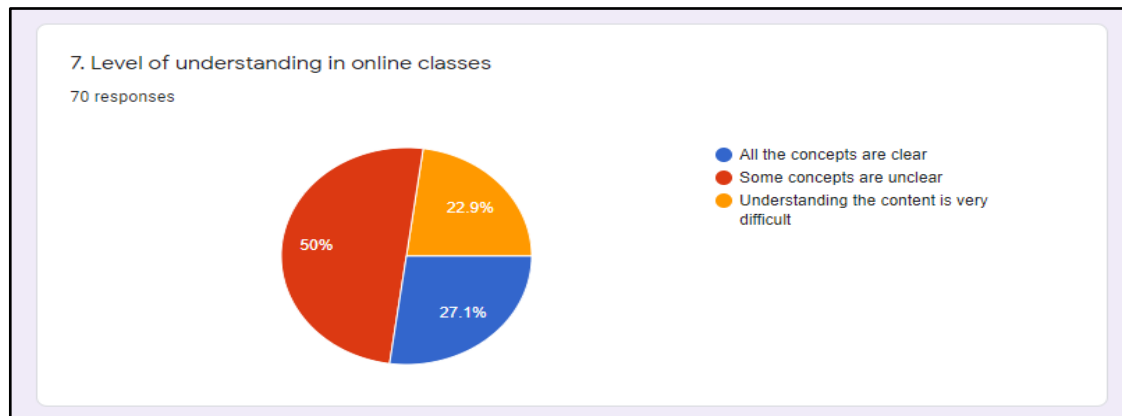


Chart 12.7

Interpretation: It can be seen in the chart 12.7, that almost 50% i.e. 35 out of 70 respondents were not convinced with the medium of online learning and stated that they understood only some concepts while the rest remained unclear. 27% i.e. 18 out of 70 respondents agreed that they understood all the concepts and 22% i.e. 15 out of 70 respondents clearly agreed that understanding through online lectures was difficult for them.

H) ADVANTAGE OF ONLINE LEARNING

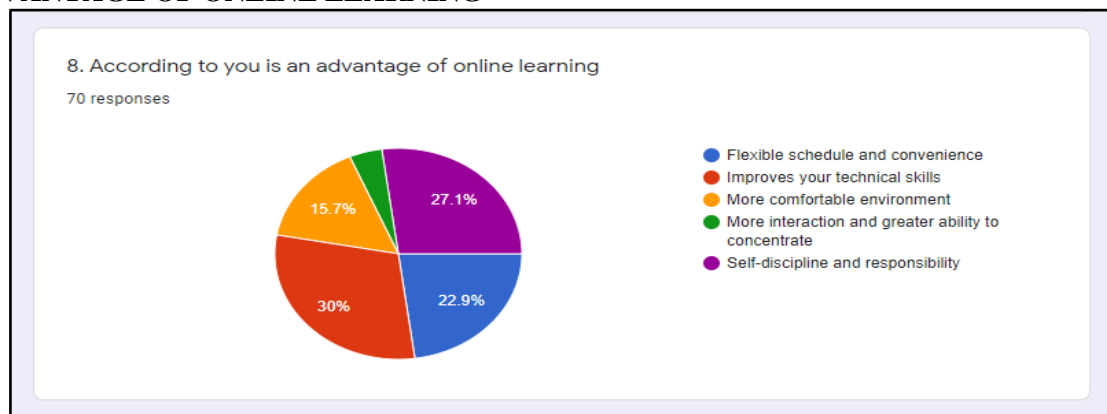


Chart 12.7

Interpretation: It can be seen in the chart 12.8, majority of respondents 30% i.e. 21 out of 70 respondents definitely agreed that their technical skills have improved irrespective of their conceptual skills while taking online lectures. 27% i.e. 18 out of 70 respondents agreed that unlike offline lectures, online lectures taught them self-discipline and responsibility. Only 22.9% i.e. 15 out of 70 respondents said that online lectures gave them an advantage of flexible schedule and convenience. 15% i.e. 10 out of 70 respondents were of an opinion that online lectures gave them more comfortable environment.

I) DISADVANTAGES OF ONLINE LEARNING

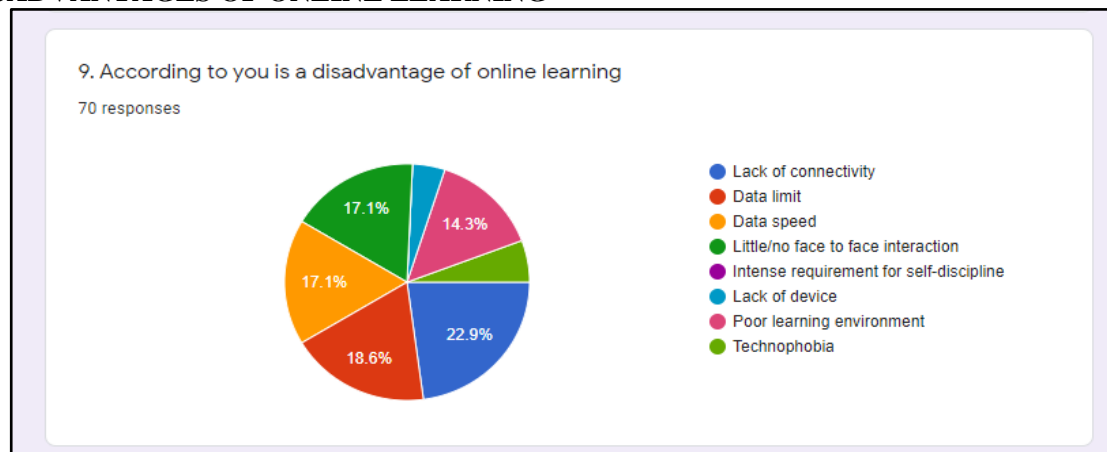


Chart 12.9

Interpretation: It can be seen in the chart 12.9, majority of respondents 22% i.e. 15 out of 70 respondents pointed that that lack of connectivity was one of the major disadvantages of Online Learning. 18% i.e. 12 out of 70 respondents agreed that data limit was one of the major disadvantage that was like a barrier to their online learning. 17% i.e. 11 out of 70 respondents said that online lectures also gave them less data speed with little or no face to face interaction. 14% i.e. 10 out of 70 respondents also were of an opinion that online learning was actually poor learning environment.

13. FINDINGS AND CONCLUSION:

1. According to the chart 12.1, 12.2 and 12.3, online learning is not a new concept for the students and they do have prior experience of online lectures. When it comes to online lectures acceptance has been the key for the students as almost 81% have agreed on continuing with the online lectures and going with the flow. Cell phones are still a preferred medium for attending the lectures and it is a popular choice for its convenience.
2. According to the chart 12.4, 12.5 and 12.6, class updates and information sharing becomes an important aspect in student's life especially during covid-19. According to the research Whatsapp has a special space for sharing all the updates in a student's life. Mobile data is more frequently used than Wi-fi. The most preferred duration for the lecture to be effective is 45 minutes.
3. According to the chart 12.7, 12.8 and 12.9, some of the concepts are not clear during the online lectures, and no clear connectivity is voted as one of the major disadvantage of online lectures. . Being technology friendly is one of the key advantages that respondents have experience during online sessions.

Hence **H1** (Students are indifferent towards online lectures) is **proved to be rejected**

The above survey states that students are ready to experiment and have a strong perspective towards online education. Online education is not a medium but a trend that students now-a-days need to learn, and follow in order to cope up with their curriculum. It is necessary to know students perspective in order to make online lectures more effective and at the same time interesting. Efforts should be taken in order to make regular online lectures more interesting than just a routine. The world of internet is huge and thus steps should be taken to implement the same. Covid-19 is just a situation.

In future even if the mankind is surrounded by more such problems, online education would at that time also play a significant role and influencing role. **Turning the problem into opportunity** is the way out and positive outlook that one can maintain in these times of crises. Students are the future and maintain their interest and knowing their perspective can change the environment into a conducive one.

14. WEBLIOGRAPHY:

- 1) Primary Data: Google Forms
- 2) Secondary Data: Data retrieved on 20th September, 2021
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DOMESTIC TOURISM - A PANDEMIC INDUCED STRATEGY TO SUSTAIN THE TOURISM SECTOR IN INDIA

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ABSTRACT

The world has observed a downfall in its economy during the period of Covid-19 Pandemic. Every nation has gone through major losses in various sectors. The sector that has been hit the most is the Tourism sector as the mobility of individuals was at a standstill. The early months of 2020 witnessed a strict lockdown, due to which public was not allowed to roam around at tourist spots. But, after the lockdown was lifted, there was a rise seen in the Tourism sector. Public started to explore the nearby destinations or whatever destinations were open for tourists within the nation. At this moment, where the curve of tourism sector was having a fall, the only strategy that could help to boost the sector, was Domestic Tourism. If taken into consideration the impact of Pandemic on the economy, Domestic Tourism could be one of the Pandemic induced strategy that could help in the sustainability of Tourism sector in India. The paper focuses on what is Domestic Tourism, what is the scope of Domestic Tourism in India, what are the government initiatives to boost domestic tourism and also what role has Domestic Tourism played in the sustainability of Tourism sector in India. The study will also elaborate on how Pandemic is somewhat responsible in bringing an upward shift in Domestic Tourism in India.

Keywords: Domestic, Pandemic, Sector, Sustainability, Tourism

INTRODUCTION:

India is a country in South Asia. It is a country surrounded and inherited with beauty, values and history. It is the seventh-largest country in the world if we talk about the area and is also the country with second largest population. India is known for its **Tourist destinations and its heritage**. Be it the long coastal area it has, its beaches, the monuments, the temples, palaces, forts and different architecture, the snow clad Northern & Eastern states or be it the sight of rivers and lakes. India has it all.

The Campaign of 'Incredible India' focuses on all the states by highlighting its rich culture and beauty. The Campaign has managed to attract many foreign tourists in the country up till March 2020 (before Covid-19 lockdown). Since March 2020, the Tourism Sector has witnessed the worst effects of pandemic and it continues till date considering the shutdown in international travelling. As per reports, the Tourism ministry confirmed that during Pandemic, the arrivals of foreign tourist (FTAs) till December 2020 was at 0.21 million. This figure is down than over 97% if compared to the same period in 2019. In 2019, the arrivals of foreign tourist (FTAs) were at 7.75 million. Because of the global shutdown, there was suspension of International flights for a very long time. Hence, till date the number of foreign arrivals have reduced to a big number. The Tourism sector made requests to the ministry to look after the problems but there has been no such direct relief from the government's side.

At a stage when Travel & Tourism was going down, **Indian Tourism Ministry** came up with initiatives that could increase or boost the Tourism sector. One of the biggest factor or strategy, to be very precise, was Domestic Tourism. Domestic tourism is a Tourism in which the residents of a country travel only within their own country for leisure or relaxing purpose. A domestic holiday is also called as a Staycation.

Pandemic has changed the picture of travel and tourism, but the broader picture is that people still want a "get-out-of-the-house" ideology. This has been proved by an analysis done from Airbnb and Google reports. There has been a drastic change in the need and demand of Domestic Tourism in India. A number of Indian destinations were tapped and explored due to Pandemic as people were wanting to move out but they couldn't step out of the nation and all they were exposed to was domestic destinations. **This paper will focus on how Domestic Tourism is being supported in India for the purpose of reviving the Tourism Industry and how it has turned out to be a Pandemic induced strategy that works for the betterment of the sector.**

LITERATURE REVIEW:

The Association of Domestic Tour Operators of India (ADTOI) in their reports, declared "2021 as the Year of Indian Domestic Tourism" after passing a consent to the proposal given by a group of Tour Operators who felt that there was a need to plan a strategy for bringing out the Tourism sector out of losses which were because of the Pandemic. Reports say that there is time for International travel to revive again and hence it is ideal to come

up with such a campaign that would encourage and promote domestic travel and help the Tourism sector to survive the impact of Covid-19.

Debta. S. (2020) is a Business Analyst of POSCO Research Institute at Delhi. He writes that India is nation to explore for its beauty and exquisite sights. Over the time, Tourism has come up with so many types in itself-including adventure, wildlife, forts, beaches, eco-tourism, etc. Debta says that the vital factor behind increase in Domestic Tourism in India has been the increasing purchasing power and evolving lifestyle of a Indian middle class individual.

Federation of Hotel & Restaurant Associations of India states that during the year 2021, the Indian hotel industry took a hit of more than Rs. 1.30 lakh crore revenue due to impact of the Covid-19 Pandemic.

Kimanuka .O. (2016) explains to the world about the importance behind promoting Domestic Tourism. Kimanuka says that Tourism Sector not only has the capacity to create jobs but it also helps in reducing the poverty of a Nation, it helps in fostering human development, maintain the sustainability in environment and to bring in opportunities for an all-inclusive growth.

RESEARCH METHODOLOGY:

(I) Objectives of the Study:

- 1) To find out and learn about Domestic Tourism.
- 2) To explore the Tourist destinations in India that were highly exposed during Pandemic for Domestic Tourism.
- 3) To find out the Government initiatives taken to support Domestic Tourism in India.
- 4) To find out the impact of Pandemic (Covid -19) on Tourism in India.
- 5) To explore how Domestic Tourism has become a Growth strategy in the Tourism sector during Pandemic.

(II) Data Collection:

The study is based on Secondary Data which is collected from websites, blogs, online research papers, e-books and E-News Reports.

FINDINGS OF THE STUDY:

- 1) The **Domestic Tourism in India** has evolved over years. Earlier, Indians went maximum on only coastal places or pilgrimages, but now there has been a new horizon in terms of Tourism. Domestic Tourism is where residents of a nation are encouraged to visit places within their own country to develop an appreciation for their own country. Residents will then develop a stronger interest in promoting their own nation. There are many stories, learnings, historic events, traditional crafts and mythology hidden in our Indian wealth, which we must capitalize and create a good name for our country and embrace Domestic tourism. The Travel and Tourism Report for the year 2017, ranked India on the 40th place at global level.
- 2) As per the Reports provided on Internet, following are **the top 7 Indian States that are most visited by Domestic Tourists** and were highly exposed Post Pandemic for Tourism. Domestic tourists have been visiting more states in India compared to the foreign tourists during the Post Pandemic months (after the relaxation in lockdown restrictions).
 - a) Tamilnadu
 - b) Uttar Pradesh
 - c) Madhya Pradesh
 - d) Andhra Pradesh
 - e) Karnataka
 - f) Maharashtra and
 - g) Rajasthan.

All the above states are the most visited tourist destination by both Indian and International tourists with over 344 million domestic visits. When the interstate boundaries were closed, there was Tourism growth observed even Intra-state (within the state). Usually a high number of tourists visit other states but due to Pandemic and restrictions, Indians took out time and showed excitement in visiting their own state as a Domestic Tourist.

3) Following are some of the factors / Government initiatives that will help in the increase in Domestic Tourism , especially, Post Pandemic-

- a) The Ministry of Tourism's introduction of 'Incredible India Tourist Facilitator' and 'Incredible India Tourist Guide' Certification Programme. It aims at creating online learning platforms of well-trained tourist facilitators and then guides all across the country. The IITF has an aim to promote **micro-tourism** in India. Micro- tourism is exploring the less explored areas of the nation.
- b) Established **Online Portals** during Pandemic that provide customized tours considering the needs of the domestic traveler along with Covid safety terms. They work with the aim to help visitors plan their trips better by providing a detailed guide, itineraries, and weekend getaways from major cities, driving directions, trip duration, and ability to explore destinations around their own city or close to their driving route.
- c) The Ministry of Tourism (MoT) has been organizing and supporting different events to promote Tourism under the '**Dekho Apna Desh**' **Campaign** by showcasing various Domestic tourism assets and products of the nation with an aim to create awareness among Indian stake holders and citizens.
- d) Arvind Singh, Secretary of the Ministry of Tourism shares that India has a robust and dynamic domestic market which can dilute the impact of Pandemic as compared to nations that majorly rely on International tourists. "Dekho Apna Desh" is an initiative of the Ministry of Tourism that will ask every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India. This will help to develop the **local economic status of India**.
- e) South Asia's largest travel and tourism exhibition (**SATTE**) organized a session titled 'Domestic Tourism: Exploring unexplored' at the India Expo Mart, Greater Noida and discussed strategies that could help in promoting domestic tourism and tapping the smaller and hidden destinations.
- f) The most talked about pristine beauty of **North –East** India is also being looked for exploring after the hit of Covid-19 as it remains an important zone that is yet to be explored and people are willing to explore provided proper infrastructure is available. The Tourism Ministry will be working with the Northeast Council to develop tourism in the region.
- g) States are taking their own initiatives to increase **Tourism within the state**. Every destination should ensure safety and security which will be a key influencer in today's time. For example-
 - Orissa will be introducing new tourism products like caravan tourism and glamping. These are such wherein social distancing can be maintained easily.
 - Goa is now promoting the Hinterland and eco-tourism aggressively. They are also looking at clean tourism and high-end tourism.
 - Maharashtra is focusing on reviving local tourism and weekend travels. It is also promoting unexplored destinations in the state.
- h) Reduced investment schemes will restore investment in the tourism sector and maintain the quality of the tourism for a **sustainable recovery**.
- i) **Digitalization in Tourism services** will accelerate contact-less payments and services, virtual experiences and real-time information provision.
- j) The Indian Tourism and Hospitality Industry conducted a survey and shared their analysis during the Year 2021. Below are some of the supportive measures undertaken by Government for Tourism Industry -
 - The 'All India Tourist Vehicles Authorization and Permit Rules, 2021' was introduced by the Ministry of Road Transport where a tourist vehicle operator can register online for **All India Tourist Permit/Authorization**, which will be issued to the applicant within 30 days of submission.
 - The Government allotted Rs. 1,200 crores in the "**Swadesh Darshana**" scheme for Northeast India.
 - Ministry of Tourism launched the **NIDHI portal** so that there can be an understanding of the geographical spread in hospitality sector, its size & structure and the existing capacity of our country.
 - The Indian Government released a very fresh category of visa, i.e. the medical visa or **M-visa** which is to encourage Medical tourism in the country.

- The Indian Railway Catering and Tourism Corporation runs “**Bharat Darshana**” trains for tourists that aims at taking people to various pilgrimage places across the country.
- The Government plans to **leverage the lighthouses** in the country. There are 71 different lighthouses that are identified in our Indian territory and they will be soon developed as tourist spots.
- During October 2020, the Ministry of Tourism started an initiative named **SAATHI**, which means - System for Assessment, Awareness & Training for Hospitality Industry. It has a partnership with the Quality Council of India. The system will effectively implement guidelines and SOPs issued with reference to safe operations in hotel industry, restaurants and other units during Covid-19.

CONCLUSION:

The study can be brought to a conclusion that there has definitely been an impact of Covid-19 on the sector of Tourism but if we refer to the above findings, we get to know that “**Domestic Tourism**” is a **Pandemic induced strategy that will positively benefit the sector**. Domestic Tourism will be a perfect enabler of achieving recovery. It will focus on the reviewed standards and will meet the new traveler needs and requirements along with ensuring the sector’s sustainable growth. There is a need to have a lot of attention towards the shift in tourism products and services as well as the necessary safety concerns considering today’s Pandemic period. With the reduction of Covid cases in India, the Central and State **Government** of the respective states have already issued many standard and basic operating procedures in order to resume services. At this green signal situation, Domestic tourism should be used to stabilize the “off peak” demand periods that are normally associated with international tourism. In a simple way, it can be complementary option to international tourism. To support this, more efforts are required to locally create more awareness about tourist destinations.

The Indian Government can use **Domestic tourism as a strategic plan for the purpose of eliminating** India’s poverty at the ground level, for generating employment opportunities and to boost the economy. Domestic Tourism is comparatively less receptive to crises, therefore, it is an excellent shock absorber of the economy. Due to the income redistribution effect that moves from tourists to local populations, it can be stated as one of the best tools for launching new destinations too. In the present Pandemic situation where global travel has come to a standstill, Domestic Tourism is an answer to the crisis of tourism industry. Domestic tourism is helping the governments all around the world by being a strategic action for the purpose of restoring and re-activating the Tourism sector, while protecting the jobs and businesses under it. The Central Government has also given **relief from** many regulatory compliances under Income Tax Act, Companies Act and GST Act for the difficult period of Covid-19 crisis to ensure business continuity and survival. It is local, comparatively easier to manage and it can sustain the Tourism Industry of India, or rather any nation which understands the importance of going local.

Even the **UNWTO highlights** the observed potential of domestic tourism as a way to boost economic and tourism recovery in destinations around the world. Many countries are now developing measures and plans to support the sustainable recovery of tourism sector for the future. The global travel and tourism industry will have to face extraordinary challenges like- health and hygiene standards, the changing demands of people and industry, interpretation of the change in the Travel and Tourism business, how to mobilize innovative solutions for accessing markets and how to guide the public for investments in local destinations for a more sustainable tourism industry Post Pandemic. **Tourists** are ready and waiting for exploring any places available and accessible. It is just that the operators and providers should make necessary arrangements at a good pace to keep up the sustainability of Tourism sector.

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Secondary Data:

(Data retrieved on 10th September 2021)

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COMPARATIVE FINANCIAL STATEMENT ANALYSIS OF MARUTI SUZUKI INDIA LIMITED: A STUDY

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ABSTRACT

Financial standing of the concern can be measured through the various techniques which will help to measure the profitability, soundness and the position of the business from all sphere. Comparative financial statement is used to compare the financial data of the concern with past record and also with the competitive firm. It gives the picture of changes incurred in the financial data of the business and helps to strengthen the financial position of the concern. The present study aims to study the overall financial performance of the Maruti Suzuki India Limited. The study concludes that the overall financial performance of the company during the study period is satisfactory and the company has to improve and focused on the working capital management.

(Keywords: Financial Standing, profitability, Soundness, comparative Financial Statement)

INTRODUCTION

Financial statement analysis indicates the analysis and interpretation of the financial statements. Financial statements of any business organization reflect the financial position of the concern. It shows the results related to the profitability, liquidity, soundness of the concern. It is useful for both internal and external stakeholders to get idea about the financial stability and growth of the concern. Financial statement analysis can be done through ratio analysis, common size statement, comparative statement analysis etc...

Through the analysis of the financial statement the stakeholders of the company can get an idea regarding the past, present & future position of the company. They can also compare the data with the competitor companies and can check the present position of the firm in which they contributed their stake.

Under Comparative financial statement analysis, the previous year's financial data were compared with the present year's data. So, the strength and weakness of the firm can be found and is useful to take measurement to overcome the problems arise. Through the comparative profit & loss account one can get idea about the changes incurred in the profit during the year while the comparative balance sheet shows the changes in financial position of the concern during the period.

OBJECTIVES OF THE STUDY

1. To study the financial statement of the company.
2. To evaluate the financial statement of the company by using comparative analysis.
3. To examine the financial strength and weaknesses of the selected company.
4. To examine the overall financial performance of the company.

RESEARCH METHODOLOGY**Sampling Design**

- **Sources List:** The main objective of the study is to analyze the financial performance of the Maruti Suzuki Motors Limited. The study is based on the secondary data and the financial data of the company were taken from the published annual reports of the company. The overview of the industry and sample profile were prepared from the data taken from the websites of the company, journal, articles and magazines.
- **Sample Period:** The research will be carried out for the period of five years that is from 2016-17 to 2020-21.
- **Tools for Analysis:** Financial data taken from the annual reports were taken for the analysis.
- **Sample Size & Profile:** The researcher selects the Maruti Suzuki Motors Limited for the purpose of analysis as majority of the population belongs to middle class in India and Maruti provides them cars in their budget.

Maruti Suzuki India Limited

Maruti Suzuki India Limited was formerly known as the **Maruti Udyog Limited**. It is the largest passenger car company in India having a domestic market of over 50%. It offers the variety of products to its customers.

Suzuki Motor Corporation of Japan is the holding company of the company which holds **56.21% stake** of the company since 31st December, 2017. Initially it was incorporated as on **February 24, 1981**. The current market cap of the company is **211522 cr.**

DATA ANALYSIS & INTERPRETATION

Table- 1 Comparative Balance Sheet as on 31st March 2016 & 31st March 2017

Particulars	31st March, 2016 Rs. In Millions	31st March 2017 Rs. In Millions	Change in Absolute Figure (Rs. In Millions)	Percentage Increase or Decrease
Non-Current Assets				
Fixed Assets	137747	145415	7668	5.57
Non-Current Investments	169127	262147	93020	55.00
Long Term Loans and Advances	13497	3	-13494	-99.98
Other Non-Current Assets	90	16269	16179	17976.67
Total Non-Current Assets (A)	320461	423834	103373	32.26
Current Assets				
Current Investments	8730	20137	11407	130.66
Inventories	31321	32622	1301	4.15
Trade Receivables	12986	11992	-994	-7.65
Cash & Bank Balances	391	131	-260	-66.50
Short Term Loans and Advances	15565	25	-15540	-99.84
Other Current Assets	2502	21192	18690	747.00
Total Current Assets (B)	71495	86099	14604	20.43
Total Assets (A+ B)	391956	509933	117977	30.10
Shareholders' Funds				
Share Capital	1510	1510	0	0.00
Reserve & Surplus	268561	360201	91640	34.12
Total Shareholders' Funds (A)	270071	361711	91640	33.93
Total Non-Current Liabilities (B)	8985	15909	6924	77.06
Total Current Liabilities & Provision (C)	112900	132313	19413	17.19
Total Liabilities (A) + (B) + (C)	391956	509933	117977	30.10

Interpretation:

The above table shows the comparative Balance Sheet of the Maruti Suzuki India Limited for the year 2016 & 2017. The comparative statement analysis shows increase in the fixed assets, non-current investments and the non-current assets while there is a decrease in the long-term loans and advances. Increase in investment shows that the investments are made properly. There is an increase in the inventories of the company while trade receivables decreased by -994 million. Reduction in cash & bank balance may be due to the increase in fixed assets and inventories which may indicate the purchase of fixed assets and inventories. The reduction in short term loan & advances indicates the realisation of amount from the loan holders. Reserve & Surplus increased by Rs. 91640 which indicates the transfer of profit to reserve & surplus. The increase in current liabilities shows the lower requirement of working capital in the company. The overall financial position of the company for the FY 2016 & FY 2017 is satisfactory.

Table-2 Comparative Balance Sheet as on 31st March 2017 & 31st March 2018

Particulars	31st March, 2017 Rs. In Millions	31st March 2018 Rs. In Millions	Change in Absolute Figure (Rs. In Millions)	Percentage Increase or Decrease
Non-Current Assets				
Fixed Assets	145415	154849	9434	6.49
Non-Current Investments	262147	340729	78582	29.98
Long Term Loans and Advances	3	2	-1	-33.33

Other Non-Current Assets	16269	18907	2638	16.21
Total Non-Current Assets (A)	423834	514487	90653	21.39
Current Assets				
Current Investments	20137	12173	-7964	-39.55
Inventories	32622	31608	-1014	-3.11
Trade Receivables	11992	14618	2626	21.90
Cash & Bank Balances	131	711	580	442.75
Short Term Loans and Advances	25	30	5	20.00
Other Current Assets	21192	20074	-1118	-5.28
Total Current Assets (B)	86099	79214	-6885	-8.00
Total Assets (A+ B)	509933	593701	83768	16.43
Shareholders' Funds				
Share Capital	1510	1510	0	0.00
Reserve & Surplus	360201	416063	55862	15.51
Total Shareholders' Funds (A)	361711	417573	55862	15.44
Total Non-Current Liabilities (B)	15909	21707	5798	36.44
Total Current Liabilities & Provision (C)	132313	154421	22108	16.71
Total Liabilities (A+B+C)	509933	593701	83768	16.43

Interpretation:

The comparative balance sheet for the FY 2017 and FY 2018 reveals that the fixed assets of the company increased by Rs. 9434 million during the year. The increased value of investment indicates that the investments are made properly. The value of current investments decreased during the year which shows that the short-term investment of the firm results in to loss situation. Reduction in inventories shows that the company may reduce the investment in inventories on the other hand there is an increase in trade receivables which may results into increase requirement of working capital. Reserve & surplus of the company increased during the period. There is an increase in the non-current liabilities which means the company may raise funds through the outsider's funds. The increase in current liabilities indicates the lower requirement of working capital. Thus, the comparative balance sheet of the company for the year 2 indicates satisfactory situation.

Table- 3 Comparative Balance Sheet as on 31st March, 2018 & 31st March, 2019

Particulars	31st March, 2018 Rs. In Millions	31st March 2019 Rs. In Millions	Change in Absolute Figure (Rs. In Millions)	Percentage Increase or Decrease
Non-Current Assets				
Fixed Assets	154849	170079	15230	9.84
Non-Current Investments	340729	314695	-26034	-7.64
Long Term Loans and Advances	2	2	0	0.00
Other Non-Current Assets	18907	20926	2019	10.68
Total Non-Current Assets (A)	514487	505702	-8785	-1.71
Current Assets				
Current Investments	12173	50455	38282	314.48
Inventories	31608	33257	1649	5.22
Trade Receivables	14618	23104	8486	58.05
Cash & Bank Balances	711	1789	1078	151.62
Short Term Loans and Advances	30	160	130	433.33
Other Current Assets	20074	14851	-5223	-26.02
Total Current Assets (B)	79214	123616	44402	56.05
Total Assets (A+ B)	593701	629318	35617	6.00
Shareholders' Funds				
Share Capital	1510	1510	0	0.00
Reserve & Surplus	416063	459905	43842	10.54
Total Shareholders' Funds (A)	417573	461415	43842	10.50

Total Non-Current Liabilities (B)	21707	26400	4693	21.62
Total Current Liabilities & Provision (C)	154421	141503	-12918	-8.37
Total Liabilities (A+B+C)	593701	629318	35617	6.00

Interpretation:

The above table shows the comparative statement analysis for the FY 2018 & FY 2019. The fixed assets of the company increased during the year which may be a purchase of the fixed assets during the year. There is a fall down of price in investment and the valuation of non-current investment decreased by Rs. (26034) million during the year. The investment in current assets increased during the year while there is a reduction in the value of the current liabilities. The value of reserve & surplus increased by Rs. 43842 million during the year. The above comparative balance sheet revealed that the company should focused on the working capital management.

Interpretation:**Table- 4 Comparative Balance Sheet as on 31st March 2019 & 31st March, 2020**

Particulars	31st March, 2019 Rs. In Millions	31st March 2020 Rs. In Millions	Change in Absolute Figure (Rs. In Millions)	Percentage Increase or Decrease
Non-Current Assets				
Fixed Assets	170079	171186	1107	0.65
Non-Current Investments	314695	352488	37793	12.01
Long Term Loans and Advances	2	2	0	0.00
Other Non-Current Assets	20926	17571	-3355	-16.03
Total Non-Current Assets (A)	505702	541247	35545	7.03
Current Assets				
Current Investments	50455	12188	-38267	-75.84
Inventories	33257	32149	-1108	-3.33
Trade Receivables	23104	21270	-1834	-7.94
Cash & Bank Balances	1789	211	-1578	-88.21
Short Term Loans and Advances	160	169	9	5.63
Other Current Assets	14851	18287	3436	23.14
Total Current Assets (B)	123616	84274	-39342	-31.83
Total Assets (A+ B)	629318	625521	-3797	-0.60
Shareholders' Funds				
Share Capital	1510	1510	0	0.00
Reserve & Surplus	459905	482860	22955	4.99
Total Shareholders' Funds (A)	461415	484370	22955	4.97
Total Non-Current Liabilities (B)	26400	28203	1803	6.83
Total Current Liabilities & Provision (C)	141503	112948	-28555	-20.18
Total Liabilities (A) + (B) + (C)	629318	625521	-3797	-0.60

Interpretation:

The above table shows the comparative balance sheet during the FY 2019 & FY 2020. The comparison revealed that the fixed assets of the company increased by Rs. 1107 million. The value of the investment increased which indicates that the investments were properly made. Reduction in components of current assets indicates the realisation of cash. Current liabilities and provision reduced by the Rs. 28555 million during the year.

Table- 5 Comparative Balance sheet as on 31st March, 2020 & 31st March 2021

Particulars	31st March, 2020 Rs.	31st March 2021 Rs.	Change in Absolute Figure	Percentage Increase or Decrease
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	In Millions	In Millions	(Rs. In Millions)	
Non-Current Assets				
Fixed Assets	171186	164468	-6718	-3.92
Non-Current Investments	352488	333710	-18778	-5.33
Long Term Loans and Advances	2	2	0	0.00
Other Non-Current Assets	17571	17227	-344	-1.96
Total Non-Current Assets (A)	541247	515407	-25840	-4.77
Current Assets				
Current Investments	12188	84157	71969	590.49
Inventories	32149	30500	-1649	-5.13
Trade Receivables	21270	12766	-8504	-39.98
Cash & Bank Balances	211	30364	30153	14290.52
Short Term Loans and Advances	169	230	61	36.09
Other Current Assets	18287	27250	8963	49.01
Total Current Assets (B)	84274	185267	100993	119.84
Total Assets (A+ B)	625521	700674	75153	12.01
Shareholders' Funds				
Share Capital	1510	1510	0	0.00
Reserve & Surplus	482860	512158	29298	6.07
Total Shareholders' Funds (A)	484370	513668	29298	6.05
Total Non-Current Liabilities (B)	28203	25939	-2264	-8.03
Total Current Liabilities & Provision (C)	112948	161067	48119	42.60
Total Liabilities (A) + (B) + (C)	625521	700674	75153	12.01

Interpretation:

The above table shows the comparative balance sheet for the FY 2020 & FY 2021. The analysis revealed that there is a reduction in the value of the fixed assets and the non-current investments of the company. The value of current investments increased while the value of inventories and the trade receivables decreased. The non-current liabilities of the company decreased by Rs. 2264 million while there is an increase of Rs. 48119 million in total current liabilities & provision. The financial position of the company is satisfactory.

CONCLUSION

The study is based on the secondary data of the Maruti Suzuki India Limited. The comparative balance sheet analysis revealed that the company should focused on the working capital management. The investment value fluctuates during the study period and hence, the financial manager should focus on the investment proposals and through market analysis the company can increase the soundness of the investment done. The overall position of the company seems satisfactory.

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OTT – A PANDEMIC INDUCED HIGH PERFORMING SERVICE IN MUMBAI CITY (WITH REFERENCE TO THE YEAR 2020-2021)

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ABSTRACT

The Covid-19 Pandemic has changed the world upside down. Everything, every work, every business was at a standstill during the lockdown period of the year 2020. There was absolutely no way to get out and perform for the purpose of entertaining. But, the Entertainment Industry and Internet providers proved that nothing is impossible. There was a time when Television industry, Film Industry, no one was able to provide fresh material or content on television as shooting was not possible on daily basis or productions were not possible considering the safety protocols. But, when we look at the statistics of watching content over Internet, the OTT (Over the Top) Media service ruled audience's heart. The Pandemic brought in a new "sit-at-home and enjoy" Entertainment service. The increase found in OTT Providers/ Applications subscribed during Pandemic for Entertainment was completely different. Not only in India but also globally, the content was easily accessible and made available to the international audiences. This paper will focus on how OTT has become as one the most used and a high performing service in Mumbai city during the Pandemic. The paper will include about what is OTT, which are the various OTT Platforms and which OTT Platforms were highly used during the Pandemic (lockdown period) in Mumbai city with reference to the data available from different Medias and reports. This research study is taken to show that though Pandemic had brought challenges and impossibilities related to various jobs, it has also brought a better version of certain things and has forced us to come up with innovative methods. "Necessity is the mother of all Inventions" – this phrase is proved true during the Pandemic situation by the Global Internet and Entertainment Providers by the concept and appropriate use of OTT.

Keywords: Entertainment, Mumbai, OTT, Pandemic, Service

INTRODUCTION:

OTT refers to "**Over-the-top**" Media Service. OTT is one of the means of making available the television as well as film contents over the internet. The content can be in the form of an audio, a video or any other media format that is delivered over the Internet, This content is provided at the request of a consumer and as per the requirements suited for an individual consumer. The term "over-the-top" implies that a content provider is going over the top of whatever are the existing internet services. OTT services are accessed in the forms of websites on the personal computers or laptops of a consumer and it can also be accessible via applications available on cellular devices like smartphones and tablets. One of the most used emergent way wherein OTT can also be available is digital media players including video game consoles or smart television platforms.

If we talk in simple terms, OTT is just like any other channel through which any video content can be delivered to an end user. **The following are the components related to any OTT Platform:**

- a) **Viewers:** All those people who watch an OTT content via an app or a website that provides streaming video content except the regular Television medium, can be stated as OTT Viewers. Some of the Famous OTT Platforms are HBO Now, Netflix, Amazon Video, Sony Liv, Hot star, YouTube, Hulu, and SlingTV.
- b) **Internet Connectivity & Required devices:** There are some individuals who use Television and connect it to Internet through its built-in internet connectivity, for example- a Smart TV or some may watch through other devices such as a set-top box device and service (STB). All this is possible only if there is an access to Internet. The individuals who have the required connections and devices are said to be as the Connected TV (CTV) users or Internet Protocol TV (IPTV) users.
- c) **Payments & Subscriptions:** For using the OTT Platforms, an individual needs to make daily/ monthly or annual subscriptions to the app or channel. There are 3 main methods of payment that are seen in general :
 - Free access: Users have an option to watch the content for which is monetized through video advertising. This type of access is called as AVOD - Advertising-based Video-on-Demand.
 - Ad-Free Subscriptions: There are users who can afford payments to the third party because they do not like watching content filled with Ads. Hence, they do their payments and subscriptions to go Ad-free. These individuals who pay and subscribe for the access of streaming video content are said to be SVOD- Subscription Video-on-Demand users.

- Pay per view: Many of the consumers prefer to pay only for a part of content that they intend to watch and are sure of using the app to that extent. Hence, they only pay for that content instead of the whole subscription. These individuals who use this pay-per-view (PPV) purchase model are said to be TVOD- Transactional based Video-on-Demand users.

As per the Reports available on Internet, **below are the Top Three OTT Platforms running in India during the Pandemic:**

- 1) **Amazon Prime Video:** This is the most popular video streaming service /OTT service in India. It was launched in 2016 and since then it has continued to be amongst the Top 10 OTT platforms of our country. There are contents available in almost 8 different languages to cater the audience. Along with it, Amazon India also launched Amazon Prime Music in the year 2018.
- 2) **Netflix:** This OTT platform is internationally available and it offers different subscription plans which includes- Mobile version, Basic, Standard and Premium version. It is an OTT Platform which provides excellent content quality and access to international contents including movies, webs series, television shows, etc.
- 3) **Disney Hot star:** This is a service owned by Novi Digital Entertainment, which is a subsidiary of Disney's Star India. It has two types of subscription plans – namely, VIP and Premium. Hot star's pricing and range of contents makes it popular in the Indian Audience.

Followed by the above, are the OTT Platforms that complete the Top 10 Platforms in India-

- Voot
- Jio Cinema
- ALT Balaji
- MX Player
- ZEE5
- Sony LIV
- Eros Now

LITERATURE REVIEW:

Hattangadi.V. (2020) in her report says that Covid-19 has altogether changed the scene of Entertainment and OTT Platforms have reached over the top due to its amazing features and accessibility. She also states that the lockdown period and house lock up of individuals have boosted the consumption of media. The sudden shift from working out to work-at-home has made people have their own binge watching timings and along with it the recent cheaper mobile data plans have also added into the factors of using an OTT Platform at a higher rate during Pandemic.

Mehra .A. (2021) explains that the OTT platforms have totally changed the entertainment sector. Watching films have become so convenient and handy that anyone who has an access to a mobile phone and a good internet plan can watch it. Mehra also says that OTT platforms and the internet provided by service providers are quite affordable which does not require a traditional broadcast or any cable infrastructure for entertainment.

Online Reports (2021) state that the Indian market of OTT Platforms has reached to being a Rs. 240 billion service sector in the Year 2020 -2021. It has crossed the limit of being a service sector which had only Rs. 42 billion in the Year 2019. India has over more than 300 million OTT Subscribers and are likely to grow considering the ongoing Pandemic situation and trends.

RESEARCH METHODOLOGY:

(I) Objectives of the Study:

- 1) To understand the concept of OTT media service.
- 2) To explore the various OTT Providers.
- 3) To find out which OTT Providers are the highly used in Mumbai city.
- 4) To study the impact of Pandemic on the growth in OTT Media services in Mumbai city.

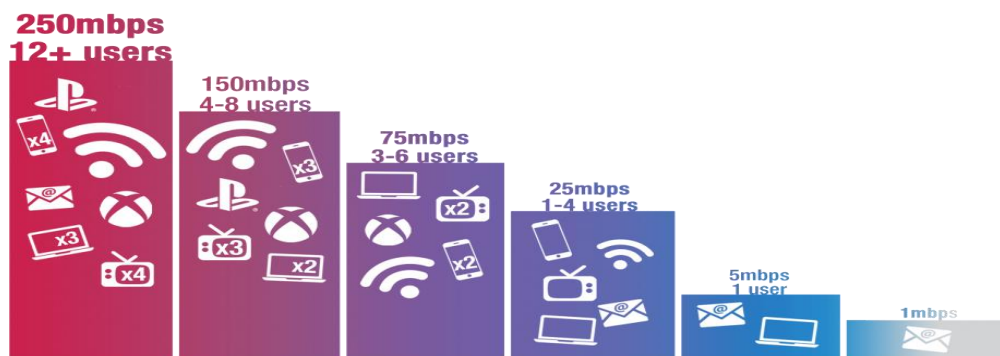
(II) Data Collection:

The study is based on Secondary Data which is collected from websites, blogs, online research papers, e-books and E-News Reports.

FINDINGS OF THE STUDY:

After studying various contents, literatures and reports available related to OTT Platforms, following are a few findings related to the study:

- 1) In Mumbai city, a **huge shift** is being observed from the typical IPTV (digital television content delivery via Internet Protocol) to the OTT Platforms during the Pandemic Period. The number of service providers have grown and the number of users have **multiplied in the lockdown period**. There has been a **growth in OTT Service** sector two times as what it did before the Pandemic.
- 2) OTT Platforms have tried to **tap an individual** – a single consumer (the smallest unit of the society, if we can say). Mumbai, being a Metropolitan city, the use of technology here, is always a step ahead. Almost everyone owns a smartphone or at least one member of a house owns one. The earlier Entertainment Platforms were made available to a group of people sharing a same device, but now, every person who has a mobile phone or a device connected to Internet, **can have his own set of Programs** and shows to choose and watch. Every User has an access and availability to **what he wishes to watch and whenever he wishes to watch without** the fear of it being missed by him/her.
- 3) OTT Platforms **helped the Entertainment Industry survive** throughout the times of Pandemic. If it was not for the OTT Media Services, the lockdown- home arrested individual and families would have had no fresh content to watch. In the most difficult times of Covid-19 Lockdown, where all Industries were falling, OTT Platform turned out to be a **positive ray of hope** to the Entertainment Industry by benefitting the people employed under this Industry and also the audience.
- 4) As OTT Platforms deal in tapping every individual, there have been a growth seen in the efforts put in by **Telecom sectors** to improve the Internet Data packages. The OTT Platforms have indirectly lead to a **growth** in the Telecom sector too. There is always a tough competition seen in the network providers and in this situation, the OTT platforms have somehow forced the Network providers to make better plans so that users /consumers feel satisfied with their demands raised – both, to kill time during lockdown and also to watch content for long hours without any Internet hurdles.



- 5) There is absolutely no restriction to any user in **selection of OTT Platforms**. They can watch and subscribe to as many different OTT Platforms as they wish to. During the times of Pandemic, the number of downloads and subscriptions of OTTs in Mumbai city has reached to another level. Whether it was a Web series or it was a movie, Mumbaikars (people staying in Mumbai) downloaded **every OTT Platform that provided them with a good video quality, an affordable subscription package and a wide variety of content**.
- 6) **The Annual M&E report** that was given by the Boston Consulting Group (BCG) in association with the Confederation of Indian Industry (CII) stated that the SVoD, i.e., the Subscription Video-on-Demand has grown in the year 2020. The report also said that there were around additional 60% registrations to the **OTT Subscriptions** in India because of the Pandemic. It was all because OTTs provided a list of advantages to a large group of service sectors.
- 7) Observing the trend and growth in OTT Services, many investors are coming up with more OTT Platforms. There have been around 15 **Regional OTT Platforms** which have come up to cater the regional audiences.

The latest example is – “Planet”: World’s first ever Marathi OTT Platform which is endorsed by Madhuri Dixit (a popular Indian Actress).

CONCLUSION:

The study comes to a Conclusion that **OTT Platforms** have become a **synonym for “Modern Media Streaming”** to the individuals in Mumbai city. OTT is definitely a **Pandemic induced high performing service in the city of Mumbai**. In the Covid-19 Outbreak, OTT Platforms have built a strong base and pillar for the Entertainment and Telecom Industry. It acts as a **Base** because it gave **sustainability** to these two sectors when the world was witnessing a crash in all sectors. And they **acted as Pillar** because, after successfully sustaining the industry, it **gave a new height** to the sectors with the help of technology and demand or we can say, need of the hour.

Film-makers and producers are no longer waiting for releasing their movies in Theatres as OTTs are providing them Home to home releases, Telecom sector are providing better plans because crowd wants to binge through the OTTs and indirectly would want a better package for watching shows. Whereas, from the side of the Users, they are at no loss no gain stage – they are paying a comparatively lesser amount to watch movies and shows with an annual one-time package but at the same time are paying for the network /internet connection to keep the continuity in entertainment.

Hence, Pandemic proved to be an exception for these Sectors and at the same time, OTT Platforms became the best possible strategic outcome from the Covid-19 Pandemic.

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THE IMPACT OF COVID-19 ON INDIAN ECONOMY

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ABSTRACT –

The Covid-19 pandemic has not affected our fiscal deficit and disinvestment target much. In this year's union budget, Finance minister Nirmala Sitharaman announced a fiscal deficit target of 6.8% for 2021 to 2022. India's fiscal deficit for 2020-21 zoomed to 9.5% of GDP as against 3.5% projected earlier. Overall world is stopped due to continuous waves of Covid-19. It is one of the global epidemics. Firstly it was founded in China, later on it spreads in overall world. Near about 190 nations in overall world are under the dark shadow of Covid-19. World economy is passing through a very dangerous period. The economic and social disruption caused by the said pandemic. Millions of peoples are at risk. As far as the Indian economy is taken into account, it is completely collapsed. Industrial sector, Agro sector and Service sector were affected by the stroke of Covid-19. Number of nations has declared lockdown for establishing control on wide spread on Covid-19. Due to lockdown overall industrialization is stopped. Due to this industrial sector is collapsed, as a result of this retrenchment was made on industries. Peoples had lost their jobs. Trade was also stopped in pandemic situation. Only agro sector is working stumbling.

Keywords: Covid-19, Indian Economy, Employment, Industrial Sector

INTRODUCTION:-

The disease, which started in China and is currently spreading around the world, has been dubbed covid-19. Before the outbreak began in December 2019, there was no record of a new corona virus or related outbreak in the world. It seems to be more or less widespread in all the countries of the world. The whole world economy seems to be declining. Before covid-19, India's economic growth rate averaged 7.4 per cent, but due to covid-19, the country's economic growth mortality rate was minus 21.3 %. The country's growth rate is projected to be 2.4 % in FY 2021-22. The nationwide lockout has had a profound effect on all parts of the country.

Objectives of Research

1. To study the effects of Covid-19 on India's economic development.
2. To study the effects of Covid-19 on the agricultural sector in the country
3. To study the effects of covid-19 on the industrial sector
4. To study unemployment in the country due to covid-19
5. To study the fiscal deficit in the country due to covid-19

Assumptions of Research.

1. Covid-19 has affected the agricultural sector
2. Covid-19 has led to an increase in unemployment in the country
3. Covid-19 has affected the industrial sector in the country

Scope of Research

The scope of the research presented is very large and the global epidemic has crippled not only the Indian economy but also the entire global economy.

RESEARCH METHODOLOGY: -

A completely second instrument has been used for the present research in which information and statistics will be compiled on the basis of various dailies, magazines, websites and texts.

Topic extension

The Covid-19 virus had taken people down all over the world. Also in India, it was locked down from March 24, 2020, due to the decision of the Government of India to lock down in the early days

The incidence of corona was reduced and the mortality rate was also reduced.

REVIEW OF LITERATURE:

This is being recent issue; there are very few articles in newspaper, in books and other sources, I referred those articles.

Effect of Covid-19 on Various Regions of India:

1. **Impact of Covid-19 on India's agricultural sector-** Covid-19 Prior to this, the average economic growth rate of the agricultural sector in India was 3.3 per cent. According to estimates, the country's GDP in agriculture is projected to increase from 2.% in FY19 to 4% in 2020. But the covid-19 layoffs have had a knock-on effect on the agricultural sector. Houses in demand for farmland, decline in exports, closure of transport system, closure of market committees, etc. caused many difficulties in the process of distribution of agricultural commodities. As a result, the economic condition of the farmers has become unfavorable. The Central Government has tried to provide some incentive grants to the farmers but it has not had a very favorable effect on the farming community.
2. **Impact of Covid-19 on India's Unemployment sector-** According to CMIE, India's unemployment rate was 3.4 % in June 2017 before the strike. Before the strike, India's unemployment rate was 8.7 % in March 2020. This has resulted in stagnation of all industries, trades, etc. except hospitals, drug stores, food related services, etc. In terms of employment, there is a huge increase in unemployment in all sectors except agriculture. Unemployment seems to be on the rise in the unorganized sector in India. The loss of employment in many places such as builders, street vendors, vegetable sellers, peddlers, rickshaw pullers has led to starvation and poverty.

Impact of Covid-19 on Industry sector- The worst effects of the Covid-19 epidemic have been felt deeper and more widely in the country's industrial sector. Prior to the layoffs, the country's industrial growth rate was 20.1 percent in January 2020. After April 2020, many industries suffered huge losses due to the closure of the industrial sector due to lockouts across the country. Many jobs have been lost due to the shutdown announced in the entire country. As the demand for goods in the economy declined, so did the income of the industry, and as a result, the workers in the industry were laid off. The ban seems to have hit micro, small and medium enterprises the hardest. In short, the overall manufacturing output fell by 39.3 per cent, the construction sector by 50.3 per cent, trade, hotels, transport and messaging by 47 per cent.

Impact on the Country's Fiscal Deficit- The Covid-19 pandemic has not affected our fiscal deficit and disinvestment target much. In this year's union budget, Finance minister Nirmala Sitharaman announced a fiscal deficit target of 6.8% for 2021 to 2022. India's fiscal deficit for 2020-21 zoomed to 9.5% of GDP as against 3.5% projected earlier. The central government's fiscal deficit swelled to 1.1 per cent of the target set in the fiscal year 2020-21 in November 2012. The fiscal deficit, which is the difference between government expenditure and government revenue, is Rs 10.75 lakh crore. It was observed to increase up to. Due to the Corona epidemic and the lockdown announced by the Raj, the government received less revenue than expected from the disruption in the finance and trade cycle. The government will have to increase its spending to get rid of the severe recession caused by the Corona Nineteen blockade, which will increase the country's fiscal deficit.

CONCLUSION

1. Covid-19 has affected all sectors of the country's economy but the impact on the agricultural sector is long lasting. Covid-19 has caused farmers to lose their standing crops. The farmers are facing financial difficulties due to various reasons such as labor problem, farm price problem, debt repayment problem, illness of family members.
2. Covid-19 has also adversely affected the industrial sector. Micro, small and medium enterprises seem to be hit hard financially. The industry sector is in financial crisis due to raw material problems, labor problems, transportation problems, overdue loan installments, declining production demand.
3. Covid-19 has led to a huge increase in unemployment in the country. About 85 to 90 per cent of jobs are in the unorganized sector, with many semi-skilled and skilled workers, such as handcarts, construction workers, street toy vendors and tea vendors, seen starvation and unemployment on the rise.
4. The crisis of fiscal deficit is likely to be exacerbated in the future as the government has to help the people by raising funds in various ways to strengthen the country's shaky economy and reverse the recession.
5. Inflation in the country has taken a turn for the worse due to various reasons such as the problem of raw materials, the problem of transportation, the problem of fuel. On the one hand, employment has been cut off and on the other hand, inflation has broken the backbone of the common man
6. Although the Reserve Bank's reduction in interest rates has given some relief to the industry, various factors such as overdue loan installments, rising raw material prices, rising fuel costs, labor shortages have made industry management even more difficult.

RECOMMENDATIONS: -

1. The government should give five kilos of wheat and five kilos of rice to the poor people for free for a few more months.
2. The government should deposit Rs.5000 per month in the account of the working class in the financial year 2021-22.
3. The government should curb inflation as the rising cost of food grains, the two thousand rupees increase in fuel prices in the financial year announced by the Reserve Bank, has crippled the economic math's of the general public.
4. RBI should not make any change in interest rates for the financial year 2001-22.
5. Meals and accommodation should be provided to unorganized workers at work.
6. Farmers should be provided interest free loans for financial 2021-22.
7. The government should provide tax relief to small and medium enterprises.
8. As long as there is an epidemic of covid-19 in the country, free clinics and medicines should be provided to the poor farmers, workers, artisans, laborers.
9. Foreign investors should be encouraged to invest in the country.
10. Guarantee prices of agricultural commodities to help reduce losses to farmers.
11. Small and medium enterprises should be given some more concessions to encourage them to increase production.

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ISSUES AND POTENTIALS OF CENTRAL BANK DIGITAL CURRENCY: PANDEMIC AND BEYOND

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ABSTRACT

The technologies underlying money and payment systems are evolving rapidly. Both the emergence of distributed ledger technology (DLT) and rapid advances in traditional centralised systems are moving the technological horizon of money and payments. A Central Bank Digital Currency (CBDC) backed by fiat currency provides individuals and organizations with a robust and decentralized method of exchanging value while using a familiar accounting unit. The innovation of blockchains is an auditable and cryptographically secured global ledger. Asset backed CBDC issuers and other market participants can take advantage of blockchain technology, along with embedded consensus systems, to transact in familiar, less volatile currencies and assets. In order to maintain accountability and to ensure stability in exchange price, Reserve Bank of India proposed a method to maintain a one-to-one reserve ratio between a cryptocurrency, called CBDC, and its associated real-world asset, fiat currency. This method uses the Bitcoin blockchain, Proof of Reserves, and other audit methods to prove that issued tokens are fully backed and reserved at all times. In this research paper authors will try to understand the risks and potential associated with the Central Bank Digital Currency.

Key words: stable coins, cryptocurrencies, crypto-assets, blockchain, distributed ledger technology, central bank digital currencies

INTRODUCTION

Finance and technology have always been co-developmental, with global trends in digitisation and datafication transforming finance over the past several decades. The 2010s, however, ushered in a burst of energy around digital innovation in finance, emanating from rapidly evolving technologies, particularly information and communications technologies (ICT). These innovations have affected not only financial services like payments, credit, investment and insurance, but also the core foundations of the financial system. The Covid-19 crisis has accelerated the shift to digital payments.

Snapshot of digital payments: Annual turnover (April-March)

	Volume (lakh)		Value (₹ crore)	
	2020	2021	2020	2021
RTGS	1,507	1,592	13,11,56,475	10,55,99,849
AePS (Fund Transfers)	10	11	469	623
IMPS	25,792	32,783	23,37,541	29,41,500
NACH credit	11,290	16,450	10,43,212	12,32,714
NEFT	27,445	30,928	2,29,45,580	2,51,30,910
UPI	1,25,186	2,23,307	21,31,730	41,03,658
BHIM Aadhaar Pay	91	161	1,303	2,508
Card payments	72,384	57,841	14,34,814	12,93,822
Prepaid payment instruments (PPI)	53,318	49,392	2,15,558	1,97,695

Source: RBI Annual Report

It has fanned public concerns about viral transmission through cash and led to a surge in the use of digital payments. As with all periods of rapid innovation, there is the potential for excessive hype, fads and hyperbole, as highlighted in the classic financial instability hypothesis. For central banks and regulators, these challenges take on particular importance in their pursuit of financial and monetary stability. Today, authorities around the world are grappling with the rise of Central Bank Digital Currencies and decentralised finance based on both emerging technologies particularly various combinations of distributed ledger technology (DLT) and blockchain and advances in traditional centralised systems underpinning finance. From the creation of Bitcoin in 2009, to the emergence of “stablecoin” projects such as Dai, HUSD, Paxos Standard, Tether, TrueUSD and USD Coin

starting from 2014, to the announcement of Facebook's Libra project in 2019, technological challenges to existing monetary frameworks have put a broader set of regulatory issues on the agenda. An overarching consideration is that, when faced with innovations, authorities must consider how best to apply regulation so that similar economic and financial risks emerging from varying technologies and participants are treated similarly, avoiding regulatory arbitrage. While Bitcoin and other cryptocurrencies have not evolved into major alternatives to sovereign monetary arrangements, stable coins and Central Bank Digital Currency have raised new challenges. Private Cryptocurrencies also offer opportunities for specific use cases, with private stable coins and CBDC aiming to be adopted as a means of payment for online purchases ("ecommerce"), peer-to-peer and micro-payments and a range of potential future applications.



Above is an example of a Tether (USDT- a Private Stable coin), here one can see that the dominance and use of USDT has increased manyfold over recent years. As discussed, they also have the potential to serve as a digital monetary instrument to embed in DLT applications, including for programmable money or smart contracts. In the current policy debate, a stable coin can be defined as a cryptocurrency that aims to maintain a stable value relative to a specified asset, or a pool or basket of assets. Stable Coins or CBDC inhabit the same realm as Bitcoin and other cryptocurrencies, in that they are electronic, can be exchanged peer-to-peer and are not issued by central banks. Stable Coins are token-based; their validity is verified based on the token, itself, rather than

the identity of the counterparty, as is the case for account-based payments. Distributed Ledger Technology (DLT) has allowed for the creation of new digital forms of money and payment systems that could serve novel purposes and extend some of the well-known economic and regulatory issues with past innovations into the digital realm. This new system aims to challenge existing digital means of payment for e-commerce like traditional bank payments, credit cards and electronic wallets. The market value of existing stable coins (Tether, USD Coin, Dai, etc.) reached USD 14 bn in August 2020, yet authorities are braced for a world in which these volumes are orders of magnitude higher. If this comes to pass, regulation and supervision will need to adapt quickly, both to monitor and assess risks from stable coins, and to address risks to the economy, consumers and the financial system. The fact that regulation should treat similar risks arising from differing technologies similarly does not preclude public authorities themselves from embracing innovation. Authorities are applying technology in their own functions, whether in the context of regulation and supervision or in the provision of public goods. These public goods include appropriate monetary instruments (constantly evolving with technology) and supporting payment and liquidity infrastructures. Whereas “financial regulation” is the process of setting the rules that apply to the regulated entities, “financial supervision” is the compliance monitoring and enforcement of these rules, which has to be dynamic and adaptable. CBDC proposals are one area where embedded supervision may work in practice. Information is a central function of regulation, both from the standpoint of enhancing market functioning and efficiency, and as from the standpoint of supervision, whether for purposes of market integrity, customer and investor protection, or prudential supervision. Direct automated provision of data as a licensing or registration requirement for digital payment systems and markets provides an important opportunity to better use technology to achieve regulatory and supervisory objectives as well as reduce costs for market participants. While many DLT companies have not necessarily focused on this joining of technology, regulation and supervision, it is being seen in some contexts. The automated provision of information by certain large value digital payments platforms, such as Alipay and WeChat Pay in China, provides one example. At the same time, there are open questions as to whether central bank digital currencies (CBDCs) and other initiatives could fulfil these functions even more effectively than privately developed stable coins. CBDCs would enjoy the backing of the central bank and would not be subject to the same conflicts of interest around the asset backing and stabilisation mechanism. Their value could be fixed by design to the currency they reference (in particular in systems where the CBDC was actually the digital representation of the currency), thus eliminating fluctuations in value. Meanwhile, a number of improvements to existing payment systems could be an alternative or complement to both stable coins and CBDCs. In particular, appropriately designed public sector and public-private initiatives, like retail fast payment systems (FPS), supported by public digital identify (ID) infrastructures, are already greatly improving the speed, availability and universal access of payments in many countries. In theory, FPS could offer additional functionalities or become interoperable with DLT applications. These could help to achieve some of the same policy goals

OBJECTIVES OF THE STUDY

- To understand the risk and issues associated with Central Bank Digital Currency
- To understand features and potentiality of Central Bank Digital Currency

RESEARCH METHODOLOGY

The research paper is an attempt of exploratory research, based on the secondary data sourced from journals, magazines, articles and media reports. Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in-depth analysis of the research study. Available secondary data was extensively used for the study. In this research paper, the investigator procures the required data through the secondary survey method. Different news articles, Books and Web were used which were enumerated and recorded.

DISCUSSION

This discussion highlights would highlight on a better solution could in fact be using technology to Interest in central bank digital currencies (CBDCs) has risen in recent years. The Committee on Payments and Market Infrastructures and the Markets Committee recently completed work on CBDCs, analysing their potential implications for payment systems, monetary policy implementation and transmission as well as for the structure and stability of the financial system.

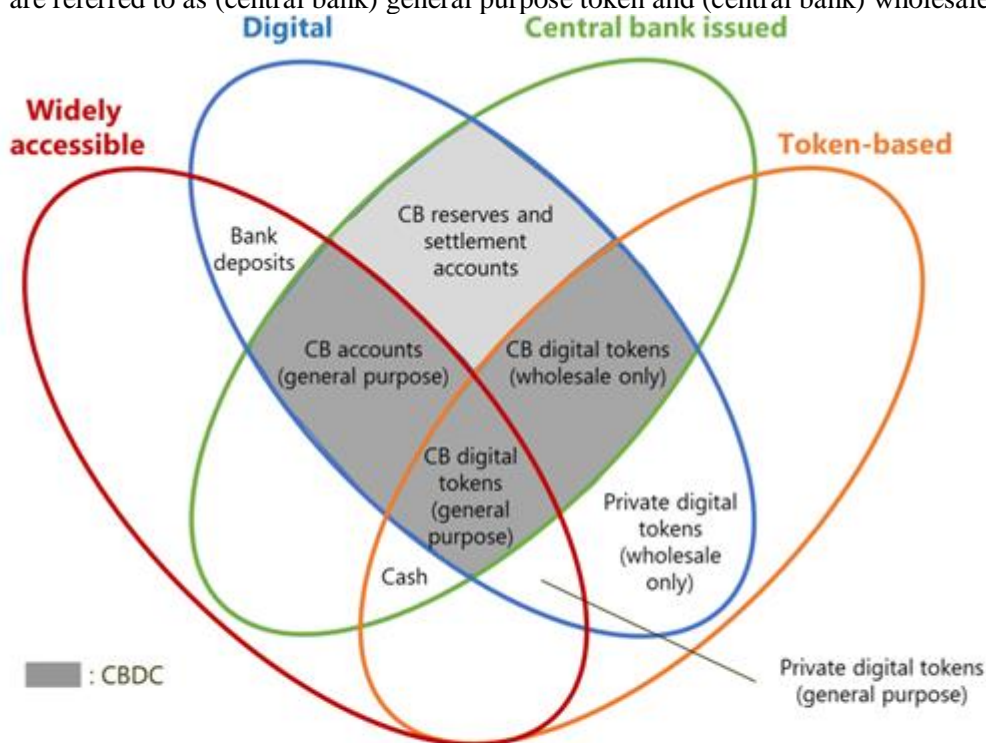
The introduction of a CBDC would raise fundamental issues that go far beyond payment systems and monetary policy transmission and implementation. A general purpose CBDC could give rise to higher instability of commercial bank deposit funding. Even if designed primarily with payment purposes in mind, in periods of stress a flight towards the central bank may occur on a fast and large scale, challenging commercial banks and

the central bank to manage such situations. Introducing a CBDC could result in a wider presence of central banks in financial systems. This, in turn, could mean a greater role for central banks in allocating economic resources, which could entail overall economic losses should such entities be less efficient than the private sector in allocating resources. It could move central banks into uncharted territory and could also lead to greater political interference.

For currencies that are widely used in cross-border transactions, all the considerations outlined above would apply with added force, especially during times of generalised flight to safety. The introduction of a CBDC in one jurisdiction could adversely affect others. Central banks that have introduced or are seeking to introduce a CBDC should consider cross-border issues where relevant. Any steps towards the possible launch of a CBDC should be subject to careful and thorough consideration. Further research on the possible effects on interest rates, the structure of intermediation, financial stability and financial supervision is warranted. The effects on movements in exchange rates and other asset prices remain largely unknown and also deserve further exploration. More generally, central banks and other authorities should continue their broad monitoring of digital innovations, keep reviewing how their own operations could be affected and continue to engage with each other closely. This includes monitoring the emergence of private digital tokens that are neither the liability of any individual or institution nor backed by any authority. At this time, the general judgment is that their volatile valuations, and inadequate investor and consumer protection, make them unsafe to rely on as a common means of payment, a stable store of value or a unit of account. Digital central bank money is at the centre of the money flower. The taxonomy distinguishes between three forms of CBDCs (the dark grey shaded area). Two forms are token-based and the other is account based. The two token-based versions differ first and foremost by who has access, which, in turn, depends on the potential use of the CBDC. One is a widely available payment instrument that is primarily targeted at retail transactions but also available for much broader use.

The other is a restricted-access digital settlement token for wholesale payment and settlement transactions.

Below they are referred to as (central bank) general purpose token and (central bank) wholesale token.



Notes: The Venn-diagram illustrates the four key properties of money: issuer (central bank or not); form (digital or physical); accessibility (widely or restricted) and technology (account-based or token-based). CB = central bank, CBDC = central bank digital currency (excluding digital central bank money already available to monetary counterparties and some non-monetary counterparties). Private digital tokens (general purpose) include crypto-assets and currencies, such as bitcoin and ethereum. Bank deposits are not widely accessible in all jurisdictions. For examples of how other forms of money may fit in the diagram, please refer to the source.

Source: Based on Bech and Garratt (2017).

The account-based version envisages the central bank providing general purpose accounts to all agents in the jurisdiction. While the scale would be of a different magnitude, the technology to do so is arguably currently available. The novelty would be the decision to implement such accounts.

In addition to the four core properties highlighted above, there are other design features that will determine how a CBDC may serve as a means of payment and a store of value. These choices will have implications for payments, monetary policy and financial stability. The most important CBDC design options identified to date are listed below.

	Existing central bank money		Central bank digital currencies		
	Cash	Reserves and settlement balances	General purpose token	accounts	Wholesale only token
24/7 availability	✓	✗	✓	(✓)	(✓)
Anonymity vis-à-vis central bank	✓	✗	(✓)	✗	(✓)
Peer-to-peer transfer	✓	✗	(✓)	✗	(✓)
Interest-bearing	✗	(✓)	(✓)	(✓)	(✓)
Limits or caps	✗	✗	(✓)	(✓)	(✓)

✓ = existing or likely feature, (✓) = possible feature, ✗ = not typical or possible feature.

Above table provides a comparison of properties across existing and potential new forms of central bank money. Availability. Currently, access to digital central bank money is limited to central bank operating hours, traditionally less than 24 hours a day and usually five days a week.⁸ CBDCs could be available 24 hours a day and seven days a week or only during certain specified times (such as the operating hours of largevalue payment systems). CBDC could be available permanently or for a limited duration (eg it could be created, issued and redeemed on an intraday basis).

CBDC is potentially a new form of digital central bank money that can be distinguished from reserves or settlement balances held by commercial banks at central banks. There are various design choices for a CBDC, including: access (widely vs restricted); degree of anonymity (ranging from complete to none); operational availability (ranging from current opening hours to 24 hours a day and seven days a week); and interest-bearing characteristics (yes or no). Many forms of CBDC are possible, with different implications for payment systems, monetary policy transmission as well as the structure and stability of the financial system. Two main CBDC variants are analysed in this report: a wholesale and a general purpose one. The wholesale variant would limit access to a predefined group of users, while the general purpose one would be widely accessible.

embed fiat currencies in the same way, for instance in the context of central bank digital currencies (CBDCs). Both wholesale and retail CBDCs provide a combination of private sector expertise and central bank value backing and infrastructure. By design, CBDCs would have a fixed value against other representations of the central bank's currency. Indeed, in most designs, a CBDC would be a direct claim on the central bank in question. While private sector intermediaries still may offer client-facing services, the inherent conflicts of interest, by which intermediaries seek to achieve higher returns with the funds entrusted to them, would be eliminated. Even "synthetic" CBDC arrangements in which a stable coin is not a claim on the central bank, but in which the issuer has direct access to central bank liquidity, similar to many RTGS systems, could offer some of these benefits. Some of the benefits also could be achieved through less far-reaching reforms to existing payment systems. For instance, retail fast payment systems (FPS) may allow for the 24/7 availability and speed that consumers and businesses are demanding. It may also be possible to programme payments in such a way as to support atomic settlement (immediate "delivery-vs-payment"), to allow for very small values (micropayments) or to be interoperable with DLT systems. Together with advances in digital ID, such systems could also work to enhance financial inclusion and universal access. Indeed, the recent experience with the India Stack shows that great strides can be achieved through public payment and other infrastructures that do not rely on DLT, stable coins or CBDCs. Unlike CBDCs, FPS build on existing accounts at intermediaries. Such accounts are not backed by the sovereign, but they also do not lead to concerns around "digital runs" or disintermediation. It is possible for such advances to be complementary to efforts to issue a CBDC as a robust public digital means of payment. From the standpoint of payment finality, this typically is defined to occur when a transfer takes place in the books of the central bank. Finality can also take place if the relevant legal framework provides for it to take place in the context of a regulated payment system. As such, while a stable coin or FPS may not offer finality in the same way as a CBDC (as CBDC payments would settle across the books of the central bank, both in token-based or account-based systems), the legal and regulatory framework for the licensing and supervision of payments systems must provide for requirements for systems to provide for

such finality. This would provide a clear opportunity for mandating embedded supervision into such systems. Overall, it is not clear that stable coins are necessarily needed to provide some of the benefits that they purport to serve. While a digital representation of value could hold great potential in many applications, CBDCs may offer these benefits without the inherent fluctuation in value or conflicts of interest entailed by stable coins. Improvements to existing payment infrastructures, or new infrastructures that do not rely on DLT, may also be able to fulfil many of the use cases for stable coins. FPS may serve some of the same goals, or serve as a useful complement. Thus, in the same way that stable coins from previous centuries were an evolutionary step on the road to central banking, today's stable coins could too eventually give way to other reforms. This may include robust sovereign-backed alternatives and new means to connect central bank money across borders.

CBDC raises old questions about the role of central bank money, the scope of direct access to central bank liabilities and the structure of financial intermediation. Traditionally, central banks have, for various reasons, tended to limit access to (digital) account-based forms of central bank money to banks and, in some instances, to certain other financial or public institutions. By contrast, physical central bank money, ie cash, is widely accessible. This approach has, in general, served the public and the financial system well, setting a high bar for changing the current monetary and financial structure. Wholesale CBDCs, combined with the use of distributed ledger technology, may enhance settlement efficiency for transactions involving securities and derivatives. Currently proposed implementations for wholesale payments – designed to comply with existing central bank system requirements relating

to capacity, efficiency and robustness – look broadly similar to, and not clearly superior to, existing infrastructures. While future proofs of concept may rely on different system designs, more experimentation and experience would be required before central banks can usefully and safely implement new technologies supporting a wholesale CBDC variant. In part because cash is rapidly disappearing in their jurisdiction, some central banks are analysing a CBDC that could be made widely available to the general public and serve as an alternative safe, robust and convenient payment instrument. In circumstances where the traditional approach to the provision of central bank money – in physical form to the general public and in digital form to banks was altered by the disappearance of cash, the provision of CBDC could bring substantial benefits.

However, analysing whether these goals could also be achieved by other means is advisable, as CBDCs raise important questions and challenges that would need to be addressed. Most importantly, while situations differ, the benefits of a widely accessible CBDC may be limited if fast (even instant) and efficient private retail payment products are already in place or in development. Although a general purpose CBDC might be an alternative to cash in some situations, a central bank introducing such a CBDC would have to ensure the fulfilment of anti-money laundering and counter terrorism financing (AML/CFT) requirements, as well as satisfy the public policy requirements of other supervisory and tax regimes. Furthermore, in some jurisdictions central banks may lack the legal authority to issue a CBDC, and ensuring the robust design and operation of such a system could prove to be challenging. An anonymous general purpose CBDC would raise further concerns and challenges.

Although it is unlikely that such a CBDC would be considered, it would not necessarily be limited to retail payments and it could become widely used globally, including for illegal transactions. That said, compared with the current situation, a non-anonymous CBDC could allow for digital records and traces, which could improve the application of rules aimed at AML/CFT. Issuance of a CBDC would probably not alter the basic mechanics of monetary policy implementation, including central banks' use of open market operations. CBDC introduces a new type of central bank money whose demand like cash would need to be accommodated. CBDC would also not necessarily affect the discretion that central banks have in choosing their monetary policy implementation techniques (eg reliance on purchases of securities or credit operations with banks) as well as the maturity, liquidity and credit risk of their assets. However, if flows into CBDC were to become large and not associated with offsetting declines in physical banknotes, as could be the case in times of financial stress, challenges could arise (such as a need to broaden the assets that the central bank can hold or take on as collateral). CBDC could enrich the options offered by the central bank's monetary policy toolkit, eg by allowing for a strengthening of pass-through of policy rate changes to other interest rates or addressing the zero lower bound (or the even lower, effective bound) on interest rates. It is not clear, however, that the current pass-through is anything but adequate. Furthermore, other more conventional tools and policies can to some extent achieve similar outcomes without introducing new risks and challenges (such as implementing negative interest rates on public holdings of a general purpose CBDC). And some of these gains might not arise without discontinuing higher denomination banknotes, which although helping with AML/CFT requirements – would by itself entail some

costs. Implications are more pronounced for monetary policy transmission and financial markets, especially if a CBDC was to be designed as, or de facto became, an attractive asset. As a liquid and creditworthy

asset, a wholesale variant available to institutional investors that would be akin to interest-bearing central bank reserves or reverse repo facilities, yet widely tradeable, could function as a safe asset comparable in nature to short maturity government bills. A general purpose variant could compete with guaranteed bank deposits, with implications for the pricing and composition of banks' funding.

CONCLUSION

Finance and technology continue to evolve together. Today, technology is not only transforming finance, but money as well, with the advent of a range of challengers to traditional sovereign currencies, from Bitcoin to CBDC. Of these, the evolution of new technology-based "Central Bank Digital Currency" offers important potential to embed a digital monetary instrument in distributed systems and transaction frameworks. Yet as with all technologies for payments and all structures involving asset backing, there is a need for adequate regulation. Moreover, while most CBDC offer limited financial and monetary stability risk, the advent of global CBDC raises much larger issues and concerns. Going forward, it is essential for authorities have the tools, skills and technology to identify the evolution or creation of stable coins, in particular global CBDC, and to build appropriate regulatory and supervisory frameworks. Technology also offers the potential not only to enhance supervision but in fact to provide new tools for implementing regulation. Stable coins and other forms of decentralised finance not only provide regulatory and supervisory challenges but also opportunities for embedding supervisory and monitoring frameworks directly into systems during the process of their creation and authorisation. This has the potential to enhance achievement of regulatory and supervisory objectives through the technology which initially was targeted with making the role of regulation unnecessary. Still, there are open questions as to whether central bank infrastructures, like CBDCs or retail fast payment systems, with a role for private sector services built on top, could provide many of these same opportunities more effectively.

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WOMEN ENTREPRENEURSHIP DEVELOPMENT THROUGH SELF HELP GROUPS

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ABSTRACT

The economic development of a business depends to a large extent on human resources. Women constitute about half of the total world population. All over the world, women play a vital role in business. In India, however, women made a relatively late entry into the business scenario mainly due to the orthodox and traditional socio-cultural environment, although they enjoy specialization in society. Today, a woman is more liberated and leads a happy and peaceful life with the support of her husband and family members. At the household level, women's micro and small enterprises businesses play an important role in ensuring the survival of poor households and strengthening women's rights. Self-confidence, skills and socioeconomic status. However, we see that women are the most disadvantaged category in the society, especially in developing countries. In India too, the economic status of women is very low, especially in the rural areas and income opportunities are very limited. In this scenario, self-help groups (SHGs) seen as an institutional innovation that promotes the entrepreneurship of rural women and paved the way for the economic independence of rural women. This article aims to discuss some important aspects empowering women through the development of micro-entrepreneurship and self-help groups.

Keywords: women entrepreneurship, self-help groups (SHGs)

INTRODUCTION

Rural India has become particularly incapable of sustaining itself in the development process. Poverty is the main cause of delay in the process of any fit-up work. Poverty is not just financial weakness, is also something other than that socially retarded, illiterate and poorly motivated. The villages face with problems related to the lack of access to knowledge and information, which are the components of the current development process. These are issues that cannot be addressed individually, but they can best solved through group efforts. Today, these groups, called self-help groups, have become the vehicle for change for the poor and marginalized. Thus, self-help groups as initiatives empower the poor economically and socially the greatly empowered individuals and poor, especially rural women.

Self-help groups will continue to provide many opportunities for an important type of volunteer service. SHG is a locally developed model adapted to local conditions to accelerate the pace of self-employment. We find that the importance of credit for women and the positive correlation between the availability of credit and empowerment of women through savings made by these groups. SHG as a development agent known for emergency aid and social protection, social development, rural agricultural development such as water conservation, irrigation and promotion of income-generating activities.

Concept of SHGS

The concept of self-help groups gained prominence, especially after 1976 when Prof. Mohammed Yunus of Bangladesh has started experimenting with microcredit and women's self-help groups. The strategy sparked a quiet revolution in Bangladesh in poverty reduction by empowering poor women. SHGs are small informal associations created to enable members to derive economic benefit from mutual aid, solidarity and responsibility.

India adopted the Bangladesh model in a modified form. To reduce poverty and empower women, Microfinance as a self-help group has become a powerful tool in the new economy and, with it, the SHG movement has spread to India.

1. In 1970, Ilaben Bhat, founding member of 'SEWA' (Self Employed Women's Association) in Ahmedabad, developed a concept of 'women and microfinance'.
2. The Annapurna Mahila Mandal 'in Maharashtra and the' Working Women's Forum 'in Tamil Nadu and many Groups sponsored by the National Banks for Agriculture and Rural Development (NABARD) have followed the path established by 'SEWA'.
3. since 1987, the Mysore Resettlement and Development Agency (MYRADA) has been promoting credit management Groups (CMG). GMCs are similar to self-help groups.

4. In 1991-92, NABARD began to promote large-scale self-help groups and this was the real starting point for the "SHG movement". In 1993, the Reserve Bank of India also authorized SHGs to open savings accounts in banks.

Creation of informal self-help groups (SHG) of the poorest of the rural poor with up to 20 members as locals financial intermediaries must mobilize their own savings and convert them into loans to members, and finance their initial growth by mobilizing savings and retained earnings. SHG have two phases; the first phase of SHGs, from 1987 to 1992, when NABARD focused on supporting NGOs initiatives to promote self-help groups and on the analysis of their potential and performance and the second phase, from 1992 further - the SHG-Bank linkage program.

Abu Syeid Mohammad Parves Shonchoy (2011) this article examines the relationship between access to microcredit and temporary seasonal migration, an issue largely overlooked in the standard literature on rural-urban migration. Seasonal migration due to the slowdown in agriculture is a common phenomenon in developing countries. Using primary data from a cross-sectional household survey in Northwestern Bangladesh, this study quantifies the factors that influence these migration decisions. Among other things, we find that network effects play an important role in influencing the migration decision, with the presence of relatives at the destination having a significant impact. Seasonal migration is a natural choice for individuals who suffer periodically; however, the strict weekly loan repayment rules of microcredit institutions can have a negative effect on this process, reducing the ability of borrowers to respond to a shock. Our result suggests that poor individuals prefer the option of not accessing microcredit and opt for temporary seasonal migration during the lean season. The results have many potential policy implications, including the design of typical microcredit programs.

Concept of women's empowerment and entrepreneurship:

According to the United Nations for Development program (1994) Empowerment is a process that allows individuals or groups to change the balance of power in social, economic and political relations in society. Empowering women therefore means giving the capacity and means of orienting the life of women towards the desired ends. It is a process by which women gain more control over resources (income, knowledge, information, technology, skills and training), decision-making process, improvement of women's self-image, to become active participants in the process of change and to develop the skills necessary to assert themselves himself. "Entrepreneur woman" is a person who accepts a stimulating role to meet and become her personal needs. Economically independent. The Indian government has defined women entrepreneurs as a business owned by and controlled by women with a financial interest of at least 51 percent of the capital and who donate at least 51 percent female jobs generated in the company. In the simplest sense, women entrepreneurs are women who run and organize the business or industry and provide jobs for others.

Entrepreneurship development of rural women contributes to increase their personal capacities and improve the status of decision-making in the family and society as a whole. Status of female entrepreneurship in India: the concept of "women "entrepreneurship 'is becoming a global phenomenon and in India it has become important in the second half of the eighties. Today, female entrepreneurship is recognized as a major untapped source of economic growth.

In India, it is estimated that women entrepreneurs currently represent around 10% of the total number of entrepreneurs. While the percentage is increasing every year. If the dominant trends continue, it is likely that in five years women will represent 20% of entrepreneurial power. Although women hold around 10% of the total small enterprises in the sector, the gross output of these units represents only 3.5% of the total output of the SSI sector. In contrast, in developed countries such as the United States, women own nearly 91 lakh of small businesses and the number of female-owned startups are growing almost twice as fast as their male counterparts. India has 397 million employees, 123.9 million are women, 106 million in rural areas, 18 million in urban areas, only 7% of the labor force in India the strength lies in the organized sector; 93% are in a disorganized area.

"An entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the basic tool of entrepreneurs, the means by which they exploit change as an opportunity for different business of service."

- Peter F. Drucker

Functions of Women Entrepreneurs

1. Explore the prospects for listing a new business.
2. Take risks and manage the economic uncertainties involved in doing business.
3. Presentation of innovations
4. Coordination, control and change management

Women entrepreneurship through SHGs in INDIA

The overall development and harmonious growth of a nation would only be possible if women were seen as partners in equal progress with men. Empowering women is key to harnessing female labor for economic development. It is multidimensional in its approach and encompasses social, political, economic and social aspects. Self-help groups are voluntary organizations that distribute microcredits to members and help them engage in entrepreneurial activities. In India, self-help groups are promoted by banks and NGO cooperatives.

P. Palanivel and D. Sureshkumar (2010) 3 underlined that microfinance and microcredit practices have become a popular means of local development. In India, their expansion was greatest in Tamilnadu. These practices are mainly aimed at women, who are encouraged to form self-help groups in order to have a social base to obtain guarantees and receive financial services. Microfinance is seen by the public as having a strong positive effect on the empowerment of women and the strengthening of democratic character. From these perspectives, expansion and impacts, it has been assessed and analyzed whether microfinance can empower women and whether empowered women can make a difference in women's and social issues. Interestingly, this study found that most of the women in this association had higher incomes and, as a result, their economic status, political and social conditions improved after receiving the loans. This result therefore further confirms the purpose and main objectives of microfinance in general.

We looked at the effects on income, savings, spending and asset accumulation, as well as non-financial outcomes, including health, nutrition, food security, education, child labor, women's empowerment, housing, job creation and social cohesion. Available evidence shows that microfinance is not only good for the livelihoods of the poor.

Appropriate efforts from all areas are needed for the advancement of women entrepreneurs and their significant participation in business activities. Following the efforts can also be considered for the practical development of women entrepreneurs:

1. Treat women as a target group in all development programs.
2. Better educational institutions and programs should be provided to women from the public sector.
3. Adequate management skills training program should be provided to the women's community.
4. Encourage women's participation in decision-making.
5. Skills training will be extended to the women's community which enables them to understand the production process and production management.
6. Skills development will take place in women's polytechnics and industrial institutions. Skills should be used in training sessions for cum production.

SOCIAL IMPACT OF WOMEN'S ENTREPRENEURSHIP IN INDIA

R. Elangovan (2006) reveals that women represent almost half of the world population and a third of the working population. Recently, there has been global recognition for the role of women in contributing to the economy. Rural women in India make up almost 77 percent of the total female population. The farm and the house are an integral part of rural society in India, and the agricultural "housewife" often plays several roles as a producer, entrepreneur, worker, consumer and housewife.

According to R. Elangovan, SHG is a dynamic alternative to providing microcredit to rural women to achieve the goal of rural development and enable people to participate in all rural development programs. SHG has become a powerful tool for the improvement of poor rural people. It paved the way for increasing the participation of women in decision-making in households, decision-making in the community, decision-making in a democratic system. However, the income of SHG members generalized the spending model and increased the wealth of the individual. This income can be considered as the main parameter reflecting the economic impact of the aid received by SHGs.

Women in India face many challenges in getting ahead in their business life. A few problems can be described as:

1. The biggest barrier to women's entrepreneurship is that they are women. The patriarchal system - the dominant order of the men is the basis for building on their path to business success. Male members think it is too risky to fund activities carried out by women.
2. The role of conflict in many women entrepreneurs prevents them from making quick business decisions. Apart from the modern, traditional family responsibilities reduce the mobility of women. Family workplaces and husbands' level of education have a direct impact on the development of women entrepreneurs.
3. The biggest problem for women entrepreneurs is the social environment and the challenges they have to live and work on. In a male-dominated society, women do not receive equal treatment and male self-sacrifice places restrictions on their progress.

In addition to the above problem:

- Inadequate infrastructure
- Lack of funding and business technology
- Lack of raw material
- Heavy competition
- Arrangements Insufficient marketing arrangements and other economic and social issues have a real growth for women entrepreneurs in India.

FINDINGS AND SUGGESTIONS

- Health insurance for many members of SHGs.
- Pension scheme for women entrepreneurs and members of SHGs.
- The government can provide them with a special place to market their products under one roof as shopping malls in all regions.
- Establishing women entrepreneur's polytechnics and training entrepreneurs and members of SHGs.

CONCLUSION

Independence brought the promise of equal opportunities in all spheres to women and Indian laws guaranteeing their equal rights to participate in the political process and equal opportunities and rights to education and employment. Unfortunately, the government has funded development projects benefiting only a small percentage of women who are middle-class women. Most of them are not yet involved in transformation and development. Women empowerment programs lead to small business transactions, small business growth and a changing women's business community. The reasons are clear in the discussion section of this paper. It is hoped that the proposals submitted to the paper will help entrepreneurs and especially policy makers in general to address this issue and develop better schemes, development programs and opportunities for women to enter more businesses.

“The Status of Women reflects character of the country”

– Jawahar Lal Nehru

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EXPLORING THE VIABILITY OF FLEXIBLE PEDAGOGY IN COVID ERA

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ABSTRACT

In the current scenario, there is no choice but for mainstream education to go online. But, as we are pushed from real life to virtual reality, we should also learn our lessons from the real life classrooms that have sprung up all around us in the wake of the pandemic. We need to adopt teaching-learning approaches that are best suited to the diverse learner profiles of our educational institutions. And it is up to us to transition in a very conscious, inclusive, sensitized and innovative way. In the process of this transition, however, we have to account for our technological and infrastructural issues on the one hand, and the accessibility to the available facilities by all sections of our society on the other hand. And we have to constantly innovate to keep the students involved and interested in the online teaching learning process. Indeed the challenges are far too many. But once the adjustment is made, many benefits will be realized, especially owing to the flexibility that online systems provide to both the teachers and students. As the situation improves, we can then move on to blended learning, by inserting some amount of face to face sessions along with online learning.

In this research paper, the authors have used a survey questionnaire to understand the difficulties faced by students while attending online sessions. The authors have accordingly developed a flexible pedagogical model that is best suited to the diverse learner profiles of their institutions, and which is also true, perhaps, of most others in the country. This innovative strategy is being recommended keeping in mind the ground reality of most colleges in India today that cater to many students from varying socio-economic backgrounds.

KeyWords: Flexible Pedagogy, Teaching-Learning Model, Online Education, COVID-19 Education, Higher Education Institutes

INTRODUCTION

Today's world is so uncertain and unpredictable that we really do not know what tomorrow will bring. This is even more true of the educational sector that is currently going through a sort of metamorphosis. Education is undoubtedly a passport to the future, for tomorrow belongs to those who prepare for it today. In such turbulent times, however, we have to look for adaptive and flexible teaching-learning methodologies that are suited to the case in hand. Here, we need to pay due heed to all the stakeholders in the teaching learning process. While the preparedness of the teachers towards online teaching has seen a lot of action with a mushrooming of online training programmes and conferences, the same needs to be consciously implemented for the students. Even the administration and management needs to be prepared to effectively deal with the new normal. This paper is an attempt to check for the difficulties that students are likely to face in this transition to online learning and to account for these in the new scenario.

REVIEW OF LITERATURE

Ryan, A., & Tilbury, D. (2013) in their research titled, "Flexible pedagogies: New pedagogical ideas" talk about the idea of 'future-facing education' and communicates an educational vision concerned with enabling people to think critically and creatively and flexibly about future prospects, to generate alternative visions of future possibilities and to initiate action in pursuit of those visions.

Monahan, Torin. (2002) in his paper titled, "Flexible Space & Built Pedagogy: Emerging IT Embodiments" analyzes the convergence of information technology infrastructures and traditional educational spaces and proposes flexible criteria for material-virtual, hybrid learning environments.

Neill, S., & Etheridge, R. (2008) in their thesis titled "Flexible learning spaces: The integration of pedagogy, physical design, and instructional technology" evaluate that to support pedagogical innovation, educators must re-examine the physical space. This paper describes a project to redesign an existing classroom into a flexible learning space. The desired outcome is a classroom that would support a variety of pedagogical approaches, and learning experiences. It would also better enable innovative approaches to teaching and learning when compared to the traditional classroom.

Willems, J. (2011) research titled "Students Perceptions: Flexing Pedagogy and Practice" differentiated the interlinked terms of flexible learning and flexible delivery. These terms, in both skills-based and knowledge-based post-secondary contexts, have been conceptualized in a vast number of ways according to the perspective

of the various stakeholders involved. In terms of learning, what constitutes "flexible" for one student can be "rigid" for another. With respect to pedagogy and practice, this research explores some of the many interpretations of flexible learning from a student-centred perspective, reinforcing these viewpoints with case study examples (Willems 2004).

Collis, B., & Moonen, J. (2002) in their research titled, "The contributing student: A pedagogy for flexible learning" at the Faculty of Educational Science and Technology in Netherlands, do not talk about distance education, but rather 'flexible learning,' where distance is only one of the dimensions for which students have different options. In this article, they briefly describe their approach to flexible learning and then focus on the pedagogical model of the 'contributing student,' which motivates their didactics.

OBJECTIVES OF THE STUDY

1. To study the agreeability and possibility of conducting online sessions.
2. To understand the potential difficulties faced by students in online sessions.
3. To propose a feasible solution/ model for easy conduct of online sessions.

HYPOTHESIS

Null Hypothesis Ho: There is no difference between face to face classroom and online teaching experience as realised by students.

Alternate Hypothesis Ha: Face to face classroom and online teaching learning experiences are very different/ There is no substitute for face to face learning in the classroom/ Online classes are at best a stopgap measure till the situation normalizes

RESEARCH METHODOLOGY

To understand the situation and find meaningful conclusions to our objectives and hypothesis we followed primary mode of data collection through questionnaire method. Students from various socio-economic backgrounds and age groups constituted our target group. Random sampling technique was used to collect the data and content analysis to evaluate the same. We used content analysis to analyse the responses, where coding technique was adopted.

Under secondary methods of analysis, various research thesis, journals and articles have been read to draw parallels in the real world and actual field to analyze the obtained data.

DATA ANALYSIS & FINDINGS

General background:

A total of 332 respondents registered their responses in the questionnaire sent to them using social media platforms. They all are students of indifferent colleges in Mumbai, India. Amongst all, 81.3% identified themselves as female, 18.1% identified themselves as male and 0.6% did not prefer revealing their gender. 76.2% respondents were in the age-group of 18-21, 20.5% were between 21-25 years of age, 1.8% respondents were in the 'Under 18' category and only 1.5% in the 'above 25'.

The respondents were from different socio-economic backgrounds, the majority being poor/ very poor. Of all, 77.4% respondent's family average income per annum was less than Rs. 2 Lakhs, 15.4% respondent's family average income per annum was between Rs. 2-5 Lakhs, 5.4% between RS. 5-10 Lakhs and remaining (1.8%) had family average income per annum worth more than Rs. 5 Lakhs. Around 67.8% students are pursuing/ planning to pursue (government) aided undergraduate courses like B.A., B.Com and B.Sc. while 16.3% are pursuing/ planning to pursue Self Financing Courses (SFCs) like B.A.F., B.M.M, B.M.S., etc. The remaining 15.9% were affiliated to some Post Graduate studies.

When enquired if they have access to a computer/ laptop/ smartphone with an internet facility, 70.5% responded positively said yes they do have while 10.5% said they don't. Almost 19% of the students have partial access to these facilities.

36.4% respondents on an average spent less than 01 hour per day online on social media apps like Facebook, WhatsApp, Twitter, TikTok, Telegram etc. 42.5% spent between 1-3 hours, 17.5% remained glued to these apps for anytime between 3-6 hours and 3.6% spent more than 6 hours! But when asked about the average amount of time spent per day strictly for educational purposes like reading articles, attending online courses etc, 49.1% confessed that it is less than 1 hour, 45.2% said it is between 1-3 hours, 4.8% of respondents believed they spend between 3-6 hours and only 0.9% of them spend more than 6 hours enhancing their skills.

Next, they were given 14 statements and were asked to give a rating between 1- 5; 1 being the least agreeable and 5 being the most agreeable. For analytical purposes, the rating of 1 and 2 can be dubbed as ‘Disagree’ and a rating of 4 and 5 can be dubbed as ‘Agree’. The following table contains the statements and the responses.

S.N.	Statement	Agree (%)	Neutral (%)	Disagree (%)
1.	I am able to easily access the Internet as needed for my studies.	46.4	25.9	27.8
2.	I am willing to actively communicate with my classmates and instructors electronically.	44.3	24.1	31.7
3.	I am comfortable communicating electronically with my teachers and classmates.	37.7	28.6	33.8
4.	I am myself able to manage my study time effectively and will complete online assignments on time.	46.7	25.3	28.1
5.	I possess sufficient computer/ keyboarding skills for doing online work.	36.8	24.4	38.9
6.	I feel that face-to-face contact with my instructor is not necessary to learn.	26	24.4	49.7
7.	I can be self motivated by the material in an Internet activity outside of class.	31.7	34.3	34.1
8.	I can discuss with other students during Internet activities.	36.8	27.4	35.9
9.	I can work in a group during Internet activities .	34.4	28.6	37.1
10.	Learning is the same face to face in class and at home on the Internet.	27.7	22.6	49.7
11.	I believe that learning on the Internet outside of class offers more flexibility than a regular course.	17.8	25.3	47
12.	I believe a complete course can be accessed through the Internet without difficulty.	27.4	23.8	48.8
13.	Some face to face sessions are needed along with online learning.	55.1	22.9	21.9
14.	For safety reasons during the current pandemic, I prefer online to offline classes.	50.3	24.1	25.6

Hypothesis testing based on the data collected:

1. Null Hypothesis Ho: There is no difference between classroom and online teaching experience as realised by students.

A direct statement was given where the respondents were asked if they agreed that learning is the same face to face in class and at home on the Internet, almost half of them disagreed and a quarter were neutral. At least 50 %, thus, felt that **learning is not the same face to face in class and at home on the Internet** and again a quarter were neutral. This was reinforced by a later reassertion by the same respondents **that face-to-face contact with their instructor is necessary to learn**. Further, almost 47% respondents did not even believe that learning on the Internet outside of class offers more flexibility than a regular course. Also at least a third of the respondents did not feel self motivated by the material offered online.

Verdict: The above findings suggest we reject the null hypothesis.

2. Alternate Hypothesis Ha: Face to face classroom and online teaching learning experiences are very different/ There is no substitute for face to face learning in the classroom/ Online classes are at best a stopgap measure till the situation normalizes.

About half the respondents outright rejected the statement when asked if they feel that face-to-face contact with the instructor is not necessary to learn and a quarter were neutral. Reinforcing this, 55.1% did believe that some face to face sessions are needed along with online learning. Yet a total of 50.3% respondents believe that for safety reasons during the current pandemic, they prefer online classes to the offline classes. Also since 46.4% respondents are able to easily access the internet as needed for their studies along with 25.9% students with partial access to the same, conduct of online sessions seems like a viable option and can be used as a stopgap measure till the situation normalises.

Verdict: The above findings suggest we accept the alternate hypothesis.

The respondents were also requested to give their comments and suggestions to help improve the online learning experience, the students mostly focused on having issues with the **non-availability of devices** through which they can connect to the online sessions. They also stressed on the need to have an **orientation program** guiding students about the process ahead. 50% of them did not feel comfortable with the idea that they won't be able to attend physical classes as they worry they won't be able to solve their doubts with their teacher like earlier.

Flexible pedagogy

The authors here recommend adoption of '**flexible pedagogy**'. This is a learner-centric and learner-empowering educational strategy that is very essential in the COVID era. The learners can decide what, where and when to learn as well as the pace, place and mode of learning. The instructor can also draw from multiple online learning sources, while using his/her discretion to choose the most apt resources. The teacher can become more of a guide, moderator and facilitator. In this way, teaching and learning can operate in a more flexible manner.

Three crucial aspects

1. First, the instructor must tackle the **issue of accessibility to online learning by the students**. Given the limited/ no connectivity by even a quarter of the students, not only should the *course materials provided be at least be downloadable*, but in addition the students facing difficulty should be called to the institution in small batches and the internet access should be provided to them there. Once all the students are brought on board in this way, attention can shift to employ e-Learning platforms having a nifty video feature called '*Dynamic Stream Switching*', which allows for varying strength of connection and bandwidth in real-time as is used by the popular video streaming platform 'YouTube'.
2. **Secondly, institutions should organize orientation programmes for small batches of students to help them switch to the online learning mode**. Especially the students from underprivileged sections should be helped with the required coping mechanisms and financial support.
3. **Thirdly, adopting cloud based applications** can help in reducing the need for infrastructure while also cutting down costs. This shall enhance opportunities for establishing transparent and effective collaborations between the teacher and student.

SUGGESTED FLEXIBLE PEDAGOGY MODEL

Taking insights from the student survey, the authors suggest the following stepwise approach, that can be customized to suit the topic being handled:

Adopting of a **flexible pedagogy will prove very advantageous to students and teachers:**

1. **Free Resources for teaching and learning** from world class institutes are available, just waiting to be explored.
2. **Students can save on expensive textbooks** by going digital.
3. **Learning material need not be outdated** as cloud-based material can easily be updated.
4. **Cheap hardware and Software works!** Students can download high quality academic material at almost zero cost.
5. **Mode, time and location of learning becomes flexible** for both students and teachers.
6. **Reaching out to more number of students** with diverse backgrounds is now possible.
7. **Change in role from just being a Lecturer to being a guide, facilitator and or moderator:** All the tools that are used in teaching can be easily planned, uploaded and accessed anytime by the students and professors. More doubt clearing sessions, and individual student counselling is now possible.
8. **This model is hassle Free!** No need of having to book computer labs or worry about using ICT devices and wasting time in installing them.
9. **The cloud offers more collaboration** and seamless integration between various departments through file-sharing across any device.
10. **Podcasts are lifesavers for students!** Typically, podcasts are a series of brief digital audio/ video files made available on the internet that can be received by subscribers automatically. Professors can record their class summaries and upload it online, creating an archive of lessons.

CONCLUSION

The researchers focused on 03 main objectives. Evaluation of the same and recommendations thereof are mentioned below:

1. **To study the agreeability and possibility of conducting online sessions.** Keeping the special circumstances in mind, the majority of respondents wish to attend online sessions. This seems like the safest option, especially in Mumbai, where students travel from various different parts of the city to attend lectures and the average class size is 100-120. However, it is necessary to understand the varying socio-economic backgrounds of students before deciding on how the online teaching will actually be carried out by different departments, colleges and universities. Convenience, safety and accessibility to cheap softwares must be the top priority.
2. **To understand the possible difficulties faced by students in online sessions.** Greater than usual focus on remedial sessions for weaker students is necessary as these students fear missing out on understanding the important topics due to this new mode of lecture conduct. Time management will be another big challenge for teachers & students. Also, the attention span of students at the comfort of their home can tend to shorten. The classes can need to be short and crisp and confusion free! This will require continuous and effective communication from both the sides so as to continuously improve the learning experience.
3. **To propose a feasible solution/ model for easy conduct of online sessions.** This objective has been satisfied and explained in detail above. The researchers recommend adopting flexible pedagogy while conducting online sessions. It has numerous benefits to both the parties. A win-win situation for all! The COVID 19 pandemic is likely to be around for quite some time. So we need to have a workable teaching-learning strategy in the meantime, keeping the ground realities in mind. As always, it is technology that has come to our rescue once again with a plethora of online options. *Flexible pedagogy is an easy, engaging and effective learning system. The role of the teacher will not be just of the traditional lecture conducting type, but rather more of being a facilitator and guide.* The learner should have the flexibility of what, where and when to learn. He/she should be able to decide the place, pace and mode of learning. However, to empower the learner with these options, he/she should first be oriented to the changing scene and this is the most important prerequisite for the success of this methodology. Also, an all inclusive sensitized approach that keeps his/her accessibility to the chosen tools in mind needs to be carefully adopted. As the situation improves, we can progress to *blended learning systems* by inserting some amount of face to face sessions along with online learning.

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A STUDY OF ONLINE DEMAND OF FMCG GOODS DURING COVID -19 AND ITS IMPACT ON THE ECONOMY

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ABSTRACT

FMCG Sector- Fast Moving Consumer Goods contributes the larger share in the economy as they includes such products whose demand never decreases as this products are used in day to day life and are the necessary / essential products. To put the economy in the better situation during COVID-19, FMCG Sector contributes significantly towards the GDP of Indian Economy.

The paper studies the impact of online demand on FMCG goods during pandemic in India and what it has impact on the economy. The study found that there was a high online demand for FMCG products during Covid 19.

KEYWORDS : Online Demand, FMCG, Covid 19, Impact, Economy.

1. INTRODUCTION:

- i) **Online Marketing:** This marketing strategy is used by several companies to promote their products and services to the target audience and reach the untapped people by using several platforms of online marketing such as Emails, Messages, Google Advertising, Ads on Facebook and Instagram.
- ii) **FMCG Goods:** Fast-moving consumer goods, also known as consumer packaged goods, are products that are sold quickly and at a relatively low cost.
- iii) **The COVID 19:** The Covid 19 showed its presence in India during February 2020. Considering it as any regular curable disease, people did not give much attention to it. But as soon as Government of India announced National Lockdown people not allowed to move out from their home. Due to the restrictions laid during Covid 19 and people following social distancing gave online shopping a new opportunity to its business. Convenience of shopping online changed the market dynamics and increased the demand for FMCG goods.
- iv) **Economy:** Economy is definitely sinking but the only sector that is making a difference is FMCG. The fear of deficit in case of food grains and medicines has eventually resulted in excessive buying behavior that has laid changing of the equilibrium and putting the positive pressure on FMCG.

2. REVIEW OF LITERATURE

The Hindu Business Line (2020) writes in their article that Crisis brings opportunities. This could not have been truer for the FMCG industry in 2020 even as the world grappled with the impact of the Covid-19 pandemic. The sector is learning, innovating and rising from disruptions to put the worst behind and looking forward to the new year with optimism and a new-found confidence. With food, personal care items, especially hand sanitisers and disinfectants -- the hero products of the pandemic -- managing to push the industry to post positive growth amid the crisis, in 2021, the FMCG industry is looking forward to carry on with the momentum and sustained revival across categories in rural and urban markets of India.

Economic Times (2021) published that as the devastating second wave of the COVID-19 pandemic sweeps across India, leading FMCG companies are witnessing a strong surge in demand for their health and hygiene products, including hand sanitiser, hand wash, disinfectant spray and germ protection wipes. Companies such as ITC, Himalaya Drug Company and Patanjali said they have ramped up their production capacity to address spurt in demand, assuring that their hygiene products are available to the consumers.

Mint (2020) states that retailers and makers of fast-moving consumer goods, struck by the Covid 19 lockdown, were forced to re-look at the ways they reach consumers, especially as demand for goods of daily use continued to be high. Since then, several consumer goods companies have identified clear trends and chased those—including heightened usage of hygiene products and expanding their reach to shoppers on e-commerce and the humble grocer. Covid is leaving a long-lasting impact on consumer behaviour globally, said Sanjiv Mehta, chair of Ficci's FMCG committee and chairman and managing Director, Hindustan Unilever Ltd.

Business Standard (2021) states that the online channel is fast becoming an important segment for fast-moving consumer goods companies (FMCGs), especially those in personal care and health care divisions. While the Covid-19 pandemic has given a fillip to digital adoption in general, the growing contribution of

online within total sales for some FMCGs suggests companies are taking this segment seriously. Online includes sales from marketplaces such as Amazon Pantry, BigBasket, and Grofers, as well as online platforms of modern traders.

Statista (2021) published in their article that the market for fast-moving consumer goods faced considerable changes: demand for consumer packaged goods (CPG) climbed sharply in heavily-affected countries, while growth in household goods spending surged as well. One way people tried to reduce their chances of catching the virus at the beginning was by decreasing the frequency of going to the grocery store. Some consumers resorted to stockpiling water and food.

3. RESEARCH METHODOLOGY

I. OBJECTIVE OF THE STUDY

1. To study the online demand of FMCG goods during Covid 19.
2. To study factors that drive the demand of FMCG goods.
3. To study the impact of FMCG Sector in the growth of economy.

II. HYPOTHESIS OF THE STUDY

H0 - Covid 19 has positive impact on online demand of FMCG products on economy.

H1 - Covid 19 has negative impact on online demand of FMCG products on economy.

III. DATA COLLECTION

Primary data is collected from individuals.

Secondary data is collected from website, blogs, online research papers and e-books.

IV. RESEARCH TOOLS

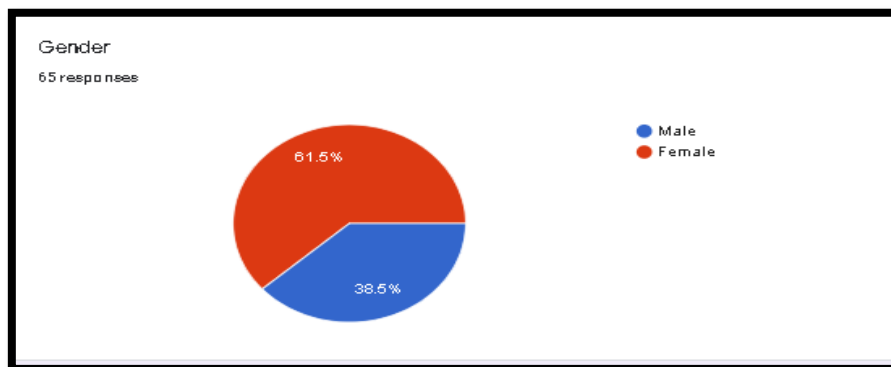
Questionnaire was used for this survey (Google form).

V. SAMPLE SIZE

The sample size was 65 individuals.

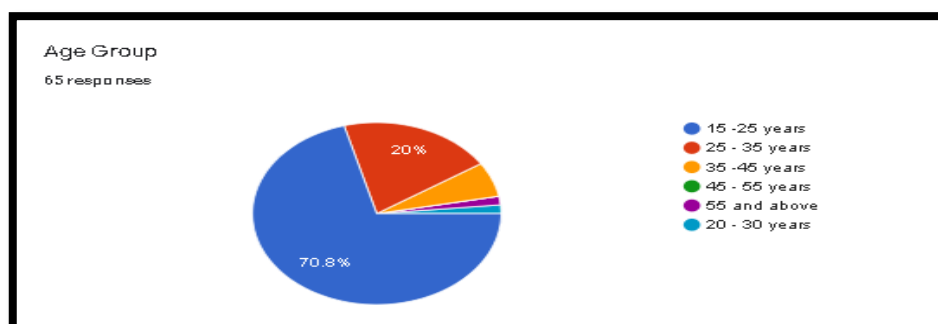
4. DATA ANALYSIS AND INTERPRETATION OF THE SURVEY (PRIMARY DATA).

4.1)



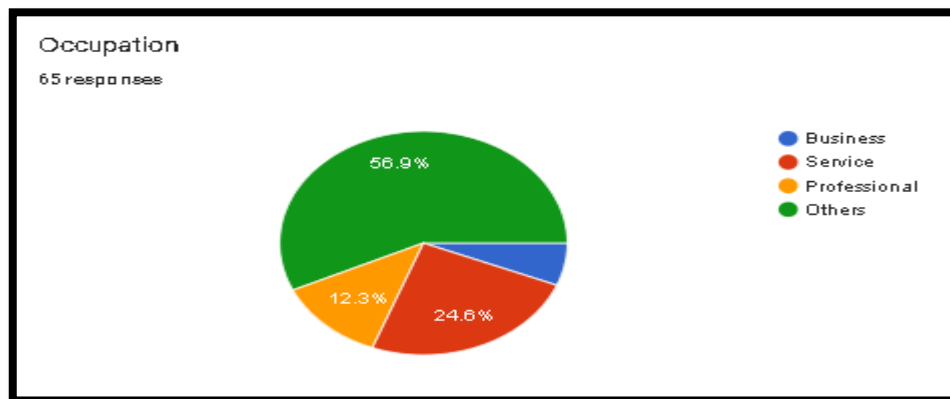
Interpretation: From the above diagram, we can interpret that out of 65 respondents- 61.5% of the respondents are Female and 38.5% are Male.

4.2)



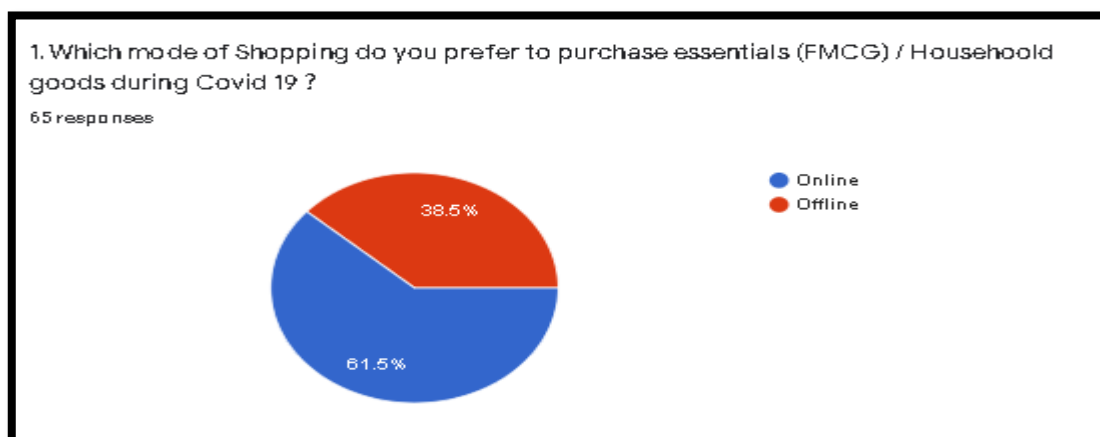
Interpretation: From the above diagram, we can interpret that 70.8% of the respondents comes in the age group of 15-25 years, 20% belongs to the age group of 25-35 years, 6.2% belongs to age group of 35-45 years.

4.3)



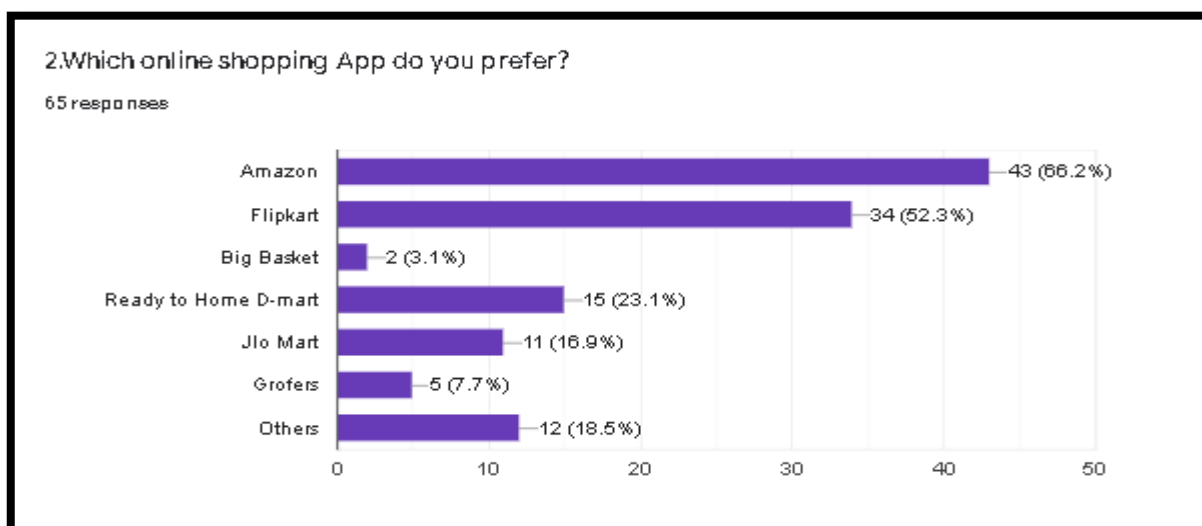
Interpretation: From the above diagram, we can interpret that 56.9% of the respondents belongs to Other Occupations, 24.6% belongs to service sector, 12.3% belongs to professional and 6.2% belongs to business sector.

4.4)



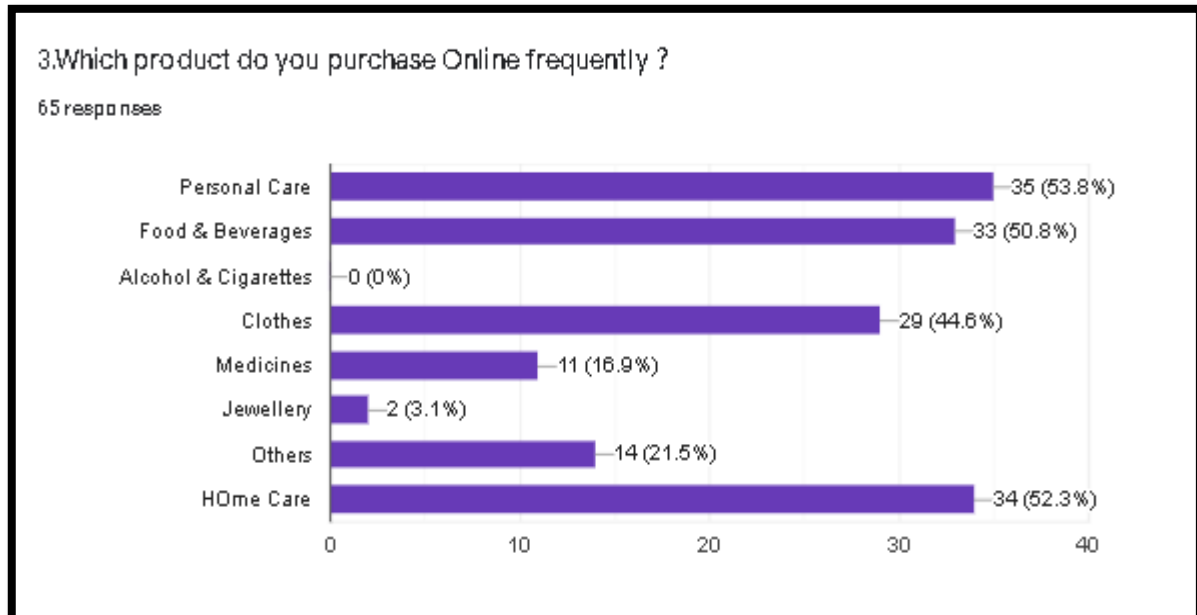
Interpretation: From the above diagram, we can interpret that 61.5% of the respondents preferred Online Shopping to purchase (FMCG) Household goods during COVID-19 and 38.5% of the respondents preferred Offline Shopping during COVID-19.

4.5)



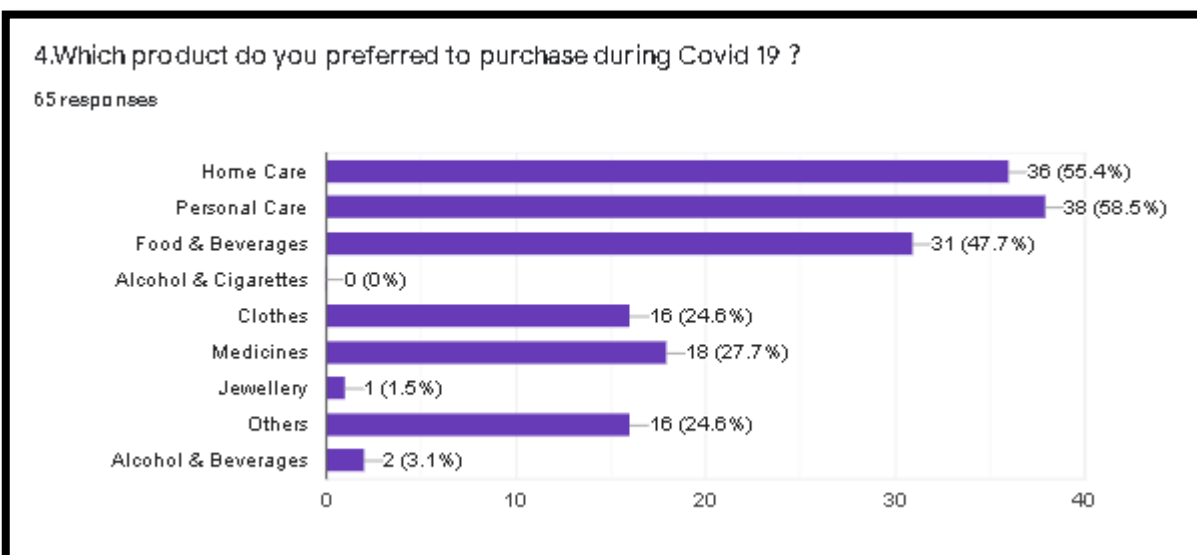
Interpretation: From the above diagram, we can interpret that 66.66.2% of the respondents preferred Amazon, 52.3% of the respondents preferred Flipkart, 23.1% of the respondents preferred Ready to home D-mart, 18.5% of the respondents preferred Other App, whereas 16.9%, 7.7% and 3.1% of the respondents are using Jio Mart, Grofers and Big Basket for Online Shopping respectively.

4.6)



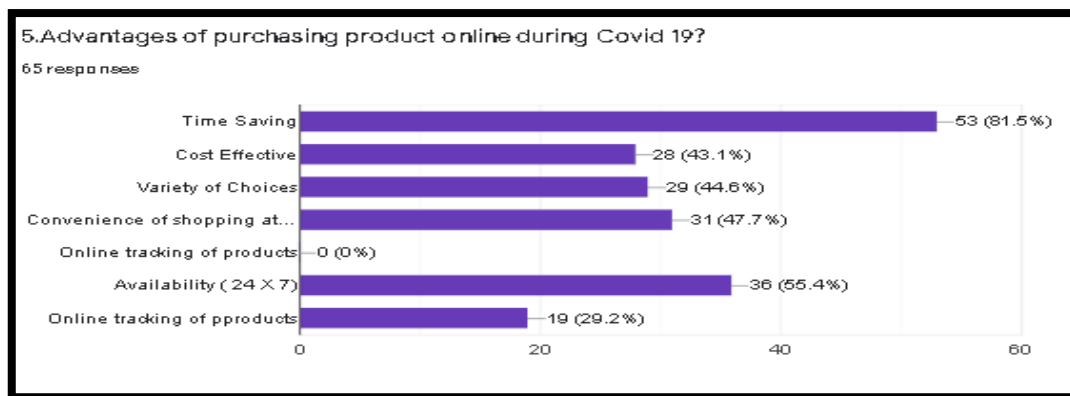
Interpretation: From the above diagram, we can interpret that 53.8% of the respondents preferred Personal Care products, 52.3% respondents preferred Home Care Products, 50.8% of the respondents preferred Food and Beverages, 44.6% of the respondents preferred Clothes, whereas 21.5%, 16.9% and 3.1% of the respondents are using other products, medicines and jewellery and no body has preferred Alcohol and Cigarettes respectively purchased online frequently.

4.7)



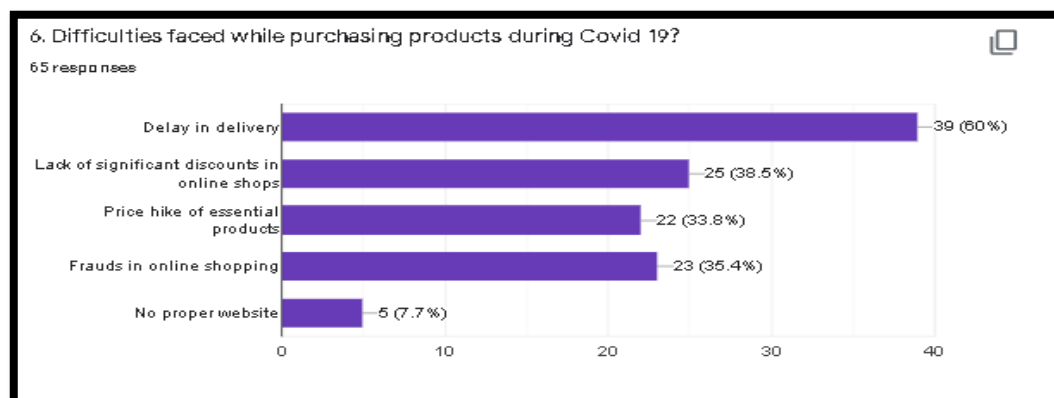
Interpretation: From the above diagram, we can interpret that 58.5% of the respondents preferred Personal Care, 55.4% of the respondents preferred Home Care, 47.7% of the respondents preferred Food and Beverages, whereas 27.7%, 24.6%, 24.6%, 3.1% and 1.5% of the respondents preferred medicines, Clothes, Others, Alcohol and Beverages and Jewellery. No one has preferred Alcohol and Cigarettes purchased during COVID - 19.

4.8)



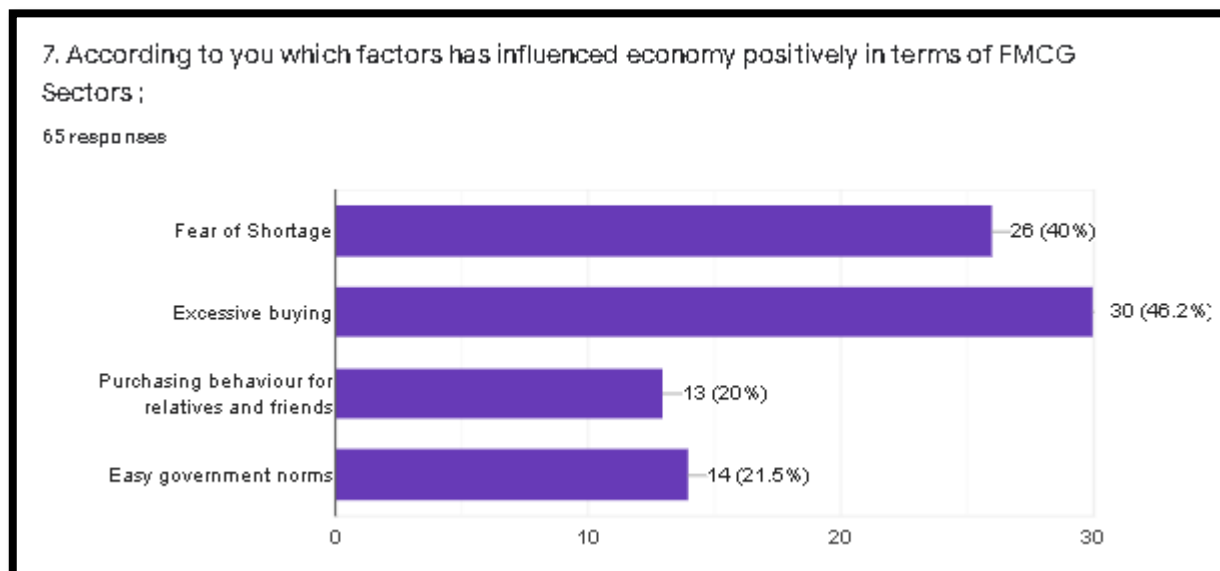
Interpretation: From the above diagram, we can interpret that 81.5% of the respondents feels that Time Saving was one of the major advantage of purchasing product online during COVID-19, 55.4% of the respondents feels Availability (24X7), 47.7% of the respondents feels Convenience of shopping at home, whereas 44.6%, 43.1% and 29.2% feels Variety of Choices, Cost Effective and Online tracking of Products respectively are the advantages of purchasing product online during COVID- 19.

4.9)



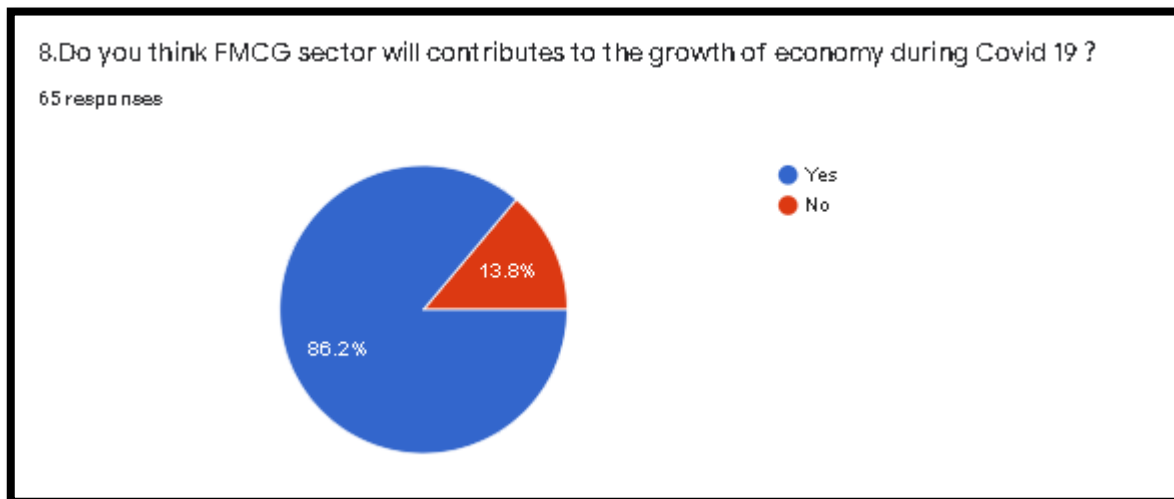
Interpretation: From the above diagram, we can interpret that 60% of the respondents feels that Delay in Delivery as one of the major disadvantages faced while purchasing product online, while 38.5% of the respondents feels that Lack of significant discounts in online shops, whereas 35.4%, 33.8% and 7.7% of the respondents feels Frauds in online shopping, Price Hike of essential products and No proper Website respectively are the disadvantages of purchasing product online.

4.10)



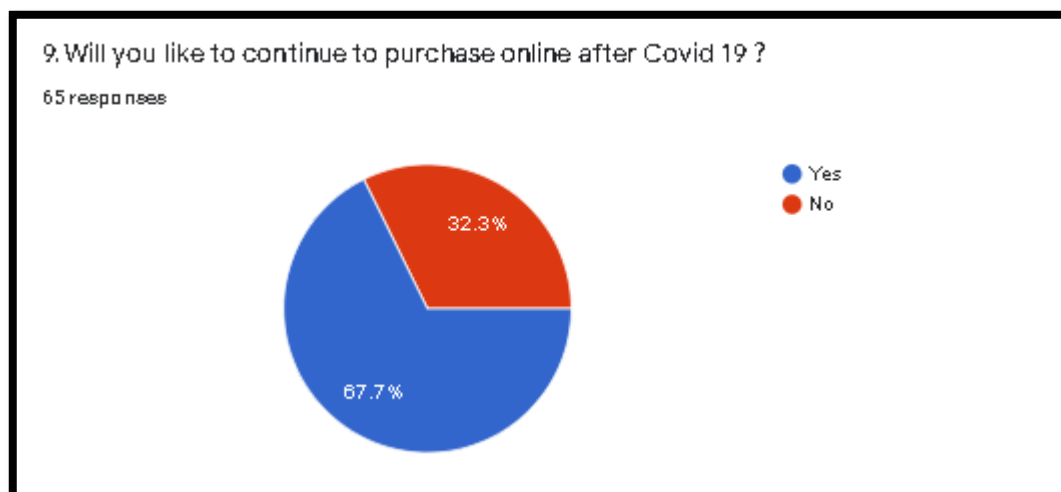
Interpretation: From the above diagram, we can interpret that 46.2% of the respondents feels Excessive Buying is one of the major factor that has influenced Economy positively in terms of FMCG Sector, while 40% of the respondents feels Fear of Shortage is one factor, whereas 21.5% and 20% of the respondents feels Easy Government norms and Purchasing Behavior of Relatives and friends are the factors that influence economy positively.

4.11)



Interpretation: From the above diagram, we can interpret that 86.2% of the respondents think that FMCG Sector will contribute to the growth of economy during COVID-19. 13.8% of the respondents think that FMCG Sector will not contribute to the growth of economy during COVID- 19

4.12)



Interpretation: From the above diagram, we can interpret that 67.7% of the respondents will continue to purchase online after COVID-19. 32.3% of the respondents will not continue to purchase online after COVID.

5. FINDINGS AND CONCLUSION:

- 1) According to chart 4.4 and 4.5, 61.5% of the respondents preferred online shopping (FMCG) during COVID-19 and for this purpose they had preferred all the online shopping websites from which Amazon and Flipkart were most preferred shopping App.
- 2) According to chart 4.6 and 4.7, we can say that before COVID-19 many people preferred to purchase personal care product which was about 53.8% of the respondents, which increased during COVID- 19 that is 58.5% and even people had increased the purchase of Home Care Products during COVID- 19.
- 3) According to chart 4.8 and 4.9, we can say that 81.5% of the respondents feels that Time Saving was the major advantage for purchasing product online during COVID-19 but it can be seen that though this is an

advantage but 60% of respondents feels that Delay in delivery is the major disadvantage of purchasing product during COVID- 19.

- 4) According to chart 4.10, 4.11 and 4.12, 46.2% of the respondents feels that Excessive Buying is one of the major factor that has influenced the economy positively in terms of FMCG Sector and 86.2% of the respondents feels that FMCG Sector will continue to the growth of economy during COVID-19 and people will continue to purchase products online after COVID-19.

Hence H1 – (COVID- 19 has negative impact on online demand of FMCG products on economy) is proved to be rejected.

FMCG Sector is one of the major sector that boost the economy. This is that sector where every individual needs are meant and fulfilled. Most of the expenses are done in this sector. The Indian Economy has been experiencing significant growth in the field of FMCG sector during Covid 19. The FMCG sector is an important contributor to India's GDP growth during Covid 19. The paper studies the impact of online demand on FMCG goods during pandemic in India and what it has impact on the economy.

The survey says that in the situation like COVID-19 the usage of Online Shopping has increased, people are buying most of the essential products and people will continue to purchase Online after the COVID situation also.

6. WEBLIOGRAPHY:

1) **Primary Data:** Google form

2) **Secondary Data:** Data retrieved on 21th September, 2021

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- https://m.economictimes.com/industry/cons-products/fmcg/fmcg-players-see-spike-in-demand-of-hand-sanitisers-disinfectants-as-covid-19-cases-surge/amp_articleshow/82180539.cms#aoh=16322969432314&referrer=https%3A%2F%2Fwww.google.com&_tf=From%20%251%24s
- <https://www.livemint.com/industry/retail/top-fmcg-companies-say-move-towards-increasing-share-of-e-commerce-irreversible-11603892802293.html>
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A STUDY OF SAVINGS AND INVESTMENT HABIT OF STUDENTS DURING PRE AND POST COVID ERA: WITH SPECIAL REFERENCE TO IMPACT ON STUDY TIME

Ms. Sahana Raviprasad¹ and Dr. Sridhara Shetty²¹Assistant Professor and ²Principal, Bunts Sangha's, S. M. Shetty College of Science, Commerce and Management Studies, Powai**ABSTRACT**

The current pandemic situation which is prevailing from the last one and half years has put everything on hold and all are affected by the same in one or the other way. Students who are presently pursuing their studies in various levels are hugely impacted with this pandemic. In this paper the researcher has made an attempt to understand the impact of Covid 19 on the savings and investment habits of the students and their time spent on investment analysis and time spent on their regular studies. The researcher in this paper has analysed the investment habits of 171 students of two states of India - Karnataka and Maharashtra. Majority of the respondents are having the habit of investment and they have started spending more time on investment analysis. Majority are investing majorly in the stock market. But, students during pandemic situations have spent more time on investment analysis than on studies. One more notable point in this study is the students who have started their investment 45% of them have gained some profit and 45% of them are in no profit no loss situation. Hence a proper guidance and awareness is required to these students.

Key Words: Savings, Investment, Covid 19, pandemic and Students

INTRODUCTION:

Indians are always known for intelligent thinking when it comes to the matter of money or finance, however, when it comes to the matter of investment and its diversification there is a lack of knowledge or appetite for investment. Majority of Indians still have the habit of saving their money in bank deposits.

The current pandemic situation which is prevailing from the last one and half years has put everything on hold and all are affected by the same in one or the other way. Students who are presently pursuing their studies in various levels are hugely impacted with this pandemic. They are forced to sit at home without enjoying their campus life and peer group study, discussion and enjoyment. They are also missing the one to one or face to face interaction with their teachers and friends. Still, they managed their studies online and majority of them utilized their time in some fruitful activities or in learning something new.

The savings and investment are one such area which has changed a lot in the current situation and scenario. People have learnt the importance of savings and investment as with the financial crisis forced by the pandemic many of them lost their jobs or came across the pay cuts. It has created the saving and investment habit amongst students as well. As majority of them spent time with their family and have seen the crisis faced by their parents.

In this paper the researcher has made an attempt to understand the impact of Covid 19 on the savings and investment habits of the students and their time spent on investment analysis and time spent on their regular studies. Is there any change in the time spent pre and post Covid era?

Key Words: Savings, Investment, Covid 19, pandemic and Students

REVIEW OF LITERATURE:

1. **Sidhant Lodaya, Soham Kapadia, Udayveer Singh (August, 2020)** have analysed the savings and investment pattern of Youth in Mumbai and they have opined that most of the youth have tendency of spending than saving and those who save have very less tendency of investment because of lack of knowledge of stock market and other investment avenues. Therefore, an awareness programs should be organised to promote the investment amongst the youth
2. **Ashwini Ajay and Shabu K R (June, 2020)** a study was conducted to identify the various investment avenues selected by salaried youth and the factors affecting the same. The researchers are of the opinion that majority of the youth have understood the importance of investment and they analyse the factors affecting and then they make investment decision
3. **S. Ashwin and Aishwarya Kalyanshetti (Sep, 2014)** are of the opinion that in their paper entitled "Behavioral Finance with Reference to Student Investors", the students are not aware of the stock market and are not investing in the stock market. With the use of the "Funnel Model" students can analyse the

general scenario of the market and start investing in the market. The above review states that majority of the researchers have analysed the investment behaviour of youth, but there is a research gap identified where majority researchers have not made extensive research on Student's investment and that too particularly pre and post covid investment scenario. Hence, the researcher has made an attempt to understand the investment behaviour of the students with the research topic entitled "**A study of savings and investment habits of students during pre and post Covid era: with special reference to impact on study time**".

RESEARCH QUESTIONS:

1. Do the students have the habit of saving and investing?
2. What is the mode and purpose of their savings and investment?
3. Do they spend more time on investment analysis than their studies?
4. Whether Covid – 19 pandemic has any impact on investment behavior of students?
5. What is the present status of their investments?

OBJECTIVES:

1. To understand the behavior of college students towards savings and investment
2. To study the impact of Covid – 19 on investment behavior of students
3. To compare and contrast the time spent by students on investment and their academic study on daily basis

HYPOTHESIS:

1. H₀: There is no significant impact of Covid – 19 on investment behavior of students
H₁: Covid – 19 have a significant impact on investment behavior of students
2. H₀: No significant relation exists between time spent on study and time spent on investment analysis amongst the students
H₁: There is a significant relation between time spent on study and time spent on investment analysis amongst the students

RESEARCH METHODOLOGY:

Universe	College Students of Maharashtra - Mumbai and Karnataka - Mangalore
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Convenience Sampling
No. Of Sample Respondents	171
Method of Data Analysis	Charts and Chi - Square Test

DATA ANALYSIS, INTERPRETATION AND SUGGESTIONS:

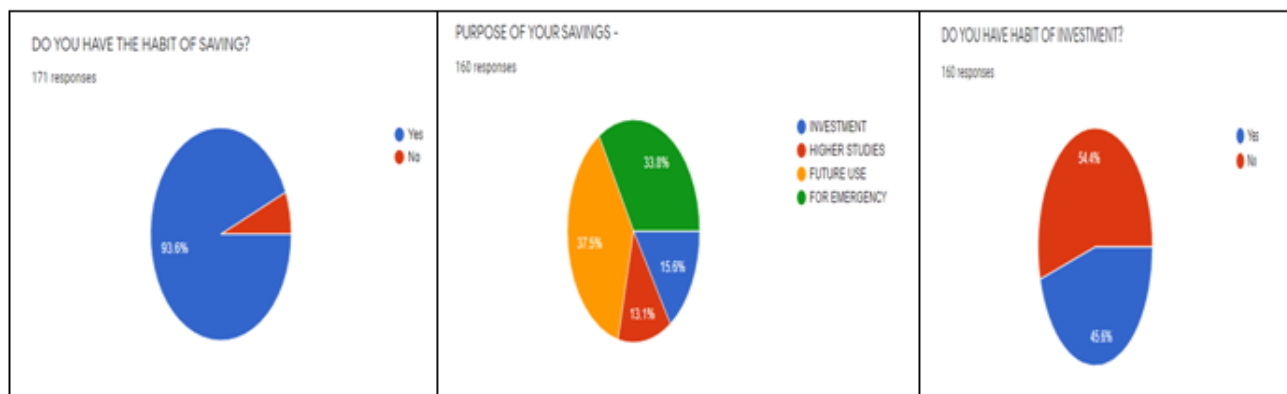
The data collected through structured questionnaire targeted to the college students of Mumbai, Maharashtra and Mangalore, Karnataka State which contained 28 questions which included respondent's Demographic profile, their savings and investment behaviour, the investment avenues they prefer, their time spent on studies and investment pre and post pandemic situation etc.

The data analysis is focused towards finding the following key factors of students:

1. Their behaviour towards savings and investment
2. Impact of Covid 19 on investment behaviour of students
3. Time spent by them on study and investment pre and post covid era

FINDINGS:

CHART 1: Behaviour towards savings and Investment



The behavior of respondents towards savings and investment was studied and it was observed that 94% of respondents are having the habit of savings and out of which only 16% of respondents save with an intention of investment, which means around 46% of total respondents are investing in various investment avenues.

Observations from Data Analysis for Hypothesis 1:

Parameters	Observations
Time spent on investment Pre - Covid and Post - Covid	Chi – Square Test 5% Level of Significance: Calculated P Value = $5.76481E-11 < 0.05$

From the above table it is clear that H1 (Hypothesis 1) accepted as the calculated P value is less than the significance level of 5%. Therefore, it is clear that Covid – 19 have a significant impact on investment behavior of students and time spent on investment have increased with the pandemic situation and students started utilizing their spare time.

Observations from Data Analysis for Hypothesis 2:

Parameters	Observations
Relation between time spent on studies and investment Pre Covid era	Chi – Square Test 5% Level of Significance: Calculated P Value = $0.006 < 0.05$
Relation between time spent on studies and investment Post Covid era	Chi – Square Test 5% Level of Significance: Calculated P Value = $0.02 < 0.05$

From the above observations it is clear that H1 (Hypothesis 2) is accepted as the calculated P value is less than a significant level of 5%. Hence it is proved that there is a significant relation exists between the student's time spent on studies and investment. More the time spent on investment lesser will be the time spent on studies in case of both Pre and Post Covid era.

CONCLUSION AND SUGGESTIONS:

In the due course of this research, it was observed that the majority of the students now started taking interest in the savings and investment. The researcher also observed that the majority (around 51%) have started investing in the stock market through the proper analysis of the market. The pandemic has provided more spare time to the students which they have utilized well particularly for investment purposes. Majority of students spend 1- 2 Hrs. in a day for this investment analysis. But this has an impact on their study time as well. If the students get proper guidance on their time allocation as well as on investment avenues this start will definitely have a significant impact on the capital market of India. One more notable point in this study is the students who have started their investment 45% of them have gained some profit and 45% of them are in no profit no loss situation. Hence a proper guidance and awareness is required to these students.

The education institutions should think of adding more Investment related courses to the students irrespective of their main domain. They should be educated about the difference between savings and investment, and the importance of portfolio diversification, some basic concepts such as stocks, NSE, BSE, Mutual Funds etc. This will create an inclination among all domains to start their investment particularly in the stock market with proper analysis and study of the market.

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 3. “A study on investment behaviour among youth” (June, 2020) - Ashwini Ajay and Shabu K R - A Journal of Composition Theory - Volume III, Issue VI, June 2020.
 4. “Why college students must learn about trading and investment” by Ajay Lakhotia, June, 2021, referred from <https://timesofindia.indiatimes.com/blogs/voices/why-college-students-must-learn-about-trading-and-investment/>

**CUSTOMERS' AWARENESS AND ADOPTION OF GREEN BANKING – A STUDY WITH
REFERENCE TO MUMBAI REGION**

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Powai

ABSTRACT

During the last few decades, shifting of societal concern towards environment friendly practices has been the prime concern of governments, policy makers, business firms and the public. The concern for environmental sustainability by the banks has given rise to concept of Green Banking. The concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Green banking attempts to improve the banking industry's operations and technology while also making customers' habits more environmentally friendly. It's similar to traditional banking, but with a focus on social and environmental aspects to protect the environment. This paper aims to understand the customers' awareness and adoption of Green Banking. A self-constructed questionnaire of 139 respondents from the Mumbai region was used in this study to better understand the level of awareness about Green Banking.

Keywords: Green Banking, Sustainability

INTRODUCTION

Green banking refers to practice in the banking sector that are environmentally friendly, hence lowering internal and external carbon footprints. Green technology and pollution-reduction projects should be financed by banks to help reduce external carbon emissions. It's not only good for the environment, but it's also very practical. It is a method of doing banking business while taking into account the social and environmental consequences of its operations. Green movement for protection of environment has brought about a change in the way business is managed. There is a shift toward a green economy, in which everyone is worried about the environment, whether it is customers, employees, employers, or the general public. The desire to involve oneself in environmentally friendly green practices has spread to businesses as well. The concept of Green Banking emerged in 2009 with coming of the first Green Bank based in Mt. Dora, Florida, United States. The Institute for Development and Research in Banking and Technology established by RBI defines Green Banking as:

'Green Banking is an umbrella term referring to practices and guidelines that make banks sustainable in economic, environment, and social dimensions. It aims to make banking processes and the use of IT and physical infrastructure as efficient and effective as possible, with zero or minimal impact on the environment.' Green Banking can be implemented by a proper use of technology. The various ways in which banks have adopted through this wave of change are:

1. Online Net Banking System
2. Paying bills online
3. Opting for Mobile Banking
4. Green checking accounts
5. Paper recycling
6. ATM
7. Conduct meeting through Video Conferencing.

Green Banking Products or Services:

1. Online Savings Account
2. Paperless Statement
3. Use of Direct Deposit
4. Online Bill Payments
5. Net Banking
6. Mobile Banking

7. Credit and debit cards
8. Electronic fund transfer
9. Green home equity loans
10. Green Car Loans
11. Green Project Finance

REVIEW OF LITERATURE:

Bahl (2012) highlights the means of creating awareness about Green Banking to ensure sustainable growth. Garrettt's ranking technique is used to analyze the most significant strategies in respect of Green Banking. If the goal is to attain sustainable development this can be achieved only through creating awareness and imparting education. Among the internal sub systems emphasis should be given to publications, newsletters so as to create awareness and effective means for external sub systems are event meetings, media and websites. A proper formulated green policy guideline is needed for effective Green Banking.

Green Banking aims at greener and a clean future. As stated earlier what is needed in context of this new concept is consumer awareness. Sharma, Gopal et al. (2014) attempt to study the level of consumer awareness of Green Banking initiative in India with special reference to Mumbai. From the primary survey they found that even those people who are using online facilities provided by their banks nearly three fourth of them are unaware of the term Green Banking. They found that among those who are aware of Green Banking term consider it mainly related to online bill payment and cash deposit system. Other Green Banking aspects like Green CDs, solar powered ATM, bonds for environment protection are among few of which consumers are not aware of. They also attempt to analyze the gender based difference in awareness of green initiatives by bank specially E-Statements, Net Banking and Green loans. Using Chi-Square test for hypothesis testing they arrive at a result that both males and females have the same level of awareness with respect to Green Banking. The researcher's state that the major obstacle in Green Banking is the technical issues involved followed by lack of education.

Mohmed Aminul Islam (2010) Green Banking is also gaining importance in recent times. While the banking industry is undergoing computerization, networking and offering of on-line banking is naturally gaining momentum.

OBJECTIVES OF THE STUDY:

1. To study the extent of awareness and adoption of green banking among the customers.
2. To identify the source of knowledge about Green Banking.
3. To elicit the types of Green Banking services availed.

HYPOTHESES OF THE STUDY:

1. **H₀**: There is no significant relationship between satisfaction level of green banking services and education level of the respondent
2. **H₁**: There is a significant relationship between satisfaction level of green banking services and education level of the respondent

RESEARCH METHODOLOGY:

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	139
Method of Data Analysis	Likert's Scale

ANALYSIS AND INTERPRETATION OF DATA:

Table 1: Division of sample respondents

	Male	Female	Total
Upto High School	04	04	08
Higher Secondary Level	24	20	44
Graduate	31	27	58

Post – Graduate	09	18	27
Others	01	01	02
Total	69	70	139

(Source: By Primary Data)

A collection of 16-question questionnaires was randomly distributed to 139 respondents across the Mumbai area. Female responses are more positive than male responses.

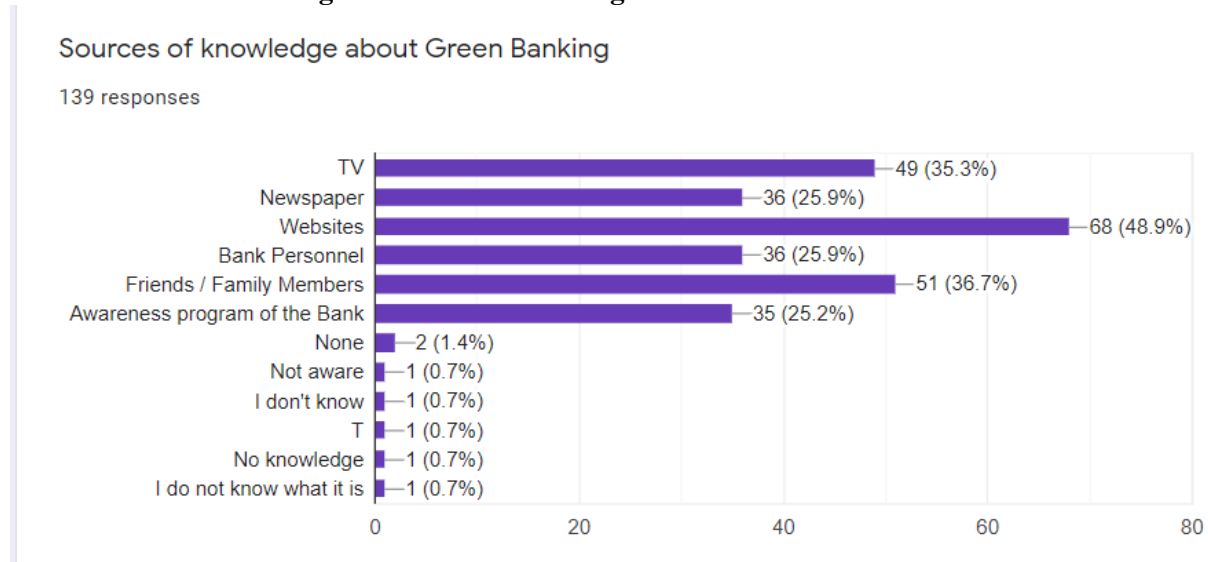
Table 2: Knowledge about Green Banking

	Responses	%
Full Knowledge	15	10.8%
Partial Knowledge	65	46.8%
No Knowledge	59	42.4%
	139	100

(Source: By Primary Data)

From the above table, it is clear that 57.6% respondents are having the knowledge of Green Banking. 42.4% of respondents are not aware of Green Banking concept.

Chart-1: Sources of knowledge about Green Banking



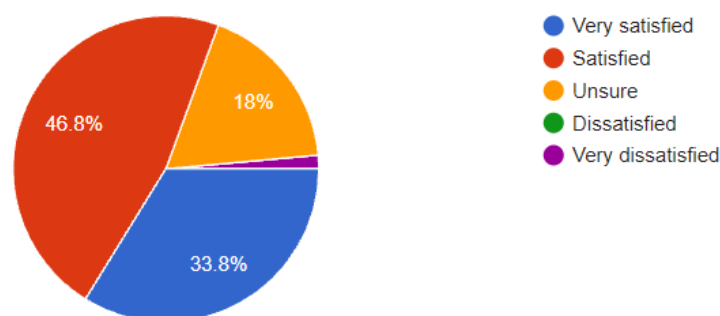
(Source: By Primary Data)

According to the chart above, Websites are the main source of knowledge about Green Banking.

Chart-2: Satisfaction level of Green Banking Services

Satisfaction level of green banking services

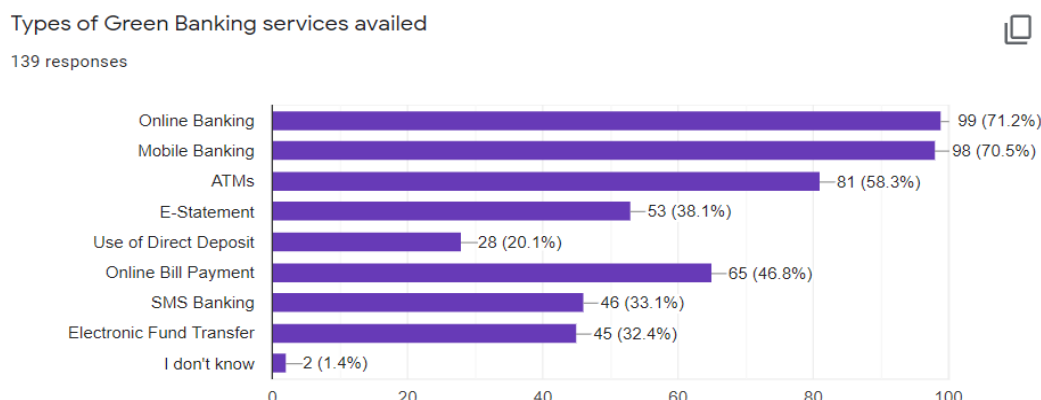
139 responses



(Source: By Primary Data)

From the above table, it is clear that 80.6% respondents were satisfied with the level of green banking services provided by the Bank.

Chart-3: Types of Green Banking services availed



From the above table, it is clear that overwhelming majority are using Online Banking, Mobile Banking and ATMs as Green Banking initiatives.

DATA ANALYSIS:

Hypothesis Testing

The data collected is non-parametric in nature and therefore Chi Square Test is used for the purpose of hypothesis testing. The formula for the Chi Square: $\chi^2 = \sum (O - E)^2 / E$.

Decision rule: If the calculated value is less than the table value, the null hypothesis will be accepted and alternate is rejected.

Hypothesis-1 testing:

1. **satisfaction level of green banking services and education level of the respondent : Observed Frequencies**

Satisfaction Level	Education level of the respondent					Total
	Upto High School	Higher Secondary Level	Graduate	Post Graduate	Other	
Very satisfied	00	08	28	10	01	47
Satisfied	04	22	25	13	01	65
Unsure	04	14	04	03	00	25
Dissatisfied	00	00	00	00	00	00
Very dissatisfied	00	00	01	01	00	02
Total	08	44	58	27	02	139

2. **Satisfaction level of green banking services and education level of the respondent: Expected Frequencies**

Satisfaction Level	Education level of the respondent					Total
	Upto High School	Higher Secondary Level	Graduate	Post Graduate	Other	
Very satisfied	2.71	14.88	19.61	9.13	0.67	47
Satisfied	3.74	20.58	27.12	12.63	0.93	65
Unsure	1.43	7.91	10.44	4.86	0.36	25
Dissatisfied	00	00	00	00	00	00
Very dissatisfied	0.12	0.63	0.83	0.38	0.04	02
Total	8	44	58	27	02	139

Degrees of freedom= $(r-1)*(c-1) = 4*4=16$

Significance level for this test= 5%

Table Value of Chi Square distribution: 26.30

Calculated Value: 26.21

Since the table value is greater than the calculated value, we fail to reject null hypothesis. So, there is no significant relationship between satisfaction level of green banking services and education level of the respondent.

FINDINGS & RECOMMENDATIONS:

1. According to the findings of this survey, the overwhelming majority (73.38%) are frequently using plastic card for withdrawal instead of visiting any bank.
2. Bank websites are the source of knowledge about Green Banking. So each and every Bank have to update their Green Banking initiatives in their websites and annual report.
3. Spreading awareness about Green Banking initiatives is required.

CONCLUSION:

Green Banking is relatively new. So, in order to familiarize customers with the new technologies and facilities presented in light of Green Banking, consumer awareness, education, and training programmes are required. Green banking is a bank's corporate social responsibility, and it requires ongoing efforts and the adoption of sustainable practices in all areas of banking operations, as well as close collaboration with stakeholders. Reduced use of paper through statement and balance details from ATM are saving papers that could be utilized in other productive ways is a good step towards the environment. Minor modifications lead to major transformations.

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RURAL ROAD INFRASTRUCTURE FUNDING IN KARNATAKA DURING COVID-19

Datta Kumar¹ and Abbokar Siddiq²¹Research Scholar, Department of Commerce, University College, Hampankatta, Mangalore²Research Guide and Associate Professor, Department of Commerce, University College**ABSTRACT**

Lockdown levied in India due to Covid-19 has had an adverse effect on the Indian economy. India is fundamentally an agrarian economy and the rural areas contribute significantly to the national income. Rural connectivity also provides for local employment, which is a key aspect in the Covid-19 scenario that has seen large-scale reverse migration to rural areas from cities. These local employment opportunities provide a much-needed safety net to reduce financial distress. The rural road connectivity is a fundamental component of rural development, which promotes access to economic and social facilities and thereby generating increased agricultural income and creative employment opportunities in rural India as well as safeguards sustainable poverty reduction program. With this background the present study is conducted to assess and analyze the rural road infrastructure funding under PMGSY during Covid-19. Data collected and used for the study purpose was purely secondary. Findings of the study revealed that no increase in length of Rural Roads in the year 2020-21 compared to the year 2019-20 in Karnataka. In case of Financial Progress under PMGSY, there has been decrease in the expenditure made during 2020-21 that is 8418.71 crores (38.7%) compared to the year 2019-20 in India whereas expenditure in Karnataka has been increased by 128.22 crores.

Key Words: Covid-19, PMGSY, Rural Connectivity and Funding.

INTRODUCTION

The World is facing the crisis today is unique in many ways. Firstly, the health crisis-brought global recession is in contrast with earlier global recessions which were driven by confluences of a wide variety of determinants, including financial crises (the Great Depression in 1930-32; 1982; 1991; 2009), severe movements in oil prices (1975; 1982), and wars (1914; 1917-21; 1945-46). When faced with enormous uncertainty, policies must be designed with the objective of minimizing large losses by selecting the policy that would be optimal under the worst-case scenario (Hansen and Sargent, 2001). The Covid-19 pandemic has brought about unprecedented change in societies and amplified many socio-economic crises. Almost a billion people internationally have inadequate access to road infrastructure. This not only hinders their mobility, but also limits their access to development benefits, extremely impacting those most disadvantaged. Improved rural infrastructure, most specifically roads, is a crucial to rural development. It is a vital pathway to poverty alleviation as it provides access to safe, affordable, accessible and sustainable transport systems for those who need it most. Rural connectivity also provides for local employment, which is a key aspect in the Covid-19 scenario that has seen large-scale reverse migration to rural areas from cities. These local employment opportunities provide a much-needed safety net to reduce financial distress. The rural road connectivity is a fundamental component of rural development, which promotes access to economic and social facilities and thereby generating increased agricultural income and creative employment opportunities in rural India as well as safeguards sustainable poverty reduction program.

The Ministry of Rural Development is involved with the job of reducing poverty and bringing about fast sustainable development and socio-economic transformation in rural India. To enable the process of developing rural India, various schemes are being implemented across the districts of the country. As a part of this, Pradhan Mantri Gram Sadak Yojana (PMGSY) was launched to increase rural road connectivity with a view to promote greater access to economic and social services and thereby, generating increased economic and social opportunities in rural India. The rural connectivity is essential for the overall development of the rural areas. There is a close link between rural connectivity and socio-economic aspects, such as, economic growth, employment, education and health care. Habitations, which are unconnected, do not have availability and accessibility to several facilities and socio-economic services. There are a number of habitations in the country, which are still not connected by All-weather roads or are connected with poor quality roads (due to poor construction or maintenance), which cannot be categorized as All-weather roads. The rationale for launching PMGSY scheme is thus, to redress this situation so that certain opportunities and services (employment, educational, health, transport, marketing facilities etc.), which are not available in the unconnected habitation, become available to the residents.

The Government of India, Ministry of Surface Transport (Road Wings) has prepared the Road Development Plan for India 2001-2021. In this road development plan, the concept of Primary, Secondary & Tertiary Road

System has been introduced for the purpose of transport planning, functional identification, earmarking administrative jurisdiction and assigning priorities on a road network. The Primary Road System consists of Express Highways and the National Highways. The Secondary Road System consists of the State Highways and Major District Roads and the Tertiary Road System consist of the other District Road and village roads. The latter two categories are also commonly known by the term “Rural Roads” since they represent the links to the rural area of the country.

OBJECTIVES OF THE STUDY

This study has been conducted to achieve the following objectives:

1. To know the rural road infrastructure funding schemes in India and Karnataka
2. To assess and analyze the rural road infrastructure funding under PMGSY during Covid-19.
3. To identify the sources of funding for PMGSY.

METHODOLOGY OF THE STUDY

The study attempts to evaluate the funding and rural connectivity under PMGSY by Central and State government during Covid-19 in India and Karnataka. The study also tries to analyze the total rural habitations connected, road length completed and expenditure made during Covid-19. Secondary data was collected from the various websites, e-journals and reports for conducting the study.

LITERATURE REVIEW

In a developing country like India around 2/3rd of population lives in rural areas and only 1/3rd in urban areas. Therefore, there is a need of structured planning procedure for the development activities and infrastructure facilities available in rural area. Rural roads are integral part of rural development and it stimulates overall development by providing access to economic and social infrastructure and facilities (**Rao, I. P., Kangadurai, B., Jain, P. K., & Jain, N. 2003**). The participation of the people is necessary to provide the rural people with better prospects for economic development (**Srinivas, K. T. 2014**). There is a positive impact of PMGSY on agriculture, employment generation, poverty alleviation, rural health and education (**Mishra, J., & Swaroop, A. 2017**). There is an inter-related relationship between roads and agricultural production, and also, the impact of such enhanced agricultural production on income, living standard, attitudes and other activities of the rural people (**Lokesha, M. N., & Mahesha, M. 2017**).

According to Wharton [1967] agricultural infrastructures are categorized into [i] capital intensive, like irrigation, roads, bridges [ii] capital extensive, like extension services and [iii] institutional infrastructure, like formal and informal institutions. Infrastructure, such as irrigation, watershed development, rural electrification, roads, markets, in close coordination with institutional infrastructure, such as credit institutions, agricultural research and extension, rural literacy determines the nature and the magnitude of agricultural output in India. Adequate infrastructure raises farm productivity and lowers farming costs and its fast expansion accelerates agricultural as well as economic growth rate.

World Bank study (1997) estimated that 15% of the agricultural produce is lost between the farm gate and the consumer because of poor roads and inappropriate storage facilities alone, adversely influencing the income of farmers. Poor rural road infrastructure limits the ability of the traders to travel to and communicate with remote farming areas, limiting market access from these areas and eliminating competition for their produce. Easier access to market allows expansion of perishable and transport-cost intensive products.

Limao and venables (1999) in a study of transportation costs in sub Saharan Africa showed that roads are significant determinants of transportation cost, and that when a region is land locked, transportation cost increased by 50percent. They reported that most of Africa’s poor trade performance was the result of weak infrastructure.

Ahmed and Hussain (1990) an empirical study by demonstrated that the fertiliser use in the agricultural sector increases with the improvement in the quality of road. It should be noted that the transaction cost. That generally falls outside the cost of input prices can be one of the major components of the total cost of production in the agricultural sector and the infrastructure plays a dominant role in reducing the transaction cost. For example, the transportation cost incurred by the farmers in a particular region, both for transporting inputs to the field from the place of purchase and transporting the output to the market place for final sale, can be substantial in the absence of proper transportation facilities. Once the transportation infrastructure has been introduced, the transaction cost may considerably be reduced which has the bearing on the total marginal cost of production.

Binswanger, Deininger and Feder (1993) in a study of 13 states in India, found that investments in rural infrastructure lowered transportation costs, increased farmers' access to markets, and led to substantial agricultural expansion. Better roads also lowered the transaction costs of credit services, resulting in increased lending to farmers, higher demands for agricultural inputs, and higher crop yields.

International Fund for Agricultural Development (1995) observed that construction of rural roads almost inevitably leads to increase in agricultural production and productivity by bringing in new land into cultivation, intensifying existing land use to take advantage of expanded market opportunities. Better roads also lowered the transaction costs of credit services, resulting in increased lending to farmers, higher demand for agricultural inputs and higher crop yields.

Seid nuru, holgerbseebens (2008) investigate the impact of location on crop choice and rural livelihood evidence from villages in northern Ethiopia. He found that proximity to urban centers and access to roads increase the share of land allocate to cash crop production and his study also reveals that market proximity may affect crop choices is better access to information about prices or new technologies and house hold located at closer to urban areas which access to road but who do not have irrigable land tend to invest in commercial livestock farming.

Mellor's (1976) outline for the future economic development of India places infrastructural development as one of the top priorities. Mellor indicates that infrastructure plays a strategic role in producing large multiplier effects in the economy with agricultural growth. As agricultural incomes grow, consumption expenditures increase in rural areas, creating increased demand for urban goods-the multiplier effect.

Research Gap

On the basis of literature reviewed from different sources it has been identified that no sufficient studies related to Rural Road Infrastructure Funding in Karnataka during Covid-19 have been carried out. Many research studies have been carried out on impact of PMGSY on agriculture, employment generation, poverty alleviation, rural health and education before Covid-19 pandemic. Therefore, conducting a study on Rural Road Infrastructure Funding in Karnataka during Covid-19 is relevant and significant.

Rural Roads - Rural connectivity is a key element in the complete development of the state. Rapid expansion of roads can have a multiplier effect on the overall growth of backward areas. Investment in roads has one of the major impacts on poverty mitigation and increase in total factor productivity.

Table 1: The Road Lengths in Karnataka (in km)

Category of Road	2016-17	2017-18	2018-19	2019-20	2020-21 Upto Dec 2020
National Highways	6572	6572	7257.63	7257.63	7652
State Highways	19578	19578	19445.98	19445.98	28985
Major District Roads	49909	49909	49552.75	49603	55474
Municipal Roads and Other Roads	8366	40108.71	40108.71	40487.59	40487.59
Rural Roads	177542	190862	190862	198500.8	198500.80

Source : Economic Survey of Karnataka 2020-21.

The total length of rural roads in Karnataka as on December 2020 is 198500.80 kms. Improvement of Rural roads and their repairs is being taken up under Pradhan Manthri Gram Sadak Yojana (PMGSY), Namma Grama Namma Raste Yojane (NGNRY), Mukhya Manthri Grameena Rasthe Abhivruddhi Yojane (CMGSY) & RIDF schemes.

1) Pradhana Manthri Gram Sadak Yojana (PMGSY)

PMGSY was launched with an objective to provide rural connectivity by way of all-weather roads to eligible habitations having a population of 500 and above. During the year 2020-21, Rs. 66.52 crore has been allocated for repairs of PMGSY Roads and Rs. 27.23 crore has been spent for maintenance of 1359.06 kms of road length as on December 2020.

2) Namma Grama Namma Raste Yojane (NGNRY)

Under this programme, Rs 8930.80 crore has been spent and 18638.22 kms of road length has been completed up to December 2020 since inception of this programme. 'During 2020-21 an allocation of Rs. 86.51 crore has been allocated for rural connectivity and maintenance of roads and 6300.96 kms of road length has been connected and maintained by incurring an expenditure of Rs. 44.69 crore up to beginning of December 2020.

3) Chief Minister Gram Sadak Yojana

Under this scheme, an amount of Rs 20000.00 lakh have been provided in the budget for 2020-21. The funds provided will be utilized for maintenance of rural roads.

National Bank for Agricultural and Rural Development (NABARD)

RIDF NABARD - 21 (2015-16): Under this programme, 102 works were completed as against the approved works of 108.

RIDF NABARD - 22 (2016-17): Under this programme, 110 Road works for Rs. 5220.50 lakh, 14 Bridge works for Rs. 634.00 lakh and 194 Minor Irrigation works for Rs. 8520.05 lakh were approved. 108 road works, 11 bridge works are completed. Under 194 Minor Irrigation works, 184 works are completed and 8 works are dropped. The remaining 2 works are under progress.

RIDF NABARD - 23 (2017-18): During 2017-18, 116 Road works for Rs.7292.80 lakh & 5 bridge works for Rs.370.00 lakh were approved. 108 road works are completed and 1 work is under progress. 7 road works were dropped as the same works are taken up by the other departments. Out of 5 bridge works, 5 works are completed.

RIDF NABARD - 24 (2018-19): During 2018-19, 153 Road & bridge works for Rs 15023.75 lakh were approved. 106 works are completed, 38 works are under progress, 3 works are yet to be started 6 works are dropped as the same has been taken by the other departments.

Table 2: Financial Progress under PMGSY (Expenditure in crores)

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Karnataka	265.72	342.88	50.46	15.85	1.1	129.32
India	16542.9	16093	17307.29	23370.02	21755.43	13336.72

Source : Economic Survey of Karnataka 2020-21.

Table 3: Habitation Connectivity Status under PMGSY in India

Year	Road Length Sanctioned (in km)	Road Length Completed (in km)	%	Feasible Sanctioned Habitations (No.)	Habitations Connected (No.)	%	Value	Expenditure	%
2015-16	534871	454508	84	172769	134900	78	174901	146470	83
2016-17	584285	501934	85	172769	146477	84	205005	162363	79
2017-18	634265	550604	86	172769	157454	91	238235	179537	75
2018-19	673610	598698	88	172769	165869	96	265777	202775	76
2019-20	700994	626002	89	172769	168984	97	284698	224447	78
2020-21	744905	662680	88	172769	171078	99	313918	248309	79

Source : PMGSY at a glance, <http://omms.nic.in/dbweb>

Table 4: Habitation Connectivity Status under PMGSY in Karnataka

Year	Road Length Sanctioned (in km)	Road Length Completed (in km)	%	Feasible Sanctioned Habitations (No.)	Habitations Connected (No.)	%	Value	Expenditure	%
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2015-16	18576	17606	94	423	417	98	4642	4360	93
2016-17	18559	18515	99	423	421	99	4732	4703	99
2017-18	18577	18562	99	423	421	99	4761	4754	99
2018-19	18575	18569	99	423	421	99	4771	4770	99
2019-20	21801	18575	85	423	423	100	6910	4771	69
2020-21	24003	19141	79	423	423	100	8381	5498	65

Source : PMGSY at a glance, <http://omms.nic.in/dbweb>

Since inception till 31.12.2020, 153918 habitations of 250+, 500+ and 1000+ population categories and 5427 habitations in 100-249 population category have been provided all-weather road connectivity and a total of 641650 km road length has been completed under various interventions of the Scheme with an expenditure of 238763 crore including the State share.

FUNDING OF THE SCHEME

The PMGSY was launched as 100% Centrally Sponsored Scheme. However, later on the basis of the recommendations of the sub-group of Chief Ministers on rationalization of Centrally Sponsored Schemes the fund sharing pattern of PMGSY was changed in the ratio of 60:40 between the Centre and States for all States except for eight North Eastern and three Himalayan States for which it is 90:10 with effect from 2015-16.

The Sources of Funding for the Programme

1. Cess on High Speed Diesel (HSD)
2. Budgetary Support
3. Asian Development Bank (ADB) Loan
4. World Bank Loan

Table 5: Release of Grants/Loans (in Crores)

Year	Release for the programme	Release for administration	Release under ADB Assistance	Release under World Bank Assistance	Total Release
2015-16	11158	341	1550	2126	15175
2016-17	12105.05	140.42	1685.92	2576.37	16507.74
2017-18	14684.81	134.55	1500	500	16819.36
2018-19	12193.41	195.8	1570.16	1429.84	15389.21
2019-20	10902.82	93.02	1500	1500	13995.85
2020-21	8645.71	43.14	00	930.34	9619.19

Source : Annual Report Ministry of Rural Development 2020-21

FINDINGS OF THE STUDY

1. There is no increase in length of Rural Roads in the year 2020-21 compared to the year 2019-20 in Karnataka (table 1).
2. In case of Financial Progress under PMGSY, there has been decrease in the expenditure made during 2020-21 that is 8418.71 crores (38.7%) compared to the year 2019-20 in India whereas expenditure in Karnataka has been increased by 128.22 crores (table 2).
3. In India 89% road length has been completed during 2019-20 and it has come down to 88% in 2020-21 against the Road Length Sanctioned. In case of Habitation Connectivity Status, 97% of feasible sanctioned habitations have been connected during 2019-20 & 99% of feasible sanctioned habitations have been connected during 2020-21. Expenditure under PMGSY is increased to 79% during the year 2020-21.
4. In Karnataka, 85% road length has been completed during 2019-20 and it has come down to 79% in 2020-21 against the Road Length Sanctioned. In case of Habitation Connectivity Status, all the feasible

sanctioned habitations have been connected and achieved 100% connectivity during 2019-20. No habitations are left unconnected in Karnataka and this is the great achievement under PMGSY. Expenditure under the Scheme has come down to 65% during the year 2020-21 against the value of the projected roads.

5. Table 5 shows that the release of various grants by the Central government for the programme and administration, release of loan by ADB & World Bank and the total release from the year 2015-16 to 2020-21. The grant of Central government for the programme & administration has come down to 2257.11 crores (20.70%) and 49.88 crores (53.62%) during the year 2020-21 compared to the year 2019-20 respectively. No grant has been released by ADB as loan in the year 2020-21. World Bank has released the grant in the year 2020-21 but it has come down by 569.66 crores (40%) compared to the year 2019-20. Similarly, total release of grants under the Scheme has been declined by 4376.66 crores (31.27%) in the year 2020-21.

RECOMMENDATIONS

1. Since there is no growth in length of rural roads during 2020-21, government should concentrate on increasing the length of rural roads in the coming years.
2. In Karnataka, all the feasible sanctioned habitations have been connected in the year 2019-20 (100%). But, only 79% road length completed in the year 2020-21. Therefore, government should try to complete 100% road length sanctioned as early as possible.
3. Government of Karnataka should try to identify the new unconnected habitations in rural areas as 100% feasible sanctioned habitations have been connected.
4. Release of grants has been declined since 2018-19. Drastic decline in the release of grants in the year 2020-21. Therefore, Central government should try to take adequate measures to increase the grants.

CONCLUSION

In India rural sector has seen the phenomenon of reverse migration during complete lockdown imposed due to Covid-19. To mitigate the adverse effects of lockdown on rural economy Government of India announced stimulus financial packages. Similarly, Covid-19 pandemic has impacted on every sphere of economic development. For the improvement of Rural roads and their repairs Central & State Governments have come up with many schemes such as Pradhan Manthri Gram Sadak Yojana (PMGSY), Namma Grama Namma Raste Yojane (NGNRY), Mukhya Manthri Grameena Rasthe Abhivruddhi Yojane (CMGSY) & RIDF schemes. PMGSY has become a boon for rural road development. To conclude, in Karnataka all the feasible sanctioned habitations have been connected under PMGSY in the year 2019-20.

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EMPLOYEE ENGAGEMENT – KEY TO POST PANDEMIC SUCCESS OF IT COMPANIES IN MAHARASHTRA

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ABSTRACT

In today's competitive world, employee engagement play a very crucial role for the success of any organization. Every organization would like to have engaged employees as they are the one who contribute to the greater extend towards the success of the organization. Employee engagement is a combination of job satisfaction, ability, and a willingness to perform for the organization at a high level and over an extended period of time. This combination of satisfaction, ability and willingness is a more important predictor of organization performance. The objective of the study is to analyze the impact of employee engagement on post pandemic success of IT Companies on the basis of the 7C's of employee engagement out of 10 C's defined by Gambler (2007). This paper has found that the out of 7c's taken for study 5c's are important factor for the success of the IT Companies. Employees feels that Connect, Career, Convey, Contribute and Congratulate are the important factors for the success of IT Companies.

1 INTRODUCTION

Employee engagement is not employee happiness. It is the relationship between on organization and employees. An engaged employee always absorbed and passionate about his work and takes corrective measures to enhance the organizations revenue and market value. Employee engagement is defined as a combination of job satisfaction, ability, and a willingness to perform for the organization at a high level and over an extended period of time. This combination of satisfaction, ability and willingness is a more important predictor of organization performance. Gallup survey reported only 13% workers worldwide are engaged with their work. Gallup survey also reported that companies with the most engaged workforce had 147% higher earnings per share, better productivity and profitability and lower absenteeism and turnover than the other companies. This article is based on the 10 C's for employee engagement by the author. Gerard H. Seijts and Dan Crim (2006) summarized the 10 C's of employee engagement in their research article published in Ivey business journal online by Ivey management service.

1. **Connect** : Leaders must show that they value their employees. Employee engagement is a direct reflection of how employees feel about their relationship with the boss. If employees feel that they have positive relationship with their boss then there will be positive employee engagement but if they feel that their boss has negative attitude towards them or they have not so good relation with their boss then employee engagement is not going to happen.
2. **Career**: Leader should provide meaningful and challenging work with career advancement opportunities. Good leaders challenges employees, at the same time they instill the confidence that those challenges can be met. Leader should work regularly to improve the skills and create small win that help the entire unit to perform at its best.
3. **Clarity**: There must be a clarity about the vision among the employees that leadership has for the organization and the goal that leaders have for the particular division or team. If the employees are clear about their goal and what they really wants to achieve then only they can contribute towards achieving those goals.
4. **Convey**: Leaders must clearly specify their expectation from the employees and provide constructive feedback on their functioning in the organization.
5. **Congratulate**: Leaders must give recognition to the employee for doing good job. Praise and recognition motivate employee to perform well.
6. **Contribute**: Leaders should make employees feels that their input matters and they are contributing to the organization success in a meaningful ways.
7. **Control**: Employees need and value control over the flow and pace of their jobs. Leaders can create opportunities for employees to exercise this control. A feeling of "being in on things," and of being given opportunities to participate in decision making often reduces stress; it also creates trust and a culture where people want to take ownership of problems and their solutions.

8. Collaborate: Great leaders are team builders. They create an environment that foster trust and collaboration. If employees feel cared about by their colleagues, and can contribute to their teams, they are more likely to be engaged.
9. Credibility: Leaders should strive to maintain a company's reputation and demonstrate high ethical standards. If there is lack of credibility then it will affect the image of the organization badly.
10. Confidence : Good leaders help create confidence in a company by being exemplars of high ethical and performance standards.
- 10 C's are highly relevant blueprint for most of the leaders. If leaders are aware of and actively implementing 10 C's, they will prove a robust foundation for building engaged and invested workforce.

2 REVIEW OF LITERATURE

Desai et al. (2010) done their research in finding the employee engagement among the manufacturing and service sector. In their research, it was found that the employee engagement level was higher in manufacturing sector than in service sector. The reason behind such increase was found to be free communication with the supervisors, participation in decision making and the firm cares and values the employees.

Bakker (2011) studied the employee engagement among 368 HR professionals working in Canadian companies. These individuals work in business, government, consulting, education and not for-profit organizations. In his study, It was found that engaged employees showed higher level of commitment, productivity and loyalty. Disengagement among employees resulted in unwillingness towards voluntary work, lower productivity and improper work relationship. In order to improve employee engagement he suggested the management to look forward in creating clear communication, proper recognition, defending direct reports, better learning and development opportunities and helping during problematic situations.

Pandey & David (2013) According to them An "engaged employee" is one who is fully involved in, and enthusiastic about their work, and thus will act in a way that furthers his organization's interests. this study investigated what job characteristics leads to high employee engagement. Instrument contains fourteen items related with different dimensions of employee engagement. Data was collected thorough purposive sampling from 107 respondents from IT and Pharma sector. This study has concluded that most of the employees in Pharma and IT sectors are engaged as most of the responses were on the positive side with minor improvement needed to done to increase employee engagement level. Satisfactory work environment, Opportunities to grow and job enrichment have emerged as prime factor behind employee engagement.

Chandani et al. (2016) the objective of this article is to clarify the importance of employee engagement and to identify the factors which are important for most of the organization. This paper suggested different employee engagement approaches for new employees such as strong induction programs, rigorous training and development programme, certification programme and giving them a realistic job preview. Finding of this study will be useful to construct strong employee engagement policy with the mix of all these factors of employee engagement.

T. Suhasini and Dr.K.Kalpna (2018) wrote an article title "A Study on Factors Affecting Employee in Indian IT Industry". The objective of this article is to identify the importance of employee engagement with respect to its impact on employee retention and performance. This paper has found that employee engagement is important factor which help to reduced employee turnover intention and increase innovative work related behavior. This paper suggested that emphasis should be given employee opinion and opportunities should be provided to the employees to be heard.

Sahar N. and Siddiqui, D.A. (2019) studies the impact of training, development and communication on employees engagement in banking sector of Karachi. The results of the study showed that there is a positive impact of training and development and internal communication on engagement. According to the researcher practitioners need to understand the value of participatory factors to compete effectively through effective implementation in the engagement strategy.

3 OBJECTIVE OF THE STUDY

- To analyze the impact of employee engagement on post pandemic success of IT Companies on the basis of the 7C's of employee engagement out of 10 C's defined by Gambler (2007)

4 STATEMENT OF PROBLEM

Employee engagement is very important factor in today's world. Every organization aims to find engaged employee as they are the one who actually contribute towards the success of the organization. HR Practitioners

finally understood the importance of employee engagement during tough time or crisis. They need to understand the engagement practices or factor which keep their employee motivated and engaged. This research paper will help HR Practitioners to identify the significant factors which can improve the employee engagement which in turn help to improve the organizational performance.

5 RESEARCH METHODOLOGY

The Research design applied for study is descriptive nature. The Required data collected from Primary as well as Secondary data. Secondary data collected from books, research papers and article. Primary data was collected by sharing Google form with the respondents. A Simple Random Sampling technique was used for selecting the sample for the study. A sample size of 110 respondents was drawn from the study. The statistical tool applied for the study is Descriptive Statistics.

6 DATA ANALYSIS AND INTERPRETATION

Table 1 – Demographic profile

	Category	Number of Employees	Percentage %
Gender	Male	73	66
	Female	37	34
Age (in years)	<30	43	39
	30 -45	52	47
	>45	15	14
Level in the organization	Top Level	10	9
	Middle level	77	70
	Lower level	23	21
Experienced in the organization (In Years)	<5	22	20
	5 -10	73	66
	>10	15	14

Source – Primary Data

From the above table it is clear that out of 100% respondents, 66% are male and 34% are female employees. Respondents are grouped into three age groups. Age group less than 30 years comprising 39% of sample, the majority are from the age group between 30 to 45, which amounts to 47% of the sample and the age group above 45 comprising 14% of sample. In terms of level in the organization, 9% sample are from top level, majority are from middle level and 21% sample are from lower level. 20% of employees are having less than 5 years of experienced, majority sample are from 5 to 10 years of experienced category and 14% employees are having experienced more than 10 years. Mostly top level employees are having more than 10 years of experienced.

Table 2 - Data analysis

		Connect	Career	Clarity	Convey	Contribute	Collaborate	Congratulate
N	Valid	110	110	110	110	110	110	110
	Missing	0	0	0	0	0	0	0
Mean		3.45	3.55	2.8533	3.15	3.93	2.6400	3.13
Median		3.00	4.00	2.0000	3.00	3.00	2.0000	3.00
Mode		4.00	4.00	2.00	3.00	4.00	2.00	4.00

Descriptive statistics method is used to analyze the perception of employee's w.r.t all the parameters of employee engagement. The finding are as follow

Interpretation :

- 1) Mean – From the above table it is observed that the average perception of employees for Connect, Career, and Contribute factors are very important for employee engagement. Average perception of employees for Clarity, Convey and congratulate factors are indifferent meaning that factors are neither important nor unimportant.
- 2) Median- From the median it is seen that 50 % of employees perception on Connect, convey, contribute and congratulate are less than indifferent and 50% is greater than indifferent. It means their perception is neutral, factors are neither important nor unimportant. For the Factor Clarity and collaborate 50% are less

unimportant and remaining 50% are more than unimportant meaning this two factors are not important for employee engagement.

- 3) Mode - The Maximum employees feels that Factors like Connect, Career, contribute and congratulate are very important from mode for employee engagement. Perception of employees regarding convey is neutral, they feel that this factor is neither important nor unimportant. Employees feels that clarity and collaborate are not important factor for employee engagement.

7 CONCLUSION

In today's competitive world, employee engagement play a very crucial role for the success of any organization. Every organization would like to have engaged employees as they are the one who contribute to the greater extend towards the success of the organization. From literature review it is clear that employee engagement help to reduced employee turnover and also help to increase the overall organizational productivity. This article is basically identify the important factors which improve the employee engagement and which ultimately improve the overall performance of the organization. Researcher has identify there is serious need of employee engagement in IT Sector. Researcher has found through survey and analysis that employees opinion are different. Researcher has found 5 C's parameters like Connect, Career, Convey, Contribute and Congratulate are the important factors for the success of IT Companies. Employees feels that Clarity and Collaborate factors are not very important.

8 SUGGESTION

Success of any company largely depends upon their manpower. The way practitioners handle their manpower is the key for the success. This article will help HR practitioners to re-think their engagement strategies and also guide them which area to pay more attention. This Study has found five parameters i.e Connect, Career, Convey, Contribute and Congratulate which are important for employee engagement. So Practitioners or leaders should value their employees. They should provide career advancement opportunities to employees. Leader should clearly specify their expectation from employees and constant feedback should be given to them. Leaders should listen to the employee's suggestion and they should make feel them that their input is important. Employees should be given recognition for doing good job.

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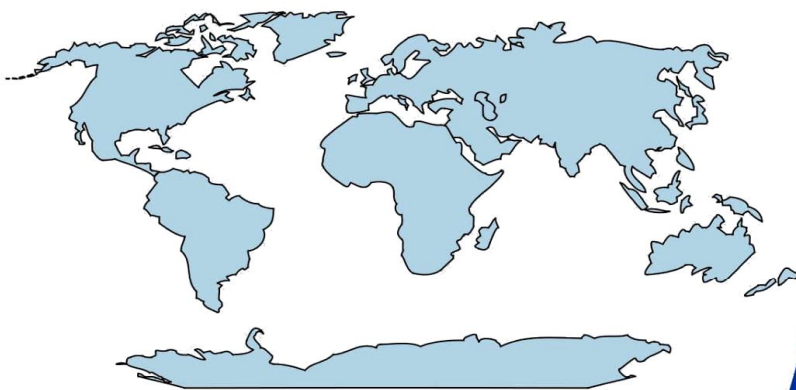
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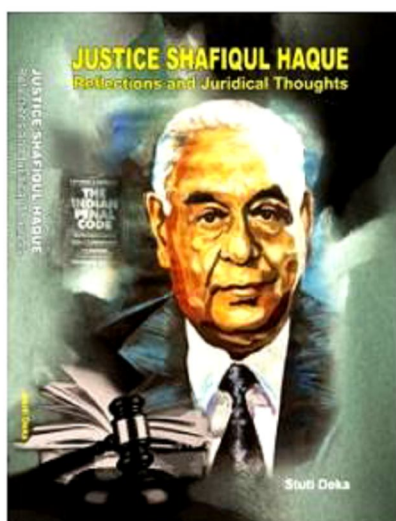


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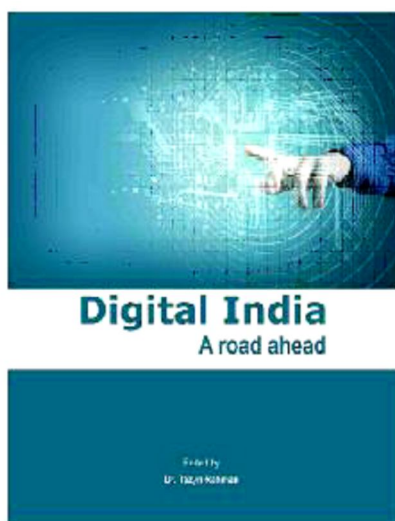
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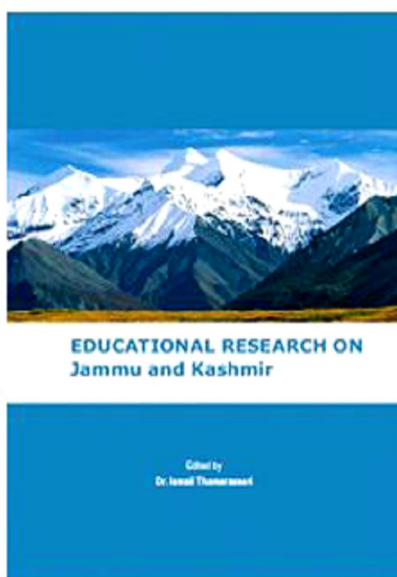
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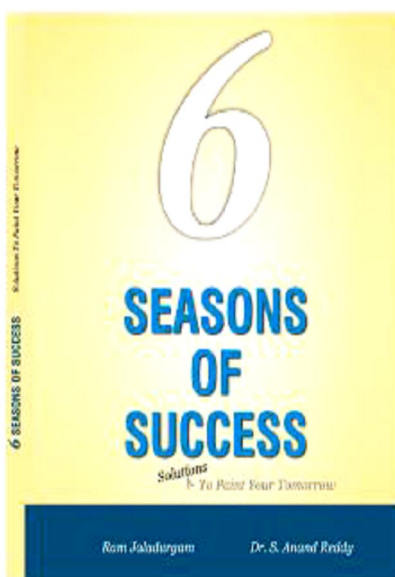
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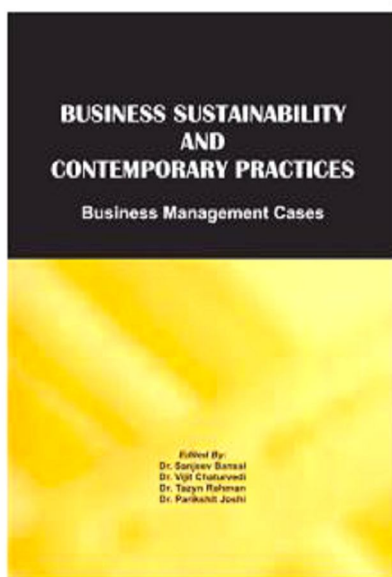
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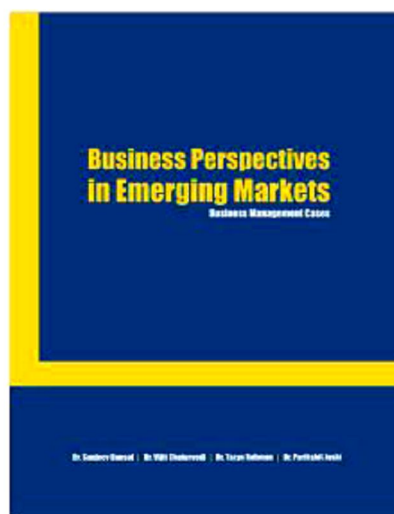
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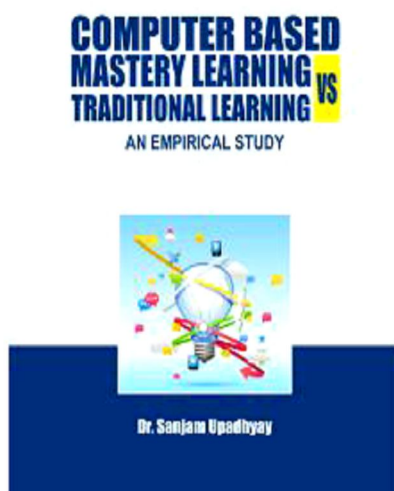
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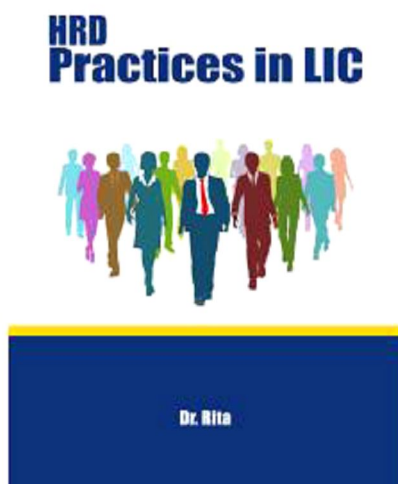
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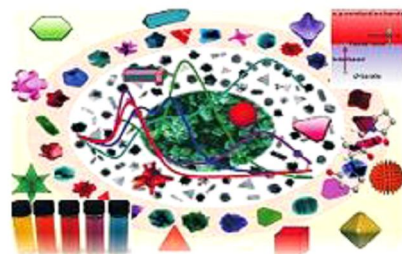
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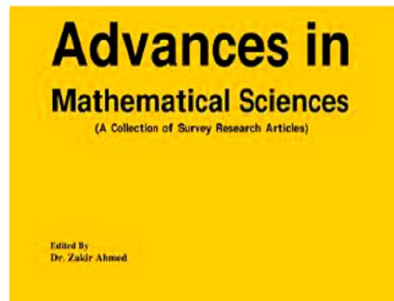
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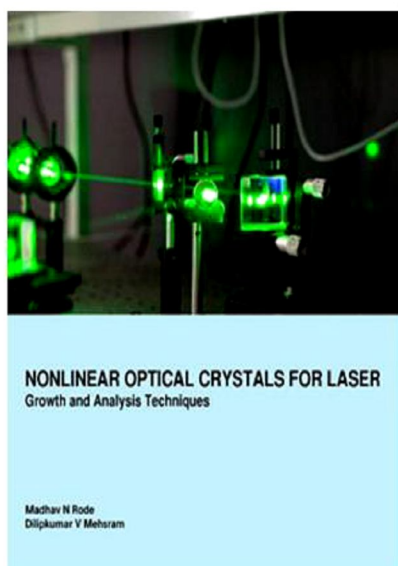


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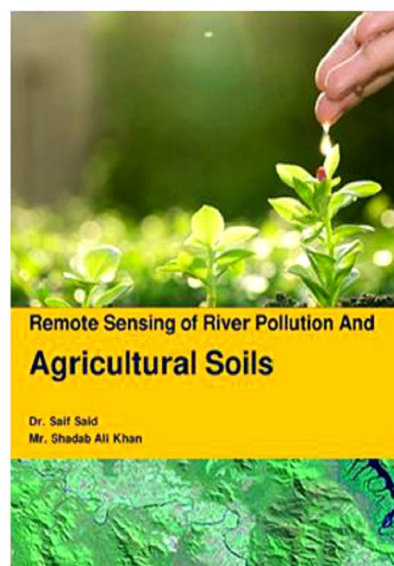
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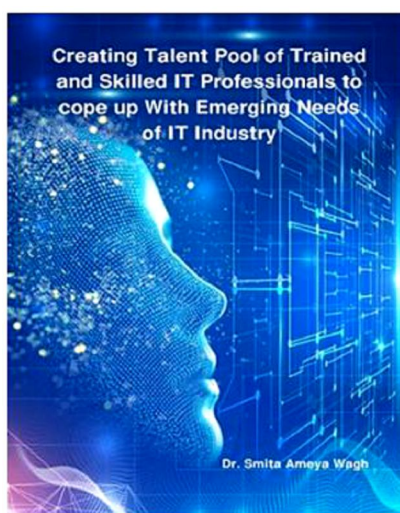
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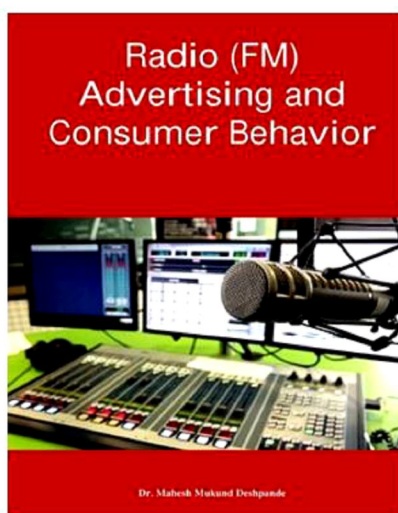
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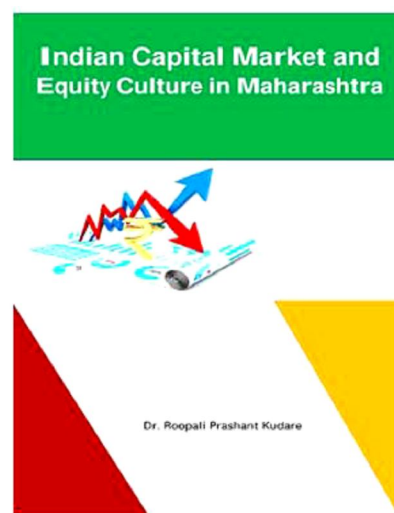
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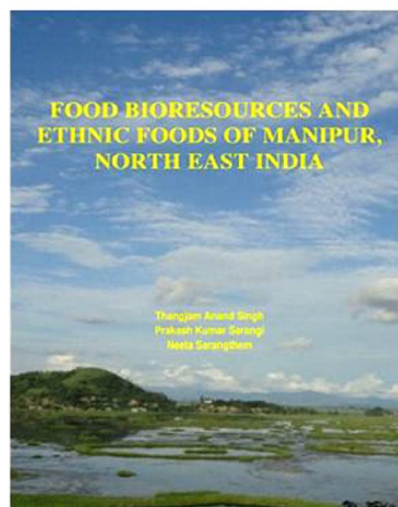
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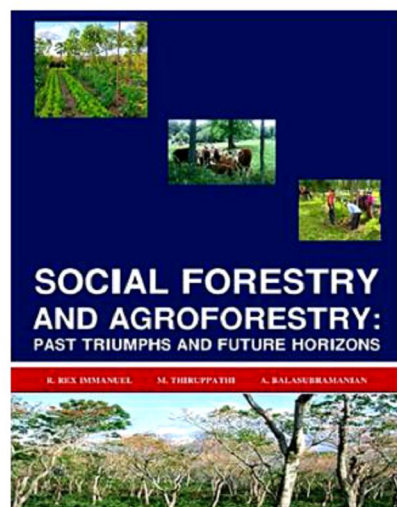
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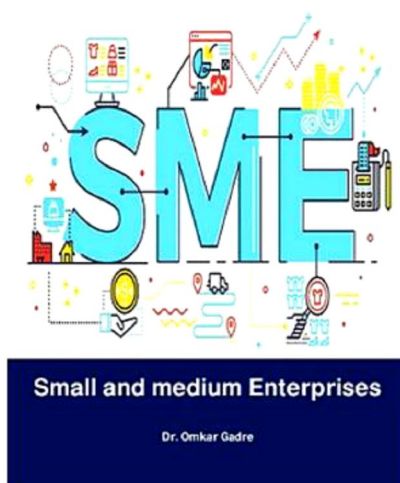
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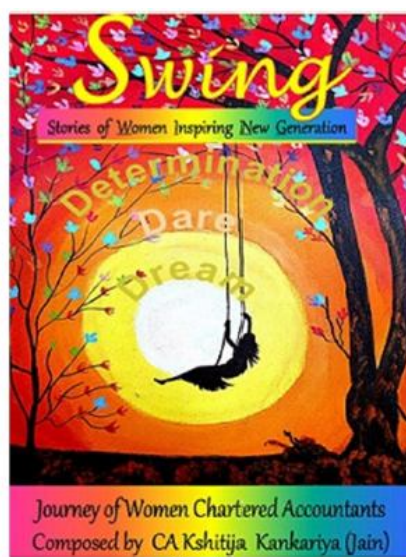
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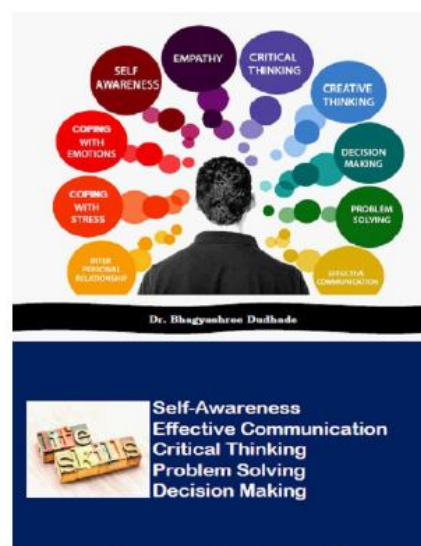


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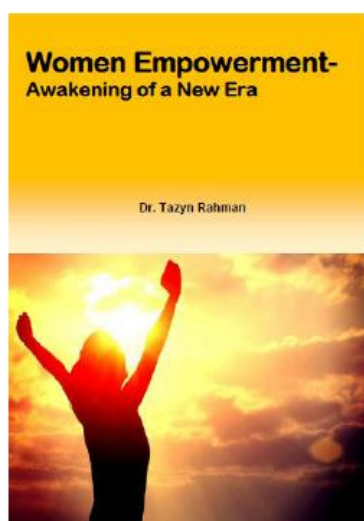
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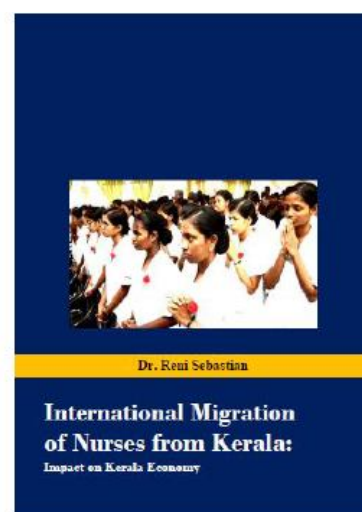
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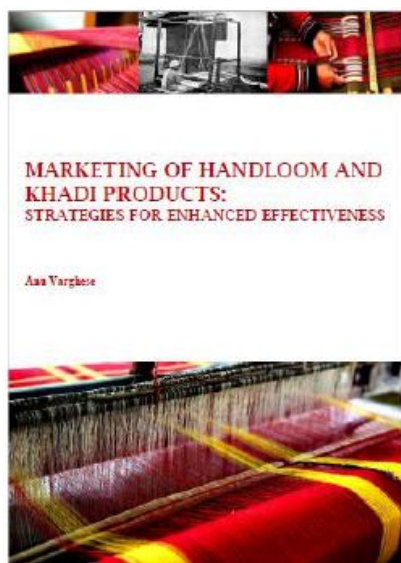
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